

REAL ESTATE MARKET MATTERS



So is this a good time to purchase? YOU BET!

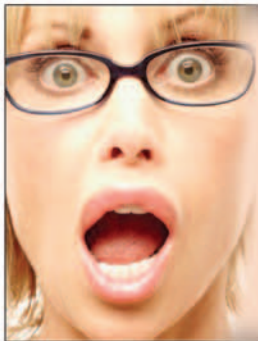
FOR EVERYONE:...

- Homeownership Still Beats Renting
Homeowners benefit from the power of leverage. In fact, over 10 years a \$10,000 investment in the stock market at a normal 10% market rate of return would yield \$23,600. That same investment as a down payment on a \$200,000 home at a normal appreciation rate of 5% would return nearly five times the average stock market return, at \$110,300. Source: July 2008 National Association of Realtors (NAR)
- 60% of an average homeowner's wealth comes from a home's equity

FOR ROCK COUNTY RESIDENTS:

In this month's issue of *Money Magazine*, the editors ranked Rock County's Janesville 16th in the nation for affordable homes with a median home price of \$124,700.

AND FOR ALL FIRST-TIME HOMEBUYERS ...



ASK US HOW
First time home
buyers can
receive up to
\$7500
in tax credits

**COLDWELL
BANKER**

SUCCESS

REAL ESTATE
Your Way!
Online. On Demand.
In Your Hands. **SOLD!**

Serving Southern Wisconsin
from these convenient locations:

FITCHBURG 608.276.3161 EVANSVILLE 608.882.5216

STOUGHTON 608.873.7731 MIDDLETON 608.756.4196

SUN PRAIRIE 608.837.4545

VERONA 608.848.7500 RELOCATION 800.747.9962

JANESVILLE 608.756.4196 CONCIERGE 608.276.3161

cbSuccessRealty.com

COMPARISON OF SOLD AND ACTIVE RESIDENTIAL LISTINGS

DANE COUNTY

	2008 January - June	2007 January - June	2006 January - June
# of New Listings	7,493	8,076	8,575
# Sales	*2,757	3,662	3,827
Average Sale Price	\$245,869	\$245,673	\$245,413
Median Sale Price	\$212,000	\$213,950	\$212,000
Total # Active Listings Residential/Condo	5,162	5,458	5,152

ROCK COUNTY

	2008 January - June	2007 January - June	2006 January - June
# of New Listings	2,207	2,400	2,479
# Sales	*848	1,217	1,274
Average Sale Price	\$128,900	\$139,255	\$134,381
Median Sale Price	\$122,800	\$129,900	\$125,325
Total # Active Listings Residential/Condo	1,635	1,485	1,215

ENTIRE SOUTH CENTRAL WISCONSIN MLS

	2008 January - June	2007 January - June	2006 January - June
# of New Listings	16,440	16,623	17,616
# Sales	*5,601	7,544	7,901
Average Sale Price	\$196,875	\$198,965	\$198,043
Median Sale Price	\$171,750	\$175,500	\$175,000
Total # Active Listings Residential/Condo	13,173	12,106	10,637

*Sales reported as of July 30, 2008.

NOTE: This representation is based in whole or part on data supplied to the South Central Wisconsin MLS Corporation by its Participants. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market. Median sales price means the middle price. Half of sales prices are above the median price and the other half are below. The geographical boundary for the South Central Wisconsin MLS has grown over time. Therefore, year-to-year statistical comparisons of the whole South Central Wisconsin MLS do not include the same geographic area. Please take this into consideration when comparing listing and sales figures from year to year.