

Pierce County, WI

County · WI · Wisconsin

BALANCED MARKET

\$313K

MEDIAN SALE PRICE

+7.1%

1-YR CHANGE

516

SALES (12 MO)

\$258K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 59 / 100



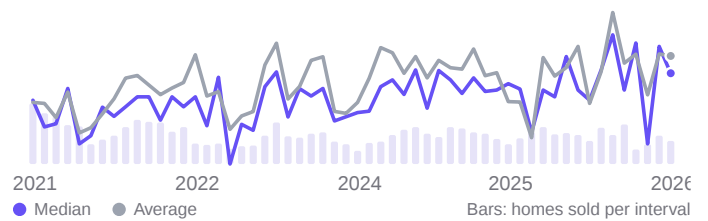
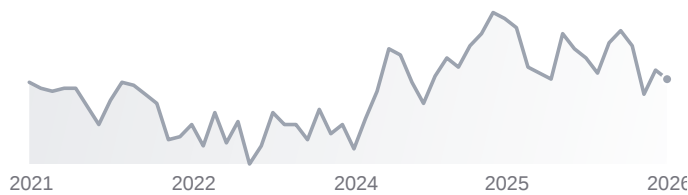
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

59 / 100

Sale prices

Median \$335K · Average \$361K

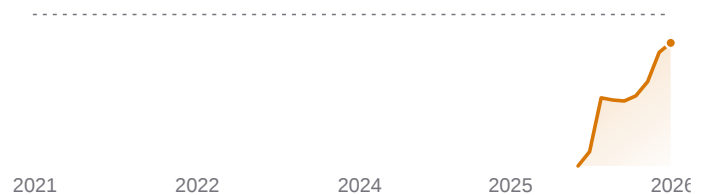
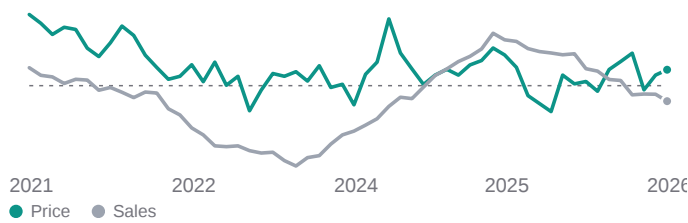


Growth (year over year)

Price +7.1% · Sales -6.9%

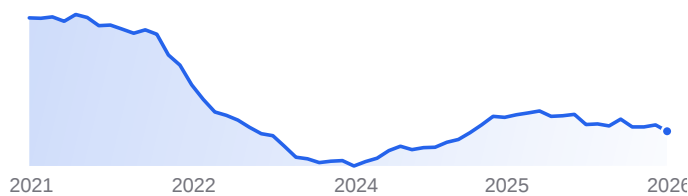
Sale premium vs estimated value

-0.9%



Annual turnover (share of homes sold)

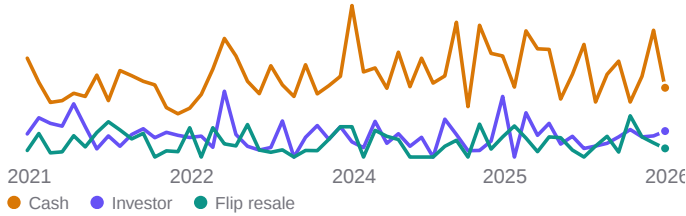
3.7%



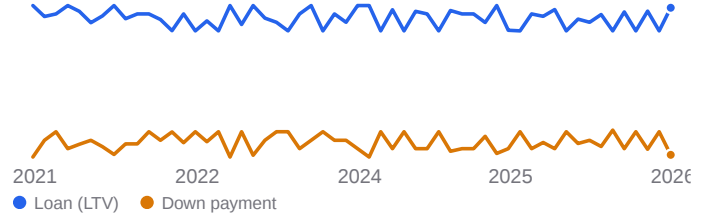
BUYERS & OUTCOMES

Buyer mix

Cash 23% · Investor 8.6% · Flip resale 2.9%

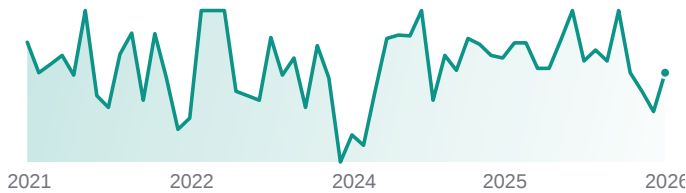


Financing (share of purchase price) Loan (LTV) 94% · Down payment 6.3%



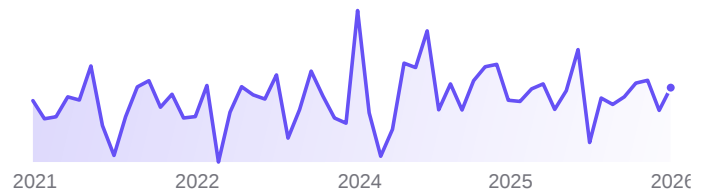
Sellers who sold at a gain

92%



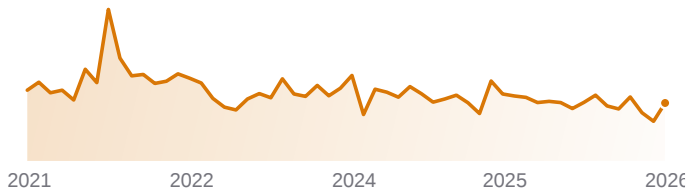
Typical hold before selling

6.0 yrs



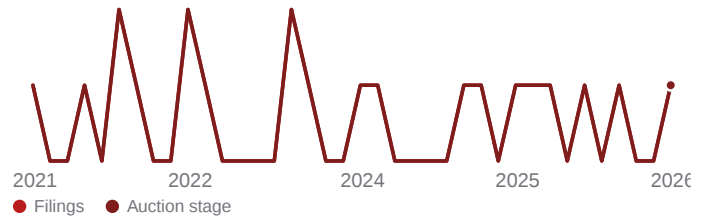
Median annualized return at resale

+6.5%



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	13,850
Median value (AVM)	\$258K
Median bedrooms	3
Median year built	1966
Single family	97%
Condos	2.0%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	42%
Underwater (LTV 125% or more)	9.3%
Owner occupied	83%
Company owned	11%
Median loan-to-value	61%
Typical ownership tenure	7.9 yrs

COMMUNITY

Population	43,726
Density	76 / mi²
Median household income	\$84K
Average household income	\$103K
Crime index (US avg 100)	120
Air pollution index (US avg 100)	85
Earthquake index (US avg 100)	10
Homes occupied	95%
Bachelor's or higher	23%
Poverty rate	10.1%
Unemployment	1.1%
Average temp	44°F
Annual precip	32 in
Sunshine	54%

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