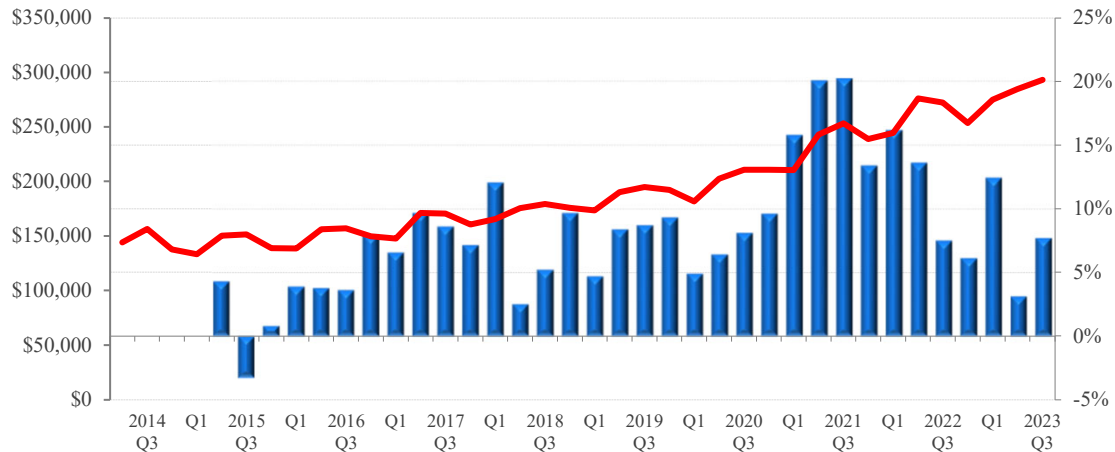


## Appleton Area

### Local Market Report, Third Quarter 2023

## Today's Market...

**Median Price (Red Line) and One-year Price Growth**



#### Local Price Trends

Price Activity	Appleton	U.S.	Local Trend
Current Median Home Price (2023 Q3)	\$272,300	\$400,867	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2023 Q3)	7.7%	2.4%	
3-year (12-quarter) Appreciation (2023 Q3)	39.2%	29.7%	
3-year (12-quarter) Housing Equity Gain*	\$82,600	\$91,700	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$136,400	\$161,400	
9-year (36 quarters) Housing Equity Gain*	\$128,200	\$184,500	

\*Note: Equity gain reflects price appreciation only

	Appleton	U.S.	
Conforming Loan Limit**	\$726,200	\$1,089,300	Most buyers in this market have access to government-backed financing
FHA Loan Limit	\$472,030	\$1,089,300	
Local Median to Conforming Limit Ratio	37%	not comparable	

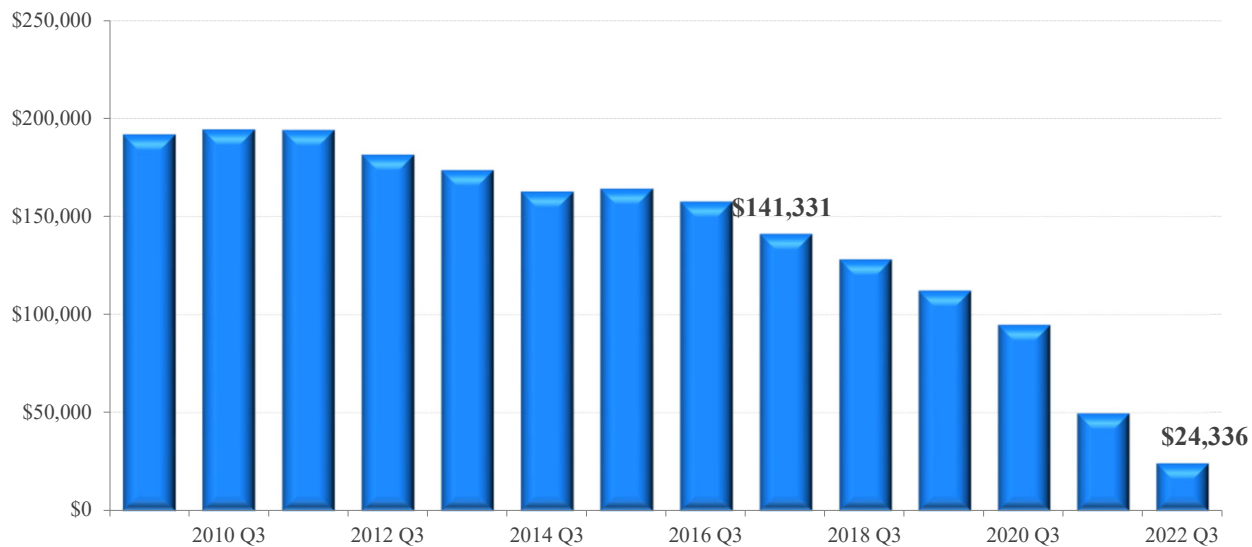
Note: limits are current and include the changes made on January 1st 2023.

#### Local NAR Leadership

The Appleton market is part of region 7 in the NAR governance system, which includes all of Indiana, Illinois, and Wisconsin. The 2023 NAR Regional Vice President representing region 7 is Bernice Helman.

## Benefits of Ownership: Total Equity Appreciation

**Total Equity Accrued to Owner by Year and Quarter of Purchase**



**Total Equity Gained\*\* through 2023 Q3 from quarter in which home was of purchased**

Price Activity	Appleton	U.S.	Local Trend
1-year (4-quarter)	\$24,336	\$14,262	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$95,014	\$109,915	
5-year (20-quarter)*	\$128,320	\$158,012	
7-year (28 quarters)*	\$157,833	\$194,111	
9-year (36 quarters)*	\$162,922	\$220,615	

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

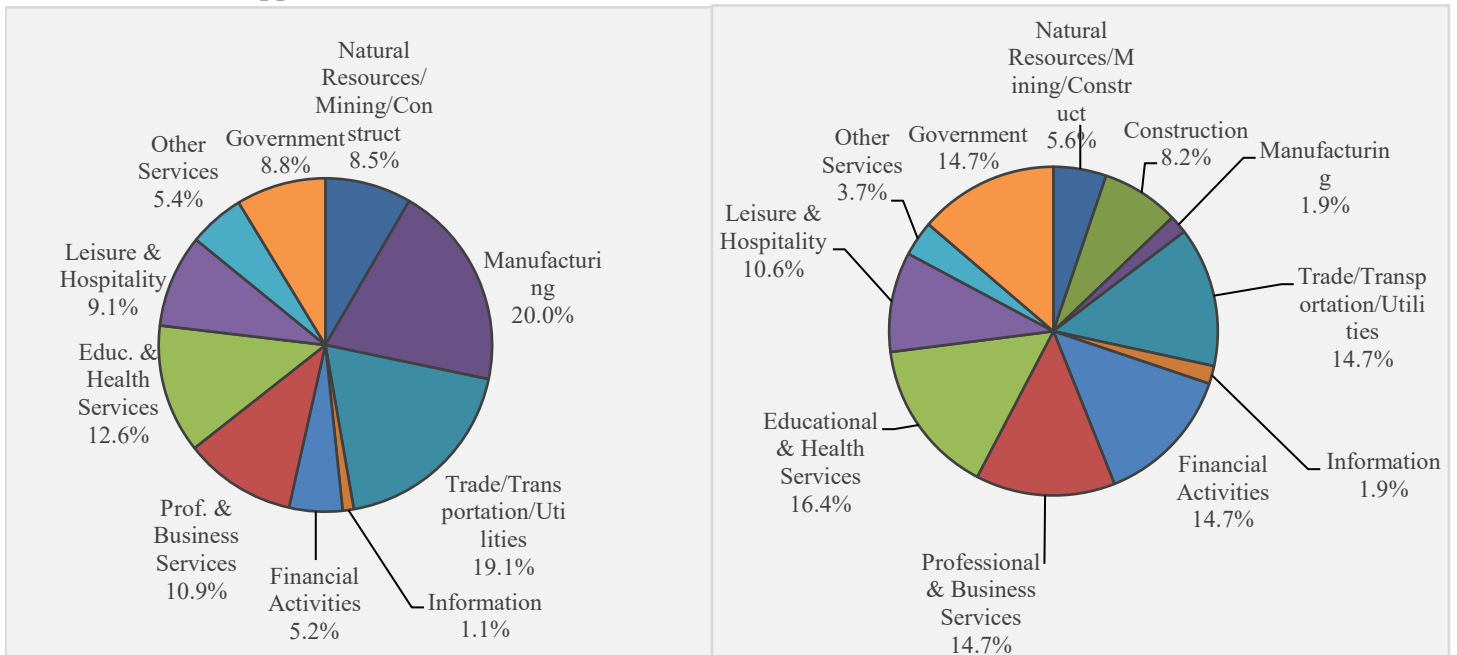
# Drivers of Local Supply and Demand...

Local Economic Outlook	Appleton	U.S.	
12-month Job Change (Oct)	1,100	Comparable	Employment growth has eased, but remains positive
12-month Job Change (Sep)	1,600	Comparable	
36-month Job Change (Oct)	7,200	Comparable	Unemployment has risen since the same period last year, but Appleton's labor market has been more resilient than the national average
Current Unemployment Rate (Oct)	2.6%	3.9%	
Year-ago Unemployment Rate	2.1%	3.7%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	0.9%	2.6%	

## Share of Total Employment by Industry

Appleton Area

U.S.



### 12-month Employment Change by Industry (Oct - 2023)

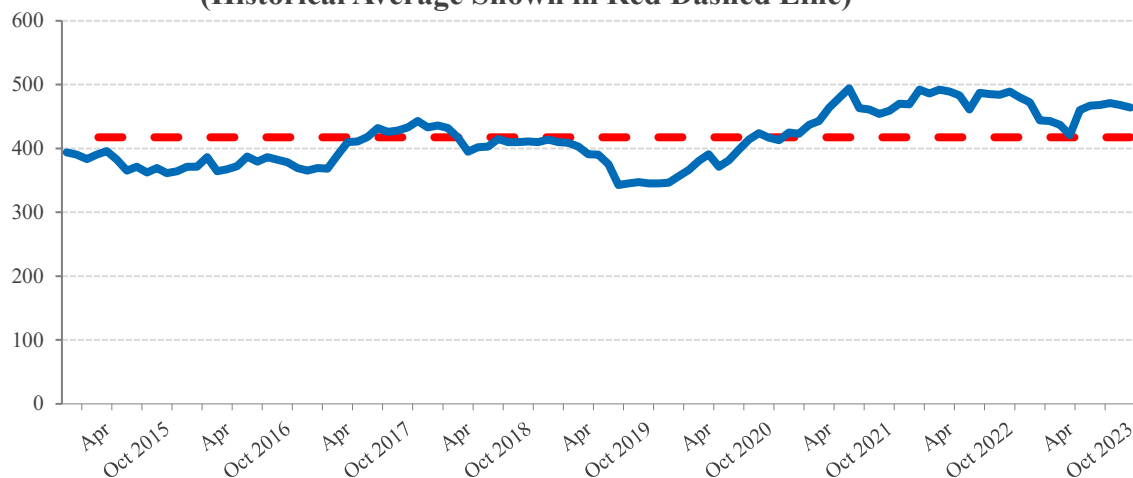
Goods Producing	NA	Information	0
Natural Resources/Mining/Construction	600	Financial Activities	0
Natural Resources and Mining	NA	Prof. & Business Services	100
Construction	NA	Educ. & Health Services	200
Manufacturing	300	Leisure & Hospitality	-100
Service Providing Excluding Government	NA	Other Services	100
Trade/Transportation/Utilities	300	Government	100

State Economic Activity Index	Wisconsin	U.S.	
12-month change (2023 - Oct)	1.6%	3.0%	Wisconsin's economy is growing, but decelerated from last month's 2.40% change and lags the rest of the nation
36-month change (2023 - Oct)	10.6%	14.2%	

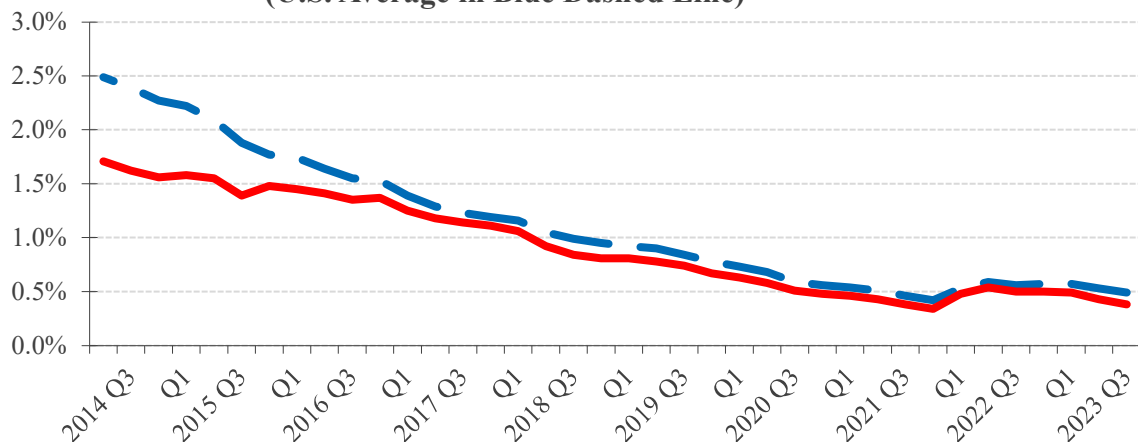
## New Housing Construction

Local Fundamentals	Appleton	U.S.	
12-month Sum of 1-unit Building Permits through Oct 2023	464	not comparable	The current level of construction is 11.1% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	418	not comparable	Production above trend for an extended period of time could cause prices to moderate as inventory is built up.
Single-Family Housing Permits (Oct 2023) 12-month sum vs. a year ago	-5.1%	-14.1%	Construction continues to decline from last year

**Construction: 12-month Sum of Local Housing Permits  
(Historical Average Shown in Red Dashed Line)**

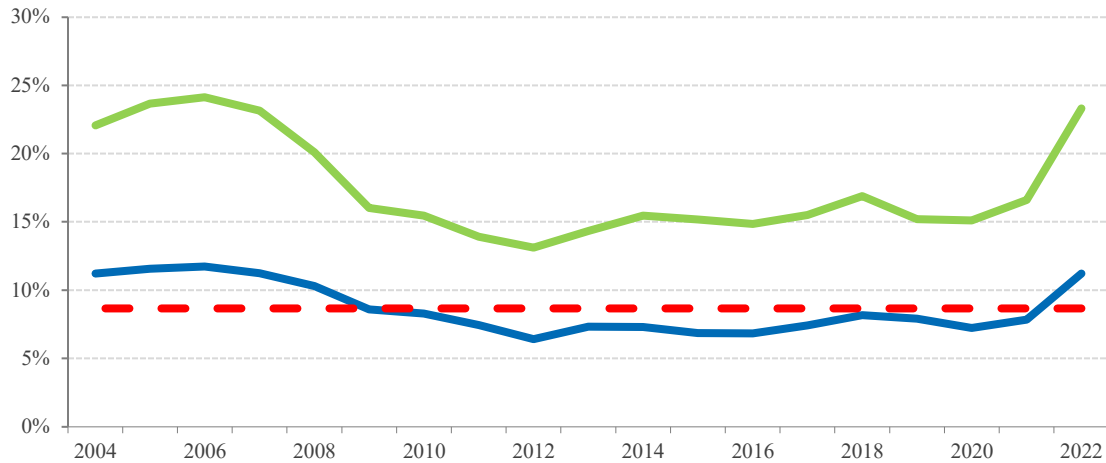


**State Total Foreclosure Rate vs. U.S Average  
(U.S. Average in Blue Dashed Line)**



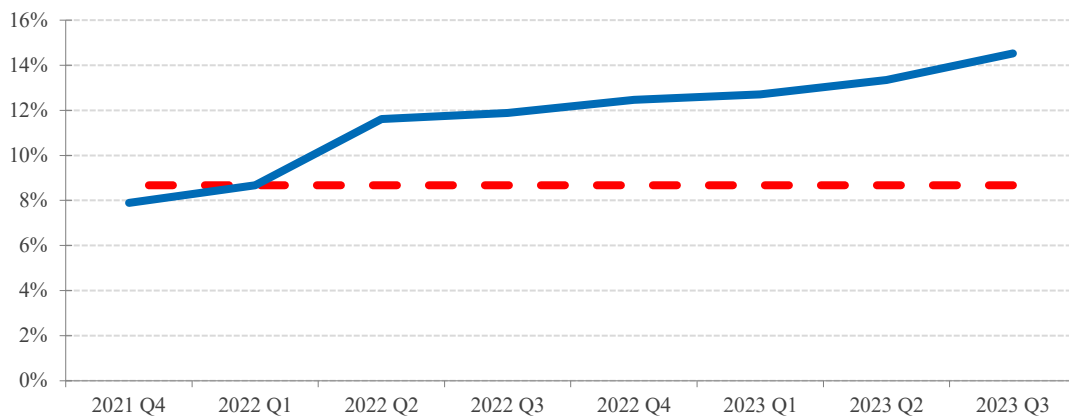
# Affordability

**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

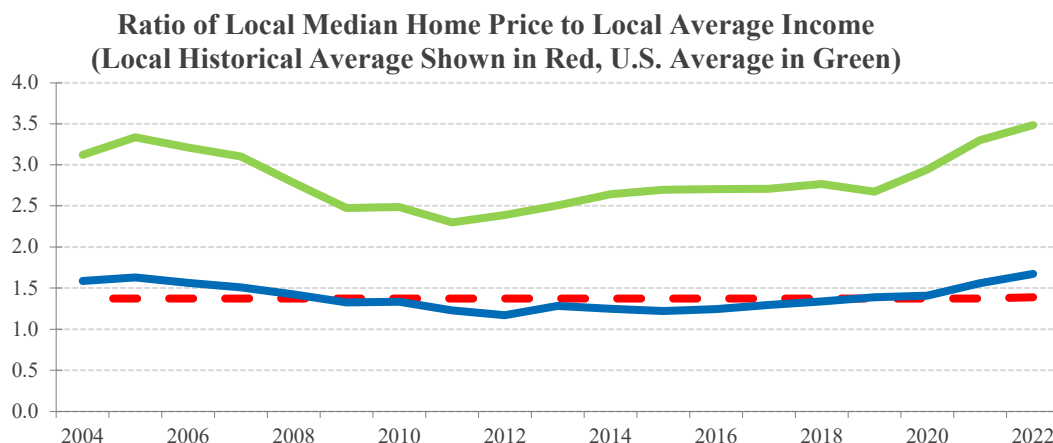


Monthly Mortgage Payment to Income	Appleton	U.S.	
Ratio for 2022	11.2%	23.3%	Weak by local standards and could weigh on demand
Ratio for 2023 Q3	14.5%	27.3%	
Historical Average	8.7%	17.8%	More affordable than most markets

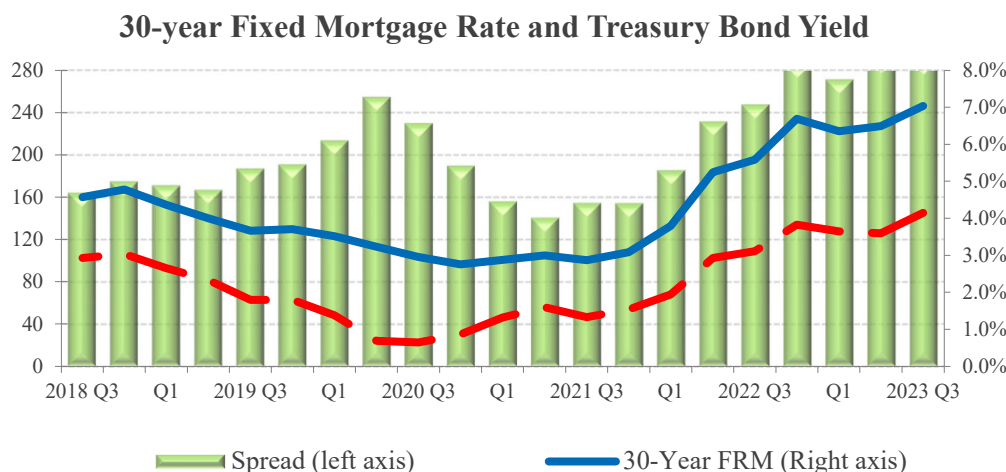
**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Appleton	U.S.	
Ratio for 2022	1.7	3.5	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2023 Q3	1.8	3.4	
Historical Average	1.4	2.8	Affordable compared to most markets



## The Mortgage Market



For the most part of the third quarter, mortgage rates hovered above 7 percent, pushing down affordability to record lows. According to the mortgage finance provider Freddie Mac, the 30-year fixed mortgage rate rose to 7.04 percent in the third quarter of 2023 from 5.58 percent the previous year. With this increase, Americans are cost burdened, spending \$1,800 above their budget every year. Nevertheless, the outlook appears more optimistic. If inflation continues to cool, the Federal Reserve will start reducing its interest rates as early as the beginning of next year. NAR forecasts the 30-year fixed mortgage rate to conclude the year at 7.8 percent but then drop to 7.5 percent in the first quarter of next year.

## Geographic Coverage for this Report

The Appleton area referred to in this report covers the geographic area of the Appleton metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Calumet County and Outagamie County

More information on the OMB's geographic definitions can be found at [https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)