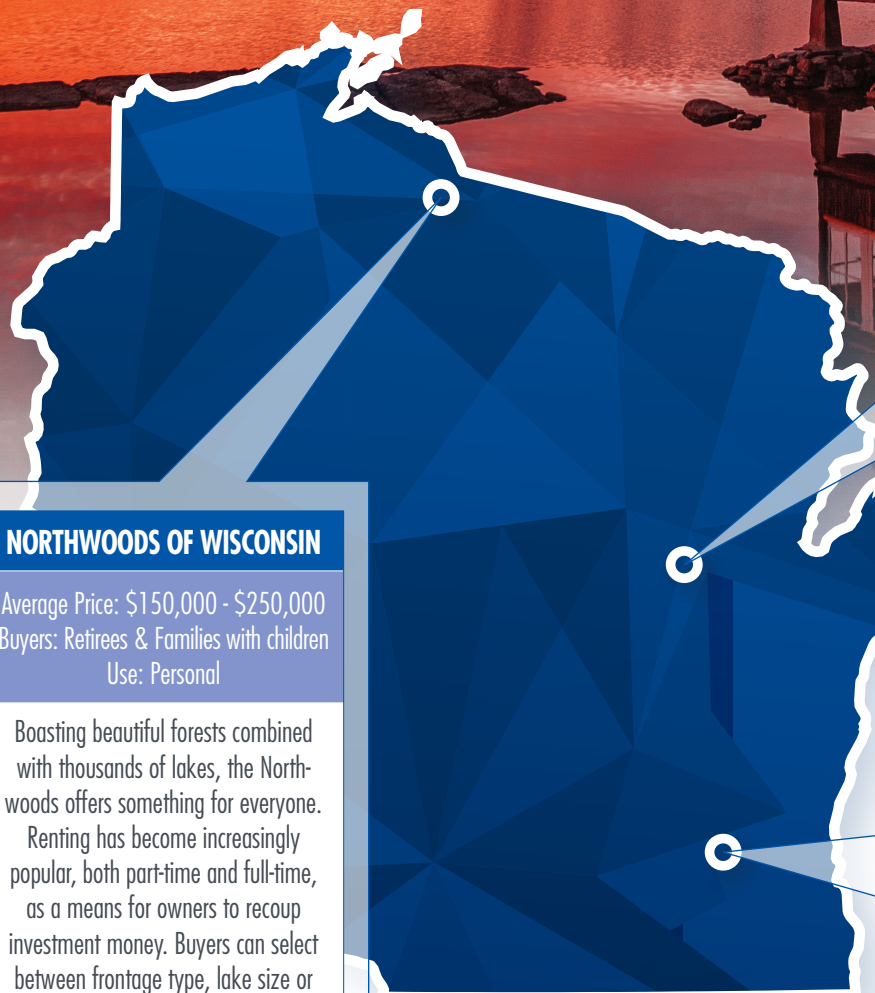


WISCONSIN'S TOP RECREATIONAL MARKETS



NORTHWOODS OF WISCONSIN

Average Price: \$150,000 - \$250,000
Buyers: Retirees & Families with children
Use: Personal

Boasting beautiful forests combined with thousands of lakes, the Northwoods offers something for everyone. Renting has become increasingly popular, both part-time and full-time, as a means for owners to recoup investment money. Buyers can select between frontage type, lake size or zoning to find a home that meets their needs and is within their budget.

WAUPACA CHAIN OF LAKES

Average Price: \$350,000 - \$500,000
Buyers: Families with children
Use: Personal

Waupaca's chain of 22 connected spring-fed lakes attracts tourists throughout the year — many who then decide to buy their slice of paradise on the lake. The average price for homes in this region is between \$350,000 and \$500,000. Most buyers investing in this rec area have families with children who are either young or grown.

SOUTHEAST WISCONSIN

Average Price: \$250,000 - \$350,000
Buyers: Families with older children
Use: Personal

Close to metropolitan hubs, like Milwaukee and Chicago, this recreational area is convenient for people who want to get out of the city and on the water. There has been an uptick in the number of buyers who want to rent their vacation homes. RE/MAX agents recommend that homeowners review ordinances, since there are some towns that will not allow owners to rent out their homes for less than 30 days.

STATEWIDE INSIGHTS



THROUGHOUT THE COUNTRY the median vacation home price was \$200,000 in 2016, up 4.2 percent from 2015 (\$192,000) and the highest since 2006, according to the National Association of Realtors® 2017 Investment and Vacation Home Buyers Survey.



IN WISCONSIN, NEARLY 38% of those buying recreational properties are retirees. 29% are young families.



54% OF AGENTS say that inventory in Wisconsin is lower compared to last year for most types of homes, including recreational properties.



IF YOU'RE WILLING TO WAIT until fall to buy your recreational property, you could pay 5-10% less for your home than you would during peak season.

	Beaches	Boating	Water sports (skiing, tubing)	Fishing	Ice Fishing	Biking	Trails	Novelty Shops	Golfing	Snowmobiling	Property mgmt./maint. services	Festivals
Southeast Wisconsin	•	•	•	•		•	•		•			
Waupaca Chain of Lakes	•	•	•	•	•	•	•	•	•	•	•	•
Northwoods of Wisconsin	•	•	•	•	•	•	•		•	•		•