

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

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SOUTH CENTRAL WISCONSIN MLS CORPORATION



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For more information please contact Kevin King 608-240-2800 or kevin@wisre.com

Now That's a Good Start!

In our 2012 year-end report, we stated that optimism for 2013 was cautiously high coming off sales that were 27% higher in Dane County and 23% higher across the entire SCWMLS. Well, January 2013 certainly is supportive of that optimism. Sales of single family and condominium homes in Dane County were 23.5% more than last year. For the eight county primary region served by the SCWMLS, sales were 16% ahead.

A dramatic change from last year has to do with active inventories. January 2012 started off with 3364 active listings in Dane County and almost 7000 active listings across our 8 counties. This represented 8.65 months of supply for Dane County and 9.72 months for the region. For 2013, active inventory has dropped to just less than 2600 in Dane County or 5.35 months of supply, and 5578 active listings in the region, representing 6.44 months of supply. Why is this potentially significant? Most real estate experts consider 6 months supply of active inventory to be the balance point in the market between buyers and sellers. Above 6 months is thought to favor buyers; below 6 months tends to swing the market in favor of sellers.

Dane County median prices for the month took a jump, from \$194,000 in 2012 to \$200,000 in 2013. The increase was even higher for the eight counties, rising to \$160,000 from \$141,000. In looking at the median price over the past twelve months, Dane County is \$201,500 and the region is \$163,400. These prices compare to \$206,000 in Dane County and \$163,000 regionally for the period of February 2011 through January 2012. However, given the very low inventories noted above, particularly in Dane County, we believe the median prices are poised to rise in 2013, as they did in January.

We continue monitor the number of distressed sales reported as these transactions frequently place downward pressure on overall prices. Since beginning to collect this data in May of 2012, distressed sales – defined as short sales, REOs and court-ordered sales – have represented 13% of the single family sales and 18% of the condominium sales in Dane County.

Looking forward, it appears the market will continue to be active. Consumer web site visits are up by double digits over last January. Showing requests in January are more than 25% ahead of 2012. Mortgage rates continue to hold below 4% providing for very high affordability opportunities. Yes, this is a very good start indeed.

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

January & Year-to-date Statistics 2013

* Sales reported as of February 12, 2013

| January | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| COLUMBIA COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 77 | 79 | 85 | 103 | 146 | 150 |
| # Sales | 37* | 28 | 22 | 18 | 13 | 20 |
| Average Sale Price | 138,314 | 100,457 | 134,406 | 134,930 | 128,302 | 173,847 |
| Median Sale Price | 132,000 | 79,500 | 99,950 | 130,750 | 117,000 | 181,225 |
| Total # Active Residential Listings at end of Period | 518 | 603 | 694 | 671 | 715 | 670 |
| DANE COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 690 | 705 | 710 | 918 | 845 | 1,155 |
| # Sales | 289* | 234 | 229 | 186 | 151 | 222 |
| Average Sale Price | 225,649 | 220,121 | 249,487 | 218,274 | 256,853 | 246,048 |
| Median Sale Price | 200,000 | 194,000 | 204,900 | 194,625 | 208,000 | 207,000 |
| Total # Active Residential Listings at end of Period | 2,598 | 3,364 | 3,719 | 3,959 | 4,352 | 4,559 |
| DODGE COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 62 | 60 | 78 | 83 | 61 | 90 |
| # Sales | 26* | 36 | 22 | 20 | 18 | 26 |
| Average Sale Price | 147,366 | 85,294 | 138,113 | 96,440 | 130,265 | 173,476 |
| Median Sale Price | 121,500 | 61,250 | 92,550 | 85,500 | 100,037 | 140,615 |
| Total # Active Residential Listings at end of Period | 331 | 407 | 447 | 508 | 559 | 549 |
| GRANT COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 40 | 36 | 45 | 24 | 37 | 25 |
| # Sales | 21* | 17 | 17 | 12 | 10 | 11 |
| Average Sale Price | 110,969 | 99,352 | 107,620 | 93,585 | 147,100 | 449,101 |
| Median Sale Price | 94,000 | 78,000 | 75,000 | 83,815 | 143,250 | 153,000 |
| Total # Active Residential Listings at end of Period | 220 | 240 | 231 | 241 | 269 | 211 |
| GREEN COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 51 | 48 | 47 | 52 | 51 | 48 |
| # Sales | 24* | 22 | 25 | 17 | 12 | 15 |
| Average Sale Price | 132,131 | 130,827 | 123,047 | 156,041 | 126,033 | 211,620 |
| Median Sale Price | 124,500 | 111,950 | 113,000 | 129,900 | 111,250 | 175,900 |
| Total # Active Residential Listings at end of Period | 195 | 277 | 300 | 276 | 316 | 284 |
| IOWA COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 30 | 25 | 42 | 41 | 43 | 32 |
| # Sales | 15* | 11 | 8 | 14 | 8 | 11 |
| Average Sale Price | 156,926 | 114,481 | 129,968 | 139,428 | 117,137 | 122,409 |
| Median Sale Price | 160,000 | 98,000 | 92,540 | 117,000 | 95,500 | 132,500 |
| Total # Active Residential Listings at end of Period | 224 | 220 | 226 | 226 | 203 | 232 |
| ROCK COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 208 | 200 | 239 | 290 | 250 | 316 |
| # Sales | 105* | 99 | 82 | 72 | 48 | 84 |
| Average Sale Price | 108,741 | 85,081 | 84,881 | 93,534 | 113,653 | 116,154 |
| Median Sale Price | 95,000 | 68,200 | 65,300 | 77,000 | 96,950 | 117,600 |
| Total # Active Residential Listings at end of Period | 849 | 1,116 | 1,036 | 1,314 | 1,467 | 1,365 |
| SAUK COUNTY | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| # New Listings | 101 | 86 | 109 | 127 | 94 | 112 |
| # Sales | 47* | 39 | 31 | 24 | 21 | 19 |
| Average Sale Price | 166,503 | 129,618 | 151,301 | 127,918 | 141,707 | 178,970 |
| Median Sale Price | 143,500 | 124,000 | 128,000 | 120,750 | 140,000 | 174,900 |
| Total # Active Residential Listings at end of Period | 643 | 732 | 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

2013

01/01/2013 - 01/31/2013



| CURRENT ACTIVE LISTINGS | | |
|-------------------------|---------------|--------------|
| PRICE CLASS/TYPE | Single Family | Condo/ Co-Op |
| less than 30,000 | 109 | 2 |
| 30,000 - 39,999 | 125 | 3 |
| 40,000 - 49,999 | 194 | 27 |
| 50,000 - 59,999 | 199 | 27 |
| 60,000 - 69,999 | 264 | 41 |
| 70,000 - 79,999 | 293 | 53 |
| 80,000 - 89,999 | 301 | 88 |
| 90,000 - 99,999 | 357 | 77 |
| 100,000 - 119,999 | 581 | 136 |
| 120,000 - 139,999 | 689 | 172 |
| 140,000 - 159,999 | 575 | 129 |
| 160,000 - 179,999 | 584 | 135 |
| 180,000 - 199,999 | 528 | 81 |
| 200,000 - 249,999 | 810 | 109 |
| 250,000 - 299,999 | 580 | 101 |
| 300,000 - 399,999 | 636 | 123 |
| 400,000 - 499,999 | 259 | 45 |
| 500,000 - 749,999 | 230 | 45 |
| 750,000 - 999,999 | 89 | 18 |
| over 1,000,000 | 94 | 2 |
| Total Types | 7,497 | 1,414 |
| Average price | 218,736 | 201,370 |
| Median price | 164,900 | 152,950 |

| TOTALS REPORT SOLD RESIDENTIAL LISTINGS | | | | |
|--|-------------|-----------|------------|--------------|
| PRICE CLASS/TYPE | 0-2 Bedroom | 3 Bedroom | 4+ Bedroom | Condo/ Co-Op |
| less than 30,000 | 14 | 17 | 5 | 2 |
| 30,000 - 39,999 | 9 | 8 | 4 | 2 |
| 40,000 - 49,999 | 7 | 10 | 6 | 1 |
| 50,000 - 59,999 | 9 | 9 | 8 | 1 |
| 60,000 - 69,999 | 8 | 11 | 3 | 3 |
| 70,000 - 79,999 | 3 | 13 | 10 | 4 |
| 80,000 - 89,999 | 11 | 26 | 5 | 1 |
| 90,000 - 99,999 | 2 | 9 | 4 | 5 |
| 100,000 - 119,999 | 13 | 25 | 8 | 8 |
| 120,000 - 139,999 | 1 | 25 | 8 | 12 |
| 140,000 - 159,999 | 4 | 32 | 14 | 13 |
| 160,000 - 179,999 | 5 | 42 | 14 | 8 |
| 180,000 - 199,999 | 4 | 25 | 12 | 4 |
| 200,000 - 249,999 | 3 | 49 | 33 | 6 |
| 250,000 - 299,999 | 0 | 15 | 23 | 5 |
| 300,000 - 399,999 | 2 | 15 | 24 | 4 |
| 400,000 - 499,999 | 2 | 2 | 10 | 1 |
| 500,000 - 749,999 | 0 | 2 | 12 | 1 |
| 750,000 - 999,999 | 0 | 0 | 1 | 0 |
| over 1,000,000 | 0 | 0 | 1 | 0 |
| Total Types | 97 | 335 | 205 | 81 |
| AVERAGE PRICE | 94,217 | 152,448 | 226,499 | 160,353 |
| MEDIAN PRICE | 75,800 | 150,000 | 200,000 | 142,000 |

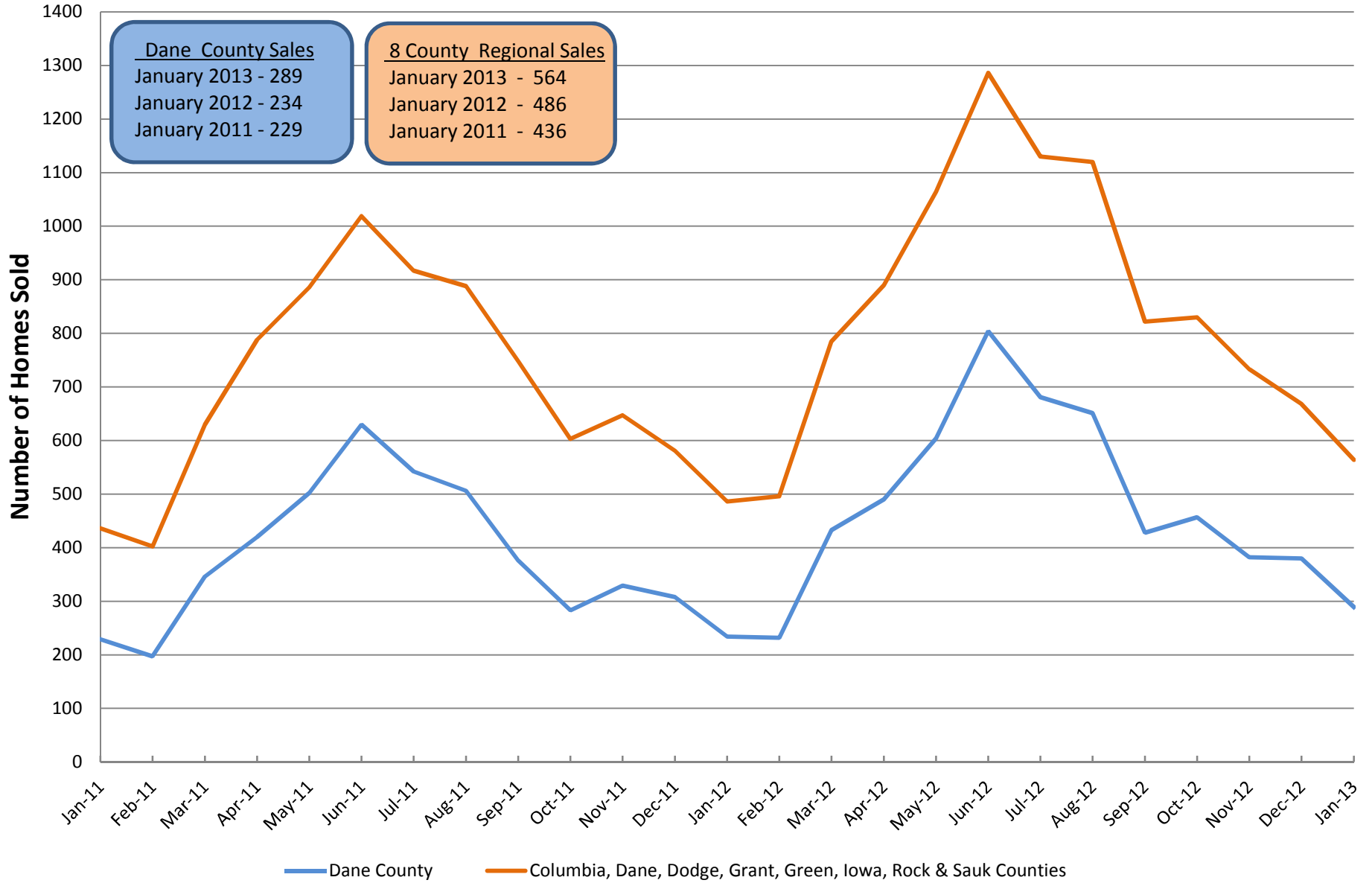
| TERMS OF SALE (SALES) | |
|--------------------------|-----|
| CASH | 168 |
| CONVENTIONAL | 439 |
| FVA/FHA | 72 |
| WHEDA | 5 |
| ASSUMPTION | 0 |
| SELLER | 0 |
| OTHER | 6 |
| USDA | 28 |

*Sales for the month & current active listings are reported as of 2/12/13. 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.

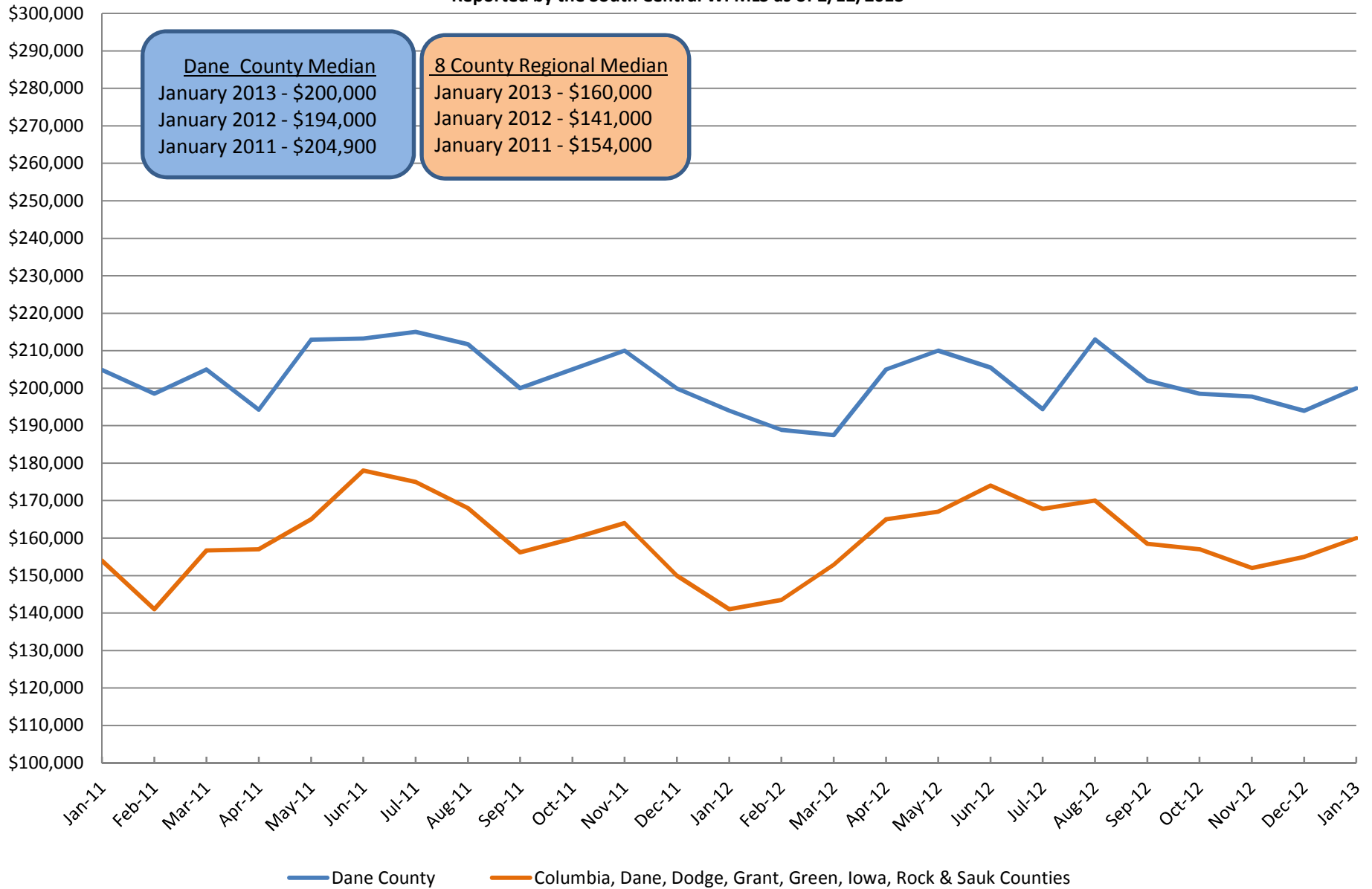
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2013



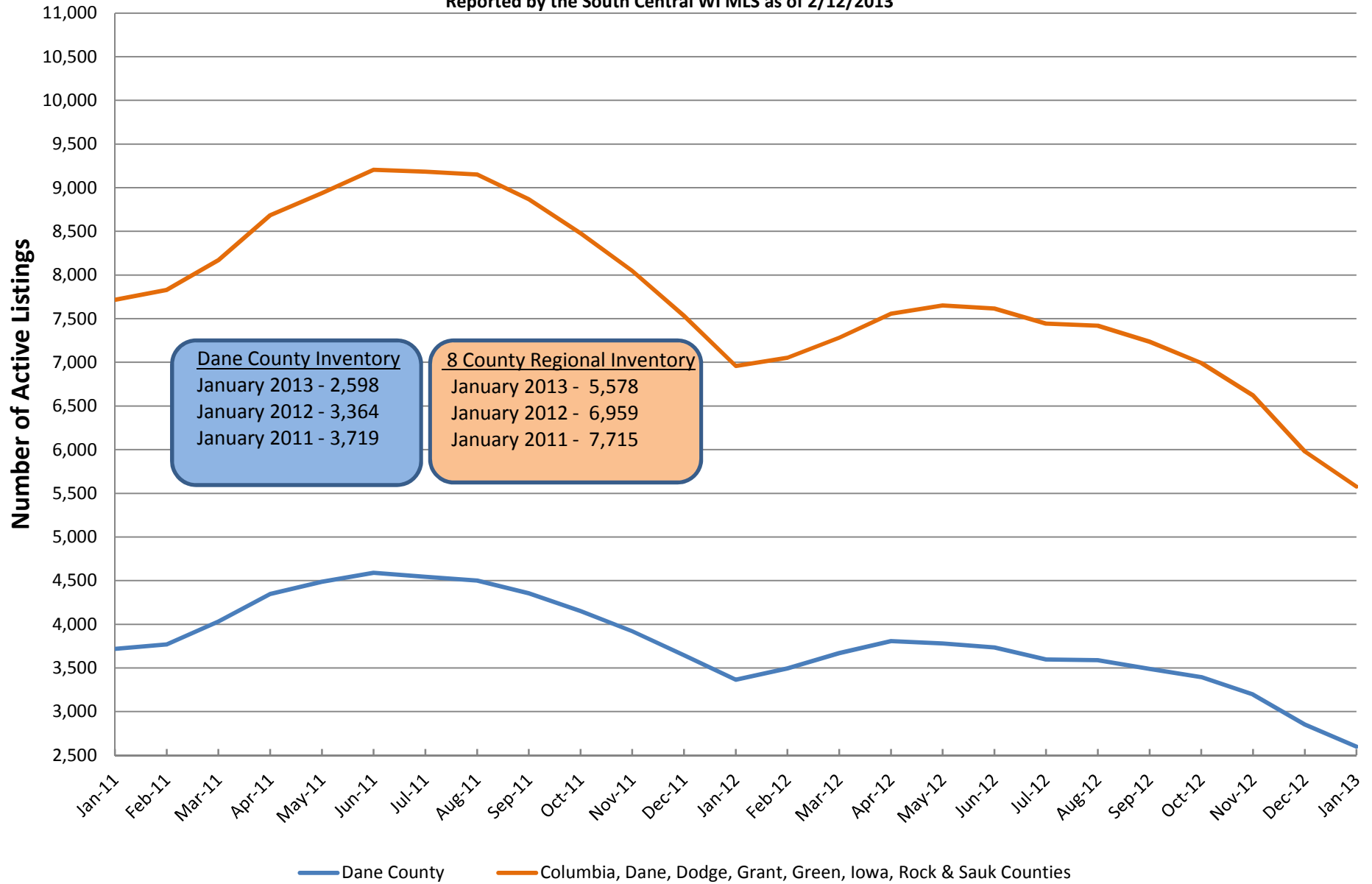
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2013



Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2013

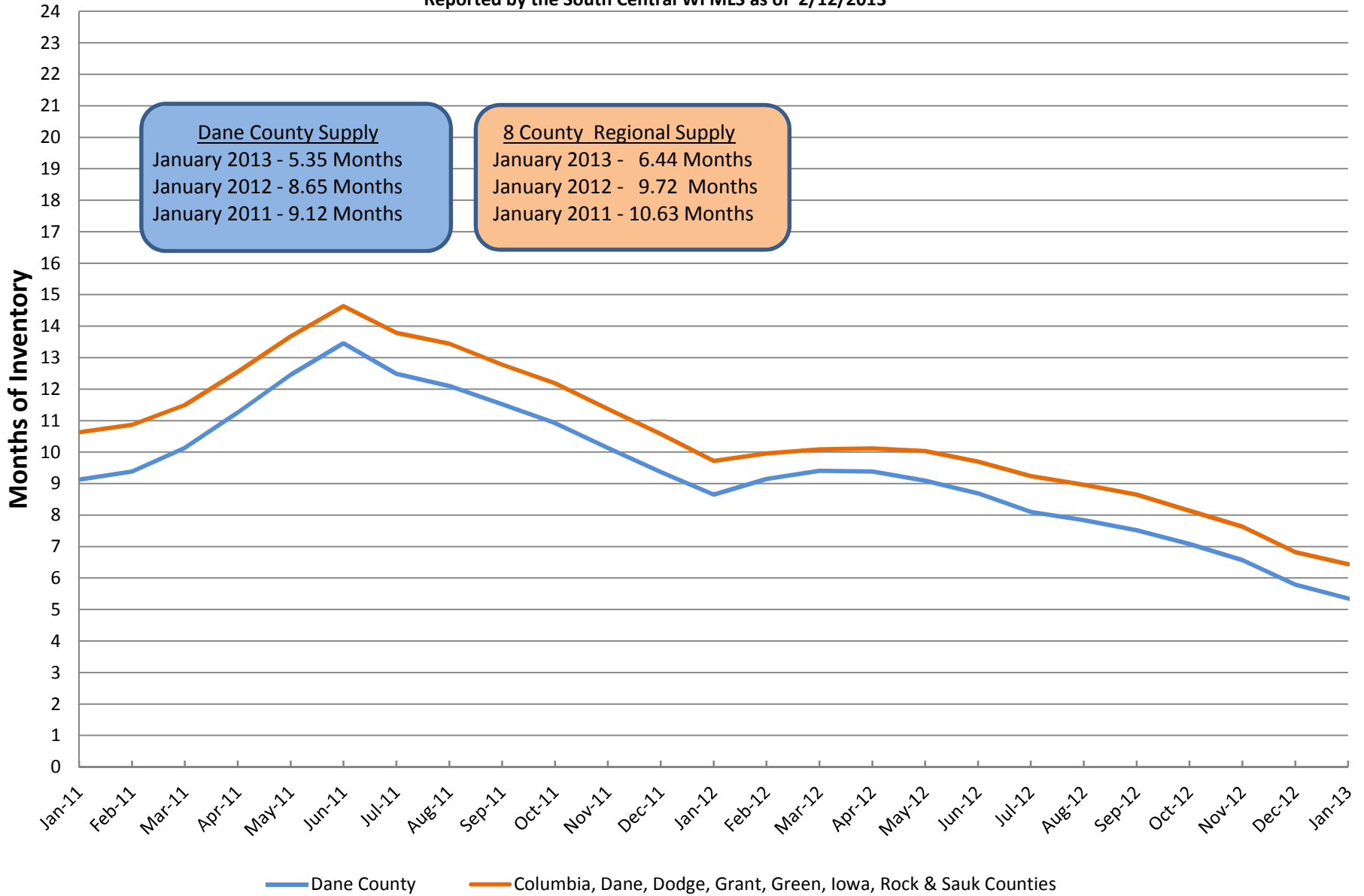


Dane County Inventory
 January 2013 - 2,598
 January 2012 - 3,364
 January 2011 - 3,719

8 County Regional Inventory
 January 2013 - 5,578
 January 2012 - 6,959
 January 2011 - 7,715

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

Reported by the South Central WI MLS as of 2/12/2013



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