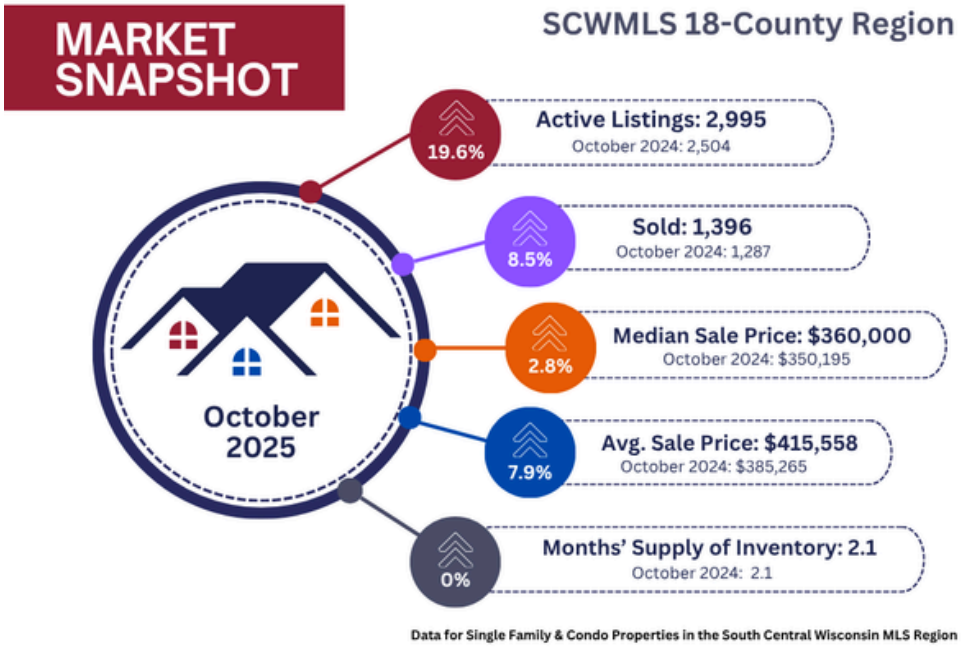
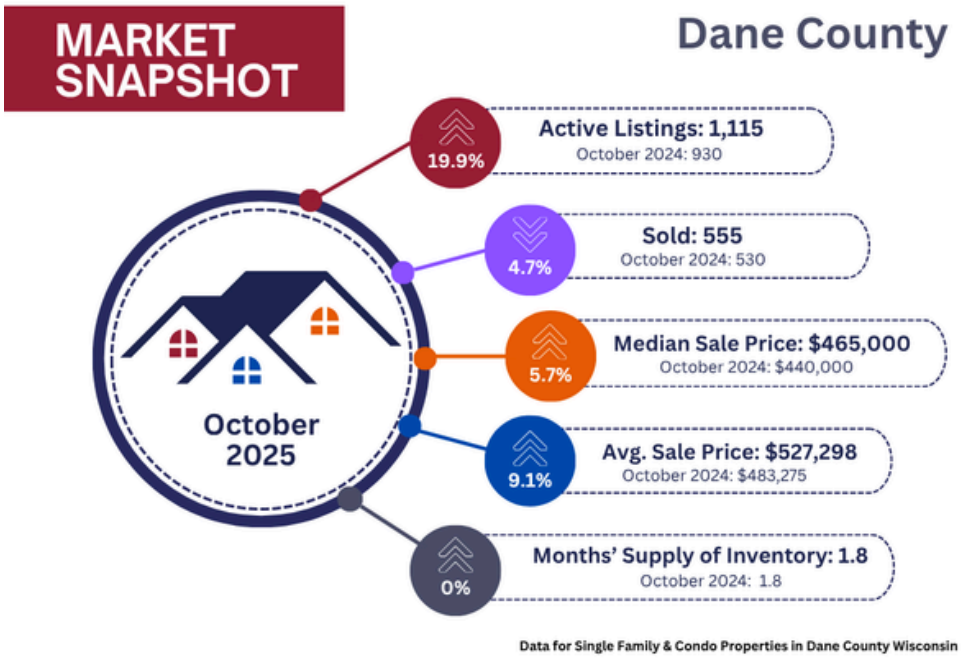
RASCW
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SCWMLS
South Central Wisconsin MLS







***South Central Wisconsin Region:** Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Green Lake, Iowa, Juneau, Lafayette, Marquette, Monroe, Richland, Rock, Sauk, Vernon & Waushara Counties

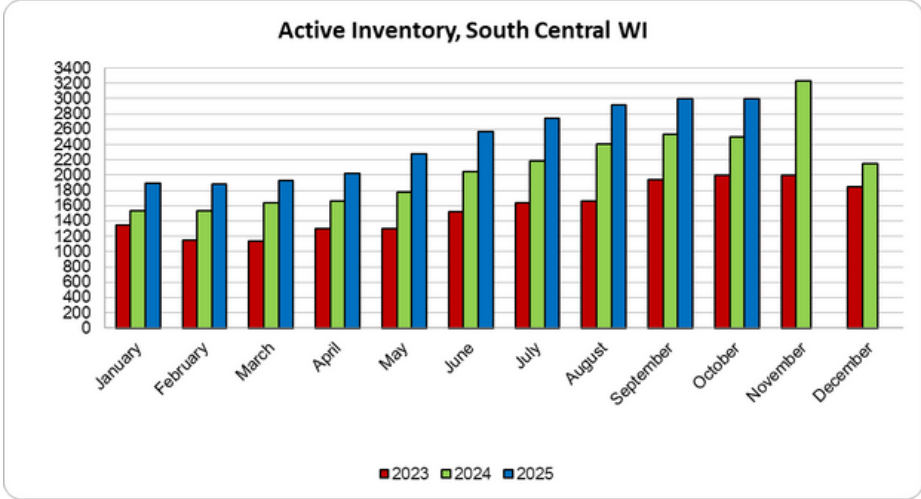
South Central Wisconsin Housing Market – October 2025 Update

The South Central Wisconsin housing market continued to demonstrate stability through October, with strong listing activity and steady sales momentum carrying into the fall. Rising inventory levels are helping to balance market conditions, giving buyers more opportunities while maintaining healthy price growth across the region.

New Listings and Inventory

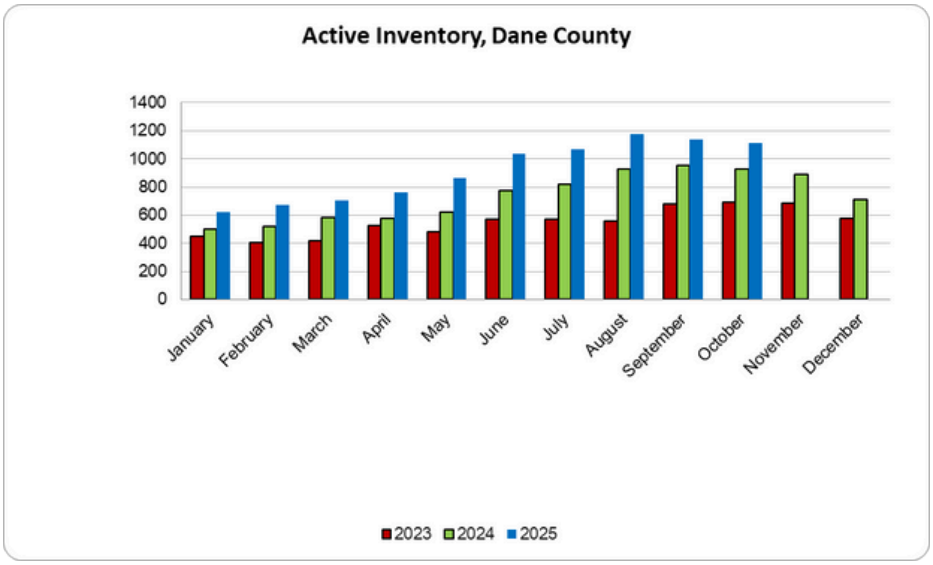
18-County Region:

New listings across the region rose 5.8% year-over-year, with 1,654 properties added in October. Year-to-date listings climbed to 15,574, a 5.3% increase from 2024. Active residential inventory expanded notably to 2,905 listings, up 16.0% compared to last year. This continued rise in supply is easing some competitive pressure and supporting a more balanced marketplace as the year draws to a close.



Dane County:

In Dane County, new listings were up 9.0% from last October, with 666 homes entering the market. Active inventory reached 737 listings, marking a 9.0% year-over-year increase. The combination of steady demand and growing supply is creating a more sustainable environment for both buyers and sellers heading into late fall.



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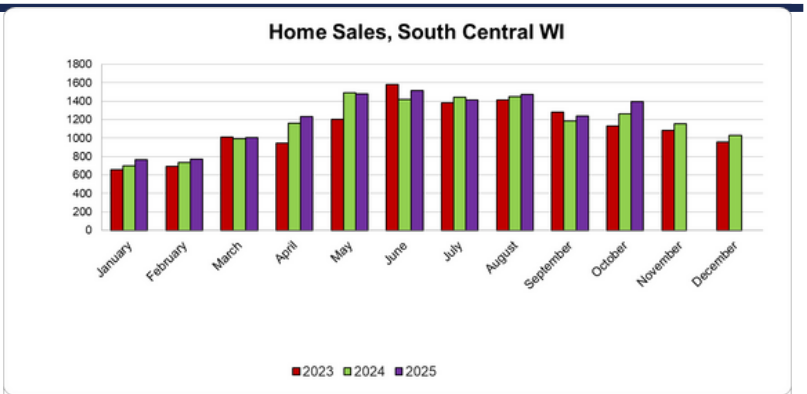
Home Sales:

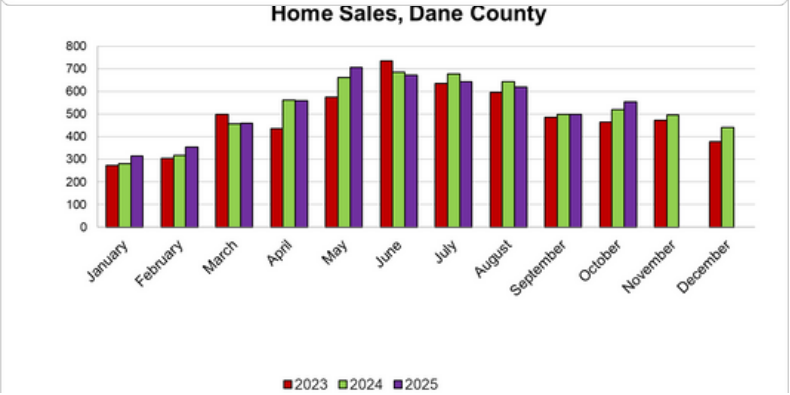
18-County Region:

Home sales across the South Central Wisconsin region totaled 1,554 closings in October, a 2.8% decrease compared to October 2024. Despite the modest dip, year-to-date sales reached 12,849, up 3.4% from the same period last year. The market's consistent pace highlights sustained buyer engagement, even as interest rates and seasonal factors temper activity.

Dane County:

Dane County recorded 558 closings in October, down 4.7% from 2024. Year-to-date sales total 5,447, holding nearly steady with last year's pace (up 0.3%). This stability underscores Dane County's resilient housing demand and its continued role as a key driver of regional market strength.





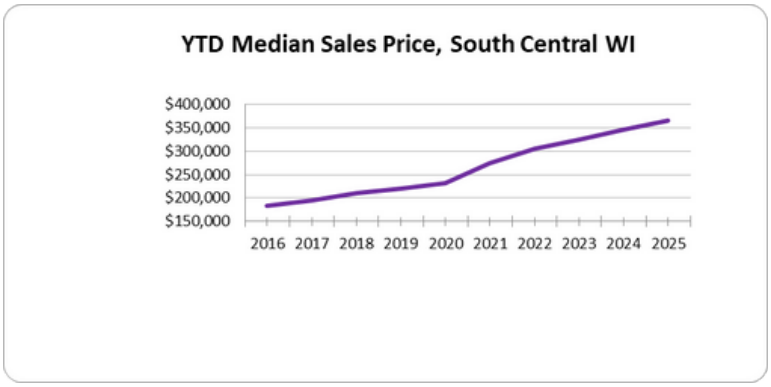
Home Prices:

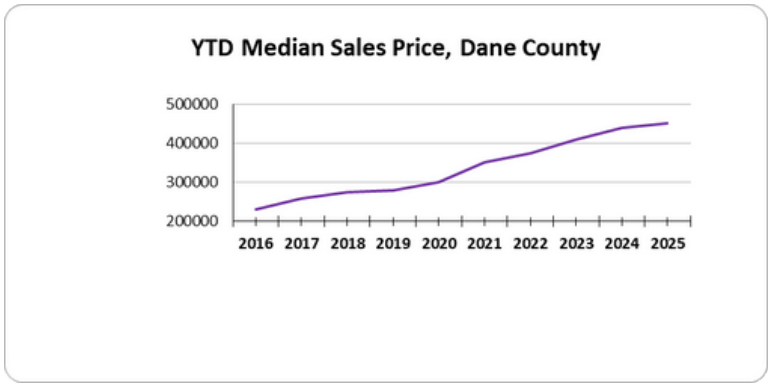
18-County Region:

Regional home prices continued their upward trend in October. The average sale price rose 8.7% year-over-year to $415,558, while the median sale price increased 8.2% to $365,000. For the year-to-date period, the average price climbed 3.3%, reaching $414,784, and the median advanced 3.4% to $365,000. These steady gains reflect persistent demand and solid value growth across much of South Central Wisconsin.

Dane County:

Dane County home prices remain robust. The average sale price in October stood at $520,740, up 2.8% from 2024, while the median sale price rose 4.7% to $465,000. Year-to-date, the average price has edged up 1.9% to $520,740, with the median holding at $451,000, a 1.6% increase from last year. These figures point to a healthy, steady market characterized by measured appreciation and sustained buyer interest.





South Central Wisconsin County Regions:

Region 1 – Adams, Juneau, Monroe
Region 2 – Columbia
Region 3 – Crawford, Richland, Vernon
Region 4 – Dane
Region 5 – Dodge
Region 6 – Grant, Iowa, Lafayette
Region 7 – Green
Region 8 – Green Lake, Marquette, Waushara
Region 9 – Rock
Region 10 – Sauk

*The median sale price measures the price at which half of the homes sold for more and half sold for less.

South Central Wisconsin MLS Sold & Active Residential Listings (Including Condos)

	OCTOBER			JANUARY - OCTOBER		
ADAMS / JUNEAU / MONROE COUNTIES	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	151	142	6.3%	1,654	1,474	12.2%
# Sales	144	114	26.3%	1,144	1,054	8.5%
Average Sale Price	309,196	272,890	13.3%	303,380	282,456	7.4%
Median Sale Price	245,000	249,500	-1.8%	251,687	240,000	4.9%
Total Active Residential Listings	424	338	25.4%	424	338	25.4%
COLUMBIA COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	62	63	-1.6%	772	697	10.8%
# Sales	63	73	-13.7%	561	534	5.1%
Average Sale Price	358,245	392,752	-8.8%	374,027	366,192	2.1%
Median Sale Price	313,000	350,000	-10.6%	336,000	323,250	3.9%
Total Active Residential Listings	163	108	50.9%	163	108	50.9%
CRAWFORD / RICHLAND / VERNON COUNTIES	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	65	68	-4.4%	634	584	8.6%
# Sales	47	61	-23.0%	463	411	12.7%
Average Sale Price	335,710	338,369	-0.8%	339,099	292,857	15.8%
Median Sale Price	242,000	260,000	-6.9%	263,000	239,000	10.0%
Total Active Residential Listings	154	136	13.2%	154	136	13.2%
DANE COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	586	649	-9.7%	7,089	6,893	2.8%
# Sales	555	530	4.7%	5,447	5,398	0.9%
Average Sale Price	527,298	483,275	9.1%	520,730	495,440	5.1%
Median Sale Price	465,000	440,000	5.7%	451,000	444,816	1.4%
Total Active Residential Listings	1,115	930	19.9%	1,115	930	19.9%
DODGE COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	81	104	-22.1%	884	890	-0.7%
# Sales	84	74	13.5%	745	696	7.0%
Average Sale Price	344,174	318,333	8.1%	339,157	310,563	9.2%
Median Sale Price	288,000	272,500	5.7%	295,000	280,000	5.4%
Total Active Residential Listings	123	126	-2.4%	123	126	-2.4%
GRANT / IOWA / LAFAYETTE COUNTIES	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	86	80	7.5%	835	778	7.3%
# Sales	82	69	18.8%	641	586	9.4%
Average Sale Price	308,922	267,414	15.5%	307,530	270,902	13.5%
Median Sale Price	264,250	223,000	18.5%	252,000	225,000	12.0%
Total Active Residential Listings	176	165	6.7%	176	165	6.7%
GREEN COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	53	45	17.8%	473	434	9.0%
# Sales	40	35	14.3%	327	322	1.6%
Average Sale Price	347,056	328,811	5.5%	360,126	333,085	8.1%
Median Sale Price	324,900	269,000	20.8%	289,900	278,000	4.3%
Total Active Residential Listings	80	79	1.3%	80	79	1.3%
GREEN LAKE / MARQUETTE / WAUSHARA COUNTIES	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	101	95	6.3%	996	944	5.5%
# Sales	84	83	1.2%	700	709	-1.3%
Average Sale Price	411,767	336,686	22.3%	371,880	338,830	9.8%
Median Sale Price	280,000	229,000	22.3%	280,000	254,000	10.2%
Total Active Residential Listings	222	171	29.8%	222	171	29.8%
ROCK COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	228	214	6.5%	2,169	2,097	3.4%
# Sales	215	177	21.5%	1,746	1,714	1.9%
Average Sale Price	337,290	288,400	17.0%	306,543	283,776	8.0%
Median Sale Price	308,000	264,900	16.3%	282,750	271,000	4.3%
Total Active Residential Listings	333	305	9.2%	333	305	9.2%
SAUK COUNTY	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	97	94	3.2%	898	783	14.7%
# Sales	82	71	15.5%	665	607	9.6%
Average Sale Price	358,132	377,066	-5.0%	370,052	367,527	0.7%
Median Sale Price	315,000	350,000	-10.0%	322,000	317,000	1.6%
Total Active Residential Listings	205	146	40.4%	205	146	40.4%
18 COUNTY TOTAL	**2025**	**2024**	**Change**	**2025**	**2024**	**Change**
# New Listings	1,510	1,554	-2.8%	16,404	15,574	5.3%
# Sales	1,396	1,287	8.5%	12,439	12,031	3.4%
Average Sale Price	415,558	385,265	7.9%	414,784	392,279	5.7%
Median Sale Price	360,000	350,195	2.8%	365,000	350,000	4.3%
Total Active Residential Listings	2,995	2,504	19.6%	2,995	2,504	19.6%

Active listing numbers are pulled mid-month, and do not include listings in offer-show status.