

# July Home Sales Up 4.8%

## Highlights

- **Sales Up Vs. 2023, But Down Vs. 2022**
- **Prices Up 10.9%**
- **Listings Are Weak Despite A Small Increase**

## Market Summary

Home sales in the Metropolitan Milwaukee market area were up 4.8% in July compared to the same period in 2023.

July was a return to normal for 2024. Six of the seven months so far this year saw an increase in sales compared to an anemic 2023.

January to July sales totaled 9,040 in 2023. This year the total for the period was 9,554. That is in stark contrast to 11,923 in 2022, just as mortgage interest rates were beginning to spike.

While the 5.7% increase for the first seven months of the year – versus 2023 – is welcome, it is off of the same time in 2022 by 19.9%.

We can't rule out the increase in interest rates as partly to blame for the decrease in sales, however, lackluster listings are more likely to be the cause.

Demand for homes continues to outpace supply. We can tell demand is strong from the increase in average sales price in the market. The average sale price in the four-county area went up 10.9% in July, from \$399,999 in 2023 to \$443,673 this year.

The market simply does not have enough homes to meet demand, resulting in prices being pushed up as buyers bid up prices. This is a frustrating and unsustainable trend for REALTORS® trying to help buyers.

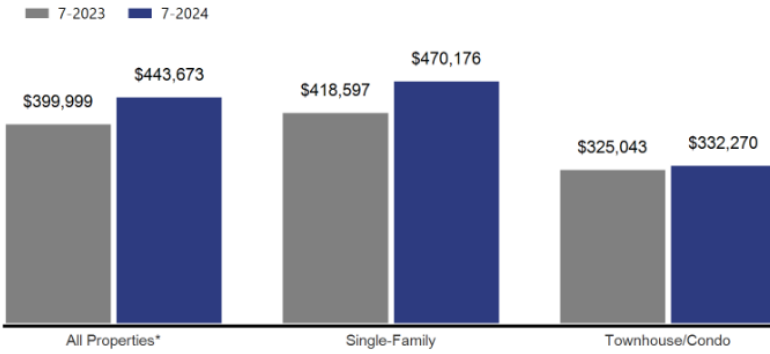
## July Sales

County	2023	2024	% Change
Milwaukee	893	906	1.5%
Waukesha	487	526	8.0%
Ozaukee	106	134	26.4%
Washington	158	157	-0.6%
<b>Metro Area</b>	<b>1,644</b>	<b>1,723</b>	<b>4.8%</b>
Racine	228	236	3.5%
Kenosha	157	178	13.4%
Walworth	124	117	-5.6%
<b>SE WI Area</b>	<b>2,153</b>	<b>2,254</b>	<b>4.7%</b>

## July Listings

County	2023	2024	% Change
Milwaukee	1130	1115	-1.3%
Waukesha	529	552	4.3%
Ozaukee	125	142	13.6%
Washington	147	210	42.9%
<b>Metro Area</b>	<b>1,931</b>	<b>2,019</b>	<b>4.6%</b>
Racine	261	273	4.6%
Kenosha	212	188	-11.3%
Walworth	171	186	8.8%
<b>SE WI Area</b>	<b>2,575</b>	<b>2,666</b>	<b>3.5%</b>

### Average Sales Price By Property Type



Sales Price	All Properties*		
	7-2023	7-2024	Change
Average Sales Price	\$399,999	\$443,673	+ 10.9%
Median Sales Price	\$335,000	\$380,000	+ 13.4%



The supply of inventory on hand was only enough to satisfy 2.9 months of buyer demand in July. If we subtract units with an offer that level drops to 1.4 months, significantly below the balanced market assumption of 6 months.

As we have been highlighting for several years – REALTORS® have had an exceedingly challenging time helping home buyers find ownership opportunities in the form of condos and single-family houses.

There is a significant, long-term danger if we do not create additional supply in the form of single-family and condominium units: Thousands of would-be homeowners will be forced into rental units, unable to save for a down payment and foregoing the opportunity to build wealth through a home's equity – as well as all of the other benefits of homeownership.

That will result in problems decades down the road when families do not have enough home equity to tap into for college expenses, to remodel their home, or for emergencies.

### Where to go

Buyers should seek the counsel of a REALTOR® in determining their best housing options, and sellers need a REALTORS® expert advice in making correct marketing decisions for their home.

The Greater Milwaukee Association of REALTORS® is a 5,500-member strong professional organization dedicated to providing information, services, and products to help REALTORS® help their clients buy and sell real estate. Data for this report was collected by Metro MLS, Inc. a wholly owned subsidiary of GMAR.

\* Sales and Listing figures differ between the "Monthly Stats" and quarter or year-end numbers, because the collection of Monthly Stats ends on the 10<sup>th</sup> of each month, whereas quarters are a continuous tally to 12/31. For example, if a sale occurred on the 29<sup>th</sup> of the month, but an agent does not record the sale until the 5<sup>th</sup> of the next month, that sale would not be included in the sales figures of the reported month (or any subsequent month's total) but would be added to the quarterly and annual total sales figures.

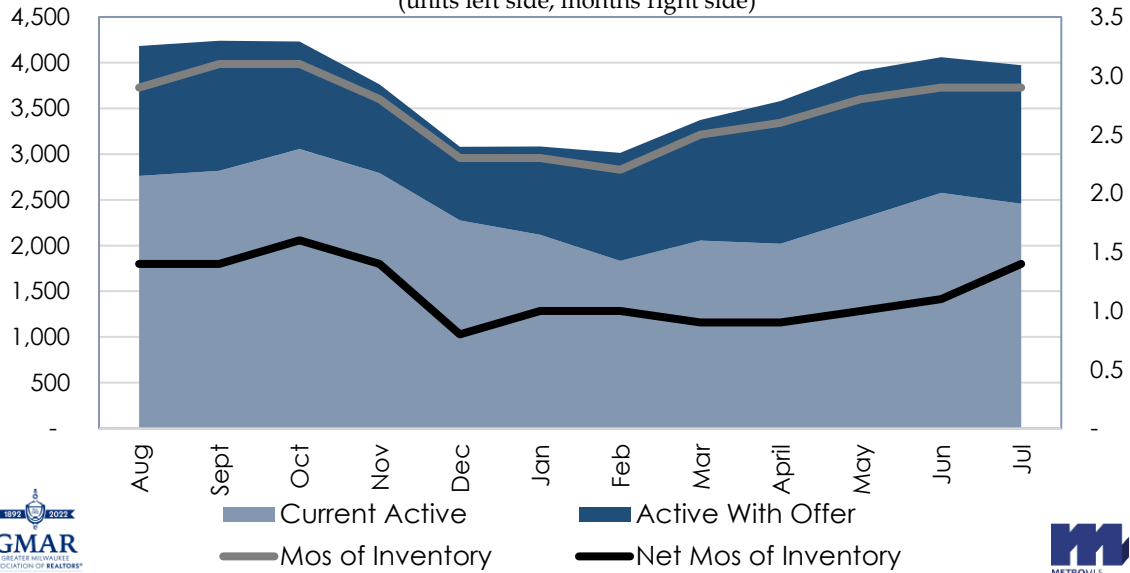
\*\* All references to the "metropolitan" area denotes the four counties of Milwaukee, Waukesha, Ozaukee, and Washington Counties. The "region" or "Southeast Wisconsin" refers to the four metropolitan counties (Milwaukee, Waukesha, Ozaukee, and Washington), plus Racine, Kenosha, and Walworth Counties, to the south.

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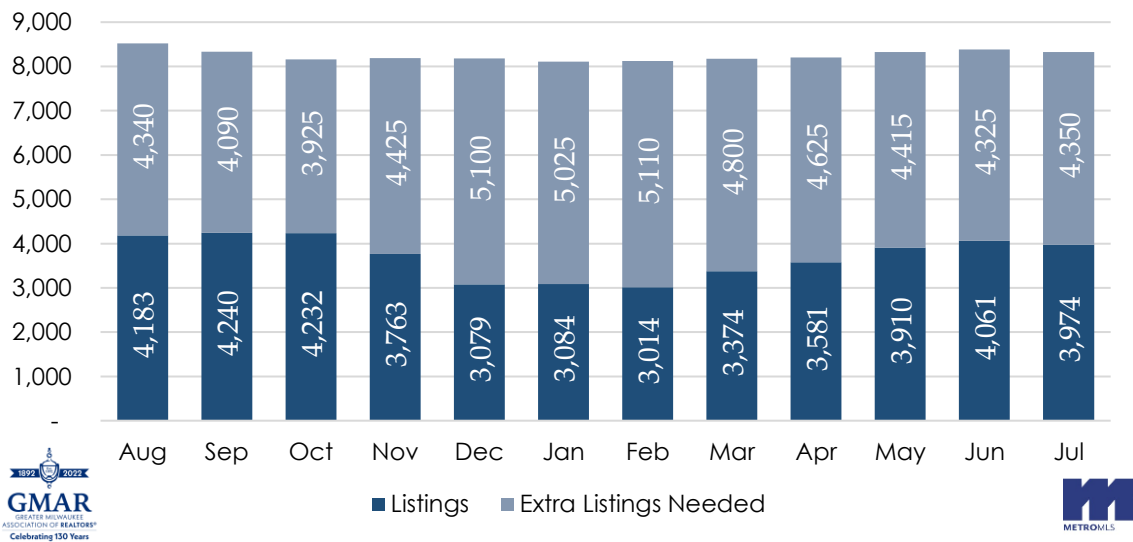
## Seasonally Adjusted Inventory

(units left side, months right side)



Seasonally adjusted **inventory** tells us how many months it would take to sell the existing homes on the market. The seasonally adjusted **inventory level for July was 2.9 months**. Subtracting listings that have an “active offer” from those available for sale (about 80% of listings with an offer sell) yields **2,458 listings, which equals 1.4 months of inventory**.

## New Units Needed To Reach 6.0 Months



With 3,974 current listings providing 2.9 months of inventory, **the market would need an additional 4,350 units to push inventory to six months**. Six months of inventory is considered a “balanced” market. If inventory falls below six months, the market favors sellers, and when inventory exceeds six months, it is a buyer’s market.