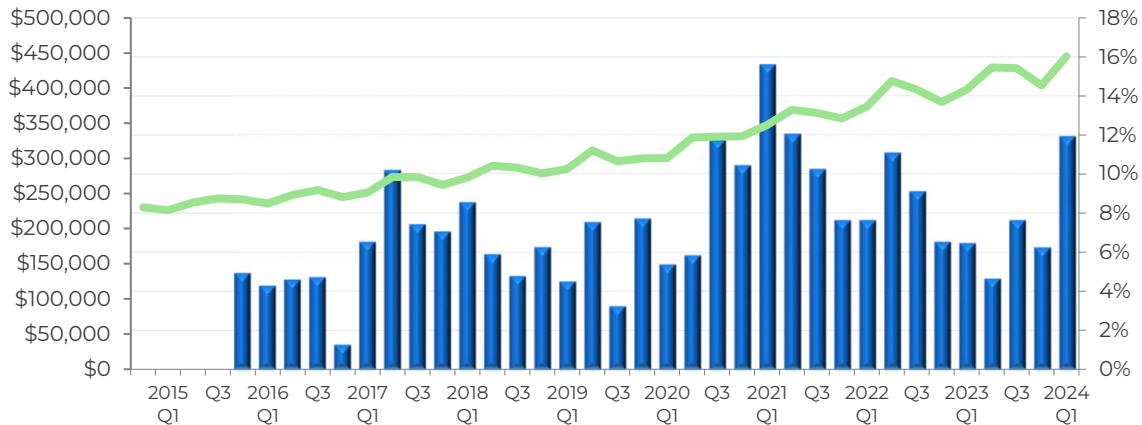


Madison Area

Local Market Report, First Quarter 2024

Today's Market...

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



Local Price Trends			
Price Activity	Madison	U.S.	Local Trend
Current Median Home Price (2024 Q1)	\$445,300	\$385,100	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2024 Q1)	11.9%	5.1%	
3-year (12-quarter) Appreciation (2024 Q1)	28.3%	21.2%	
3-year (12-quarter) Housing Equity Gain*	\$98,100	\$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*	\$194,000	\$154,400	
9-year (36 quarters) Housing Equity Gain*	\$219,100	\$181,700	

*Note: Equity gain reflects price appreciation only

	Madison	U.S.	
Conforming Loan Limit**	\$766,550	\$1,149,825	Most buyers in this market have access to government-backed financing
FHA Loan Limit	\$498,257	\$1,149,825	
Local Median to Conforming Limit Ratio	58%	not comparable	

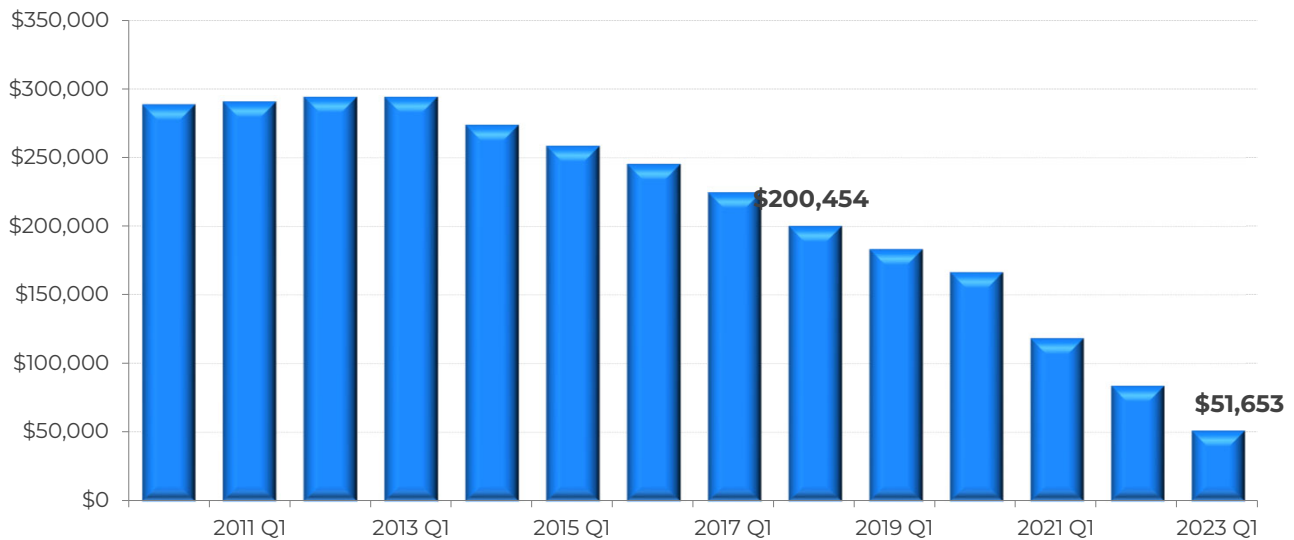
Note: limits are current and include the changes made on January 1st 2024.

Local NAR Leadership

The Madison 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	Madison	U.S.	Local Trend
1-year (4-quarter)	\$51,653	\$22,451	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$118,785	\$86,390	
5-year (20-quarter)*	\$183,671	\$152,868	
7-year (28 quarters)*	\$225,103	\$182,953	
9-year (36 quarters)*	\$258,837	\$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

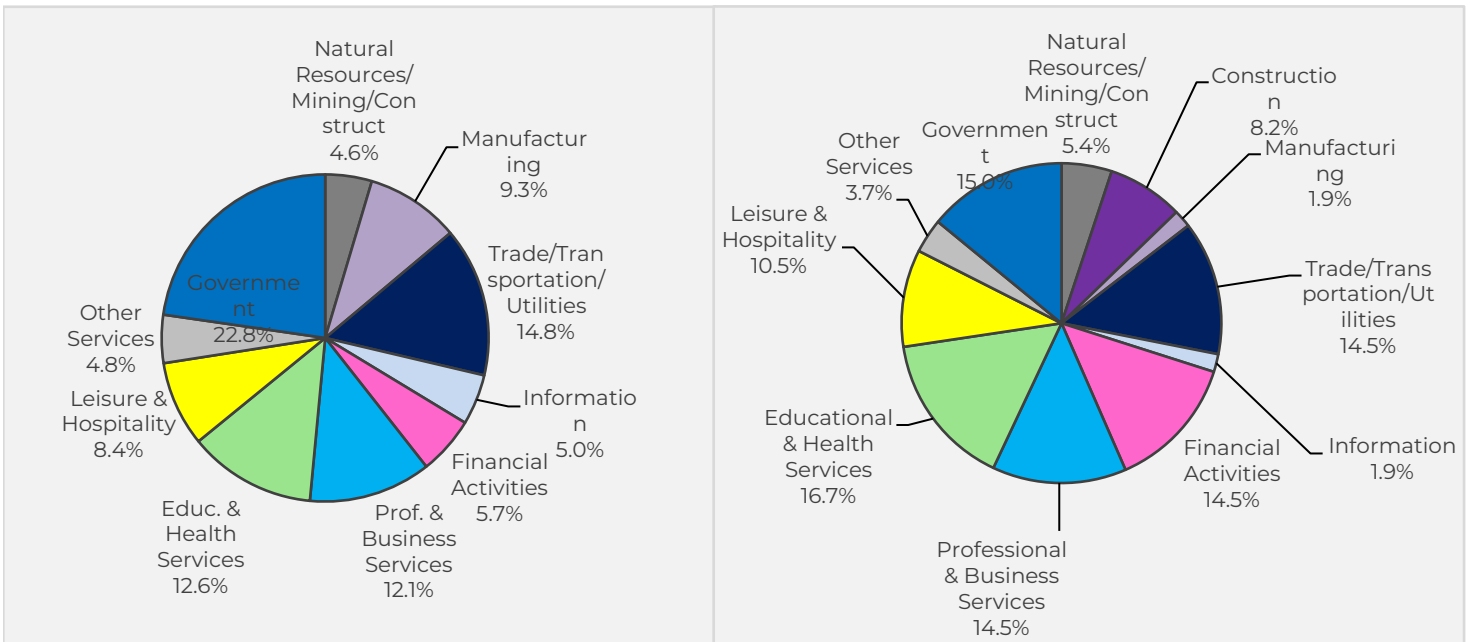
Drivers of Local Supply and Demand...

Local Economic Outlook	Madison	U.S.	
12-month Job Change (Mar)	6,600	Not Comparable	Employment has held up and is on an upward trend
12-month Job Change (Feb)	5,800	Not Comparable	
36-month Job Change (Mar)	31,600	Not Comparable	Unemployment has risen since the same period last year, but Madison's labor market has been more resilient than the national average
Current Unemployment Rate (Mar)	2.5%	3.8%	
Year-ago Unemployment Rate	2.1%	3.5%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	1.6%	2.1%	

Share of Total Employment by Industry

Madison Area

U.S.

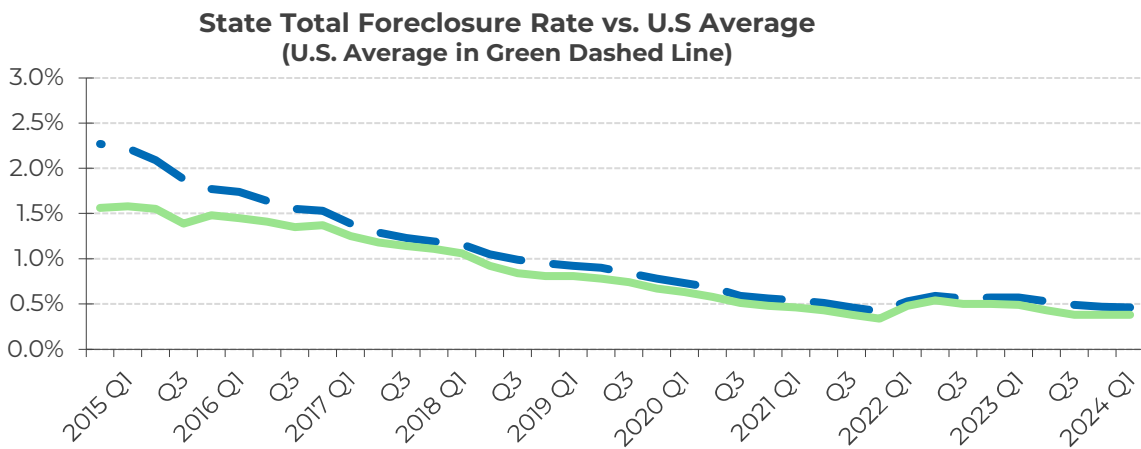
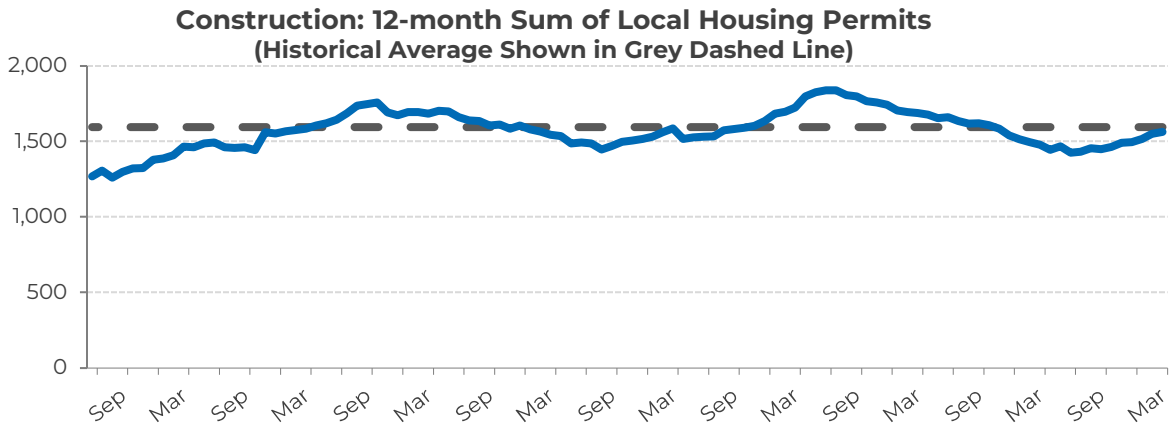


12-month Employment Change by Industry (Mar - 2024)

Goods Producing	NA	Information	1,500
Natural Resources/Mining/Construction	200	Financial Activities	100
Natural Resources and Mining	NA	Prof. & Business Services	200
Construction	NA	Educ. & Health Services	800
Manufacturing	900	Leisure & Hospitality	-200
Service Providing Excluding Government	NA	Other Services	-100
Trade/Transportation/Utilities	-400	Government	2,800

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%	

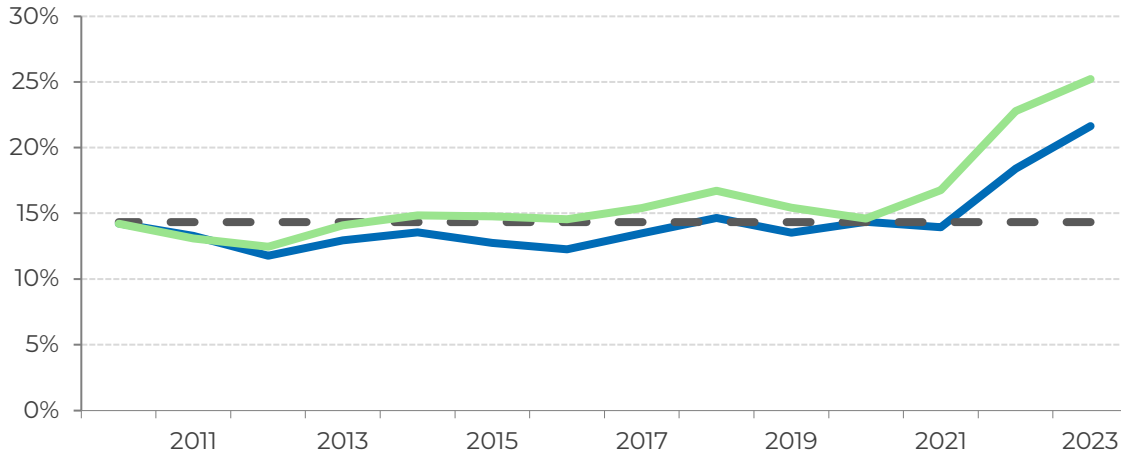
New Housing Construction			
Local Fundamentals	Madison	U.S.	
12-month Sum of 1-unit Building Permits through Mar	1,562	not comparable	The current level of construction is 2.0% below the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	1,594	not comparable	Reduced construction will limit new supply to the market, allowing demand to catch up with inventory more quickly
Single-Family Housing Permits (Mar) 12-month sum vs. a year ago	5.7%	8.8%	Construction is on the rise relative to last year, suggesting that the local inventory has stabilized



Source: Mortgage Bankers' Association

Affordability

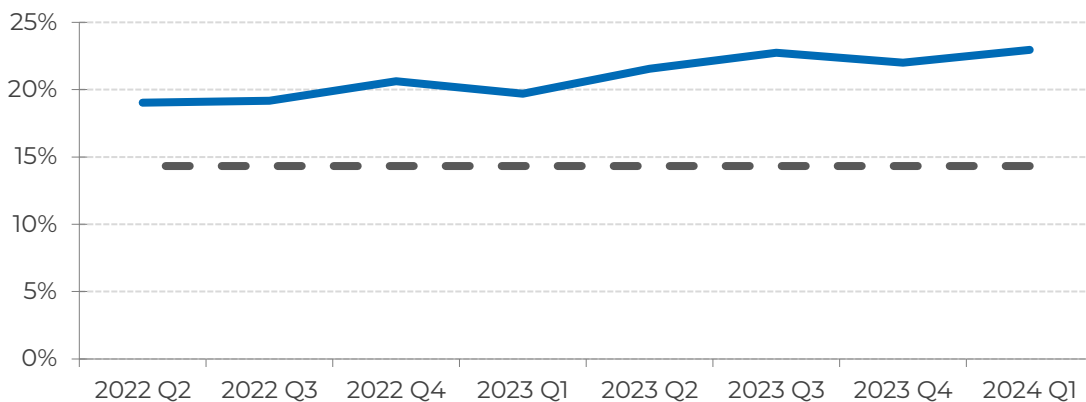
Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income
(Local Historical Average Shown in Grey, U.S. Average in Green)



Monthly Mortgage Payment to Income*	Madison	U.S.	
Ratio for 2023	21.6%	25.2%	Weak by local standards and could weigh on demand
Ratio for 2024 Q1	23.0%	23.7%	
Historical Average	14.3%	17.0%	More affordable than most markets

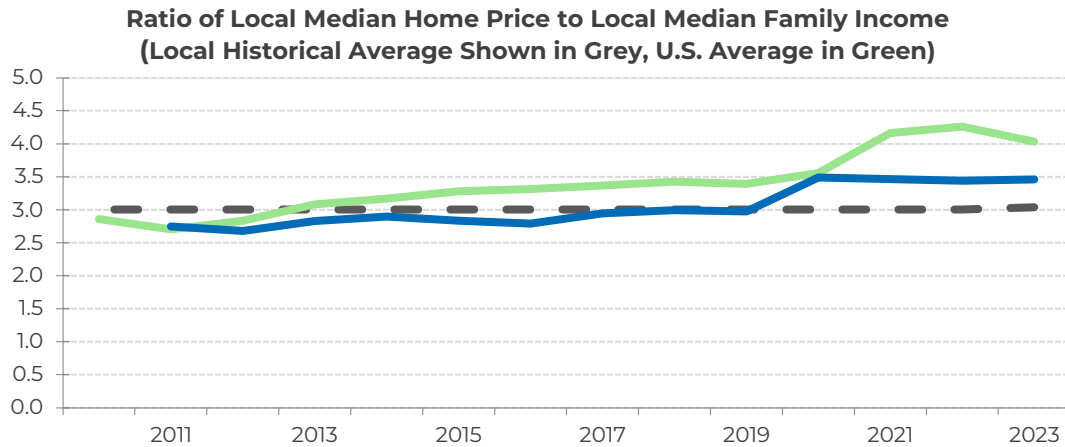
*The median family Income was included for the calculation of the mortgage payment to income ratio

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



Median Home Price to Income*	Madison	U.S.	
Ratio for 2023	3.5	4.0	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2024 Q1	3.7	3.8	
Historical Average	3.0	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 Madison area referred to in this report covers the geographic area of the Madison 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:

Columbia County, Dane County, Green County, and Iowa County

More information on the OMB's geographic definitions can be found at
https://obamawhitehouse.archives.gov/omb/bulletins_default/