



RANWW

Realtors® Association of
Northwestern Wisconsin

*****News Release*****

Northwestern Wisconsin Closes 2024 Strong: December Housing Market Highlights

Eau Claire, Wisconsin- The Wisconsin housing market ended 2024 on a high note, with Northwestern Wisconsin leading the way in growth and resilience. According to the December 2024 Wisconsin Real Estate Report from the Wisconsin REALTORS® Association (WRA), the region showed significant strength in home sales and median price appreciation, even amidst tight inventory conditions.

Shannyn Pinkert, President of the REALTORS® Association of Northwestern Wisconsin, expressed her enthusiasm for the market's progress and her role as the association's leader:

"It's an exciting time for Northwestern Wisconsin real estate, and I'm honored to serve our association as president. Our region continues to attract buyers and investors with its quality of life and strong market fundamentals. I'm looking forward to working alongside our dedicated REALTORS® to make 2025 another remarkable year."

Northwestern Wisconsin Regional Highlights for December 2024:

- **Median home price:** Increased 23.3% to \$265,000 compared to \$215,000 in December 2023, reflecting the region's growing value and demand.
- **Home sales:** Rose by 4.1%, with 431 homes sold, compared to 414 in December 2023.
- **Notable county price gains:**
 - Barron County: Median price rose 15.3% to \$299,863.
 - Bayfield County: Median price surged 23.9% to \$320,000.
 - Polk County: Median price increased 26.0% to \$307,500.
- **Inventory:** Remains competitive, with 3.8 months of supply, a slight increase from 3.6 months in December 2023.

Statewide Highlights for December 2024:

- **Median home price:** Jumped 13.0%, reaching \$305,000 compared to \$270,000 in December 2023.
- **Home sales:** Increased by 9.2%, with 5,125 homes sold across Wisconsin.
- **Listings:** Total statewide listings rose 3.8% year-over-year, reaching 15,170.

Even in the off-season, Northwestern Wisconsin continues to shine as a desirable market for buyers and sellers alike. Motivated sellers and strong demand create opportunities for REALTORS® to guide clients through this dynamic market.

If you'd like local commentary on these statistics, or the housing market in general, local real estate professionals are available for interview. Please reach out:

Media Contact:

Brenda Barnhardt

Kristyn Kersten

(715) 835-0923

(715) 835-0923

brenda@RANWW.org

kristyn@RANWW.org

The REALTORS® Association of Northwestern Wisconsin is the professional trade association that all the professional REALTORS® residing within the association jurisdiction belong to. The association provides educational opportunities for its members, is active in local, state, and national advocacy efforts, engages in community outreach through charitable giving, operates its own foundation to help homeowners in need, and remains a positive force for the members they serve. For more information on the REALTORS® Association of Northwestern Wisconsin, visit www.ranww.org