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## September Home Sales Report

Home sales in Dane County are up 23% for September, marking the third month in a row of increased sales compared to 2010. For the entire SCWMLS, September sales are 19% ahead of the previous year. This continues to support the industry prediction that the second half of 2011 would see a marked improvement compared to last year.

The year-to-date sales gap between 2011 and 2010 has narrowed again. The SCWMLS trailed 2010 by 20.6% at the end of June. Now, at the end of the third quarter, the difference is only 7.4%. Similarly, the gap in Dane County has been cut from 25.6% to 10.8%. Nothing has changed expectations that this trend will remain for the balance of the year.

The median sale price for Dane County, representing the midpoint of all closed sales ranked from lowest to highest price, stayed virtually identical in 2011 compared to 2010 - \$206,000 (2011) vs. \$205,241 (2010). For the entire SCWMLS, the median sale price trails 2010 by 3.8%.

Total active listings in Dane County and the SCWMLS continue the year-to-year downward trend. Likewise, new listings are down in both Dane County and the SCWMLS for the month and year-to-date.

In breaking down the Dane County numbers, single family home sales and condominium sales are each up over 20% for the month. The largest drop in total active listings is in condominiums – down 12% from 2010.

The most popular price range for active listings in the SCWMLS once again is between \$100,000 and \$300,000 (60.2%), with the largest segment in the \$100,000 - \$200,000 range (38.6%). From all sales of single family homes reported for the month, 38.1% were between \$100,000 and \$200,000 and 18.1% between \$200,000 and \$300,000. For condominiums, 48% of the active listings and sales are priced from \$100,000 to \$200,000.

The increased activity for the past three months is encouraging as we enter into the fourth quarter of 2011. Interest rates remain at record lows, affording buyers with a historic low cost of ownership. However, demand still appears to be suppressed by federal regulations making qualification for a mortgage loan more difficult. At the same time, confusion as to the availability and qualifying criteria for home loans also appears to be holding potential purchasers back (No, 20% down payment is not required). In spite of the challenges yet facing our markets, we firmly believe the fourth quarter will be far better than 2010, leading us into 2012.

## South Central Wisconsin MLS Sold & Active Residential Listings (Including Condos)

SEPTEMBER & Year-to-date Statistics 2011

\* Sales reported as of October 12, 2011

	September			January - September		
COLUMBIA COUNTY	2011	2010	2009	2011	2010	2009
# New Listings	91	110	115	1046	1,161	1,223
# Sales	*51	48	50	*380	381	383
Average Sale Price	139,994	173,053	163,533	141,528	165,189	158,909
Median Sale Price	128,000	161,750	150,500	130,000	145,000	145,000
Total # Active Residential Listings at end of Period	803	825	821	803	825	821
DANE COUNTY	2011	2010	2009	2011	2010	2009
# New Listings	705	779	881	7,644	8,845	8,844
# Sales	*364	296	465	*3,704	4,154	4,270
Average Sale Price	233,946	245,368	222,122	239,925	233,240	228,580
Median Sale Price	199,250	222,225	195,000	206,000	205,241	205,000
Total # Active Residential Listings at end of Period	4,354	4,688	4,594	4,354	4,688	4,594

**More MLS statistics are available at [www.scwmls.com](http://www.scwmls.com).**

**NOTE -** This representation is based in whole or in 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.

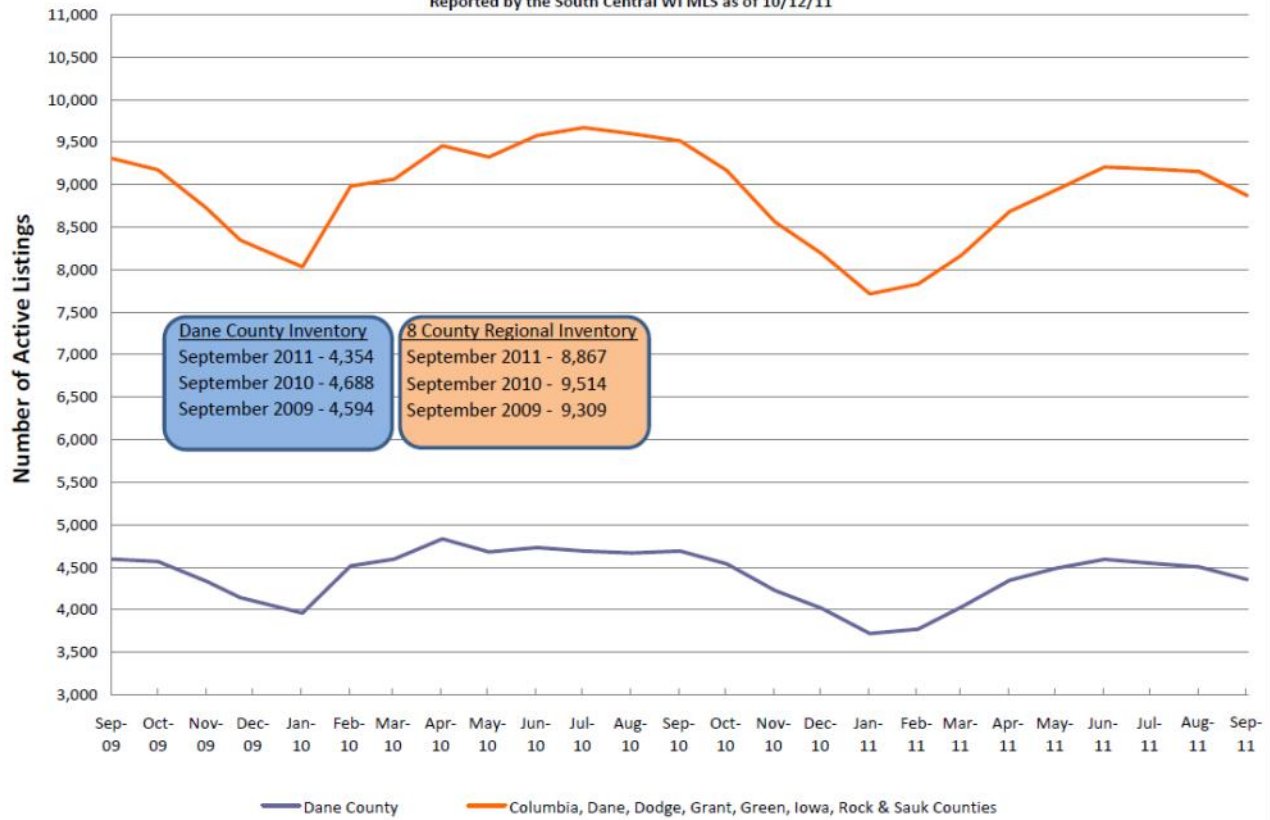
CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	154	1
30,000 - 39,999	135	9
40,000 - 49,999	189	19
50,000 - 59,999	244	43
60,000 - 69,999	326	59
70,000 - 79,999	343	67
80,000 - 89,999	375	111
90,000 - 99,999	398	125
100,000 - 119,999	666	216
120,000 - 139,999	864	233
140,000 - 159,999	828	199
160,000 - 179,999	805	196
180,000 - 199,999	770	160
200,000 - 249,999	1,309	194
250,000 - 299,999	890	160
300,000 - 399,999	879	155
400,000 - 499,999	377	69
500,000 - 749,999	381	57
750,000 - 999,999	158	17
over 1,000,000	101	6
Total Types	10,192	2,096
Average price	229,539	198,356

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4 + Bedroom	Condo/ Co-Op
less than 30,000	19	22	10	1
30,000 - 39,999	14	12	6	0
40,000 - 49,999	8	15	3	3
50,000 - 59,999	14	19	4	5
60,000 - 69,999	9	16	4	5
70,000 - 79,999	11	19	4	5
80,000 - 89,999	15	17	6	4
90,000 - 99,999	9	11	3	3
100,000 - 119,999	9	33	6	15
120,000 - 139,999	9	46	14	11
140,000 - 159,999	6	50	10	7
160,000 - 179,999	9	48	15	10
180,000 - 199,999	2	36	17	7
200,000 - 249,999	2	56	37	10
250,000 - 299,999	4	26	22	5
300,000 - 399,999	2	18	34	7
400,000 - 499,999	1	3	10	4
500,000 - 749,999	1	4	8	1
750,000 - 999,999	0	1	2	1
over 1,000,000	0	0	1	0
Total Types	144	452	217	105
AVERAGE PRICE	95,504	154,543	235,184	184,221

\*Sales for the month & current active listings are reported as of 10/12/11. The Current Active Listings Chart includes all listings available for showings, including those with offers to purchase. This representation is based in whole or in 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.

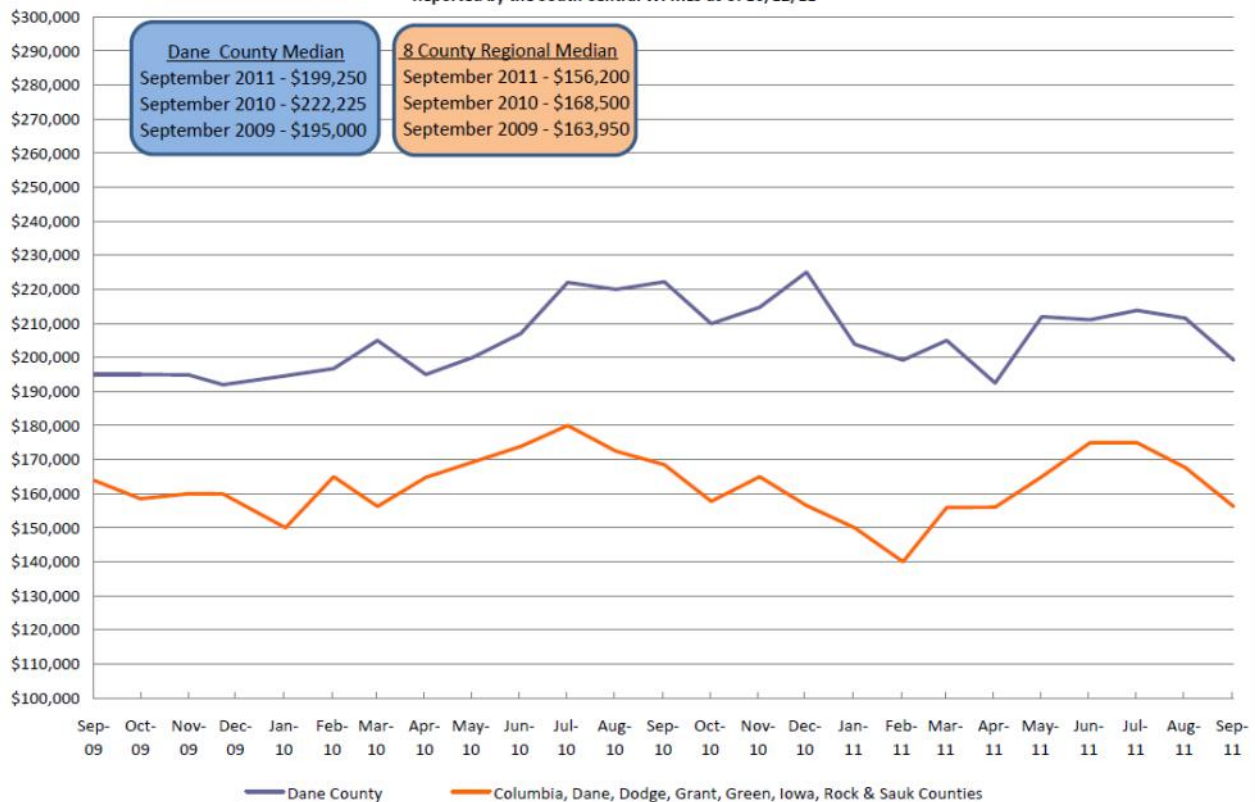
### Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 10/12/11



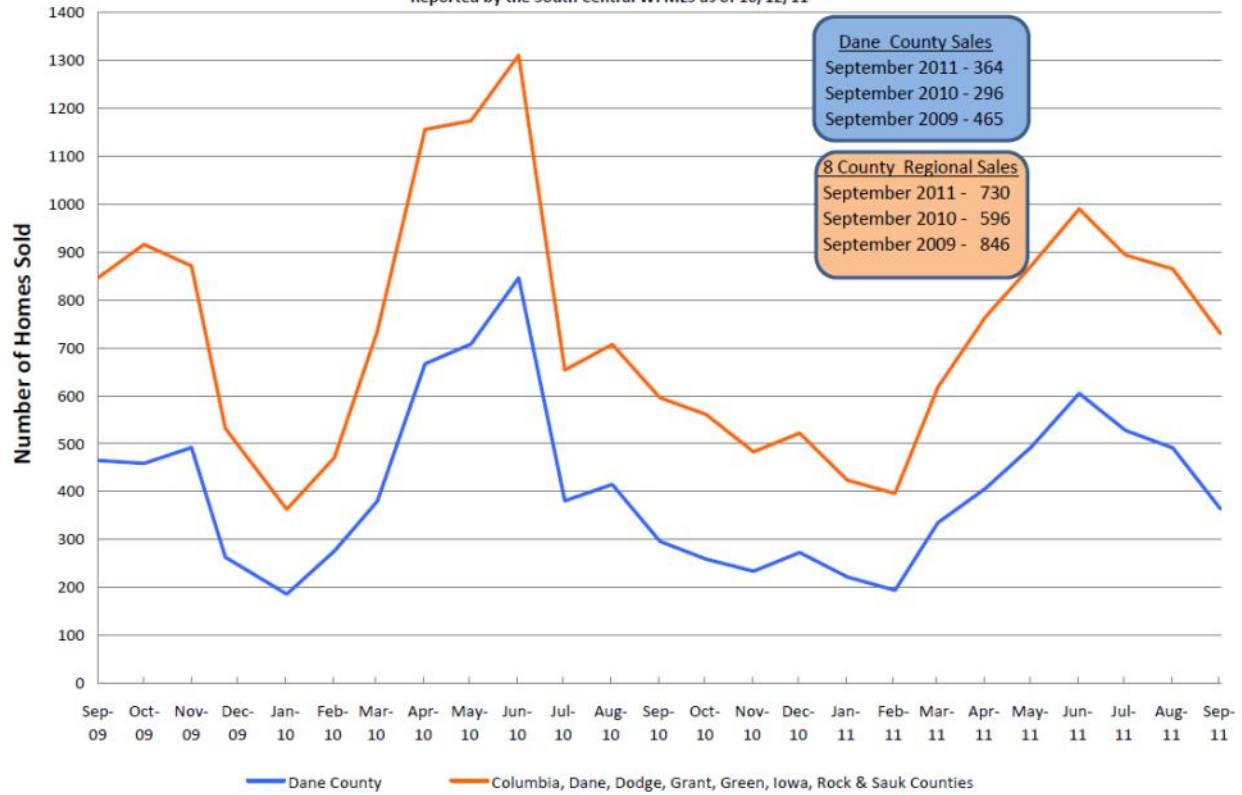
### Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 10/12/11



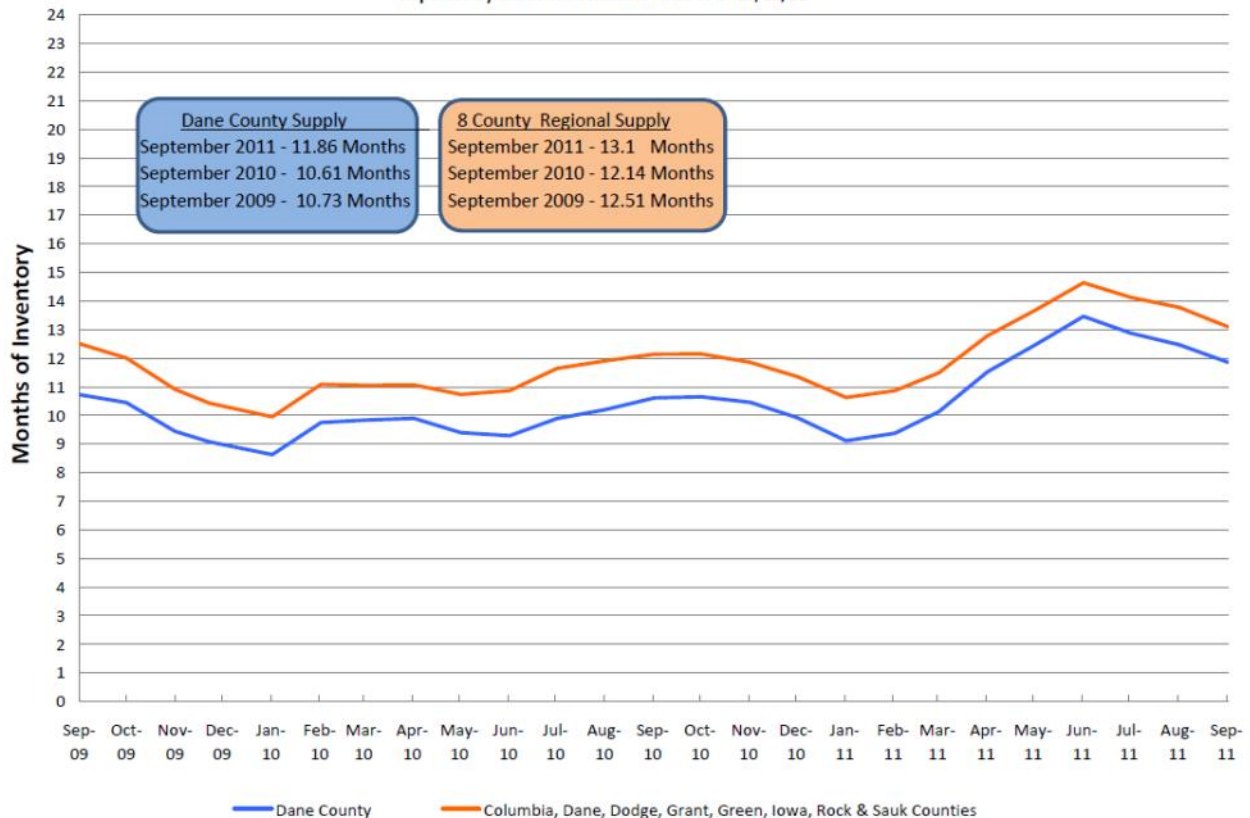
### Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 10/12/11



### Months Supply of Inventory for Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 10/12/11



Months Supply = current inventory divided by the average sales for the most current 12 months