



# RANWW

Realtors® Association of  
Northwestern Wisconsin

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

## **Wisconsin Housing Market Shows Resilience to Start 2026 Northwestern Wisconsin Positioned for Continued Opportunity**

***Eau Claire, Wisconsin January 2026*** – The REALTORS® Association of Northwestern Wisconsin (RANWW) reports that the latest January 2026 Wisconsin Real Estate Report released by the Wisconsin REALTORS® Association (WRA) reflects a housing market that continues to demonstrate resilience despite ongoing inventory challenges and affordability pressures statewide.

In Northwestern Wisconsin, REALTORS® are seeing steady buyer interest, competitive listings, and signs of a market that is stabilizing after several years of rapid shifts.

While statewide inventory remains tight, the Northwestern region continues to present meaningful opportunities for both buyers and sellers. Strong demand, steady pricing, and continued activity reflect consumer confidence and the long-term appeal of communities across the region.

### **Key Highlights for January 2026:**

- **Ongoing Buyer Demand:** Buyers remain active despite typical winter seasonality.
- **Home Values Holding Strong:** Median home prices remain stable, supporting seller equity.
- **Inventory Showing Signs of Improvement:** While still below balanced-market levels, available listings have improved compared to recent years.
- **Northwestern Wisconsin Remains Competitive:** Well-priced homes continue to attract serious and motivated buyers.

“The Northwestern Wisconsin housing market continues to show strength and stability,” said Robert Ritsch, President of the REALTORS® Association of Northwestern Wisconsin (RANWW). “Even in the face of limited inventory and affordability pressures, our local REALTORS® are helping buyers and sellers navigate the market with confidence. The

demand for homeownership in our region remains strong, and we're encouraged by signs of improving inventory as we head further into 2026."

RANWW emphasizes that housing remains a cornerstone of strong local communities and a key driver of economic activity throughout Northwestern Wisconsin. As market conditions continue to evolve, REALTORS® continue to provide trusted guidance, ethical representation, and deep local expertise.

For consumers considering entering the market in 2026, working with a REALTOR® ensures access to current market insights and skilled negotiation in a competitive environment.

To read the full January 2026 Wisconsin Real Estate Report, visit the Wisconsin REALTORS® Association website.

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