

Gordon 54838

ZIP code · WI · Wisconsin > Douglas County > Gordon

SELLER'S MARKET

\$271K

MEDIAN SALE PRICE

+46.3%

1-YR CHANGE

54

SALES (12 MO)

\$205K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 60 / 100



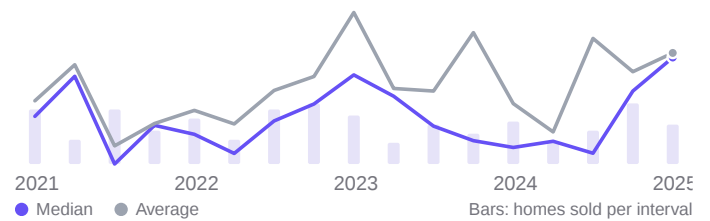
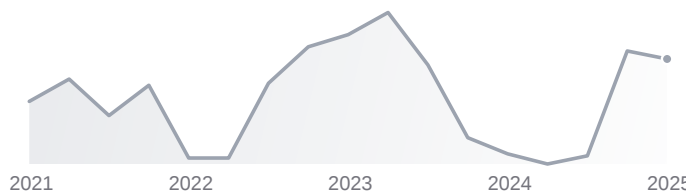
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

60 / 100

Sale prices

Median \$328K · Average \$337K

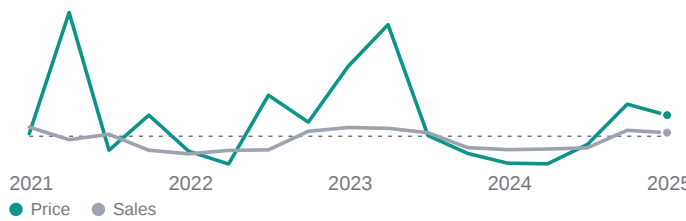


Growth (year over year)

Price +46.3% · Sales +8.0%

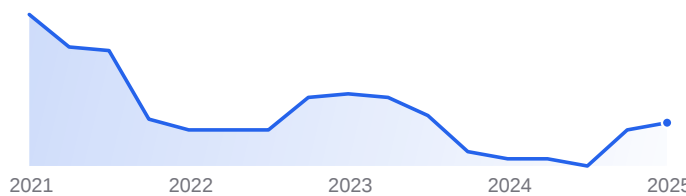
Sale premium vs estimated value

-5.6%



Annual turnover (share of homes sold)

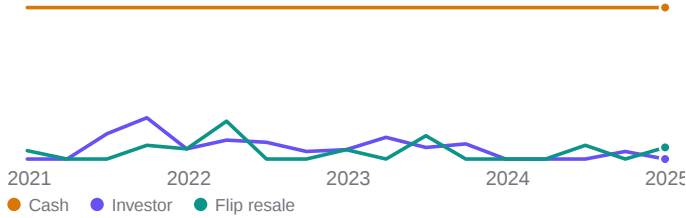
2.8%



BUYERS & OUTCOMES

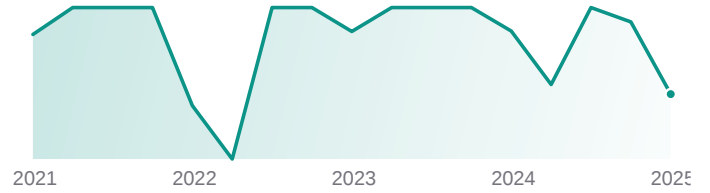
Buyer mix

Cash 100% · Investor 0% · Flip resale 7.7%



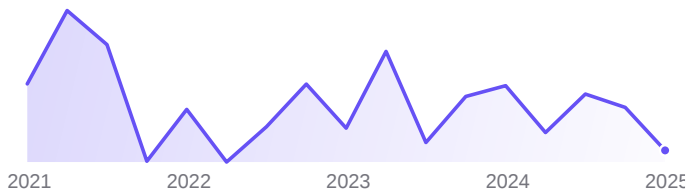
Sellers who sold at a gain

50%



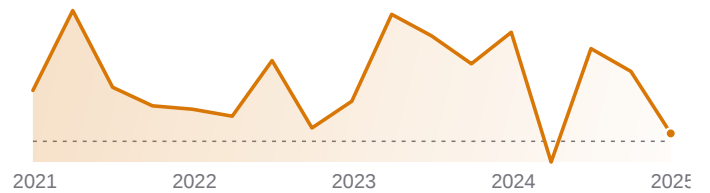
Typical hold before selling

1.9 yrs



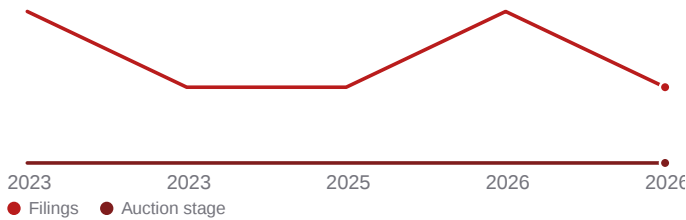
Median annualized return at resale

+1.1%



Preforeclosure filings

Filings 1 · Auction stage 0



HOUSING STOCK

Homes	1,897
Median value (AVM)	\$205K
Single family	100%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	99%
Underwater (LTV 125% or more)	0%
Owner occupied	34%
Company owned	17%
Median loan-to-value	0%
Typical ownership tenure	7.9 yrs

COMMUNITY

Population	1,455
Density	6 / mi²
Median household income	\$79K
Average household income	\$93K
Crime index (US avg 100)	162
Air pollution index (US avg 100)	89
Earthquake index (US avg 100)	9
Homes occupied	47%
Bachelor's or higher	22%
Poverty rate	9.2%
Unemployment	1.1%
Average temp	41°F
Annual precip	32 in
Sunshine	54%

Market metrics are derived from recorded arms-length deeds through October 2025, aggregated quarterly (lower sales volume). Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.