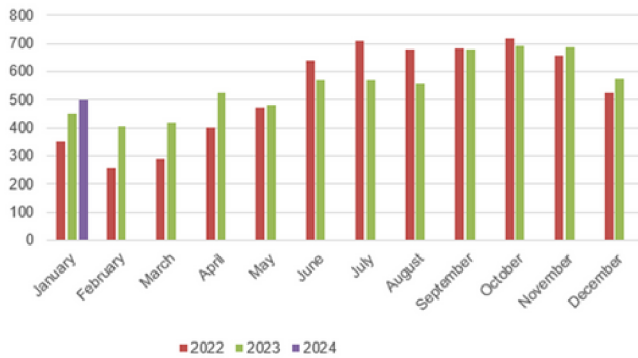


Market Statistics: January 2024

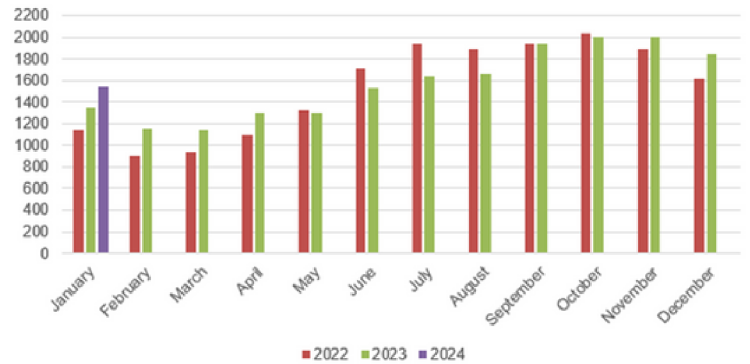
Inventory/Supply:

More hopeful news for inventory! For the third month in a row, both newly listed homes and available inventory in Dane County and South Central Wisconsin* were at levels higher than the same month a year ago. While available inventory is typically lowest in January and February, Dane County inventory this January was 10.4% higher compared to January 2023, and 13.8% higher for South Central Wisconsin*. The months' supply of inventory is at 1 month for Dane County and 1.4 months for South Central Wisconsin. A balanced market, for buyers and sellers, is considered to be around 6 months of inventory.

Active Inventory, Dane County

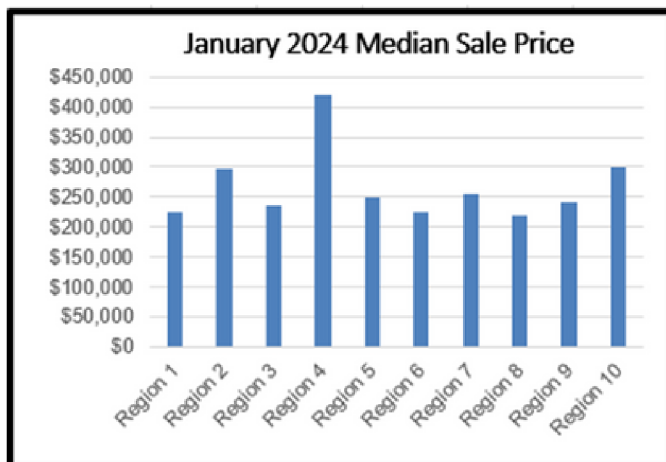


Active Inventory, South Central WI



Home Prices:

The median price for homes sold in January in South Central Wisconsin* was \$300,000. This is 4.6% higher than January of 2023. The highest monthly median reported in the last twelve months was in May, which was \$346,000. The median sale price measures the price at which half of the homes sold for more and half sold for less.

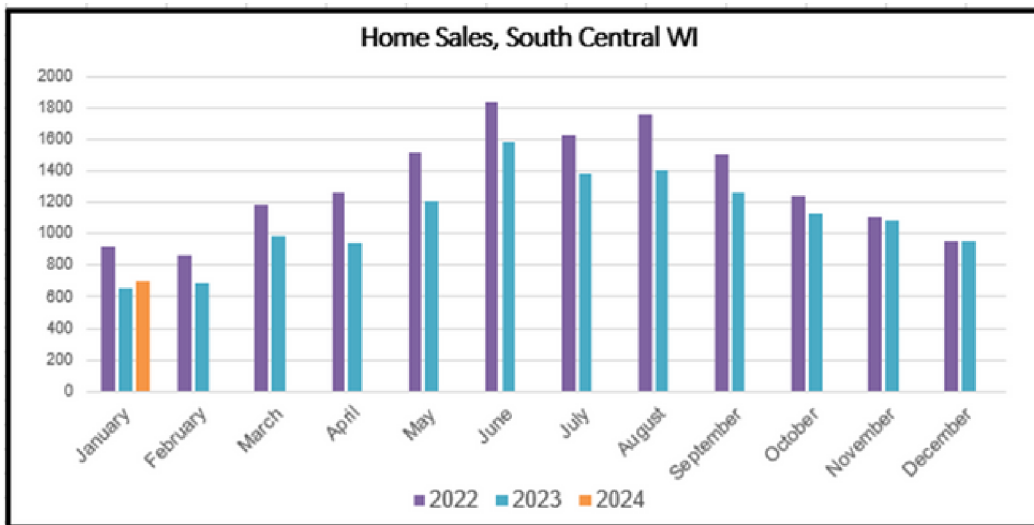
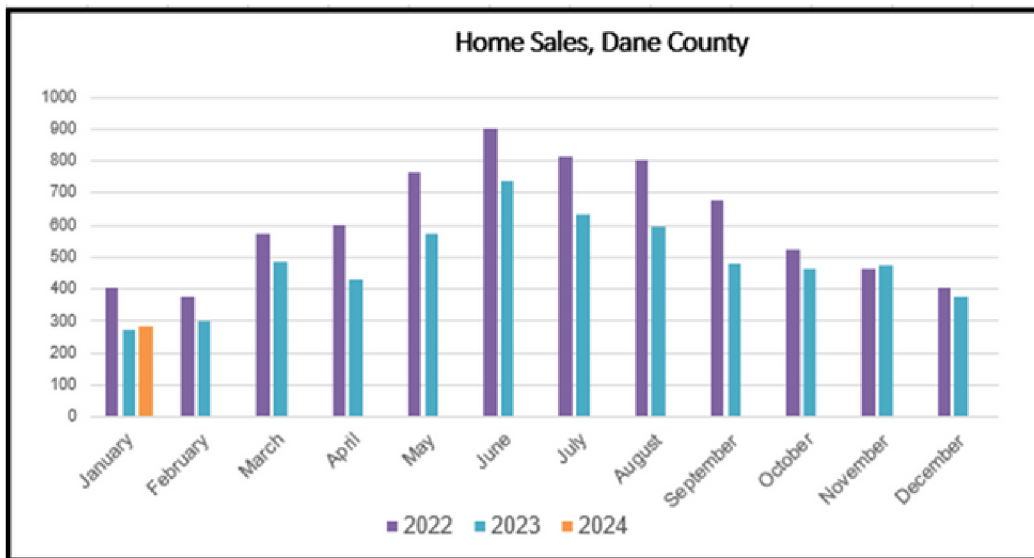


County Regions:

- Region 1 – Adams, Juneau, Monroe
- Region 2 – Columbia
- Region 3 – Crawford, Richland, Vernon
- Region 4 – Dane
- Region 5 – Dodge
- Region 6 – Grant, Iowa, Lafayette
- Region 7 – Green
- Region 8 – Green Lake, Marquette, Waushara
- Region 9 – Rock
- Region 10 – Sauk

Home Sales:

We historically see the fewest sales in the months of January and February. January 2024 home sales in Dane County and South Central Wisconsin* did, however, outpace January 2023, posting a 2.6% increase for Dane County and a 5.8% increase for South Central Wisconsin*. Perhaps the recent warmer than usual temperatures are coaxing spring buyers out early, which will result in a surprise surge in February sales.



***South Central WI Region:** Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Vernon, & Waushara Counties



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

	JANUARY			JANUARY - JANUARY		
ADAMS / JUNEAU / MONROE	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	85	60	41.7%	85	60	41.7%
# Sales	62	48	29.2%	62	48	29.2%
Average Sale Price	243,172	231,509	5.0%	243,172	231,509	5.0%
Median Sale Price	223,500	205,000	9.0%	223,500	205,000	9.0%
Total Active Residential Listings	215	156	37.8%	215	156	37.8%
COLUMBIA COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	35	31	12.9%	35	31	12.9%
# Sales	32	27	18.5%	32	27	18.5%
Average Sale Price	325,107	354,811	-8.4%	325,107	354,811	-8.4%
Median Sale Price	297,500	268,000	11.0%	297,500	268,000	11.0%
Total Active Residential Listings	75	69	8.7%	75	69	8.7%
CRAWFORD / RICHLAND / VERNON COUNTIES	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	27	41	-34.1%	27	41	-34.1%
# Sales	16	29	-44.8%	16	29	-44.8%
Average Sale Price	220,734	293,248	-24.7%	220,734	293,248	-24.7%
Median Sale Price	237,000	210,000	12.9%	237,000	210,000	12.9%
Total Active Residential Listings	88	61	44.3%	88	61	44.3%
DANE COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	480	384	25.0%	480	384	25.0%
# Sales	281	274	2.6%	281	274	2.6%
Average Sale Price	447,256	433,124	3.3%	447,256	433,124	3.3%
Median Sale Price	419,900	397,000	5.8%	419,900	397,000	5.8%
Total Active Residential Listings	499	452	10.4%	499	452	10.4%
DODGE COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	47	49	-4.1%	47	49	-4.1%
# Sales	50	47	6.4%	50	47	6.4%
Average Sale Price	264,484	265,362	-0.3%	264,484	265,362	-0.3%
Median Sale Price	248,500	225,000	10.4%	248,500	225,000	10.4%
Total Active Residential Listings	67	63	6.3%	67	63	6.3%
GRANT / IOWA / LAFAYETTE COUNTIES	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	45	55	-18.2%	45	55	-18.2%
# Sales	45	37	21.6%	45	37	21.6%
Average Sale Price	339,195	223,778	51.6%	339,195	223,778	51.6%
Median Sale Price	225,000	162,000	38.9%	225,000	162,000	38.9%
Total Active Residential Listings	100	120	-16.7%	100	120	-16.7%
GREEN COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	27	18	50.0%	27	18	50.0%
# Sales	23	19	21.1%	23	19	21.1%
Average Sale Price	304,281	198,289	53.5%	304,281	198,289	53.5%
Median Sale Price	255,000	190,000	34.2%	255,000	190,000	34.2%
Total Active Residential Listings	28	43	-34.9%	28	43	-34.9%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	69	43	60.5%	69	43	60.5%
# Sales	43	35	22.9%	43	35	22.9%
Average Sale Price	261,822	208,865	25.4%	261,822	208,865	25.4%
Median Sale Price	220,000	192,000	14.6%	220,000	192,000	14.6%
Total Active Residential Listings	135	128	5.5%	135	128	5.5%
ROCK COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	136	118	15.3%	136	118	15.3%
# Sales	107	113	-5.3%	107	113	-5.3%
Average Sale Price	255,266	240,430	6.2%	255,266	240,430	6.2%
Median Sale Price	240,000	235,000	2.1%	240,000	235,000	2.1%
Total Active Residential Listings	202	162	24.7%	202	162	24.7%
SAUK COUNTY	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	38	37	2.7%	38	37	2.7%
# Sales	39	31	25.8%	39	31	25.8%
Average Sale Price	347,198	358,222	-3.1%	347,198	358,222	-3.1%
Median Sale Price	299,500	259,000	15.6%	299,500	259,000	15.6%
Total Active Residential Listings	127	96	32.3%	127	96	32.3%
18 COUNTY TOTAL	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
# New Listings	989	836	18.3%	989	836	18.3%
# Sales	698	660	5.8%	698	660	5.8%
Average Sale Price	347,120	330,266	5.1%	347,120	330,266	5.1%
Median Sale Price	300,000	286,900	4.6%	300,000	286,900	4.6%
Total Active Residential Listings	1,536	1,350	13.8%	1,536	1,350	13.8%

Active listing numbers are pulled mid-month, and do not include listings in offer-show status.