



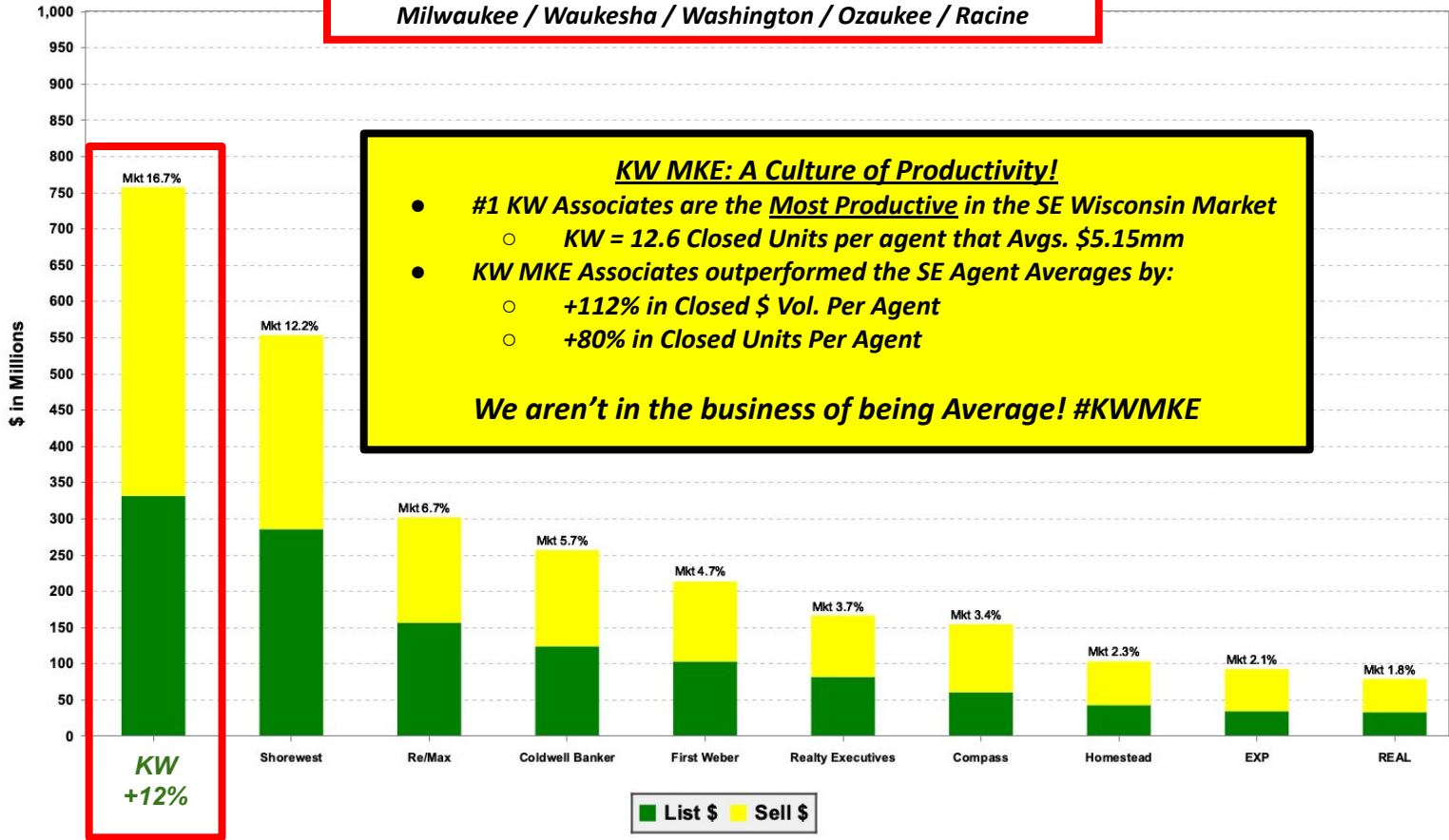
“What’s  
Winning”

	<u>April &amp; May (24)</u> 795 A/O Avg \$ = \$407k	<u>March 25</u> 298 A/O Avg \$ = \$419k	<u>April 25</u> 248 A/O Avg \$ = \$409k	<u>March &amp; April 2026</u> 101 A/O Avg \$ = \$463k
<i>LP/AO Avg. Ratio</i>	102.3%	103%	102%	103%
<i>Earnest Money</i>	1.9% \$7,700	1.7% \$7,500	1.6% \$7,000	1.5% \$7,600
<i>Inspection Contingency</i>	44% - YES 56% - NO	54% - YES 46% - NO	48% - YES 52% - NO	44% - YES 56% - NO
<i>Cash Offers vs Financed</i>	28% - Cash 72% - Financed	21% - Cash 79% - Financed	21% - Cash 79% - Financed	25% - Cash 75% - Financed
<i>Avg. Down Payment of Financed Deals</i>	17.6%	17%	18%	15%
<i>Co-Broke Compensation</i>			2.35%	2.32% (82% of deals had a Co-Broke Commission of 2.4% or GREATER)



KELLERWILLIAMS®

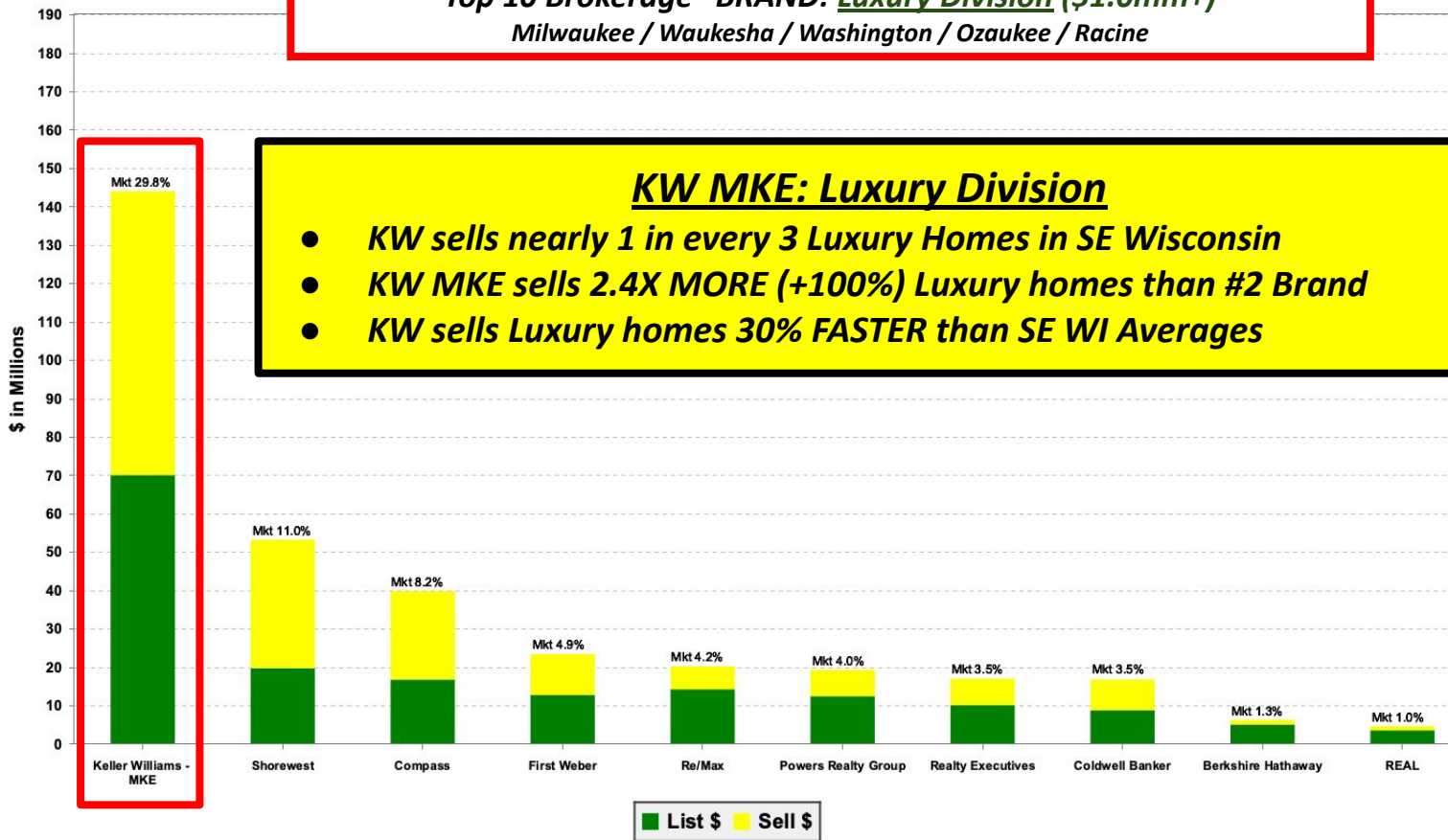
**2026**  
**Top 10 Brokerage “BRAND” Results: Closed \$ Volume**  
 Milwaukee / Waukesha / Washington / Ozaukee / Racine





**2026**

**Top 10 Brokerage "BRAND: Luxury Division (\$1.0mm+)**  
 Milwaukee / Waukesha / Washington / Ozaukee / Racine



**KW MKE: Luxury Division**

- **KW sells nearly 1 in every 3 Luxury Homes in SE Wisconsin**
- **KW MKE sells 2.4X MORE (+100%) Luxury homes than #2 Brand**
- **KW sells Luxury homes 30% FASTER than SE WI Averages**