

SUPPORTING DATA TABLES AND TALKING POINTS

Sales Data – Key Points:

- Home sales nationally were down 7.7 percent in Q3 2008 as compared to Q3 2007, and they were down 10.6 percent in the Midwest over the period. Similarly, the Northeast fell 11.7 percent and the South declined 13.8 percent. One bright spot was the West region where third quarter sales actually grew 12.4 percent compared to the third quarter of 2007. It is important to note that the West had seen its sales volume slide at about twice the rate of the other regions over the period between 2005 and 2007 (i.e., sales dropped 36.7 percent in the West; 18.8 percent in the Midwest; 16.4 percent in the Northeast; and 19.7 percent in the South over that period). Thus, the West has a long way to go, but it is clear that the steep price reductions seen in the West are beginning to revive that market.
- Wisconsin's home sales fell 16.7 percent in the third quarter of 2008 as compared to that same quarter in 2007. They were slightly better than Illinois (-21.6 percent), about the same as Iowa (-16.1 percent) and slightly worse than both Indiana (-14.9 percent) and Michigan (-11.7 percent). In contrast, Minnesota did much better than other states in the region, falling just -2.5 percent.
- Sales volume in all regions of Wisconsin lagged behind the third quarter 2007 levels. However, only the Central region failed to improve over the performance of the last quarter. The strongest markets were seen in the Northeast and West regions, both of which declined 12 percent over the period. Slightly higher reductions were seen in the Southeast region (-14 percent) followed by the South Central region, which fell 19.3 percent. The Central region saw sales fall 20 percent in Q3 2008 compared to that quarter last year, which was only slightly higher than its second quarter decline. Finally, the most volatile region once again was the North region where sales volume dropped 26.9 percent over the period. Given the mix of primary and second homes in the North region, such volatility is not surprising.

Median Price Data – Key Points:

- The statewide median price in the third quarter was \$160,000, and was 5.3 percent below the Q3 median price recorded in 2007. In fact, the Q3 2007 median price of \$168,900 was at a peak level for that quarter.
- It is important to note that since the third quarter of 2001, the statewide median housing price has risen at an annualized rate of 3.1 percent per year. Based on these figures, median housing prices appreciated at slightly more than the rate of inflation, which was 3.0 percent per year over the same period.
- Three regions within the state saw their median prices fall less than 2.5 percent. These were the South Central region (-1.1 percent), and the West and Northeast regions, both of which declined 2.4 percent. The Central region was down just 3.6 percent and the Southeast region fell 5.3 percent.
- Once again, the largest decline was found in the North region which fell 12.5 percent. In this region, it is common to see double-digit changes in median prices and double-digit changes in sales volume. Thus, the median priced home that sold in Q3 2008 is almost certainly qualitatively different from the one that sold in Q3 2007.

Broker Survey Data - key points:

- The majority (58.6 percent) of broker respondents believe that Existing Home Sales (EHS) during October 2008 were weaker than October 2007, and two thirds (67.9 percent) believe that November 2008 will be weaker than November 2007.
- About two thirds (65.5 percent) of all respondents believe that EHS in the fourth quarter of 2008 will fall below the fourth quarter of 2007, with remaining respondents equally split on whether it will be the same or better.
- About half of respondents (53.8 percent) believe that home sales in Q1 2009 will be the same as Q1 2008, whereas nearly a third (30.8 percent) think they will be lower in Q1 2009.
- While 44.8 percent of the respondents believe inventories of unsold homes will remain the same in the fourth quarter of 2008 compared to that same quarter last year, just over a third (34.5 percent) think they will actually rise above the Q4 2007 levels.
- There is a clear consensus (72.4 percent) among the respondents that buyer interest will be lower in Q4 2008 than it was in Q4 2007, and the same margin believe that sellers will be more motivated in Q4 2008 compared to Q4 2007.

WRA Quarterly REALTOR® Sentiment Survey Response Summary

Survey Questions	Response Summary		
	Above	The Same	Below
1. How did the Existing Home Sales for your office in October 2008 compare to the levels in October 2007?	24.1%	17.2%	58.6%
2. How do you expect the Existing Home Sales for your office in November 2008 will compare to the levels in November 2007?	14.3%	17.9%	67.9%
3. How do you expect the 4 th Quarter 2008 Existing Home Sales for your office will compare to the levels in the 4 th Quarter of 2007?	17.2%	17.2%	65.5%
4. How do you expect the 1 st Quarter 2009 Existing Home Sales for your office will compare to the levels in the 1 st Quarter of 2008?	15.4%	53.8%	30.8%
5. How do you expect the Inventory of Homes available in your market in the 4 th Quarter of 2008 will compare to the level of Inventory of Homes available in the 4 th Quarter of 2007?	34.5%	44.8%	20.7%
6. How do you think that Buyer Interest (e.g., number of showings, traffic at open houses, number of inquiries, etc.) in the 4 th Quarter of 2008 will compare to the Buyer Interest in the 4 th Quarter of 2007?	10.3%	17.2%	72.4%
7. How do you think the Seller Motivation (e.g., willingness to lower price, willingness to make requested improvements after inspection, etc.) in the 4 th Quarter of 2008 will compare to the Seller Motivation in the 4 th Quarter of 2007?	72.4%	27.6%	0.0%

Online survey conducted for the WRA by C3 Statistical Solutions. A sample of 122 top Wisconsin REALTORS® based on number of sales agents, were contacted during the week of 11/10/08 – 11/14/08, and invited to complete a short seven-item survey. Potential respondents were guaranteed anonymity. Of the 122 invited REALTORS®, 29 completed the survey, yielding an overall response rate of 23.8 percent.

QUARTERLY ACTIVITY - Q3 2008*							
Region	County	Median Price			Existing Home Sales		
		Q3-2008	Q3-2007	% Change	Q3-2008	Q3-2007	% Change
Southeast	Kenosha	\$166,700	\$171,700	-2.9%	466	597	-21.9%
Southeast	Milwaukee	\$155,000	\$165,700	-6.5%	2274	2391	-4.9%
Southeast	Ozaukee	\$242,500	\$255,900	-5.2%	285	315	-9.5%
Southeast	Racine	\$154,500	\$165,500	-6.6%	484	597	-18.9%
Southeast	Sheboygan	\$136,500	\$145,500	-6.2%	286	354	-19.2%
Southeast	Walworth	\$176,900	\$200,000	-11.6%	299	416	-28.1%
Southeast	Washington**	\$202,200	\$208,700	-3.1%	392	482	-18.7%
Southeast	Waukesha	\$242,300	\$259,400	-6.6%	1133	1380	-17.9%
Southeast	Metro Milwaukee	\$186,700	\$198,000	-5.7%	4084	4568	-10.6%
Southeast	Regional Total	\$180,000	\$190,000	-5.3%	5619	6532	-14.0%
South Central	Columbia	\$160,000	\$171,400	-6.7%	132	197	-33.0%
South Central	Crawford	\$150,000	\$220,000	-31.8%	16	22	-27.3%
South Central	Dane	\$219,000	\$225,000	-2.7%	1631	1900	-14.2%
South Central	Dodge	\$129,100	\$135,700	-4.9%	114	160	-28.8%
South Central	Grant	\$107,500	\$116,700	-7.9%	80	75	6.7%
South Central	Green	\$136,200	\$137,500	-0.9%	89	110	-19.1%
South Central	Iowa	\$141,600	\$164,400	-13.9%	44	69	-36.2%
South Central	Jefferson	\$162,900	\$172,900	-5.8%	154	225	-31.6%
South Central	Lafayette	\$95,000	\$92,500	2.7%	28	27	3.7%
South Central	Richland	\$122,200	\$113,800	7.4%	29	41	-29.3%
South Central	Rock	\$123,100	\$128,600	-4.3%	457	592	-22.8%
South Central	Sauk	\$149,200	\$164,000	-9.0%	161	219	-26.5%
South Central	Regional Total	\$182,000	\$184,000	-1.1%	2935	3637	-19.3%
West	Buffalo/Pepin/Trempleau	\$120,800	\$113,300	6.6%	51	53	-3.8%
West	Chippewa	\$125,700	\$138,700	-9.4%	150	194	-22.7%
West	Dunn	\$144,000	\$153,800	-6.4%	71	112	-36.6%
West	Eau Claire	\$141,200	\$136,200	3.7%	301	320	-5.9%
West	LaCrosse	\$145,700	\$141,400	3.0%	307	330	-7.0%
West	Pierce	\$173,300	\$183,600	-5.6%	89	85	4.7%
West	St. Croix	\$172,900	\$193,300	-10.6%	265	308	-14.0%
West	Regional Total	\$148,600	\$152,300	-2.4%	1234	1402	-12.0%
Northeast	Brown	\$151,700	\$150,800	0.6%	689	702	-1.9%
Northeast	Calumet	\$162,000	\$166,000	-2.4%	109	104	4.8%
Northeast	Door	\$254,500	\$227,300	12.0%	125	141	-11.3%
Northeast	Fond du Lac	\$125,700	\$126,000	-0.2%	203	217	-6.5%
Northeast	Green Lake	\$128,000	\$137,100	-6.6%	88	105	-16.2%
Northeast	Kewaunee	\$90,000	\$110,000	-18.2%	30	19	57.9%
Northeast	Manitowoc	\$96,200	\$109,300	-12.0%	161	233	-30.9%
Northeast	Marinette	\$72,900	\$84,300	-13.5%	109	127	-14.2%
Northeast	Menominee	NA	NA	NA	7	5	40.0%
Northeast	Oconto	\$137,100	\$114,300	19.9%	79	115	-31.3%
Northeast	Outagamie	\$136,000	\$147,700	-7.9%	430	527	-18.4%
Northeast	Shawano	\$100,000	\$100,000	0.0%	90	84	7.1%
Northeast	Waupaca	\$115,400	\$129,100	-10.6%	116	156	-25.6%
Northeast	Winnebago	\$128,600	\$127,700	0.7%	423	486	-13.0%
Northeast	Regional Total	\$135,000	\$138,300	-2.4%	2659	3021	-12.0%

QUARTERLY ACTIVITY - Q3 2008*								
Region	County	Median Price			Existing Home Sales			
		Q3-2008	Q3-2007	% Change	Q3-2008	Q3-2007	% Change	
Central	Adams	NA	\$100,000	NA	6	12	-50.0%	
Central	Clark	\$80,000	\$81,700	-2.1%	24	42	-42.9%	
Central	Marathon	\$138,600	\$138,600	0.0%	356	419	-15.0%	
Central	Portage	\$135,000	\$137,500	-1.8%	164	211	-22.3%	
Central	Waushara	\$84,000	\$110,700	-24.1%	63	90	-30.0%	
Central	Wood	\$94,300	\$108,000	-12.7%	180	217	-17.1%	
Central	Regional Total	\$124,600	\$129,200	-3.6%	793	991	-20.0%	
North	Ashland/Bayfield	\$165,500	\$132,700	24.7%	36	68	-47.1%	
North	Barron	\$109,200	\$135,700	-19.5%	131	163	-19.6%	
North	Burnett	\$160,000	\$192,000	-16.7%	52	60	-13.3%	
North	Douglas	\$165,700	\$155,600	6.5%	33	23	43.5%	
North	Florence	NA	NA	NA	3	2	50.0%	
North	Forest	\$66,700	\$68,200	-2.2%	24	29	-17.2%	
North	Iron	\$65,000	\$124,000	-47.6%	39	31	25.8%	
North	Langlade	\$70,000	\$72,000	-2.8%	66	82	-19.5%	
North	Lincoln	\$90,000	\$88,000	2.3%	52	74	-29.7%	
North	Oneida	\$120,000	\$112,000	7.1%	208	341	-39.0%	
North	Polk	\$130,800	\$150,000	-12.8%	118	140	-15.7%	
North	Price	\$70,000	\$74,000	-5.4%	50	94	-46.8%	
North	Rusk	\$89,000	\$110,000	-19.1%	37	45	-17.8%	
North	Sawyer	\$170,000	\$180,000	-5.6%	76	101	-24.8%	
North	Taylor	\$85,000	\$120,000	-29.2%	27	14	92.9%	
North	Washburn	\$162,200	\$173,300	-6.4%	77	72	6.9%	
North	Vilas	\$113,300	\$175,000	-35.3%	134	253	-47.0%	
North	Regional Total	\$115,000	\$131,400	-12.5%	1163	1592	-26.9%	
<p>* Data on sales volume and median price are derived using data reported to the Wisconsin REALTORS Association by various Multiple Listing Services in the different regions. Sales data include single-family, condo/co-op and duplex properties. They do not include properties sold by private owners that would not appear in the MLS. Median price calculations are not made if there are fewer than 10 sales in the county.</p>								
<p>** Q3 2007 data for Washington County were revised after uncovering a data entry error in the Q3 2007 report.</p>								