



RANWW

Realtors® Association of
Northwestern Wisconsin

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

RANWW Region Sees Price Growth and Increased Listings

Eau Claire, Wisconsin January 2025 – Northwestern Wisconsin's housing market is kicking off 2025 with optimism, as rising home values and increased listings signal continued strength in the region. Despite the seasonal slowdown typical of January, the REALTORS® Association of Northwestern Wisconsin (RANWW) reports encouraging trends that position the market for a dynamic spring season.

Market Highlights:

- **Home Values on the Rise:** Median home prices in the RANWW region continue their upward trajectory, reflecting strong demand for housing. Barron County saw an impressive 30.2% increase, while Chippewa County's median price rose 7.3% year-over-year. Eau Claire County also experienced growth, with a 3.2% price increase compared to January 2024.
- **More Homes Hitting the Market:** New listings are up 8.7% statewide, helping to provide buyers with more options. In Northwestern Wisconsin, counties like Dunn, Eau Claire, and St. Croix reported notable inventory improvements.
- **Resilient Sales Activity:** Despite affordability challenges, the RANWW region is seeing steady demand, with counties like Eau Claire reporting a 27.6% increase in home sales compared to last January.

"The early-year trends in Northwestern Wisconsin are encouraging, as price appreciation signals a strong market while increased listings provide fresh opportunities for buyers," said Shannyn Pinkert, RANWW President. "With interest rates expected to stabilize, we anticipate even more movement as we head into the spring and summer months."

While mortgage rates remain above 6%, the steady flow of new listings and rising home values indicate a healthy and competitive market. REALTORS® across the region remain committed to helping buyers and sellers navigate this evolving landscape with expert guidance and local market knowledge.

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