

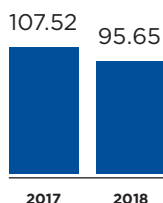
# SOUTH CENTRAL WISCONSIN

2017 \$217,378.56  
2018 \$234,281.40

↑ 7.78%  
AVERAGE SALES  
PRICE FOR Q1  
PERCENT CHANGE

Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock and Sauk counties

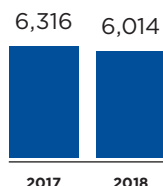
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 11.04%

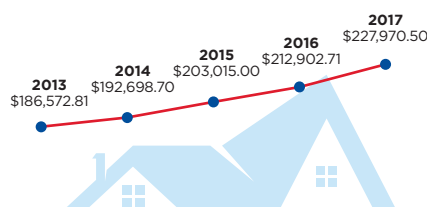
Units sold in Q1:



Units sold in Q1 percent change:

↓ 4.78%

AVERAGE RESIDENTIAL  
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS  
WITH FAMILIES**

Type of Home in Greatest Demand:



**SINGLE FAMILY**

Current Market Dynamics:



**SELLERS'  
MARKET**

Typical Seller:



**MOVE-UP  
SELLERS**

Average time sellers of homes under \$300,000 accepted an offer:

**2-3 DAYS**

**RECOMMENDED RENOVATIONS  
FOR SELLERS:**

- Renovated kitchen
- Modern paint colors
- Clean, decluttered home

**"MUST HAVE" AMENITIES  
FOR BUYERS:**

- Updated kitchen & bath(s)
- Walkable community
- Newly built home
- Large yard

Data and insight provided by RE/MAX INTEGRA, Midwest. Data reflects January – March 2018 and the same timeframe for 2017, except where indicated.

2018 MARKET  
TRENDS REPORT

**RE/MAX**