

## Market Snapshot

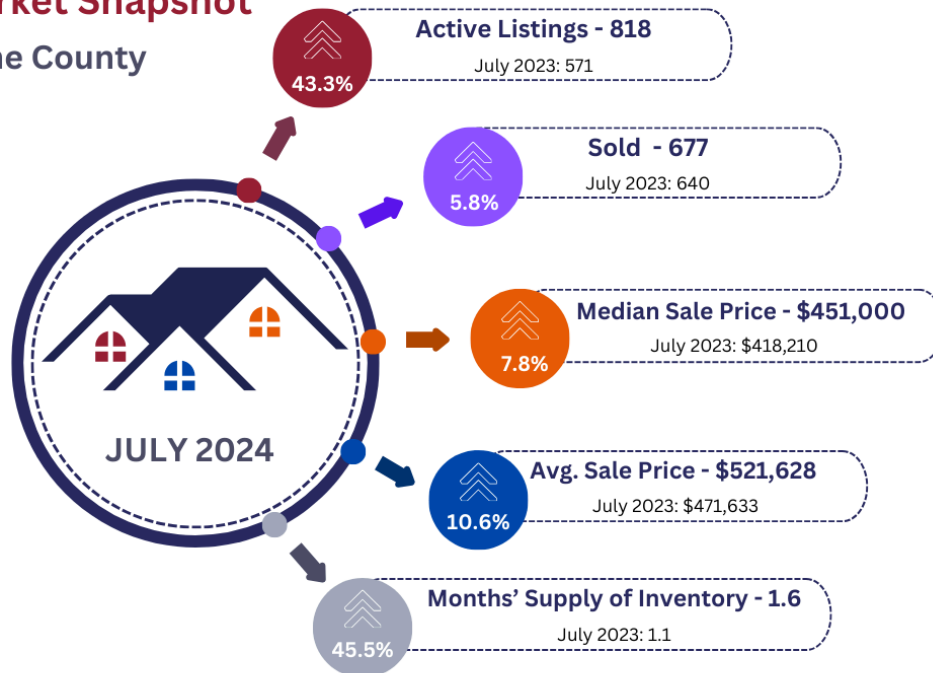
SCWMLS  
18-County Region



Data for Single Family & Condo Properties in the South Central Wisconsin MLS Region

## Market Snapshot

Dane County



Data for Single Family & Condo Properties in Dane County Wisconsin

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

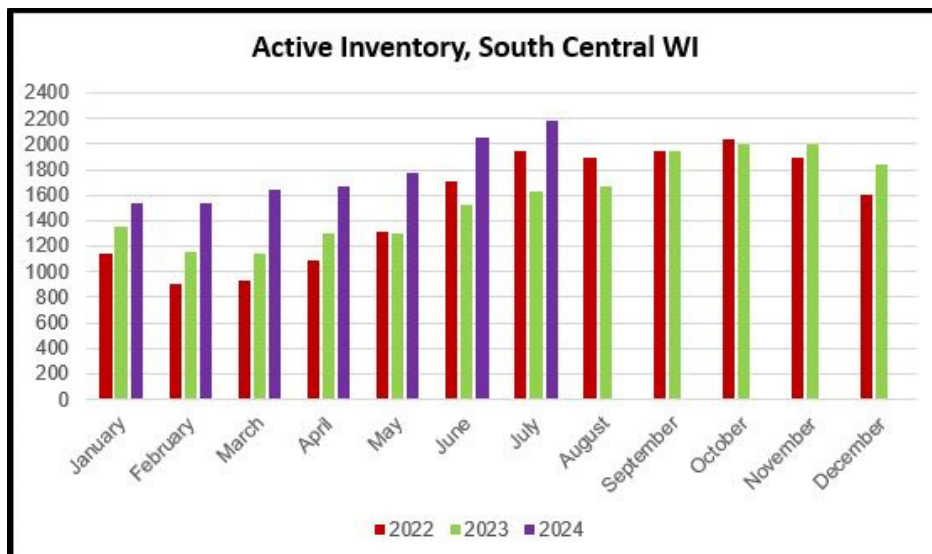
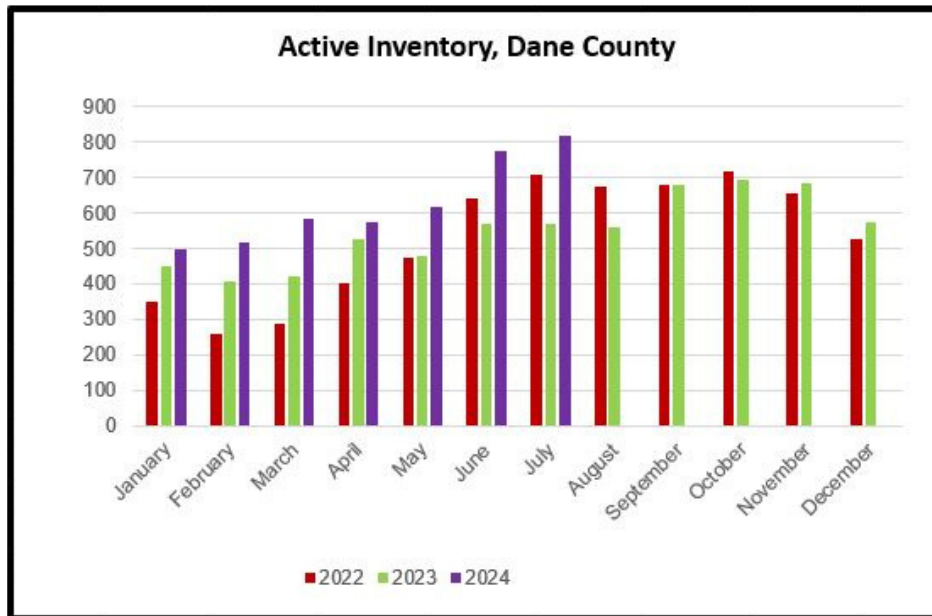


### Inventory/Supply:

Seeing more “For Sale” signs lately? We are too! The number of active residential listings has continued to climb for the ninth consecutive month. Inventory levels have increased by double digits compared to July 2023 in almost every county across the South Central Wisconsin region. Overall, active residential listings are up by 33.5% compared to July 2023. The largest increases were observed in Region 1 (Adams, Juneau, Monroe) with a 57.9% rise, and in Region 3 (Crawford Richland, Vernon), with a 52.9% increase over July 2023 numbers. In Dane County, inventory is 43.3% higher than in July 2023.

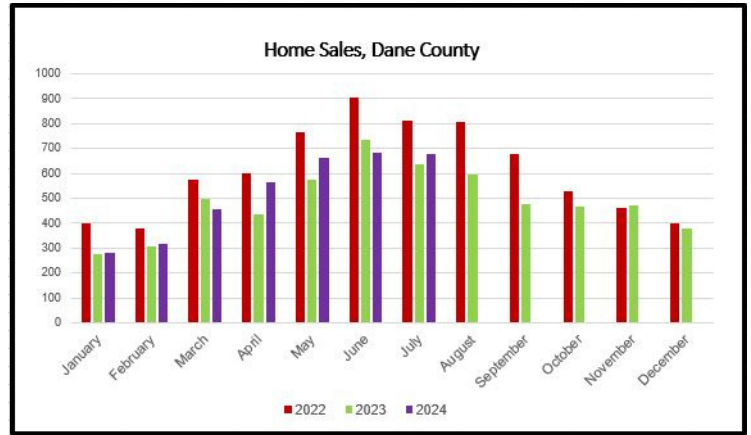
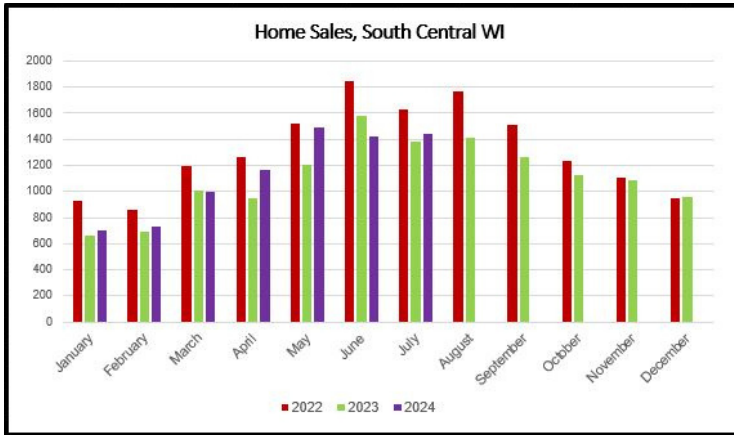
Months' supply is also on the rise across the region, reaching 1.9—a 35.7% increase from July 2023. In Dane County, months' supply has increased by 45.5% year-over-year, now standing at 1.6 months.

While rising inventory levels and longer months' supply signal a potential shift towards a more balanced market, home prices continue to temper a swing towards a buyer's market. While buyers may have more choices and negotiating power, affordability remains a key challenge.



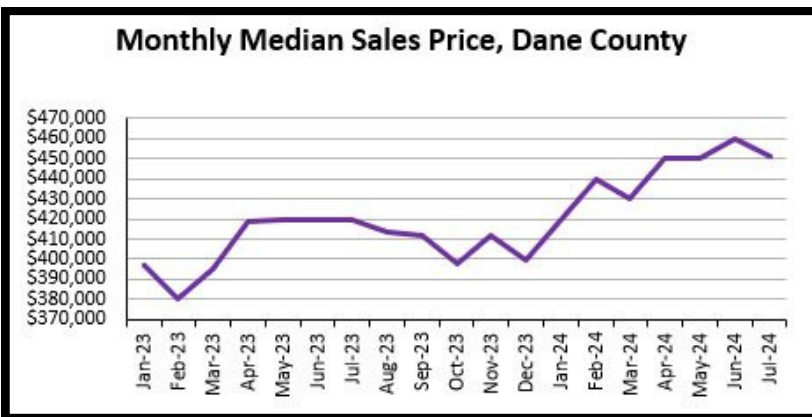
## Home Sales:

In July, both Dane County and the broader South Central Wisconsin region experienced a modest year-over-year rise in home sales, with increases of 5.8% and 3.4%, respectively. While the increase is not dramatic, it is a positive indicator that, despite high prices, opportunities for buyers exist. For sellers, maintaining a competitive edge remains key, as the rise in available options means buyers may be more likely to be selective in their choices.



## Home Prices:

After reaching an all-time high in June, the median sales price\* in Dane County dipped slightly in July to \$451,000. This still represents a 7.8% increase compared to July of 2023. Median sales prices across the South Central Wisconsin region also rose with increases ranging from 2.63% to 18.1% year-over-year.



## South Central Wisconsin 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

\*The median sale price measures the price at which half of the homes sold for more and half sold for less.

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

	JULY			JANUARY - JULY		
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
<b>ADAMS / JUNEAU / MONROE</b>						
# New Listings	166	157	5.7%	1,004	865	16.1%
# Sales	137	115	19.1%	698	614	13.7%
Average Sale Price	285,107	250,778	13.7%	279,137	257,717	8.3%
Median Sale Price	230,000	221,000	4.1%	239,000	218,750	9.3%
Total Active Residential Listings	308	195	57.9%	308	195	57.9%
<b>COLUMBIA COUNTY</b>						
# New Listings	73	73	0.0%	476	444	7.2%
# Sales	57	59	-3.4%	332	321	3.4%
Average Sale Price	389,284	348,326	11.8%	353,013	340,127	3.8%
Median Sale Price	330,000	305,000	8.2%	315,700	289,900	8.9%
Total Active Residential Listings	101	81	24.7%	101	81	24.7%
<b>CRAWFORD / RICHLAND / VERNON COUNTIES</b>						
# New Listings	62	65	-4.6%	369	333	10.8%
# Sales	54	51	5.9%	266	274	-2.9%
Average Sale Price	281,357	249,418	12.8%	272,851	272,825	0.0%
Median Sale Price	237,000	229,000	3.5%	223,450	217,750	2.6%
Total Active Residential Listings	107	70	52.9%	107	70	52.9%
<b>DANE COUNTY</b>						
# New Listings	740	603	22.7%	4,703	4,131	13.8%
# Sales	677	640	5.8%	3,685	3,492	5.5%
Average Sale Price	521,628	471,633	10.6%	491,674	461,350	6.6%
Median Sale Price	451,000	418,210	7.8%	445,000	410,000	8.5%
Total Active Residential Listings	818	571	43.3%	818	571	43.3%
<b>DODGE COUNTY</b>						
# New Listings	80	128	-37.5%	556	538	3.3%
# Sales	88	77	14.3%	463	416	11.3%
Average Sale Price	320,912	279,314	14.9%	300,703	273,137	10.1%
Median Sale Price	325,500	243,000	34.0%	279,900	242,750	15.3%
Total Active Residential Listings	103	94	9.6%	103	94	9.6%
<b>GRANT / IOWA / LAFAYETTE COUNTIES</b>						
# New Listings	102	85	20.0%	518	512	1.2%
# Sales	56	91	-38.5%	376	411	-8.5%
Average Sale Price	271,164	245,699	10.4%	268,940	239,679	12.2%
Median Sale Price	226,250	195,000	16.0%	224,700	199,900	12.4%
Total Active Residential Listings	153	120	27.5%	153	120	27.5%
<b>GREEN COUNTY</b>						
# New Listings	45	34	32.4%	283	254	11.4%
# Sales	48	29	65.5%	213	213	0.0%
Average Sale Price	356,140	354,849	0.4%	326,868	294,060	11.2%
Median Sale Price	273,500	225,000	21.6%	277,500	235,000	18.1%
Total Active Residential Listings	50	43	16.3%	50	43	16.3%
<b>GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES</b>						
# New Listings	104	104	0.0%	632	525	20.4%
# Sales	63	70	-10.0%	453	391	15.9%
Average Sale Price	346,831	258,057	34.4%	320,015	309,306	3.5%
Median Sale Price	264,000	206,450	27.9%	249,500	231,000	8.0%
Total Active Residential Listings	172	151	13.9%	172	151	13.9%
<b>ROCK COUNTY</b>						
# New Listings	243	220	10.5%	1,435	1281	12.0%
# Sales	212	190	11.6%	1147	1043	10.0%
Average Sale Price	291,606	276,983	5.3%	280,191	266,812	5.0%
Median Sale Price	280,450	245,000	14.5%	270,000	245,000	10.2%
Total Active Residential Listings	241	191	26.2%	241	191	26.2%
<b>SAUK COUNTY</b>						
# New Listings	86	92	-6.5%	485	481	0.8%
# Sales	49	72	-31.9%	387	366	5.7%
Average Sale Price	430,541	310,647	38.6%	366,015	320,150	14.3%
Median Sale Price	360,000	292,500	23.1%	310,000	288,750	7.4%
Total Active Residential Listings	127	118	7.6%	127	118	7.6%
<b>18 COUNTY TOTAL</b>						
# New Listings	1,701	1,561	9.0%	10,461	9,364	11.7%
# Sales	1,441	1,394	3.4%	8,020	7,541	6.4%
Average Sale Price	412,819	366,693	12.6%	388,329	363,927	6.7%
Median Sale Price	367,500	330,000	11.4%	349,000	325,000	7.4%
Total Active Residential Listings	2,180	1,634	33.4%	2,180	1,634	33.4%

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