

River Falls 54022

ZIP code · WI · Wisconsin > Pierce County > River Falls

BUYER'S MARKET

\$359K

MEDIAN SALE PRICE

-2.2%

1-YR CHANGE

217

SALES (12 MO)

\$292K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 38 / 100



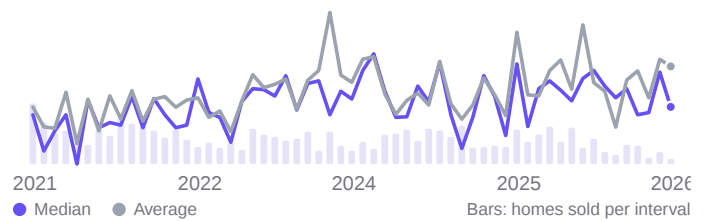
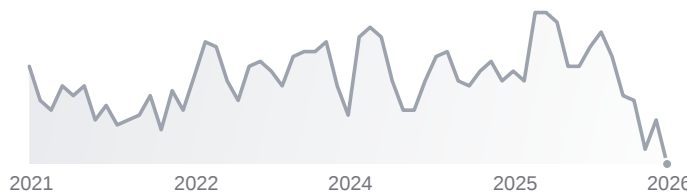
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

38 / 100

Sale prices

Median \$340K · Average \$418K

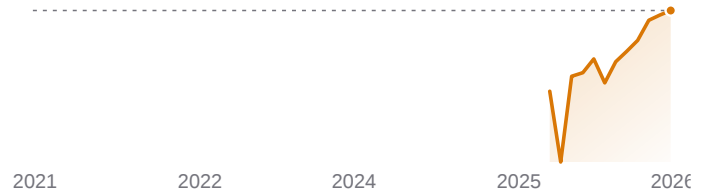
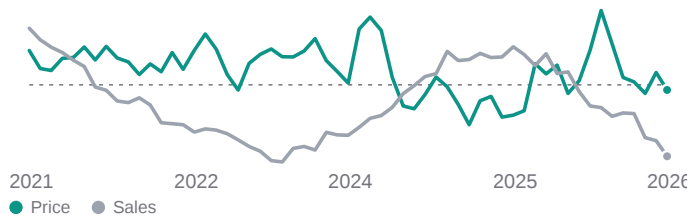


Growth (year over year)

Price -2.2% · Sales -29.8%

Sale premium vs estimated value

+0.0%



Annual turnover (share of homes sold)

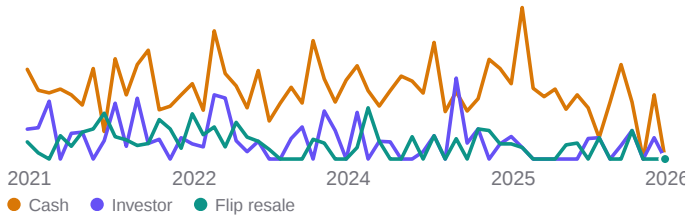
3.2%



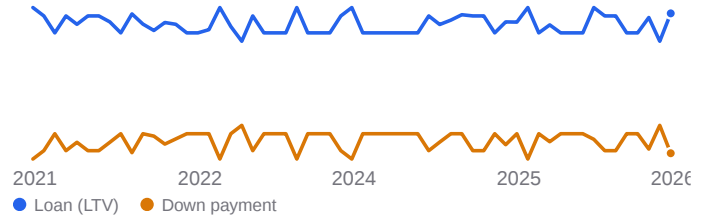
BUYERS & OUTCOMES

Buyer mix

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

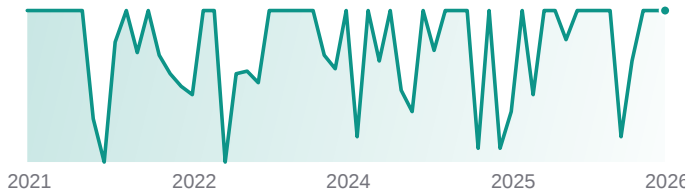


Financing (share of purchase price) Loan (LTV) 92% · Down payment 8.4%



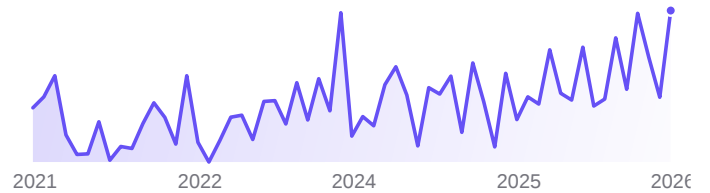
Sellers who sold at a gain

100%



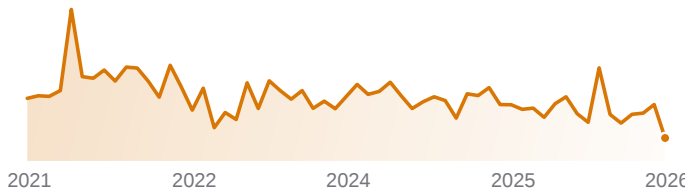
Typical hold before selling

9.9 yrs



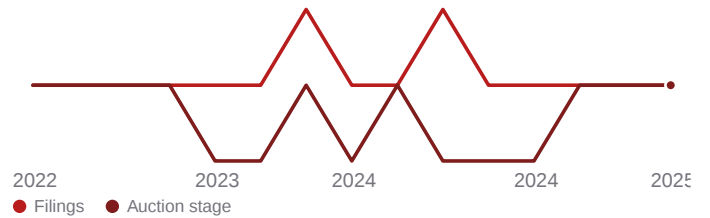
Median annualized return at resale

+2.6%



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	6,738
Median value (AVM)	\$292K
Median bedrooms	2
Median year built	1916
Single family	94%
Condos	4.2%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	38%
Underwater (LTV 125% or more)	9.1%
Owner occupied	85%
Company owned	11%
Median loan-to-value	66%
Typical ownership tenure	8.1 yrs

COMMUNITY

Population	25,423
Density	186 / mi²
Median household income	\$94K
Average household income	\$113K
Crime index (US avg 100)	104
Air pollution index (US avg 100)	84
Earthquake index (US avg 100)	7
Homes occupied	96%
Bachelor's or higher	34%
Poverty rate	12.1%
Unemployment	1.0%
Average temp	44°F
Annual precip	32 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.