

Wisconsin Rapids

City · WI · Wisconsin · Wood County

SELLER'S MARKET

\$322K

MEDIAN SALE PRICE

+81.1%

1-YR CHANGE

67

SALES (12 MO)

\$198K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 72 / 100

Buyer's market

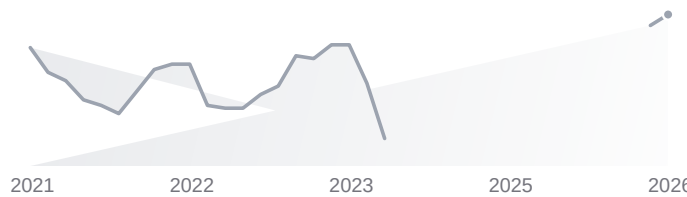
Balanced

Seller's market

MARKET TRENDS (5 YEARS)

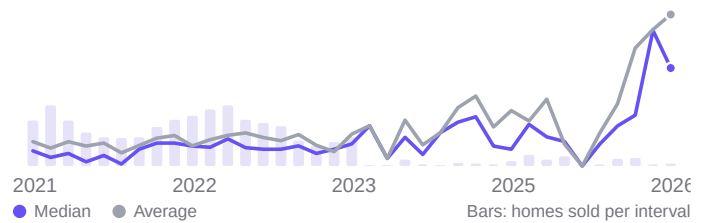
Market temperature (0–100)

72 / 100



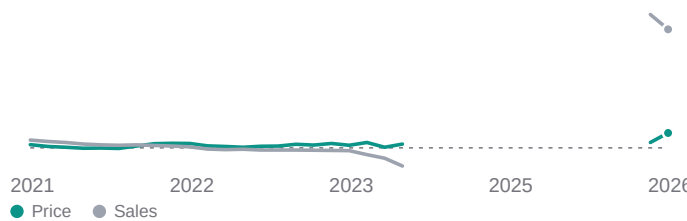
Sale prices

Median \$330K · Average \$458K



Growth (year over year)

Price +81.1% · Sales +644.4%



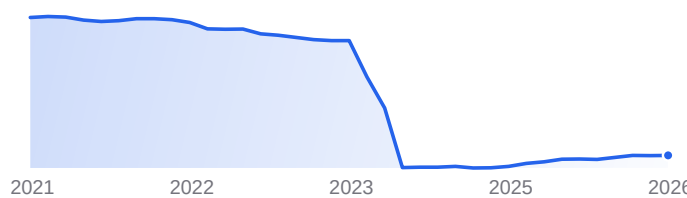
Sale premium vs estimated value

+66.6%



Annual turnover (share of homes sold)

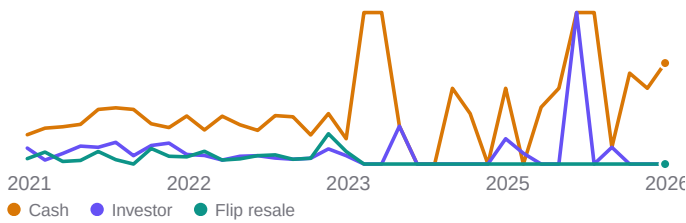
0.5%



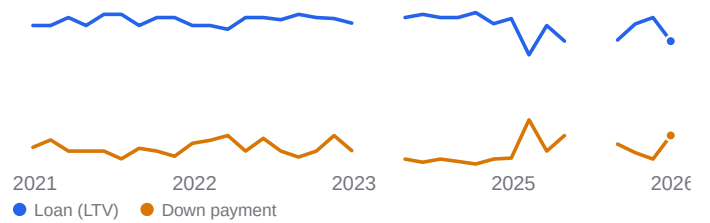
BUYERS & OUTCOMES

Buyer mix

Cash 67% · Investor 0% · Flip resale 0%

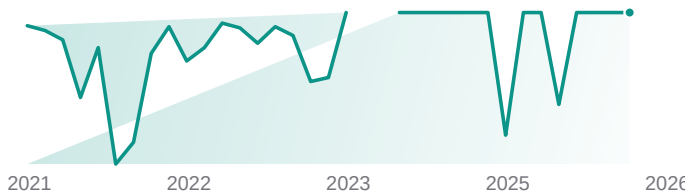


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



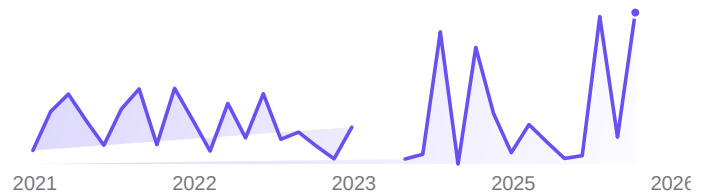
Sellers who sold at a gain

100%



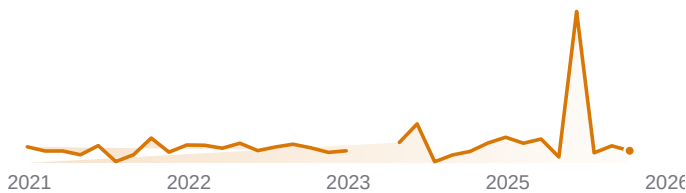
Typical hold before selling

20.0 yrs



Median annualized return at resale

+5.6%



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	13,772
Median value (AVM)	\$198K
Single family	98%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	67%
Underwater (LTV 125% or more)	2.2%
Owner occupied	82%
Company owned	11%
Median loan-to-value	33%
Typical ownership tenure	7.4 yrs

COMMUNITY

Population	18,876
Density	1,360 / mi²
Median household income	\$54K
Average household income	\$68K
Crime index (US avg 100)	96
Air pollution index (US avg 100)	80
Earthquake index (US avg 100)	14
Homes occupied	94%
Bachelor's or higher	15%
Poverty rate	13.9%
Unemployment	0.9%
Average temp	44°F
Annual precip	32 in
Sunshine	54%

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