

Rock County, WI

County · WI · Wisconsin

SELLER'S MARKET

\$277K

MEDIAN SALE PRICE

+7.7%

1-YR CHANGE

2,466

SALES (12 MO)

\$280K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 69 / 100

Buyer's market

Balanced

Seller's market

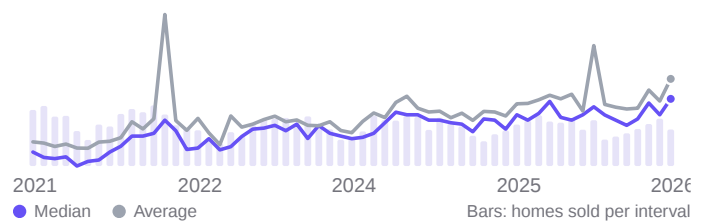
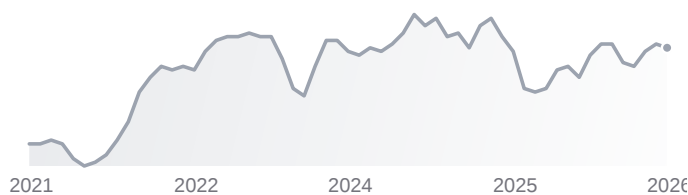
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

69 / 100

Sale prices

Median \$290K · Average \$328K

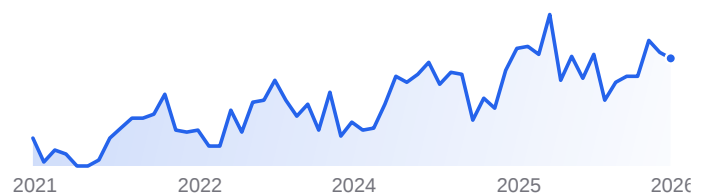
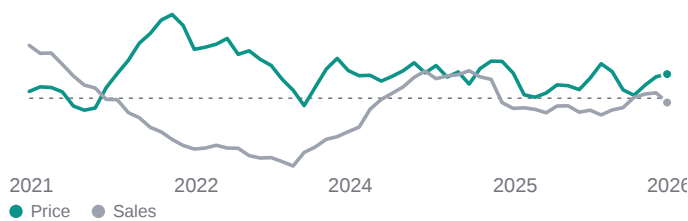


Growth (year over year)

Price +7.7% · Sales -1.4%

Price per square foot

\$179/ft²

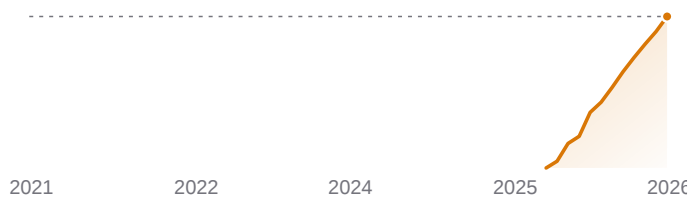


Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

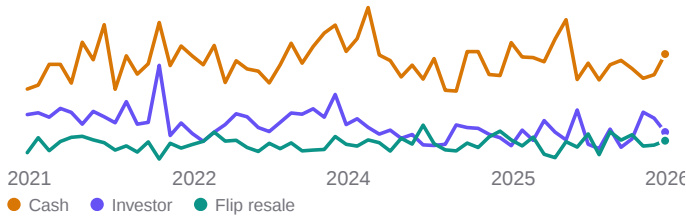
4.3%



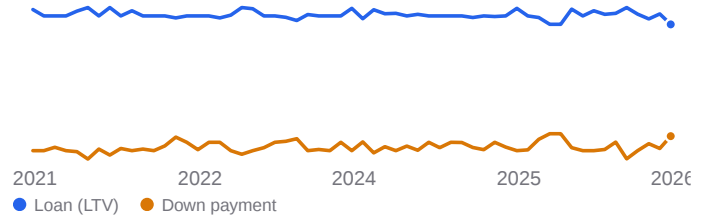
BUYERS & OUTCOMES

Buyer mix

Cash 27% · Investor 8.3% · Flip resale 6.3%



Financing (share of purchase price) Loan (LTV) 85% · Down payment 19%



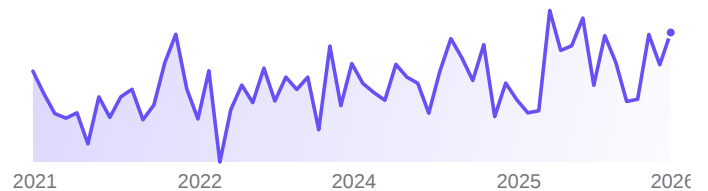
Sellers who sold at a gain

89%



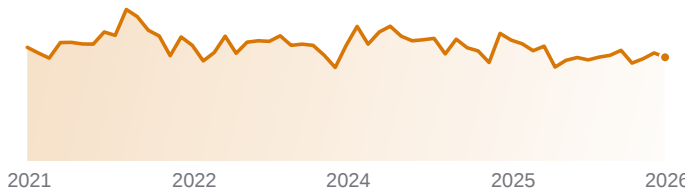
Typical hold before selling

6.5 yrs



Median annualized return at resale

+7.7%



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	57,258
Median value (AVM)	\$280K
Median size	1,372 ft²
Median bedrooms	3
Median year built	1962
Single family	88%
Condos	4.6%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	61%
Underwater (LTV 125% or more)	1.3%
Owner occupied	83%
Company owned	15%
Median loan-to-value	41%

Typical ownership tenure

8.7 yrs

COMMUNITY

Population	166,474
Density	232 / mi²
Median household income	\$73K
Average household income	\$89K
Crime index (US avg 100)	102
Air pollution index (US avg 100)	88
Earthquake index (US avg 100)	33
Homes occupied	94%
Bachelor's or higher	17%
Poverty rate	8.6%
Unemployment	1.1%
Average temp	47°F
Annual precip	35 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.