



RASCW

REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN



MARKET SNAPSHOT

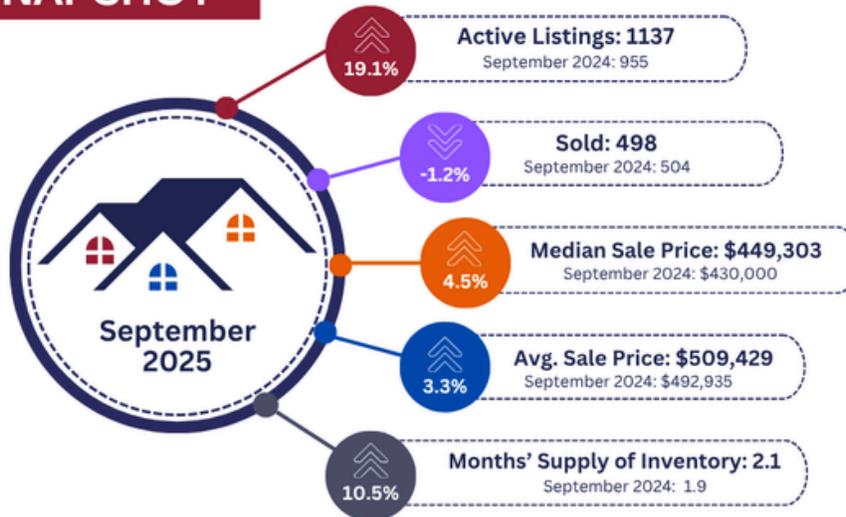
SCWMLS 18-County Region



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



South Central Wisconsin Housing Market – September 2025 Update

The South Central Wisconsin housing market remained strong through September, supported by rising inventory and steady buyer demand. New listings and active inventory both posted notable gains compared to last year, providing more balance between buyers and sellers. Sales activity continues to trend slightly above 2024 levels, while home prices show consistent appreciation across much of the region.

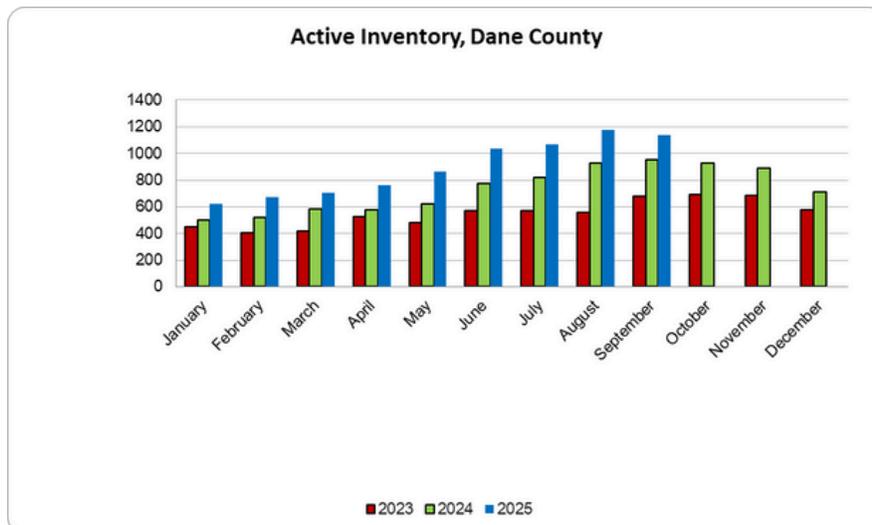
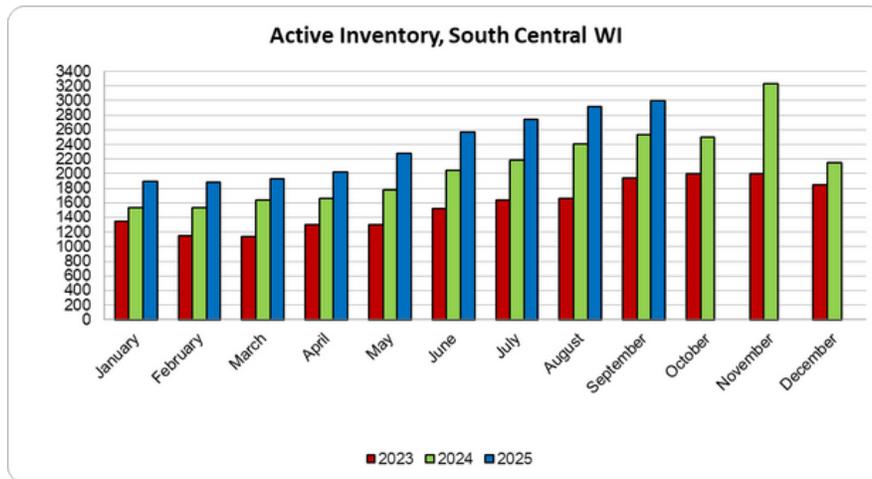
New Listings and Inventory:

18-County Region:

New listings climbed 8.9% year-over-year, with 1,648 properties added in September. Year-to-date, 14,827 new listings have been recorded—5.8% higher than the same period last year. Active residential inventory also expanded to 3,166 listings, a 25.0% increase from 2024. The growth in supply continues to help balance the market, offering buyers more opportunities and slightly reducing upward pressure on prices.

Dane County:

Inventory in Dane County continues to rise as well, providing buyers a wider range of options heading into the final quarter of 2025. This increase in available listings may help moderate competition, especially in mid-range price categories.





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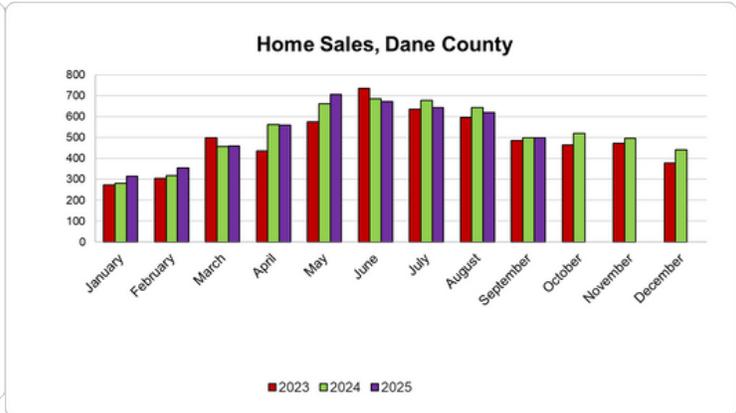
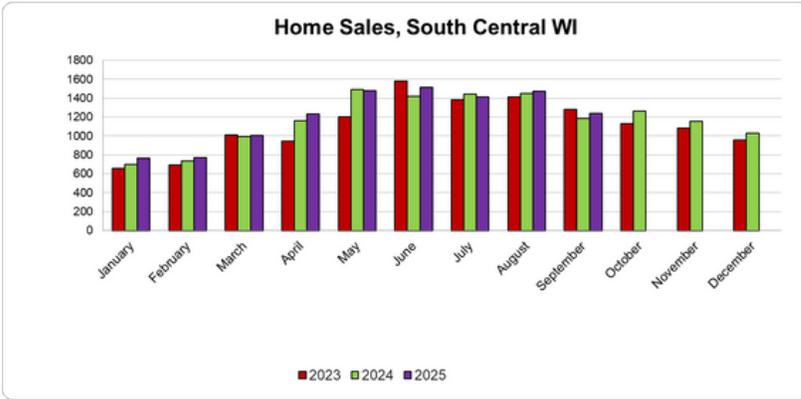


Home Sales:

18-County Region: Home sales across the South Central Wisconsin region totaled 1,238 closings in September, up 3.0% from a year ago. Year-to-date, 11,027 homes have sold, marking a 2.6% increase compared to the same period in 2024. The steady pace of sales reflects sustained buyer engagement even as more listings come to market.

Dane County:

Dane County saw a slight dip in monthly sales, consistent with seasonal trends, though year-to-date closings remain near 2024 levels, signaling a stable and resilient market as the fall season begins.



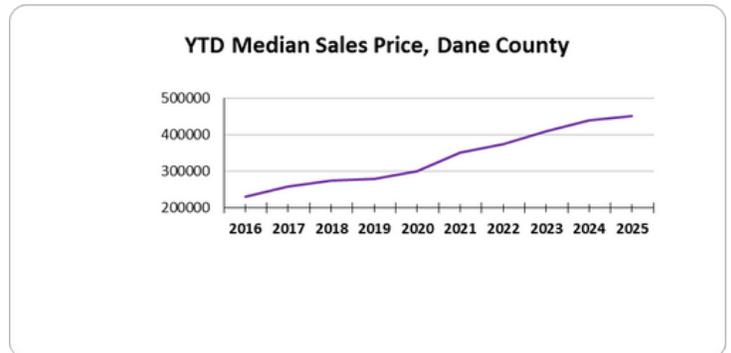
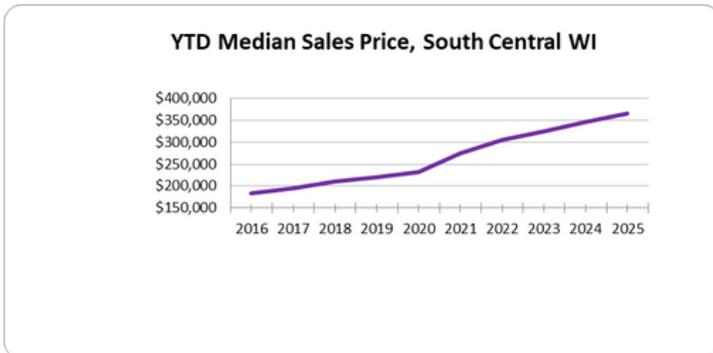
Home Prices:

18-County Region:

Prices remain on an upward trajectory. The average sale price in September reached \$416,746, up 5.5% from last year. The median sale price climbed 8.3% to \$375,000, reflecting strong demand in the mid-price market. Year-to-date, the average price has increased 5.4%, while the median is up 4.3% compared to 2024.

Dane County:

In Dane County, prices continue to show measured growth. The average sale price holds above \$520,000 year-to-date, while the median price remains steady near \$450,000—both modestly higher than last year’s levels.



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)

	SEPTEMBER			JANUARY - SEPTEMBER		
	<u>2025</u>	<u>2024</u>	<u>Change</u>	<u>2025</u>	<u>2024</u>	<u>Change</u>
ADAMS / JUNEAU / MONROE						
# New Listings	166	161	3.1%	1,500	1332	12.6%
# Sales	134	115	16.5%	998	940	6.2%
Average Sale Price	295,853	308,260	-4.0%	302,708	283,616	6.7%
Median Sale Price	245,000	260,000	-5.8%	255,000	240,000	6.3%
Total Active Residential Listings	438	345	27.0%	438	345	27.0%
COLUMBIA COUNTY						
# New Listings	73	68	7.4%	708	634	11.7%
# Sales	57	57	0.0%	498	461	8.0%
Average Sale Price	373,269	363,790	2.6%	378,024	361,986	3.9%
Median Sale Price	317,000	310,000	2.3%	337,486	320,000	5.5%
Total Active Residential Listings	171	125	36.8%	171	125	36.8%
CRAWFORD / RICHLAND / VERNON COUNTIES						
# New Listings	80	61	31.1%	567	516	9.9%
# Sales	36	30	20.0%	415	350	18.6%
Average Sale Price	376,579	339,198	11.0%	339,438	284,924	19.1%
Median Sale Price	310,500	291,700	6.4%	265,000	235,250	12.6%
Total Active Residential Listings	146	136	7.4%	146	136	7.4%
DANE COUNTY						
# New Listings	646	615	5.0%	6,470	6,244	3.6%
# Sales	498	504	-1.2%	4,881	4,868	0.3%
Average Sale Price	509,429	492,935	3.3%	519,859	496,764	4.6%
Median Sale Price	449,303	430,000	4.5%	450,000	445,000	1.1%
Total Active Residential Listings	1,137	955	19.1%	1,137	955	19.1%
DODGE COUNTY						
# New Listings	106	90	17.8%	799	786	1.7%
# Sales	81	78	3.8%	659	622	5.9%
Average Sale Price	365,591	308,443	18.5%	338,559	309,639	9.3%
Median Sale Price	315,000	287,500	9.6%	295,000	280,000	5.4%
Total Active Residential Listings	114	134	-14.9%	114	134	-14.9%
GRANT / IOWA / LAFAYETTE COUNTIES						
# New Listings	93	81	14.8%	748	698	7.2%
# Sales	80	67	19.4%	559	517	8.1%
Average Sale Price	314,548	324,836	-3.2%	307,326	271,368	13.3%
Median Sale Price	275,000	245,000	12.2%	250,000	225,000	11.1%
Total Active Residential Listings	168	169	-0.6%	168	169	-0.6%
GREEN COUNTY						
# New Listings	54	46	17.4%	417	389	7.2%
# Sales	33	30	10.0%	287	287	0.0%
Average Sale Price	349,255	273,897	27.5%	361,948	333,607	8.5%
Median Sale Price	321,500	272,450	18.0%	285,000	279,000	2.2%
Total Active Residential Listings	88	67	31.3%	88	67	31.3%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES						
# New Listings	105	93	12.9%	891	849	4.9%
# Sales	75	80	-6.3%	616	626	-1.6%
Average Sale Price	500,887	346,979	44.4%	366,441	338,548	8.2%
Median Sale Price	314,900	255,000	23.5%	279,500	255,000	9.6%
Total Active Residential Listings	212	172	23.3%	212	172	23.3%
ROCK COUNTY						
# New Listings	236	213	10.8%	1,933	1,883	2.7%
# Sales	169	174	-2.9%	1,530	1,537	-0.5%
Average Sale Price	329,048	290,165	13.4%	302,326	283,243	6.7%
Median Sale Price	306,000	270,000	13.3%	280,000	272,000	2.9%
Total Active Residential Listings	338	278	21.6%	338	278	21.6%
SAUK COUNTY						
# New Listings	89	85	4.7%	794	689	15.2%
# Sales	75	67	11.9%	584	536	9.0%
Average Sale Price	377,076	415,430	-9.2%	372,114	366,263	1.6%
Median Sale Price	359,900	340,000	5.9%	325,000	315,000	3.2%
Total Active Residential Listings	183	152	20.4%	183	152	20.4%
18 COUNTY TOTAL						
# New Listings	1,648	1,513	8.9%	14,827	14,020	5.8%
# Sales	1,238	1,202	3.0%	11,027	10,744	2.6%
Average Sale Price	416,746	395,110	5.5%	414,534	393,119	5.4%
Median Sale Price	375,000	346,250	8.3%	365,000	350,000	4.3%
Total Active Residential Listings	2,995	2,533	18.2%	2,995	2,533	18.2%

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