

# South Central Wisconsin Multiple Listing Service

## Monthly Statistical Reports

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## **SOUTH CENTRAL WISCONSIN MLS CORPORATION**



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### July Home Sales Up 38.5%

Home sales reported in Dane County for July 2011 are up 38.5% over July 2010. As expected, this reverses the trend we saw in the first half of the year, as it was also expected that the second half of the year would see a marked improvement. July is certainly following those expectations.

Year- to-date, 2011 still trails 2010 by 18.1% but this figure is also expected to diminish throughout the remainder of the year. It is already less than last month when the difference was 25.6% year-to-date – signaling momentum building in an accelerating market. The July median sales price for Dane County – representing the midpoint of all closed sales ranked from lowest to highest price - was 3.7% below last year while through the first seven months, the median sales price remains slightly ahead: \$206,000 (2011) compared to \$202,042 (2010).

Total active listings in Dane County continue the year-to-year downward trend – 4545 in 2011 vs. 4688 in 2010. New listings in July 2011 were 7.9% fewer than 2010, and for the year are down 14.3%. Even with the reductions, however, months supply of inventory remains at elevated levels.

In breaking down the Dane County numbers between single family homes and condominiums for the month of July, single family home sales are up 43.5% and condominiums sales are up 21.1%. Median sales price for single family homes trailed 2010 by 7.5% while condominium median sales price held virtually the same - \$165,000 (2011) vs. \$165,900 (2010). Total active listings for single family homes actually rose ever so slightly – 3046 vs. 3028 – while condominium total active listings fell 9.7%.

For the entire SCWMLS, July 2011 sales are 28% ahead of July 2010 and year-to-date trail by 14.6% (compared to 20.6% last month). New listings are down 11.9% for the month and 12.7% for the year. Total active listings are also down – 5.1% less than one year ago. Median prices are slightly down for the month and year-to-date - by 1.7% and by 3.%% respectively.

As was the case in June, sixty-one percent of all active single family home listings in the SCWMLS for July are priced between \$100,000 and \$300,000, with the largest segment in the \$100,000 - \$200,000 range (38.5%). From

all sales of single family homes reported for the month, 39.2% were between \$100,000 and \$200,000 with 22.4% being between \$200,000 and \$300,000. For condominiums, 49.5% of the active listings are priced from \$100,000 to \$200,000 with 48.5% of condominium sales coming in this same price range.

It's unclear what effect the recent events in Washington and Wall Street will have on the local housing market, if any, but in the near term it appears that the effects could be positive. Interest rates have fallen to unheard of lows. As mentioned last month, the housing market is offering a very unique opportunity for buyers – given the combination of extraordinary interest rates, ample selection of active listings in most price ranges, and steady prices. Ownership may never be more affordable, and as one recent study from the University of Wisconsin of international real estate investors reveals, it may be the best deal in world.

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

JULY & Year-to-date Statistics 2011

\* Sales reported as of August 12, 2011

	July			January - July		
	2011	2010	2009	2011	2010	2009
<b>COLUMBIA COUNTY</b>						
# New Listings	103	113	139	854	933	986
# Sales	*50	33	52	*293	303	293
Average Sale Price	128,046	180,139	158,524	141,054	164,017	158,324
Median Sale Price	102,500	155,000	149,950	128,000	145,000	145,000
Total # Active Residential Listings at end of Period	829	869	809	829	869	809
<b>DANE COUNTY</b>						
# New Listings	796	864	1056	6,177	7,201	7,042
# Sales	*528	381	789	*2,821	3,443	3,196
Average Sale Price	244,392	250,505	236,384	240,000	229,536	228,328
Median Sale Price	213,850	222,000	208,000	206,000	202,042	204,650
Total # Active Residential Listings at end of Period	4,545	4,688	4,741	4,545	4,688	4,741
<b>DODGE COUNTY</b>						
# New Listings	93	112	110	556	720	686
# Sales	*28	33	52	*246	328	291
Average Sale Price	122,942	139,849	128,693	117,306	122,128	130,608
Median Sale Price	106,750	140,000	103,250	95,000	110,000	118,200
Total # Active Residential Listings at end of Period	493	608	584	493	608	584
<b>GRANT COUNTY</b>						
# New Listings	49	40	42	383	325	358
# Sales	*25	17	29	*147	160	176
Average Sale Price	89,353	101,994	104,403	103,004	117,605	118,684
Median Sale Price	79,900	94,000	93,500	82,225	103,700	105,000
Total # Active Residential Listings at end of Period	336	279	296	336	279	296
<b>GREEN COUNTY</b>						
# New Listings	79	65	76	469	477	468
# Sales	*35	22	36	*217	189	175
Average Sale Price	164,809	177,881	151,486	141,199	147,310	157,022
Median Sale Price	145,000	147,200	114,750	119,000	129,900	127,000
Total # Active Residential Listings at end of Period	354	397	362	354	397	362
<b>IOWA COUNTY</b>						
# New Listings	39	43	40	317	328	306
# Sales	*22	17	23	*105	113	112
Average Sale Price	160,190	172,279	145,789	141,699	151,388	165,729
Median Sale Price	134,500	156,000	119,500	113,500	135,000	126,000
Total # Active Residential Listings at end of Period	300	288	263	300	288	263
<b>ROCK COUNTY</b>						
# New Listings	246	301	275	1,842	2,221	2006
# Sales	*143	106	190	*855	1,014	887
Average Sale Price	108,513	127,288	119,900	102,389	113,593	121,219
Median Sale Price	100,000	123,000	119,950	93,000	109,000	115,900
Total # Active Residential Listings at end of Period	1,416	1,539	1,440	1,416	1,539	1,440
<b>SAUK COUNTY</b>						
# New Listings	113	130	122	923	1,004	904
# Sales	*63	45	68	*338	313	314
Average Sale Price	161,556	172,420	152,215	145,735	159,626	158,648
Median Sale Price	132,000	143,000	130,950	127,500	142,000	140,000
Total # Active Residential Listings at end of Period	911	1,001	958	911	1,001	958

More MLS statistics are available at [www.scwmls.com](http://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

2011

7/1/11 - 7/31/11



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	137	2
30,000 - 39,999	148	8
40,000 - 49,999	207	15
50,000 - 59,999	254	49
60,000 - 69,999	313	57
70,000 - 79,999	340	76
80,000 - 89,999	406	110
90,000 - 99,999	410	106
100,000 - 119,999	697	231
120,000 - 139,999	902	249
140,000 - 159,999	897	223
160,000 - 179,999	918	233
180,000 - 199,999	820	178
200,000 - 249,999	1,450	207
250,000 - 299,999	1,019	174
300,000 - 399,999	975	166
400,000 - 499,999	413	77
500,000 - 749,999	418	60
750,000 - 999,999	173	20
over 1,000,000	105	7
Total Types	11,002	2,248
Average price	231,920	200,580

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	19	17	6	0
30,000 - 39,999	11	12	6	1
40,000 - 49,999	5	15	2	3
50,000 - 59,999	7	14	5	6
60,000 - 69,999	10	16	3	2
70,000 - 79,999	7	17	2	6
80,000 - 89,999	11	14	3	6
90,000 - 99,999	10	17	4	5
100,000 - 119,999	11	39	6	15
120,000 - 139,999	16	45	21	17
140,000 - 159,999	8	53	9	7
160,000 - 179,999	8	61	20	14
180,000 - 199,999	7	44	21	12
200,000 - 249,999	9	70	49	12
250,000 - 299,999	2	35	46	11
300,000 - 399,999	1	25	41	10
400,000 - 499,999	0	8	25	6
500,000 - 749,999	0	5	16	1
750,000 - 999,999	0	1	3	0
over 1,000,000	0	1	0	0
Total Types	142	509	288	134
AVERAGE PRICE	101,873	169,260	259,098	178,210

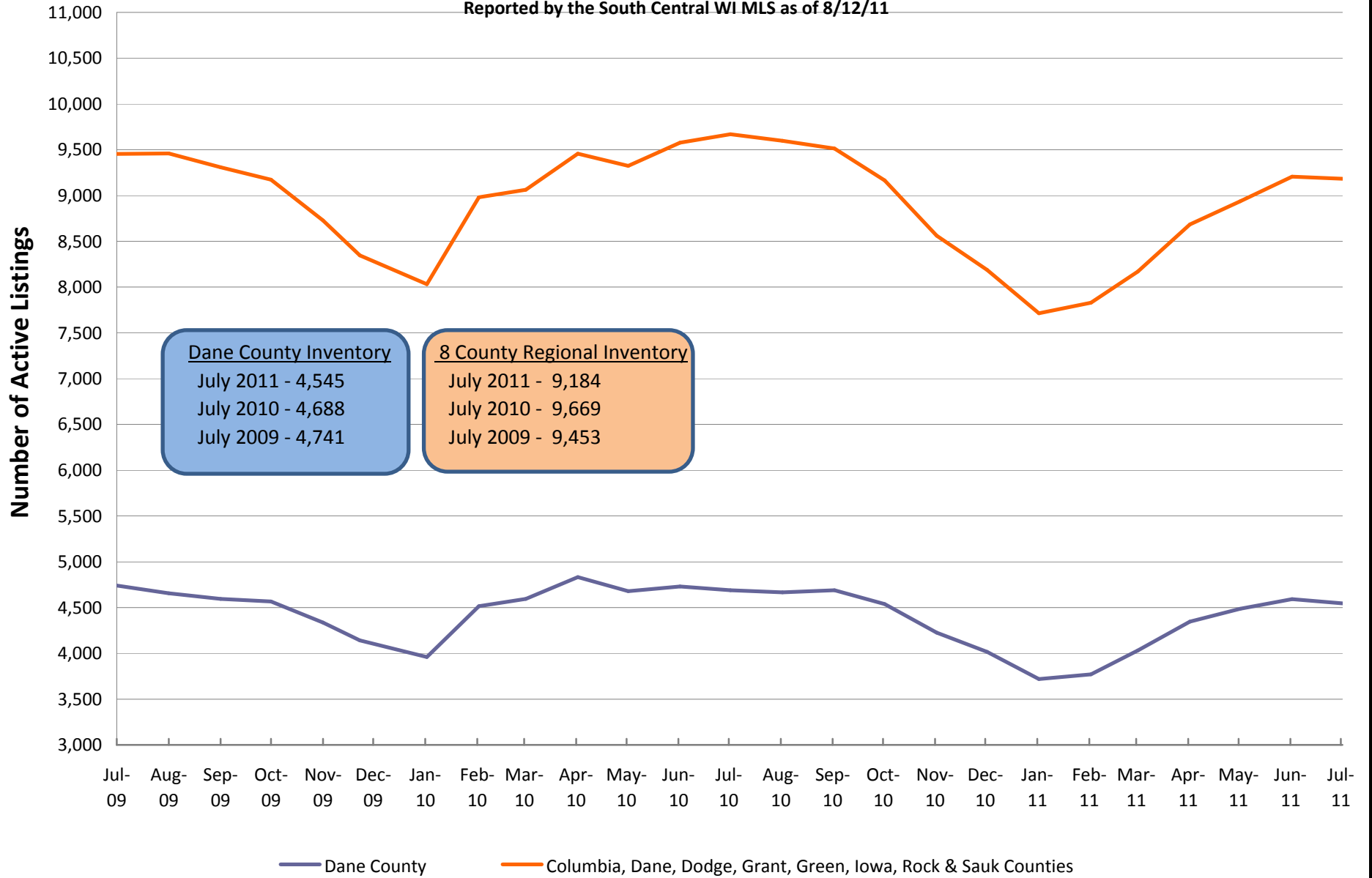
TERMS OF SALE (SALES)	
CASH	200
CONVENTIONAL	683
FVA/FHA	121
USDA	39
WHEDA	8
ASSUMPTION	2
SELLER	3
OTHER	17

\*Sales for the month & current active listings are reported as of 8/12/11. 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.

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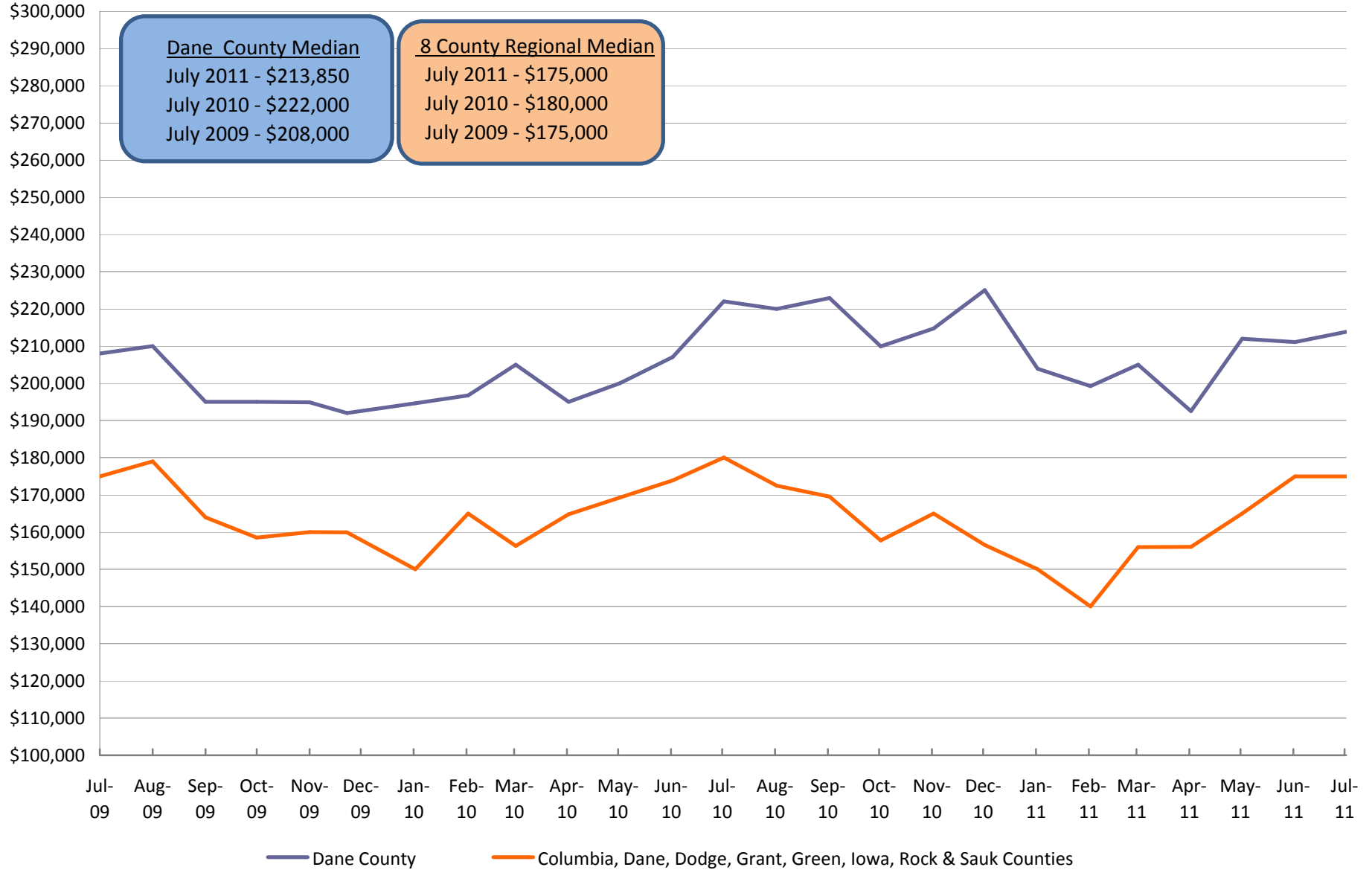
# Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 8/12/11



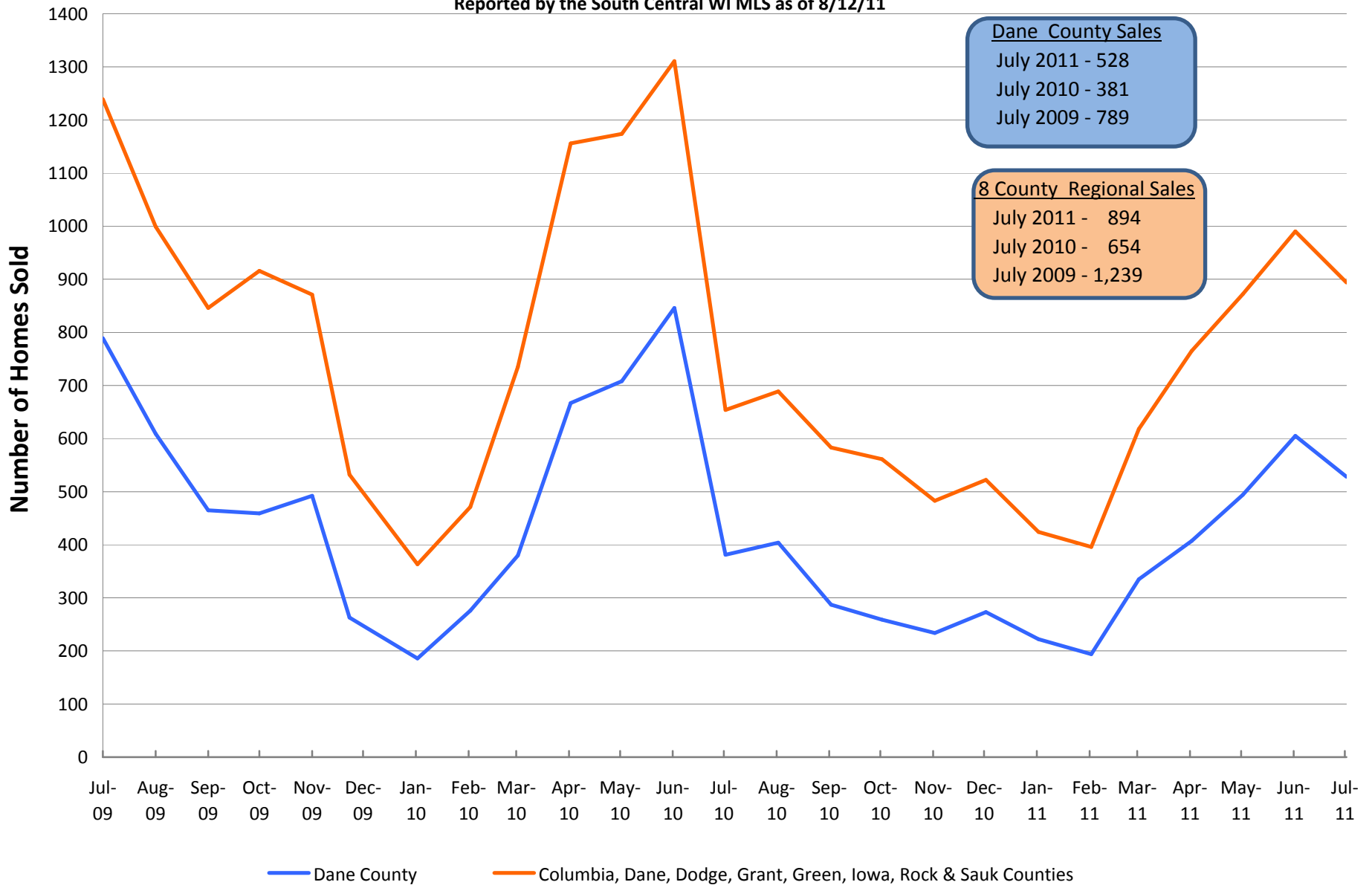
# Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 8/12/11



# Single Family Solds (Inc Condos)

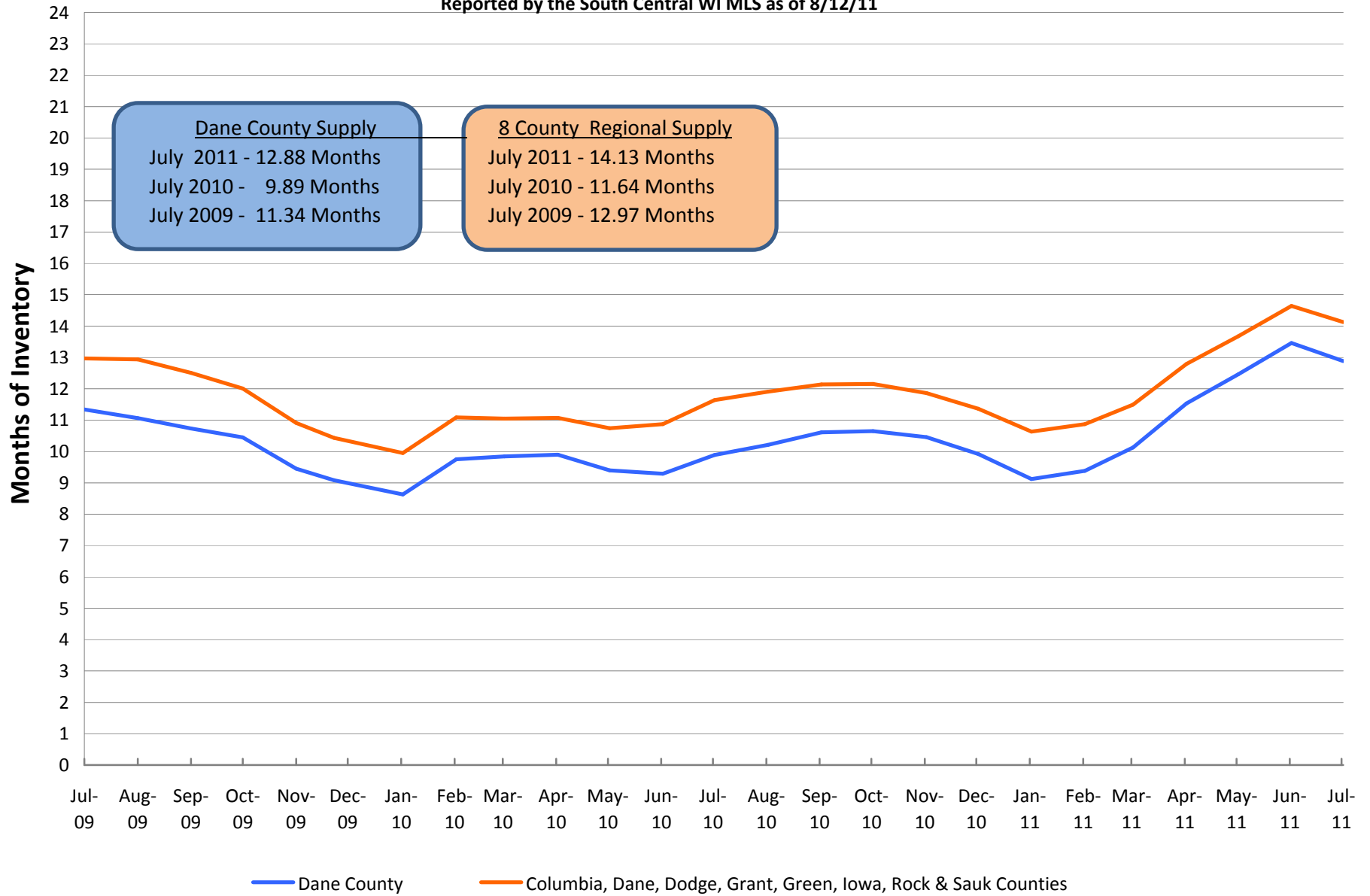
Reported by the South Central WI MLS as of 8/12/11





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

Reported by the South Central WI MLS as of 8/12/11



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