

# THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

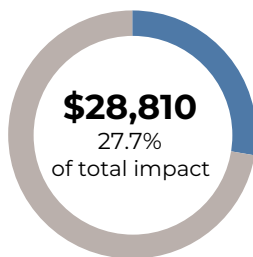
in Wisconsin

The real estate industry accounted for **\$66.5 billion** or **16.1%** of the gross state product in 2023.

## TOTAL ECONOMIC IMPACT

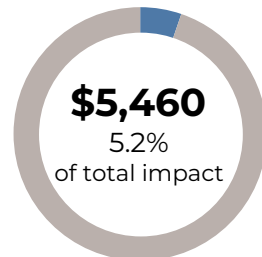
# \$104,100

Income generated from  
real estate industries



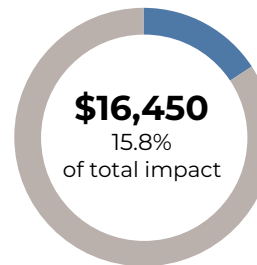
+

Expenditures related  
to home purchase



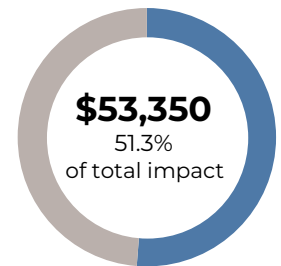
+

Multiplier of housing  
related expenditures



+

New home  
construction



**Real Estate Industries:** We assume that commissions, fees and moving expenses, or income to real estate industries, associated directly with the purchase are about 9% of the median home price.

**Expenditures related to home purchase:** Furniture and remodeling expenses are estimated to be about \$5,460 in 2023, based on the NAHB figure.

[https://eyeonhousing.org/2022/06/how-a-home-purchase-boosts-consumer-spending-2/?\\_ga=2.230040799.2124019150.1680586014-1983402015.1678288982](https://eyeonhousing.org/2022/06/how-a-home-purchase-boosts-consumer-spending-2/?_ga=2.230040799.2124019150.1680586014-1983402015.1678288982)

**Multiplier effect:** The multiplier effect accounts for the fact that income earned in other sectors of the economy as a result of a home sale is then re-circulated into the economy.

**New construction:** Additional home sales induce added home production. Typically, one new home is constructed for every six existing home sales. Thus, for every existing home sale, 1/6 of a new home's value is added to the economy.

Sources: BEA, U.S. Census, NAHB, Macroeconomic Advisors, NAR