

Rio 53960

ZIP code · WI · Wisconsin > Columbia County > Rio

BALANCED MARKET

\$274K

MEDIAN SALE PRICE

-8.1%

1-YR CHANGE

49

SALES (12 MO)

\$335K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 59 / 100



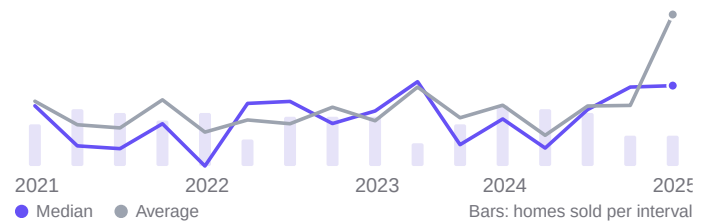
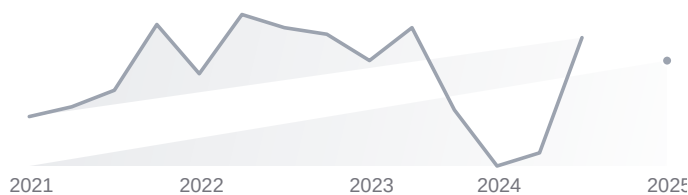
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

59 / 100

Sale prices

Median \$322K · Average \$440K

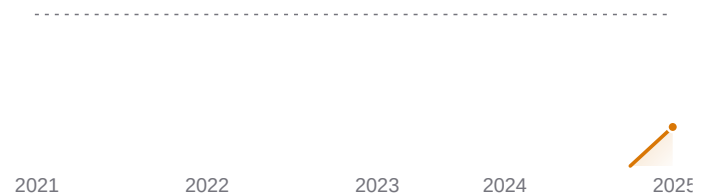
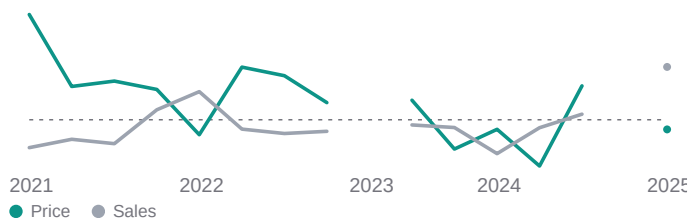


Growth (year over year)

Price -8.1% · Sales +44.1%

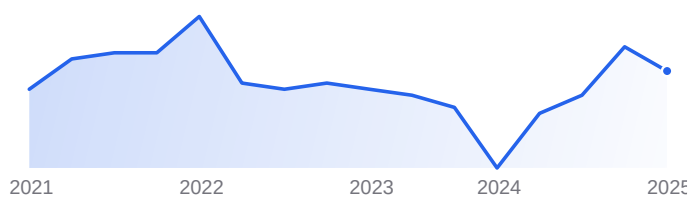
Sale premium vs estimated value

-5.4%



Annual turnover (share of homes sold)

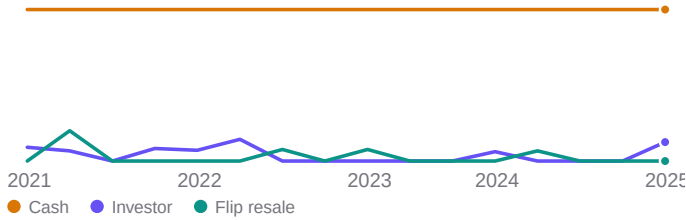
3.9%



BUYERS & OUTCOMES

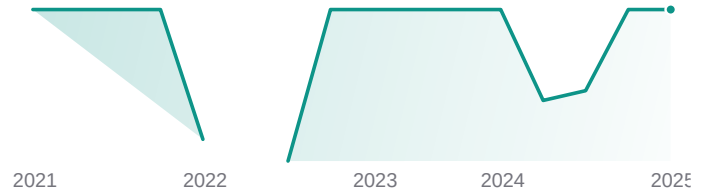
Buyer mix

Cash 100% · Investor 13% · Flip resale 0%



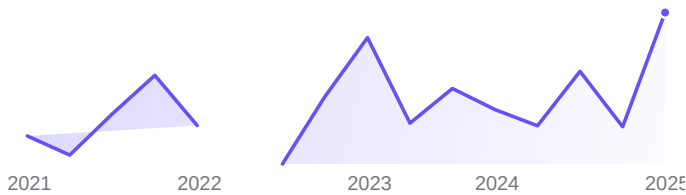
Sellers who sold at a gain

100%



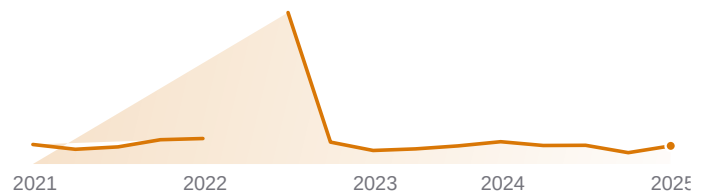
Typical hold before selling

10.6 yrs



Median annualized return at resale

+7.3%



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	1,241
Median value (AVM)	\$335K
Median bedrooms	2
Median year built	1935
Single family	100%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	93%
Underwater (LTV 125% or more)	0.1%
Owner occupied	92%
Company owned	9.2%
Median loan-to-value	0%
Typical ownership tenure	7.1 yrs

COMMUNITY

Population	3,847
Density	42 / mi²
Median household income	\$80K
Average household income	\$92K
Crime index (US avg 100)	133
Air pollution index (US avg 100)	86
Earthquake index (US avg 100)	23
Homes occupied	94%
Bachelor's or higher	18%
Poverty rate	9.4%
Unemployment	0.9%
Average temp	46°F
Annual precip	34 in
Sunshine	54%

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