

MADISON

MEDIAN RESIDENTIAL SALE PRICE

April **2016** April **2017**
\$239,000 \$264,000

+10.5%



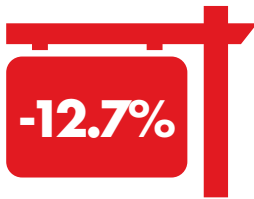
CLOSED SALES

APRIL 2016:

778

APRIL 2017:

697



HOMES IN SHORT SUPPLY



Ranches

Source: Opinion of local RE/MAX Brokers

TYPICAL BUYER PROFILE



**First-time
& Second-time buyers**

Source: Opinion of local RE/MAX Brokers

INVENTORY



SELLERS' MARKET



New homes on the market in Madison are gone within hours. Local REALTORS® report that ranches within the range of \$275,000, in particular, in livable conditions are selling within 12 hours and for prices above asking.

For the first time, the internet is too slow. If a buyer is serious about getting into a house, then relying on online searching is not a viable option. A good REALTOR®, who has connections and knows the buyers' desired neighborhoods, puts the buyer in the best competitive position to successfully find and secure a new home.

In addition, homeowners who want to sell should plan to do so this year and should not let the fear of not finding another home to purchase be an issue. A good real estate professional will be able to offer creative solutions to help get a seller into their next home. Sellers, in most cases, hold more power than they may realize in this current market.

TIPS & TRENDS:

Sell now to get the top price without having to do too much work. A retiree is in the best position to sell, and shouldn't fear not finding a suitable home to purchase. A local agent can help come up with a plan that puts your mind at ease.

Housing data provided by Wisconsin REALTORS® Association. Median price and closed sales represent the county, while the inventory is representative of the South Central region.