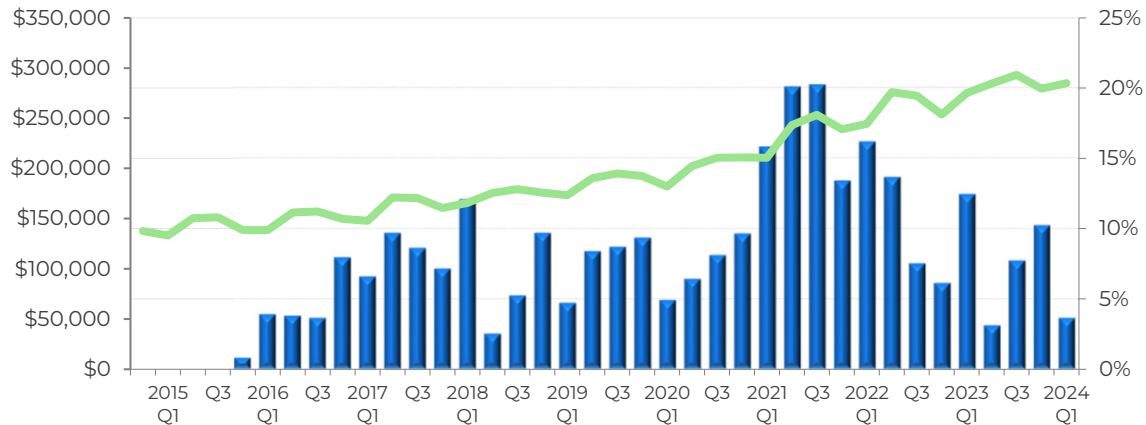


## Appleton Area

### Local Market Report, First Quarter 2024

#### Today's Market...

**Median Price (Green Line) and One-year Price Growth**



Local Price Trends			
Price Activity	Appleton	U.S.	Local Trend
Current Median Home Price (2024 Q1)	\$284,900	\$385,100	Prices are up from a year ago, but price growth is slowing
1-year (4-quarter) Appreciation (2024 Q1)	3.6%	5.1%	
3-year (12-quarter) Appreciation (2024 Q1)	35.3%	21.2%	
3-year (12-quarter) Housing Equity Gain*	\$74,400	\$67,467	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$137,200	\$154,400	
9-year (36 quarters) Housing Equity Gain*	\$151,500	\$181,700	

\*Note: Equity gain reflects price appreciation only

	Appleton	U.S.	
<b>Conforming Loan Limit**</b>	\$766,550	\$1,149,825	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$498,257	\$1,149,825	
<b>Local Median to Conforming Limit Ratio</b>	37%	not comparable	

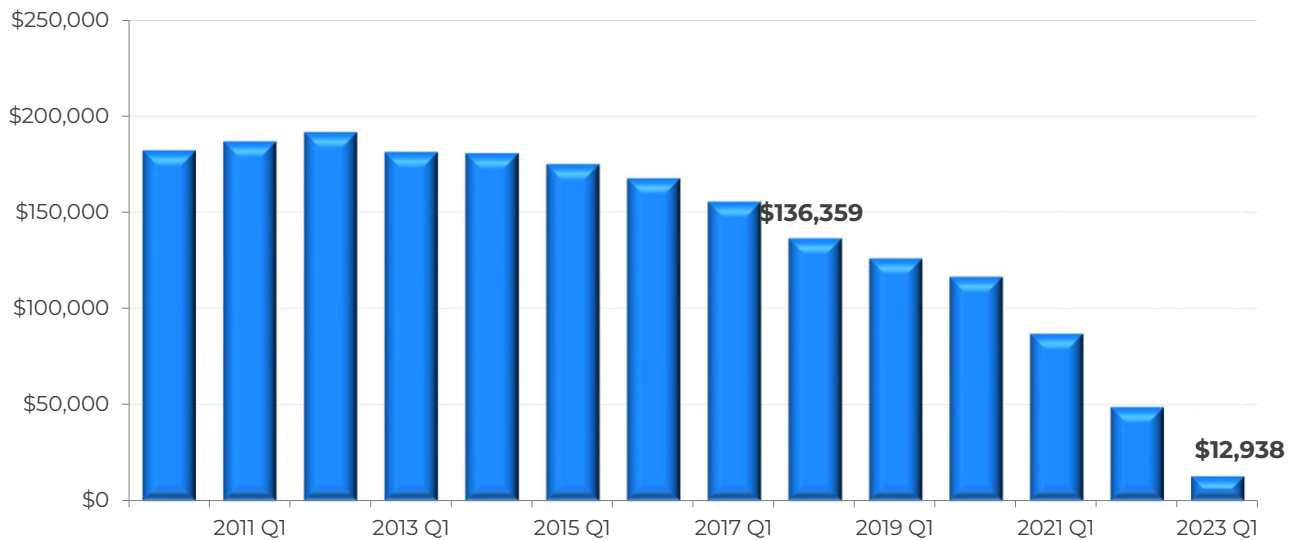
Note: limits are current and include the changes made on January 1st 2024.

#### Local NAR Leadership

The Appleton market is part of region 7 in the NAR governance system, which includes all of Indiana, Illinois, and Wisconsin. The 2024 NAR Regional Vice President representing region 7 is Bernice Helman.

## Benefits of Ownership: Total Equity Appreciation

**Total Equity Accrued to Owner by Year and Quarter of Purchase**



**Total Equity Gained\*\* through 2024 Q1 from quarter in which home was of purchased**

Price Activity	Appleton	U.S.	Local Trend
1-year (4-quarter)	\$12,938	\$22,451	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$86,941	\$86,390	
5-year (20-quarter)*	\$125,867	\$152,868	
7-year (28 quarters)*	\$155,481	\$182,953	
9-year (36 quarters)*	\$174,935	\$217,432	

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

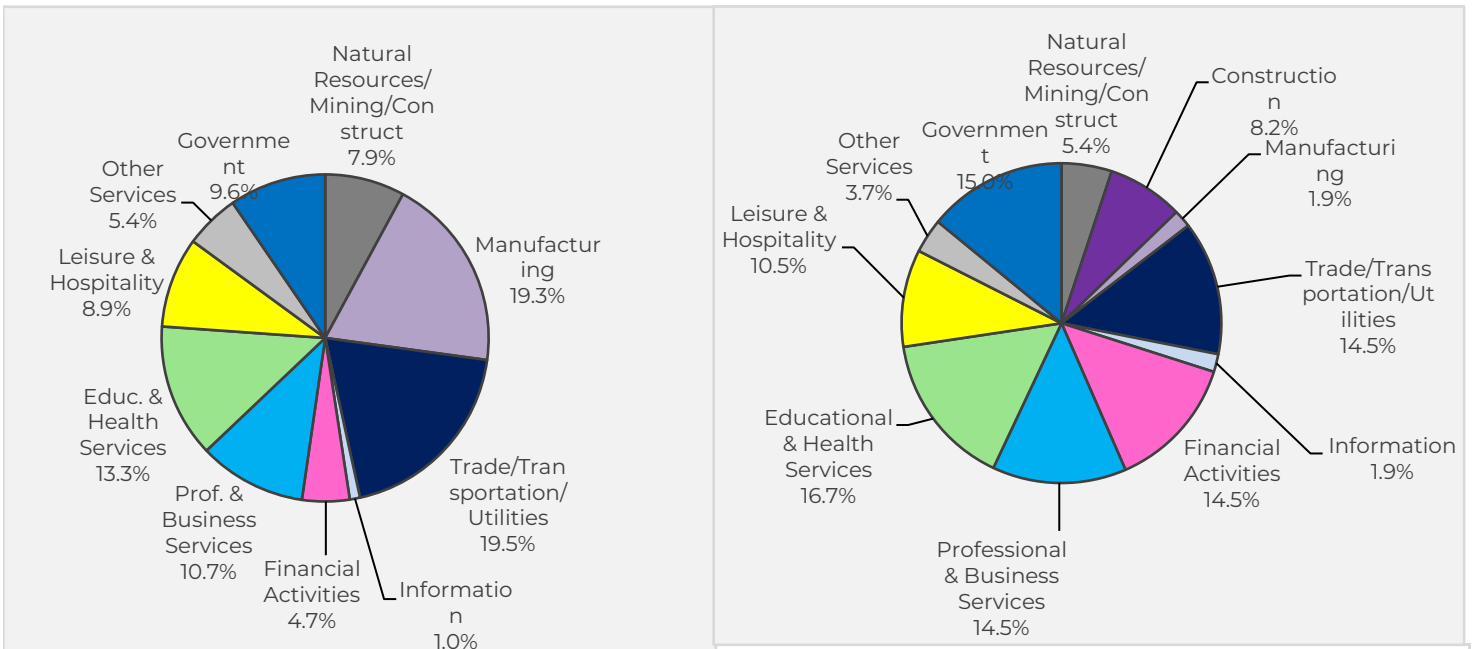
## Drivers of Local Supply and Demand...

Local Economic Outlook	Appleton	U.S.	
12-month Job Change (Mar)	600	Not Comparable	Employment has held up and is on an upward trend
12-month Job Change (Feb)	300	Not Comparable	
36-month Job Change (Mar)	7,100	Not Comparable	Unemployment has risen since the same period last year, but Appleton's labor market has been more resilient than the national average
Current Unemployment Rate (Mar)	2.9%	3.8%	
Year-ago Unemployment Rate	2.4%	3.5%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	0.5%	2.1%	

### Share of Total Employment by Industry

**Appleton Area**

**U.S.**



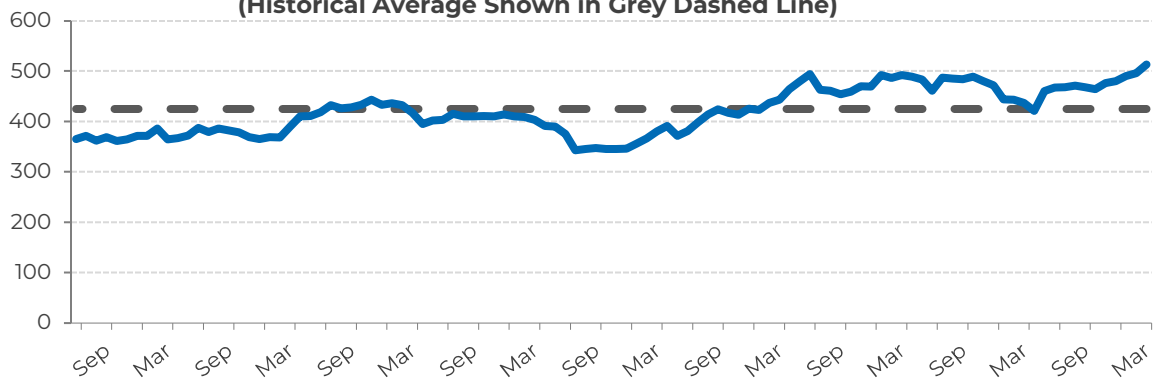
### 12-month Employment Change by Industry (Mar - 2024)

Goods Producing	NA	Information	-100
Natural Resources/Mining/Construction	300	Financial Activities	-100
Natural Resources and Mining	NA	Prof. & Business Services	400
Construction	NA	Educ. & Health Services	400
Manufacturing	-800	Leisure & Hospitality	0
Service Providing Excluding Government	NA	Other Services	0
Trade/Transportation/Utilities	300	Government	-100

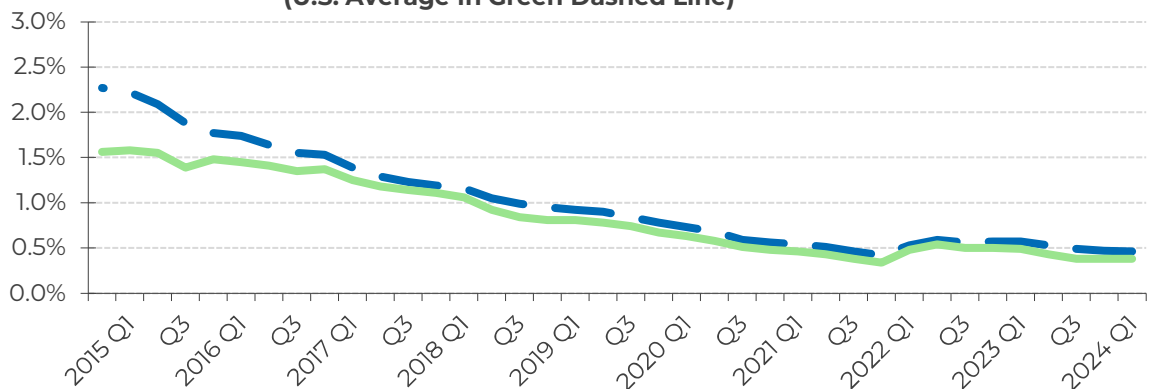
State Economic Activity Index	Wisconsin	U.S.	
12-month change (2024 - Mar)	1.2%	2.9%	Wisconsin's economy is growing, but decelerated from last month's 1.23% change and lags the rest of the nation
36-month change (2024 - Mar)	8.6%	12.9%	

New Housing Construction			
Local Fundamentals	Appleton	U.S.	
12-month Sum of 1-unit Building Permits through Mar	513	not comparable	The current level of construction is 20.7% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	425	not comparable	Production above trend for an extended period of time could cause prices to moderate as inventory is built up.
Single-Family Housing Permits (Mar) 12-month sum vs. a year ago	17.4%	8.8%	Construction is on the rise relative to last year, suggesting that the local inventory has stabilized

**Construction: 12-month Sum of Local Housing Permits**  
(Historical Average Shown in Grey Dashed Line)

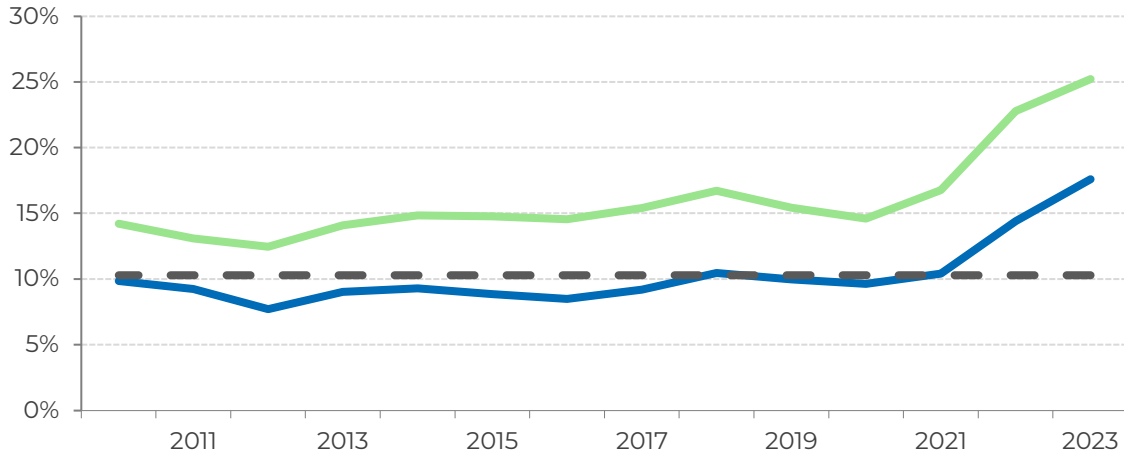


**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Green Dashed Line)



# Affordability

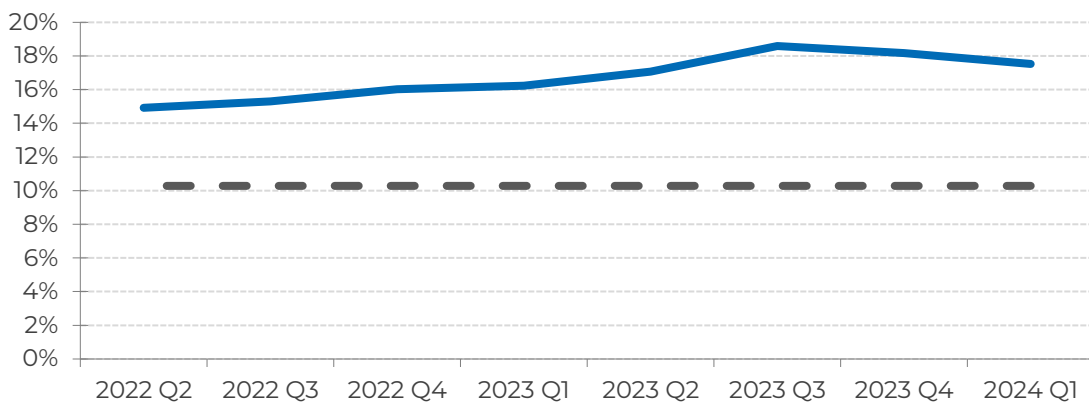
**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Grey, U.S. Average in Green)



Monthly Mortgage Payment to Income*	Appleton	U.S.	
Ratio for 2023	17.6%	25.2%	Weak by local standards, but better than the fourth quarter of 2023
Ratio for 2024 Q1	17.5%	23.7%	
Historical Average	10.3%	17.0%	More affordable than most markets

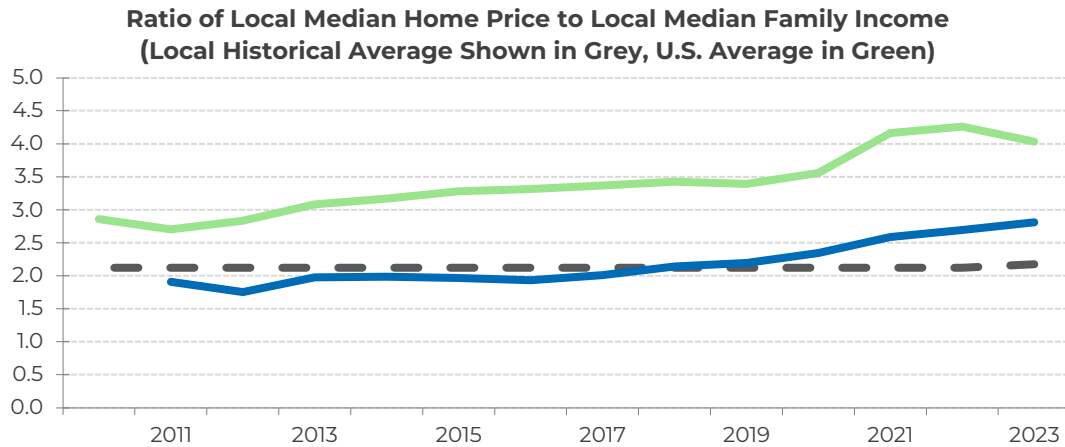
\*The median family income was included for the calculation of the mortgage payment to income ratio

**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Grey Dashed Line)



Median Home Price to Income*	Appleton	U.S.	
Ratio for 2023	2.8	4.0	The price-to-income ratio eased, but could be better
Ratio for 2024 Q1	2.8	3.8	
Historical Average	2.2	3.4	Affordable compared to most markets

\*The median family income was included for the calculation of the median home price to income ratio



## The Mortgage Market



During the first quarter of the year, housing affordability improved as mortgage rates fell below 7%. Steady interest rates from the Federal Reserve helped mortgage rates to ease in the first three months of the year. Nevertheless, even with this decrease, mortgage rates continued to be higher than a year ago. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 6.75% in the first quarter from 6.36% a year earlier.

With lower interest rates on the horizon, mortgage rates are expected to ease later this year, thereby enhancing affordability for potential homebuyers. NAR forecasts the 30-year fixed mortgage rate to average 6.5% at the last quarter of the year.

## Geographic Coverage for this Report

The Appleton area referred to in this report covers the geographic area of the Appleton metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Calumet County and Outagamie County

More information on the OMB's geographic definitions can be found at  
[https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)