

# South Central Wisconsin Multiple Listing Service

## Monthly Statistical Reports

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## **SOUTH CENTRAL WISCONSIN MLS CORPORATION**



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### September Sales – Still Waiting for the Buyers

Home sales fell in September compared to one year ago as the market continues to await the return of home buyers post-tax credit. For Dane County, 287 homes and condominiums have been reported sold last month, compared to 465 in September of 2009. Year-to-date, 2010 sales are 3.8% behind the pace set in 2009.

A drop in September sales is not unexpected. For more than 10 years, sales from August to September have declined. Last month we reported August sales of 404 – resulting in a drop of 29%. Over the past five years, the decline in sales from August to September has averaged 33%.

The median price in Dane County showed a sharp increase of 14% in September, from \$195,000 last year to \$222,950. For the first nine months of 2010, the median price is \$205,000, which is slightly ahead of the annual median sales price for 2009 of \$202,000 and keeping pace with inflation.

When breaking out the above figures between Dane County single family homes and condominiums, single family homes sales fell 37% and condominium sales fell slightly more at 42%. Median prices for single family homes rose 3.4% (\$226,500 vs. \$219,016) while condominiums showed a 24% increase (\$175,000 vs. \$140,950), reflecting a shift away from the influence of the previous home buyer tax credit in the market. One other point of interest in the condominium market is the reduction in available inventory – 1586 units this year compared to 1907 units in 2009.

The surrounding counties of Columbia, Dodge, Green and Sauk Counties are all maintaining sales paces just slightly behind 2009. Rock County is 4% ahead in sales year-to-date. Grant and Iowa Counties are trailing last year by 10-11%. Green, Iowa and Sauk Counties show year-to-date median prices above those of the same period last year.

As we have reported previously, the home buyer continues to stand by. Many economic indicators point to a gradual improvement. The unsound lending and credit practices have been driven from the marketplace and are unlikely to

reappear in the future. It is difficult to imagine more attractive and affordable home buying conditions – historically low interest rates, available inventory and stable pricing. Parenting.com recently ranked Madison as the #3 Best City for Families for 2010 – giving it an “A” for overall home values, safety and solid schools.

Homeownership will continue to be an important means of accumulating wealth over the long term – for many, the most important means of securing their future. It is the place where families are raised and memories created. Yet, even though there may be no better time to buy than now, until the consumer regains confidence, the waiting game is likely to continue.

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

SEPTEMBER & Year-to-date Statistics 2010

\* Sales reported as of October 12, 2010

	September			January - September		
	2010	2009	2008	2010	2009	2008
<b>COLUMBIA COUNTY</b>						
# New Listings	110	115	121	1,161	1,223	1,377
# Sales	*48	50	46	*378	383	352
Average Sale Price	173,053	163,533	176,393	165,309	158,909	182,995
Median Sale Price	161,750	150,500	161,450	145,000	145,000	159,900
Total # Active Residential Listings at end of Period	825	821	842	825	821	842
<b>DANE COUNTY</b>						
# New Listings	779	881	948	8,845	8,844	10,698
# Sales	*287	465	377	*4,107	4,270	4,461
Average Sale Price	244,965	222,122	255,893	232,960	228,580	248,405
Median Sale Price	222,950	195,000	207,900	205,000	205,000	214,900
Total # Active Residential Listings at end of Period	4,688	4,594	5,087	4,688	4,594	5,087
<b>DODGE COUNTY</b>						
# New Listings	89	107	92	899	906	995
# Sales	*37	55	43	*398	399	367
Average Sale Price	121,496	117,906	135,443	122,403	129,924	154,198
Median Sale Price	107,500	111,400	128,000	111,000	117,000	134,000
Total # Active Residential Listings at end of Period	578	597	660	578	597	660
<b>GRANT COUNTY</b>						
# New Listings	53	52	45	424	449	370
# Sales	*23	23	19	*210	232	187
Average Sale Price	127,929	96,202	117,626	116,628	117,601	137,942
Median Sale Price	122,500	80,000	100,000	103,700	107,800	105,000
Total # Active Residential Listings at end of Period	274	290	305	274	290	305
<b>GREEN COUNTY</b>						
# New Listings	48	66	70	589	596	616
# Sales	*25	35	19	*241	247	244
Average Sale Price	146,668	134,948	163,120	146,168	152,125	159,723
Median Sale Price	136,000	126,000	160,000	129,900	128,000	131,450
Total # Active Residential Listings at end of Period	382	356	402	382	356	402
<b>IOWA COUNTY</b>						
# New Listings	43	42	38	417	386	445
# Sales	*14	19	8	*137	154	144
Average Sale Price	171,553	154,257	140,675	160,051	163,367	157,610
Median Sale Price	151,000	116,000	138,000	137,000	125,000	139,200
Total # Active Residential Listings at end of Period	288	260	274	288	260	274
<b>ROCK COUNTY</b>						
# New Listings	213	337	324	2,715	2,651	3,240
# Sales	*101	142	157	*1,224	1,180	1,299
Average Sale Price	92,594	116,602	132,840	111,661	120,504	129,865
Median Sale Price	79,000	113,950	129,400	105,000	115,000	122,200
Total # Active Residential Listings at end of Period	1,497	1,446	1,762	1,497	1,446	1,762
<b>SAUK COUNTY</b>						
# New Listings	120	132	141	1,260	1,167	1,196
# Sales	*48	57	31	*413	424	411
Average Sale Price	184,388	147,687	135,608	161,203	157,734	174,759
Median Sale Price	152,500	131,000	129,900	144,000	141,000	155,000
Total # Active Residential Listings at end of Period	982	945	901	982	945	901

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

## SEPTEMBER STATISTICS

## 2010

9/1/10 - 9/30/10



### CURRENT ACTIVE LISTINGS

PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	101	2
30,000 - 39,999	142	5
40,000 - 49,999	199	6
50,000 - 59,999	231	29
60,000 - 69,999	315	55
70,000 - 79,999	338	60
80,000 - 89,999	379	99
90,000 - 99,999	370	131
100,000 - 119,999	687	273
120,000 - 139,999	882	268
140,000 - 159,999	896	265
160,000 - 179,999	892	248
180,000 - 199,999	854	213
200,000 - 249,999	1,372	269
250,000 - 299,999	1,009	185
300,000 - 399,999	941	178
400,000 - 499,999	453	84
500,000 - 749,999	375	58
750,000 - 999,999	164	23
over 1,000,000	114	7
Total Types	10,714	2,458
Average price	234,530	203,684

### TOTALS REPORT SOLD RESIDENTIAL LISTINGS

PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	15	8	4	0
30,000 - 39,999	4	13	3	1
40,000 - 49,999	6	6	6	4
50,000 - 59,999	7	9	5	2
60,000 - 69,999	6	12	3	0
70,000 - 79,999	2	14	5	2
80,000 - 89,999	9	13	8	3
90,000 - 99,999	7	16	3	1
100,000 - 119,999	4	38	8	15
120,000 - 139,999	11	30	6	8
140,000 - 159,999	4	35	17	8
160,000 - 179,999	8	39	17	10
180,000 - 199,999	5	31	10	6
200,000 - 249,999	4	45	32	4
250,000 - 299,999	3	31	21	6
300,000 - 399,999	0	22	26	15
400,000 - 499,999	2	5	12	2
500,000 - 749,999	0	1	6	1
750,000 - 999,999	0	0	1	3
over 1,000,000	0	0	0	0
Total Types	97	368	193	91
AVERAGE PRICE	106,910	163,848	220,513	213,205

### TERMS OF SALE (SALES)

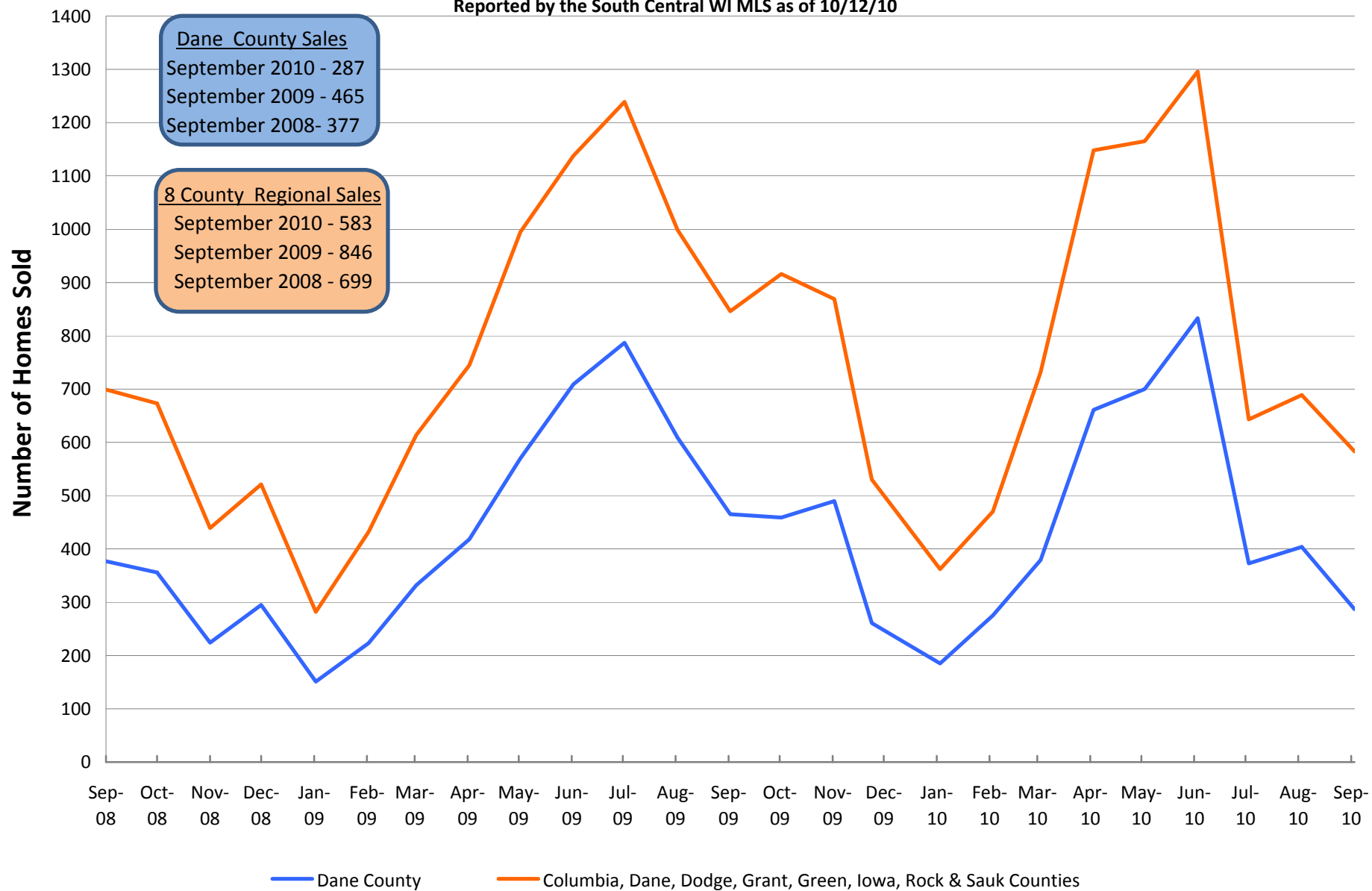
CASH	179
CONVENTIONAL	465
FVA/FHA	72
WHEDA	3
ASSUMPTION	0
SELLER	5
OTHER	25

\*Sales for the month & current active listings are reported as of 10/12/10. 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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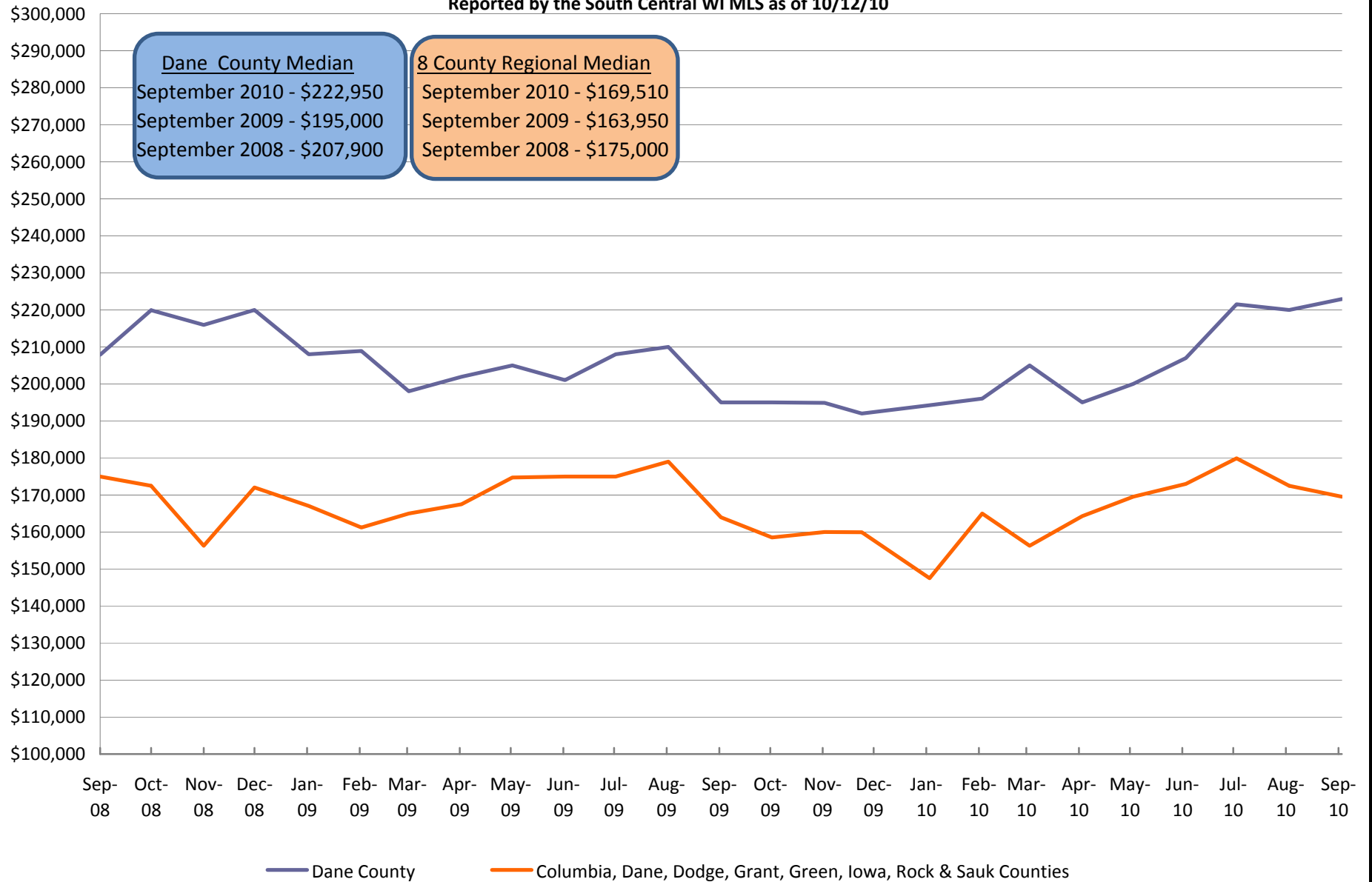
## Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 10/12/10



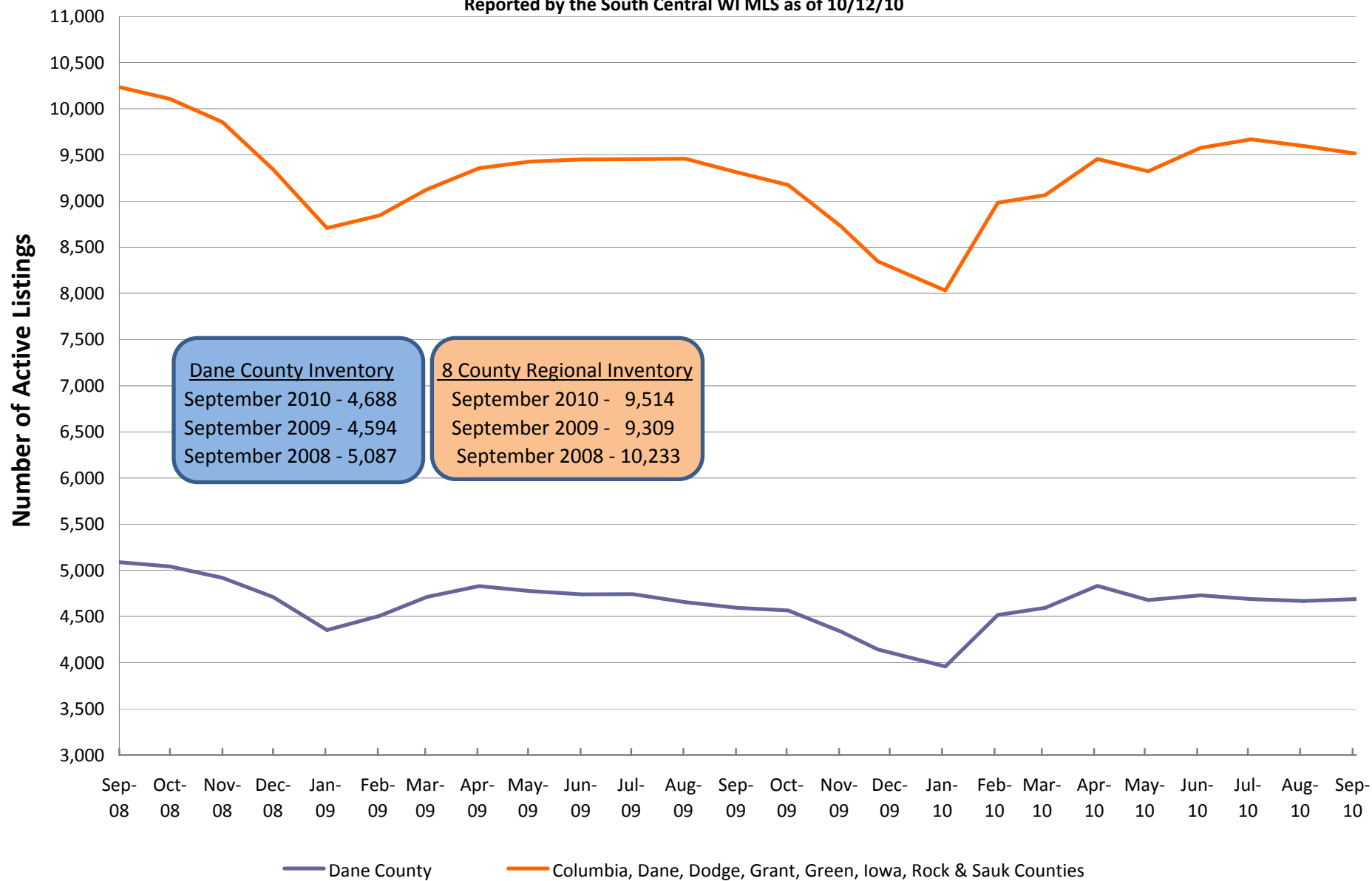
## Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 10/12/10



## Available Single Family Homes (Inc Condos)

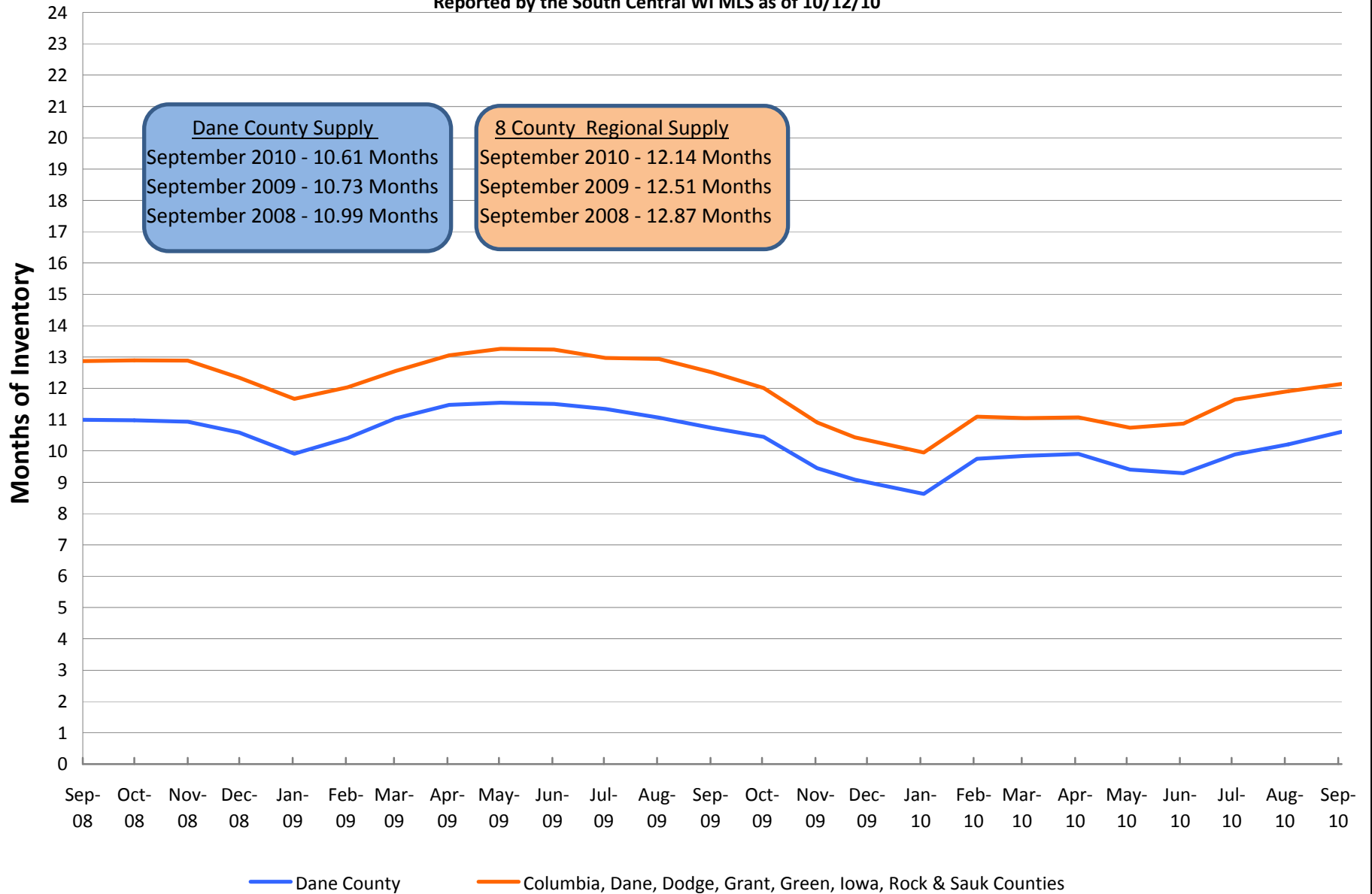
Reported by the South Central WI MLS as of 10/12/10





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

Reported by the South Central WI MLS as of 10/12/10



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