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Realtors® Association of
Northwestern Wisconsin

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

Northwestern Wisconsin Housing Market Strengthens as Inventory Expands

Eau Claire, Wisconsin August 2025 – Home sales and prices across Northwestern Wisconsin showed steady growth in July, with expanded housing inventory helping to balance the market and create more opportunities for buyers. REALTORS® across the region report strong activity, particularly in rural communities where supply has increased and sales are surging.

According to the latest Wisconsin REALTORS® Association report, the **North region saw a 12% increase in home sales compared to July 2024**, with the median price rising 16.7% to \$315,125. Inventory levels climbed to 6.1 months of supply, a notable gain from 5.4 months a year earlier.

In the **West region**, which includes many Northwestern counties, sales remained stable with just a 1.7% dip from July 2024, while the median price rose a healthy 6.2% to \$325,000. Counties like Eau Claire (+10.8% median price), Dunn (+32.4%), and Jackson (+29.7%) posted impressive year-over-year gains.

Key Highlights – Northwestern Wisconsin (July 2025)

- **North Region Strength:** Sales up **12%**, median price up **16.7%**.
- **Rural Market Resilience:** Rural counties reached **nearly 6 months of supply**, the highest availability in the state.
- **West Region Growth:** Median prices climbed **6.2%**, led by strong gains in Eau Claire, Dunn, and Jackson counties.
- **Local Confidence:** Steady appreciation paired with growing inventory is creating more balanced conditions for buyers and sellers.

Leadership Perspective

“These numbers are great news for Northwestern Wisconsin,” said **Shannyn Pinkert, President of the REALTORS® Association of Northwestern Wisconsin**. “We’re seeing

stronger sales, more listings, and sustainable price growth across our region. That balance means buyers have more opportunities while sellers continue to benefit from steady demand. It's an encouraging sign for the months ahead."

Looking Ahead

With inventory on the rise and mortgage rates holding steady, Northwestern Wisconsin is positioned for continued momentum in the housing market. REALTORS® in the region remain optimistic that the second half of 2025 will bring more opportunities for families, first-time buyers, and communities alike.

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