



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

Northwest Wisconsin Housing Market Sees Strong Price Growth and Rising Activity in March

Eau Claire, Wisconsin March 2026 – The REALTORS® Association of Northwestern Wisconsin (RANWW) reports continued strength in the housing market across Northwest Wisconsin, according to the March 2026 Wisconsin REALTORS® Association Wisconsin Real Estate Report.

Statewide, both home sales and prices increased in March, signaling positive momentum as the market enters the spring season. Closed sales rose 7% compared to March 2025, while the median home price climbed 6.5% to \$330,000, reflecting strong demand and continued value growth for homeowners.

Locally, the Northwest region and surrounding West region—representing much of the RANWW territory—also showed encouraging trends. Median prices in the West region rose 7.4% year-over-year to \$313,000, with sales increasing 11.4%, highlighting continued buyer demand and competitive market conditions.

Despite ongoing inventory challenges, the market continues to favor sellers, while still providing opportunities for buyers who are prepared and working with a REALTOR®.

“Northwest Wisconsin continues to demonstrate resilience and opportunity,” said Robert Ritsch, President of RANWW. “We’re seeing strong interest from buyers and meaningful price growth for sellers. As we move deeper into the spring market, having a knowledgeable REALTOR® is more important than ever to help clients navigate today’s conditions and make confident decisions.”

While affordability remained relatively flat statewide, due to rising home prices balancing out modest improvements in mortgage rates and incomes, the overall market continues to show healthy activity and long-term stability.

March 2026 Market Highlights:

- Home sales increased 7% statewide compared to March 2025
- Median home prices rose 6.5% to \$330,000

- West region (including Northwest Wisconsin) saw prices rise 7.4% and sales increase 11.4%
- Inventory remains tight at 3.3 months, continuing a competitive market environment

As the spring market continues to gain momentum, RANWW encourages consumers to work with a REALTOR® to take advantage of current opportunities and successfully navigate the buying or selling process.

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:

Media Contact:

Brenda Barnhardt

Kristyn Kersten

(715) 835-0923

(715) 835-0923

brenda@RANWW.org

kristyn@RANWW.org

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