

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

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South Central Wisconsin MLS Corporation

February 16, 2015

Home Sales Off to Hot Start

What happens when you mix warmer temperatures with a foot less snow and mortgage interest rates below 4%? For January 2015, it means a 13% increase in sales over January 2014. The 321 reported sales is the highest total for the month since 2007.

The increase in sales also brought an increase in the monthly median sale price in Dane County – rising 5%. For the 12 month period of February 2014 through January 2015, the median sale price is \$221,000, compared to \$212,500 for the one year period prior. This does not come as any surprise as the supply of active inventory dropped once again, now standing at just 3.13 months. Generally six months of active inventory is considered to be a balanced market between buyers and sellers.

For the eight county* primary market of the South Central Wisconsin MLS, sales were virtually equal to 2014 – 550 compared to 552. Rock County did enjoy a 12% increase, however. Median sale prices rose in all areas, now at \$179,900 for the eight counties combined.

Looking forward, we will be watching the new listings closely. We will also be pulling for continued improvement in new construction as we approach the spring building market. The factors for a robust housing market are in place: an improving economy with more jobs, an unwinding of the recent household compression and the formation of new households, improving access to credit, and unbelievable interest rates. Now may be a very good time to be a seller.

*The eight counties making up the primary market of the South Central Wisconsin MLS are Columbia, Dane, Dodge, Grant, Green, Iowa, Rock and Sauk Counties.

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

January 2015 Statistics

Current sales reported as of February 12, 2015

January

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|--|---------|---------|---------|---------|---------|---------|
| COLUMBIA COUNTY | | | | | | |
| # New Listings | 61 | 66 | 77 | 79 | 85 | 103 |
| # Sales | 31 | 39 | 37 | 28 | 22 | 18 |
| Average Sale Price | 165,545 | 126,060 | 138,314 | 100,457 | 134,406 | 134,930 |
| Median Sale Price | 145,000 | 117,000 | 132,000 | 79,500 | 99,950 | 130,750 |
| Total # Active Residential Listings at end of Period | 401 | 462 | 518 | 603 | 694 | 671 |
| DANE COUNTY | | | | | | |
| # New Listings | 593 | 637 | 690 | 705 | 710 | 918 |
| # Sales | 321 | 284 | 307 | 234 | 229 | 186 |
| Average Sale Price | 243,519 | 237,053 | 225,060 | 220,121 | 249,487 | 218,274 |
| Median Sale Price | 216,000 | 205,750 | 200,000 | 194,000 | 204,900 | 194,625 |
| Total # Active Residential Listings at end of Period | 1,835 | 2,198 | 2,598 | 3,364 | 3,719 | 3,959 |
| DODGE COUNTY | | | | | | |
| # New Listings | 44 | 62 | 62 | 60 | 78 | 83 |
| # Sales | 22 | 34 | 26 | 36 | 22 | 20 |
| Average Sale Price | 167,143 | 98,051 | 147,366 | 85,294 | 138,113 | 96,440 |
| Median Sale Price | 141,000 | 85,250 | 121,500 | 61,250 | 92,550 | 85,500 |
| Total # Active Residential Listings at end of Period | 323 | 342 | 331 | 407 | 447 | 508 |
| GRANT COUNTY | | | | | | |
| # New Listings | 31 | 36 | 40 | 36 | 45 | 24 |
| # Sales | 10 | 16 | 21 | 17 | 17 | 12 |
| Average Sale Price | 90,740 | 146,051 | 110,969 | 99,352 | 107,620 | 93,585 |
| Median Sale Price | 80,500 | 119,226 | 94,000 | 78,000 | 75,000 | 83,815 |
| Total # Active Residential Listings at end of Period | 218 | 256 | 220 | 240 | 231 | 241 |
| GREEN COUNTY | | | | | | |
| # New Listings | 25 | 33 | 51 | 48 | 47 | 52 |
| # Sales | 21 | 24 | 24 | 22 | 25 | 17 |
| Average Sale Price | 142,833 | 130,164 | 132,131 | 130,827 | 123,047 | 156,041 |
| Median Sale Price | 147,900 | 129,450 | 124,500 | 111,950 | 113,000 | 129,900 |
| Total # Active Residential Listings at end of Period | 183 | 189 | 195 | 277 | 300 | 276 |
| IOWA COUNTY | | | | | | |
| # New Listings | 26 | 29 | 30 | 25 | 42 | 41 |
| # Sales | 14 | 22 | 15 | 11 | 8 | 14 |
| Average Sale Price | 114,250 | 151,171 | 156,926 | 114,481 | 129,968 | 139,428 |
| Median Sale Price | 111,000 | 103,750 | 160,000 | 98,000 | 92,540 | 117,000 |
| Total # Active Residential Listings at end of Period | 189 | 206 | 224 | 220 | 226 | 226 |
| ROCK COUNTY | | | | | | |
| # New Listings | 178 | 181 | 208 | 200 | 239 | 290 |
| # Sales | 101 | 90 | 106 | 99 | 82 | 72 |
| Average Sale Price | 110,960 | 115,058 | 109,319 | 85,081 | 84,881 | 93,534 |
| Median Sale Price | 105,000 | 98,950 | 95,449 | 68,200 | 65,300 | 77,000 |
| Total # Active Residential Listings at end of Period | 751 | 934 | 849 | 1,116 | 1,036 | 1,314 |
| SAUK COUNTY | | | | | | |
| # New Listings | 70 | 91 | 101 | 86 | 109 | 127 |
| # Sales | 30 | 43 | 48 | 39 | 31 | 24 |
| Average Sale Price | 205,803 | 140,093 | 167,993 | 129,618 | 151,301 | 127,918 |
| Median Sale Price | 169,950 | 133,500 | 145,250 | 124,000 | 128,000 | 120,750 |
| Total # Active Residential Listings at end of Period | 526 | 629 | 643 | 732 | 792 | 836 |

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.

Whole South Central Wisconsin MLS Region

JANUARY STATISTICS

2015

01/01/2015 - 01/31/2015



| CURRENT ACTIVE LISTINGS | | |
|-------------------------|---------------|--------------|
| PRICE CLASS/TYPE | Single Family | Condo/ Co-Op |
| less than 30,000 | 105 | 0 |
| 30,000 - 39,999 | 117 | 6 |
| 40,000 - 49,999 | 156 | 8 |
| 50,000 - 59,999 | 189 | 16 |
| 60,000 - 69,999 | 205 | 23 |
| 70,000 - 79,999 | 283 | 42 |
| 80,000 - 89,999 | 292 | 48 |
| 90,000 - 99,999 | 267 | 46 |
| 100,000 - 119,999 | 551 | 80 |
| 120,000 - 139,999 | 639 | 122 |
| 140,000 - 159,999 | 496 | 107 |
| 160,000 - 179,999 | 519 | 95 |
| 180,000 - 199,999 | 449 | 53 |
| 200,000 - 249,999 | 786 | 99 |
| 250,000 - 299,999 | 580 | 46 |
| 300,000 - 399,999 | 613 | 82 |
| 400,000 - 499,999 | 296 | 59 |
| 500,000 - 749,999 | 256 | 33 |
| 750,000 - 999,999 | 103 | 6 |
| over 1,000,000 | 120 | 5 |
| Total Types | 7,022 | 976 |
| Average price | 234,892 | 212,316 |
| Median price | 169,900 | 159,900 |

| TOTALS REPORT SOLD RESIDENTIAL LISTINGS | | | | |
|--|-------------|-----------|------------|--------------|
| PRICE CLASS/TYPE | 0-2 Bedroom | 3 Bedroom | 4+ Bedroom | Condo/ Co-Op |
| less than 30,000 | 10 | 14 | 2 | 0 |
| 30,000 - 39,999 | 12 | 9 | 2 | 0 |
| 40,000 - 49,999 | 7 | 8 | 2 | 0 |
| 50,000 - 59,999 | 4 | 10 | 8 | 3 |
| 60,000 - 69,999 | 7 | 9 | 4 | 4 |
| 70,000 - 79,999 | 6 | 14 | 4 | 4 |
| 80,000 - 89,999 | 5 | 13 | 1 | 3 |
| 90,000 - 99,999 | 5 | 9 | 8 | 4 |
| 100,000 - 119,999 | 9 | 24 | 6 | 10 |
| 120,000 - 139,999 | 7 | 31 | 12 | 13 |
| 140,000 - 159,999 | 9 | 35 | 11 | 10 |
| 160,000 - 179,999 | 2 | 27 | 9 | 10 |
| 180,000 - 199,999 | 2 | 35 | 8 | 5 |
| 200,000 - 249,999 | 2 | 49 | 31 | 5 |
| 250,000 - 299,999 | 0 | 27 | 21 | 6 |
| 300,000 - 399,999 | 1 | 25 | 27 | 8 |
| 400,000 - 499,999 | 0 | 4 | 16 | 3 |
| 500,000 - 749,999 | 1 | 4 | 9 | 1 |
| 750,000 - 999,999 | 0 | 0 | 0 | 1 |
| over 1,000,000 | 0 | 0 | 1 | 0 |
| Total Types | 89 | 347 | 182 | 90 |
| AVERAGE SOLD PRICE | 93,675 | 169,032 | 245,404 | 184,162 |
| MEDIAN SOLD PRICE | 77,000 | 159,500 | 222,500 | 148,450 |

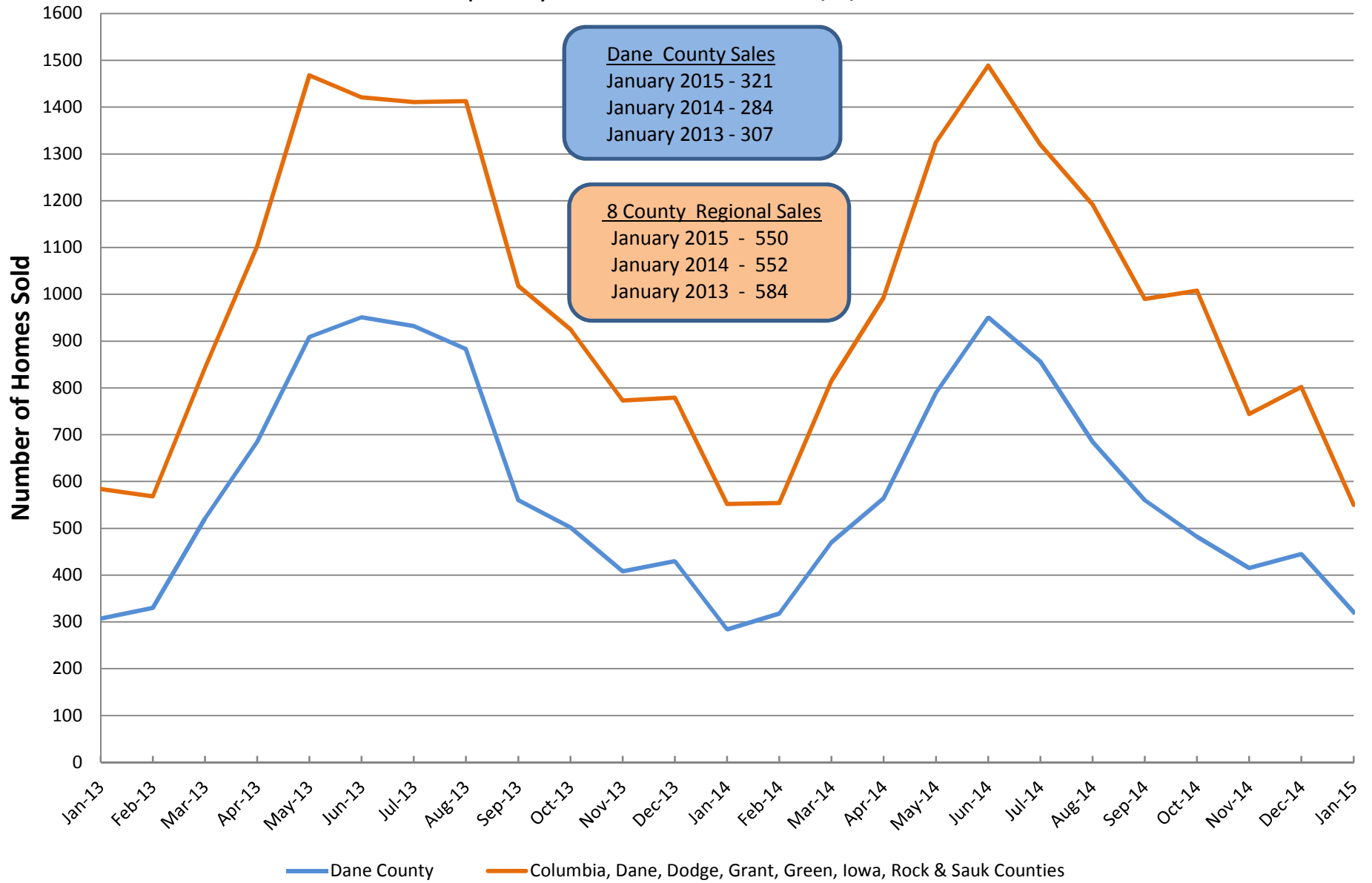
| TERMS OF SALE (SALES) | |
|--------------------------|-----|
| CASH | 150 |
| CONVENTIONAL | 467 |
| FHA | 23 |
| FVA | 30 |
| WHEDA | 1 |
| ASSUMPTION | 0 |
| SELLER | 0 |
| OTHER | 11 |
| USDA | 26 |

*Sales for the month & current active listings are reported as of 2/12/15. 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.

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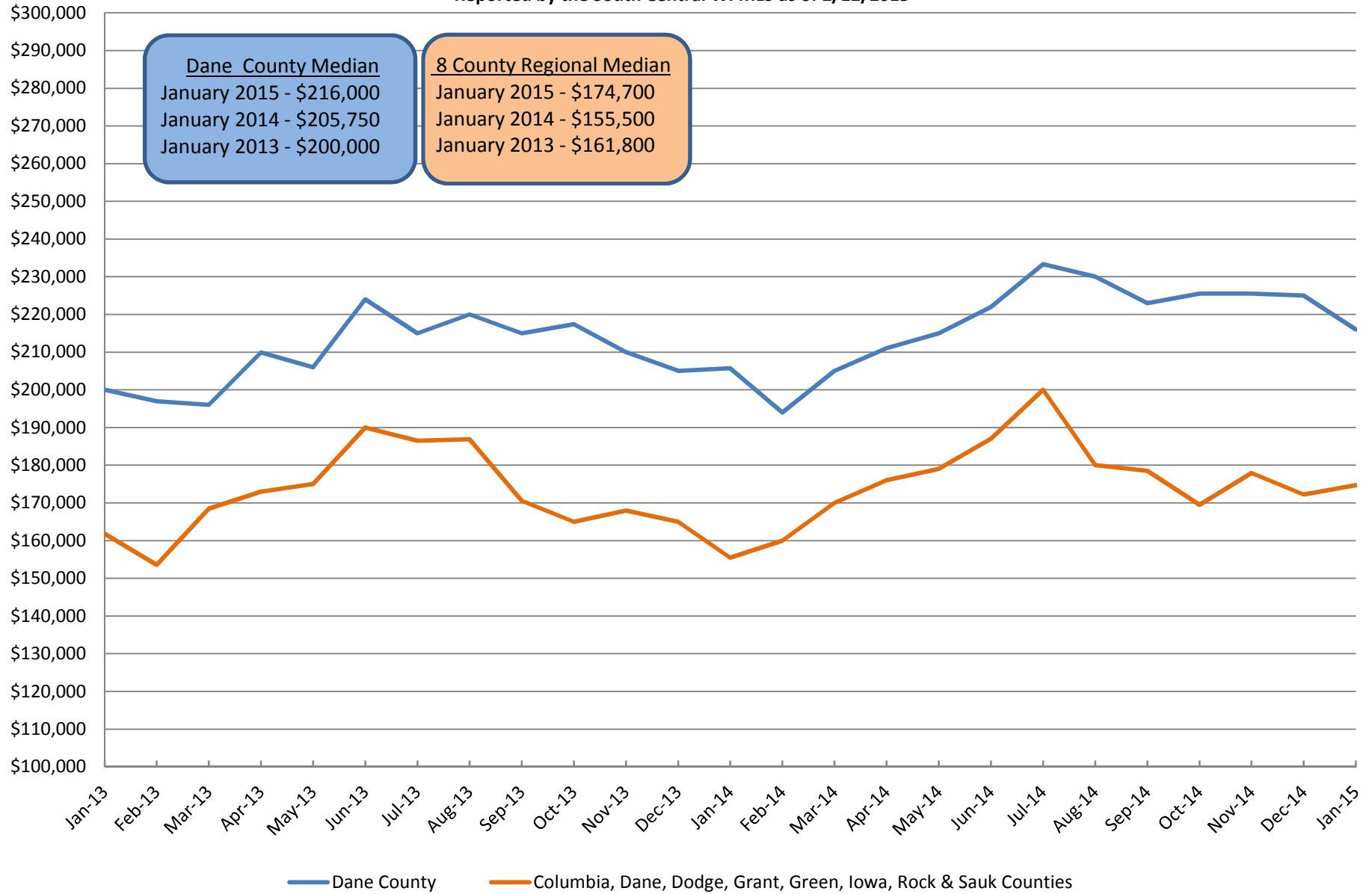
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2015



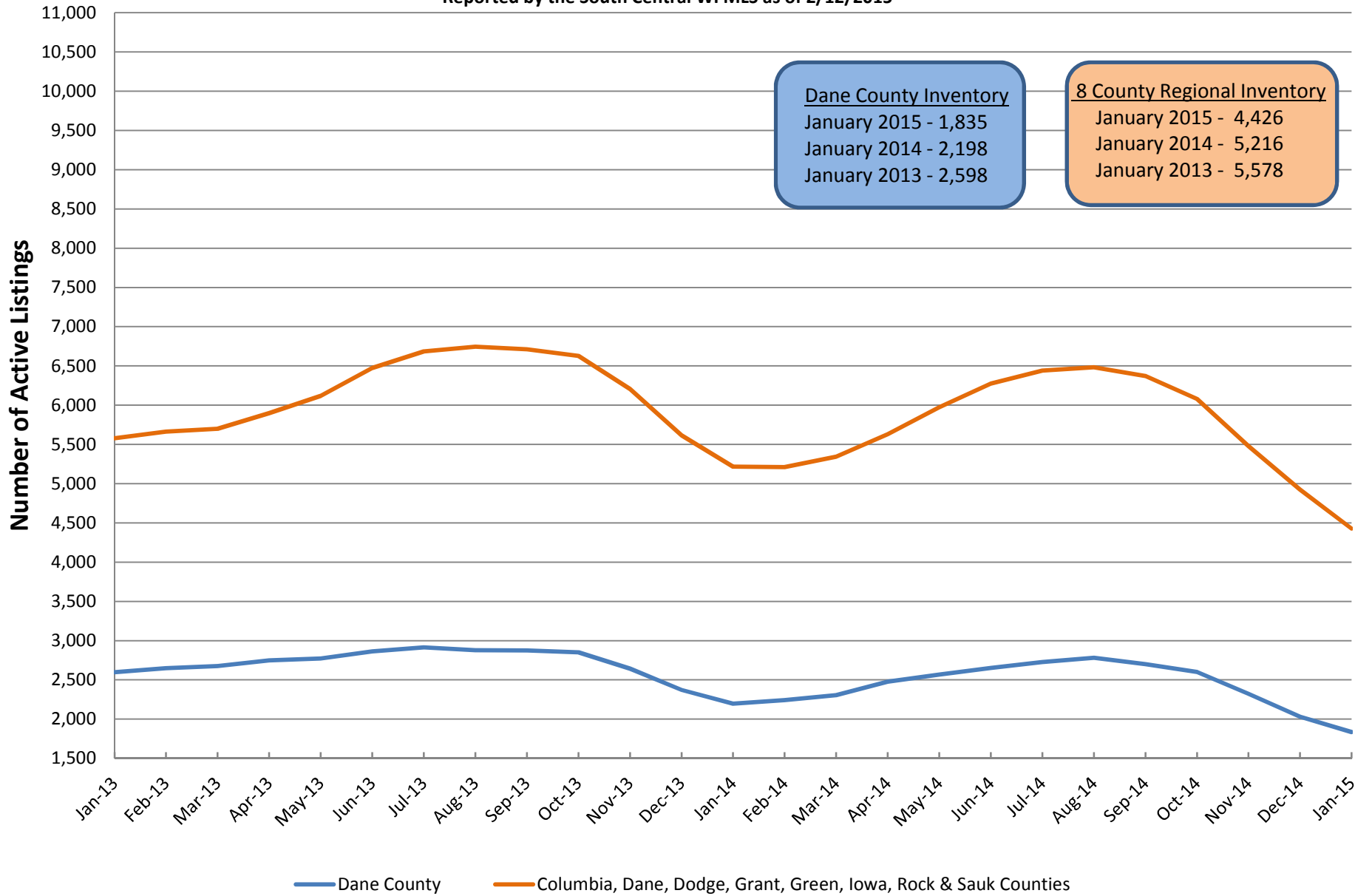
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2015



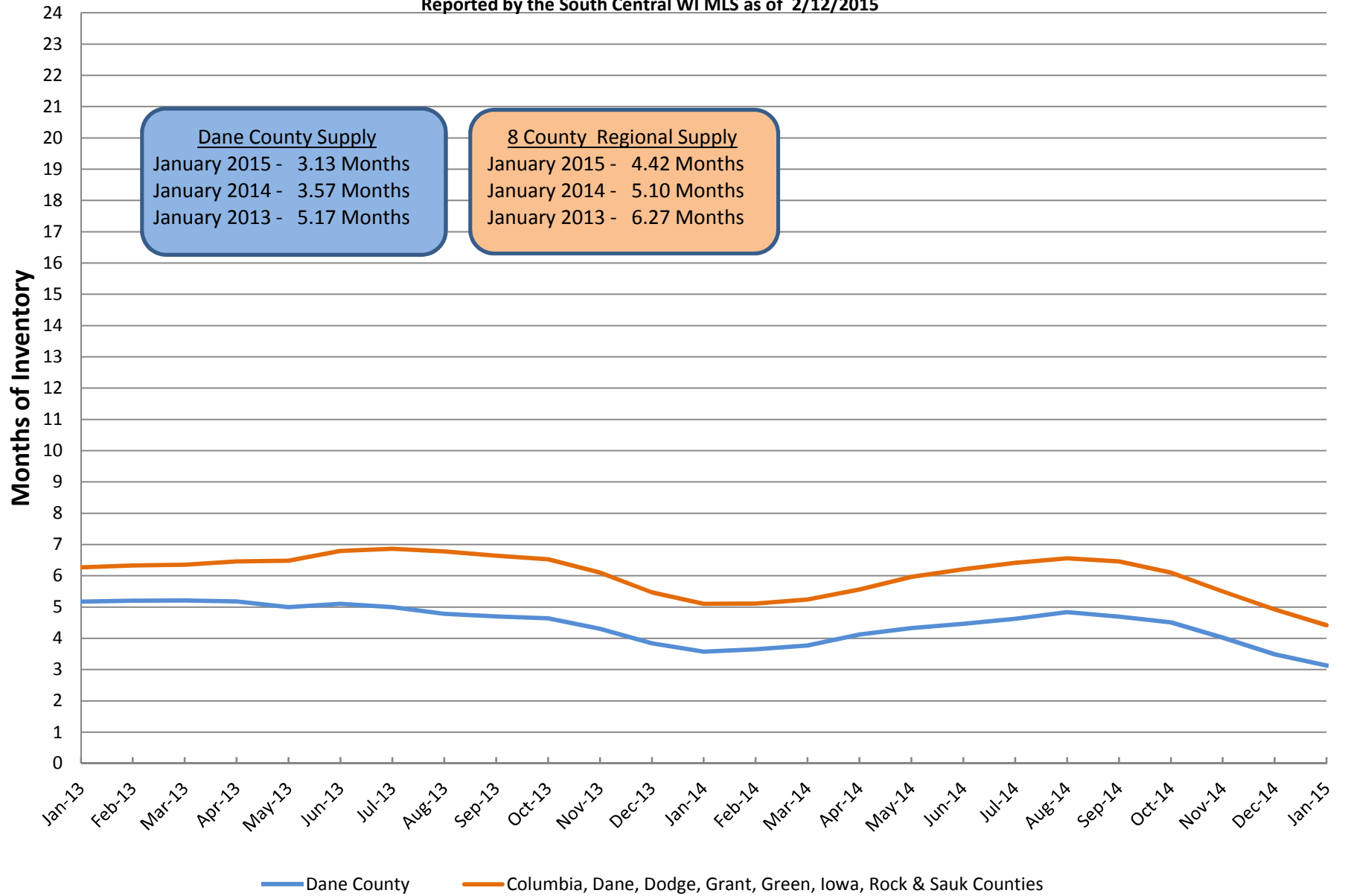
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 2/12/2015



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

Reported by the South Central WI MLS as of 2/12/2015



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