

Rockland 54653

ZIP code · WI · Wisconsin > La Crosse County > Rockland

SELLER'S MARKET

\$304K

MEDIAN SALE PRICE

+18.0%

1-YR CHANGE

13

SALES (12 MO)

\$280K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 71 / 100

Buyer's market

Balanced

Seller's market

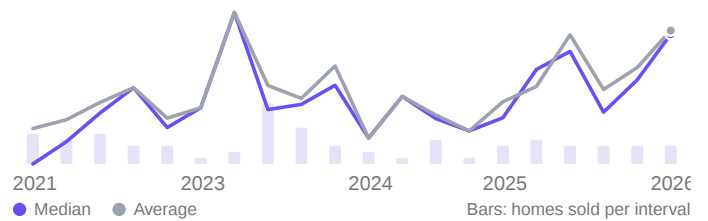
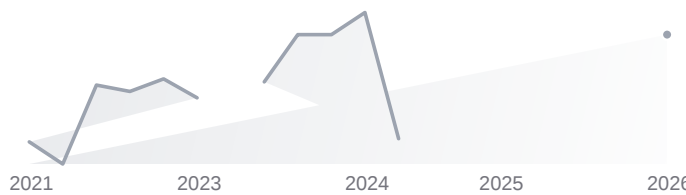
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

71 / 100

Sale prices

Median \$360K · Average \$367K

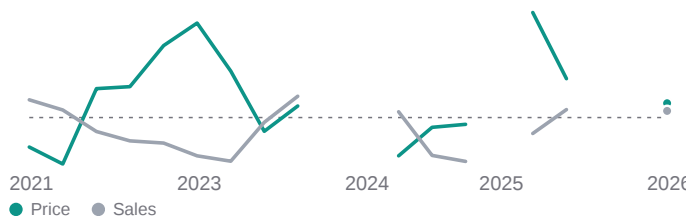


Growth (year over year)

Price +18.0% · Sales +8.3%

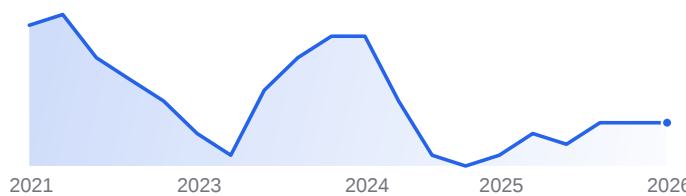
Sale premium vs estimated value

-22.7%



Annual turnover (share of homes sold)

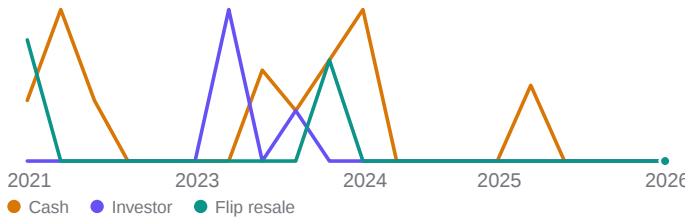
3.3%



BUYERS & OUTCOMES

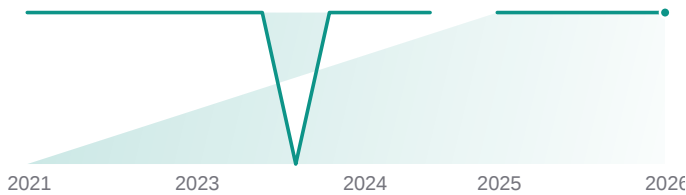
Buyer mix

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



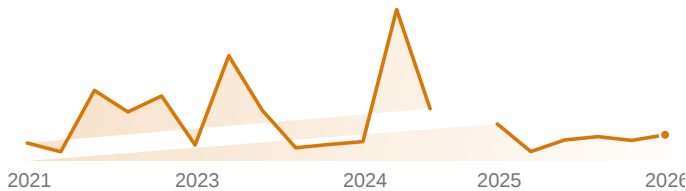
Sellers who sold at a gain

100%

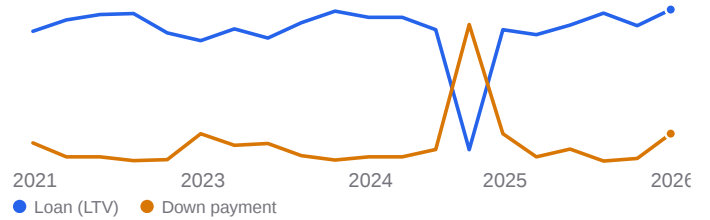


Median annualized return at resale

+6.7%

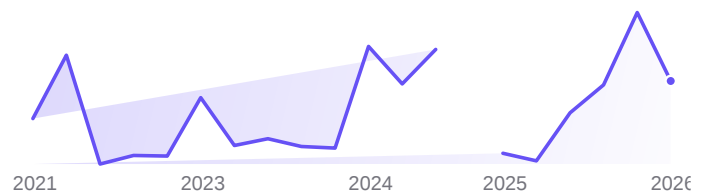


Financing (share of purchase price) Loan (LTV) 100% · Down payment 20%



Typical hold before selling

9.6 yrs



HOUSING STOCK

Homes	394
Median value (AVM)	\$280K
Single family	100%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	61%
Underwater (LTV 125% or more)	1.8%
Owner occupied	87%
Company owned	11%
Median loan-to-value	42%
Typical ownership tenure	9.2 yrs

COMMUNITY

Population	467
Density	25 / mi ²
Median household income	\$83K
Average household income	\$98K
Crime index (US avg 100)	67
Air pollution index (US avg 100)	82
Earthquake index (US avg 100)	17
Homes occupied	93%
Bachelor's or higher	20%
Poverty rate	8.2%
Unemployment	0.8%
Average temp	45°F
Annual precip	34 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.