

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

**No Surprise - July Home Sales Fall
Dane County and South Central Wisconsin**

As compiled by the South Central WI MLS August 15th, 2010

As expected, with the real estate market attempting to find its own identity post-home buyer tax credit, home sales in July have fallen compared to one year ago when the stimulus credit was just beginning to have an impact. For Dane County, 370 homes and condominiums have been reported sold last month - compared to 789 in July of 2009. Year-to-date, 2010 sales remain 6.3 ahead of 2009.

Despite the drop in sales, the median price in Dane County rose in July by 6.2% and for the year remains virtually even with 2009 - \$202,000 for 2010 compared to \$204,650 in 2009. Again, these figures do not come as any surprise to area brokers and agents. Post-credit prices were anticipated to rebound slightly as the heavy stimulus to the lower end of the price range ended with the expiration of the tax credit. Many predict that prices will be fairly flat overall in 2010 - and so far this is coming true. The annual median sales price for 2009 was \$202,000.

When breaking out the above figures between Dane County single family homes and condominiums, there was not a significant difference in sales reduction: single family homes sales fell 53.8% and condominium sales fell 50.3%. Median prices for single family homes rose 7.8% compared to a 3.8% increase for condominiums.

Like Dane County, the surrounding counties of Columbia, Dodge, Grant, Green, Iowa, Rock and Sauk Counties all experienced drops in sales for the month - with reductions compared to 2009 ranging from 30 - 46%. But all counties, with the exception of Grant County, are equal to or ahead of last year's sales totals. All counties reported increased median prices for July, with Green and Iowa Counties now with year-to-date median prices above those of the same period last year.

Why has all of this been expected? First of all, as has been discussed previously, the tax credit stimulus had a marked impact on the "traditional" seasonal sales curve by inducing many purchases to be made prior to April 30, 2010. Secondly, we have been in an environment of uneven economic news - even Federal Reserve Chairman Ben Bernanke has stated that the economic outlook remains "unusually uncertain." Third, we are in an election year with candidates providing numerous conflicting positions on how they will solve the problems impacting the economy, employment and housing. All of this has served to create substantial uncertainty for the consumer. It is this uncertainty that is arguably delaying economic recovery because the consumer is not spending.

Why should someone buy a home today? Interest rates are at unprecedented lows - but how long can that last? By purchasing at today's great rates, consumers can lock into a low cost of ownership well into the future. Everyone needs a place to live. Owning your home allows you to build long term financial wealth. Throughout all that has occurred in the past few years, home prices in south central Wisconsin have held up well. Real estate ownership continues to be a wise long term investment.

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

JULY & Year-to-date Statistics 2010

* Sales reported as of August 16, 2010

	July			January - July		
	2010	2009	2008	2010	2009	2008
COLUMBIA COUNTY						
# New Listings	113	139	188	933	986	1,105
# Sales	*33	52	40	*300	293	257
Average Sale Price	180,139	158,524	200,874	163,665	158,324	189,314
Median Sale Price	155,000	149,950	169,900	144,400	145,000	163,500
Total # Active Residential Listings at end of Period	869	809	815	869	809	815
DANE COUNTY						
# New Listings	864	1056	1,223	7,201	7,042	8,716
# Sales	*370	789	705	*3,397	3,196	3,507
Average Sale Price	250,744	236,384	251,996	229,268	228,328	246,955
Median Sale Price	220,750	208,000	220,000	202,000	204,650	214,500
Total # Active Residential Listings at end of Period	4,688	4,741	5,224	4,688	4,741	5,224
DODGE COUNTY						
# New Listings	112	110	114	720	686	783
# Sales	*32	52	39	*326	291	291
Average Sale Price	141,250	128,693	156,626	122,384	130,608	156,671
Median Sale Price	141,000	103,250	135,000	110,000	118,200	135,000
Total # Active Residential Listings at end of Period	608	584	630	608	584	630
GRANT COUNTY						
# New Listings	40	42	62	325	358	276
# Sales	*17	29	26	*159	176	133
Average Sale Price	101,994	104,403	131,300	117,898	118,684	148,208
Median Sale Price	94,000	93,500	120,000	104,900	105,000	110,000
Total # Active Residential Listings at end of Period	279	296	282	279	296	282
GREEN COUNTY						
# New Listings	65	76	72	477	468	482
# Sales	*22	36	33	*189	175	187
Average Sale Price	177,881	151,486	190,278	147,310	157,022	163,526
Median Sale Price	147,200	114,750	160,000	129,900	127,000	135,000
Total # Active Residential Listings at end of Period	397	362	382	397	362	382
IOWA COUNTY						
# New Listings	43	40	49	328	306	365
# Sales	*16	23	19	*112	112	118
Average Sale Price	178,046	145,789	136,957	152,026	165,729	155,910
Median Sale Price	156,500	119,500	132,000	136,000	126,000	135,750
Total # Active Residential Listings at end of Period	288	263	286	288	263	286
ROCK COUNTY						
# New Listings	301	275	379	2,221	2006	2,586
# Sales	*102	190	149	*1,008	887	994
Average Sale Price	128,451	119,900	126,616	113,577	121,219	128,455
Median Sale Price	123,000	119,950	121,681	109,900	115,900	122,000
Total # Active Residential Listings at end of Period	1,539	1,440	1,715	1,539	1,440	1,715
SAUK COUNTY						
# New Listings	130	122	134	1,004	904	916
# Sales	*47	68	56	*315	314	305
Average Sale Price	166,785	152,215	189,891	158,427	158,648	182,265
Median Sale Price	135,000	130,950	161,950	140,000	140,000	158,000
Total # Active Residential Listings at end of Period	1,001	958	899	1,001	958	899

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

JULY STATISTICS

2010

7/1/10 - 7/31/10



CURRENT ACTIVE LISTINGS

PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	93	0
30,000 - 39,999	120	1
40,000 - 49,999	207	13
50,000 - 59,999	222	28
60,000 - 69,999	316	49
70,000 - 79,999	341	58
80,000 - 89,999	385	104
90,000 - 99,999	393	134
100,000 - 119,999	689	271
120,000 - 139,999	921	296
140,000 - 159,999	911	253
160,000 - 179,999	954	267
180,000 - 199,999	926	238
200,000 - 249,999	1,469	289
250,000 - 299,999	1,058	194
300,000 - 399,999	1,050	186
400,000 - 499,999	476	87
500,000 - 749,999	408	60
750,000 - 999,999	158	20
over 1,000,000	129	10
Total Types	11,226	2,558
Average price	238,178	205,299

TOTALS REPORT SOLD RESIDENTIAL LISTINGS

PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	7	7	3	0
30,000 - 39,999	7	6	2	1
40,000 - 49,999	8	8	4	1
50,000 - 59,999	1	9	4	2
60,000 - 69,999	10	9	5	5
70,000 - 79,999	5	19	4	2
80,000 - 89,999	8	12	4	3
90,000 - 99,999	6	18	6	7
100,000 - 119,999	9	20	6	10
120,000 - 139,999	10	39	10	5
140,000 - 159,999	4	38	18	18
160,000 - 179,999	3	44	12	11
180,000 - 199,999	3	31	18	14
200,000 - 249,999	10	51	28	17
250,000 - 299,999	4	37	23	12
300,000 - 399,999	3	19	43	3
400,000 - 499,999	1	9	17	1
500,000 - 749,999	1	1	15	0
750,000 - 999,999	0	1	5	0
over 1,000,000	0	0	0	0
Total Types	100	378	227	112
AVERAGE PRICE	123,650	173,150	265,563	169,645

TERMS OF SALE (SALES)

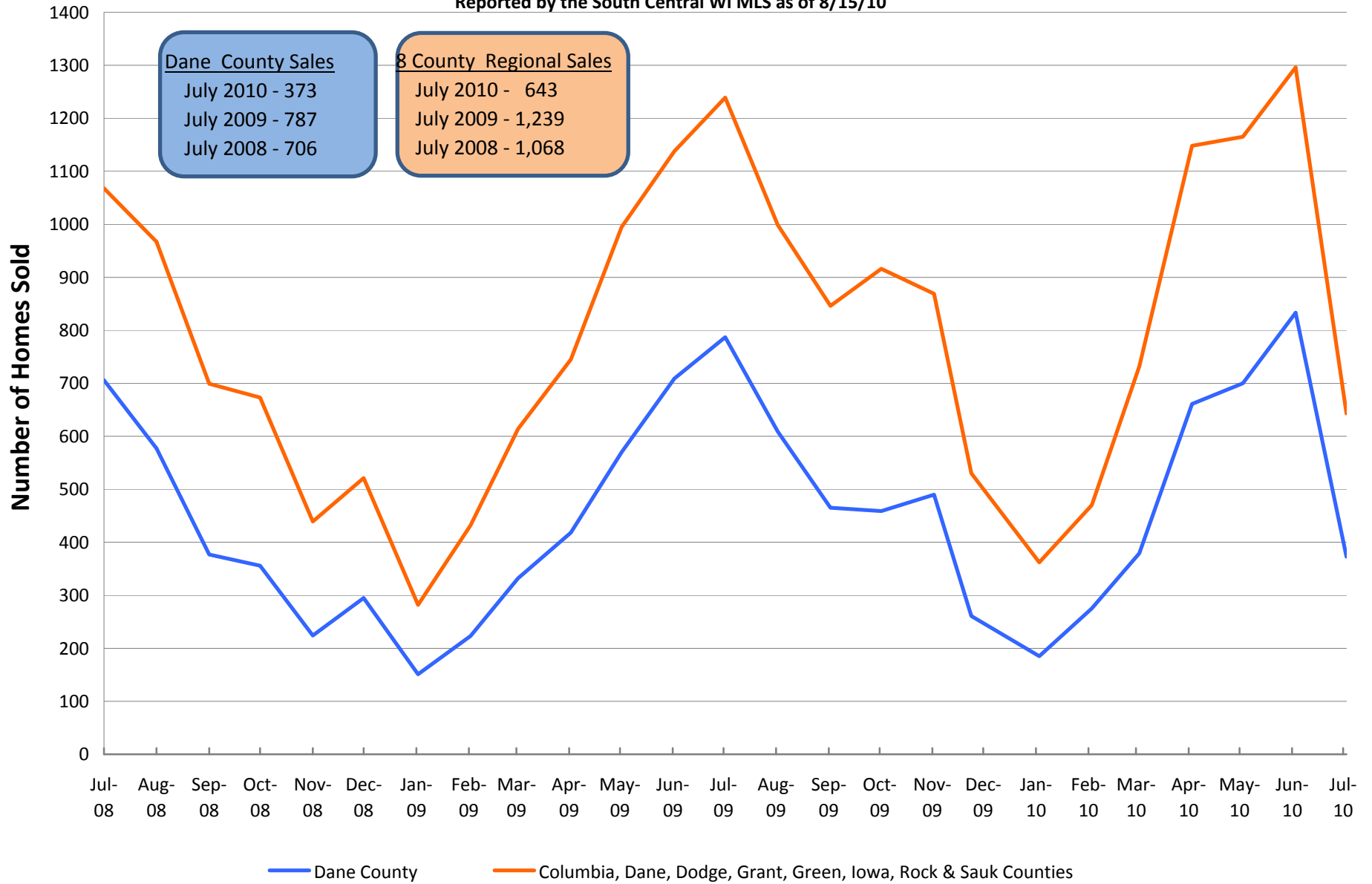
CASH	161
CONVENTIONAL	548
FVA/FHA	75
WHEDA	4
ASSUMPTION	0
SELLER	8
OTHER	21

*Sales for the month & current active listings are reported as of 8/16/10. 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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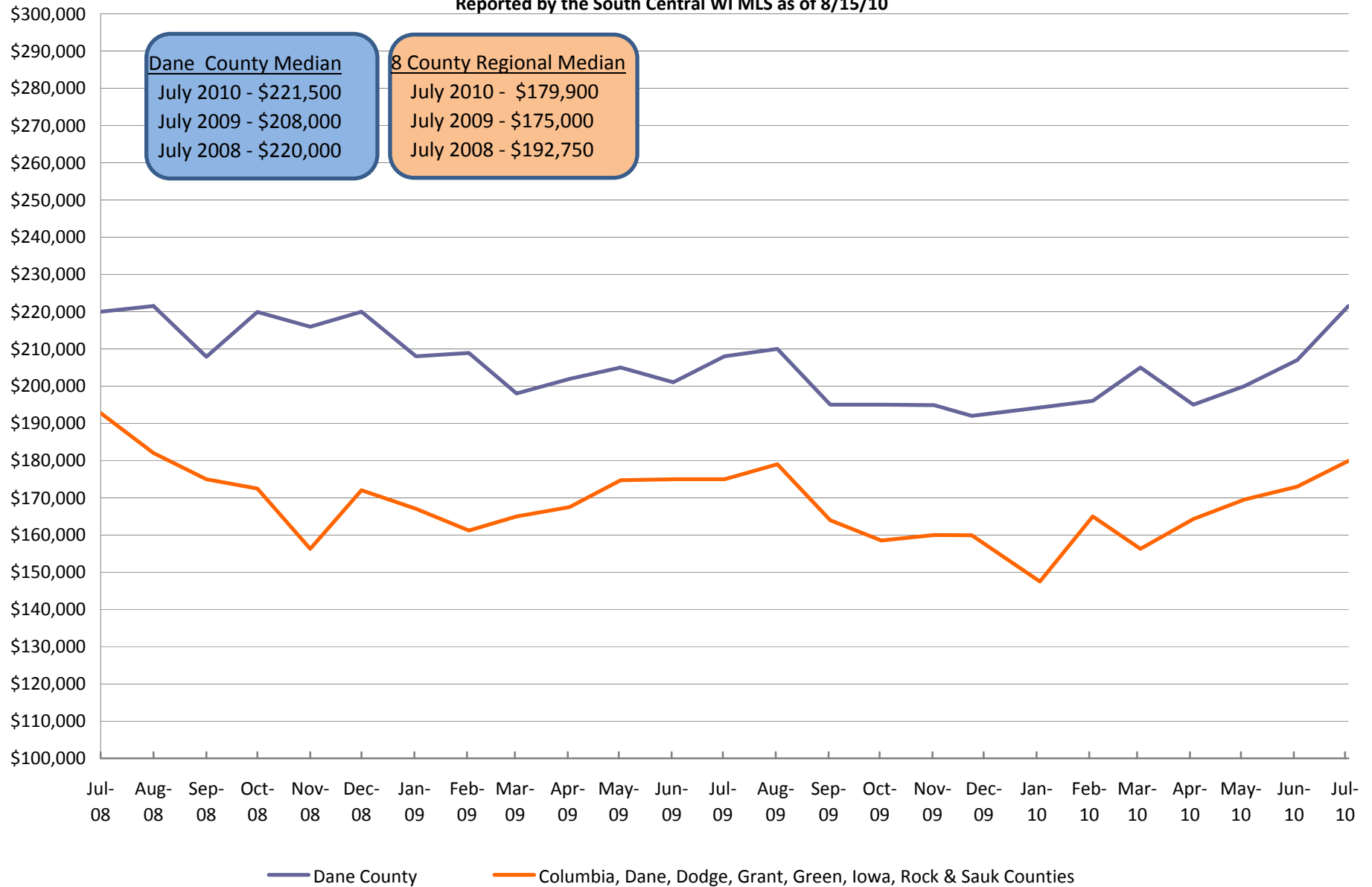
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 8/15/10



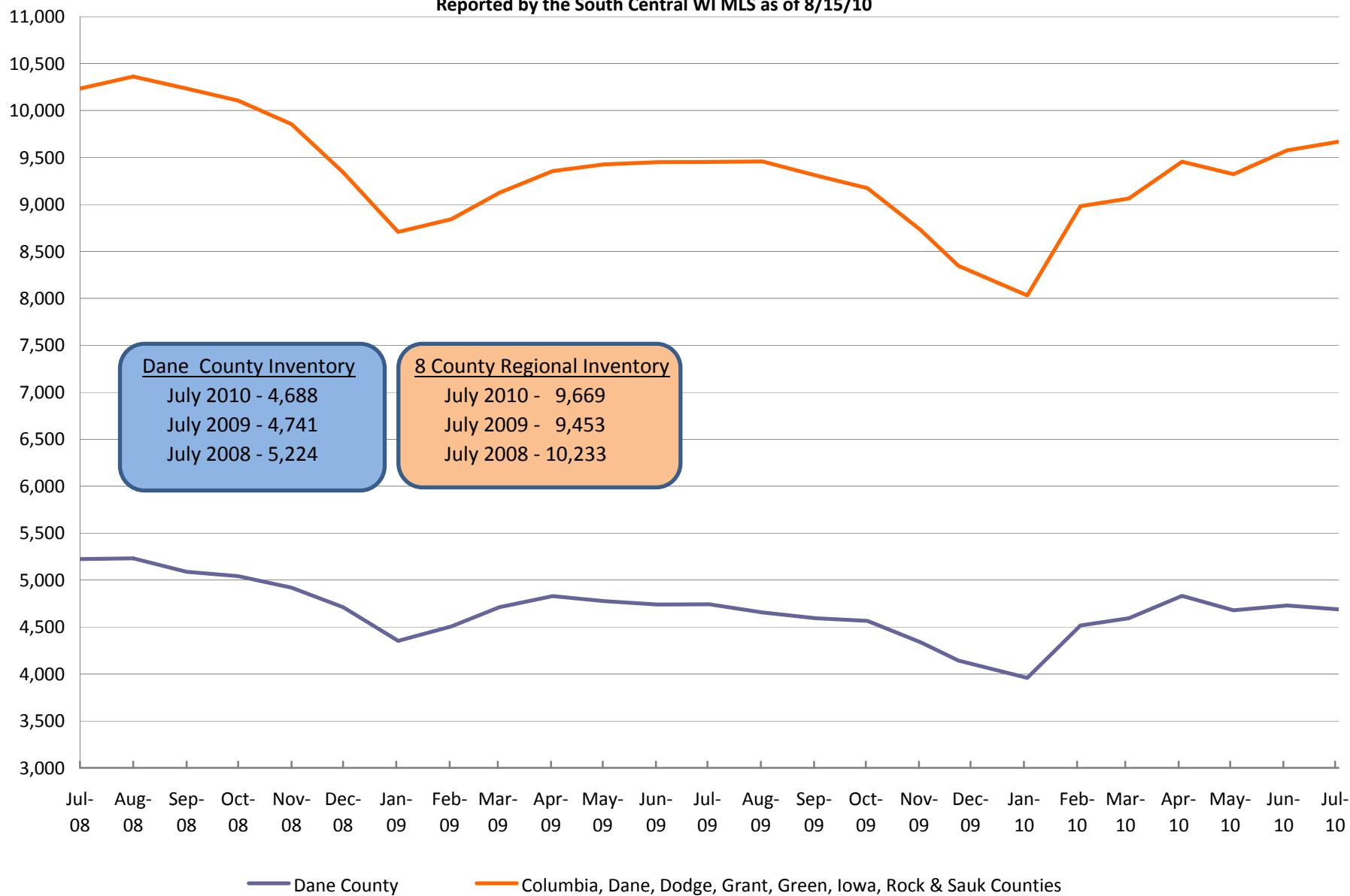
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 8/15/10



Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 8/15/10

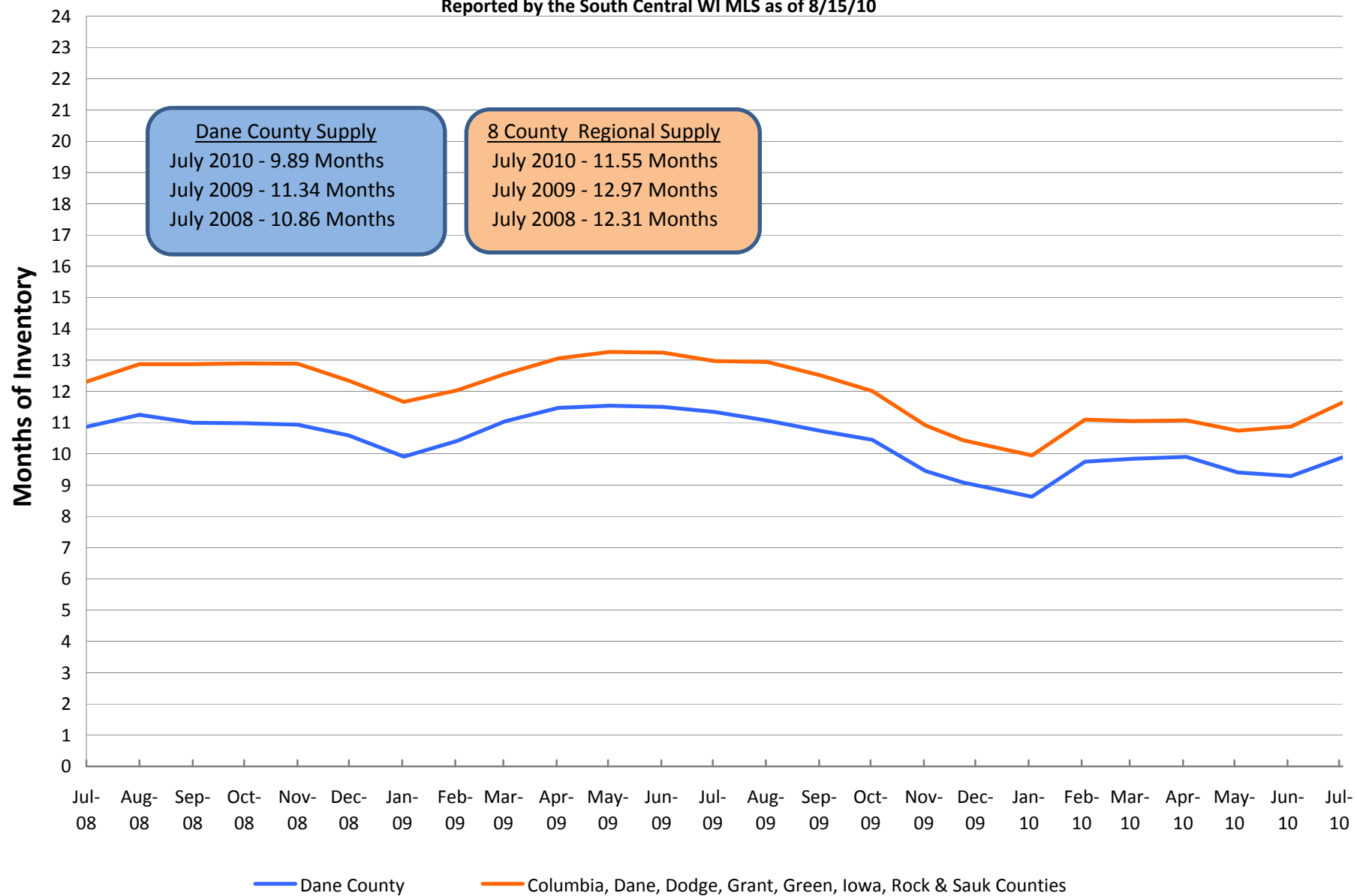


Dane County Inventory
 July 2010 - 4,688
 July 2009 - 4,741
 July 2008 - 5,224

8 County Regional Inventory
 July 2010 - 9,669
 July 2009 - 9,453
 July 2008 - 10,233

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

Reported by the South Central WI MLS as of 8/15/10



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