



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

Summer Strength: Northwestern Wisconsin Housing Market Shows Resilience in June

Eau Claire, WI – July 23, 2025 – The REALTORS® Association of Northwestern Wisconsin (RANWW) notes solid market activity, improving inventory, and steady prices across the region. According to the Wisconsin REALTORS® Association’s June 2025 Real Estate Report, statewide housing numbers continue to show signs of stabilization, and Northwestern Wisconsin remains a bright spot with consistent buyer activity, expanding inventory, and strong home values.

Across Wisconsin, closed home sales dipped just 1.4% compared to June 2024, while median home prices rose 6.4% to \$335,000, setting a new monthly record. In Northwestern Wisconsin, local REALTORS® are seeing increased opportunities for buyers and sellers alike, particularly in rural areas and micropolitan communities.

“In our part of the state, we’re seeing motivated buyers, a healthier pace of new listings, and more choices for families looking to make a move,” said Shannyn Pinkert, President of the REALTORS® Association of Northwestern Wisconsin. “While affordability remains a challenge in many places, our region offers a unique balance of value, space, and lifestyle that continues to draw interest.”

Northwestern Wisconsin Highlights – June 2025:

- West region sales increased 2.3% year-over-year – a positive gain in an otherwise flat statewide market.
- Median home price in the West region: \$315,000 – up 5.0% from June 2024.
- Year-to-date sales are up 0.5% in the West region, signaling steady market momentum.
- Rural inventory growth remains strong – now at 6.2 months of supply statewide, helping ease pressure on buyers.

- Listings up 9.2% in the West region – the highest year-over-year increase of any region in the state.

Statewide, the improving inventory picture—particularly in rural and less densely populated areas—continues to open doors for buyers who had been sidelined by low supply and intense competition in recent years. RANWW credits local REALTORS® with navigating these shifts effectively.

“Our members are experts at helping people find the right property and make informed decisions in today’s market,” said Pinkert. “Whether it’s a first home, a family upgrade, or a second property up north, Northwestern Wisconsin is full of opportunity this summer.”

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