



\*\*\*\*\*News Release\*\*\*\*\*

## Northwestern Wisconsin Housing Market Shows Steady Strength in August

**Eau Claire, Wisconsin August 2025** – The REALTORS® Association of Northwestern Wisconsin (RANWW) is pleased to announce that the latest report from the Wisconsin REALTORS® Association (WRA) shows continued strength in the Northwestern Wisconsin housing market, with both sales and prices remaining resilient through August. Across the 18-county North region, sales rose **10.9% compared to last August**, while the median home price edged up to **\$301,000**—nearly unchanged from last year, reflecting a healthy balance between affordability and value.

Year-to-date, Northwestern Wisconsin has seen steady gains, with the median price climbing **7.5%** to **\$284,900** and sales increasing **4.9%** compared to the first eight months of 2024.

“Buyers are finding more opportunities, and sellers continue to see strong demand for well-priced homes,” said **Shannyn Pinkert, President of the REALTORS® Association of Northwestern Wisconsin (RANWW)**. *“What’s encouraging is that our region is showing both stability and growth. Families, first-time buyers, and retirees are all finding Northwestern Wisconsin to be a place where their housing dreams can take shape.”*

### Key Highlights for Northwestern Wisconsin (North Region):

- **Sales Growth:** August home sales rose **10.9%** over last year (823 homes sold vs. 742 in 2024).
- **Median Price Stability:** August’s median home price of **\$301,000** was steady compared to 2024, showing balance between buyers and sellers.
- **Year-to-Date Gains:** Median prices up **7.5%** and sales up **4.9%** through the first eight months of 2025.
- **Market Opportunities:** Inventory in the North region rose to **5.9 months of supply**, giving buyers more choices while keeping conditions favorable for sellers.

- **Community Appeal:** Northwestern Wisconsin continues to attract both local buyers and those relocating for quality of life, recreation, and value.

The statewide report also noted that Wisconsin's overall housing market saw a **1.8% increase in sales** and a **5.3% rise in median prices** year-over-year. However, Northwestern Wisconsin outpaced the state average in both sales growth and year-to-date price appreciation, making it one of the strongest markets in Wisconsin.

"With improving inventory and a steady flow of buyers, Northwestern Wisconsin is positioned for a healthy close to the year," Pinkert added.

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:

Media Contact:

Brenda Barnhardt

Kristyn Kersten

(715) 835-0923

(715) 835-0923

[brenda@RANWW.org](mailto:brenda@RANWW.org)

[kristyn@RANWW.org](mailto:kristyn@RANWW.org)

*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](http://www.ranww.org)*