

WAUSAU

MEDIAN RESIDENTIAL SALE PRICE

April **2016** April **2017**
\$128,750 \$142,500

+10.7%



CLOSED SALES

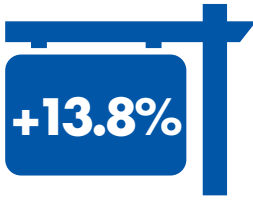
APRIL 2016:

145

APRIL 2017:

165

+13.8%



HOMES IN SHORT SUPPLY



Ranches

Source: Opinion of local RE/MAX Brokers

TYPICAL BUYER PROFILE



Buyers with families

Source: Opinion of local RE/MAX Brokers

INVENTORY



SELLERS' MARKET



Housing inventory is tight in central Wisconsin. Pent-up demand is the cause for all types of homes, particularly ranches, to be in short supply in the Wausau area.

Local REALTORS® advise that buyers who've found their next home to give the seller their best offer from the beginning – otherwise they are most likely going to get beat by a more attractive offer.

Agents are reporting that they now spend their day writing up to five offers just for one buyer. In the past, an agent would be with five potential buyers and on average write one offer a day. Buyers and their agents don't have the luxury of time in today's competitive housing market.

TIPS & TRENDS:

Buyers often aren't getting counter-offers in today's market. If you really want the home, give the seller your best offer from the beginning.

Work with a local real estate professional, particularly if you are a serious buyer, who is most likely going to know about homes before they are listed – giving the buyer an advantage over others.

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