

New London 54961

ZIP code · WI · Wisconsin > Waupaca County > New London

SELLER'S MARKET

\$307K

MEDIAN SALE PRICE

+22.2%

1-YR CHANGE

183

SALES (12 MO)

\$234K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 72 / 100

Buyer's market

Balanced

Seller's market

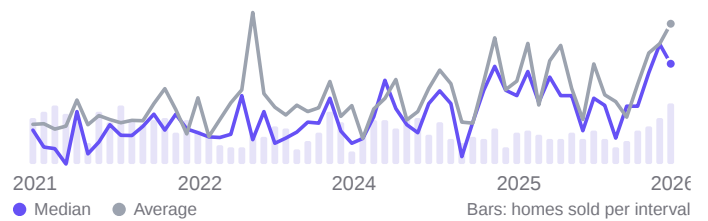
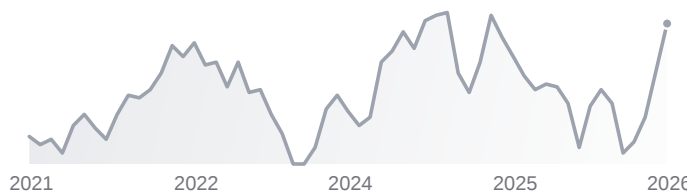
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

72 / 100

Sale prices

Median \$300K · Average \$375K

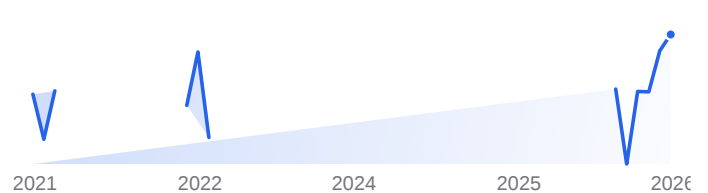
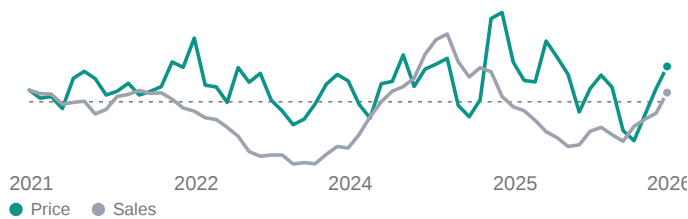


Growth (year over year)

Price +22.2% · Sales +5.8%

Price per square foot

\$240/ft²

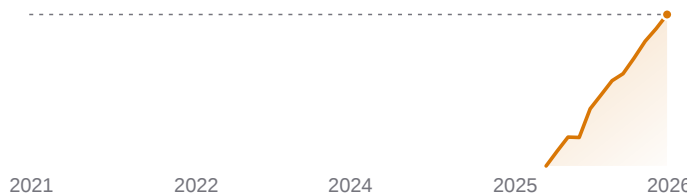


Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

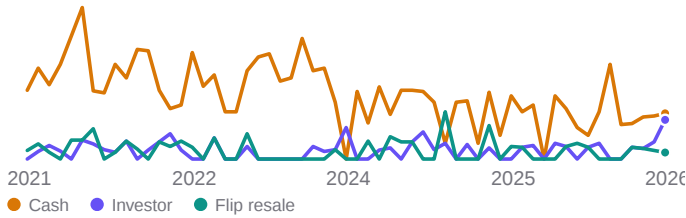
3.6%



BUYERS & OUTCOMES

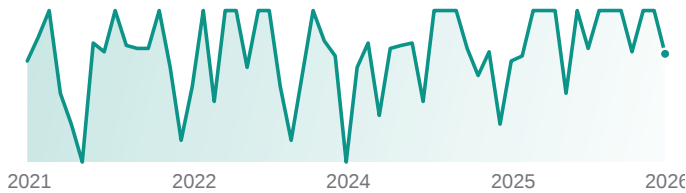
Buyer mix

Cash 24% · Investor 21% · Flip resale 3.4%



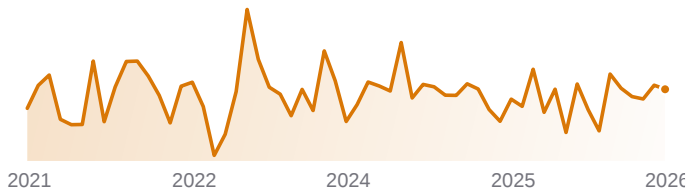
Sellers who sold at a gain

90%

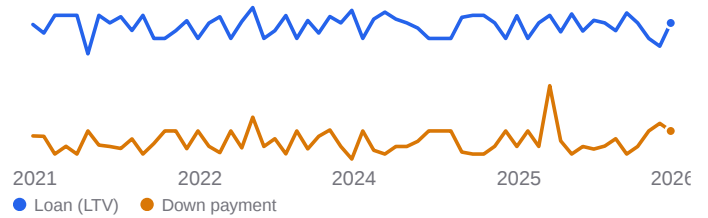


Median annualized return at resale

+9.3%

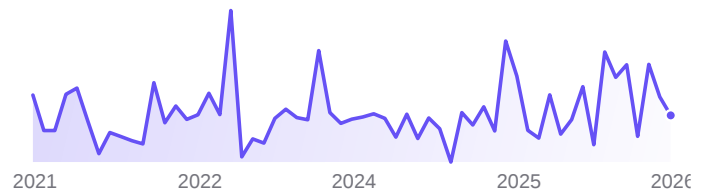


Financing (share of purchase price) Loan (LTV) 90% · Down payment 20%



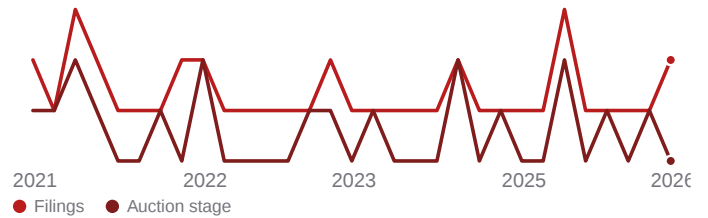
Typical hold before selling

5.4 yrs



Preforeclosure filings

Filings 2 · Auction stage 0



HOUSING STOCK

Homes	5,078
Median value (AVM)	\$234K
Median size	1,920 ft²
Median bedrooms	3
Median year built	1978
Single family	92%
Condos	0.5%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	60%
Underwater (LTV 125% or more)	2.8%
Owner occupied	84%
Company owned	13%
Median loan-to-value	41%

Typical ownership tenure

10.9 yrs

COMMUNITY

Population	12,972
Density	100 / mi²
Median household income	\$72K
Average household income	\$94K
Crime index (US avg 100)	110
Air pollution index (US avg 100)	69
Earthquake index (US avg 100)	12
Homes occupied	93%
Bachelor's or higher	11%
Poverty rate	9.9%
Unemployment	0.9%
Average temp	45°F
Annual precip	32 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.