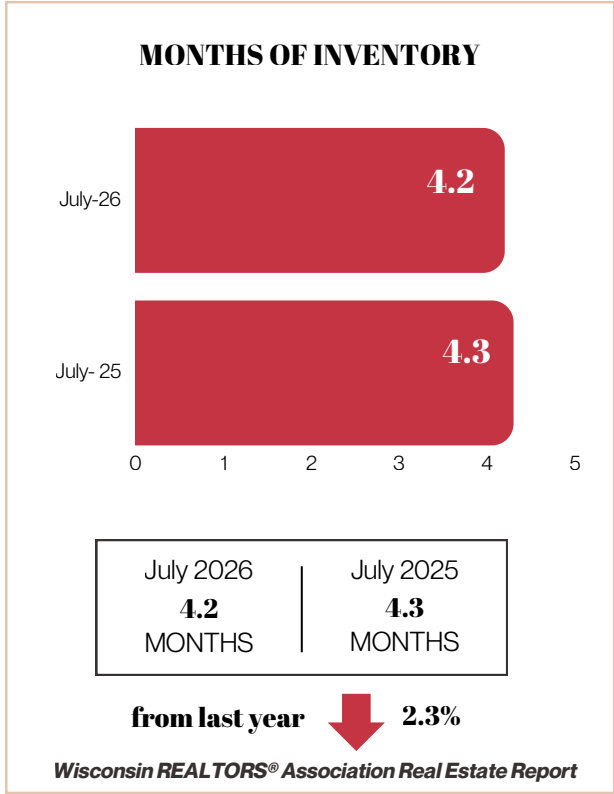
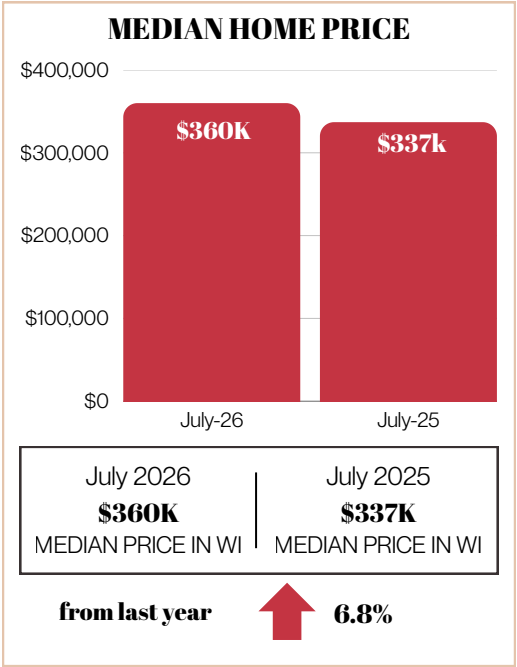
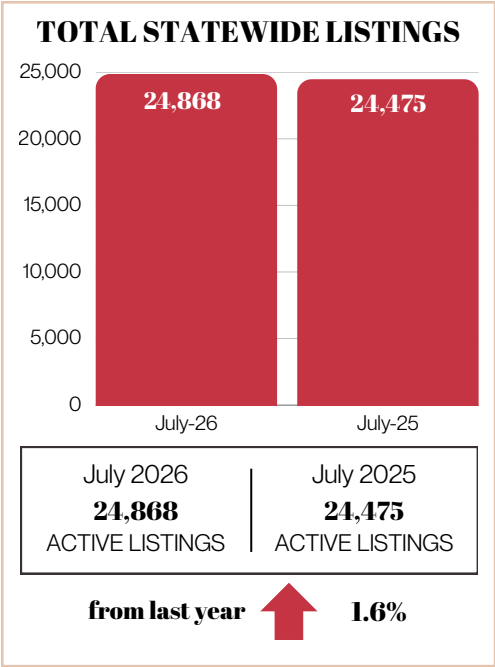
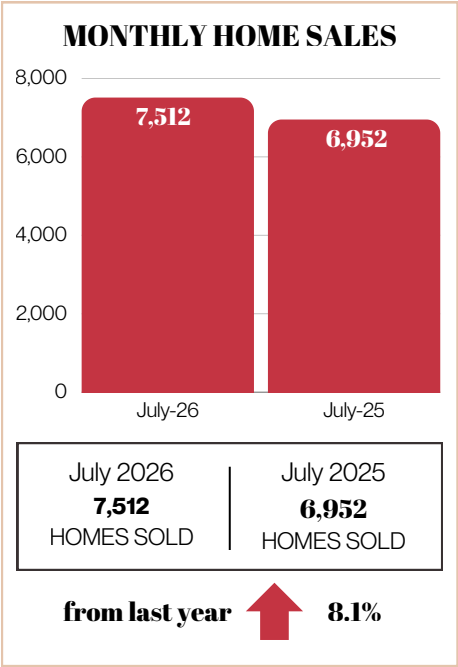


July 2026 Stats



SOLID SUMMER HOUSING MARKET CONTINUES AS SALES & PRICES RISE

For the second straight month, Wisconsin home sales increased by a healthy margin, which put strong upward pressure on home prices. Existing home sales in July 2026 rose 8.1% compared to July 2025, and the statewide median price increased 6.8% over that same period to \$360,000.

On a year-to-date basis, sales rose 4.9% relative to the first seven months of 2025, and the median price was up 6.2%, rising to \$345,000. Regionally, year-to-date home sales and prices increased in every region of the state relative to the same time frame last year.

Total listings and new listings kept pace with July last year, rising 1.6% and 1.3%, respectively, but strong demand for homes resulted in a slight reduction in months of inventory, which fell from 4.3 months in July 2025 to 4.2 months this past July.

The state housing market remains a seller's market since it is below the six-month benchmark that indicates a balanced housing market. However, available inventory varies by urban status, with tighter supply in more urban areas. Counties in the state's metropolitan areas, which contain the largest cities, had just 3.8 months of supply, and micropolitan areas, which include smaller towns and cities with less than 50,000 population, had 4.3 months of supply in July. In contrast, rural counties, which are below a population threshold of 10,000, were essentially balanced at 5.9 months of supply.

The Wisconsin Housing Affordability Index fell 4.1% over the past 12 months. Minor improvements in mortgage rates and median family income relative to July 2025 were insufficient to offset the 6.8% rise in median prices.

This puts affordability only slightly higher than the lowest level recorded in June 2024. The WRA has tracked affordability since 2009.