



Top 5 Factors That Influence Your Home's Sale Price

Data-driven insights for southeast Wisconsin homeowners

1 Location & Market Demand

A home's value is shaped by where it sits. Buyers compare neighborhoods, school districts and commute times, and they pay more for areas with strong demand and limited supply. Southeast Wisconsin's counties illustrate how location affects price:

- **County price differences** – In October 2025 the median listing price ranged from about \$279 k in Milwaukee County to \$565 k in Waukesha County, with Racine County at \$372 k and Kenosha County at \$380 k. Higher-priced counties tend to have larger lots, newer housing stock and high-performing schools.
- **Demand indicators** – Kenosha County's homes sold for about 100 % of list price and the median sold price was \$320 k in September 2025. Homes typically went under contract in 31–34 days across Racine, Milwaukee, Kenosha and Waukesha counties, reflecting strong buyer demand.
- **Low inventory** – The Wisconsin REALTORS® Association reported that the southeast region had only 3.3–4 months of supply and that homes took 60–75 days to sell (compared with 4.2–5.3 months and 77–94 days in northern regions). Statewide existing home sales increased 3.4 % year-over-year and the median price reached \$331,500.

Takeaway: Your home's county and neighborhood set the baseline for its value. Sellers in high-demand areas with low inventory can expect higher offers and shorter marketing times. Highlighting proximity to lakes, parks, commuting routes and top-rated schools helps justify your asking price.

2 Home Size & Layout

Square footage and layout drive buyers' perceptions of value. Larger homes with functional floor plans and flexible spaces command higher prices because they meet the needs of growing families and remote workers.

- **Typical sizes** – In Kenosha County, the median listing home size in October 2025 was 1,728 sq ft. Across southeast Wisconsin, buyers generally pay more per square foot for larger homes with modern layouts. In Kenosha County the median price per square foot was \$212, showing how extra space translates into higher value.
- **Beds, baths & basements** – Additional bedrooms and bathrooms boost desirability. Finished basements add usable living area and appeal to buyers seeking home offices or recreation rooms. Local builders note that basement finishing is one of the most popular projects for Wisconsin homeowners.

- **Flexible layouts** – Open-concept kitchens, family rooms and outdoor living areas (decks or patios) are highly sought after. Homes with adaptable spaces for remote work or multi-generational living attract a broader pool of buyers.

Takeaway: More square footage isn't the only factor—functional design matters. Evaluate whether finishing a basement, adding a bedroom or reconfiguring walls could offer a strong return by appealing to today's buyers.

3 Condition & Upgrades

Well-maintained, updated homes fetch higher prices because they signal quality and reduce buyers' repair budgets. Focus on improvements that deliver high returns and enhance curb appeal.

- **Exterior projects lead ROI** – The 2025 Cost vs. Value report showed that 8 of the top 10 projects were exterior replacements; a garage door replacement recouped 267.7 % of its cost, steel entry doors returned 216.4 % and manufactured stone veneer 207.9 %. These upgrades boost curb appeal and create a strong first impression.
- **Minor kitchen remodels pay off** – A modest kitchen refresh (new counters, cabinets and appliances) offered a 112.9 % ROI nationally. In Wisconsin, kitchen remodels generally recoup 60–75 % of their cost at resale.
- **Energy-efficient updates** – In the East North Central region (which includes Wisconsin) the 2025 report found that vinyl window replacements recouped about 81.3 % of their cost, while a steel entry door recouped over 235 %. Buyers are also willing to pay premiums for new roofs, furnaces and plumbing systems.
- **Routine maintenance** – Address deferred maintenance, such as roof, siding, gutters and mechanical systems, before listing. A pre-listing inspection can identify items that might otherwise derail negotiations.

Takeaway: Prioritize updates that deliver outsized returns. Invest in curb appeal (doors, siding, garage doors) and targeted interior upgrades (kitchens and baths), and keep your home in top mechanical shape to justify a higher asking price.

4 Timing & Market Conditions

The broader housing market influences what buyers will pay. Seasonal patterns, interest rates and overall supply shape your selling experience.

- **Seasonality** – In southeast Wisconsin, demand peaks in spring and early summer when families plan moves around school schedules. Listing during the high-activity months can attract more offers and higher prices.
- **Interest rates & affordability** – Mortgage rates eased to about 6.25 % in October 2025, helping offset rising prices; statewide affordability declined only 1.5 % year-over-year. When rates drop, more buyers enter the market, boosting competition.

- **Inventory cycles** – The southeast region’s 3.3–4 months of supply kept the market tight. Sellers benefit from listing when inventory is low because limited choice pushes buyers to act quickly. Statewide existing home sales grew 3.4 % and the median price rose 6.9 % year-over-year.
- **Days on market** – Homes in Kenosha, Racine, Milwaukee and Waukesha counties typically sold in 31–34 days. Monitoring this metric helps gauge whether to list sooner (when days on market are shorter) or wait for more favorable conditions.

Takeaway: Align your sale with periods of strong demand and low supply. Watch mortgage rates and inventory levels; even small shifts can impact buyer urgency and price sensitivity.

5 Pricing & Marketing Strategy

Setting the right price and marketing your home effectively can add tens of thousands to your final sale price. Buyers today shop online first, so presentation and exposure are critical.

- **Price to the market** – Kenosha County’s sale-to-list price ratio of 100 % shows that accurately priced homes sell at or near asking price. Overpricing leads to stale listings, while strategic pricing sparks competition and can drive offers above asking.
- **Professional marketing** – High-resolution photography, virtual tours and targeted social media campaigns attract more eyes. Staged and decluttered homes photograph better and help buyers imagine themselves living there.
- **Highlight unique features** – Showcase recent upgrades (new roof, kitchen, HVAC), energy-efficient windows, finished basements and outdoor living spaces. Buyers pay premiums for move-in-ready properties with modern amenities.
- **Leverage local expertise** – An experienced agent understands neighborhood trends, recent sales and buyer preferences. They tailor pricing and marketing strategies to your home’s strengths and help you negotiate effectively.

Takeaway: A data-driven pricing strategy and professional presentation are essential. Invest in quality marketing and partner with a knowledgeable local agent to maximize interest and achieve the highest possible sale price.

Summary

Understanding the factors that influence your home’s sale price empowers you to make smart decisions. Location, size and layout, condition and upgrades, timing, and pricing/marketing all play significant roles. By focusing on the metrics that matter—local listing prices, days on market, ROI of renovations and market supply—you can position your property for success in today’s competitive southeast Wisconsin market.

For personalized guidance on preparing your home for sale, reach out to your trusted Jasperson Realty advisor. Our team combines decades of local experience with data-driven strategies to help you achieve a seamless, stress-free sale.