

Portage 53901

ZIP code · WI · Wisconsin > Columbia County > Portage

BALANCED MARKET

\$234K

MEDIAN SALE PRICE

-5.7%

1-YR CHANGE

202

SALES (12 MO)

\$267K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 52 / 100



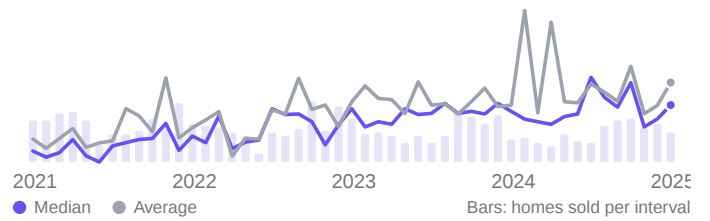
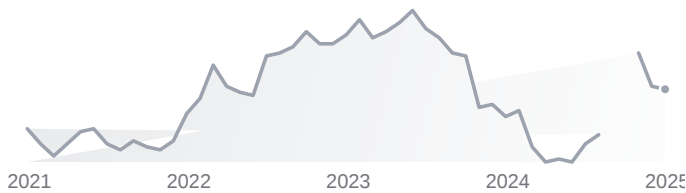
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

52 / 100

Sale prices

Median \$257K · Average \$300K

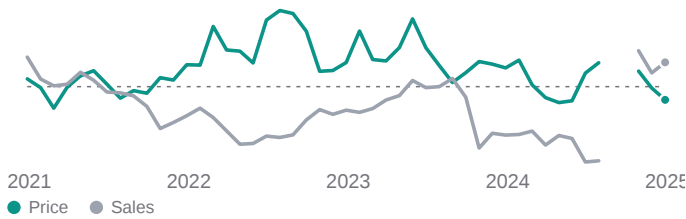


Growth (year over year)

Price -5.7% · Sales +10.4%

Sale premium vs estimated value

-4.5%



Annual turnover (share of homes sold)

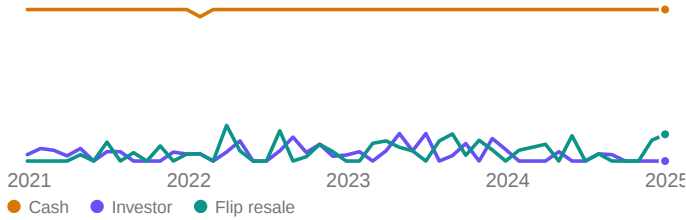
4.2%



BUYERS & OUTCOMES

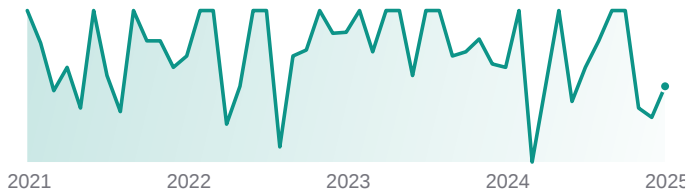
Buyer mix

Cash 100% · Investor 0% · Flip resale 18%



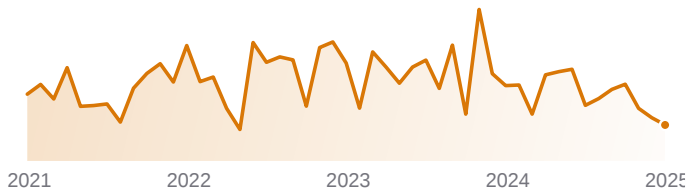
Sellers who sold at a gain

83%



Median annualized return at resale

+3.7%

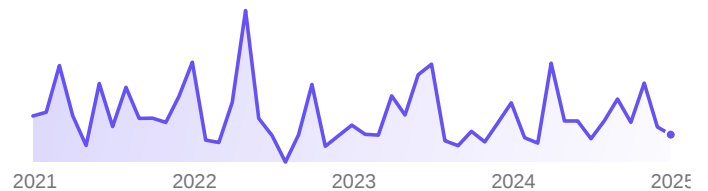


Financing (share of purchase price) Loan (LTV) 57% · Down payment 43%



Typical hold before selling

3.8 yrs



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	4,806
Median value (AVM)	\$267K
Median bedrooms	3
Median year built	1915
Single family	92%
Condos	7.8%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	95%
Underwater (LTV 125% or more)	0.1%
Owner occupied	84%
Company owned	11%
Median loan-to-value	0%
Typical ownership tenure	6.5 yrs

COMMUNITY

Population	14,773
Density	98 / mi²
Median household income	\$68K
Average household income	\$85K
Crime index (US avg 100)	136
Air pollution index (US avg 100)	80
Earthquake index (US avg 100)	20
Homes occupied	89%
Bachelor's or higher	13%
Poverty rate	12.4%
Unemployment	0.8%
Average temp	46°F
Annual precip	34 in
Sunshine	54%

Market metrics are derived from recorded arms-length deeds through November 2025. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.