

Prescott 54021

ZIP code · WI · Wisconsin > Pierce County > Prescott

SELLER'S MARKET

\$362K

MEDIAN SALE PRICE

+40.4%

1-YR CHANGE

106

SALES (12 MO)

\$323K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 69 / 100

Buyer's market

Balanced

Seller's market

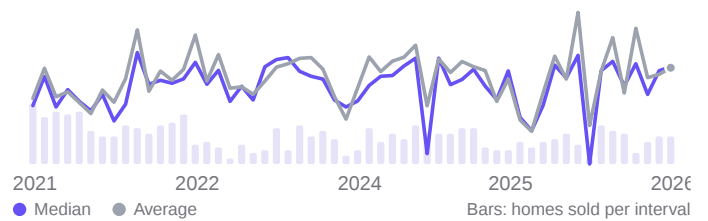
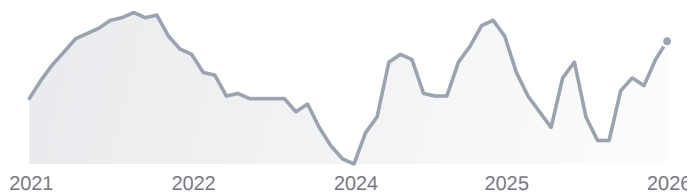
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

69 / 100

Sale prices

Median \$400K · Average \$396K

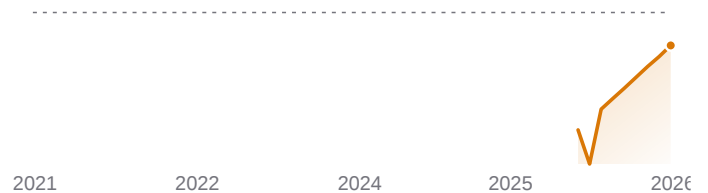
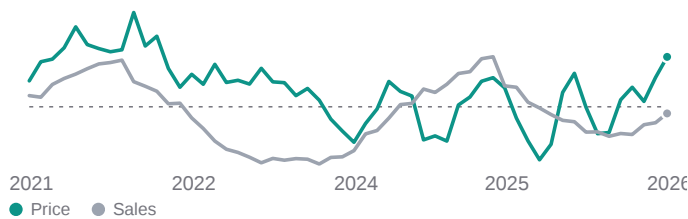


Growth (year over year)

Price +40.4% · Sales -5.4%

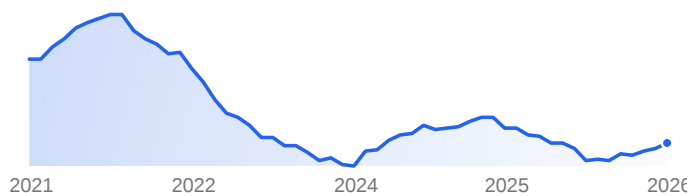
Sale premium vs estimated value

-0.9%



Annual turnover (share of homes sold)

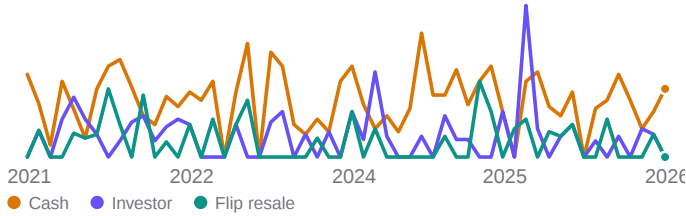
4.2%



BUYERS & OUTCOMES

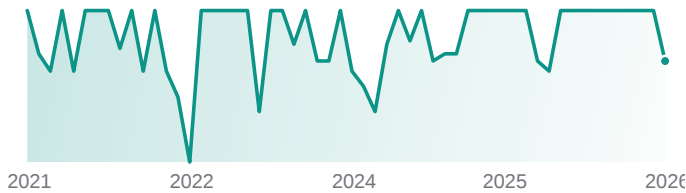
Buyer mix

Cash 30% · Investor 0% · Flip resale 0%



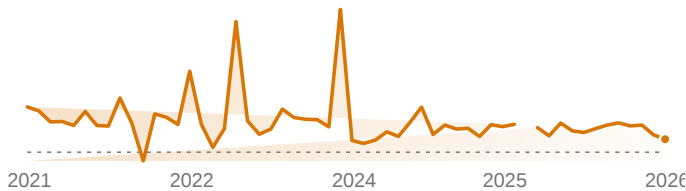
Sellers who sold at a gain

83%

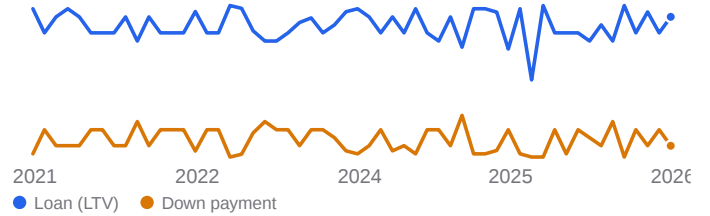


Median annualized return at resale

+3.3%

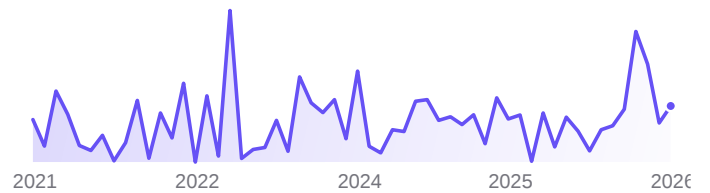


Financing (share of purchase price) Loan (LTV) 90% · Down payment 10%



Typical hold before selling

6.4 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	2,540
Median value (AVM)	\$323K
Median bedrooms	3
Median year built	1960
Single family	97%
Condos	2.8%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	38%
Underwater (LTV 125% or more)	8.3%
Owner occupied	83%
Company owned	9.6%
Median loan-to-value	66%
Typical ownership tenure	7.4 yrs

COMMUNITY

Population	7,020
Density	143 / mi²
Median household income	\$95K
Average household income	\$114K
Crime index (US avg 100)	73
Air pollution index (US avg 100)	79
Earthquake index (US avg 100)	12
Homes occupied	95%
Bachelor's or higher	24%
Poverty rate	5.0%
Unemployment	1.0%
Average temp	45°F
Annual precip	32 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.