



\*\*\*\*\*News Release\*\*\*\*\*

## Positive Momentum for Northwestern Wisconsin's Housing Market in October

***Eau Claire, Wisconsin October 2024*** – The REALTORS® Association of Northwestern Wisconsin (RANWW) is pleased to report a strong and promising October for the housing market in Northwestern Wisconsin, as highlighted in the recently released Wisconsin Real Estate Report.

The region saw a notable rise in home sales and median prices, reflecting the robust demand for housing even amidst broader economic pressures. Median home prices in the North region, which includes many of RANWW's service areas, increased by 16% year-over-year, reaching \$289,900. Sales activity also remained vibrant, growing by 3.9% compared to October 2023.

“Northwestern Wisconsin continues to showcase its desirability, thanks to its mix of vibrant communities, affordable housing options, and natural beauty,” said Todd Schwartz, President of RANWW. “It’s encouraging to see buyers finding opportunities, and the increase in new listings gives us hope that inventory challenges may be easing.”

One standout from the report is the region’s increase in inventory levels, which rose slightly to 5.0 months of supply, up from 4.8 months in October 2023. This marks a step toward a more balanced market, providing both buyers and sellers with favorable conditions.

Schwartz added, “While challenges such as fluctuating mortgage rates remain, we’re seeing a steady commitment from buyers and sellers to invest in our local communities. Our REALTORS® are working hard to guide their clients through the process, ensuring a positive experience and continued success for our region.”

Statewide, the real estate market showed similar strength, with median prices increasing by 10.7% and sales climbing 3.5% year-over-year. New listings also grew by 8.6%, signaling an uptick in seller confidence.

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

(715) 835-0923

[brenda@RANWW.org](mailto:brenda@RANWW.org)

Kristyn Kersten

(715) 835-0923

[kristyn@RANWW.org](mailto: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](http://www.ranww.org)*