

# SOUTHEAST WISCONSIN

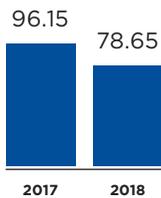
2017 \$200,229.86  
2018 \$231,057.11

↑ 15.40%

AVERAGE SALES  
PRICE FOR Q1  
PERCENT CHANGE

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

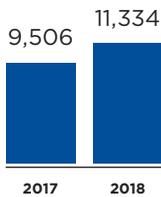
Average days on  
market for Q1:



Average days on market for  
Q1 percent  
change:

↓ 18.20%

Units sold in Q1:



Units sold  
in Q1 percent  
change:

↑ 19.23%

### AVERAGE RESIDENTIAL SALE PRICE 2013-2017



Typical Buyer:



**FIRST-TIME BUYERS &  
BUYERS WITH FAMILIES**

Typical Seller:



**MOVE-UP  
SELLERS**

Type of Home in Greatest Demand:



**SINGLE FAMILY**

Current Market Dynamics:



**SELLERS'  
MARKET**

Average time sellers  
of homes under \$300,000  
accepted an offer:

**2-3 DAYS TO 1 WEEK**

### RECOMMENDED RENOVATIONS FOR SELLERS:

- Renovated kitchen & bath(s)
- Updated windows & doors
- Modern paint colors
- Clean, decluttered home

### "MUST HAVE" AMENITIES FOR BUYERS:

- Updated kitchen & bath(s)
- Large yard

Data and insight provided by RE/MAX INTEGRA, Midwest. Data reflects January – March 2018 and the same timeframe for 2017, except where indicated.

2018 MARKET  
TRENDS REPORT

**RE/MAX**