

NORTHEAST

WISCONSIN

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

Type of home most in demand:



SINGLE-FAMILY

Average sales price:

\$167,883 \$179,437

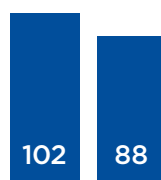


2016

2017

Average sales price percent change: **↑6.9%**

Average days on market:



2016

2017

Average days on market percent change:

↓6.9%



FUTURE TRENDS

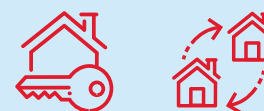


Typical Buyer in 2018:



BUYERS WITH FAMILIES

Sellers', buyers' or balanced market in 2018:



SELLERS'/BALANCED

A more balanced market is predicted for 2018, while a shortage of homes in the area in 2017 kept plenty of buyers on the hunt for longer periods of time compared to previous years. Local agents were surprised that buyers were more willing to make compromises in order to get into their next home.

Real estate experts will be monitoring Congress' new tax reform bill to see what kind of impact the legislation will have on new homeowners. Some agents are concerned the tax legislation's

limit on the mortgage-interest deduction could discourage potential buyers from wanting to own a home – leading some to predict a more balanced market in 2018.

Regardless owning a home in this region will remain relatively affordable, which is good news for the growing employee base. The economy is diversifying with employers, like the university and factories, creating more jobs in the area.

Data and insight provided by RE/MAX INTEGRA, Midwest. Data reflects January-November 2017 and the same timeframe for 2016.

2018 HOUSING MARKET
OUTLOOK REPORT

RE/MAX