



RANWW

Realtors® Association of
Northwestern Wisconsin

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

Lower Mortgage Rates and Growing Inventory Boost Housing Opportunities Across Wisconsin

Eau Claire, Wisconsin – March 2026 – The REALTORS® Association of Northwestern Wisconsin (RANWW) reports continued positive momentum in Wisconsin’s housing market, as improving affordability and steady price growth create new opportunities for both buyers and sellers across the region.

According to the latest Wisconsin REALTORS® Association report, lower mortgage rates combined with modest inventory gains helped boost affordability to its highest level in more than two years. The average 30-year fixed mortgage rate dropped to 6.05% in February, down significantly from 6.84% one year ago, giving buyers increased purchasing power heading into the spring market.

At the same time, home values continue to show healthy appreciation, reflecting strong demand and ongoing confidence in the market. The statewide median home price rose 3.7% year-over-year to \$315,000.

While sales activity dipped slightly compared to last year, the overall market remains competitive, with inventory levels still well below what is considered a balanced market.

“Even with slight shifts in sales activity, we’re seeing encouraging signs across the board,” said RANWW President Robert Ritsch. “Lower mortgage rates are helping bring buyers back into the market, and we’re starting to see more listings become available. For both buyers and sellers, this creates a more balanced and opportunity-rich environment as we head into the busy spring season.”

Key Highlights from the February Report:

- **Affordability improved** to its highest level in over two years, driven largely by lower mortgage rates
- **Median home price increased 3.7%** to \$315,000, reflecting continued demand
- **New listings rose 4.6%**, helping to modestly expand housing inventory

- **Total listings increased 1.2%**, marking a return to positive inventory growth
- **Months of supply remained low at 3.1 months**, indicating a continued seller's market
- **Homes are taking slightly longer to sell**, with average days on market increasing to 89 days

Despite inventory improvements, supply remains tight, continuing to support home values and providing strong positioning for sellers. At the same time, easing mortgage rates are opening the door for more buyers to re-enter the market, creating a healthier overall balance.

“As conditions continue to stabilize, we’re optimistic about what this means for our local markets,” Ritsch added. “REALTORS® are uniquely positioned to help clients navigate these changing dynamics and make informed 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