

Willard 54493

ZIP code · WI · Wisconsin > Clark County

BUYER'S MARKET

\$235K

MEDIAN SALE PRICE

-19.7%

1-YR CHANGE

12

SALES (12 MO)

\$229K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 23 / 100



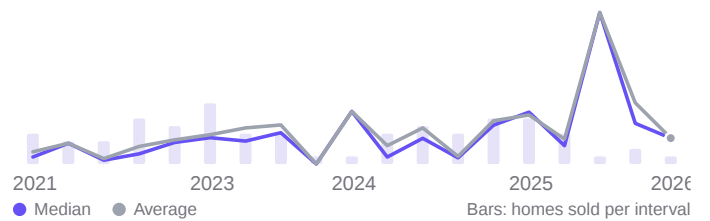
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

23 / 100

Sale prices

Median \$195K · Average \$195K

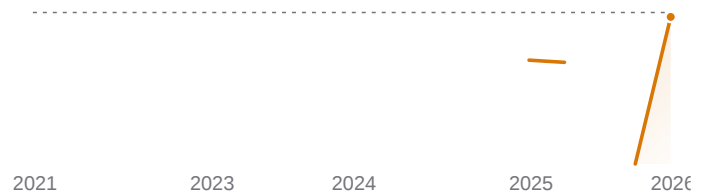
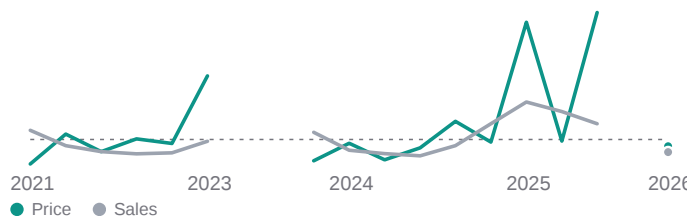


Growth (year over year)

Price -19.7% · Sales -36.8%

Sale premium vs estimated value

-0.4%



Annual turnover (share of homes sold)

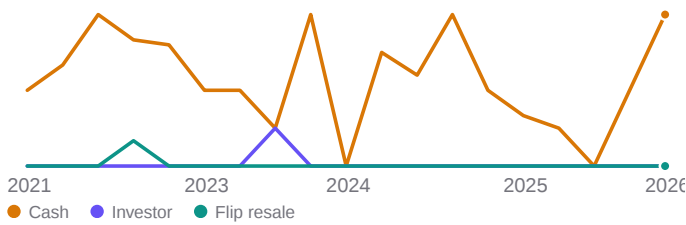
2.4%



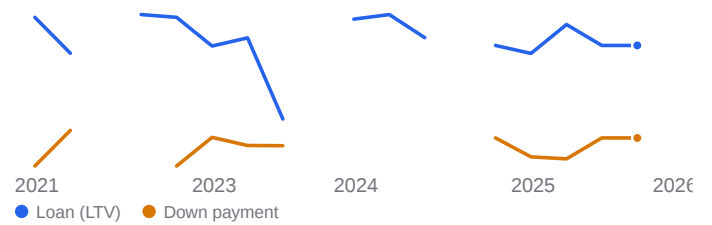
BUYERS & OUTCOMES

Buyer mix

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

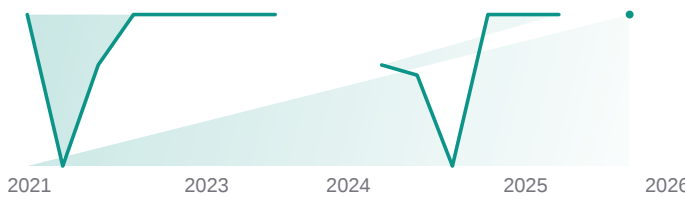


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



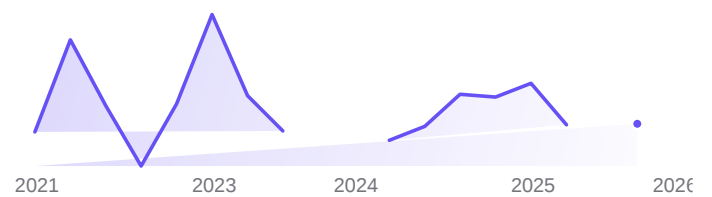
Sellers who sold at a gain

100%



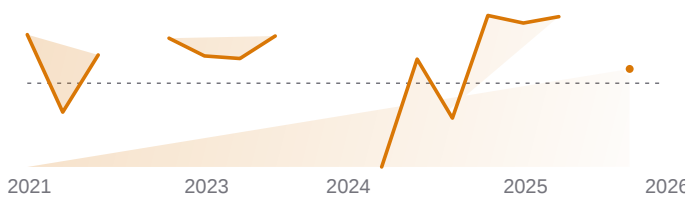
Typical hold before selling

3.4 yrs



Median annualized return at resale

+4.0%



HOUSING STOCK

Homes	500
Median value (AVM)	\$229K
Single family	89%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	79%
Underwater (LTV 125% or more)	2.0%
Owner occupied	100%
Company owned	17%
Median loan-to-value	0%
Typical ownership tenure	6.1 yrs

COMMUNITY

Population	895
Density	9 / mi ²
Median household income	\$72K
Average household income	\$82K
Crime index (US avg 100)	162
Air pollution index (US avg 100)	87
Earthquake index (US avg 100)	9
Homes occupied	74%
Bachelor's or higher	9%
Poverty rate	11.1%
Unemployment	1.0%
Average temp	43°F
Annual precip	33 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.