

Wausau 54401

ZIP code · WI · Wisconsin · Marathon County · Wausau

BALANCED MARKET

\$216K

MEDIAN SALE PRICE

-2.5%

1-YR CHANGE

450

SALES (12 MO)

\$238K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 54 / 100

Buyer's market

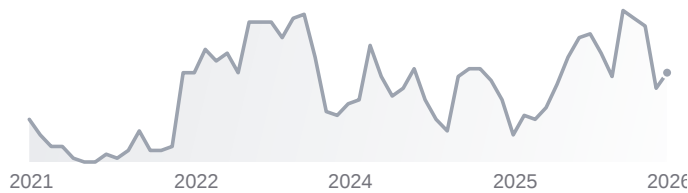
Balanced

Seller's market

MARKET TRENDS (5 YEARS)

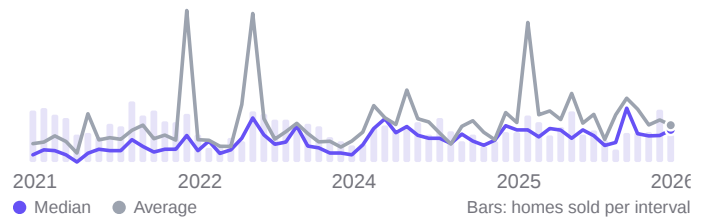
Market temperature (0–100)

54 / 100



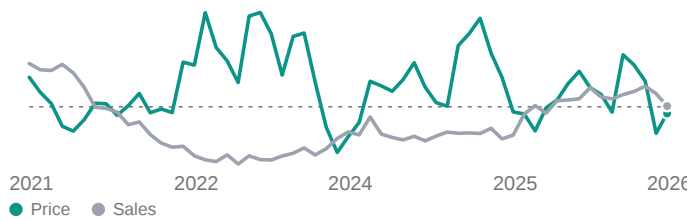
Sale prices

Median \$230K · Average \$247K



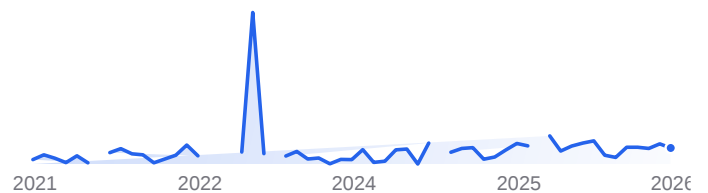
Growth (year over year)

Price -2.5% · Sales +0.2%



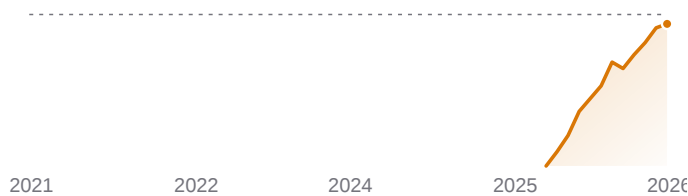
Price per square foot

\$141/ft²



Sale premium vs estimated value

-0.4%



Annual turnover (share of homes sold)

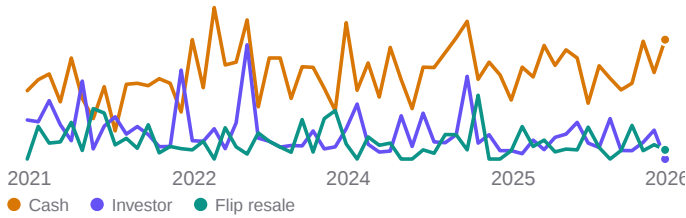
3.9%



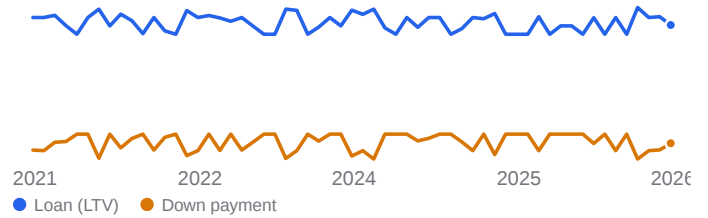
BUYERS & OUTCOMES

Buyer mix

Cash 39% · Investor 0% · Flip resale 3.0%

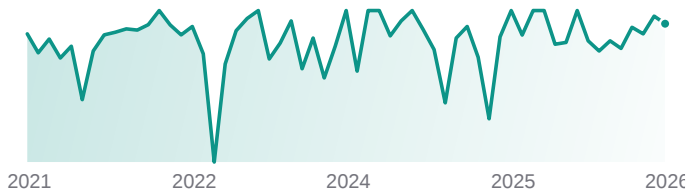


Financing (share of purchase price) Loan (LTV) 86% · Down payment 14%



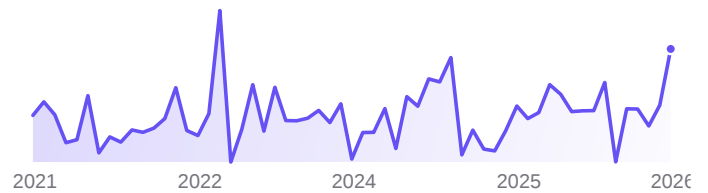
Sellers who sold at a gain

96%



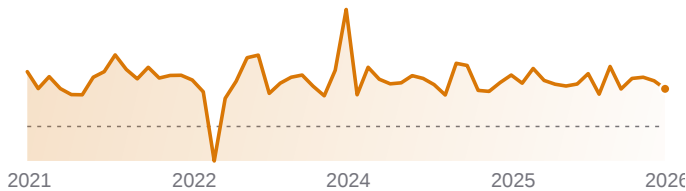
Typical hold before selling

9.3 yrs



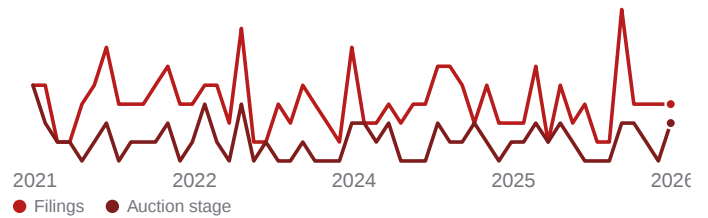
Median annualized return at resale

+6.4%



Preforeclosure filings

Filings 3 · Auction stage 2



HOUSING STOCK

Homes	11,505
Median value (AVM)	\$238K
Median size	1,516 ft²
Median bedrooms	3
Median year built	1951
Single family	98%
Condos	1.6%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	62%
Underwater (LTV 125% or more)	2.1%
Owner occupied	83%
Company owned	17%
Median loan-to-value	41%

Typical ownership tenure

7.3 yrs

COMMUNITY

Population	32,030
Density	375 / mi²
Median household income	\$68K
Average household income	\$87K
Crime index (US avg 100)	116
Air pollution index (US avg 100)	81
Earthquake index (US avg 100)	14
Homes occupied	94%
Bachelor's or higher	24%
Poverty rate	11.7%
Unemployment	0.7%
Average temp	42°F
Annual precip	33 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.