



RANWW

Realtors® Association of
Northwestern Wisconsin

*****News Release*****

Northwestern Wisconsin Housing Market Continues Strong Spring Momentum in April

Eau Claire, Wisconsin April 2026 – The REALTORS® Association of Northwestern Wisconsin (RANWW) reports continued strength in the northwestern Wisconsin housing market as spring activity accelerated in April 2026. Across Wisconsin, existing home sales increased 7.4% compared to April 2025, while the statewide median home price rose 6.3% to \$340,000.

Northwestern Wisconsin and surrounding western markets continued to show solid activity and price appreciation. In the West region of Wisconsin, home sales rose 8.4% year-over-year in April, while the median home price climbed 7.9% to \$321,500. Year-to-date sales in the West region are also up 4.5% compared to the same period in 2025, with the median price increasing 8.6% to \$315,000.

Several northwestern Wisconsin counties posted especially strong gains in April. Chippewa County saw median prices rise 37.1%, Dunn County increased 21%, and St. Croix County climbed 16.4% year-over-year.

Inventory conditions remain competitive throughout the state, with Wisconsin sitting at just 3.7 months of supply, well below the six-month benchmark considered a balanced market. Even with inventory challenges, buyer demand has remained resilient as mortgage rates improved slightly compared to last year.

“Northwestern Wisconsin continues to be a desirable place to live, work, and invest,” said RANWW President Robert Ritsch. “We’re seeing strong buyer demand throughout our region, and homes that are priced appropriately are continuing to attract attention. While inventory remains tight, this market creates excellent opportunities for sellers and demonstrates the long-term strength and stability of real estate in our communities.”

Statewide, new listings increased 5.6% in April compared to last year, helping provide more opportunities for buyers entering the market during the busy spring and summer season.

The REALTORS® Association of Northwestern Wisconsin continues to encourage both buyers and sellers to work with a local REALTOR® to navigate changing market conditions and make informed real estate decisions.

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:

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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