

Merrill 54452

ZIP code · WI · Wisconsin > Lincoln County > Merrill

BUYER'S MARKET

\$130K

MEDIAN SALE PRICE

-68.8%

1-YR CHANGE

22

SALES (12 MO)

\$220K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 30 / 100



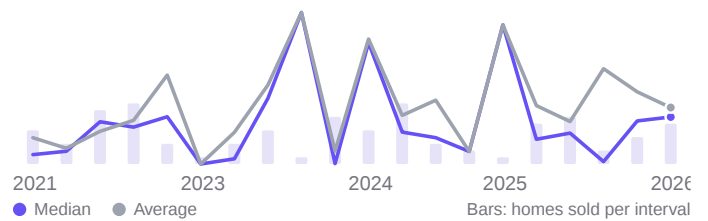
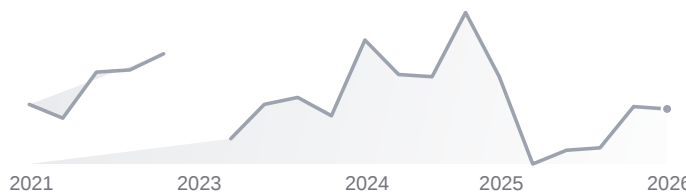
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

30 / 100

Sale prices

Median \$240K · Average \$276K

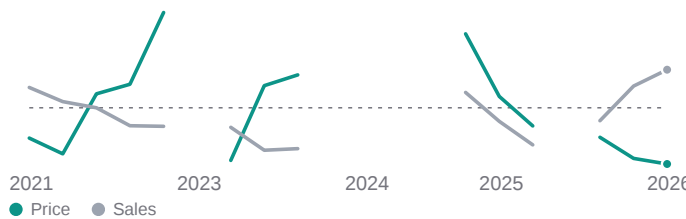


Growth (year over year)

Price -68.8% · Sales +46.7%

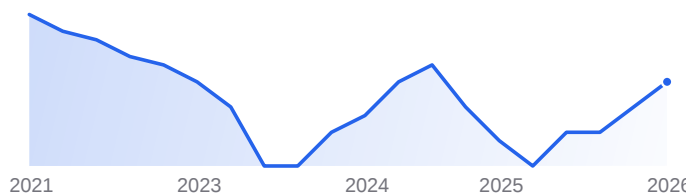
Sale premium vs estimated value

+6.7%



Annual turnover (share of homes sold)

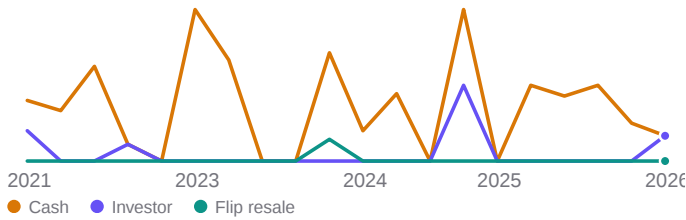
0.3%



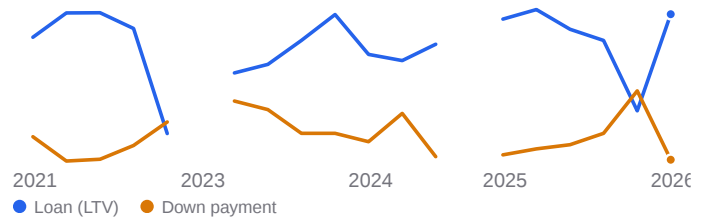
BUYERS & OUTCOMES

Buyer mix

Cash 17% · Investor 17% · Flip resale 0%

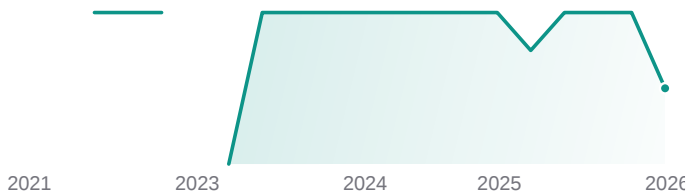


Financing (share of purchase price) Loan (LTV) 97% · Down payment 3.0%



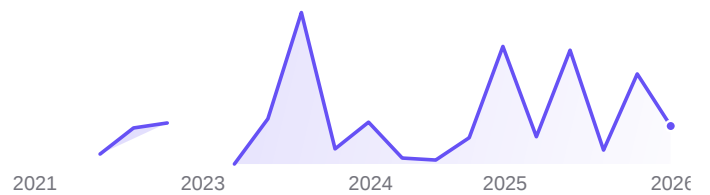
Sellers who sold at a gain

50%



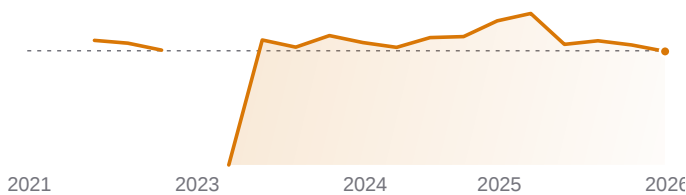
Typical hold before selling

6.2 yrs



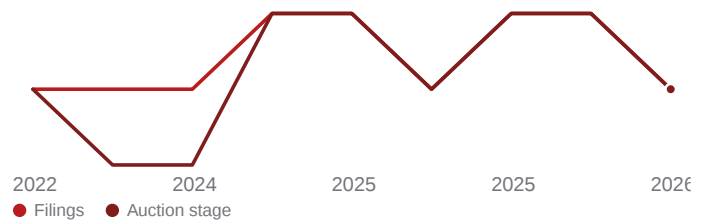
Median annualized return at resale

-0.5%



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	7,853
Median value (AVM)	\$220K
Median size	1,416 ft²
Median bedrooms	3
Median year built	1920
Single family	99%
Condos	0.9%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	79%
Underwater (LTV 125% or more)	1.8%
Owner occupied	77%
Company owned	11%
Median loan-to-value	30%

Typical ownership tenure

16.7 yrs

COMMUNITY

Population	19,173
Density	44 / mi²
Median household income	\$68K
Average household income	\$84K
Crime index (US avg 100)	81
Air pollution index (US avg 100)	78
Earthquake index (US avg 100)	9
Homes occupied	91%
Bachelor's or higher	13%
Poverty rate	11.5%
Unemployment	1.0%
Average temp	41°F
Annual precip	32 in
Sunshine	54%

Market metrics are derived from recorded arms-length deeds through July 2026, aggregated quarterly (lower sales volume). Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.