



# Monthly Indicators

A RESEARCH TOOL PROVIDED BY METRO MLS  
FOR ACTIVITY IN THE 4-COUNTY MILWAUKEE METROPOLITAN AREA



## January 2015

It's already evident that 2015 will be marked by talk of changing mortgage rates and regulations. Rates should stay low, but consumers and finance experts alike believe that we're at or near rate bottoms. Early indications point to more sales, more listings, more new construction and more excitement. It's not expected to be the overblown land grab of the early 2000s, but it should feel like a healthy market, which, in and of itself, may feel like an odd sensation to real estate practitioners accustomed to the boom and bust of the 21st century.

New Listings in the Milwaukee region decreased 3.0 percent to 1,622. Pending Sales were down 33.8 percent to 608. Inventory levels fell 1.9 percent to 6,234 units.

Prices continued to gain traction. The Median Sales Price increased 3.2 percent to \$160,000. Days on Market was up 1.6 percent to 94 days. Buyers felt empowered as Months Supply of Inventory was up 0.3 percent to 4.7 months.

The 3 percent downpayment programs from Fannie Mae and Freddie Mac should help potential new homeowners, but in a recent member survey by the Independent Community Bankers of America, three-fourths of respondents stated that regulatory burdens are hurting their ability to loan money. The wider economy shows slight wage increases and gas prices near five-year lows but rising along with extended daylight and buyer demand. These various economic pushes and pulls can turn stagnant markets into exciting ones. It's all in how you look at it.

## Quick Facts

**- 6.1%**

**+ 3.2%**

**- 1.9%**

Change in  
Closed Sales

Change in  
Median Sales Price

Change in  
Inventory

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# Market Overview

Key market metrics for the current month and year-to-date figures.



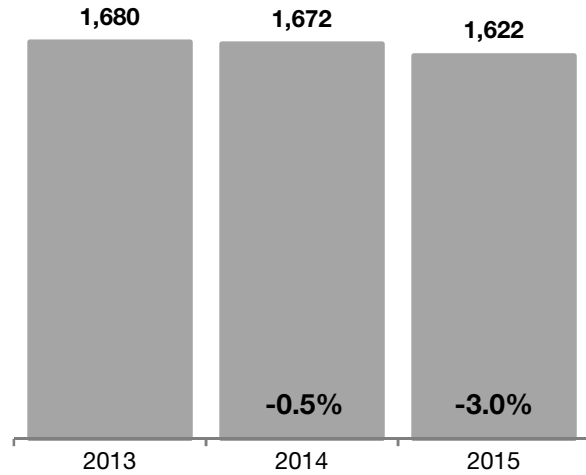
| Key Metrics                                    | Historical Sparklines | 1-2014    | 1-2015           | + / -   | YTD 2014  | YTD 2015         | + / -   |
|--|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| <b>New Listings</b>                            |                       | 1,672     | <b>1,622</b>     | - 3.0%  | 1,672     | <b>1,622</b>     | - 3.0%  |
| <b>Pending Sales</b>                           |                       | 918       | <b>608</b>       | - 33.8% | 918       | <b>608</b>       | - 33.8% |
| <b>Closed Sales</b>                            |                       | 785       | <b>737</b>       | - 6.1%  | 785       | <b>737</b>       | - 6.1%  |
| <b>Days on Market Until Sale</b>               |                       | 93        | <b>94</b>        | + 1.6%  | 93        | <b>94</b>        | + 1.6%  |
| <b>Median Sales Price</b>                      |                       | \$155,000 | <b>\$160,000</b> | + 3.2%  | \$155,000 | <b>\$160,000</b> | + 3.2%  |
| <b>Average Sales Price</b>                     |                       | \$190,484 | <b>\$190,281</b> | - 0.1%  | \$190,484 | <b>\$190,281</b> | - 0.1%  |
| <b>Percent of Original List Price Received</b> |                       | 91.8%     | <b>91.0%</b>     | - 0.9%  | 91.8%     | <b>91.0%</b>     | - 0.9%  |
| <b>Housing Affordability Index</b>             |                       | 198       | <b>206</b>       | + 4.1%  | 198       | <b>206</b>       | + 4.1%  |
| <b>Inventory of Homes for Sale</b>             |                       | 6,355     | <b>6,234</b>     | - 1.9%  | --        | --               | --      |
| <b>Months Supply of Homes for Sale</b>         |                       | 4.7       | <b>4.7</b>       | + 0.3%  | --        | --               | --      |

# New Listings

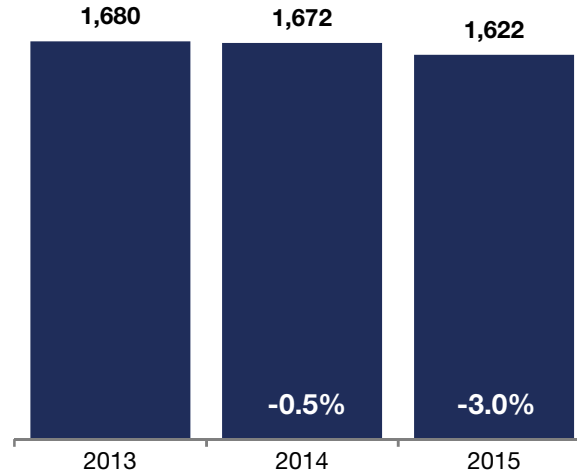
A count of the properties that have been newly listed on the market in a given month.



## January

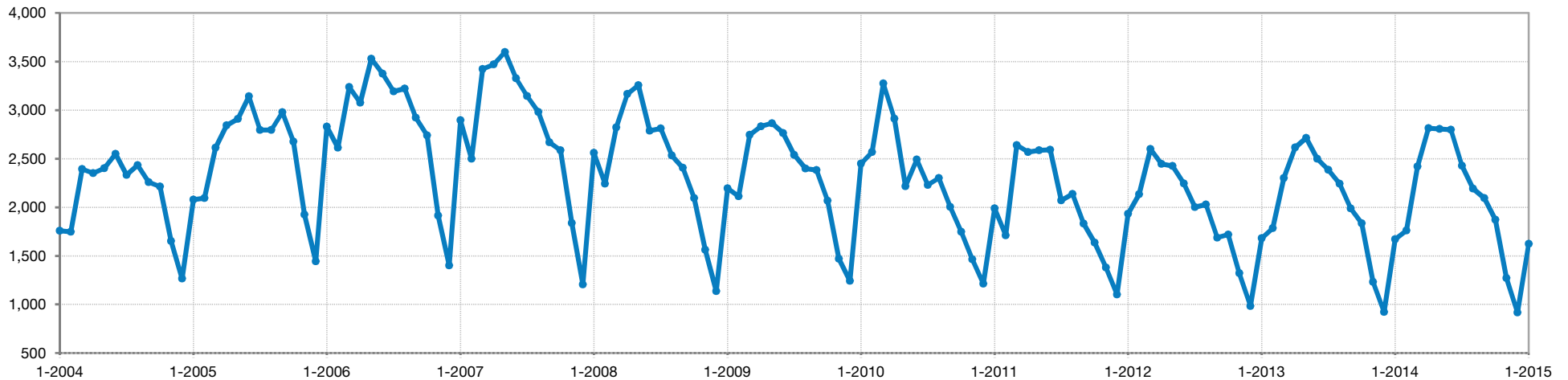


## Year To Date



| Month               | Prior Year   | Current Year | + / -        |
|---------------------|--------------|--------------|--------------|
| February            | 1,784        | 1,762        | -1.2%        |
| March               | 2,300        | 2,419        | +5.2%        |
| April               | 2,615        | 2,815        | +7.6%        |
| May                 | 2,714        | 2,807        | +3.4%        |
| June                | 2,498        | 2,799        | +12.0%       |
| July                | 2,384        | 2,427        | +1.8%        |
| August              | 2,242        | 2,191        | -2.3%        |
| September           | 1,987        | 2,093        | +5.3%        |
| October             | 1,836        | 1,871        | +1.9%        |
| November            | 1,231        | 1,271        | +3.2%        |
| December            | 923          | 916          | -0.8%        |
| January             | 1,672        | 1,622        | -3.0%        |
| <b>12-Month Avg</b> | <b>2,016</b> | <b>2,083</b> | <b>+3.3%</b> |

## Historical New Listing Activity

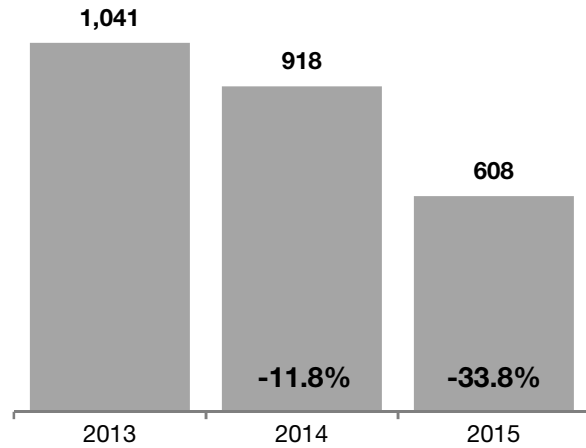


# Pending Sales

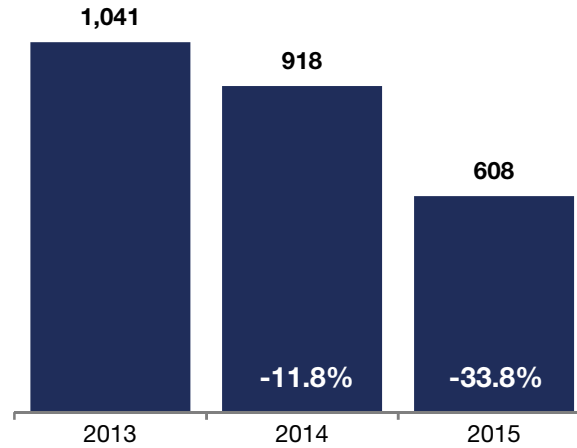
A count of the properties on which contracts have been accepted in a given month.



## January

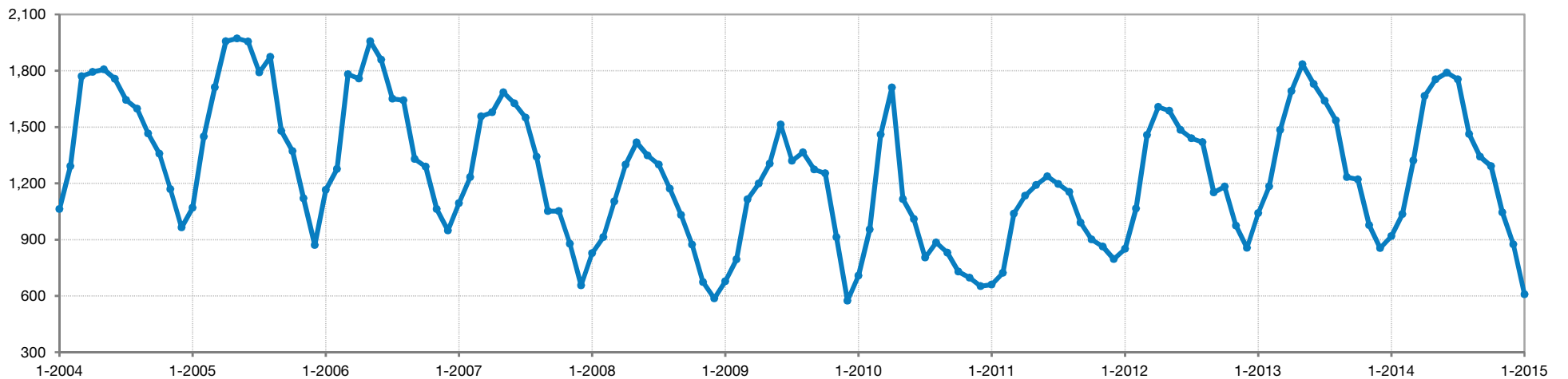


## Year To Date



| Month               | Prior Year   | Current Year | + / -        |
|---------------------|--------------|--------------|--------------|
| February            | 1,184        | 1,035        | -12.6%       |
| March               | 1,485        | 1,321        | -11.0%       |
| April               | 1,691        | 1,666        | -1.5%        |
| May                 | 1,834        | 1,754        | -4.4%        |
| June                | 1,729        | 1,789        | +3.5%        |
| July                | 1,639        | 1,754        | +7.0%        |
| August              | 1,535        | 1,463        | -4.7%        |
| September           | 1,233        | 1,341        | +8.8%        |
| October             | 1,220        | 1,291        | +5.8%        |
| November            | 977          | 1,045        | +7.0%        |
| December            | 854          | 875          | +2.5%        |
| January             | 918          | 608          | -33.8%       |
| <b>12-Month Avg</b> | <b>1,358</b> | <b>1,329</b> | <b>-2.2%</b> |

## Historical Pending Sales Activity

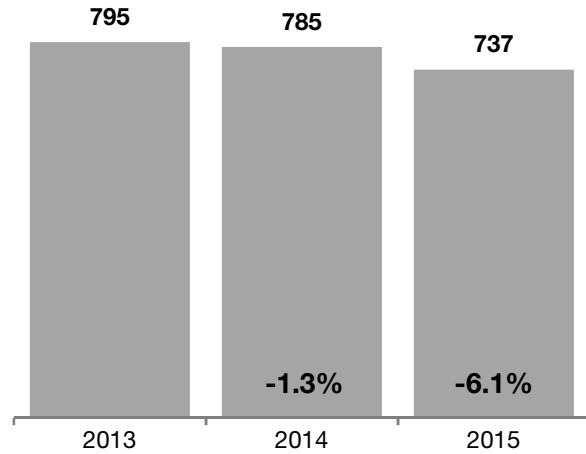


# Closed Sales

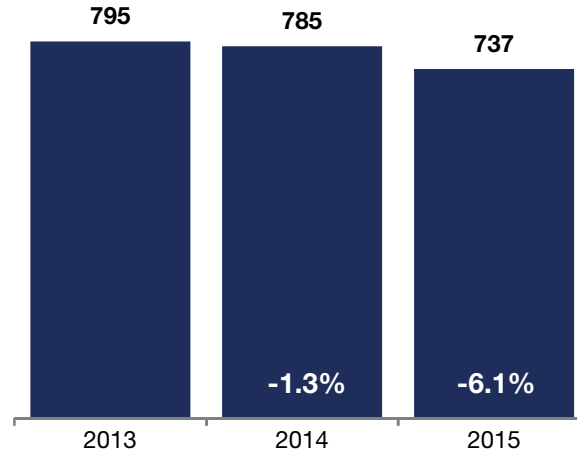
A count of the actual sales that have closed in a given month.



## January

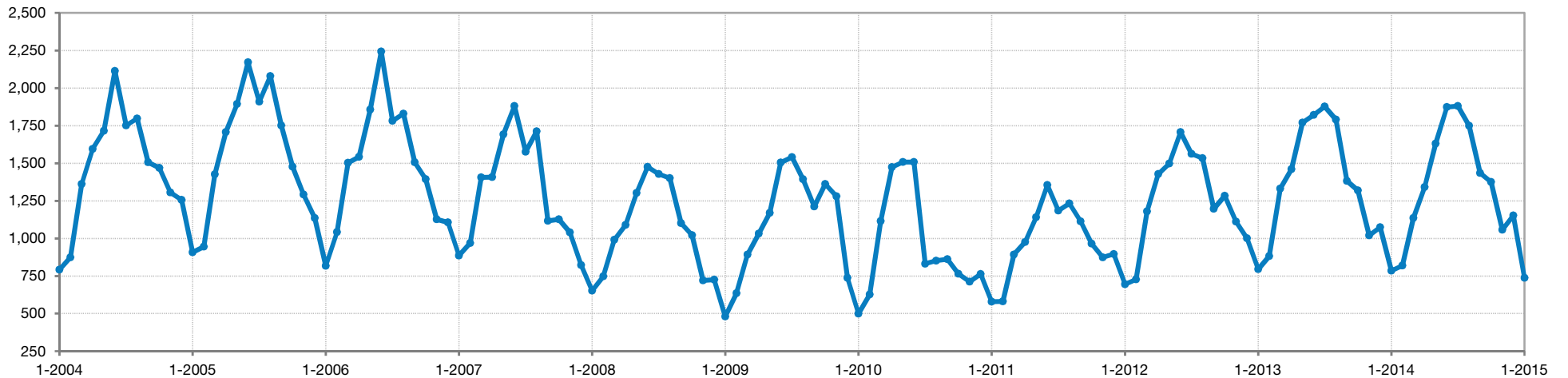


## Year To Date



| Month               | Prior Year   | Current Year | + / -        |
|---------------------|--------------|--------------|--------------|
| February            | 882          | 819          | -7.1%        |
| March               | 1,331        | 1,136        | -14.7%       |
| April               | 1,460        | 1,341        | -8.2%        |
| May                 | 1,770        | 1,631        | -7.9%        |
| June                | 1,821        | 1,873        | +2.9%        |
| July                | 1,877        | 1,880        | +0.2%        |
| August              | 1,790        | 1,749        | -2.3%        |
| September           | 1,382        | 1,435        | +3.8%        |
| October             | 1,319        | 1,375        | +4.2%        |
| November            | 1,020        | 1,057        | +3.6%        |
| December            | 1,074        | 1,152        | +7.3%        |
| January             | 785          | 737          | -6.1%        |
| <b>12-Month Avg</b> | <b>1,376</b> | <b>1,349</b> | <b>-2.0%</b> |

## Historical Closed Sales Activity

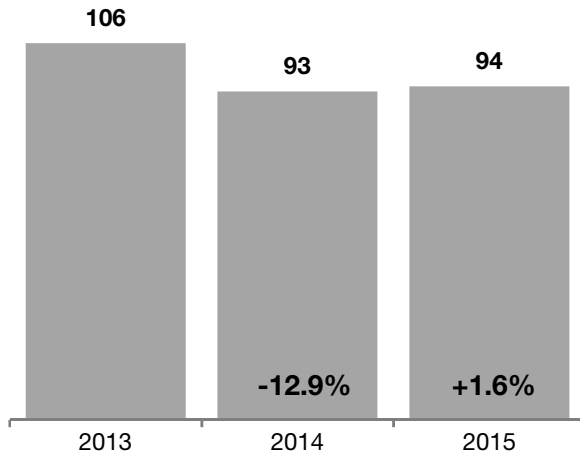


# Days on Market Until Sale

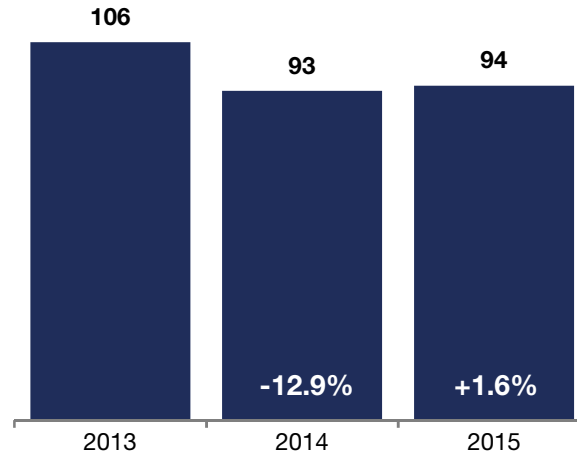
Average number of days between when a property is listed and when an offer is accepted in a given month.



## January

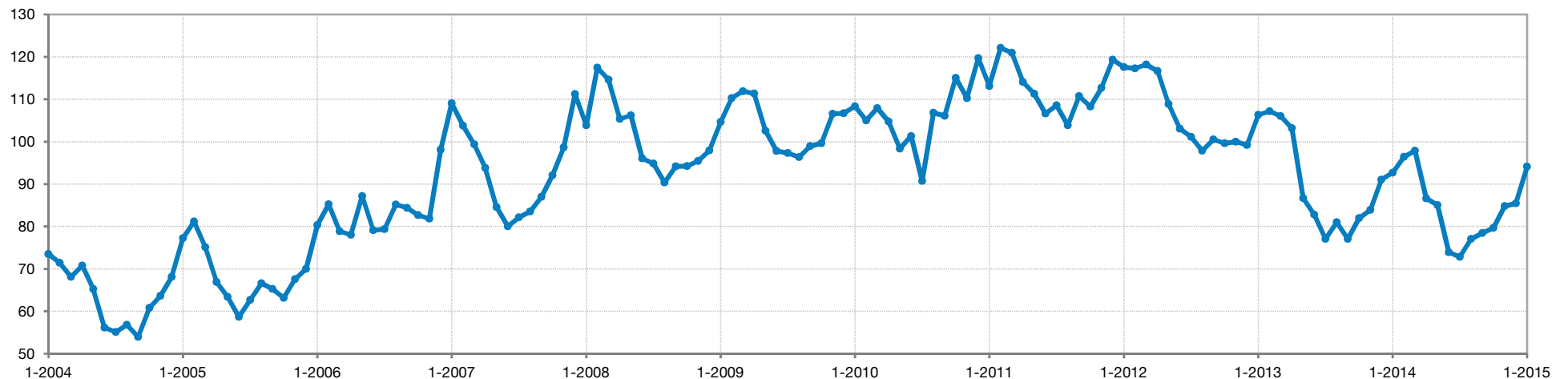


## Year To Date



| Month        | Prior Year | Current Year | + / -  |
|--------------|------------|--------------|--------|
| February     | 107        | 96           | -10.1% |
| March        | 106        | 98           | -7.7%  |
| April        | 103        | 87           | -16.1% |
| May          | 87         | 85           | -1.9%  |
| June         | 83         | 74           | -10.8% |
| July         | 77         | 73           | -5.5%  |
| August       | 81         | 77           | -4.9%  |
| September    | 77         | 78           | +1.8%  |
| October      | 82         | 80           | -2.8%  |
| November     | 84         | 85           | +1.1%  |
| December     | 91         | 85           | -6.1%  |
| January      | 93         | 94           | +1.6%  |
| 12-Month Avg | 88         | 82           | -6.2%  |

## Historical Days on Market Until Sale

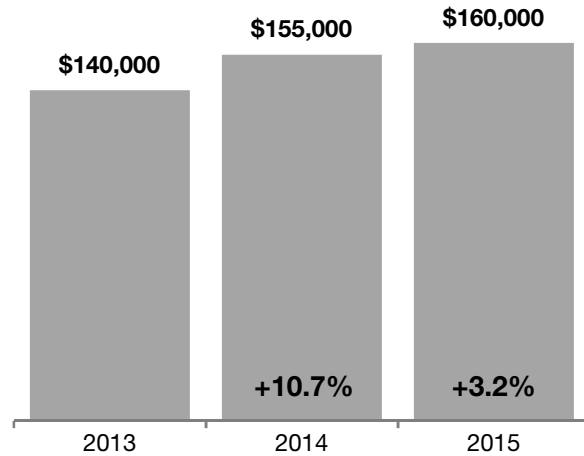


# Median Sales Price

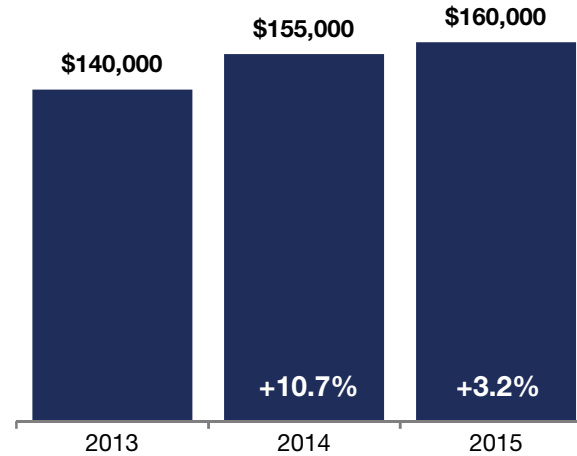
Median price point for all closed sales, not accounting for seller concessions, in a given month.



## January

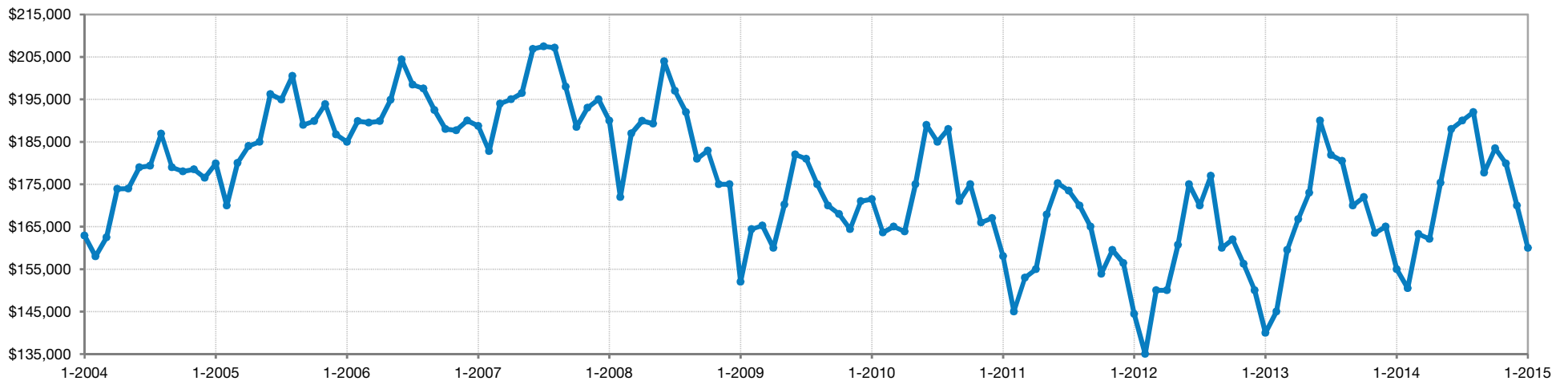


## Year To Date



| Month        | Prior Year | Current Year | + / -  |
|--------------|------------|--------------|--------|
| February     | \$145,000  | \$150,500    | +3.8%  |
| March        | \$159,500  | \$163,250    | +2.4%  |
| April        | \$166,750  | \$162,100    | -2.8%  |
| May          | \$173,000  | \$175,375    | +1.4%  |
| June         | \$190,000  | \$188,000    | -1.1%  |
| July         | \$181,900  | \$190,000    | +4.5%  |
| August       | \$180,500  | \$192,000    | +6.4%  |
| September    | \$170,000  | \$177,750    | +4.6%  |
| October      | \$172,000  | \$183,500    | +6.7%  |
| November     | \$163,500  | \$179,900    | +10.0% |
| December     | \$165,000  | \$170,000    | +3.0%  |
| January      | \$155,000  | \$160,000    | +3.2%  |
| 12-Month Med | \$172,000  | \$177,500    | +3.2%  |

## Historical Median Sales Price

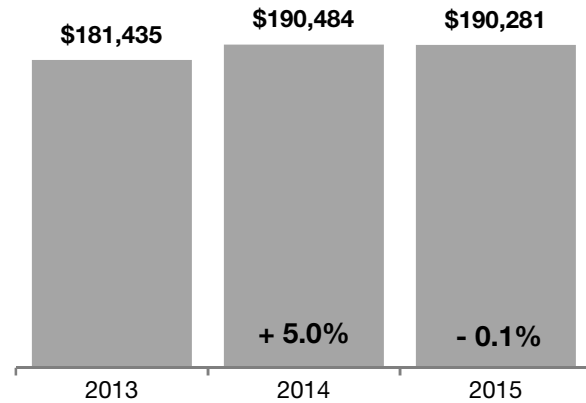


# Average Sales Price

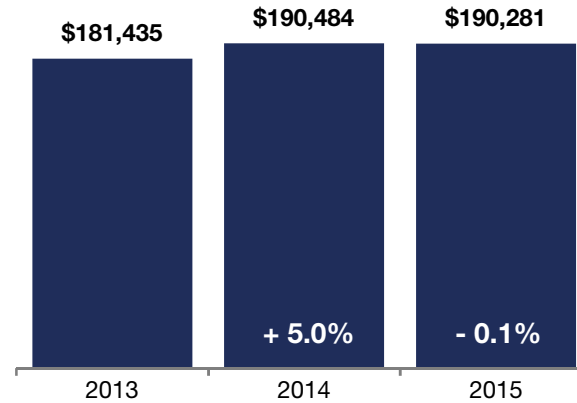
Average sales price for all closed sales, not accounting for seller concessions, in a given month.



## January

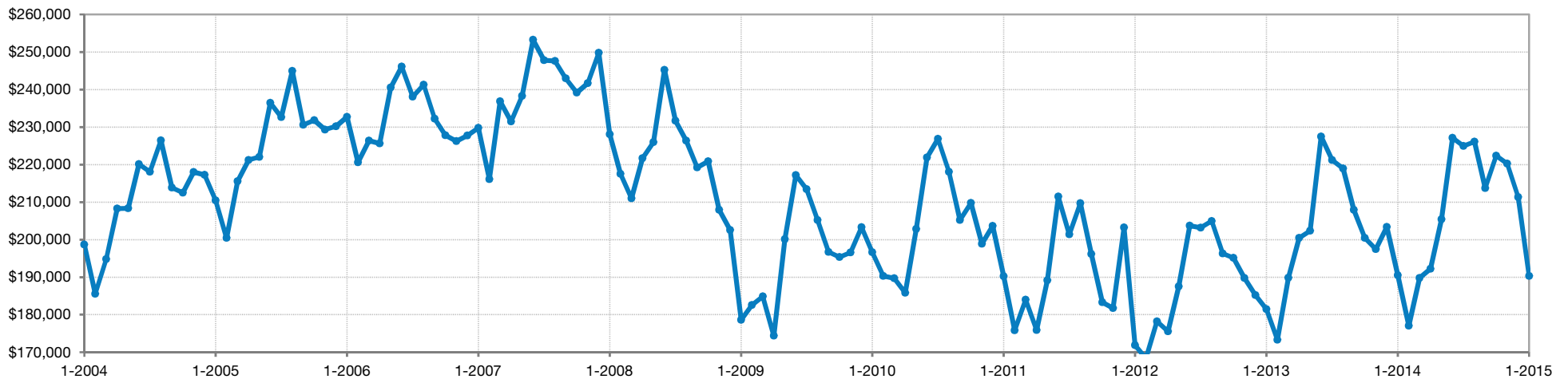


## Year To Date



| Month        | Prior Year | Current Year | + / -  |
|--------------|------------|--------------|--------|
| February     | \$173,264  | \$177,006    | +2.2%  |
| March        | \$189,811  | \$189,744    | -0.0%  |
| April        | \$200,478  | \$192,214    | -4.1%  |
| May          | \$202,321  | \$205,396    | +1.5%  |
| June         | \$227,483  | \$227,117    | -0.2%  |
| July         | \$221,213  | \$224,917    | +1.7%  |
| August       | \$218,972  | \$226,092    | +3.3%  |
| September    | \$207,959  | \$213,694    | +2.8%  |
| October      | \$200,459  | \$222,353    | +10.9% |
| November     | \$197,428  | \$220,259    | +11.6% |
| December     | \$203,395  | \$211,322    | +3.9%  |
| January      | \$190,484  | \$190,281    | -0.1%  |
| 12-Month Avg | \$205,857  | \$211,684    | +2.8%  |

## Historical Average Sales Price



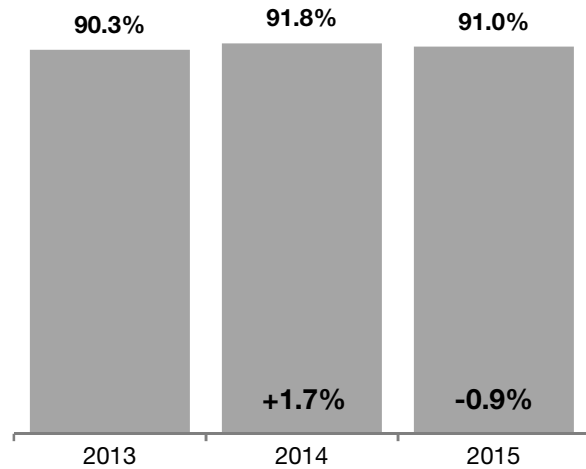


# Percent of Original List Price Received

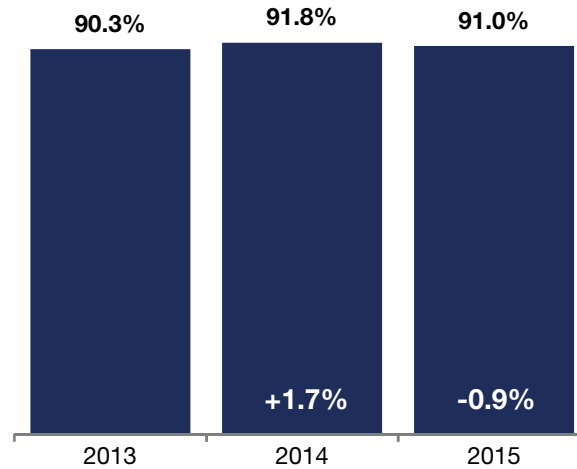
Percentage found when dividing a property's sales price by its original list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



## January

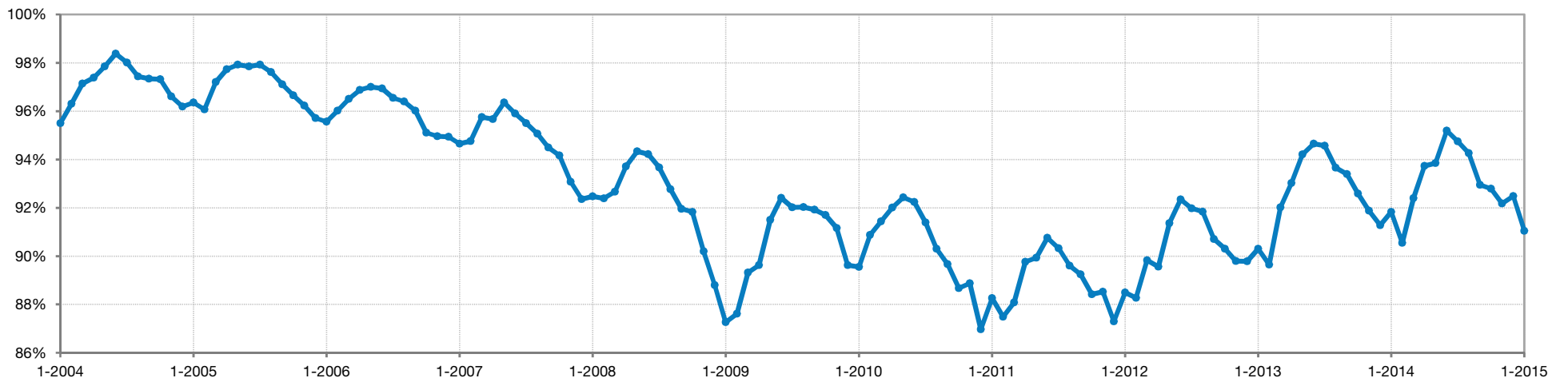


## Year To Date



| Month               | Prior Year   | Current Year | + / -        |
|---------------------|--------------|--------------|--------------|
| February            | 89.6%        | 90.6%        | +1.0%        |
| March               | 92.0%        | 92.4%        | +0.4%        |
| April               | 93.0%        | 93.7%        | +0.8%        |
| May                 | 94.2%        | 93.8%        | -0.4%        |
| June                | 94.7%        | 95.2%        | +0.6%        |
| July                | 94.6%        | 94.8%        | +0.2%        |
| August              | 93.7%        | 94.3%        | +0.6%        |
| September           | 93.4%        | 92.9%        | -0.5%        |
| October             | 92.6%        | 92.8%        | +0.2%        |
| November            | 91.9%        | 92.2%        | +0.3%        |
| December            | 91.3%        | 92.5%        | +1.3%        |
| January             | 91.8%        | 91.0%        | -0.9%        |
| <b>12-Month Avg</b> | <b>93.1%</b> | <b>93.4%</b> | <b>+0.3%</b> |

## Historical Percent of Original List Price Received

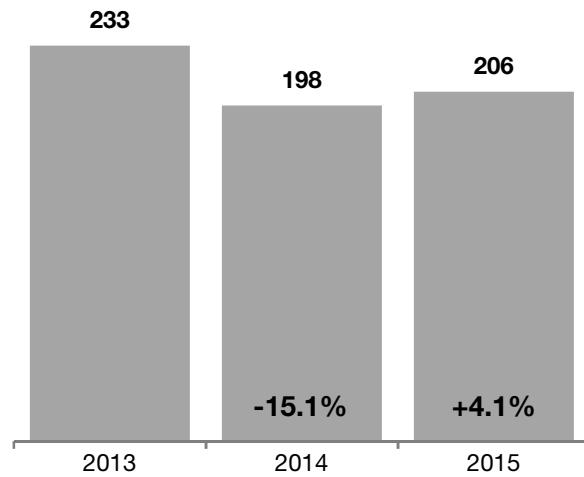


# Housing Affordability Index

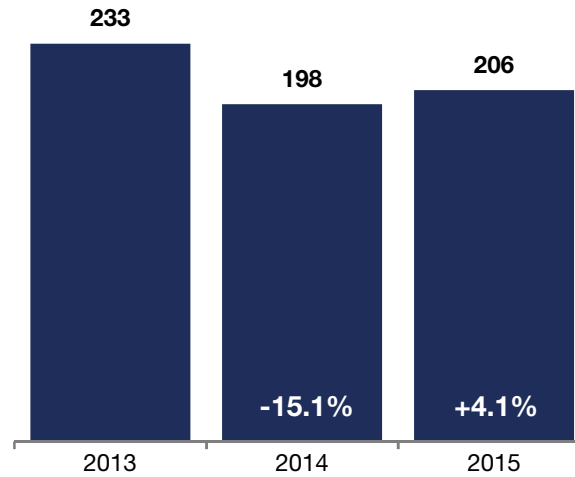
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



## January

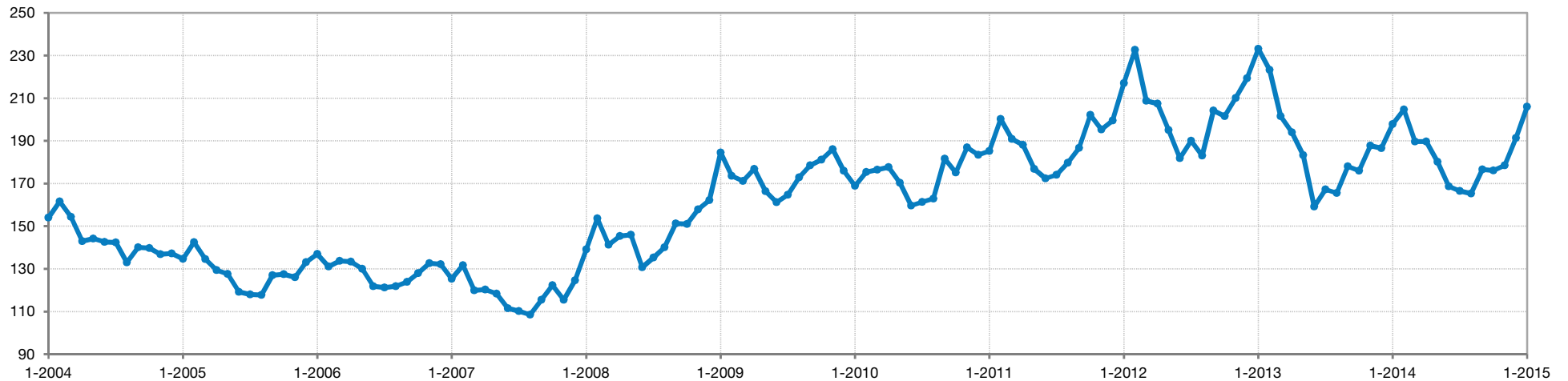


## Year To Date



| Month               | Prior Year | Current Year | + / -        |
|---------------------|------------|--------------|--------------|
| February            | 223        | 205          | -8.3%        |
| March               | 202        | 190          | -6.0%        |
| April               | 194        | 190          | -2.2%        |
| May                 | 183        | 180          | -1.7%        |
| June                | 159        | 169          | +6.0%        |
| July                | 167        | 166          | -0.4%        |
| August              | 166        | 165          | -0.1%        |
| September           | 178        | 177          | -0.8%        |
| October             | 176        | 176          | +0.1%        |
| November            | 188        | 178          | -4.9%        |
| December            | 187        | 191          | +2.6%        |
| January             | 198        | 206          | +4.1%        |
| <b>12-Month Avg</b> | <b>185</b> | <b>183</b>   | <b>-1.0%</b> |

## Historical Housing Affordability Index

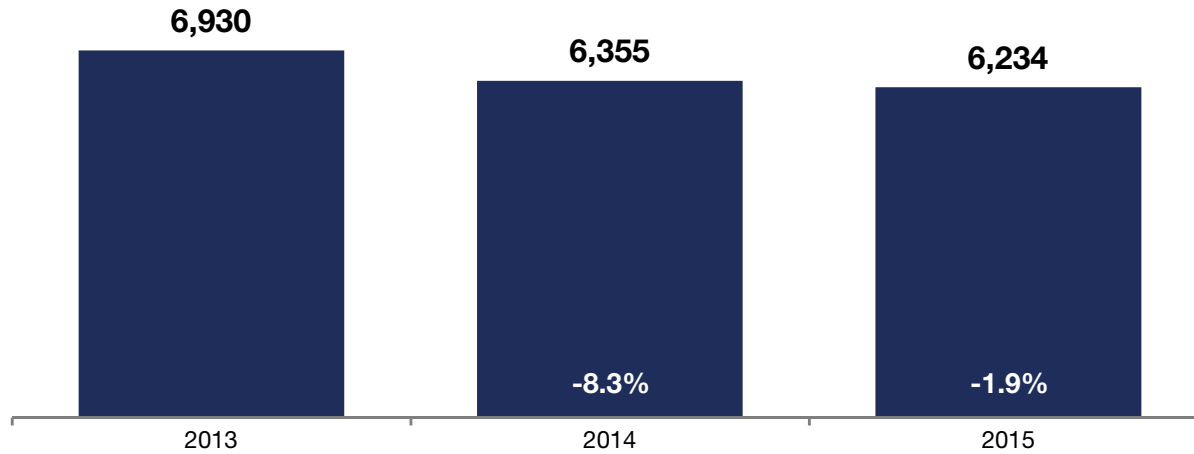


# Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

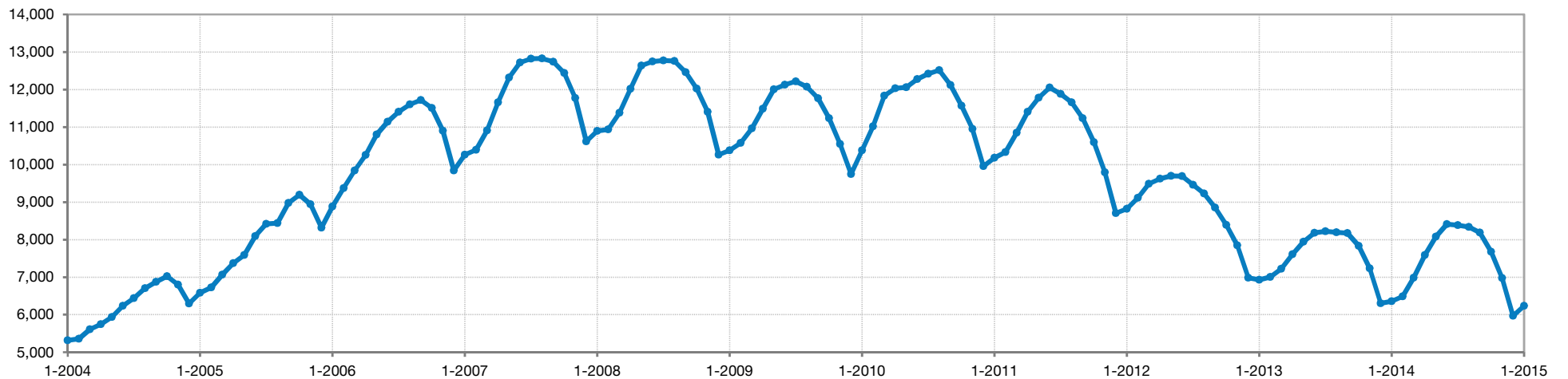


## January



| Month        | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| February     | 7,006      | 6,483        | -7.5% |
| March        | 7,223      | 6,984        | -3.3% |
| April        | 7,610      | 7,591        | -0.2% |
| May          | 7,942      | 8,080        | +1.7% |
| June         | 8,180      | 8,414        | +2.9% |
| July         | 8,218      | 8,382        | +2.0% |
| August       | 8,191      | 8,336        | +1.8% |
| September    | 8,171      | 8,186        | +0.2% |
| October      | 7,834      | 7,677        | -2.0% |
| November     | 7,233      | 6,973        | -3.6% |
| December     | 6,304      | 5,966        | -5.4% |
| January      | 6,355      | 6,234        | -1.9% |
| 12-Month Avg | 7,522      | 7,442        | -1.3% |

## Historical Inventory of Homes for Sale

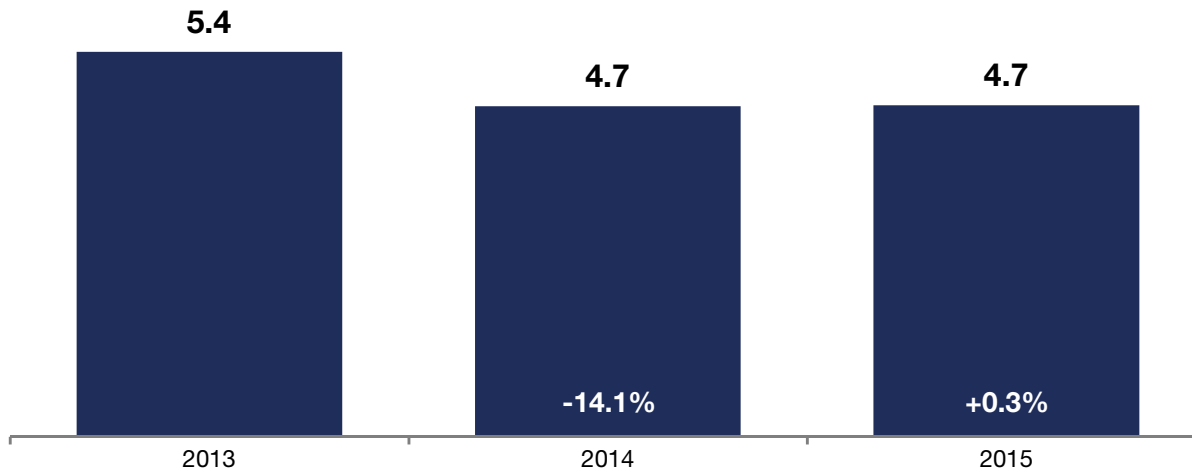


# Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.



## January



| Month        | Prior Year | Current Year | + / -  |
|--------------|------------|--------------|--------|
| February     | 5.5        | 4.8          | -11.9% |
| March        | 5.6        | 5.2          | -6.8%  |
| April        | 5.9        | 5.7          | -3.2%  |
| May          | 6.1        | 6.1          | +0.8%  |
| June         | 6.1        | 6.3          | +3.1%  |
| July         | 6.1        | 6.3          | +2.8%  |
| August       | 6.0        | 6.3          | +3.8%  |
| September    | 6.0        | 6.1          | +2.0%  |
| October      | 5.7        | 5.7          | -0.4%  |
| November     | 5.3        | 5.2          | -2.4%  |
| December     | 4.6        | 4.4          | -4.4%  |
| January      | 4.7        | 4.7          | +0.3%  |
| 12-Month Avg | 5.6        | 5.6          | -1.2%  |

## Historical Months Supply of Inventory

