

YOUR HOME MIGHT BE WORTH MORE THAN YOU THINK

**A Guide to Value,
Presentation, and the
Southern Wisconsin Market**





THE EQUITY REPORT: UNLOCKING THE REAL MARKET VALUE OF YOUR SOUTHERN WISCONSIN HOME

There is something significant about the experience of approaching a home that feels loved. Fresh flowers by the walkway, a tidy yard, and a welcoming front door establish a narrative before a buyer even crosses the threshold.

The reality of our local market is that the elements making a home feel inviting are often the same factors that quietly increase its market value. Throughout Southern Wisconsin, the properties that command the highest interest have one thing in common: they feel **cared for**. While many homeowners assume that boosting value requires capital-intensive renovations, the improvements that modern buyers prioritize are often simple, thoughtful, and capable of being completed in a single weekend.

In today's competitive landscape—where Rock County is seeing double-digit appreciation and Dane County inventory remains at historic lows—the difference between a standard sale and a record-breaking offer often comes down to these subtle details. Buyers in 2026 are no longer just looking for shelter; they are looking for a turnkey sanctuary. By aligning your home's presentation with the specific demands of our local market, you transform your property from a listing into a 'must-have' opportunity, often realizing a return on investment that far outweighs the weekend's effort.

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FOUR STRATEGIC WAYS TO ENHANCE YOUR HOME'S VALUE

1

The Priority of First Impressions

Buyers begin forming an evaluation the moment they pull into the driveway. Strategic, low-cost upgrades—such as fresh mulch, crisp edging, and a freshly painted front door—create an immediate sense of quality and pride of ownership.

2

Optimization of Light and Space

Properties are perceived as more valuable when they feel bright and expansive. By opening window treatments to maximize natural light, decluttering surfaces, and ensuring a deep clean in kitchens and bathrooms, you allow potential buyers to more easily envision their own lives within the space.

3

Resolving the "Minor Maintenance" Factor

Small issues, such as a dripping faucet or a loose cabinet handle, can inadvertently create "maintenance doubt" in a buyer's mind. Addressing these minor repairs signals that the home has been meticulously maintained, building essential buyer confidence.

4

Intentional Outdoor Living

For Wisconsin homeowners, outdoor square footage is a primary asset. You do not need a major renovation to make an impact; a pair of comfortable chairs on a porch or a dedicated fire-pit area can transform a modest yard into a functional sanctuary.



2026 LOCAL MARKET PULSE

Many homeowners are surprised by the equity they have built over the last year. While national headlines can often be contradictory, the South-Central Wisconsin market remains remarkably resilient this spring.

Whether you're in the heart of **Madison**, the growing neighborhoods of **Sun Prairie**, or the classic charm of **Janesville** and **Beloit**, the question is the same: "What is my home actually worth today?"

In the last 30 days, we've seen a distinct shift as we move into the 2026 spring market. While the "big picture" news often focuses on national averages, our local reality in Rock and Dane County is much more nuanced.

Local Market Pulse: Dane vs. Rock County

Market Metric	Dane County	Rock County
Median Sale Price	\$480,000 (Up 1% YoY)	\$280,000 (Up 12% YoY)
Year-Over-Year Growth	+3.5% to 5.7%	12.00%
Days on Market	14 Days (Median)	57 Days (Median)
Market Climate	Extreme Seller's Market	Balanced & Growing
Inventory	Tight (1.3 months)	Steady & Competitive

Local Expert Observation: While Dane County continues to be a high-demand "hot zone" with historically low inventory, Rock County—specifically Janesville, Beloit, and Milton—is seeing a significant 12% surge in value as buyers prioritize the balance of space and regional affordability.





COMMON QUESTIONS FROM LOCAL HOMEOWNERS

I've noticed a few common questions popping up in Rock and Dane County searches this month. Here is the "boots on the ground" reality:

- **"Is now a better time to sell than last year?"** Yes. Mortgage rates have stabilized near 6.1%, which is lower than the 7% peaks of early 2025. This has brought a wave of "locked-in" buyers back into the market.
- **"Will more houses on the market hurt my price?"** While we expect a 10% increase in listings this spring, demand is still outstripping supply. In Madison, we currently have less than one month of inventory—meaning sellers still hold the "pricing power."
- **"Are buyers still skipping inspections?"** We are seeing a return to "balanced" offers. Unlike the frenzy of a few years ago, many 2026 buyers are including standard inspection contingencies again. This makes "Fixing the Small Things" more important than ever.



REAL STORIES OF REAL ROI

One homeowner spent \$350 preparing their yard and entry.
Their home sold for \$18,000 over asking in the first weekend.

Another homeowner had two offers but both fell through because of the home inspection. Finally, the seller took the home inspection reports and made some minor updates/changes. They posted the updates made and the next offer went to close.

Home was listed, in great shape, but came across as dingy and not well cared for. There were several showings, but no offers for three weeks. Seller took a weekend, blocked showings, and thoroughly cleaned, refreshed, add a few "welcome home" touches. The next week they had an offer for asking price.



CURIOUS WHAT YOUR HOME WOULD SELL FOR TODAY?

Just like those flowers in the front yard, the right data can transform your perspective. A "Zestimate" is a start, but it doesn't know about your new quartz countertops or the way the light hits your sunroom in the morning.

Automated online estimates frequently miss the mark because they cannot account for your home's specific condition, your recent improvements, or the hyper-local demand of your particular street.

Would you like me to put together a personalized "Value & Improvement" report for your specific neighborhood? This is a professional, no-pressure assessment designed to show you the data and the "dollars and cents" behind your home's unique story.

Report includes:

- Accurate home valuation (not Zillow)
- Local buyer demand analysis
- Top 10 improvements for YOUR home
- Estimated selling range in today's market

Just click the button and enter your information. Someone will contact you within 24-48 hours.

No obligation
No pressure
Just accurate local insight

[GET MY HOME VALUE](#)

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MEET MARISA VOELKEL

Most agents see a house. I see a structure, an investment, and a potential liability.

For 15 years, I navigated the Madison-to-Janesville corridor, as more than just a Broker. I am a General Contractor, a trained Home Inspector, and an active Real Estate Investor. While other agents are busy looking at the paint colors, I'm looking at the foundation, the mechanicals, and the long-term ROI.

I've lived in this community, worked on its homes, and invested my own capital here. Whether you're buying a 100-year-old home on the Isthmus or scaling an investment portfolio in Dane or Rock County, you aren't just getting a Realtor—you're getting an expert who knows how to deconstruct a property before you ever sign a contract. You get someone who treats you like family.

When I'm not serving clients, I'm grounded in the Southern Wisconsin lifestyle—homesteading, gardening, and enjoying the outdoors.

I'm not here to show you a kitchen; I'm here to protect your money.



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