

# Home listing success rates have decreased

One way to gauge the relative effort required to sell a home or condo is to track the listing success rate over time. The listing success rate is the number of listings that sell relative to the number of listings that sell or expire during a given time period.

According to MLS data compiled by *DaneCountyMarket.com*, listing success rates for Dane County homes and con-

dos ranged between 68 and 78 percent during the first half of the decade. In other words, many more listings sold than expired through the year 2005.

In 2006, the listing success rate dropped considerably for both homes and condos. The listing success rate for homes dropped to 55 percent in 2006 and ended 2007 at 52 percent. The success rate for condos dropped to 50 percent in 2006 and ended 2007 at 40 percent.

**PART 3** of this month's series on Dane County's housing market

## Dane County MLS listing success rate by year



SOURCES: Dan Miller and Shawn Kriewaldt, Keller Williams Realty and *DaneCountyMarket.com*

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