

SOUTHEAST

WISCONSIN

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

Type of home most in demand:



SINGLE-FAMILY

Average sales price:

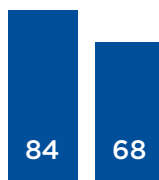
\$209,265 \$221,933



2016 2017

Average sales price
percent change: **↑6%**

Average days on market:



2016 2017

Average days on market
percent change:

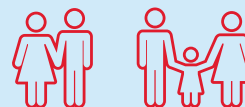
↓6%



FUTURE TRENDS



Typical Buyer in 2018:



**FIRST-TIME BUYERS/
FAMILIES**

Sellers', buyers' or balanced
market in 2018:



SELLERS'

Prices will continue to rise in 2018 as the competition for fewer homes heats up. Local real estate experts expect the frenzy to intensify as more buyers, particularly first-timers, enter the market this year.

Low-interest rates combined with an overall good economy are making home ownership more obtainable. Homebuilders will continue to try to meet the demand, but most new developments coming online are on the higher end.

Finding an existing home will remain the more affordable option and buyers focused on up-and-coming areas can expect some additional savings. Sellers are encouraged to continue to list their homes during the winter months, which will serve the steady pool of buyers who continue to move forward with their home search.

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