

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

INDEX

- 1 Index Page
- 2 Monthly Statistical Narrative
- 3 Month and YTD Sold & Active Single Family Listings
- 4 Monthly Sales by Price Range and Bedrooms
- 5 Single Family Sold Graph
- 6 Median Sale Price for Single Family Homes Graph
- 7 Available Single Family Homes Graph
- 8 Months Supply of Inventory for Single Family Homes Graph

SOUTH CENTRAL WISCONSIN MLS CORPORATION



Date: February 15, 2011

For Release: Immediate

For More Information Contact: Kevin King, 608-240-2800, kevin@wisre.com

January Home Sales Start Year on Positive Note

Home sales in Dane County are starting off 2011 on a positive note – exceeding the past two January reports, and matching that of 2008. For the eight county region serviced principally by the SCWMLS, all counties but one met or exceeded last January's sales. This year will be a very interesting one for the housing market as it marks the first year since 2008 that no governmental housing stimulus programs are in place or expected.

The median sale price in Dane County was 4.8% ahead of last year for January, when it could be argued that the then existing tax credit was skewing the market into lower price ranges. On the other hand, the \$203,912 figure compares favorably with the average median prices for January since 2008 (\$203,200). Another notable figure in January was the decrease in new listings – down 22.7% from last year – and the lowest monthly total since 2002. Total active listings in the county are also down – approaching the inventory level of late 2005. Like Dane County, active inventories have fallen in all but Columbia and Green Counties, while Iowa County has remained at the same level as one year ago.

For the entire SCWMLS, the most popular price ranges for sales in January were between \$100,000 and \$200,000 (38% of all sales) and \$200,000 - \$300,000 (16% of all sales). It stands to reason that the most popular prices for active listings is the same: \$100,000 - \$200,000 (39%) followed by \$200,000 - \$300,000 (22%). For condominiums, 62% of all sales were under \$160,000 while 49% of active listings are \$160,000 and below.

When breaking down the figures in Dane County, single family homes sales accounted for 179 of the 222 total reported. The single family homes sales are the highest January total since 2007. The 43 condominium sales trailed last year by 5 but were ahead of 2009. Each category also showed a significant drop in new listings for the month - down 21.5% for single family homes and down 25.9% for condominiums.

These figures seem to support the general good news reported recently about the economy. We have just completed a positive Holiday selling season. Job creation is predicted to continue. The stock market has been on a steady climb. Auto sales along with manufacturing activity have improved. Inflation appears to be in check. And interest rates are still low (but showing signs of creeping up). Hopefully these are signs of growing consumer confidence – a confidence that will give buyers the courage to move forward while the tremendous home buying advantages are still here.

With all of this hopeful news, we must be reminded that the first half of 2011 may suffer by comparison to the first half of 2010. Because of the home buyer tax credit, over 60% of the total sales for 2010 took place in the first six months. The expectation is that without such stimulus plans in place to distort the timing of sales, 2011 will be the year to return to normalcy.

South Central Wisconsin MLS Sold & Active Residential Listings (Including Condos)

JANUARY & Year-to-date Statistics 2011

* Sales reported as of February 14, 2011

January

COLUMBIA COUNTY	2011	2010	2009	2008
# New Listings	85	103	146	150
# Sales	*22	18	13	20
Average Sale Price	134,406	134,930	128,302	173,847
Median Sale Price	99,950	130,750	117,000	181,225
Total # Active Residential Listings at end of Period	694	671	715	670
DANE COUNTY	2011	2010	2009	2008
# New Listings	710	918	845	1,155
# Sales	*222	186	151	222
Average Sale Price	247,740	218,274	256,853	246,048
Median Sale Price	203,912	194,625	208,000	207,000
Total # Active Residential Listings at end of Period	3,719	3,959	4,352	4,559
DODGE COUNTY	2011	2010	2009	2008
# New Listings	78	83	61	90
# Sales	*20	20	18	26
Average Sale Price	134,075	96,440	130,265	173,476
Median Sale Price	82,550	85,500	100,037	140,615
Total # Active Residential Listings at end of Period	447	508	559	549
GRANT COUNTY	2011	2010	2009	2008
# New Listings	45	24	37	25
# Sales	*16	12	10	11
Average Sale Price	100,596	93,585	147,100	449,101
Median Sale Price	72,500	83,815	143,250	153,000
Total # Active Residential Listings at end of Period	231	241	269	211
GREEN COUNTY	2011	2010	2009	2008
# New Listings	47	52	51	48
# Sales	*25	17	12	15
Average Sale Price	123,047	156,041	126,033	211,620
Median Sale Price	113,000	129,900	111,250	175,900
Total # Active Residential Listings at end of Period	300	276	316	284
IOWA COUNTY	2011	2010	2009	2008
# New Listings	42	41	43	32
# Sales	*8	14	8	11
Average Sale Price	129,968	139,428	117,137	122,409
Median Sale Price	92,450	117,000	95,500	132,500
Total # Active Residential Listings at end of Period	226	226	203	232
ROCK COUNTY	2011	2010	2009	2008
# New Listings	239	290	250	316
# Sales	*81	72	48	84
Average Sale Price	85,114	93,534	113,653	116,154
Median Sale Price	65,000	77,000	96,950	117,600
Total # Active Residential Listings at end of Period	1,306	1,314	1,467	1,365
SAUK COUNTY	2011	2010	2009	2008
# New Listings	109	127	94	112
# Sales	*30	24	21	19
Average Sale Price	147,511	127,918	141,707	178,970
Median Sale Price	126,500	120,750	140,000	174,900
Total # Active Residential Listings at end of Period	792	836	827	749

More MLS statistics are available at www.scwmls.com.

NOTE - This representation is based in whole or in part on data supplied to the South Central Wisconsin MLS Corporation by its Participants. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market.

South Central Wisconsin MLS

JANUARY STATISTICS

2011

1/1/11 - 1/31/11



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/Co-Op
less than 30,000	101	4
30,000 - 39,999	139	7
40,000 - 49,999	182	5
50,000 - 59,999	240	33
60,000 - 69,999	315	41
70,000 - 79,999	292	57
80,000 - 89,999	348	91
90,000 - 99,999	340	114
100,000 - 119,999	600	228
120,000 - 139,999	792	225
140,000 - 159,999	682	224
160,000 - 179,999	755	205
180,000 - 199,999	714	163
200,000 - 249,999	1,151	229
250,000 - 299,999	805	147
300,000 - 399,999	741	158
400,000 - 499,999	338	76
500,000 - 749,999	308	52
750,000 - 999,999	127	16
over 1,000,000	93	6
Total Types	9,063	2,081
Average price	227,054	202,548

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/Co-Op
less than 30,000	7	16	9	0
30,000 - 39,999	12	12	1	0
40,000 - 49,999	6	11	6	1
50,000 - 59,999	4	8	3	2
60,000 - 69,999	5	15	1	4
70,000 - 79,999	6	4	5	3
80,000 - 89,999	3	11	3	1
90,000 - 99,999	3	5	3	6
100,000 - 119,999	4	14	8	9
120,000 - 139,999	9	22	8	8
140,000 - 159,999	5	24	6	2
160,000 - 179,999	1	24	3	5
180,000 - 199,999	1	21	14	3
200,000 - 249,999	2	27	14	3
250,000 - 299,999	1	13	16	3
300,000 - 399,999	1	13	18	5
400,000 - 499,999	0	4	14	1
500,000 - 749,999	0	2	7	0
750,000 - 999,999	0	0	1	2
over 1,000,000	0	1	1	0
Total Types	70	247	141	58
AVERAGE PRICE	87,574	155,651	238,885	180,201

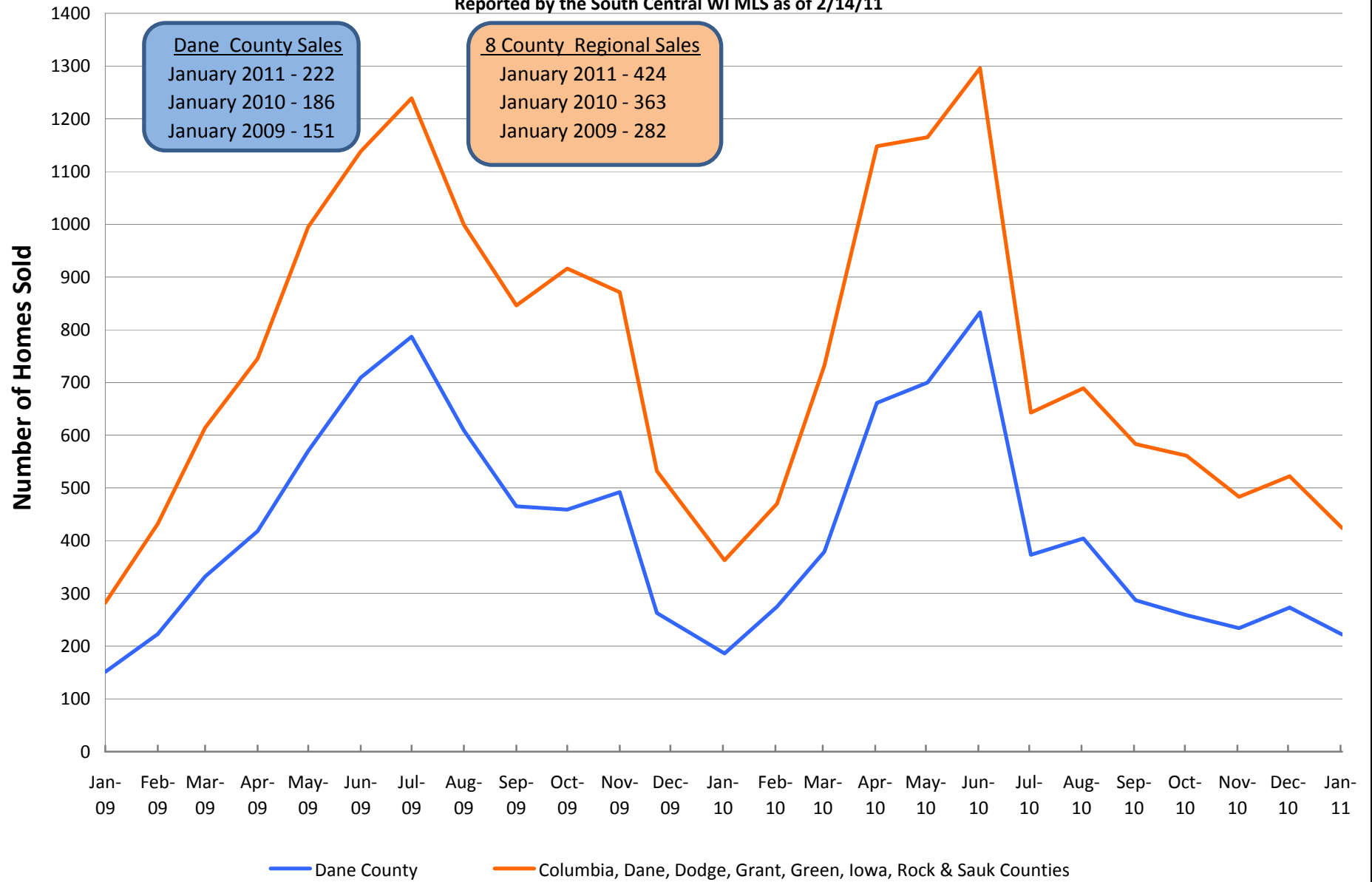
TERMS OF SALE (SALES)	
CASH	135
CONVENTIONAL	320
FVA/FHA	43
WHEDA	4
ASSUMPTION	0
SELLER	2
OTHER	12

*Sales for the month & current active listings are reported as of 2/14/11. The Current Active Listings Chart includes all listings available for showings, including those with offers to purchase. This representation is based in whole or in part on data supplied to the South Central Wisconsin MLS Corporation by its Participants. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market.

More MLS statistics are available at www.scwmls.com.

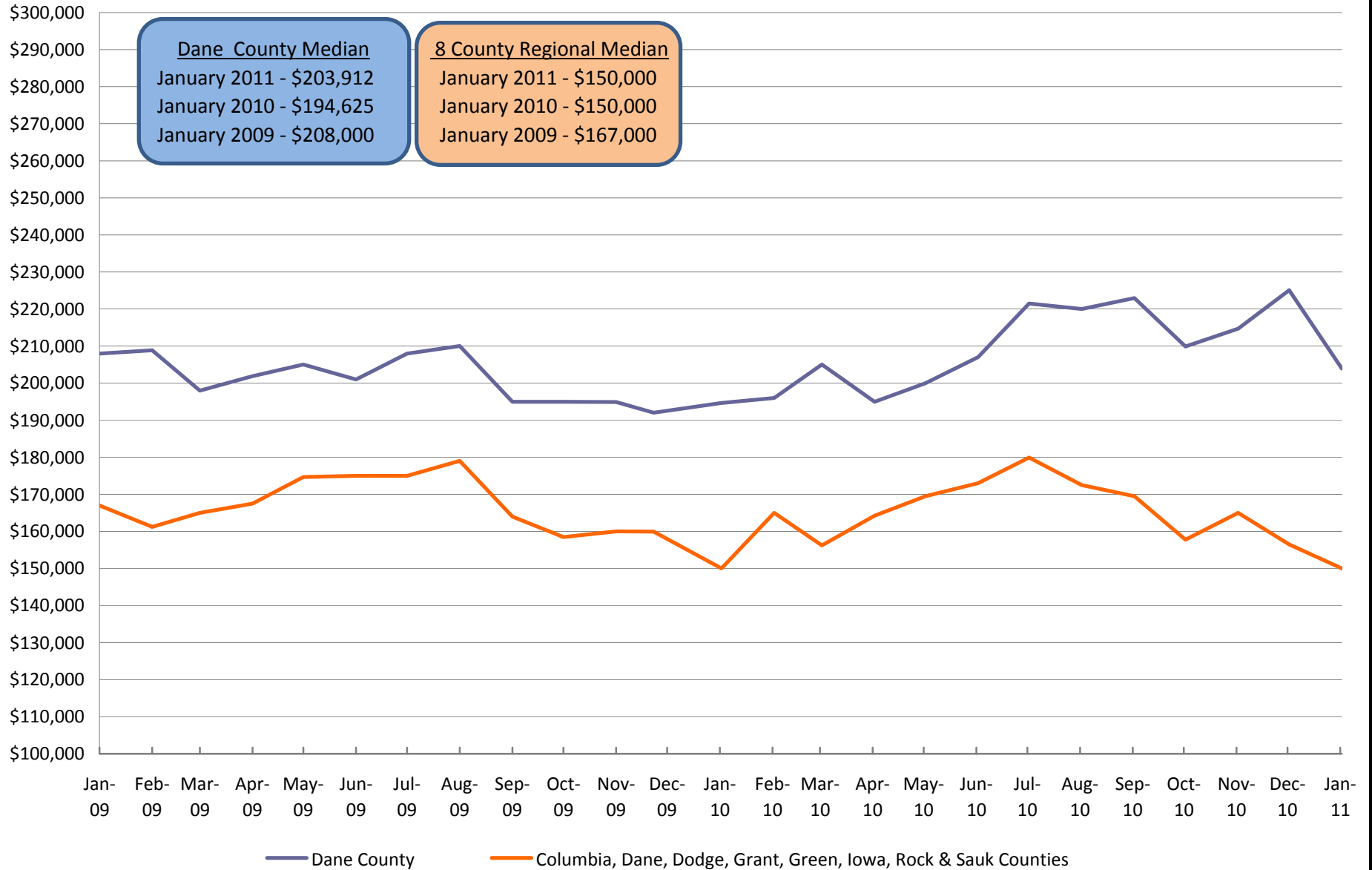
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/14/11



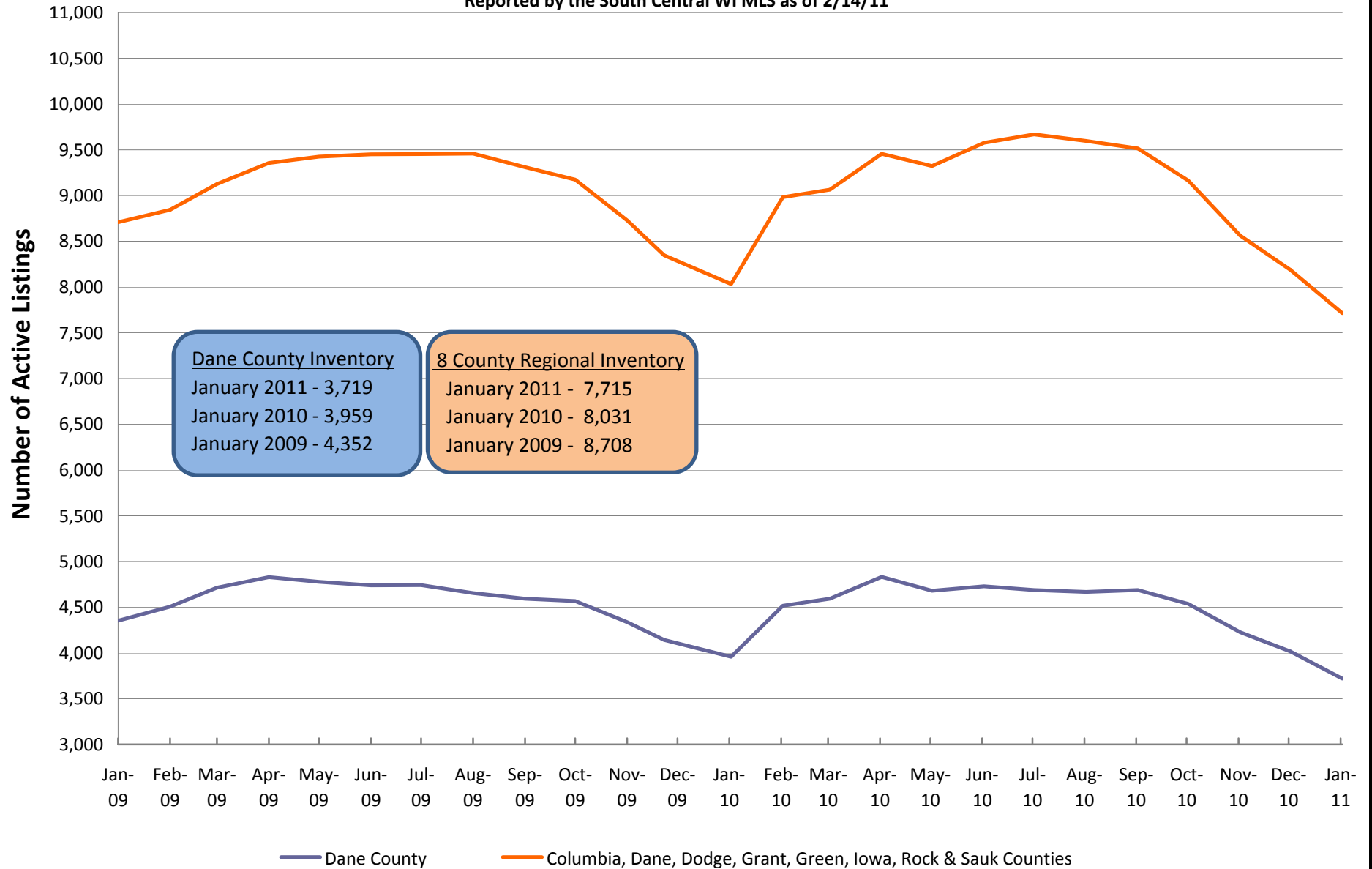
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/14/11



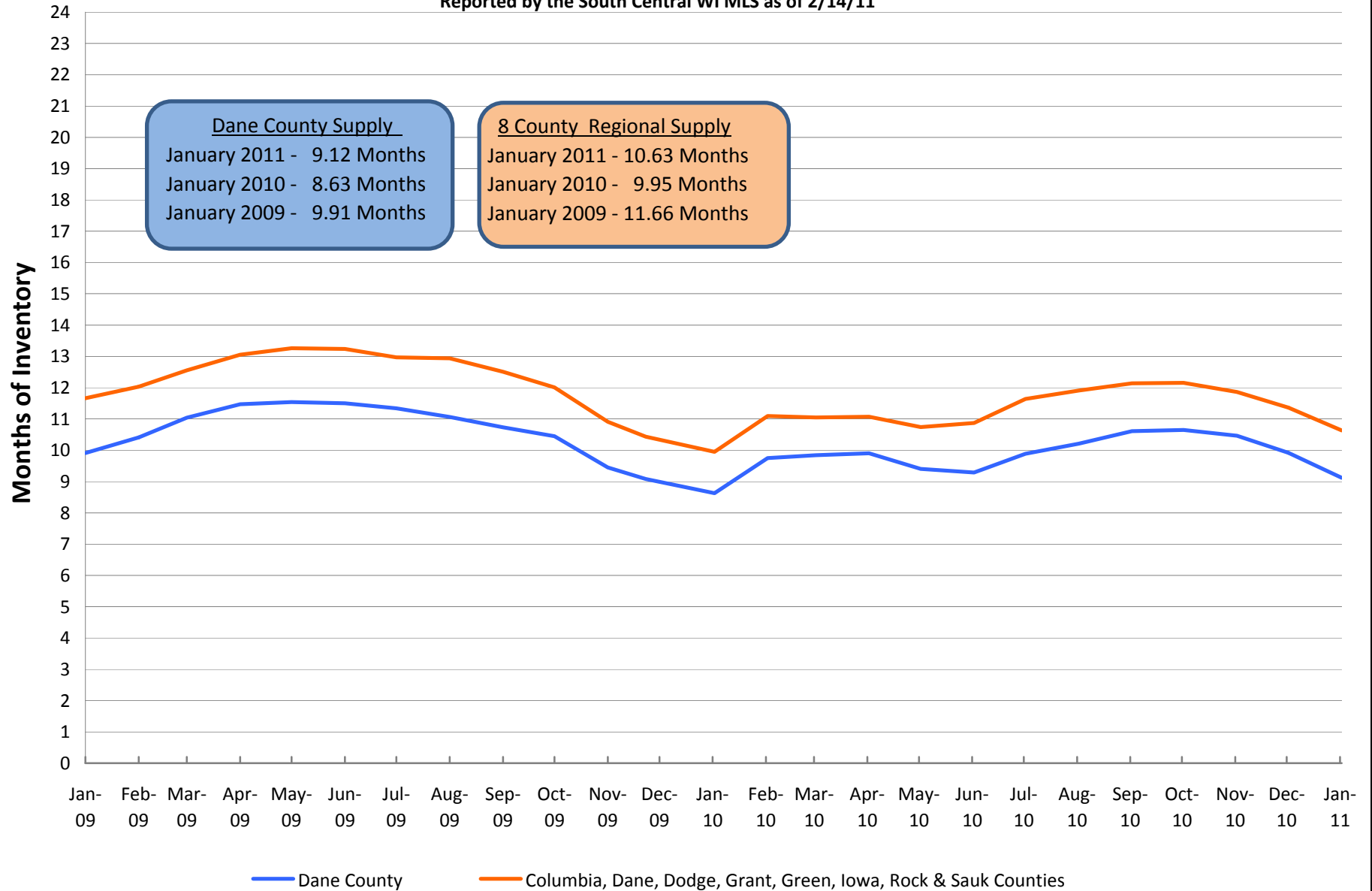
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 2/14/11



Months Supply of Inventory for Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 2/14/11



Months Supply = current inventory divided by the average sales for the most current 12 months