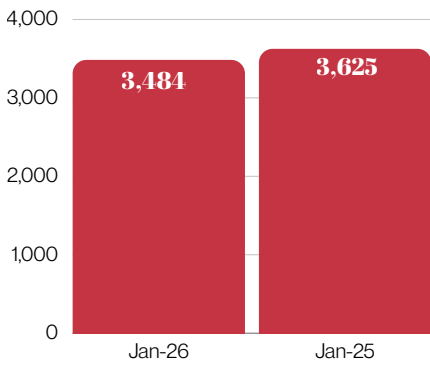


# January 2026 Stats



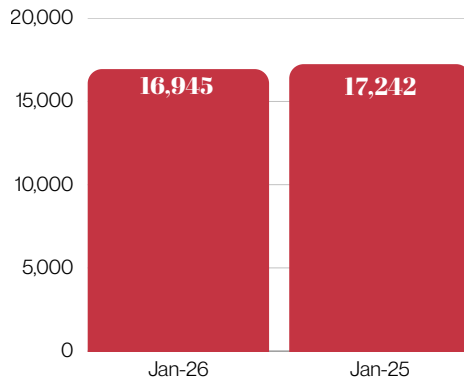
## MONTHLY HOME SALES



Jan. 2026 <b>3,484</b> HOMES SOLD	Jan. 2025 <b>3,625</b> HOMES SOLD
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from last year 3.9%

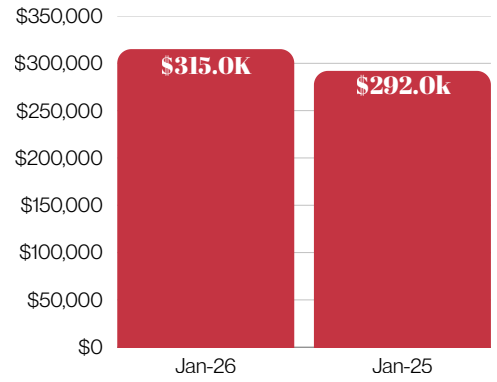
## TOTAL STATEWIDE LISTINGS



Jan. 2026 <b>16,945</b> ACTIVE LISTINGS	Jan. 2025 <b>17,242</b> ACTIVE LISTINGS
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from last year 1.7%

## MEDIAN HOME PRICE



Jan. 2026 <b>\$315K</b> MEDIAN PRICE IN WI	Jan. 2025 <b>\$292K</b> MEDIAN PRICE IN WI
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from last year 7.9%

## TIGHTENED INVENTORY RESTRICTS HOME SALES AND INCREASES PRICES

New listings fell significantly in January, leading to tighter inventory statewide. This resulted in fewer existing home sales and higher home prices relative to a year ago. Specifically, Wisconsin's existing home sales fell 3.9% compared to January 2025, and the median price rose 7.9% over that same period to \$315,000.

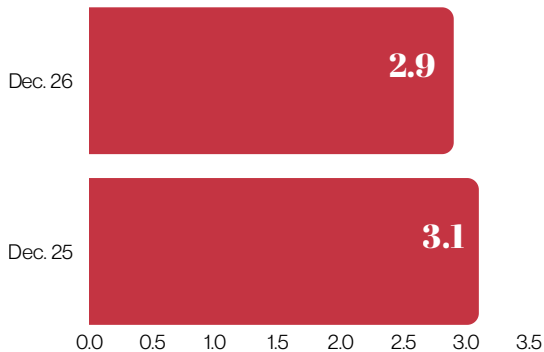
Regionally, home sale prices have appreciated in five of the six regions of the state over the last 12 months. The strongest increases were seen in the Northeast, up 11%, and the Southeast, up 10%. This was followed by solid appreciation in the South Central region, up 6.8%, the Central region, up 6.5%, and the West, up 4.5%. The median price in the North region was essentially unchanged compared to January 2025.

The average monthly 30-year fixed mortgage rate fell from 6.96% in January 2025 to 6.10% in January 2026.

The Wisconsin Housing Affordability Index was up 2.2%, reaching its highest level since January 2024.

The January reduction in statewide existing home sales resulted from weak sales in just two regions relative to January 2025 levels: the Southeast, which fell 12.8%, and the West region, which dropped 9.9%. In contrast, growth in home sales was strong in the North region, which grew 8.2%, followed by the Central region, which saw a 4.3% increase in sales over the period. The Northeast and South Central regions grew between 1.3% and 2% compared to a year earlier.

## MONTHS OF INVENTORY



Jan. 2026 <b>2.9</b> MONTHS	Jan. 2025 <b>3.1</b> MONTHS
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from last year 6.5%

Wisconsin REALTORS® Association February 2026 WI Real Estate Report

**All indicators of inventory showed a decline in January. New listings were down 11.3% compared to their levels in January 2025, and this led to a slight 1.7% reduction in total listings over that same period. Finally, months of inventory fell 6.5% to just 2.9 months in January, which indicates the state continues to have a strong seller's market.**