

Rusk County, WI

County · WI · Wisconsin

SELLER'S MARKET

\$230K

MEDIAN SALE PRICE

+19.6%

1-YR CHANGE

267

SALES (12 MO)

\$171K

MEDIAN VALUE (AVM)

Market temperature

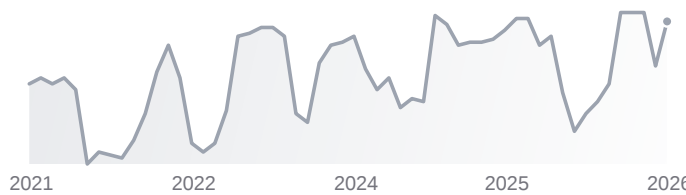
Seller's market · 69 / 100



MARKET TRENDS (5 YEARS)

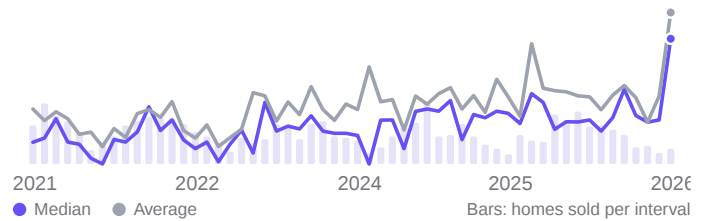
Market temperature (0–100)

69 / 100



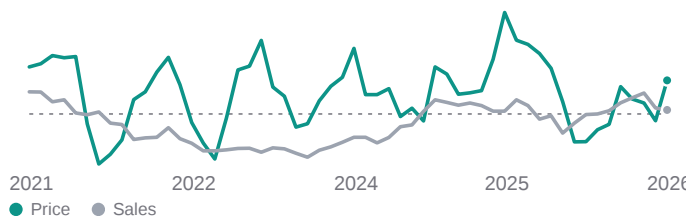
Sale prices

Median \$355K · Average \$415K



Growth (year over year)

Price +19.6% · Sales +2.3%



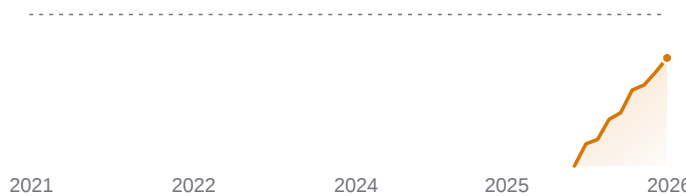
Price per square foot

\$178/ft²



Sale premium vs estimated value

-1.5%



Annual turnover (share of homes sold)

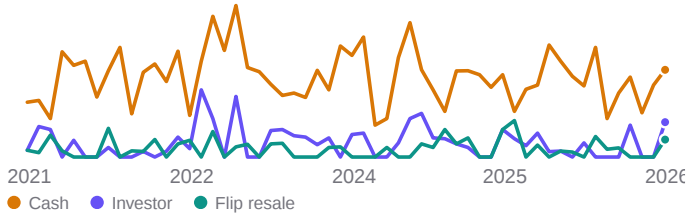
3.4%



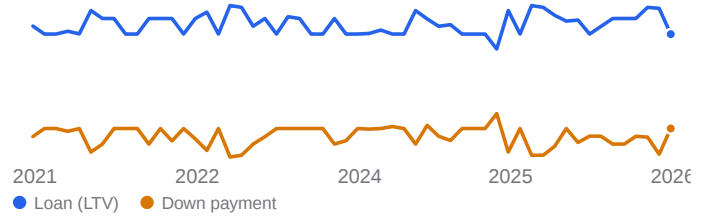
BUYERS & OUTCOMES

Buyer mix

Cash 45% · Investor 18% · Flip resale 9.1%

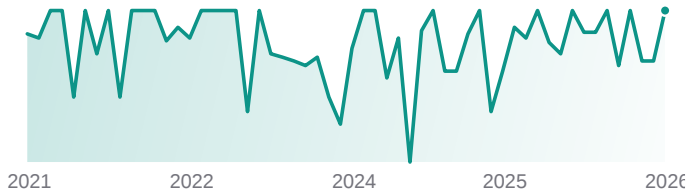


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



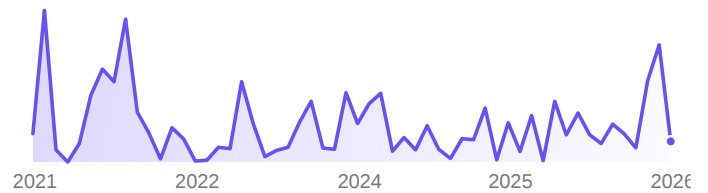
Sellers who sold at a gain

100%



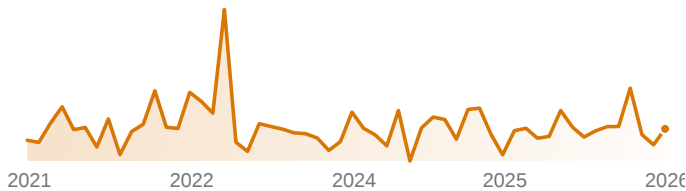
Typical hold before selling

3.7 yrs



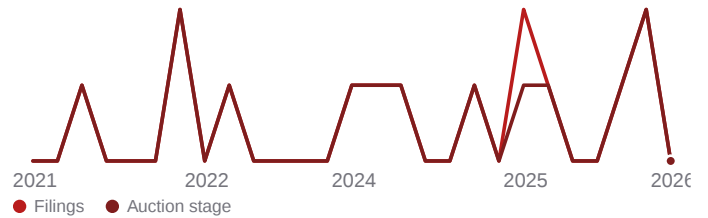
Median annualized return at resale

+8.9%



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	7,962
Median value (AVM)	\$171K
Median size	1,472 ft²
Median bedrooms	3
Median year built	1980
Single family	100%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	71%
Underwater (LTV 125% or more)	3.2%
Owner occupied	57%
Company owned	14%
Median loan-to-value	0%
Typical ownership tenure	7.0 yrs

COMMUNITY

Population	14,237
Density	16 / mi²
Median household income	\$61K
Average household income	\$73K
Crime index (US avg 100)	128
Air pollution index (US avg 100)	91
Earthquake index (US avg 100)	11
Homes occupied	75%
Bachelor's or higher	13%
Poverty rate	10.4%
Unemployment	1.1%
Average temp	42°F
Annual precip	33 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.