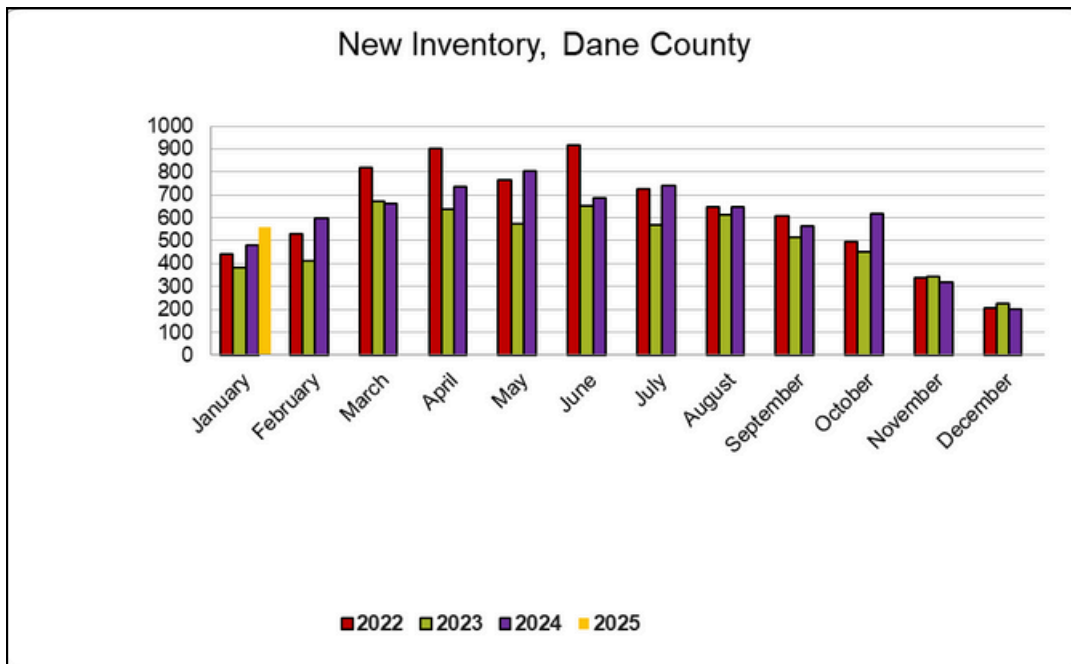
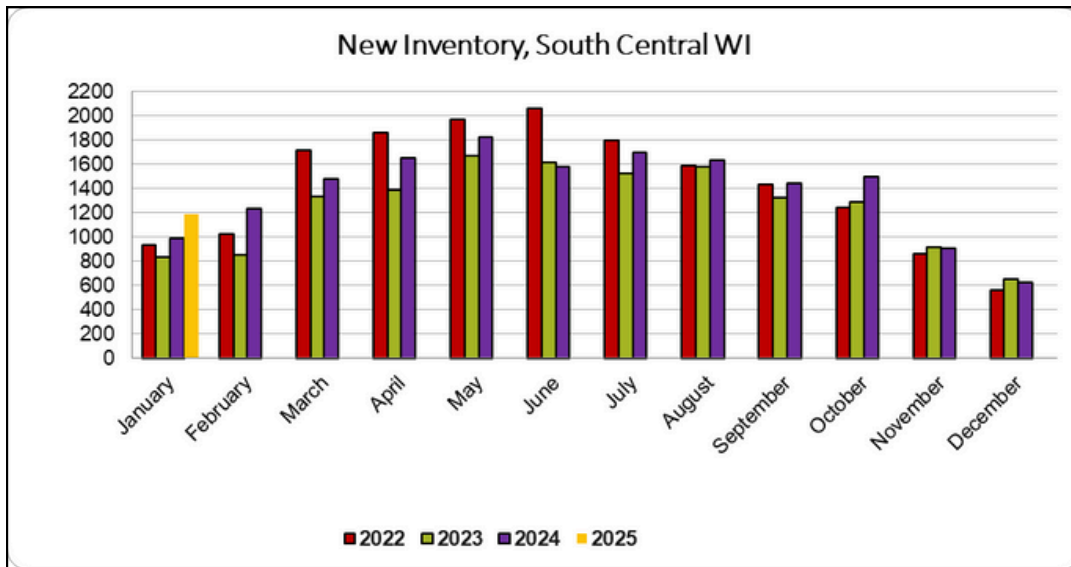


*South Central Wisconsin Region: Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Vernon & Waushara Counties

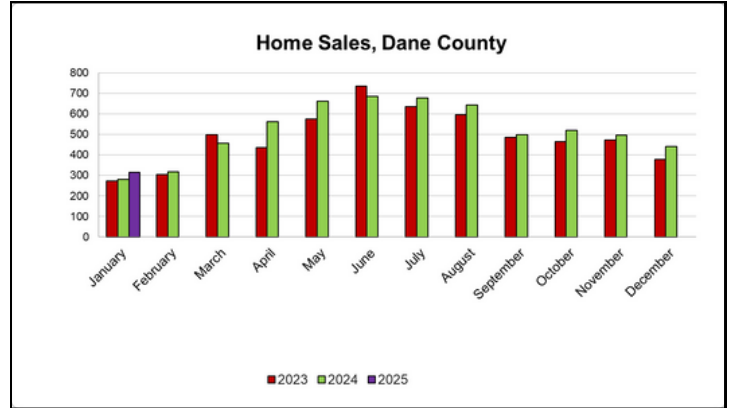
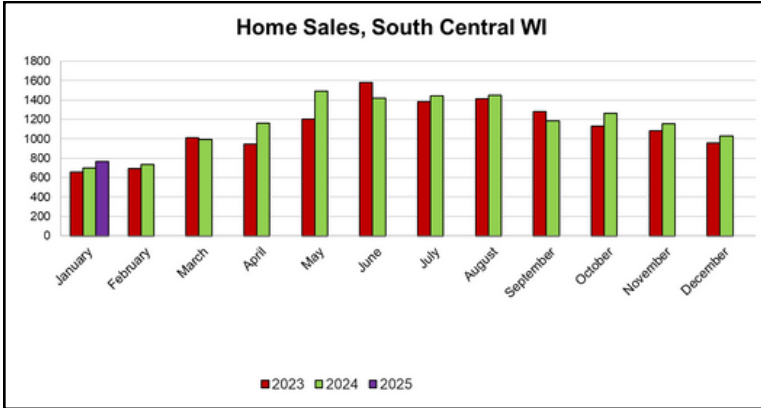
Inventory/Supply:

The South Central Wisconsin Region started the year with increased activity. New listings increased by 15.1% compared to January 2024, while the month's supply of inventory grew by 14.2%. This upward trend in listings and inventory suggests that more sellers are entering the market, expanding options for buyers and contributing to a more dynamic housing landscape.



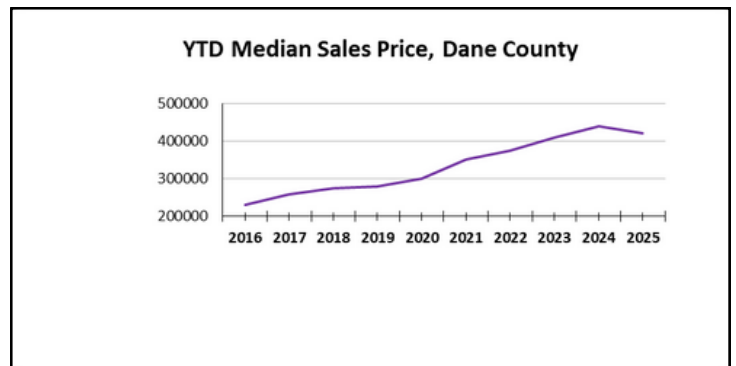
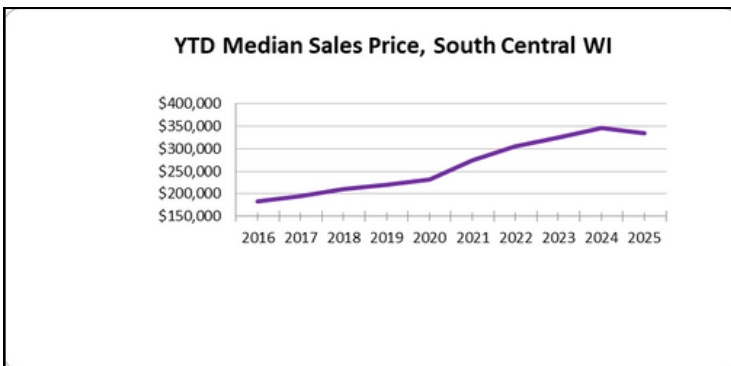
Home Sales:

The 7.4% rise in home sales across the region indicates that buyers are still actively purchasing despite ongoing affordability challenges. In Dane County, sales increased 8.6% over January 2024 sales.



Home Prices:

Sales prices increased compared to January 2024 but dipped slightly from their peak in 2024. The average sale price across the 18-county region was up 8.7%, to \$383,099, compared to January of 2024. The median sale price climbed 11.7% over January 2024 to \$335,000. In Dane County, the average sales price was \$474,541 and the median sale price was \$420,000.



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)

	JANUARY			JANUARY - JANUARY		
	<u>2025</u>	<u>2024</u>	<u>Change</u>	<u>2025</u>	<u>2024</u>	<u>Change</u>
ADAMS / JUNEAU / MONROE						
# New Listings	98	86	14.0%	98	86	14.0%
# Sales	68	62	9.7%	68	62	9.7%
Average Sale Price	313,807	243,172	29.0%	313,807	243,172	29.0%
Median Sale Price	227,000	223,500	1.6%	227,000	223,500	1.6%
Total Active Residential Listings	274	215	27.4%	274	215	27.4%
COLUMBIA COUNTY						
# New Listings	57	34	67.6%	57	34	67.6%
# Sales	33	32	3.1%	33	32	3.1%
Average Sale Price	334,886	325,107	3.0%	334,886	325,107	3.0%
Median Sale Price	331,000	297,500	11.3%	331,000	297,500	11.3%
Total Active Residential Listings	90	75	20.0%	90	75	20.0%
CRAWFORD / RICHLAND / VERNON COUNTIES						
# New Listings	42	26	61.5%	42	26	61.5%
# Sales	39	19	105.3%	39	19	105.3%
Average Sale Price	388,563	300,881	29.1%	388,563	300,881	29.1%
Median Sale Price	310,000	222,000	39.6%	310,000	222,000	39.6%
Total Active Residential Listings	109	88	23.9%	109	88	23.9%
DANE COUNTY						
# New Listings	557	518	7.5%	557	518	7.5%
# Sales	315	290	8.6%	315	290	8.6%
Average Sale Price	474,541	455,085	4.3%	474,541	455,085	4.3%
Median Sale Price	420,000	419,950	0.0%	420,000	419,950	0.0%
Total Active Residential Listings	621	499	24.4%	621	499	24.4%
DODGE COUNTY						
# New Listings	70	50	40.0%	70	50	40.0%
# Sales	45	51	-11.8%	45	51	-11.8%
Average Sale Price	340,690	261,943	30.1%	340,690	261,943	30.1%
Median Sale Price	281,120	245,000	14.7%	281,120	245,000	14.7%
Total Active Residential Listings	97	67	44.8%	97	67	44.8%
GRANT / IOWA / LAFAYETTE COUNTIES						
# New Listings	57	46	23.9%	57	46	23.9%
# Sales	35	46	-23.9%	35	46	-23.9%
Average Sale Price	268,626	339,343	-20.8%	268,626	339,343	-20.8%
Median Sale Price	210,000	225,000	-6.7%	210,000	225,000	-6.7%
Total Active Residential Listings	145	101	43.6%	145	101	43.6%
GREEN COUNTY						
# New Listings	47	29	62.1%	47	29	62.1%
# Sales	23	24	-4.2%	23	24	-4.2%
Average Sale Price	355,882	299,311	18.9%	355,882	299,311	18.9%
Median Sale Price	350,000	252,500	38.6%	350,000	252,500	38.6%
Total Active Residential Listings	73	28	160.7%	73	28	160.7%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES						
# New Listings	56	71	-21.1%	56	71	-21.1%
# Sales	51	43	18.6%	51	43	18.6%
Average Sale Price	326,840	261,822	24.8%	326,840	261,822	24.8%
Median Sale Price	237,000	220,000	7.7%	237,000	220,000	7.7%
Total Active Residential Listings	144	135	6.7%	144	135	6.7%
ROCK COUNTY						
# New Listings	156	135	15.6%	156	135	15.6%
# Sales	114	107	6.5%	114	107	6.5%
Average Sale Price	276,224	255,266	8.2%	276,224	255,266	8.2%
Median Sale Price	252,500	240,000	5.2%	252,500	240,000	5.2%
Total Active Residential Listings	212	202	5.0%	212	202	5.0%
SAUK COUNTY						
# New Listings	50	39	28.2%	50	39	28.2%
# Sales	45	41	9.8%	45	41	9.8%
Average Sale Price	358,201	345,016	3.8%	358,201	345,016	3.8%
Median Sale Price	325,000	299,250	8.6%	325,000	299,250	8.6%
Total Active Residential Listings	129	127	1.6%	129	127	1.6%
18 COUNTY TOTAL						
# New Listings	1,190	1,034	15.1%	1,190	1,034	15.1%
# Sales	768	715	7.4%	768	715	7.4%
Average Sale Price	383,099	352,516	8.7%	383,099	352,516	8.7%
Median Sale Price	335,000	300,000	11.7%	335,000	300,000	11.7%
Total Active Residential Listings	1,894	1,537	23.2%	1,894	1,537	23.2%

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