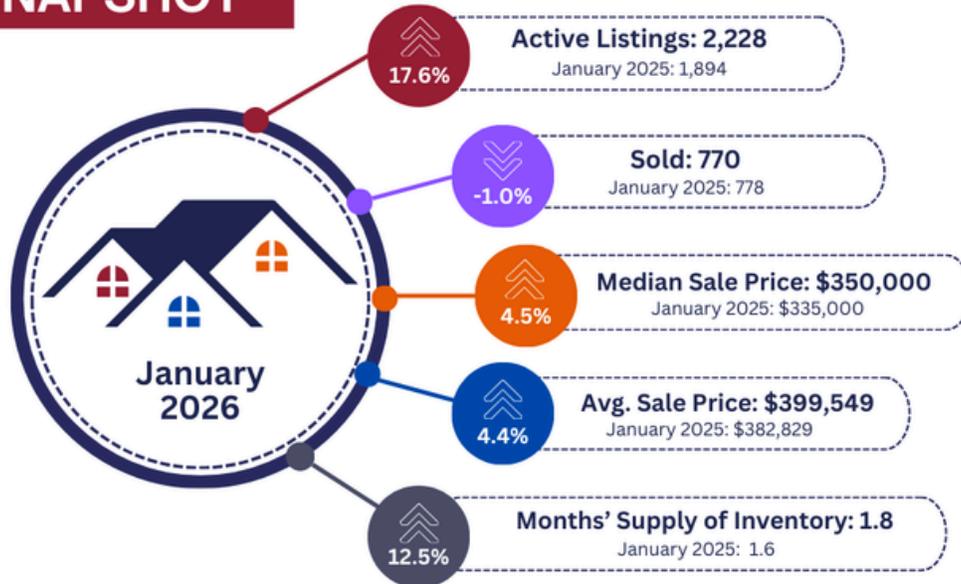


MARKET SNAPSHOT

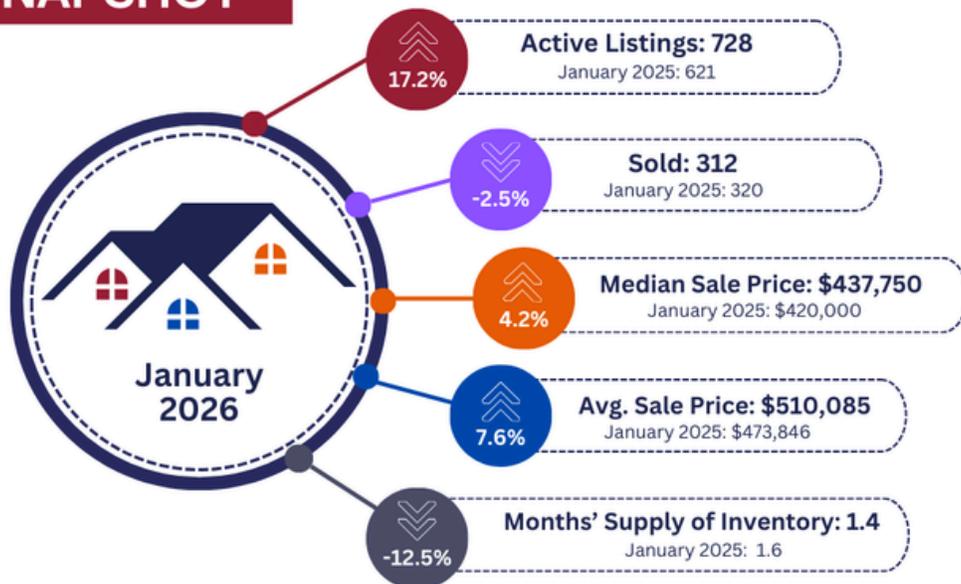
SCWMLS 18-County Region



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



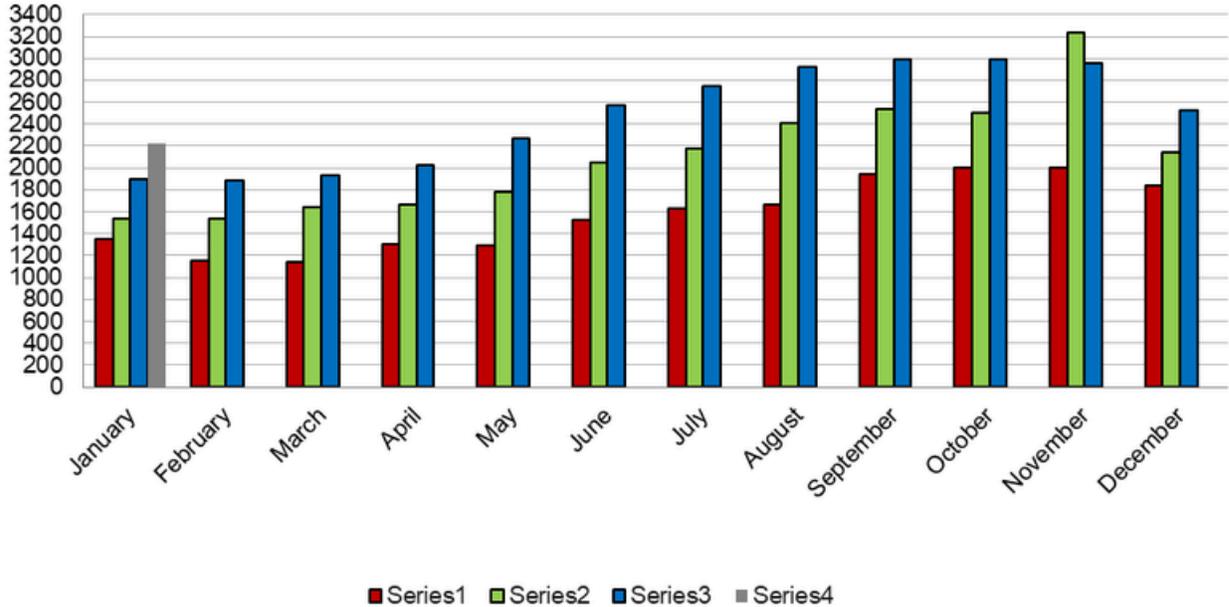
RASCW

REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN



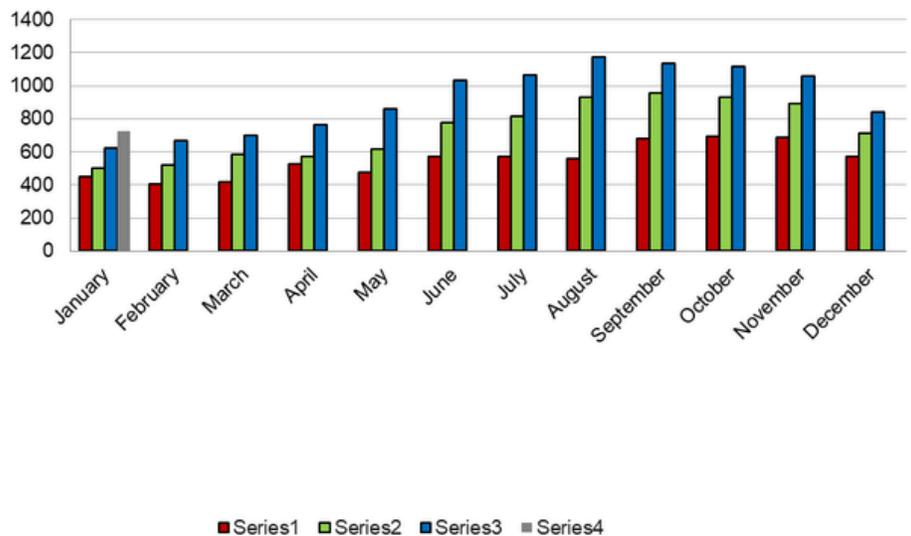
Active Inventory - South Central Wisconsin:

Regional inventory continued its upward trajectory at higher volumes. January inventory increased from 1,894 (2025) to 2,228 (January 2026), reflecting a meaningful year-over-year gain. Inventory peaked at 2,995 in September and October 2025, with elevated summer levels including 2,743 in July 2025 and 2,919 in August 2025, indicating sustained expansion in active listings across the region.



Active Inventory - Dane County:

Inventory levels rose year over year with pronounced seasonal peaks. January inventory increased from 621 (2025) to 728 (January 2026). Late-summer inventory peaked at 1,175 in August 2025, while fall levels remained elevated in 2025, with 1,115 active listings in October and 1,061 in November, reflecting continued strength in available supply.



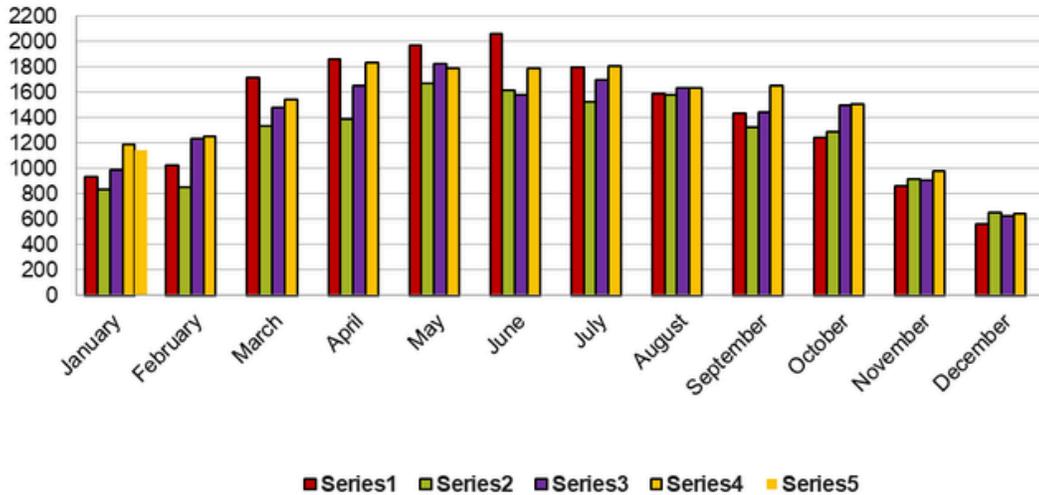
South Central Wisconsin County Regions:

- 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



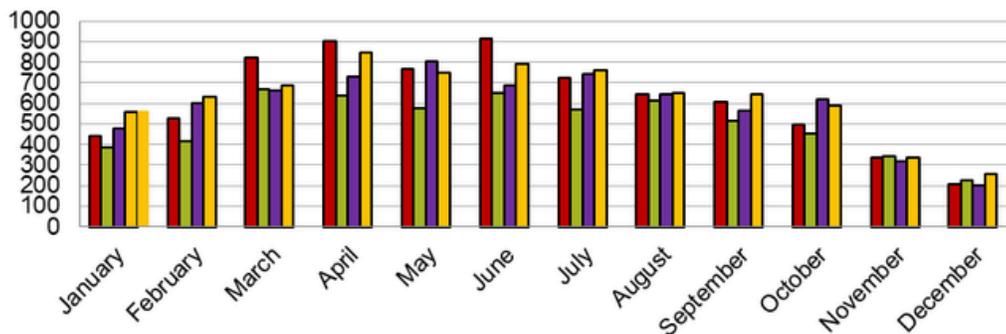
New Inventory - South Central Region:

New inventory moderated slightly year over year. January new listings declined from 1,190 in 2025 to 1,147 in January 2026, a decrease of 43 units (-3.6%). Despite the dip, inventory levels remain historically strong, suggesting a shift toward stabilization rather than contraction in regional supply.



New Inventory - Dane County:

New inventory edged higher year over year. January new listings increased from 557 in 2025 to 564 in January 2026, a gain of 7 units (+1.3%). This modest growth indicates steady but slower expansion in new supply compared to broader regional trends.



South Central Wisconsin County Regions:

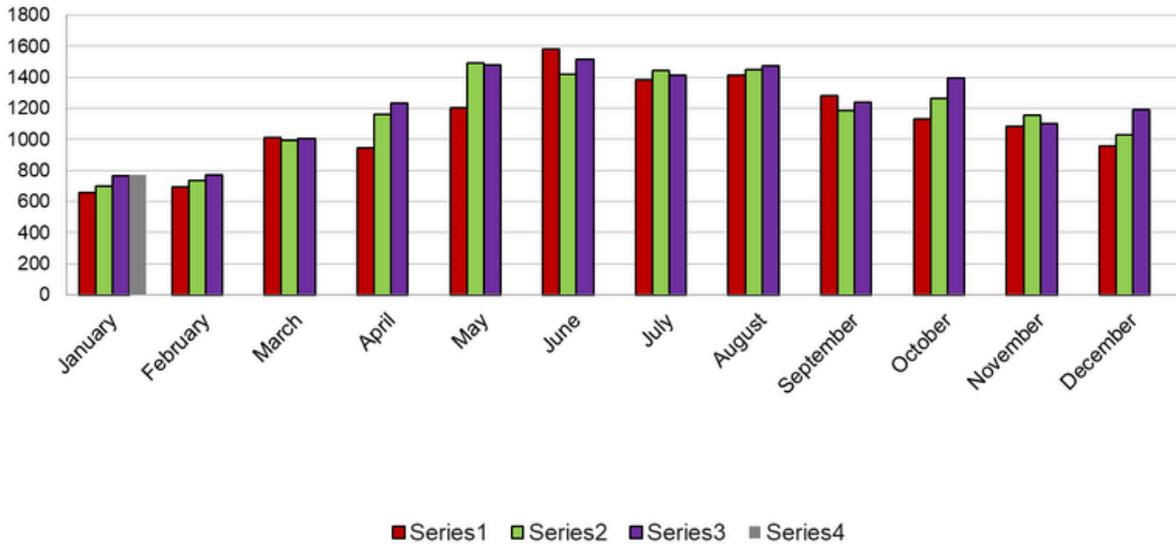
- Region 1 – Adams, Juneau, Monroe
- Region 2 – Columbia
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- Region 8 – Green Lake, Marquette, Waushara
- Region 9 – Rock
- Region 10 – Sauk

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



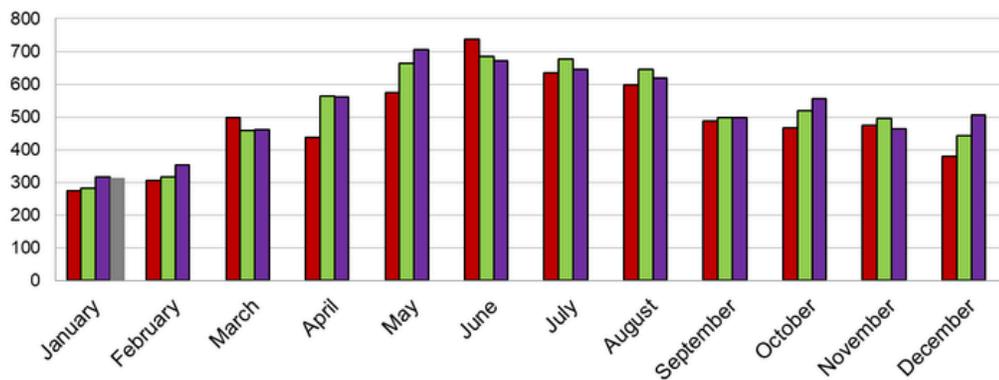
Home sales - South Central Wisconsin:

January home sales held steady at elevated levels, increasing slightly from 768 in 2025 to 770 in January 2026 (+0.3%). The region maintained strong early-year activity, with 2026 marking the highest January sales level of the two-year period, signaling continued buyer demand.



Home sales - Dane County:

January sales softened slightly year over year, dipping from 315 in 2025 to 312 in January 2026 (-1.0%). Despite the minor decline, sales remain near recent highs, suggesting buyer demand has stabilized at a stronger baseline.



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
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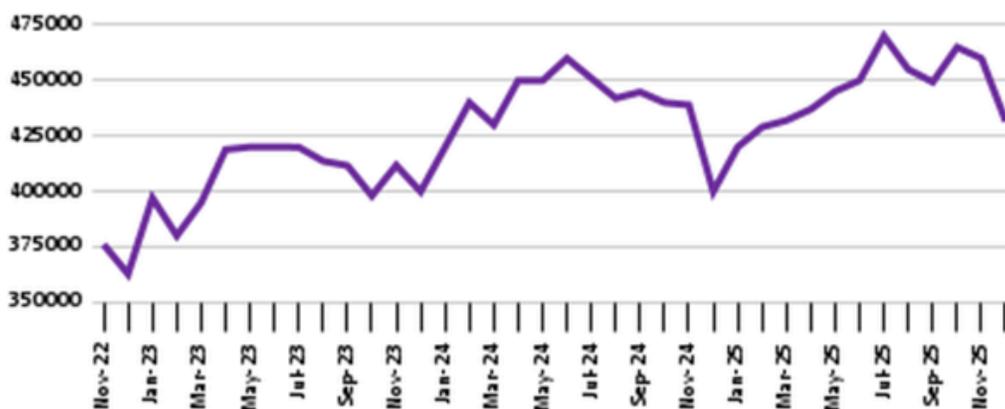
Median Sales Price - South Central Wisconsin:

The January median sales price increased from \$335,000 in 2025 to \$350,000 in 2026, a 4.5% year-over-year gain. Continued price appreciation reflects sustained upward pressure on home values across the broader region.



Median Sales Price - Dane County:

January median price rose from \$420,000 in 2025 to \$437,750 in 2026, a 4.2% increase year over year. After flat pricing in 2025, values resumed upward movement in 2026, reaching the highest January level in the two-year period.



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)

	JANUARY			JANUARY - JANUARY		
	<u>2026</u>	<u>2025</u>	<u>Change</u>	<u>2026</u>	<u>2025</u>	<u>Change</u>
ADAMS / JUNEAU / MONROE COUNTIES						
# New Listings	91	99	-8.1%	91	99	-8.1%
# Sales	69	70	-1.4%	69	70	-1.4%
Average Sale Price	293,928	311,148	-5.5%	293,928	311,148	-5.5%
Median Sale Price	244,000	227,000	7.5%	244,000	227,000	7.5%
Total Active Residential Listings	329	274	20.1%	329	274	20.1%
COLUMBIA COUNTY						
# New Listings	52	59	-11.0%	52	59	-11.0%
# Sales	26	33	-21.2%	26	33	-21.2%
Average Sale Price	475,082	334,886	41.0%	475,082	334,886	41.0%
Median Sale Price	387,450	331,000	17.1%	387,450	331,000	17.1%
Total Active Residential Listings	130	90	44.4%	130	90	44.4%
CRAWFORD / RICHLAND / VERNON COUNTIES						
# New Listings	44	43	2.3%	44	43	2.3%
# Sales	31	39	-20.5%	31	39	-20.5%
Average Sale Price	290,441	388,563	-25.3%	290,441	388,563	-25.3%
Median Sale Price	234,900	310,000	-24.2%	234,900	310,000	-24.2%
Total Active Residential Listings	127	109	16.5%	127	109	16.5%
DANE COUNTY						
# New Listings	564	600	-6.0%	564	600	-6.0%
# Sales	312	320	-2.5%	312	320	-2.5%
Average Sale Price	510,085	473,846	7.6%	510,085	473,846	7.6%
Median Sale Price	437,750	420,000	4.2%	437,750	420,000	4.2%
Total Active Residential Listings	728	621	17.2%	728	621	17.2%
DODGE COUNTY						
# New Listings	57	70	-18.6%	57	70	-18.6%
# Sales	41	45	-8.9%	41	45	-8.9%
Average Sale Price	325,064	340,690	-4.6%	325,064	340,690	-4.6%
Median Sale Price	287,500	281,120	2.3%	287,500	281,120	2.3%
Total Active Residential Listings	101	97	4.1%	101	97	4.1%
GRANT / IOWA / LAFAYETTE COUNTIES						
# New Listings	53	58	-8.6%	53	58	-8.6%
# Sales	42	36	16.7%	42	36	16.7%
Average Sale Price	340,590	281,997	20.8%	340,590	281,997	20.8%
Median Sale Price	270,000	212,450	27.1%	270,000	212,450	27.1%
Total Active Residential Listings	109	145	-24.8%	109	145	-24.8%
GREEN COUNTY						
# New Listings	18	56	-67.9%	18	56	-67.9%
# Sales	31	23	34.8%	31	23	34.8%
Average Sale Price	356,379	355,882	0.1%	356,379	355,882	0.1%
Median Sale Price	268,500	350,000	-23.3%	268,500	350,000	-23.3%
Total Active Residential Listings	66	73	-9.6%	66	73	-9.6%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES						
# New Listings	43	56	-23.2%	43	56	-23.2%
# Sales	49	51	-3.9%	49	51	-3.9%
Average Sale Price	289,802	326,840	-11.3%	289,802	326,840	-11.3%
Median Sale Price	260,000	237,000	9.7%	260,000	237,000	9.7%
Total Active Residential Listings	187	144	29.9%	187	144	29.9%
ROCK COUNTY						
# New Listings	167	161	3.7%	167	161	3.7%
# Sales	120	116	3.4%	120	116	3.4%
Average Sale Price	310,957	273,866	13.5%	310,957	273,866	13.5%
Median Sale Price	285,000	249,950	14.0%	285,000	249,950	14.0%
Total Active Residential Listings	280	212	32.1%	280	212	32.1%
SAUK COUNTY						
# New Listings	58	53	9.4%	58	53	9.4%
# Sales	49	45	8.9%	49	45	8.9%
Average Sale Price	340,289	358,201	-5.0%	340,289	358,201	-5.0%
Median Sale Price	331,084	325,000	1.9%	331,084	325,000	1.9%
Total Active Residential Listings	171	129	32.6%	171	129	32.6%
18 COUNTY TOTAL						
# New Listings	1,147	1,255	-8.6%	1,147	1,255	-8.6%
# Sales	770	778	-1.0%	770	778	-1.0%
Average Sale Price	399,549	382,829	4.4%	399,549	382,829	4.4%
Median Sale Price	350,000	335,000	4.5%	350,000	335,000	4.5%
Total Active Residential Listings	2,228	1,894	17.6%	2,228	1,894	17.6%

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