South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

INDEX

SOUTH CENTRAL WISCONSIN MLS CORPORATION

Date: October 15, 2012
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At the End of Three Quarters, the Score Is ...

The first three quarters of 2012 are now over, and if this were an athletic contest, 2012 would be trouncing 2011. Through September, Dane County home sales are 24% ahead of last year. In fact, 2012 Dane County sales are already more than all of 2011. The eight counties within the SCWMLS primary market region are also ahead of last year's sales with the entire SCWMLS 22% greater than one year ago.

For the second month in a row, the median sale price in Dane County was up ever so slightly. The same gradual price increase was true of the entire SCWMLS. This likely is a result of the continued reduction in the inventories of active listings. Dane County active listings are 20% below 2011 and are the lowest for the month of September in 7 years. Active inventory of the entire SCWMLS is down 14.3% - the lowest total since 2005. The months supply of inventory of single family homes in Dane County now stands at 6 1/2 months (with 6 months generally regarded as representing a balanced market between buyers and sellers). Condominium inventory continues at just under 12 months supply.

As we noted last month, the rise in home values - even slight increases - has the benefit of restoring equity to homeowners. We continue to evaluate the impact of distressed sales (including REO and short sales) on the market. September saw the lowest number of distressed sales of single family homes (44) and condominiums (16) in Dane County since we began collecting this information in May of this year. Cash sales continue to represent a significant portion of the overall market - rising slightly from 20% last month to 23%.

So what does the fourth quarter hold for us? A recent Fannie Mae national housing survey would suggest that the trouncing may well continue. The survey showed that consumer optimism regarding the housing recovery and home ownership continues to gradually increase. The survey further found that consumer expectations are for housing prices to show modest increases in 2013.

SCWMLS Directors have noted that open house traffic and showings remain strong - although they expect a bit of traditional slowing as we enter the Holiday seasons in November and December. Even so, there appears to be a high expectation that the 2012 fourth quarter will exceed that of 2011 due to the current buyer activity levels. Both showing requests and web site visits are significantly higher than one year ago. And there is unanimous agreement that the outstanding opportunities with respect to low, low interest rates and high affordability factors will continue for the remainder of 2012.

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

SEPTEMBER & Year-to-date Statistics 2012 ** Sales reported as of October 12, 2012*

	September			January - September		
COLUMBIA COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	84	91	110	966	1,046	1,161
# Sales	*49	52	48	*494	383	381
Average Sale Price	154,765	142,350	173,053	147,607	142,551	165,189
Median Sale Price	141,000	130,250	161,750	128,500	130,000	145,000
Total # Active Residential Listings at end of Period	639	803	825	639	803	825
DANE COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	600	705	779	7,659	7,644	8,845
# Sales	*428	376	296	*4,646	3,748	4,154
Average Sale Price	234,437	235,520	245,368	230,918	240,678	233,240
Median Sale Price	202,000	200,000	222,225	203,000	207,000	205,241
Total # Active Residential Listings at end of Period	3,490	4,354	4,688	3,490	4,354	4,688
DODGE COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	66	71	89	691	702	899
# Sales	*44	35	39	*416	325	401
Average Sale Price	111,130	104,704	118,816	113,576	117,628	122,069
Median Sale Price	112,450	96,900	103,800	100,000	99,900	110,000
Total # Active Residential Listings at end of Period	398	460	578	398	460	578
GRANT COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	45	43	53	506	490	424
# Sales	*25	26	24	*250	209	211
Average Sale Price	112,220	101,581	124,182	125,462	104,023	116,256
Median Sale Price	85,000	76,750	120,250	105,500	85,000	102,500
Total # Active Residential Listings at end of Period	296	325	274	296	325	274
GREEN COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	51	48	48	507	591	589
# Sales	*30	28	26	*323	280	241
Average Sale Price	156,423	161,639	144,219	149,065	143,671	146,168
Median Sale Price	125,000	124,000	132,900	125,000	123,000	129,900
Total # Active Residential Listings at end of Period	254	361	382	254	361	382
IOWA COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	31	38	43	384	394	417
# Sales	*22	21	14	*152	140	138
Average Sale Price	172,288	142,890	171,553	142,296	144,470	159,471
Median Sale Price	145,000	115,000	151,000	121,475	115,250	136,000
Total # Active Residential Listings at end of Period	281	296	288	281	296	288
ROCK COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	219	247	213	2,183	2,364	2,715
# Sales	*161	147	101	*1,391	1,158	1,228
Average Sale Price	114,601	98,684	92,594	111,668	103,474	111,614
Median Sale Price	102,000	80,000	79,000	98,900	90,000	105,000
Total # Active Residential Listings at end of Period	1,085	1,366	1,497	1,085	1,366	1,497
SAUK COUNTY	**2012**	**2011**	**2010**	**2012**	**2011**	**2010**
# New Listings	70	104	120	1,076	1,161	1,260
# Sales	*63	63	48	*541	471	412
Average Sale Price	140,451	172,889	184,388	152,339	148,787	161,345
Median Sale Price	120,000	133,000	152,500	135,000	127,500	144,500
Total # Active Residential Listings at end of Period	793	902	982	793	902	982

More MLS statistics are available at www.scwmls.com.

South Central Wisconsin MLS

SEPTEMBER STATISTICS 2012

09/01/2012-09/30/2012

TOTALS REPORT SOLD RESIDENTIAL LISTINGS

PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	19	18	12	1
30,000 - 39,999	5	8	4	1
40,000 - 49,999	16	13	2	3
50,000 - 59,999	12	19	4	6
60,000 - 69,999	7	21	5	4
70,000 - 79,999	14	17	5	5
80,000 - 89,999	3	17	4	11
90,000 - 99,999	8	20	6	4
100,000 - 119,999	10	36	15	24
120,000 - 139,999	8	57	13	15
140,000 - 159,999	7	48	11	14
160,000 - 179,999	6	38	17	11
180,000 - 199,999	7	36	25	5
200,000 - 249,999	1	59	28	19
250,000 - 299,999	2	26	34	10
300,000 - 399,999	5	28	36	9
400,000 - 499,999	1	11	14	3
500,000 - 749,999	0	3	14	1
750,000 - 999,999	0	2	4	1
over 1,000,000	0	0	0	0
Total Types	131	477	253	147
AVERAGE PRICE	97,430	162,977	239,949	168,494

CURRENT ACTIVE LISTINGS

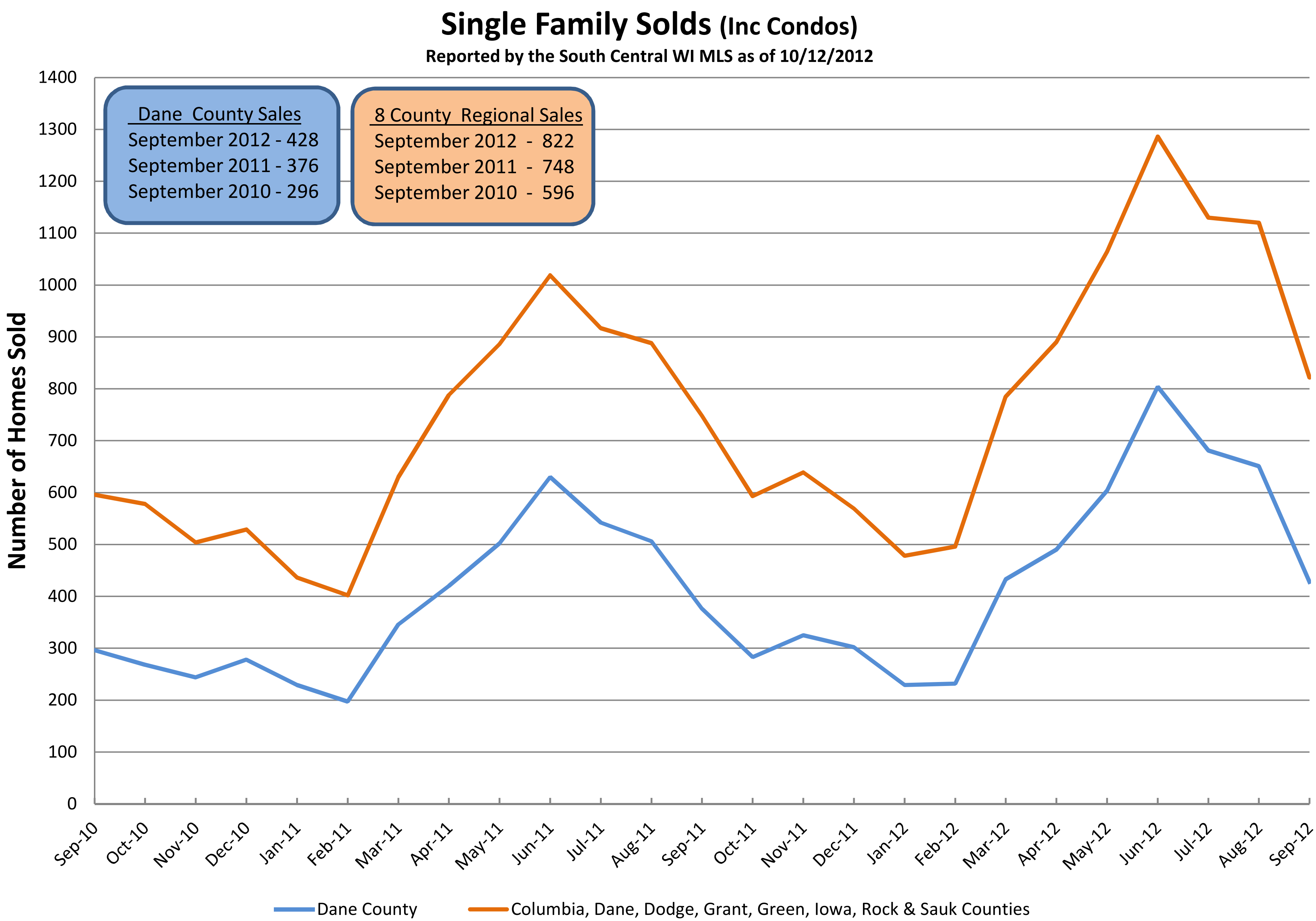
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	132	2
30,000 - 39,999	150	6
40,000 - 49,999	206	29
50,000 - 59,999	232	33
60,000 - 69,999	313	42
70,000 - 79,999	339	62
80,000 - 89,999	368	112
90,000 - 99,999	392	90
100,000 - 119,999	683	155
120,000 - 139,999	826	219
140,000 - 159,999	765	159
160,000 - 179,999	712	156
180,000 - 199,999	657	105
200,000 - 249,999	1,084	154
250,000 - 299,999	745	127
300,000 - 399,999	790	124
400,000 - 499,999	329	54
500,000 - 749,999	306	55
750,000 - 999,999	102	16
over 1,000,000	104	5
Total Types	9,235	1,705
Average price	220,788	199,133

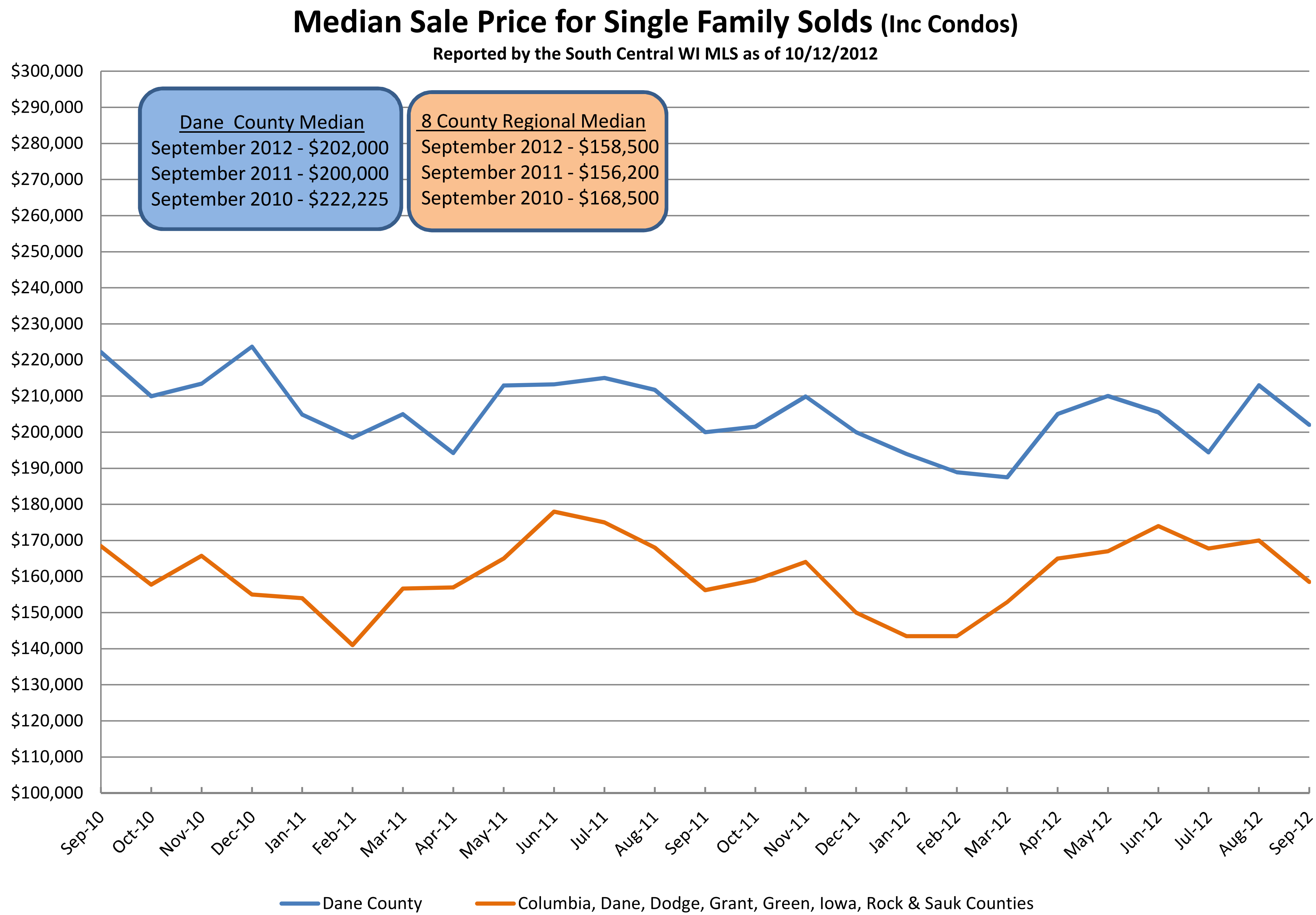
TERMS OF SALE (SALES)

CASH	232
CONVENTIONAL	644
FVA/FHA	79
WHEDA	6
ASSUMPTION	0
SELLER	4
OTHER	14
USDA	29

*Sales for the month & current active listings are reported as of 10/12/2012. 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 10/12/2012
Dane County Sales
September 2012 - 428
September 2011 - 376
September 2010 - 296
8 County Regional Sales
September 2012 - 822
September 2011 - 748
September 2010 - 596
Number of Homes Sold
1400
1300
1200
1100
1000
900
800
700
600
500
400
300
200
100
0
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Mar-12
Apr-12
May-12
Jun-12
Jul-12
Aug-12
Sep-12
Dane County
Columbia, Dane, Dodge, Grant, Green, Iowa, Rock & Sauk Counties


Median Sale Price for Single Family Solds (Inc Condos)
Reported by the South Central WI MLS as of 10/12/2012
Dane County Median
September 2012 - $202,000
September 2011 - $200,000
September 2010 - $222,225
8 County Regional Median
September 2012 - $158,500
September 2011 - $156,200
September 2010 - $168,500
$300,000
$290,000
$280,000
$270,000
$260,000
$250,000
$240,000
$230,000
$220,000
$210,000
$200,000
$190,000
$180,000
$170,000
$160,000
$150,000
$140,000
$130,000
$120,000
$110,000
$100,000
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Mar-12
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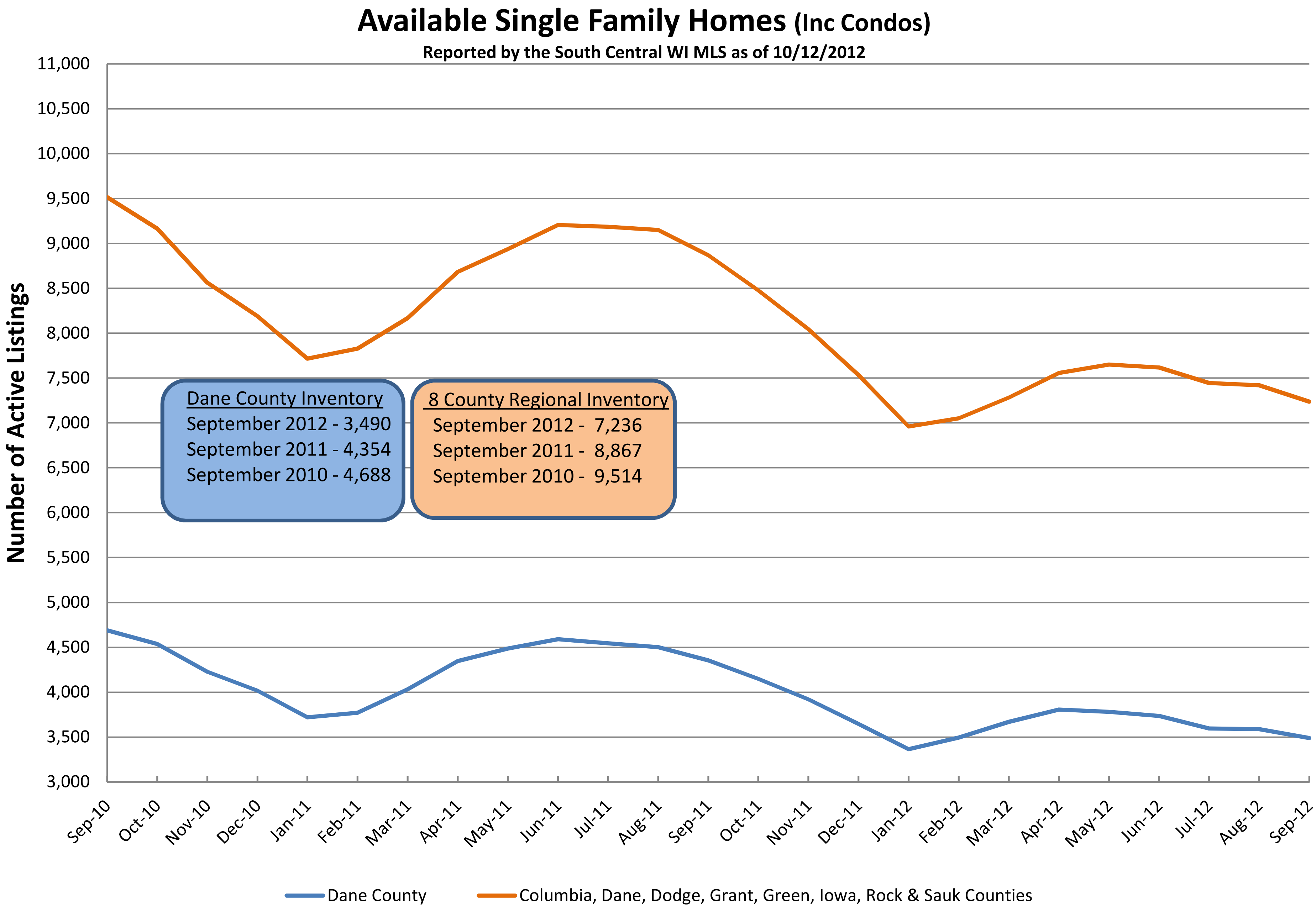
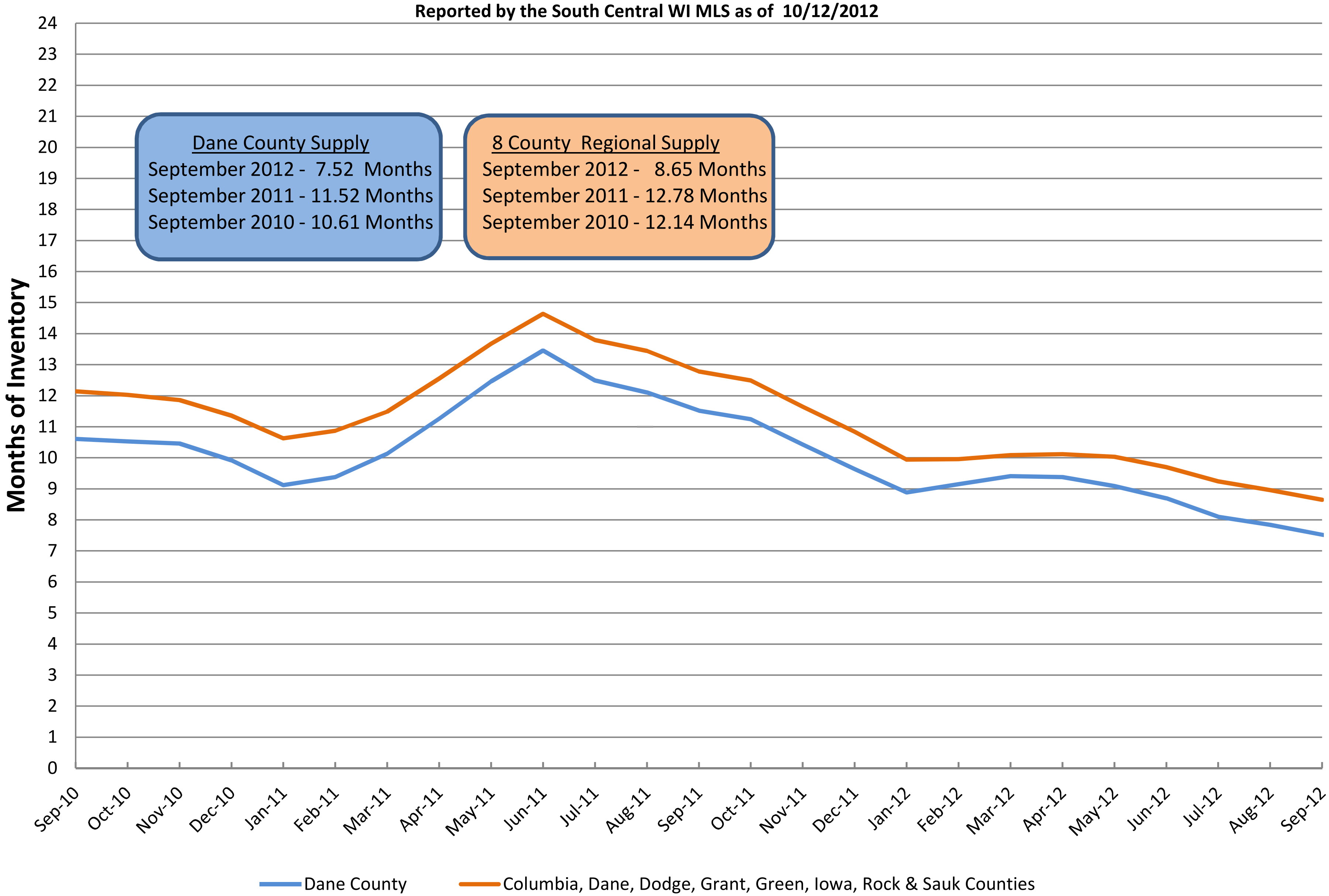
May-12
Jun-12
Jul-12
Aug-12
Sep-12
Dane County
Columbia, Dane, Dodge, Grant, Green, Iowa, Rock & Sauk Counties


Available Single Family Homes (Inc Condos)
Reported by the South Central WI MLS as of 10/12/2012
Number of Active Listings
11,000
10,500
10,000
9,500
9,000
8,500
8,000
7,500
7,000
6,500
6,000
5,500
5,000
4,500
4,000
3,500
3,000
Dane County Inventory
September 2012 - 3,490
September 2011 - 4,354
September 2010 - 4,688
8 County Regional Inventory
September 2012 - 7,236
September 2011 - 8,867
September 2010 - 9,514
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Mar-12
Apr-12
May-12
Jun-12
Jul-12
Aug-12
Sep-12
Dane County
Columbia, Dane, Dodge, Grant, Green, Iowa, Rock & Sauk Counties

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

Reported by the South Central WI MLS as of 10/12/2012



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