



MARKET TRENDS REPORT

INDIANA | MINNESOTA | WISCONSIN

2018



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INDIANA

As more Hoosiers enter the housing market in the weeks ahead, the strong sellers' market will continue in nearly every region in the state. The average sales price in Indiana was up 8 percent from this time last year to \$170,778, which is the highest first quarter increase over the last five years.

Buyers will be competing for even fewer homes with inventory down 13 percent statewide and 34 percent in the Indianapolis area compared to the same period of 2017, according to the Indiana Association of Realtors and the MIBOR Realtor Association.

RE/MAX brokers tell buyers and sellers to expect the following in the spring and summer months:

- New construction will continue to increase, but not enough to keep up with demand – putting continued pressure on the market for existing homes
- Homes in most areas will likely sell in hours of being listed
- Due to pricing and non-contingent offers, the market will be the most challenging for first time buyers

Additionally, many sellers are receiving offers over asking price and some buyers are dropping inspection requirements to compete.

CENTRAL INDIANA

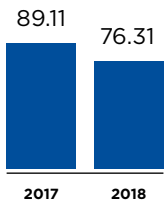
↑ 7.67%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$180,942.12
2018 \$194,822.66

Bartholomew, Boone, Brown, Decatur, Hamilton, Hancock, Hendricks, Jennings, Johnson, Madison, Marion, Montgomery, Morgan, Putnam and Shelby counties

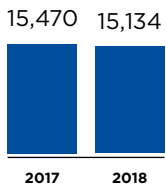
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 14.36%

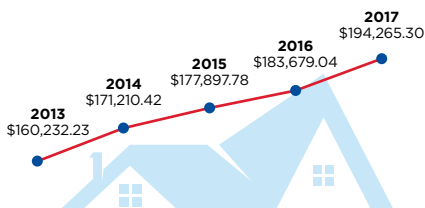
Units sold in Q1:



Units sold in Q1 percent change:

↓ 2.17%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Modern paint colors
- Clean, decluttered home

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

- Newly built home
- Updated kitchen & bath(s)

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

SOUTHWEST

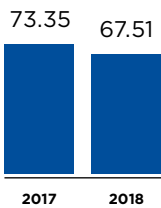
INDIANA

2017 \$137,881.81 2018 \$144,553.48

↑ 4.84%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Daviess, Dubois, Gibson, Knox, Martin, Perry, Pike,
Posey, Spencer, Vanderburgh and Warrick counties

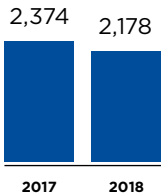
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 7.96%

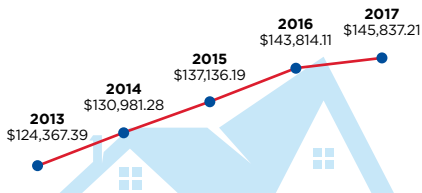
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 8.26%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

HOURS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)

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

- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

GREATER BLOOMINGTON

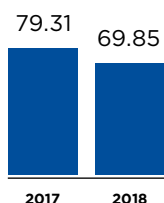
INDIANA

2017 \$174,905.92
2018 \$198,471.06

↑13.47%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Monroe, Owen and Greene counties

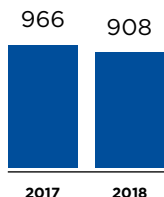
Average days on market for Q1:



Average days on market for Q1 percent change:

↓11.93%

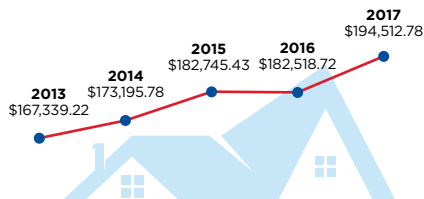
Units sold in Q1:



Units sold in Q1 percent change:

↓6.00%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**ALL IN
EQUAL MEASURE**

Typical Seller:



**SINGLE SELLERS,
MARRIED SELLERS,
MOVE-UP SELLERS
& DOWNSIZERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Clean, decluttered home

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

- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

SOUTH CENTRAL INDIANA

2017 \$150,956.54
2018 \$169,518.18

↑ 12.30%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Clark, Crawford, Floyd, Harrison,
Orange, Scott and Washington counties

Average days on
market for Q1:

91.35 90.01



2017

2018

Average days on
market for
Q1 percent
change:

↓ 1.47%

Units sold in Q1:

1,836 1,836



2017

2018

Units sold
in Q1 percent
change:

↔ 0.00%

Typical Buyer:



**FIRST-TIME
BUYERS**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:

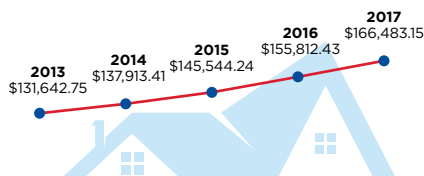


**SELLERS'
MARKET**

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

2-3 DAYS

**AVERAGE RESIDENTIAL
SALE PRICE 2013-2017**



**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Modern paint colors
- Clean, decluttered home

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

- Proximity to retail & restaurants

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**2018 MARKET
TRENDS REPORT**

RE/MAX

SOUTHEAST INDIANA

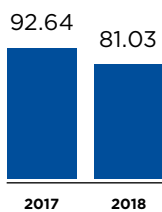
2017 \$137,388.82 2018 \$141,431.65

↑ 2.94%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Dearborn, Jennings, Ohio, Ripley and Switzerland counties

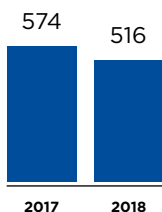
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 12.53%

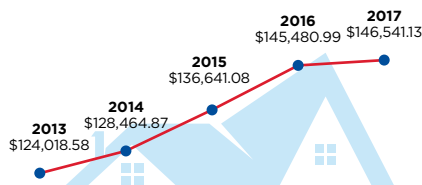
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 10.10%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Clean, decluttered home

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

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

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**2018 MARKET
TRENDS REPORT**

RE/MAX

NORTHWEST

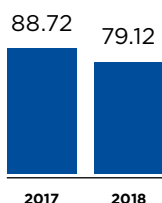
INDIANA

2017 \$166,873.31
2018 \$181,684.39

↑ 8.88%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Lake, Porter, Jasper, Newton, Starke and Pulaski counties

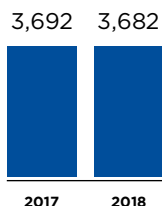
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 10.82%

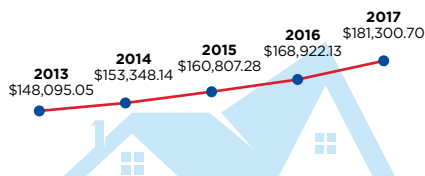
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 0.27%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**BALANCED
MARKET**

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

2-3 DAYS

RECOMMENDED RENOVATIONS FOR SELLERS:

- Clean, decluttered home

"MUST HAVE" AMENITIES FOR BUYERS:

- Move-in ready

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2018 MARKET
TRENDS REPORT

RE/MAX

GREATER MUNCIE INDIANA

2017 2018
\$86,529.46 \$89,331.70

↑ 3.24%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Delaware, Henry and Blackford counties

Average days on
market for Q1:

77.81 74.96



2017

2018

Average days on
market for
Q1 percent
change:

↓ 3.66%

Units sold in Q1:

1,196 1,056



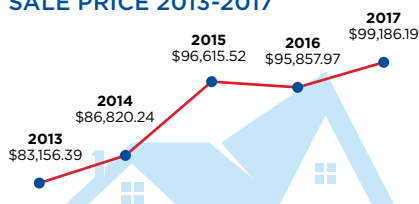
2017

2018

Units sold
in Q1 percent
change:

↓ 11.71%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**FIRST-TIME
BUYERS**

Typical Seller:



**INVESTORS/
FLIPPERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 MONTH OR LONGER

RECOMMENDED RENOVATIONS FOR SELLERS:

- Renovated kitchen & bath(s)
- Modern paint colors
- Clean, decluttered home

"MUST HAVE" AMENITIES FOR BUYERS:

- Updated kitchen & bath(s)

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

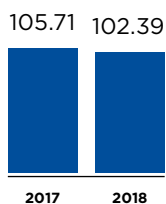
NORTHERN CENTRAL INDIANA

↑ 17.45%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$96,059.35
2018 \$112,817.18

Marshall, Starke and Fulton counties

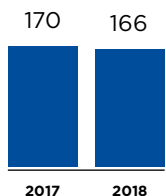
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 3.14%

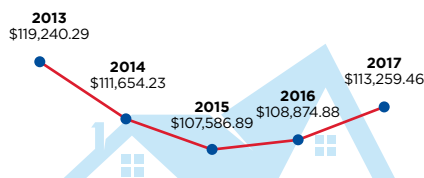
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 2.35%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**SINGLE
BUYERS**

Typical Seller:



**INVESTORS/
FLIPPERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**BALANCED
MARKET**

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

1 MONTH OR LONGER

RECOMMENDED RENOVATIONS FOR SELLERS:

- Renovated kitchen & bath(s)
- Clean, decluttered home

"MUST HAVE" AMENITIES FOR BUYERS:

- Updated kitchen & bath(s)
- Updated basement

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**2018 MARKET
TRENDS REPORT**

RE/MAX

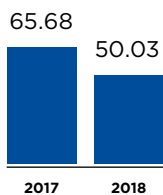
NORTHEAST INDIANA

↑ 11.09%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$149,023.57
2018 \$165,553.50

DeKalb, LaGrange, Noble and Steuben counties

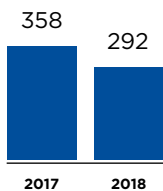
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 23.83%

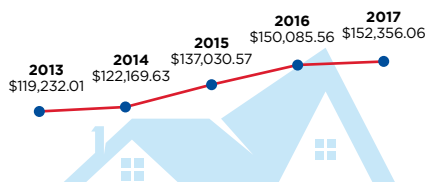
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 18.44%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Modern paint colors
- Clean, decluttered home

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

- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

GREATER FORT WAYNE

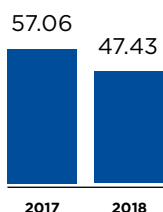
INDIANA

↑ 6.95%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$144,071.46 2018 \$154,091.14

Adams, Allen, DeKalb, Huntington,
Noble, Wells and Whitley counties

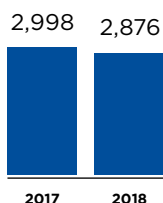
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 16.88%

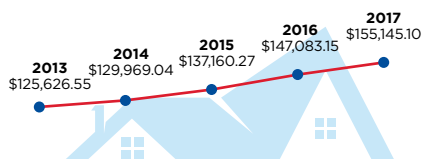
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 4.07%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**ALL IN
EQUAL MEASURE**

Typical Seller:



**SINGLE SELLERS,
SELLERS WITH FAMILIES
& RETIREE SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

HOURS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- New appliances

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

- Proximity to retail & restaurants
- Large yard
- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

GREATER SOUTH BEND

INDIANA

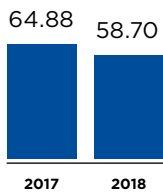
2017 2018
\$147,915.32 \$158,013.74

↑ 6.83%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

St. Joseph, Marshall, Elkhart and Kosciusko counties

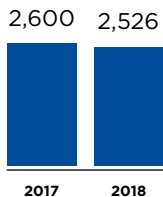
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 9.53%

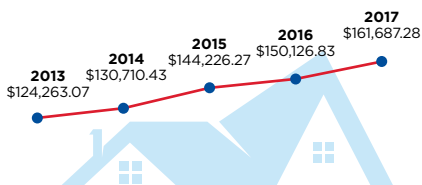
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 2.85%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

RECOMMENDED RENOVATIONS FOR SELLERS:

- Renovated kitchen & bath(s)
- Clean, decluttered home

"MUST HAVE" AMENITIES FOR BUYERS:

- Updated kitchen & bath(s)

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



MINNESOTA

Much like last spring, the strong sellers' market continues in Minnesota, but this year, buyers are competing for even fewer homes than were on the market this time last year.

According to the Minnesota Association of Realtors, 12 percent fewer homes were listed for sale in the first quarter of 2018 than in the first quarter of 2017, while the average sales price has increased 7 percent.

According to RE/MAX brokers, there are several reasons why inventory is tighter in 2018:

- Lack of affordable new construction for buyers with budgets in the \$300,000 range
- Few low maintenance home options for baby boomers
- First-time buyers, who are more likely to have non-traditional financing, are losing out to buyers who can pay cash and make offers with fewer contingencies

Additionally, homes are selling in a matter of days and many sellers are receiving offers over asking price, while some buyers are dropping inspection requirements.

HEADWATERS

MINNESOTA

2017 \$156,620.60
2018 \$171,785.66

↑ 9.68%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Lake of the Woods, Beltrami, Clearwater, Mahnomen and Hubbard counties

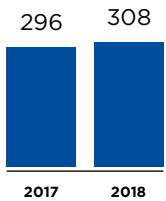
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 7.11%

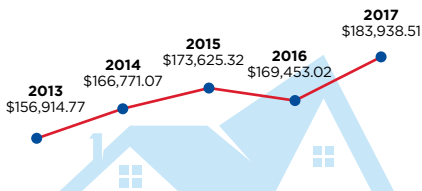
Units sold in Q1:



Units sold in Q1 percent
change:

↑ 4.05%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**BUYERS WITH FAMILIES,
MOVE UP BUYERS,
FIRST-TIME BUYERS
& RETIREE BUYERS**

Typical Seller:



**MOVE-UP SELLERS
& RETIREE SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

RECOMMENDED RENOVATIONS FOR SELLERS:

- Renovated bath(s)
- Modern paint colors
- Clean, decluttered home

"MUST HAVE" AMENITIES FOR BUYERS:

- Proximity to retail & restaurants
- Large yard
- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

ARROWHEAD

MINNESOTA

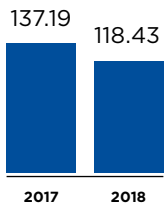
↓ 2.45%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$151,056.17 2018 \$147,351.03

Koochiching, Itasca, Aitkin,
Carlton, St. Louis, Lake and Cook counties

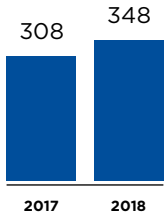
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 13.67%

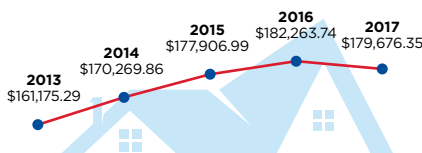
Units sold in Q1:



Units sold
in Q1 percent
change:

↑ 12.99%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**SINGLE
BUYERS**

Typical Seller:



**RETIREE
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)

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

- Updated kitchen & bath(s)

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

WEST CENTRAL MINNESOTA

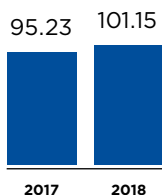
2017 \$187,775.89
2018 \$209,530.12

↑ 11.59%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Clay, Wilkin, Traverse, Becker, Otter Tail,
Grant, Douglas, Steven and Pope counties

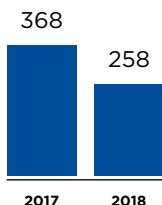
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↑ 6.22%

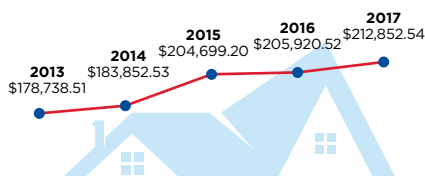
Units sold in Q1:



Units sold in
Q1 percent
change:

↓ 29.89%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 MONTH OR LONGER

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- New appliances

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

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

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

NORTH CENTRAL MINNESOTA

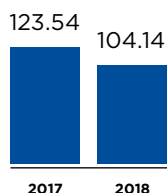
↑ 16.39%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$177,509.55
2018 \$206,602.24

Wadena, Todd, Cass, Crow Wing and Morrison counties

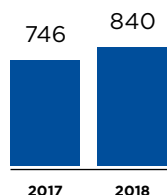
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 15.70%

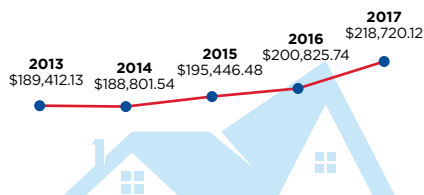
Units sold in Q1:



Units sold
in Q1 percent
change:

↑ 12.60%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**MOVE-UP BUYERS &
FIRST-TIME BUYERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Typical Seller:



**MOVE-UP
SELLERS**

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Clean, decluttered home

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

- Large yard
- Well-maintained home

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

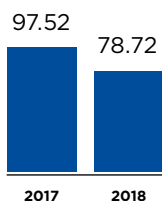
SOUTHWEST CENTRAL MINNESOTA

↑ 18.71%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$141,562.89
2018 \$168,048.74

Renville, Kandiyohi, Meeker and McLeod counties

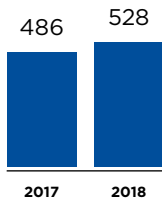
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 19.28%

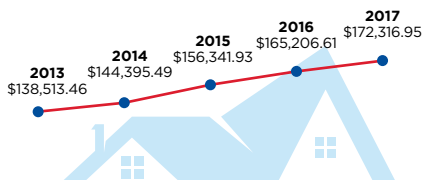
Units sold in Q1:



Units sold in Q1 percent change:

↑ 8.64%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen

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

- Updated kitchen & bath(s)

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

EAST CENTRAL MINNESOTA

↑ 11.55%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$179,225.67
2018 \$199,918.37

Pine, Kanabec, Mille Lacs, Isanti and Chisago counties

Average days on
market for Q1:

73.05 67.87



2017 2018

Average days on market for
Q1 percent
change:

↓ 7.09%

Units sold in Q1:

894 790

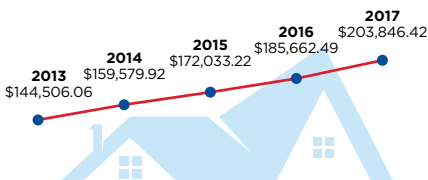


2017 2018

Units sold
in Q1 percent
change:

↓ 11.63%

AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

RECOMMENDED RENOVATIONS FOR SELLERS:

- Nothing is a must

"MUST HAVE" AMENITIES FOR BUYERS:

- Large yard
- Updated kitchen & bath(s)
- Updated roof, mechanicals & windows

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

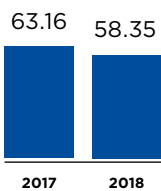
CENTRAL MINNESOTA

2017 \$212,184.04 2018 \$225,207.90

↑ 6.14%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Benton, Sherburne, Wright and Stearns counties

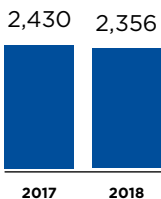
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 7.62%

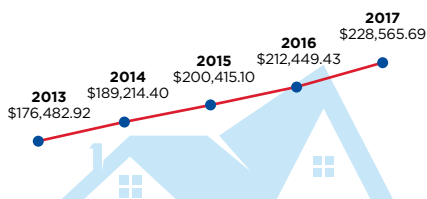
Units sold in Q1:



Units sold in Q1 percent change:

↓ 3.05%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Updated windows & doors
- Modern paint colors
- Clean, decluttered home

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

- 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

SOUTHWEST

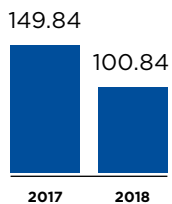
MINNESOTA

↓ 7.70%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017
\$124,721.32
2018
\$115,123.18

Lincoln, Pipestone, Rock, Lyon, Murray,
Nobles, Redwood, Cottonwood and Jackson counties

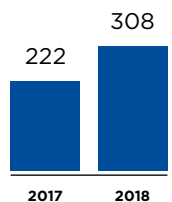
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 32.70%

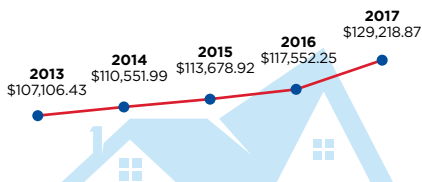
Units sold in Q1:



Units sold
in Q1 percent
change:

↑ 38.74%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



FIRST-TIME
BUYERS

Typical Seller:



MOVE-UP
SELLERS

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



SELLERS'
MARKET

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

1 MONTH OR LONGER

RECOMMENDED RENOVATIONS
FOR SELLERS:

- Clean, decluttered home

"MUST HAVE" AMENITIES
FOR BUYERS:

- Proximity to retail & restaurants
- Updated kitchen & bath(s)

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®

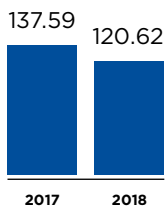
SOUTH CENTRAL MINNESOTA

2017 \$161,464.41 2018 \$173,956.32

↑ 7.74%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Sibley, Nicollet, Brown, Watonwan, Martin,
Faribault, Blue Earth, Le Sueur and Waseca counties

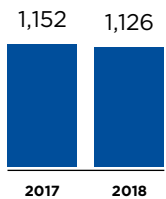
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 12.33%

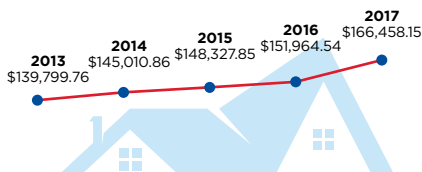
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 2.26%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Clean, decluttered home

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

- Updated kitchen & bath(s)

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

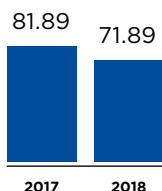
SOUTHEAST MINNESOTA

↑ **6.83%**
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$193,072.71
2018 \$206,265.55

**Freeborn, Steele, Rice, Goodhue, Dodge, Mower,
Fillmore, Olmsted, Wabasha, Winona and Houston counties**

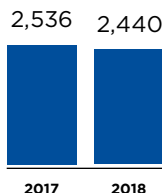
Average days on
market for Q1:



Average days
on market for
Q1 percent
change:

↓ **12.21%**

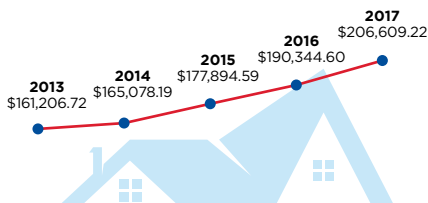
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ **3.79%**

**AVERAGE RESIDENTIAL
SALE PRICE 2013-2017**



Typical Buyer:



**BUYERS
WITH FAMILIES**

Type of Home in Greatest Demand:



SINGLE FAMILY

Typical Seller:



**MOVE-UP
SELLERS**

Current Market Dynamics:



**SELLERS'
MARKET**

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

1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Modern paint colors
- Clean, decluttered home

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

- Affordable
- 3-4 bedrooms
- 2 baths
- Decent garage

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

TWIN CITIES

MINNESOTA

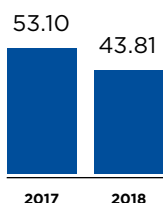
↑ 8.46%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$283,446.75 2018 \$307,436.69

Dakota, Scott, Carver, Hennepin,
Anoka, Ramsey and Washington counties

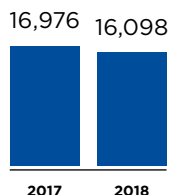
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 17.50%

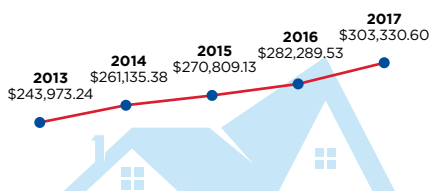
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 5.17%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**RELOCATING &
MOVE-UP SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

HOURS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Modern paint colors
- Clean, decluttered home

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

- Walkable community
- Newly built home
- Clean, decluttered

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**2018 MARKET
TRENDS REPORT**

RE/MAX



WISCONSIN

Much like last spring, the strong Wisconsin sellers' market continues as more buyers enter the market creating increased competition. As a result, the average sales price increased 11.1 percent for single family homes to \$206,869 in the first quarter compared to the same period last year.

In addition, more homes sold and faster throughout Wisconsin during the first quarter of 2018 compared to last year at the same time.

- The number of units sold increased 5.8 percent to 29,740 units sold.
- Average days on market decreased 13.5 percent with homes selling in 105 days compared to 122 days.

According to the RE/MAX brokers, several factors are impacting real estate throughout Wisconsin:

- Lack of new construction continues to contribute to a shortage of available new homes for sale
- First-time buyers, who are more likely to have non-traditional financing, are losing out to buyers who are able to pay cash or provide a 20 percent down payment
- The economy continues to grow and large employers, like Foxconn Technology Group, will create thousands of jobs and help fuel a robust real estate market throughout Wisconsin this year

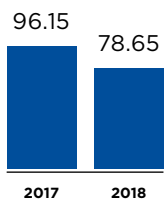
SOUTHEAST WISCONSIN

2017 \$200,229.86
2018 \$231,057.11

↑ 15.40%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan,
Walworth, Washington and Waukesha counties

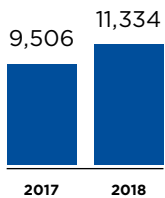
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 18.20%

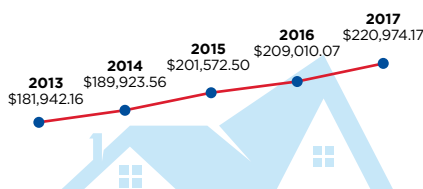
Units sold in Q1:



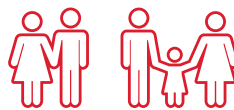
Units sold
in Q1 percent
change:

↑ 19.23%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**FIRST-TIME BUYERS &
BUYERS WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS TO 1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Updated windows & doors
- Modern paint colors
- Clean, decluttered home

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

- Updated kitchen & bath(s)
- 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

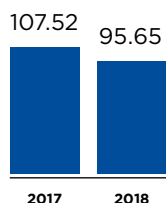
SOUTH CENTRAL WISCONSIN

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

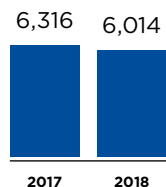
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 11.04%

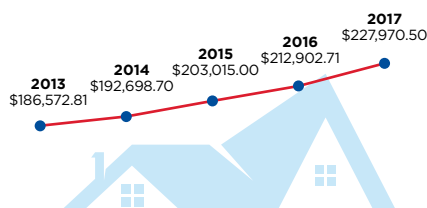
Units sold in Q1:



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

Typical Seller:



MOVE-UP SELLERS

Current Market Dynamics:



SELLERS' MARKET

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

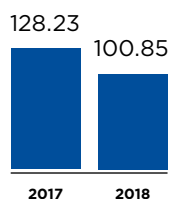
WEST WISCONSIN

2017 \$184,465.58 2018 \$191,719.99

↑ 3.93%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Buffalo, Chippewa, Dunn, Eau Claire, Jackson, La Crosse,
Monroe, Pepin, Pierce, St. Croix, Trempealeau and Vernon counties

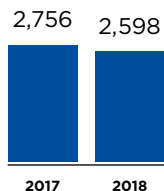
Average days on
market for Q1:



Average days on
market for
Q1 percent
change:

↓ 21.35%

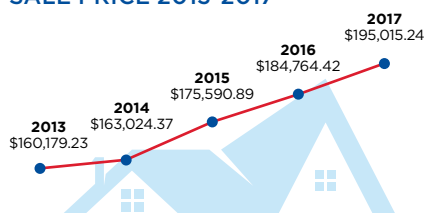
Units sold in Q1:



Units sold
in Q1 percent
change:

↓ 5.73%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP SELLERS
& SINGLE SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS TO 1 WEEK

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Modern paint colors
- Clean, decluttered home

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

- Updated kitchen & bath(s)
- 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

NORTHEAST

WISCONSIN

2017 \$163,677.11

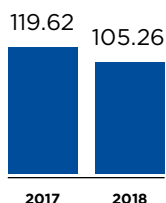
2018 \$180,120.82

↑ 10.05%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Waupaca and Winnebago counties

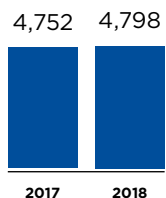
Average days on market for Q1:



Average days on market for Q1 percent change:

↓ 12.00%

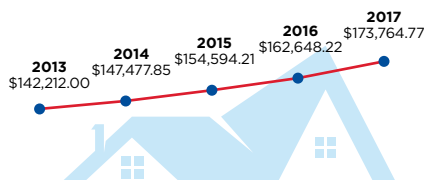
Units sold in Q1:



Units sold in Q1 percent change:

↑ 0.97%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



ALL
BUYERS

Typical Seller:



ALL
SELLERS

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



SELLERS'
MARKET

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

1 WEEK

RECOMMENDED RENOVATIONS
FOR SELLERS:

- Renovated kitchen & bath(s)
- Modern paint colors
- Clean, decluttered home

"MUST HAVE" AMENITIES
FOR BUYERS:

- Value

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2018 MARKET
TRENDS REPORT

RE/MAX

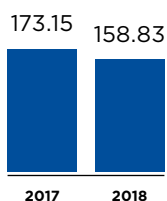
CENTRAL WISCONSIN

↑ 10.55%
AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017 \$126,733.83
2018 \$140,101.72

Adams, Clark, Juneau, Marathon, Marquette,
Portage, Waushara and Wood counties

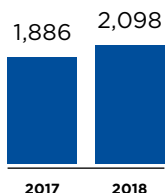
Average days on
market for Q1:



Average days on market for
Q1 percent
change:

↓ 8.27%

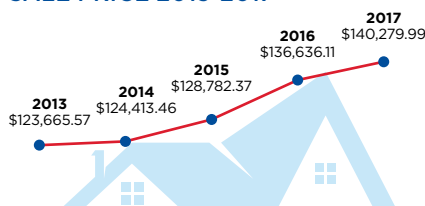
Units sold in Q1:



Units sold
in Q1 percent
change:

↑ 11.24%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**MOVE-UP
SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**SELLERS'
MARKET**

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

2-3 DAYS

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)

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

- Large yard
- Updated kitchen & bath(s)

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**2018 MARKET
TRENDS REPORT**

RE/MAX

NORTH WISCONSIN

↑ 8.30%

AVERAGE SALES
PRICE FOR Q1
PERCENT CHANGE

2017
\$149,404.47

2018
\$161,808.64

Ashland, Barron, Bayfield, Burnett, Douglas, Florence, Forest, Iron, Langlade, Lincoln, Oneida, Polk, Price, Rusk Sawyer, Taylor, Vilas and Washburn counties

Average days on
market for Q1:

203.70 195.80



2017

2018

Average days
on market for
Q1 percent
change:

↓ 3.88%

Units sold in Q1:

2,776 2,774



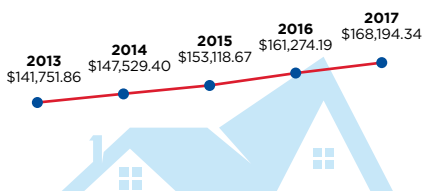
2017

2018

Units sold
in Q1 percent
change:

↓ 0.07%

AVERAGE RESIDENTIAL
SALE PRICE 2013-2017



Typical Buyer:



**BUYERS
WITH FAMILIES**

Typical Seller:



**SECONDARY AND
VACATION HOME SELLERS**

Type of Home in Greatest Demand:



SINGLE FAMILY

Current Market Dynamics:



**BUYERS'
MARKET**

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

1 MONTH OR LONGER

**RECOMMENDED RENOVATIONS
FOR SELLERS:**

- Renovated kitchen & bath(s)
- Clean, decluttered home

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

- Lake homes with level frontage and sandy shorelines

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**2018 MARKET
TRENDS REPORT**

RE/MAX

CONTACTS

INDIANA

CENTRAL

Jeffrey Cummings
RE/MAX Complete
317-370-4664

SOUTHWEST

Ryan Craig
RE/MAX Local
812-630-4719

GREATER BLOOMINGTON

Tracee Lutes
RE/MAX Acclaimed Properties
812-322-2650

SOUTH CENTRAL

Bill Burns
RE/MAX FIRST
502-649-8744

SOUTHEAST

Pamela Ginder
RE/MAX Advantage 1
513-659-9515

NORTHWEST

John Wampler
RE/MAX 1st Choice
574-7720-5784

GREATER MUNCIE

Michael Burke
RE/MAX Real Estate Groups
765-808-0832

NORTH CENTRAL

Dave Goebel
RE/MAX Oak Crest Realty
574-936-7616

NORTHEAST

Todd Stock
RE/MAX Results
260-316-7731

GREATER FORT WAYNE

Mary Sherer
RE/MAX Ability Plus
260-348-4697

GREATER SOUTH BEND

Dan Kelley
RE/MAX 1st
574-876-8601

Marsha Lambright
RE/MAX 100
574-255-5858

MINNESOTA

HEADWATERS

Galen Johnson
RE/MAX First Choice Realty
218-255-0345

ARROWHEAD

Matthew Peterson
RE/MAX Prodigy
651-226-1571

WEST CENTRAL

Bruce Johnson
RE/MAX Realty 1
701-200-9714

NORTH CENTRAL

Patrick Wiebusch
RE/MAX Lakes Area Realty
218-831-8765

SOUTHWEST CENTRAL

Paul Ryan
RE/MAX Preferred Realty
320-295-3121

EAST CENTRAL

Dan Schultz
RE/MAX Synergy
651-248-2796

CENTRAL

Chuck Zwilling
RE/MAX Results
320-249-1504

SOUTHWEST

Genny McCuen
RE/MAX Premier Realty
507-360-8756

SOUTH CENTRAL

Dennis Terrell
RE/MAX Dynamic Agents
507-340-4562

SOUTHEAST

Deb Gillard
RE/MAX Venture
507-213-1305

Matt Gillard
RE/MAX Venture
507-413-8100

TWIN CITIES

Justin Fox
RE/MAX Professionals
651-768-0100

WISCONSIN

SOUTHEAST

Dave Didier
RE/MAX United
262-424-0814

Tom Didier
RE/MAX United
262-284-2000

SOUTH CENTRAL

Dan Bertelson
RE/MAX Preferred
608-276-8110

Tim Krueger
RE/MAX Preferred
608-206-5850

WEST

Paul Canfield
RE/MAX Affiliates
715-828-0819

NORTHEAST

Rod Drendel
RE/MAX Heritage
920-923-7777

CENTRAL

Max Rea
RE/MAX Excel
715-297-1730

NORTH

Judy Barr
RE/MAX Property Pros
715-891-4948





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MIDWEST

About RE/MAX INTEGRA, Midwest

RE/MAX INTEGRA, Midwest is the regional entity for RE/MAX franchises in Indiana, Minnesota and Wisconsin. Since its inception in 1985, the region has grown to more than 280 offices with approximately 4,100 sales associates, providing residential and commercial real estate, as well as relocation and referral services.

