

WELCOME TO
Wisconsin
AN INTRODUCTION TO
AMERICA'S DAIRYLAND

A REAL ESTATE EBOOK FROM





INTRODUCING ONE OF THE TOP UP AND COMING REAL ESTATE MARKETS IN THE US:

Wisconsin

As a real estate education company, we make it our duty to explore different markets and uncover what makes them so attractive. For this report, we took a closer look at Wisconsin to learn about how its economy and housing market is poised to be stronger year over year for nearly the next decade.

In this ebook we'll introduce you to some of the top Wisconsin markets for real estate, as well as what to do in this state full of American history.

Top 5 Markets in Wisconsin

#5: KOHLER

Kohler is best known for its famous ties to golf through Whistling Straits Golf Course, along with, of course, its namesake Kohler Company. Kohler Co. built their first plant in 1900 originally as a model company town for the company. Kohler town was officially named in 1912. Naturally these two amenities offer plenty to do. Kohler has a Design Center, which goes through their growth as a company and covers the design of their plumbing products. They also have the luxurious Kohler Waters Spa to relax at after taking in the Design Center experience.

The median home value in Kohler is \$276,090, which is a 6.3% increase from the previous year. Zillow predicts this will rise an additional 5.2% within the next year.

#4: DE PERE

De Pere is a small suburb of Green Bay and lies on both sides of the Fox River which runs through Green Bay, WI. This town has lots to offer families through a great school system, miles of trail systems, golf courses, water activities, and of course during the NFL season, Green Bay Packer football. Located just 5 miles from Lambeau Field, living in De Pere places you right near the action. During the off-season, the stadium is open for tours, including their Green Bay Packer Hall of Fame.

The median home price in De Pere is \$222,377, which is a 4.2% increase from the previous year. Zillow predicts this will rise an additional 4% within the next year.

Top 5 Markets in Wisconsin



“If you’re looking for a can-do,
earthy-crunchy attitude then
you’ve got to go to Wisconsin.”

- Dar Williams





Top 5 Markets in Wisconsin

#3: BROOKFIELD

Brookfield is a city located west of the Milwaukee metropolitan area. Brookfield has plenty to offer their residents through microbreweries, larger breweries like Molson Coors, Escape rooms, MLB, and the Milwaukee County Zoo. Brookfield offers residents both a suburban lifestyle and the ability to escape to the city for nightlife or professional sports.

The median home price in Brookfield is \$339,303, which is a 3.7% increase from last year. Zillow predicts this will rise another 4% within the next year.



Top 5 Markets in Wisconsin

#2: MIDDLETON

Middleton is a suburb of the state's capital Madison, and is on Lake Mendota. Middleton boasts 80 local restaurants with great shopping, and of course beer brewing. You can also explore the National Mustard Museum and test your tastebuds through sweet and spicy mustards. Of course, if you'd like to get out a bit, you're minutes from downtown Madison where you can take in Badger sports, great cuisine, and more breweries like Badger Brewing.

The median home price in Middleton is \$380,158, which is a 6.4% increase from last year. Zillow predicts this will rise another 4.6% within the next year.


Top 5 Markets in Wisconsin

#1: WHITEFISH BAY

Whitefish Bay is a village north of Milwaukee that rests on Lake Michigan. This small town is known for its homes, great public and private schools, and well-maintained outdoor parks and trails. Given its location, residents have the option to venture south to Milwaukee to enjoy all the city has to offer through professional sports, top-rated dining, and the beach front during the summer months.

The median home price in Whitefish Bay is \$439,625, which is a 5.3% increase from last year. Zillow predicts this will rise another 5.3% within the next year.



The background of the image is a soft-focus landscape during the "golden hour" of sunrise or sunset. In the upper left, a farm with a large silo and barn is visible, partially shrouded in a light mist. The middle ground is a vast, hazy field. The foreground at the bottom is a lush green field with a narrow, light-colored path or stream winding through it. The overall color palette is dominated by warm yellows, oranges, and soft greens.

"1865 still stands in Wisconsin history as **the birth-year of mercy for things natural, wild, and free.**"

- *Aldo Leopold*



Why Wisconsin Real Estate?

With a strong economy thanks to eight Fortune 500 company headquarters and a growing job market, the Wisconsin real estate market is poised to grow well into 2022.

Quick Stats - WISCONSIN

YEAR/YEAR MEDIAN HOME PRICES (MAY 2018-MAY 2019):	5.4%
MEDIAN HOME VALUE:	\$202,559
MEDIAN RENT PRICE:	\$1,200
AVERAGE DAYS LISTED:	78
HOMES WITH NEGATIVE EQUITY:	7.6%
DELINQUENT MORTGAGES:	0.6%

MARKET OUTLOOK

Similar to cheese and its variety of shapes, tastes, and smells, Wisconsin is a state that has a little bit of everything, for everyone's tastes. Low inventory and growing demand puts developers on the clock to meet this demand at an affordable rate. Zillow sees Wisconsin as a buyer's market as long as their home supply is above four months. If this swings, then the market will change in favor of sellers.

THERE'S NEVER A BETTER TIME TO BECOME A

Wisconsin Real Estate Agent

With so much small town charm, great outdoors, and a friendly face around every corner, Wisconsin has become a premier relocation destination for many families. This new growth opens up a fantastic opportunity for real estate agents. For instance, did you know there were over **314,383 properties sold in February 2020**, some selling for north of \$1,000,000? When you consider that Indeed.com reports the average **full-time real estate agent in Wisconsin makes around \$69,361** - which is 35% above the national average - it's pretty obvious there's never been a better time to become a real estate agent.

If you want to learn more about how you can easily get your license and join the ranks of Wisconsin real estate agents, visit us at TheCEShop.com/Wisconsin/WI-Real-Estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

