

SUPPORTING DATA TABLES AND TALKING POINTS

Sales Data – Key Points:

- Home sales nationally were up 5.9 percent in the third quarter of 2009 compared to that same quarter in 2008. In fact, all regions of the nation enjoyed growth in sales, suggesting that the signs of housing recovery were widespread over the period. Existing home sales rose 6.9 percent in the Northeast; they were up 5.9 percent in the South; they rose 5.2 percent in the Midwest; and they increased 4.6 percent in the West. While still up, sales in the West cooled for the second straight quarter after the torrid pace established in the first quarter as a consequence of very active foreclosure markets in that region.
- Wisconsin's existing home sales rose 5.8 percent in the third quarter of 2009 as compared to that same quarter in 2008. This is the first quarter since the recession began in December 2007 that Wisconsin existing home sales actually increased. Within the Midwest, most other states also experienced growth and Wisconsin was roughly in the middle of the pack. Two states saw their home sales in Q3 2009 versus Q3 2008 grow by double digits. Ohio grew at an annual pace of 11.7 percent in the third quarter, and Michigan was up 11 percent due in part to high rates of foreclosure sales in that state. Solid growth was found in Iowa at 7.7 percent, and it was more modest in Illinois, which grew 1.7 percent over the period. Minnesota home sales fell 4.7 percent, and they dropped by 10.7 percent in Indiana.
- Existing home sales volume was up in four of the six regions in Wisconsin. The strongest growth was seen in the South Central region, where home sales were up 12.5 percent in Q3 2009 compared to Q3 2008. The West region grew 9.5 percent over the period followed by the Central region, which was up 8.8 percent and the Southeast region, which increased 4.9 percent. The Northeast region was essentially flat, falling just 0.7 percent, and existing home sales dropped 6.5 percent in the North region.

Median Price Data – Key Points:

- Median prices of single-family homes fell 11.2 percent nationally in Q3 2009 as compared to Q3 2008, and they were down in all broad regions of the country. The largest drop in median prices was seen in the West region where they fell 16.4 percent. The high level of foreclosure activity in Arizona, California, and Nevada was one reason for this substantial reduction in median prices. The Northeast region dropped 9.4 percent over the period followed by the South, which fell 7.9 percent. Finally, median prices fell 5.5 percent in the Midwest region. As always, it is important to remember that median prices can change substantially when the mix of homes that sold shifts from larger, more expensive homes to smaller starter homes.
- The Wisconsin state median price in the third quarter of 2009 was \$148,000, which was 6.3 percent lower than the Q3 2008 median price. This median price reduction was more modest than was seen in each of the first two quarters of the year when median prices fell at a pace of almost 10 percent.
- While median prices rose 1.8 percent in the North region of the state between the third quarter of 2008 and the third quarter of 2009, the remaining regions experienced median price reductions ranging from 5.2 percent to 8.7 percent. Median prices fell 5.2 percent in the West, and they declined 5.3 percent in the Northeast region. The median price drop was 6.6 percent in the South Central region and they fell 6.9 percent in the Central region of the state. Finally, the median price dropped 8.7 percent in the Southeast region of Wisconsin. As a reminder, caution should be exercised when evaluating these data because there has been a shift in the mix of homes sold as well as price discounting by motivated sellers. This is especially important for small geographic areas like sub-state regions and counties.

QUARTERLY ACTIVITY - Q3 2009*

Region	County	Median Price			Existing Home Sales		
		Q3-2009	Q3-2008	% Change	Q3-2009	Q3-2008	% Change
Southeast	Kenosha	\$144,000	\$166,700	-13.6%	449	466	-3.6%
Southeast	Milwaukee	\$140,000	\$155,000	-9.7%	2488	2274	9.4%
Southeast	Ozaukee	\$222,500	\$242,500	-8.2%	270	285	-5.3%
Southeast	Racine	\$142,000	\$154,500	-8.1%	503	484	3.9%
Southeast	Sheboygan	\$127,100	\$136,500	-6.9%	301	286	5.2%
Southeast	Walworth	\$173,300	\$176,900	-2.0%	278	299	-7.0%
Southeast	Washington	\$176,400	\$202,200	-12.8%	417	392	6.4%
Southeast	Waukesha	\$234,800	\$242,300	-3.1%	1188	1133	4.9%
Southeast	Metro Milwaukee	\$172,000	\$186,700	-7.9%	4363	4084	6.8%
Southeast	Regional Total	\$164,400	\$180,000	-8.7%	5894	5619	4.9%
South Central	Columbia	\$146,200	\$160,000	-8.6%	140	132	6.1%
South Central	Crawford	\$125,000	\$150,000	-16.7%	17	16	6.3%
South Central	Dane	\$206,500	\$219,000	-5.7%	1834	1631	12.4%
South Central	Dodge	\$115,700	\$129,100	-10.4%	158	114	38.6%
South Central	Grant	\$105,700	\$107,500	-1.7%	84	80	5.0%
South Central	Green	\$128,600	\$136,200	-5.6%	108	89	21.3%
South Central	Iowa	\$123,300	\$141,600	-12.9%	65	44	47.7%
South Central	Jefferson	\$157,500	\$162,900	-3.3%	176	154	14.3%
South Central	Lafayette	\$126,000	\$95,000	32.6%	30	28	7.1%
South Central	Richland	\$85,000	\$122,200	-30.4%	33	29	13.8%
South Central	Rock	\$115,400	\$123,100	-6.3%	485	457	6.1%
South Central	Sauk	\$140,000	\$149,200	-6.2%	173	161	7.5%
South Central	Regional Total	\$170,000	\$182,000	-6.6%	3303	2935	12.5%
West	Buffalo/Pepin/Trempeleau	\$92,900	\$120,800	-23.1%	40	51	-21.6%
West	Chippewa	\$121,700	\$125,700	-3.2%	160	150	6.7%
West	Dunn	\$130,900	\$144,000	-9.1%	100	71	40.8%
West	Eau Claire	\$133,300	\$141,200	-5.6%	334	301	11.0%
West	LaCrosse	\$141,700	\$145,700	-2.7%	327	307	6.5%
West	Monroe	\$108,300	\$110,000	-1.5%	67	60	11.7%
West	Pierce	\$150,700	\$173,300	-13.0%	109	89	22.5%
West	St. Croix	\$169,200	\$172,900	-2.1%	290	265	9.4%
West	Vernon	\$100,000	\$90,000	11.1%	14	22	-36.4%
West	Jackson	NA	NA	NA	2	2	0.0%
West	Regional Total	\$138,600	\$146,200	-5.2%	1443	1318	9.5%

* Home sales include Single-Family, Duplex and Condo/Coop properties sold through the Multiple Listing Services. Median prices are only computed when there are at least 10 homes sales in the county for the quarter. All data are subject to revision if more complete information becomes available.

QUARTERLY ACTIVITY - Q3 2009*

Region	County	Median Price			Existing Home Sales		
		Q3-2009	Q3-2008	% Change	Q3-2009	Q3-2008	% Change
Northeast	Brown	\$135,000	\$150,000	-10.0%	784	765	2.5%
Northeast	Calumet	\$147,100	\$156,700	-6.1%	120	124	-3.2%
Northeast	Door	\$196,000	\$250,000	-21.6%	115	125	-8.0%
Northeast	Fond du Lac	\$121,700	\$124,600	-2.3%	205	209	-1.9%
Northeast	Green Lake	\$108,600	\$128,000	-15.2%	85	88	-3.4%
Northeast	Kewaunee	\$87,100	\$83,800	3.9%	31	31	0.0%
Northeast	Manitowoc	\$103,700	\$96,200	7.8%	190	161	18.0%
Northeast	Marinette	\$76,200	\$72,000	5.8%	78	146	-46.6%
Northeast	Menominee	NA	NA	NA	5	7	-28.6%
Northeast	Oconto	\$104,000	\$134,300	-22.6%	112	86	30.2%
Northeast	Outagamie	\$131,400	\$136,000	-3.4%	472	497	-5.0%
Northeast	Shawano	\$113,300	\$100,000	13.3%	72	92	-21.7%
Northeast	Waupaca	\$91,000	\$113,800	-20.0%	110	119	-7.6%
Northeast	Winnebago	\$121,700	\$125,700	-3.2%	515	463	11.2%
Northeast	Regional Total	\$126,200	\$133,300	-5.3%	2894	2913	-0.7%
Central	Adams	\$108,300	\$102,900	5.2%	106	55	92.7%
Central	Clark	\$67,800	\$80,000	-15.3%	28	24	16.7%
Central	Juneau	\$76,000	\$85,000	-10.6%	70	58	20.7%
Central	Marathon	\$126,200	\$138,600	-8.9%	331	356	-7.0%
Central	Marquette	\$126,200	\$122,000	3.4%	39	37	5.4%
Central	Portage	\$131,400	\$135,000	-2.7%	168	164	2.4%
Central	Waushara	\$97,500	\$85,000	14.7%	76	66	15.2%
Central	Wood	\$89,100	\$94,300	-5.5%	205	180	13.9%
Central	Regional Total	\$113,300	\$121,700	-6.9%	1023	940	8.8%
North	Ashland	\$85,000	\$97,300	-12.6%	30	38	-21.1%
North	Barron	\$105,700	\$109,200	-3.2%	144	131	9.9%
North	Bayfield	\$112,500	\$160,000	-29.7%	40	36	11.1%
North	Burnett	\$147,700	\$160,000	-7.7%	65	52	25.0%
North	Douglas	\$105,000	\$114,500	-8.3%	101	121	-16.5%
North	Florence	NA	NA	NA	7	3	133.3%
North	Forest	\$85,000	\$66,700	27.4%	16	24	-33.3%
North	Iron	\$55,000	\$65,000	-15.4%	27	39	-30.8%
North	Langlade	\$87,100	\$70,000	24.4%	57	66	-13.6%
North	Lincoln	\$96,700	\$90,000	7.4%	59	52	13.5%
North	Oneida	\$129,100	\$120,000	7.6%	166	208	-20.2%
North	Polk	\$117,300	\$130,800	-10.3%	143	118	21.2%
North	Price	\$86,000	\$70,000	22.9%	41	50	-18.0%
North	Rusk	\$80,000	\$89,000	-10.1%	28	37	-24.3%
North	Sawyer	\$145,500	\$170,000	-14.4%	55	76	-27.6%
North	Taylor	\$110,000	\$85,000	29.4%	30	27	11.1%
North	Washburn	\$143,300	\$162,200	-11.7%	58	77	-24.7%
North	Vilas	\$133,300	\$113,300	17.7%	138	134	3.0%
North	Regional Total	\$114,500	\$112,500	1.8%	1205	1289	-6.5%