



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

Northwestern Wisconsin Market Gains Momentum as Spring Nears

Home Sales and Prices Climb in February

Eau Claire, Wisconsin February 2025– The Northwestern Wisconsin housing market is kicking off 2025 on a positive note, with February data showing a healthy uptick in both sales and prices. Buyers remain active despite the winter season, and REALTORS® are seeing encouraging signs of a competitive spring market ahead.

In February, home sales across Northwestern Wisconsin rose 16.5% compared to the same month last year, with median home prices increasing by 6.1%. REALTORS® across the region are reporting strong demand, even as inventory remains tight.

“Northwestern Wisconsin is off to a solid start this year,” said Shannyn Pinkert, 2025 President of the REALTORS® Association of Northwestern Wisconsin (RANWW). “We’re seeing motivated buyers, serious sellers, and a lot of confidence heading into spring. With the right preparation, buyers and sellers can find real success this season.”

Key Highlights for Northwestern Wisconsin:

- **Sales Growth:** Home sales rose 16.5% year-over-year in February.
- **Rising Prices:** Median home prices increased by 6.1%, bringing the regional median to \$288,500.
- **Competitive Market:** Inventory remains tight, with just 3 months of supply, keeping the market favorable for sellers.
- **Shorter Days on Market:** The average time on the market fell nearly 10%, signaling strong buyer demand.

While mortgage rates remain higher than a year ago, steady demand and improving market conditions signal growing confidence among REALTORS® and consumers alike.

“REALTORS® are ready to help clients navigate this competitive environment and maximize opportunities,” added Pinkert.

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