

Florence County, WI

County · WI · Wisconsin

BUYER'S MARKET

\$105K

MEDIAN SALE PRICE

-8.2%

1-YR CHANGE

122

SALES (12 MO)

\$142K

MEDIAN VALUE (AVM)

Market temperature

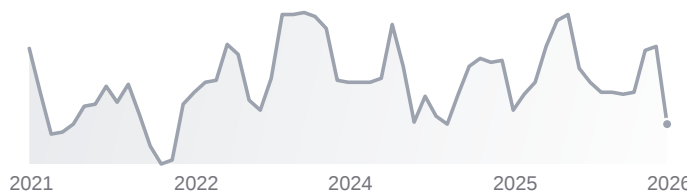
Buyer's market · 26 / 100



MARKET TRENDS (5 YEARS)

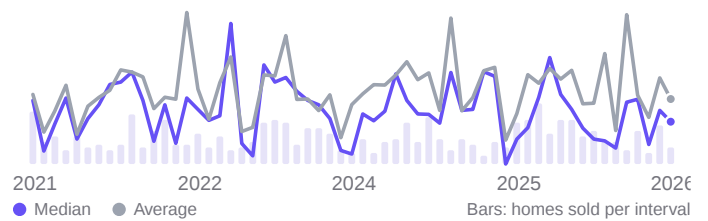
Market temperature (0-100)

26 / 100



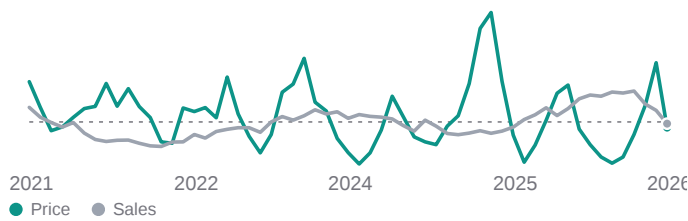
Sale prices

Median \$113K · Average \$163K



Growth (year over year)

Price -8.2% · Sales -2.4%



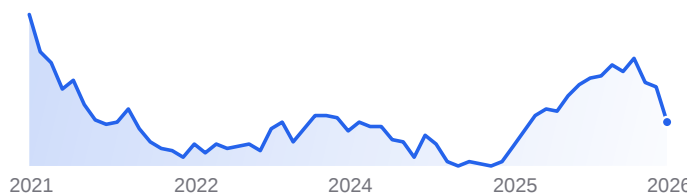
Sale premium vs estimated value

-0.2%



Annual turnover (share of homes sold)

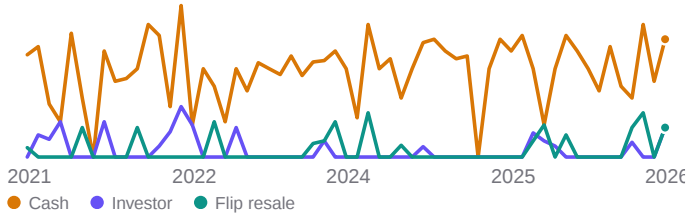
2.5%



BUYERS & OUTCOMES

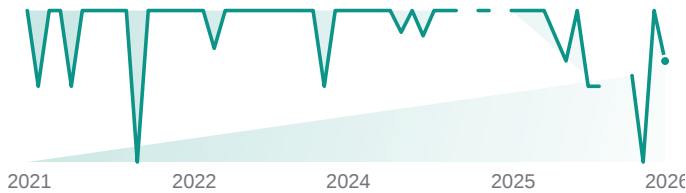
Buyer mix

Cash 67% · Investor 17% · Flip resale 17%



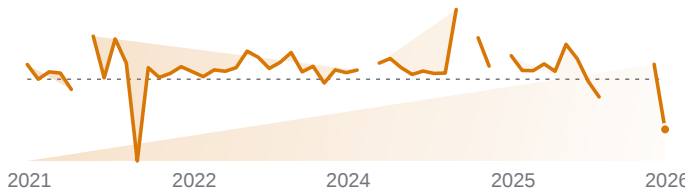
Sellers who sold at a gain

67%

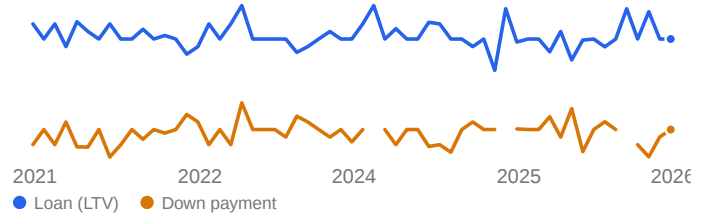


Median annualized return at resale

-42.5%

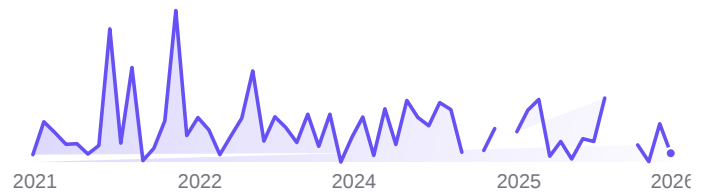


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



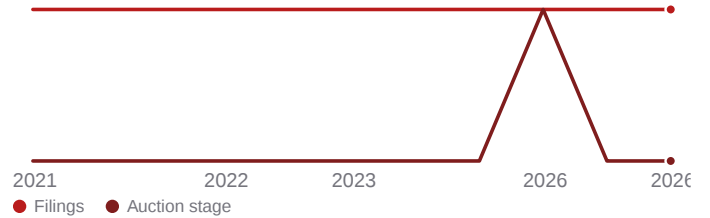
Typical hold before selling

1.0 yrs



Preforeclosure filings

Filings 1 · Auction stage 0



HOUSING STOCK

Homes	4,905
Median value (AVM)	\$142K
Single family	99%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	74%
Underwater (LTV 125% or more)	2.9%
Owner occupied	43%
Company owned	19%
Median loan-to-value	0%
Typical ownership tenure	6.0 yrs

COMMUNITY

Population	4,701
Density	10 / mi²
Median household income	\$58K
Average household income	\$76K
Crime index (US avg 100)	112
Air pollution index (US avg 100)	82
Earthquake index (US avg 100)	15
Homes occupied	48%
Bachelor's or higher	18%
Poverty rate	8.8%
Unemployment	1.1%
Average temp	40°F
Annual precip	31 in
Sunshine	54%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.