

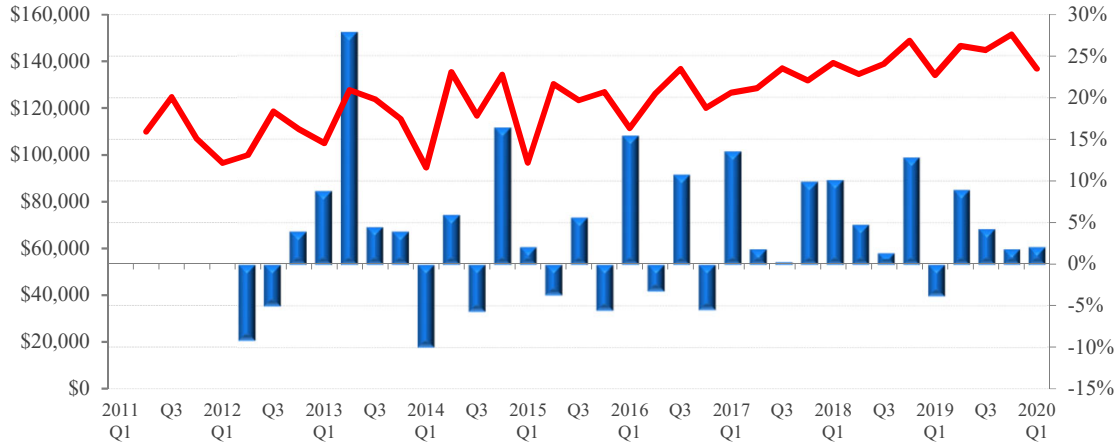
# Fond du Lac Area

## Local Market Report, First Quarter 2020

including the impact of COVID-19 on the local economy

### Today's Market...

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



<b>Local Price Trends</b>			
Price Activity	Fond du Lac	U.S.	<b>Local Trend</b>
Current Median Home Price (2020 Q1)	\$136,900	\$272,433	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2020 Q1)	2.1%	7.7%	
3-year (12-quarter) Appreciation (2020 Q1)	8.1%	18.1%	
3-year (12-quarter) Housing Equity Gain*	\$10,300	\$41,733	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$31,900	\$96,500	
9-year (36 quarters) Housing Equity Gain*	NA	\$114,500	

\*Note: Equity gain reflects price appreciation only

	Fond du Lac	U.S.	
<b>Conforming Loan Limit**</b>	\$484,350	\$726,525	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$314,827	\$726,525	
<b>Local Median to Conforming Limit Ratio</b>	28%	not comparable	

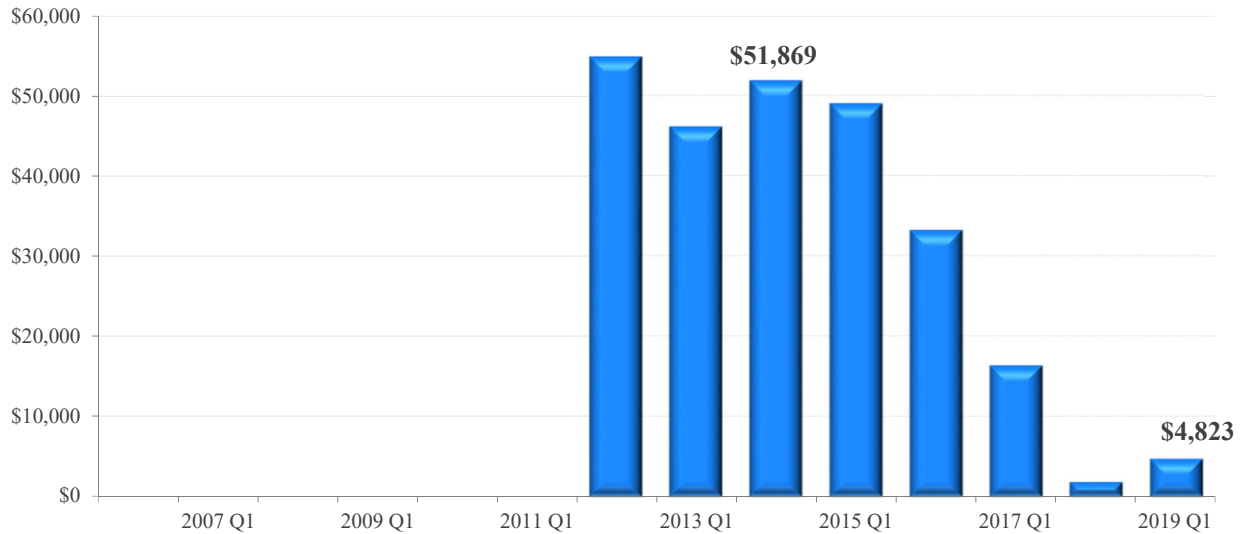
Note: limits are current and include the changes made on January 1st 2019.

#### Local NAR Leadership

The Fond du Lac market is part of region 7 in the NAR governance system, which includes all of Indiana, Illinois, and Wisconsin. The 2020 NAR Regional Vice President representing region 7 is Bruce Bright.

# Benefits of Ownership: Total Equity Appreciation

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



Total Equity Gained** through 2020 Q1 from quarter in which home was of purchased			
Price Activity	Fond du Lac	U.S.	Local Trend
1-year (4-quarter)	\$4,823	\$23,185	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$16,471	\$52,978	
5-year (20-quarter)*	\$49,035	\$87,425	
7-year (28 quarters)*	\$46,135	\$120,351	
9-year (36 quarters)*	NA	\$138,556	

\*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

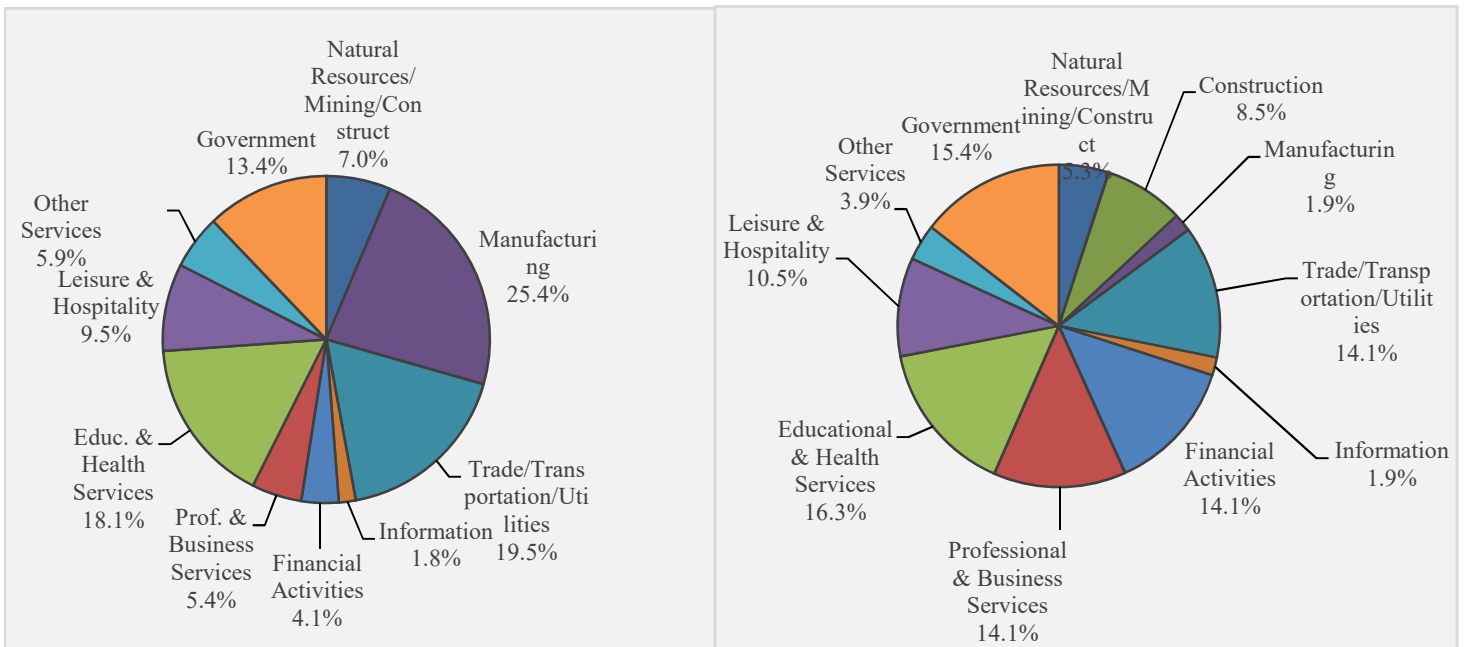
# Drivers of Local Supply and Demand...

Local Economic Outlook	Fond du Lac	U.S.	
12-month Job Change (Mar)	-700	Not Comparable	Employment continues to decline and will weigh on demand in some areas
12-month Job Change (Feb)	200	Not Comparable	
36-month Job Change (Mar)	500	Not Comparable	Unemployment in Fond du Lac is better than the national average and improving
Current Unemployment Rate (Mar)	3.0%	4.4%	
Year-ago Unemployment Rate	3.3%	3.8%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	-1.4%	1.3%	

## Share of Total Employment by Industry

Fond du Lac Area

U.S.



### 12-month Employment Change by Industry in the Fond du Lac Area (Mar - 2020)

Goods Producing	NA	Information	-100
Natural Resources/Mining/Construction	100	Financial Activities	-200
Natural Resources and Mining	NA	Prof. & Business Services	-100
Construction	NA	Educ. & Health Services	400
Manufacturing	-200	Leisure & Hospitality	100
Service Providing Excluding Government	NA	Other Services	100
Trade/Transportation/Utilities	-200	Government	300

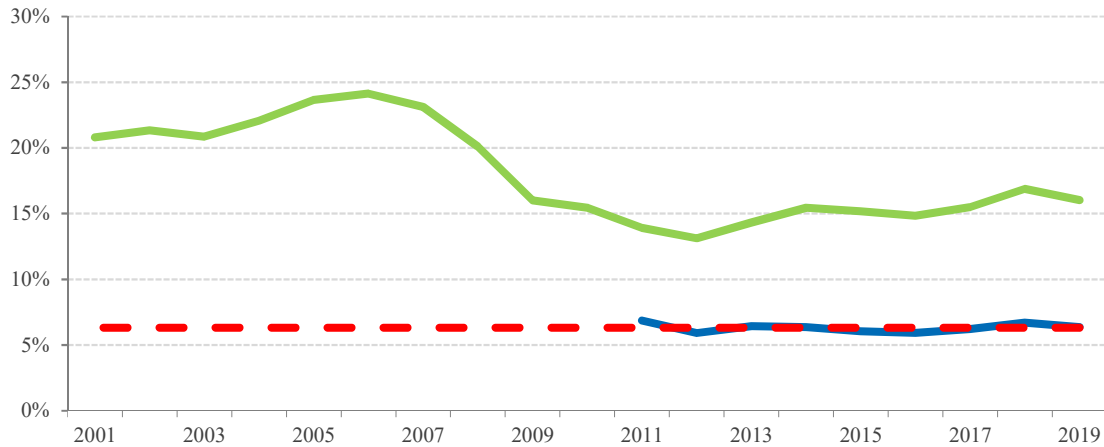
State Economic Activity Index	Wisconsin	U.S.	
12-month change (2020 - Mar)	3.3%	1.2%	The economy of Wisconsin has outpaced the rest of the nation and improved modestly from last month's -14.88% change
36-month change (2020 - Mar)	NA	7.0%	



# Affordability

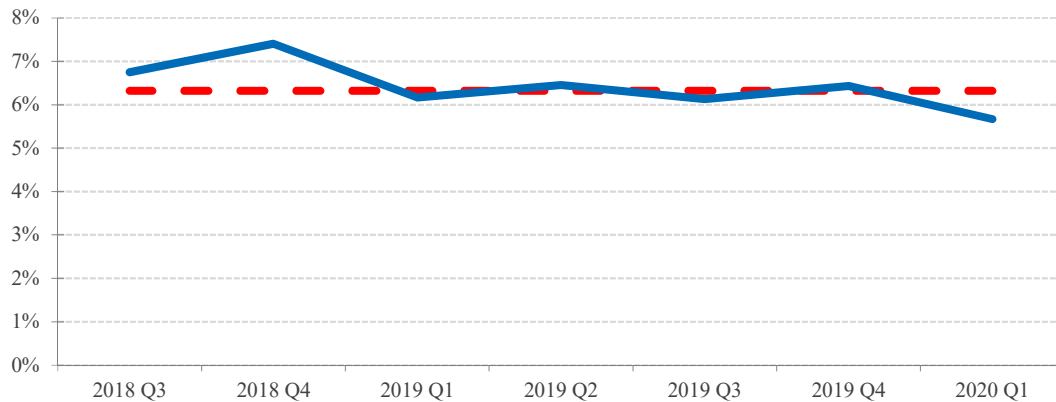


**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)



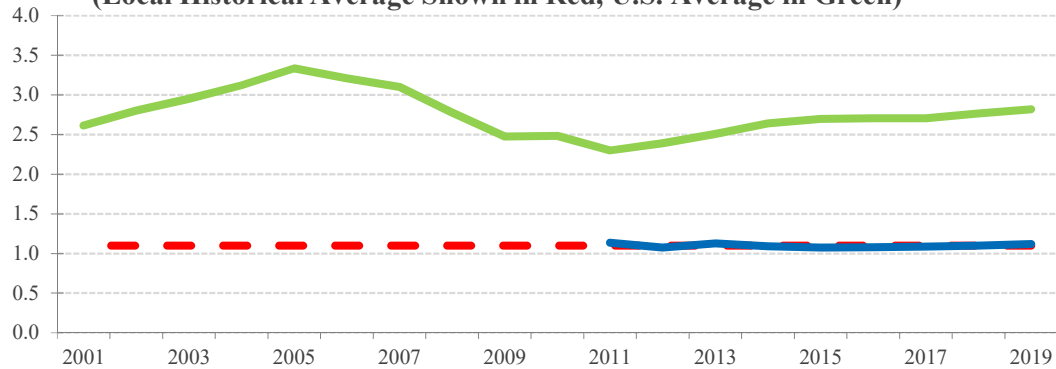
Monthly Mortgage Payment to Income	Fond du Lac	U.S.	
Ratio for 2019	6.4%	16.0%	Historically strong, but weaker than the fourth quarter of 2019
Ratio for 2020 Q1	5.7%	14.6%	
Historical Average	6.3%	18.4%	More affordable than most markets

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



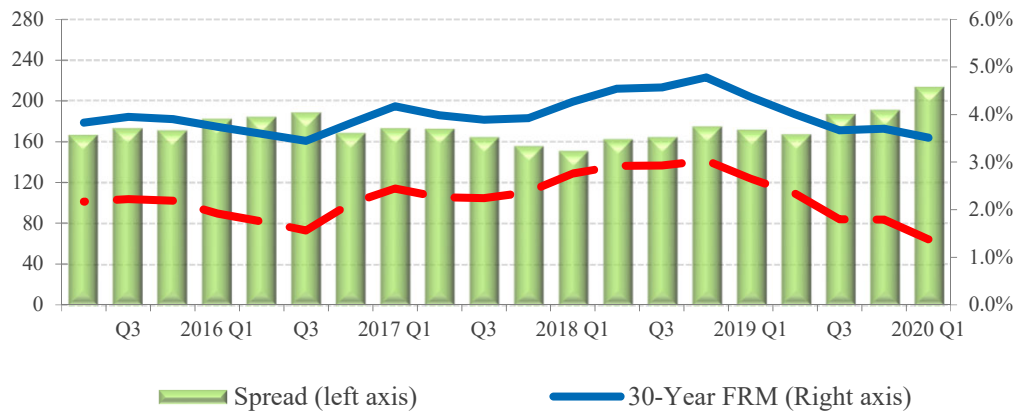
Median Home Price to Income	Fond du Lac	U.S.	
Ratio for 2019	1.1	2.8	The price-to-income ratio rose, but is better than the historic average
Ratio for 2020 Q1	1.1	2.7	
Historical Average	1.1	2.7	Affordable compared to most markets

**Ratio of Local Median Home Price to Local Average Income  
(Local Historical Average Shown in Red, U.S. Average in Green)**



## The Mortgage Market

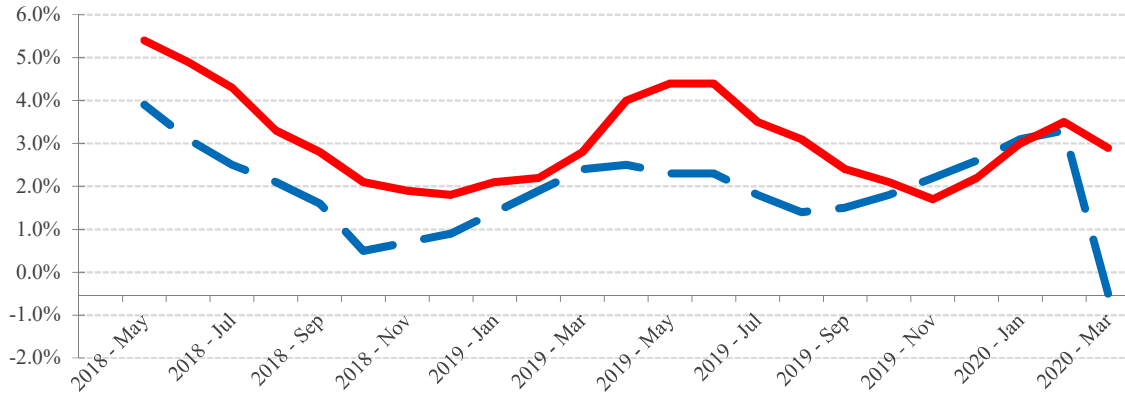
**30-year Fixed Mortgage Rate and Treasury Bond Yield**



The first quarter of the year mostly encompassed a pre-pandemic economy that was characterized by low unemployment and a robust economy. Nevertheless, as a result of the COVID-19 outbreak, mortgage rates reached a then-historical low in March of 2020 fueling an increase in refinance activities. Specifically, at the end of the first quarter, mortgage rates declined 90 basis points compared to a year earlier. According to the mortgage finance provider Freddie Mac, the 30-year fixed rate mortgage dropped to 3.51 percent in Q1 2020 from 4.37 percent in Q1 2019. Looking ahead, NAR is forecasting the 30-year fixed rate mortgage to average 3.20 percent for 2020.

# REALTOR® Price Expectations

**REALTOR® Price Expectations for the Next 12 Months**  
(U.S. Average in Blue Dashed Line)



Source: NAR

REALTOR® Price Expectations	Wisconsin	U.S.	
2020 - Mar	2.9%	-0.5%	REALTORS® expect higher price growth in Wisconsin than in the U.S. in the next 12 months. Their price expectations are also higher than a year ago.
Prior 12 months	2.8%	2.4%	



## Geographic Coverage for this Report

The Fond du Lac area referred to in this report covers the geographic area of the Fond du Lac 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:

Fond du Lac 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/)