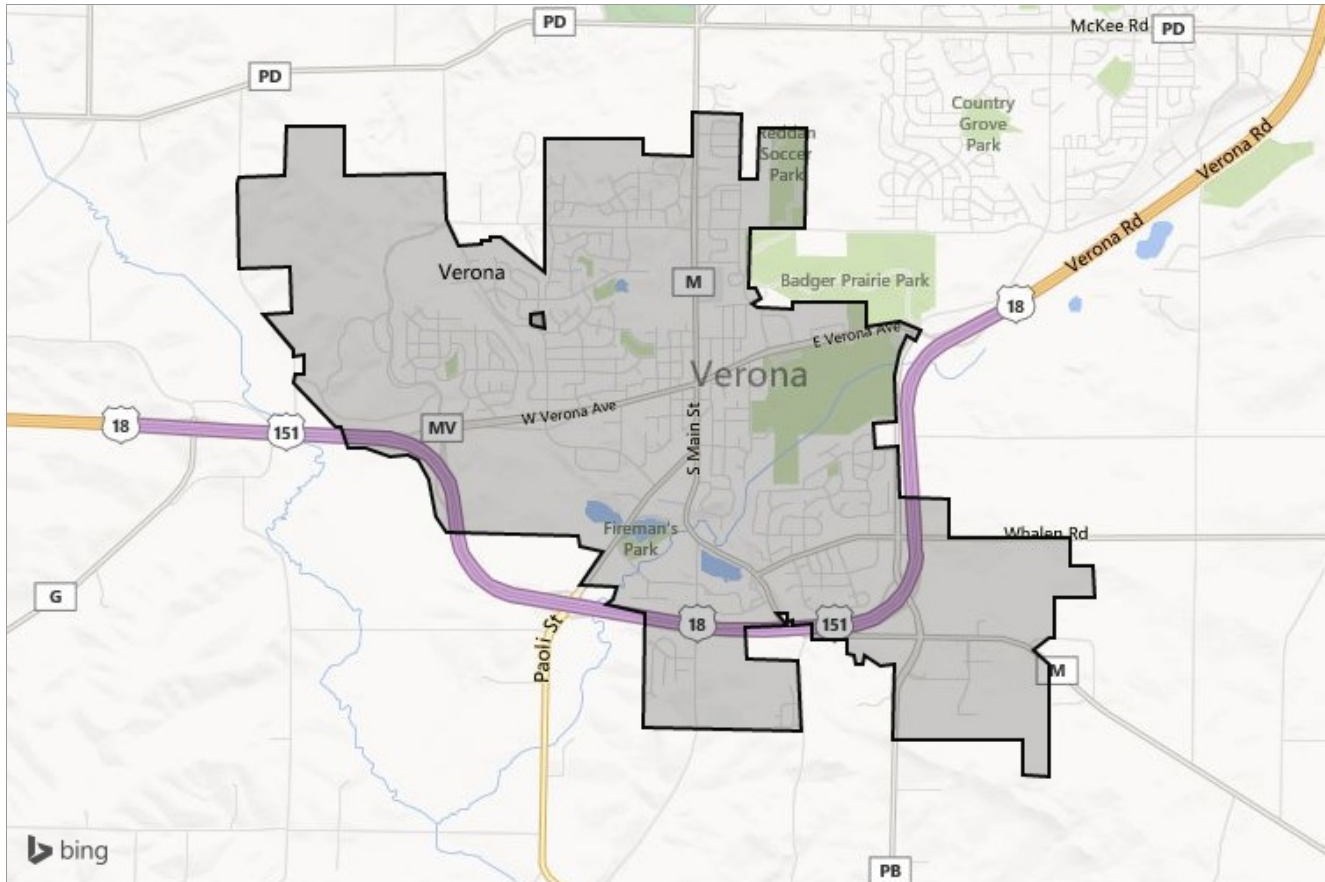NEIGHBORHOOD REPORT

Verona, Wisconsin

Presented by

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GREAT ROCK REALTY LLC

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Great Rock Realty LLC
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Verona, WI 53593

Neighborhood: Housing Stats and Charts

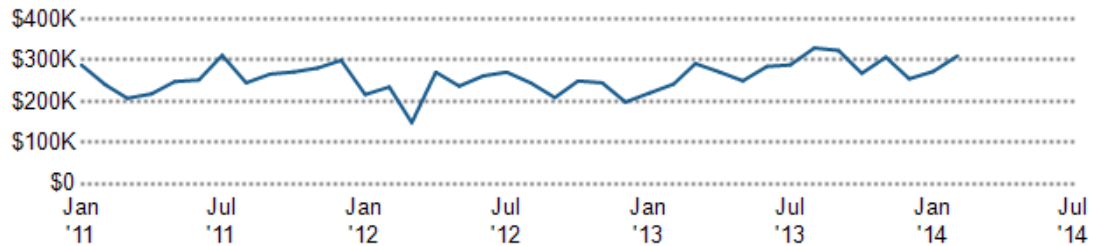|	Verona	Dane County	Wisconsin	United States
Median Estimated Home Value	$299K	$216K	$148K	$319K
Estimated Home Value 12-Month Change	2.4%	1.6%	−3.2%	–
Median List Price	$320K	$180K	$119K	$155K
List Price 1-Month Change	6.7%	20%	4.3%	3.3%
List Price 12-Month Change	16.4%	6.4%	3.4%	4%
Median Home Age	21	46	58	–
Own	72%	61%	69%	66%
Rent	28%	39%	31%	34%
Vacancy	0.26%	–	–	–
$ Value of All Buildings for which Permits Were Issued	–	$207M	$1.79B	$102B
% Change in Permits for All Buildings	–	0%	−3%	2%
% Change in $ Value for All Buildings	–	−5%	2%	7%

Median Sales Price vs. Sales Volume

This chart compares the price trend and sales volume for homes in an area. Home prices typically follow sales volume, with a time lag, since sales activity is the driver behind price movements.

Data Source: Public records data where licensed from Lender Processing Services (LPS)
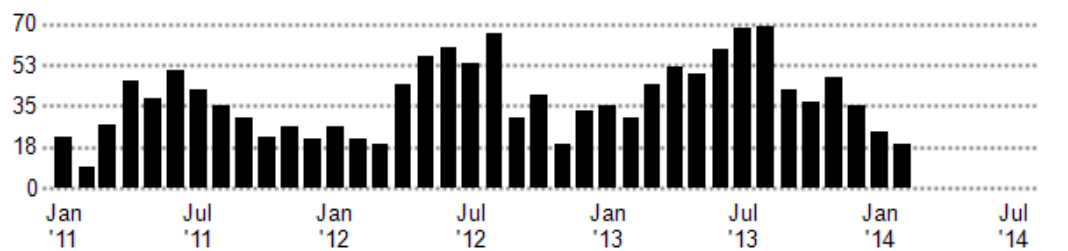
Update Frequency: Monthly

- Median Sales Price
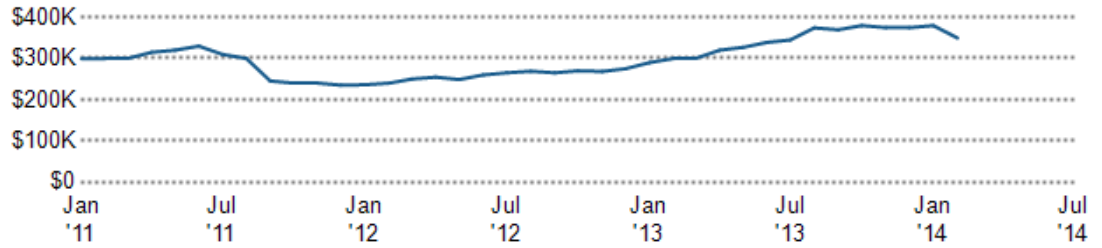- Sales Volume

Median Listing Price vs. Listing Volume

This chart compares the listing price and listing volume for homes in an area. Listing prices often follow listing volume, with a time lag, because supply can drive price movements.

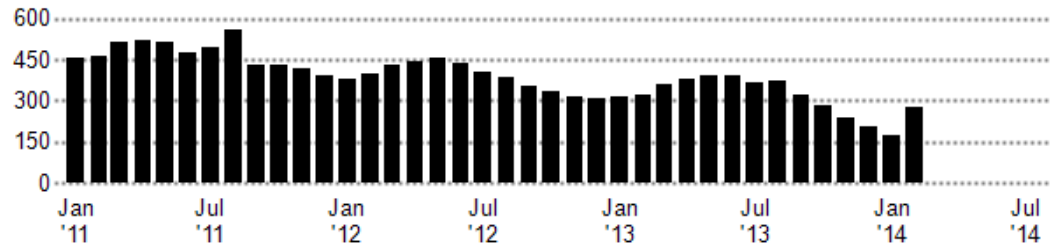Data Source: On- and off-market listings sources

Update Frequency: Monthly

- ■ Median List Price
- ■ Listing Volume

Median List Price

Listing Volume

Price Range of Homes Sold

This chart shows the distribution of homes reported sold in the past six months within different price ranges in the area of your search. The amount shown for the subject property is sold data where available, or the property's estimated value when sales data are unavailable (such as a non-disclosure state) or provided in range format.

Data Source: Public records data from Lender Processing Services (LPS)

Update Frequency: Monthly

- ■ Sales Count By Price Range

Price Range	Count
> $400K	45
$350K - $400K	26
$300K - $350K	31
$250K - $300K	37
$200K - $250K	22
$150K - $200K	23
$100K - $150K	17
< $100K	12

Price per Square Foot of Homes Sold

This chart shows the distribution of homes reported sold in the past six months at different prices per square foot in the area of your search.

Data Source: Public records data from Lender Processing Services (LPS)

Update Frequency: Monthly

- ■ Sales Count By Price Per Sq Ft

Price Per Sq Ft	Count
> $200	1
$150 - $175	5
$125 - $150	16
$100 - $125	14

Size of Homes Sold

This chart shows the distribution of homes reported sold in the past six months of different sizes in the area of your search.

Data Source: Public records data from Lender Processing Services (LPS)

Update Frequency: Monthly

■ Sales Count By Living Area

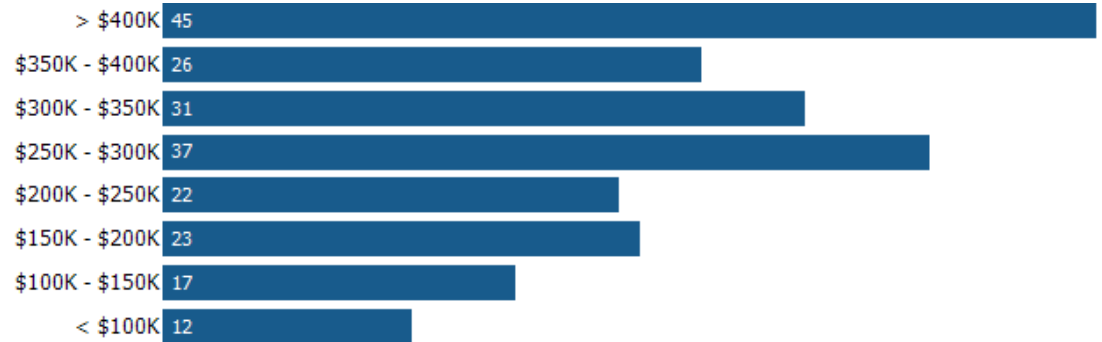| Size	Count
2800 - 3000 sq. ft.	10
2600 - 2800 sq. ft.	1
2400 - 2600 sq. ft.	4
2200 - 2400 sq. ft.	2
2000 - 2200 sq. ft.	4
1800 - 2000 sq. ft.	3
1600 - 1800 sq. ft.	3
< 1600 sq. ft.	9

Age Range of Homes Sold

This chart shows the distribution of homes reported sold in the past six months of different age ranges in the area of your search.

Data Source: MLS and public records data from Lender Processing Services (LPS)

Update Frequency: Monthly

■ Sales Count by Age of House

Age	Count
> 40	11
30 - 40	5
20 - 30	13
10 - 20	33
< 10	1
< 10	42

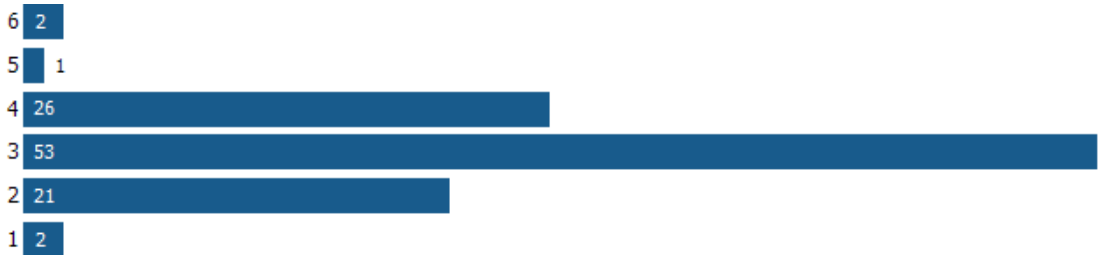## Number of Bedrooms in Homes Sold

This chart shows the distribution of homes reported sold in the past six months, according to the number of bedrooms, in the area of your search.

Data Source: Public records data from Lender Processing Services (LPS)

Update Frequency: Monthly

■ Sales Count by Bedroom

Bedrooms	Count
6	2
5	1
4	26
3	53
2	21
1	2

Neighborhood: People Stats and Charts

	Verona	Dane County	Wisconsin	United States
Population	10.3K	484K	5.66M	307M
Population Density per Sq Mi	1.64K	404	105	--
Population Change since 2000	48.6%	13.4%	5.6%	9%
Median Age	38	34	38	37
Male / Female Ratio	49%	49%	50%	49%
High School Graduate	20%	21%	34%	29%
2-Year Degree	31%	28%	30%	29%
Bachelor Degree	31%	27%	17%	18%
Post-graduate Degree	15%	18%	9%	10%

Population of Children by Age Group

This chart shows the distribution of the population of children by age range — from birth to 17 — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Verona

Age Group	Value
Toddlers	774
Elementary School	667
Middle School	812
High School	466

Population of Adults by Age Group

This chart shows the distribution of the population of adults by age range — from 18 to 75-plus — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Verona

Age Group	Value
18-20	155
21-24	416
25-34	1,450
35-54	3,375
55-64	1,113
65-74	416
75 or Older	674
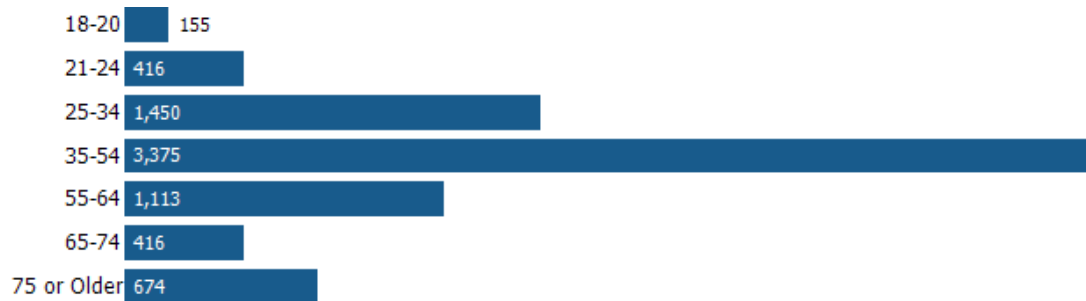
Households With Children

This chart shows the distribution of households with children, categorized by marital status, in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Verona

Category	Value
Married with Children	1,046
Married without Children	1,204
Single with Children	508

Household Income Brackets

This chart shows annual household
income levels within an area.
Data Source: U.S. Census
Update Frequency: Annually

■ Verona

Income Bracket	Count
>$150K	453
$125K-$150K	400
$100K-$125K	484
$75K-$100K	947
$50K-$75K	884
$35K-$50K	399
$25K-$35K	204
<$25K	386

Presidential Voting Pattern

This chart shows how residents of a
county voted in the 2012 presidential
election.
Data Source: USElectionAtlas.org
Update Frequency: Annually

Votes Democrat	71.0%
Votes Republican	27.5%

Neighborhood: Economic Stats and Charts

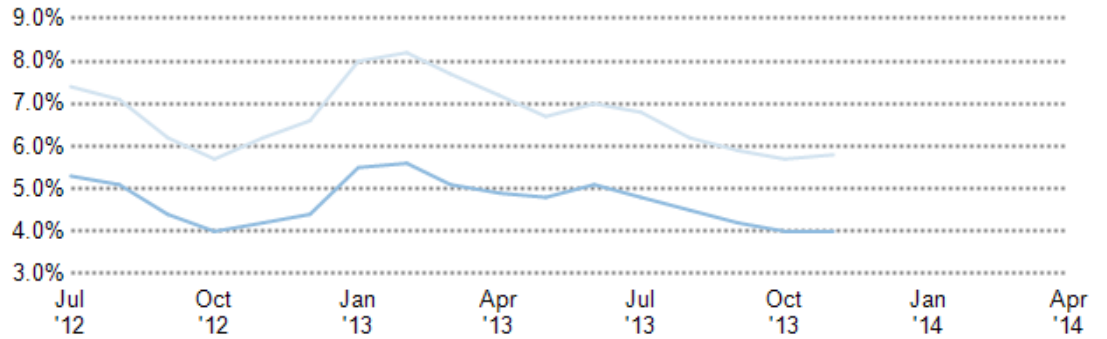|	Verona	Dane County	Wisconsin	United States
Income Per Capita	$36,256	$33,118	$27,192	$27,915
Median Household Income	$82,008	$61,913	$52,374	$52,762
Unemployment Rate	–	4%	5.8%	–
Unemployment Number	–	12.1K	179K	–
Employment Number	–	–	–	–
Labor Force Number	–	305K	3.07M	–

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Data Source: Bureau of Labor Statistics

Update Frequency: Monthly

■ Dane County
■ Wisconsin

Occupational Categories

This chart shows categories of
employment within an area.
Data Source: U.S. Census
Update Frequency: Annually

■ Verona

Category	Verona
Health Care and Social Assistance	942
Professional, Scientific and Technical	846
Education	793
Manufacturing	667
Retail Trade	614
Finance and Insurance	546
Accommodation and Food	293
Construction	254
Public Administration	217
Information	185
Wholesale Trade	177
Other	146
Arts, Entertainment and Recreation	107
Transportation and Warehousing	98
Administrative Support and Waste Management	59
Agriculture, Forestry, Fishing and Hunting	53
Real Estate, Rental and Leasing	37
Utilities	16
Business Management	0
Mining	0

Neighborhood: Quality of Life Stats and Charts

Quality of Life in 53593

	Verona	Dane County	Wisconsin	United States
Elevation (in feet)	964	949	–	–
Annual Rainfall (in inches)	35.01	35.01	34.65	–
Annual Snowfall (in inches)	30.05	30.87	49.01	–
Annual Sunny Days	83	83	83	–
Avg Travel Time to Work (in minutes)	21	21	22	25
Water Quality - Health Violations	–	–	–	–
Water Quality - Monitoring and Report Violations	–	–	–	–
Superfund Sites	0	5	45	1,779
Brownfield Sites	No	Yes	Yes	Yes

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.
Data Source: U.S. Census
Update Frequency: Annually

■ Verona

<15 Minutes	31.5%
15-30 Minutes	44.2%
30-45 Minutes	20.5%
45-60 Minutes	0.8%
>1 Hour	3.0%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute.
Data Source: U.S. Census
Update Frequency: Annually

Drove Alone/Carpool/Motorcycle	5,337
Work at Home	294
Walk	94
Bicycle	52
Public Transit	28

Average Monthly Temperature

This chart shows average temperatures in the area you searched.
Data Source: NOAA
Update Frequency: Annually

Avg. January Min. Temp	8
Avg. January Max. Temp	32
Avg. July Min. Temp	55
Avg. July Max. Temp	85

4/8/2014