

THE STATISTICAL STORY OF SELLING YOUR HOME

The title of the story for today's seller is, "The Right Price, Right Now."



WHAT ARE THE ODDS OF SELLING YOUR HOME?

High demand, low inventory, record low interest rates and rising prices make for favorable odds of selling your home.

	DANE COUNTY SINGLE FAMILY HOMES		
	LISTED	SOLD	ODDS OF SELLING
STARK COMPANY REALTORS®	1,207	1,110	92%
NEXT CLOSEST COMPANY	950	858	90.3%
ALL OTHER COMPANIES COMBINED	6,387	5,277	84%

WHEN DOES A HIGH PRICE COST YOU MORE?

When selling your home, the right price, right from the start is important. Starting from the original list prices, those that needed price reductions took twice as long to sell and netted significantly less money.

AREA	RIGHT PRICED FROM DAY #1	CUMULATIVE DAYS ON MARKET	AVERAGE ORIGINAL LIST PRICE	AVERAGE SALE PRICE	PERCENT OF LIST PRICE ACHIEVED
Madison	YES	30	\$263K	\$260K	99.1%
Madison	NO	102	\$284K	\$258K	90.9%
Rest of Dane Co	YES	43	\$311K	\$306K	98.6%
Rest of Dane Co	NO	132	\$338K	\$305K	90.2%

#1 IN DANE COUNTY SALES IN 2015

The above sales figures are based on data supplied to the South Central Wisconsin Multiple Listing Service (SCWMLS) Corporation by its Participants. Data presented here was generated on or before March 1, 2016 and represents the previous 12-month period for single family homes in Dane County.

