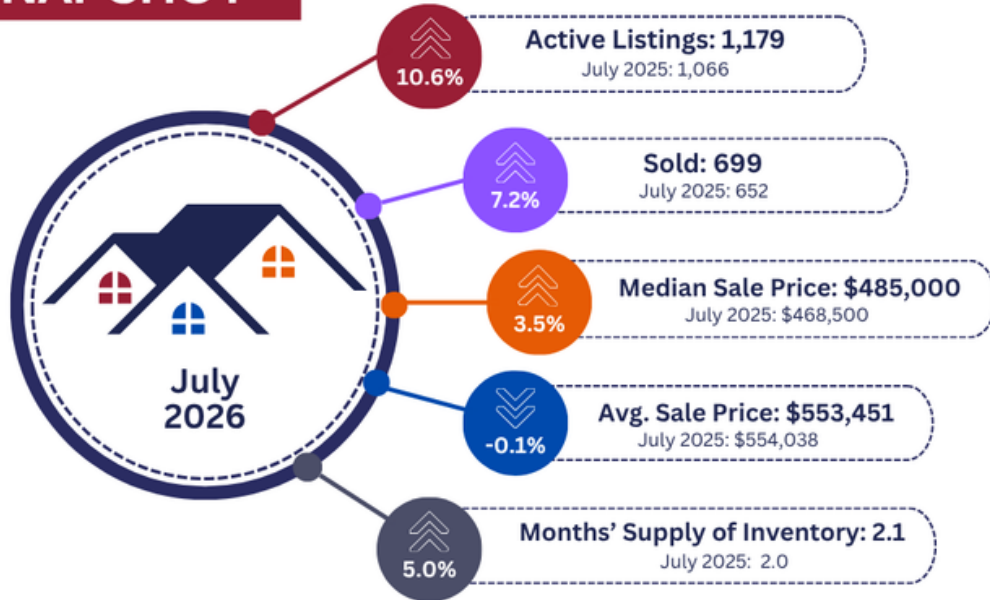


MARKET SNAPSHOT

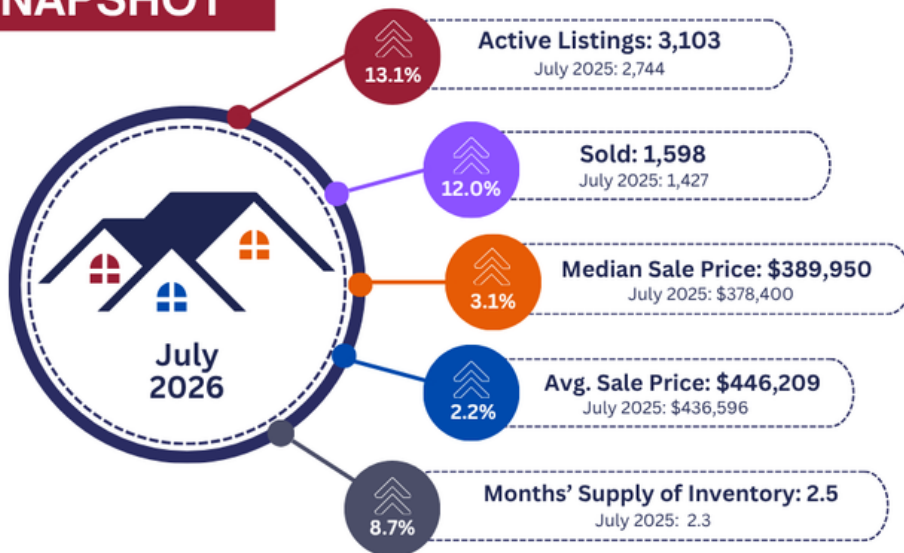
Dane County



Data for Single Family & Condo Properties in Dane County Wisconsin

MARKET SNAPSHOT

SCWMLS 18-County Region



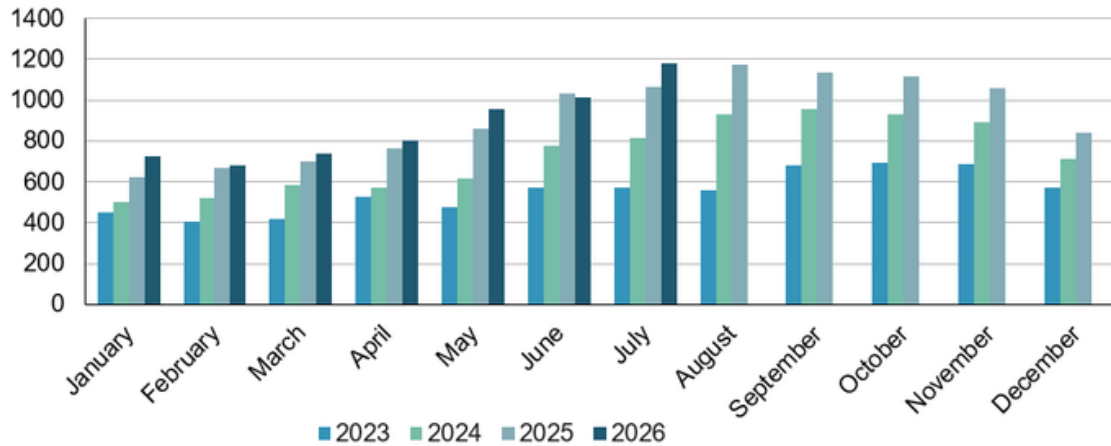
Data for Single Family & Condo Properties in the South Central Wisconsin MLS Region

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



Active Inventory, Dane County

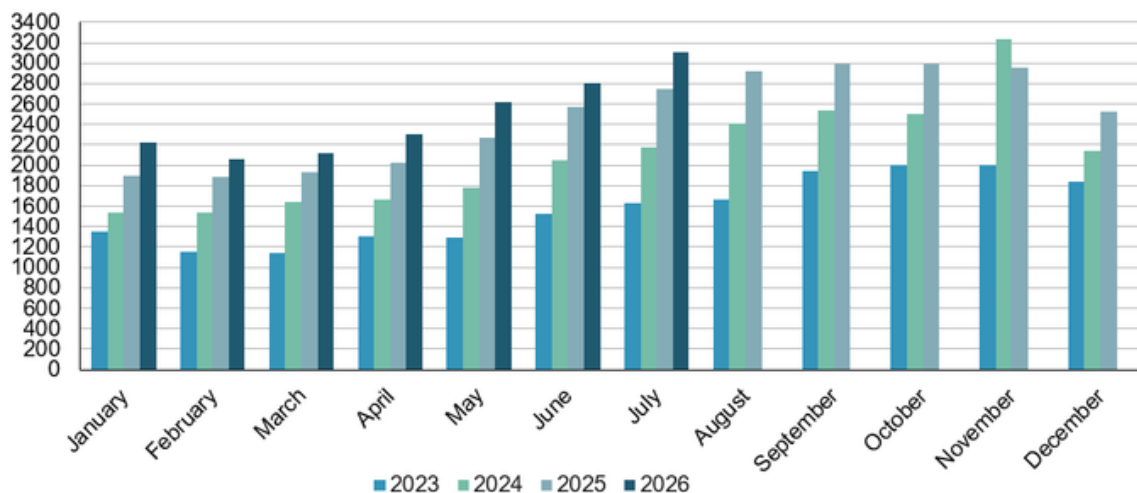
In Dane County, active inventory reached 1,179 listings in July 2026, an increase of 113 listings (10.6%) compared to 1,066 in July 2025. This continued year-over-year growth reflects an improvement in housing availability compared to last summer. Month-over-month, inventory increased by 163 listings (16.0%) from 1,016 in June 2026. The strong increase reflects continued seasonal growth in available listings as the summer market progresses.



Active Inventory, South Central Wisconsin Region

Across the South Central Wisconsin region, active inventory reached 3,103 listings in July 2026, an increase of 360 listings (13.1%) compared to 2,744 in July 2025. This notable year-over-year gain indicates continued expansion in housing supply across the region.

Compared to June 2026, inventory increased by 294 listings (10.5%) from 2,809. The month-over-month increase demonstrates continued momentum in available inventory heading further into the summer selling season.



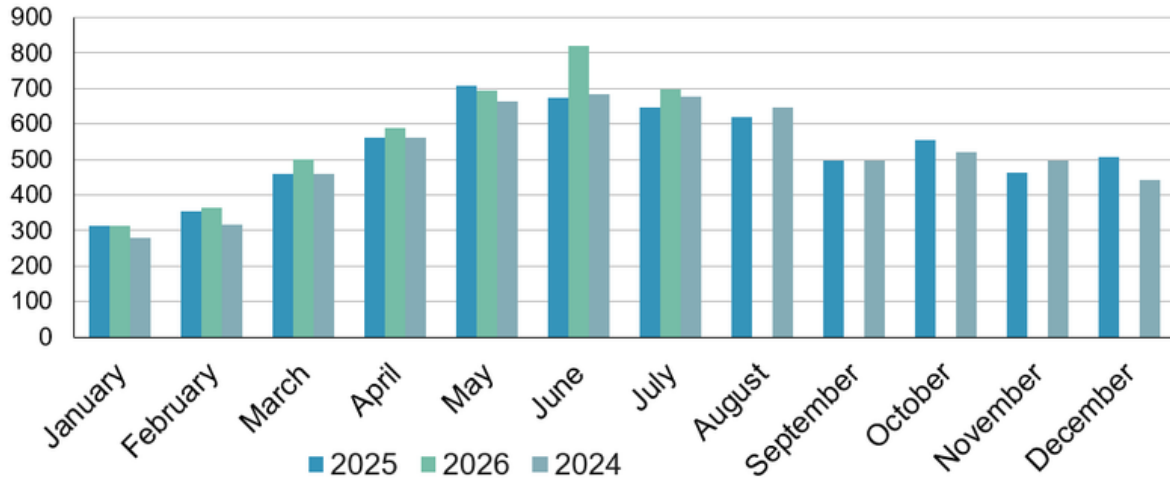
South Central Wisconsin County Regions:

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

Home Sales, Dane County

In Dane County, home sales totaled 699 in July 2026, an increase of 54 sales (8.4%) compared to 645 in July 2025. This year-over-year growth reflects continued strength in the Dane County housing market.

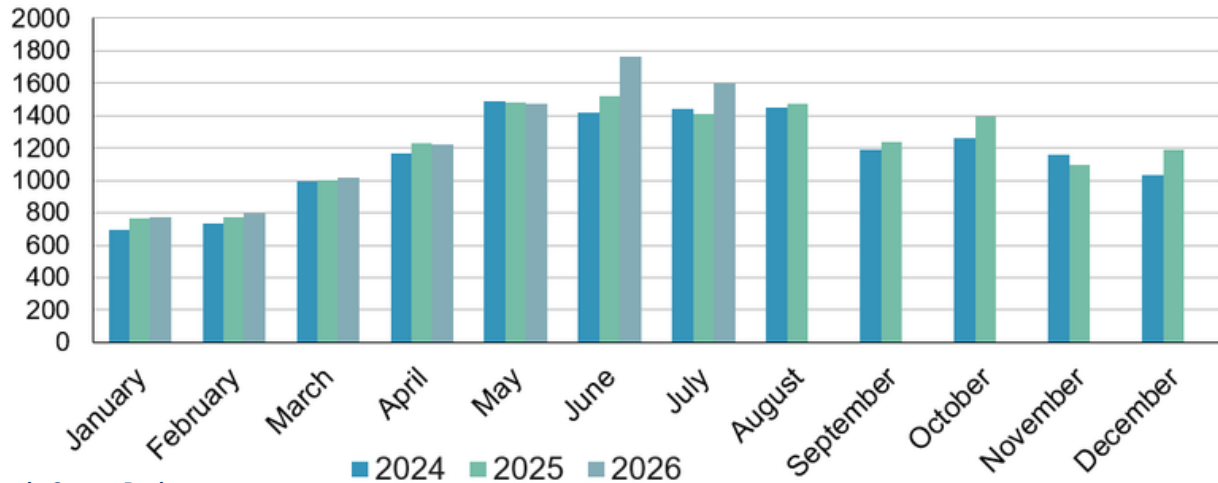
Month-over-month, sales decreased by 122 transactions (14.9%) from 821 in June 2026. Despite the decline from June, July sales remained relatively strong for the summer selling season.



Home Sales, South Central Wisconsin Region

Across the South Central Wisconsin region, home sales reached 1,598 in July 2026, an increase of 186 sales (13.2%) compared to 1,412 in July 2025. This notable year-over-year gain demonstrates stronger sales activity across the region compared to last summer.

Compared to June 2026, sales decreased by 165 transactions (9.4%), from 1,763 to 1,598. Despite the month-over-month decline, July sales remained well above the same month last year, reflecting continued strength in the regional housing market.



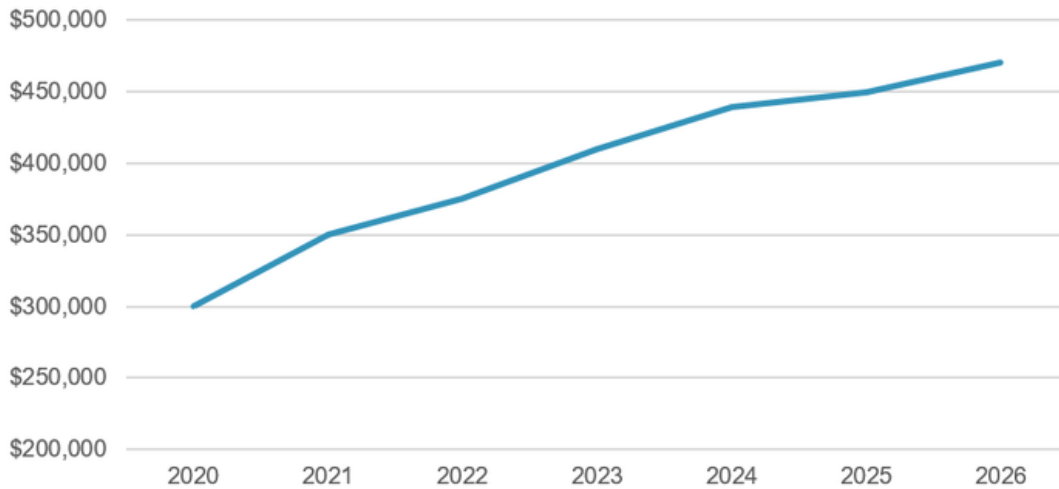
South Central Wisconsin County Regions:

- | | |
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| Region 3 – Crawford, Richland, Vernon | Region 8 – Green Lake, Marquette, Waushara |
| Region 4 – Dane | Region 9 – Rock |
| Region 5 – Dodge | Region 10 – Sauk |

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

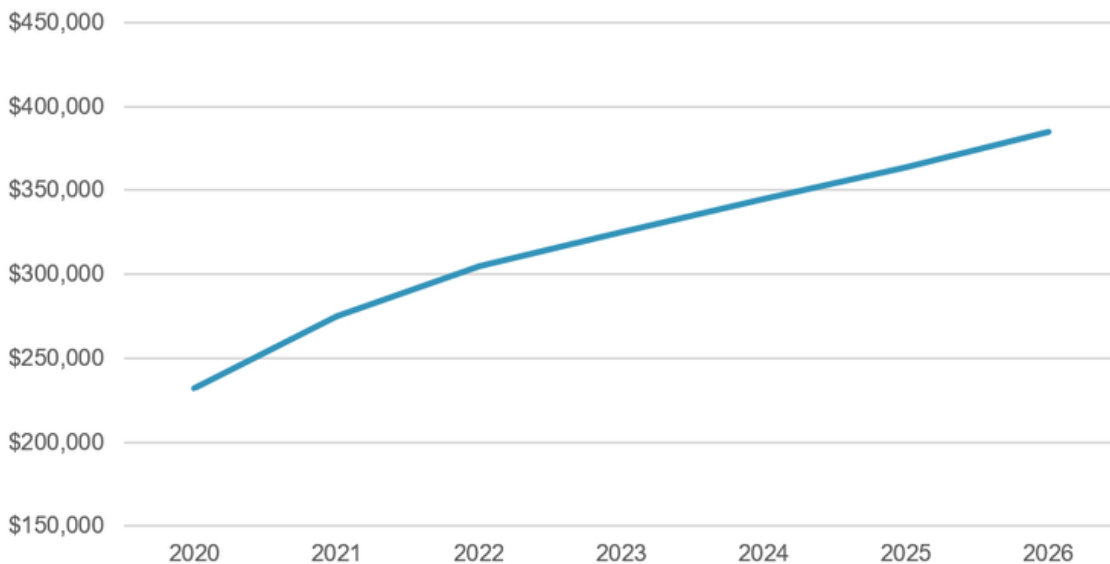
YTD Median Sales Price, Dane County

Year-to-date, the median sales price in Dane County is \$470,000 in 2026, an increase of \$20,000 (+4.4%) compared to \$450,000 in 2025. This follows a continued upward trend from \$438,950 in 2024 (+2.5%), reflecting sustained appreciation in home values and continued strength in the local housing market.



YTD Median Sales Price, South Central Wisconsin Region

Across the South Central Wisconsin region, the year-to-date median sales price is \$385,000 in 2026, an increase of \$21,000 (+5.8%) from \$364,000 in 2025. This continues the strong growth from \$345,000 in 2024 (+5.5%), highlighting steady price appreciation across the region and continued strength in housing demand.



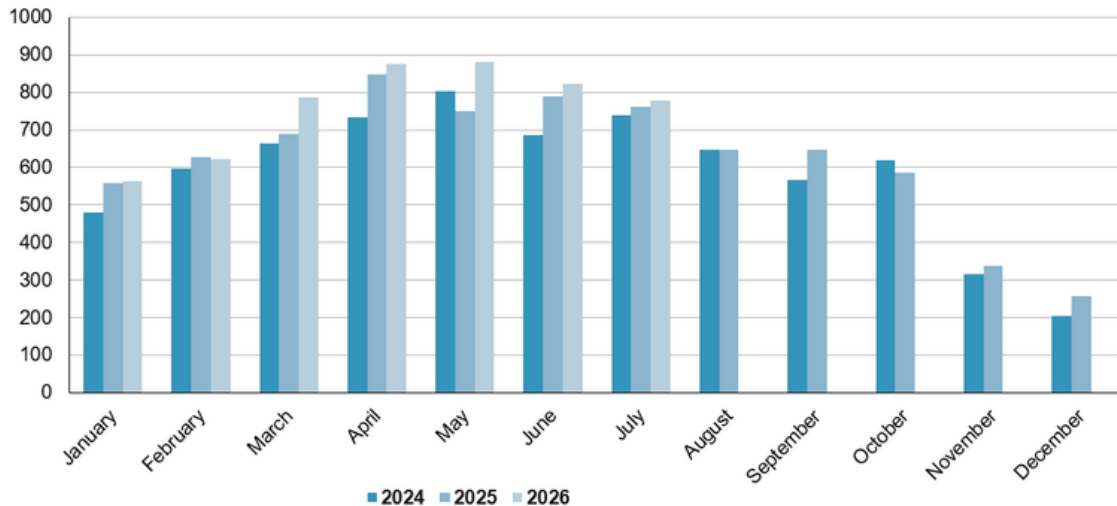
South Central Wisconsin County Regions:

- | | |
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Dane County - New Inventory

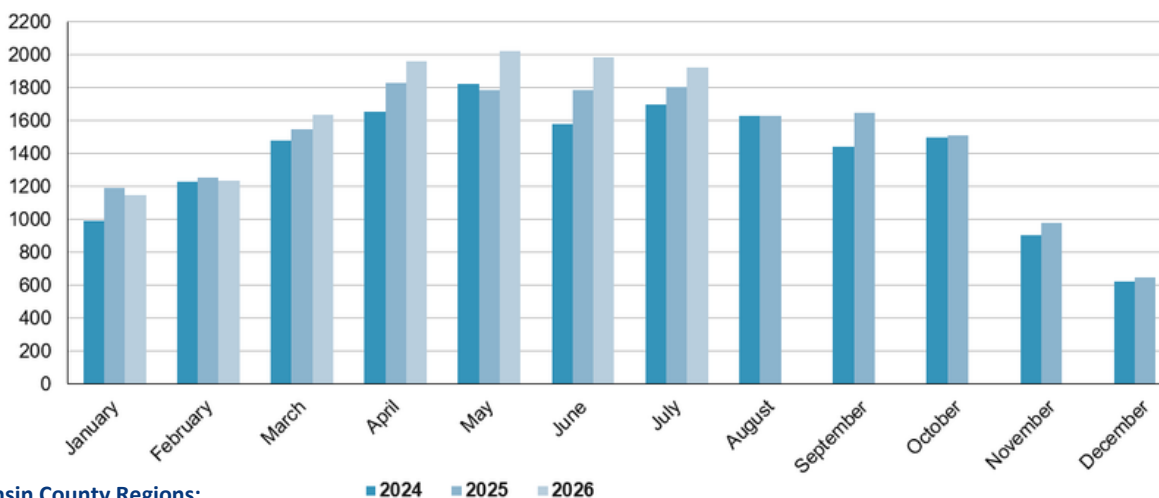
In Dane County, new listings reached 777 in July 2026, an increase of 17 listings (2.2%) compared to 760 in July 2025. This modest year-over-year gain indicates relatively stable seller activity compared to last summer. Month-over-month, new inventory declined by 46 listings (-5.6%) from 823 in June 2026, reflecting a seasonal pullback in listing activity following the stronger spring and early-summer market.



South Central Wisconsin Full Region - New Inventory

Across the South Central Wisconsin region, new listings totaled 1,923 in July 2026, an increase of 120 listings (6.7%) compared to 1,803 in July 2025. This year-over-year gain reflects stronger seller participation across the region compared to the same period last year.

Compared to June 2026, new inventory decreased by 66 listings (-3.3%) from 1,989, showing a modest seasonal pullback in listing activity after a strong start to the summer market.



South Central Wisconsin County Regions:

- | | |
|---------------------------------------|--|
| Region 1 – Adams, Juneau, Monroe | Region 6 – Grant, Iowa, Lafayette |
| Region 2 – Columbia | Region 7 – Green |
| Region 3 – Crawford, Richland, Vernon | Region 8 – Green Lake, Marquette, Waushara |
| Region 4 – Dane | Region 9 – Rock |
| Region 5 – Dodge | 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		
ADAMS / JUNEAU / MONROE COUNTIES	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	175	186	-5.9%	1,169	1,144	2.2%
# Sales	149	119	25.2%	748	693	7.9%
Average Sale Price	355,465	328,570	8.2%	330,088	302,977	8.9%
Median Sale Price	305,000	280,000	8.9%	268,000	253,500	5.7%
Total Active Residential Listings	460	440	4.5%	460	440	4.5%
COLUMBIA COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	91	110	-17.3%	564	563	0.2%
# Sales	77	71	8.5%	364	374	-2.7%
Average Sale Price	396,888	408,190	-2.8%	395,659	376,002	5.2%
Median Sale Price	364,999	358,900	1.7%	355,000	346,450	2.5%
Total Active Residential Listings	149	152	-2.0%	149	152	-2.0%
CRAWFORD / RICHLAND / VERNON COUNTIES	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	189	106	78.3%	695	690	0.7%
# Sales	48	54	-11.1%	314	320	-1.9%
Average Sale Price	411,548	349,005	17.9%	338,400	331,931	1.9%
Median Sale Price	304,000	261,500	16.3%	260,000	261,000	-0.4%
Total Active Residential Listings	158	123	28.5%	158	123	28.5%
DANE COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	777	789	-1.5%	5,489	5,235	4.9%
# Sales	699	652	7.2%	4,001	3,775	6.0%
Average Sale Price	553,451	554,038	-0.1%	536,846	520,109	3.2%
Median Sale Price	485,000	468,500	3.5%	470,000	450,000	4.4%
Total Active Residential Listings	1,179	1,086	10.6%	1,179	1,086	10.6%
DODGE COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	107	99	8.1%	675	618	9.2%
# Sales	105	89	18.0%	509	495	2.8%
Average Sale Price	369,631	384,974	-4.0%	355,357	332,975	6.7%
Median Sale Price	317,500	311,000	2.1%	315,000	287,000	9.8%
Total Active Residential Listings	137	100	37.0%	137	100	37.0%
GRANT / IOWA / LAFAYETTE COUNTIES	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	78	93	-16.1%	527	499	5.6%
# Sales	81	67	20.9%	454	398	14.1%
Average Sale Price	315,549	262,020	20.4%	312,086	317,220	-1.6%
Median Sale Price	240,000	230,000	4.3%	240,000	250,000	-4.0%
Total Active Residential Listings	147	139	5.8%	147	139	5.8%
GREEN COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	66	54	22.2%	353	318	11.0%
# Sales	48	26	84.6%	242	216	12.0%
Average Sale Price	382,808	387,615	-1.2%	370,453	365,832	1.3%
Median Sale Price	320,000	302,250	5.9%	301,500	276,500	9.0%
Total Active Residential Listings	73	68	7.4%	73	68	7.4%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	97	120	-19.2%	716	682	5.0%
# Sales	103	69	49.3%	469	432	8.6%
Average Sale Price	369,558	320,247	15.4%	382,965	337,958	13.3%
Median Sale Price	275,000	280,000	-1.8%	270,000	264,950	1.9%
Total Active Residential Listings	266	206	29.1%	266	206	29.1%
ROCK COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	255	260	-1.9%	1,511	1,454	3.9%
# Sales	214	209	2.4%	1,175	1,170	0.4%
Average Sale Price	335,890	312,173	7.6%	323,592	295,229	9.6%
Median Sale Price	317,500	294,900	7.7%	300,000	275,000	9.1%
Total Active Residential Listings	315	269	17.1%	315	269	17.1%
SAUK COUNTY	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	88	100	-12.0%	627	626	0.2%
# Sales	74	71	4.2%	408	407	0.2%
Average Sale Price	408,253	360,920	13.1%	484,343	388,077	24.8%
Median Sale Price	364,750	322,000	13.3%	350,000	330,000	6.1%
Total Active Residential Listings	219	181	21.0%	219	181	21.0%
18 COUNTY TOTAL	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
# New Listings	1,923	1,917	0.3%	12,326	11,829	4.2%
# Sales	1,598	1,427	12.0%	8,684	8,280	4.9%
Average Sale Price	446,209	436,596	2.2%	439,286	415,420	5.7%
Median Sale Price	389,950	378,400	3.1%	385,000	365,700	5.3%
Total Active Residential Listings	3,103	2,744	13.1%	3,103	2,744	13.1%

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