

Madison 53704

ZIP code · WI · Wisconsin > Dane County > Madison

SELLER'S MARKET

\$377K

MEDIAN SALE PRICE

+12.0%

1-YR CHANGE

616

SALES (12 MO)

\$327K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 63 / 100

Buyer's market

Balanced

Seller's market

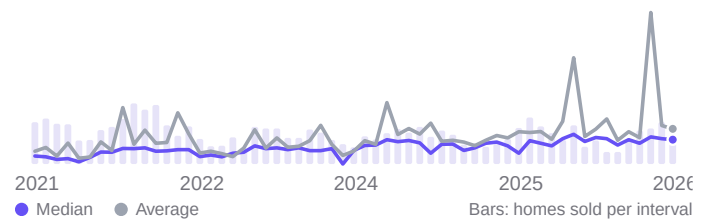
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

63 / 100

Sale prices

Median \$370K · Average \$430K

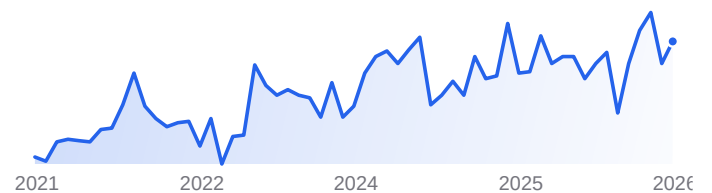
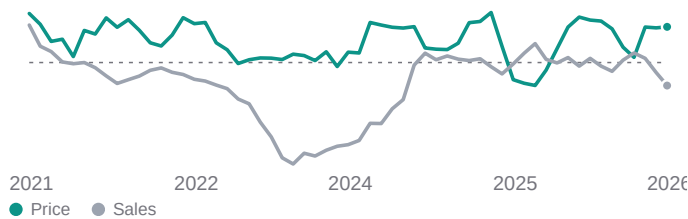


Growth (year over year)

Price +12.0% · Sales -7.8%

Price per square foot

\$256/ft²

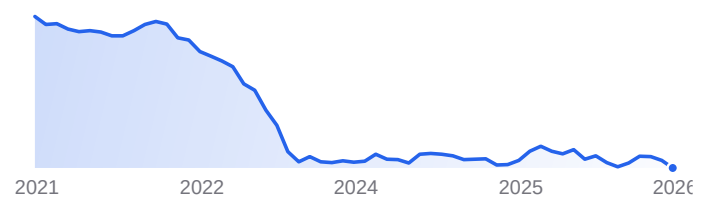
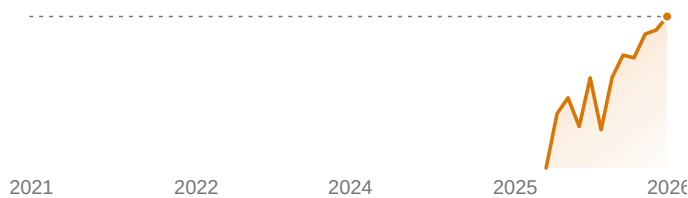


Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

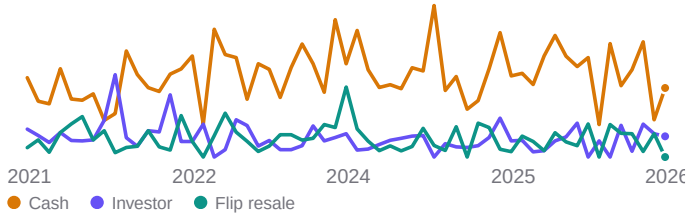
3.9%



BUYERS & OUTCOMES

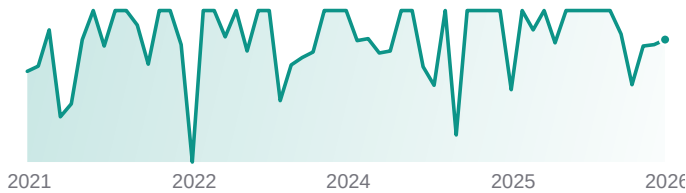
Buyer mix

Cash 19% · Investor 5.6% · Flip resale 0%



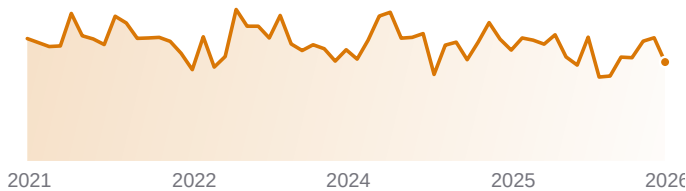
Sellers who sold at a gain

97%

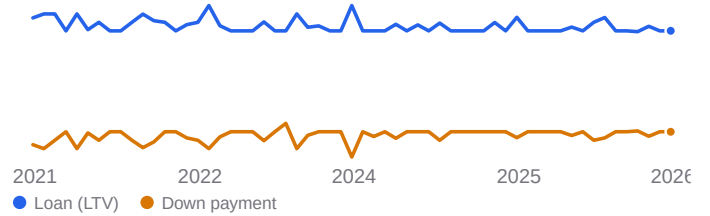


Median annualized return at resale

+6.6%

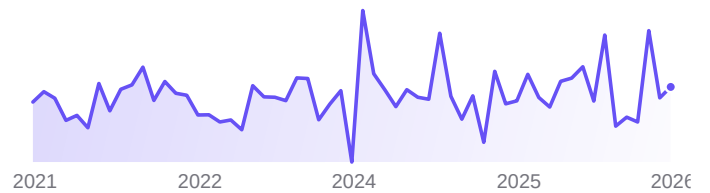


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



Typical hold before selling

6.0 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	15,791
Median value (AVM)	\$327K
Median size	1,496 ft²
Median bedrooms	3
Median year built	1960
Single family	68%
Condos	25%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	62%
Underwater (LTV 125% or more)	0.9%
Owner occupied	85%
Company owned	14%
Median loan-to-value	40%

Typical ownership tenure

9.6 yrs

COMMUNITY

Population	49,468
Density	2,132 / mi ²
Median household income	\$76K
Average household income	\$94K
Crime index (US avg 100)	124
Air pollution index (US avg 100)	83
Earthquake index (US avg 100)	21
Homes occupied	96%
Bachelor's or higher	34%
Poverty rate	11.7%
Unemployment	0.8%
Average temp	46°F
Annual precip	34 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.