

WEST WISCONSIN

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

Type of home most in demand:



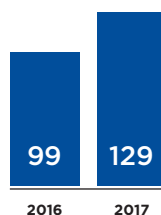
Average sales price:

\$170,282 \$178,179



Average sales price percent change: **↑4.6%**

Average days on market:



Average days on market percent change:

↑31%



FUTURE TRENDS



Typical Buyer in 2018:



BUYERS WITH FAMILIES

Sellers', buyers' or balanced market in 2018:



SELLERS'

Pent up demand, particularly for homes priced at \$350,000 and lower, are leading to more serious buyers than previously ever seen. Now is the time to buy and sell since it is predicted that sales activity is only going to heat up even more in 2018.

The strong local economy combined with good job growth and steady low interest rates is driving a frenzied local real estate market. Prices are increasing, particularly for new homes, with the average price per square foot for new homes rise at a high rate.

Like in other parts of Wisconsin, many real estate experts worry that there won't be enough affordable new housing for middle-income buyers. In the local area, builders are trying to fill that gap by providing twin homes. An existing home remains a best buy for a buyer on a budget; however buyers will need to remain open and patient in the house hunting process.

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