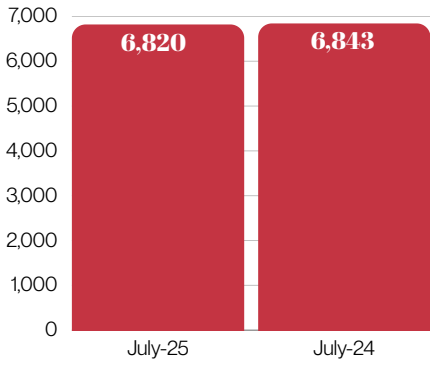


July 2025 Stats



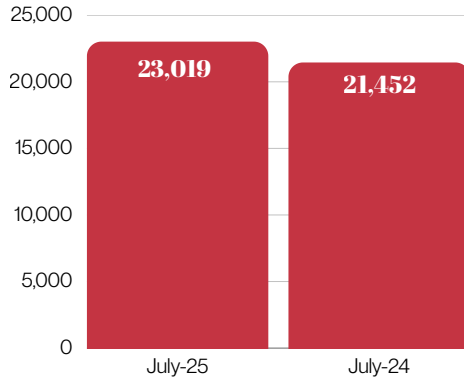
MONTHLY HOME SALES



July 2025 6,820 HOMES SOLD	July 2024 6,843 HOMES SOLD
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from last year **0.3%**

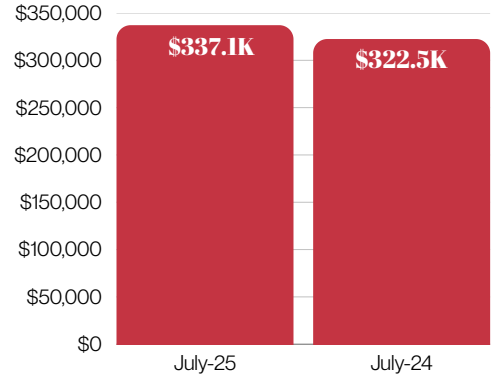
TOTAL STATEWIDE LISTINGS



July 2025 23,019 ACTIVE LISTINGS	July 2024 21,452 ACTIVE LISTINGS
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from last year **7.3%**

MEDIAN HOME PRICE

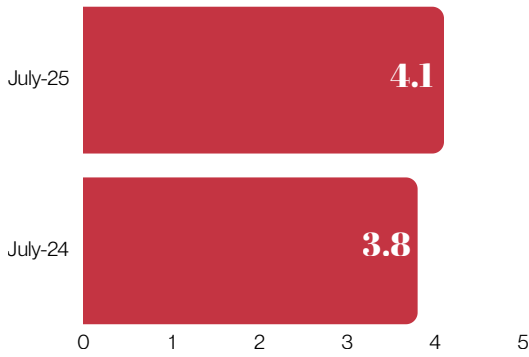


July 2025 \$337.1K MEDIAN PRICE IN WI	July 2024 \$322.5K MEDIAN PRICE IN WI
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from last year **4.5%**

INVENTORY IMPROVEMENTS MODERATE PRICE APPRECIATION AS SALES FLATTEN

MONTHS OF INVENTORY



July 2025 4.1 MONTHS	July 2024 3.8 MONTHS
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from last year **7.9%**

Wisconsin REALTORS® Association December 2025 WI Real Estate Report

For the third straight month, median prices rose at an annual pace under 5%, coinciding with a general improvement in inventory levels over the May through July period. Both total listings and months of available supply improved in each of those months relative to their levels a year earlier.

July existing home sales were relatively flat statewide, falling just 0.3% compared to July 2024, while the median price rose to \$337,125, a 4.5% increase over the last 12 months.

Year-to-date home sales were up 0.5% compared to the first seven months of 2024, and the median price rose 6.6% to \$325,000 over that same period.

Stronger inventory contributed to robust sales growth in rural parts of the state. In the North region, inventory grew 13% to 6.1 months of supply, with closed sales up 12% over the past year.

Months of supply improved across all urban classifications, though the more urban areas remained a seller's market in July 2025. Large metropolitan counties had 3.6 months of supply, micropolitan counties had 4.3 months, and rural counties with fewer than 10,000 residents were essentially balanced with 5.9 months of supply.

The average 30-year fixed mortgage rate fell 13 basis points from 6.85% in July 2024 to 6.72% in July 2025. Mortgage rates have consistently remained in the 6.5% to 7% range over the last 12 months.

Affordability remained low, improving just 1.7% since July 2024. The WRA has tracked Wisconsin affordability since 2009, and the July 2025 measure of affordability is only about 4.3% higher than the low benchmark established in June 2024.