



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

Spring Brings Encouraging Signs for Northwestern Wisconsin Real Estate Market

Inventory Holds Steady, Affordability Improves as Buyers Re-Engage

Eau Claire, Wisconsin March 2025 – As the spring market begins to heat up, Northwestern Wisconsin REALTORS® are seeing promising signs for both buyers and sellers. While the state’s March home sales dipped compared to last year, the West region—including much of Northwestern Wisconsin—held its ground, reporting **no change in median price** and only a **modest 2% decline in sales** from March 2024.

“Buyers are adjusting to today’s mortgage rates and stepping back into the market with more confidence,” said Shannyn Pinkert, 2025 President of the REALTORS® Association of Northwestern Wisconsin (RANWW). “Affordability is improving, inventory is holding steady, and REALTORS® are ready to help buyers and sellers navigate their next steps with clarity and care.”

Statewide, affordability saw a boost in March thanks to slightly lower mortgage rates and rising income levels. Even with limited inventory, conditions are showing signs of balance as we head into peak season.

Highlights for March 2025:

- 🏠 **Median price in the West region** held at \$294,900—**flat compared to March 2024**, showing signs of price stability.
- 📉 **Sales dipped just 2%** in the region, a much smaller decline than the 10.2% drop statewide.
- 📊 **Inventory in the West region remained steady** at 3.5 months of supply, signaling continued demand.
- ⌚ **Days on market increased slightly** to 101 days, giving buyers a bit more time to make decisions.

-  **Affordability statewide improved by 7.2%**, with the Housing Affordability Index rising to 134 in March.

“Whether it’s your first home or your next move, our REALTORS® are ready to make your goals a reality,” Pinkert added. “Now is a great time to start conversations, explore your options, and take advantage of a spring market that’s picking up steam.”

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