

# **CENTRE WELLINGTON REAL ESTATE MARKET REPORT**

## **JULY 2018**

R-CITY | R-TEAM | R-NUMBERS





# OVERVIEW

## SELLER'S MARKET

THE CENTRE WELLINGTON REAL ESTATE MARKET CONTINUES TO MAKE UP FOR LOST GROUND IN THE BEGINNING OF THE YEAR AS OUR MARKET IS MAKING GAINS OVER 2017 THROUGHOUT THE SUMMER.



### YEAR-TO-DATE SALES VOLUME \$133,880,923

Down 16% from 2017's \$159,787,002. Unit Sales of 242 were down 21% from 2017's 308, with 369 new listings down 12%, and a 66% sales/listings ratio down 11%.



### JULY SALES VOLUME \$22,956,400

Up 24% from 2017's \$18,536,890. Unit sales of 35 were down 13% from last July's 40, with 61 new listings up 42%, and a 57% sales/listing ratio up 38%.



### YEAR-TO-DATE AVERAGE SALE PRICE \$545,536

Up from \$505,120 one year ago. Median sale price \$476,000 up from \$429,950 one year ago. Average days-on-market up 4 days to 32 compared to last year.



## JULY Numbers

MEDIAN SALE PRICE +19.1%

**\$512,000**

SALES VOLUME +24%

**\$22,956,400**

UNIT SALES -13%

**35**

NEW LISTINGS +42%

**61**

EXPIRED LISTINGS -38%

**5**

UNIT SALES/LISTINGS RATIO +38%

**57%**

\*Year-to-date (YTD): is a period starting from the beginning of the current calendar year and continuing up to the present day (January-July 2018)

\*Sales Volume: is the dollar volume of homes sold within a reporting period

\*Unit Sales: represent the total number of sales in a given reporting period

\*New Listings: Units that have recently gone public and are for sale

\*Expired Listings: A listing expires when the listing contract expiration date has passed without the property being sold

\*Unit Sales/ Listings Ratio: Number of units sold compared to the number of units listed

\*Average Price: The average sale price can be volatile if one or more properties were sold at an extraordinarily high or low price, the average is skewed higher or lower as a result. This can be an unreliable stat, especially in smaller markets

\*Median Sale Price: Exactly half of homes listed are above this price and exactly half are below.

\* Year over year comparison (July 2017 to July 2018)

# THE MARKET IN DETAIL



Table 1:  
**Centre Wellington MLS Sales and Listing Summary**  
 2016 vs. 2017 vs. 2018

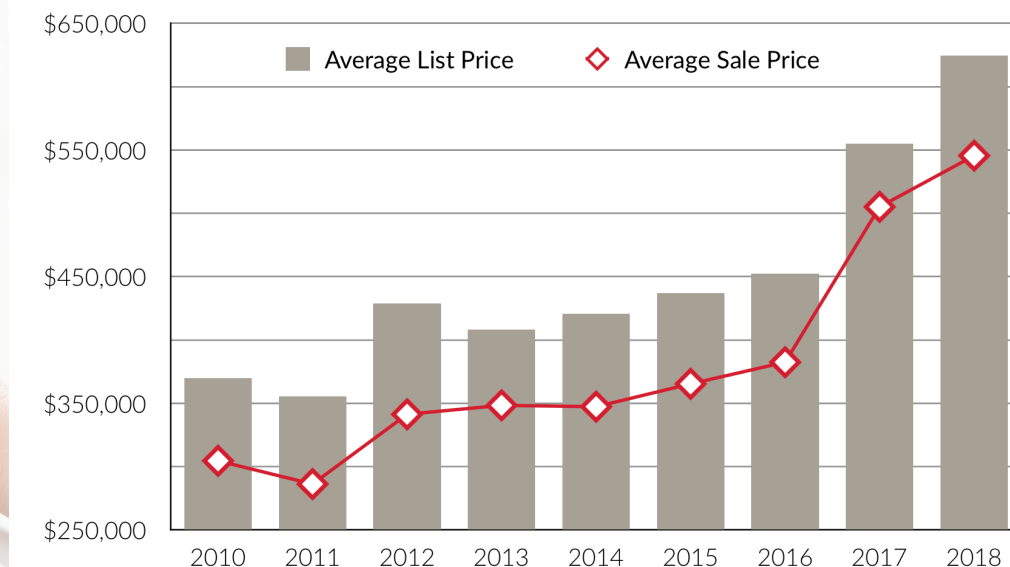
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$123,170,255	\$159,787,002	\$133,880,923	-16.2%
YTD Unit Sales	314	308	242	-21.4
YTD New Listings	422	418	369	-11.7%
YTD Sales/Listings Ratio	74%	74%	66%	-11%
YTD Expired Listings	42	24	35	+45.8%
July Volume Sales	\$20,928,300	\$18,536,890	\$22,956,400	+23.8%
July Unit Sales	53	40	35	-12.5%
July New Listings	56	43	61	+41.9%
July Sales/Listings Ratio	95%	93%	57%	-38.3%
July Expired Listings	9	8	5	-37.5%
YTD Sales: Under \$0-\$199K	46	7	9	+28.6%
YTD Sales: Under \$200K-\$349K	150	46	25	-45.7%
YTD Sales: Under \$350K-\$549K	196	164	124	-24.4%
YTD Sales: Under \$550K-\$749K	64	56	49	-12.5%
YTD Sales: Under \$750K-\$999K	20	20	23	+15%
YTD Sales: \$1M+	7	15	14	-6.7%
YTD Average Days-On-Market	41	28	32	-33%
YTD Average Sale Price	\$382,466	\$505,120.43	\$545,536	+8%
YTD Median Sale Price	\$362,000	\$429,950	\$476,000	+10.7%

NOTE: All MLS® sales data in this report comes from the Guelph District Association of REALTORS®.

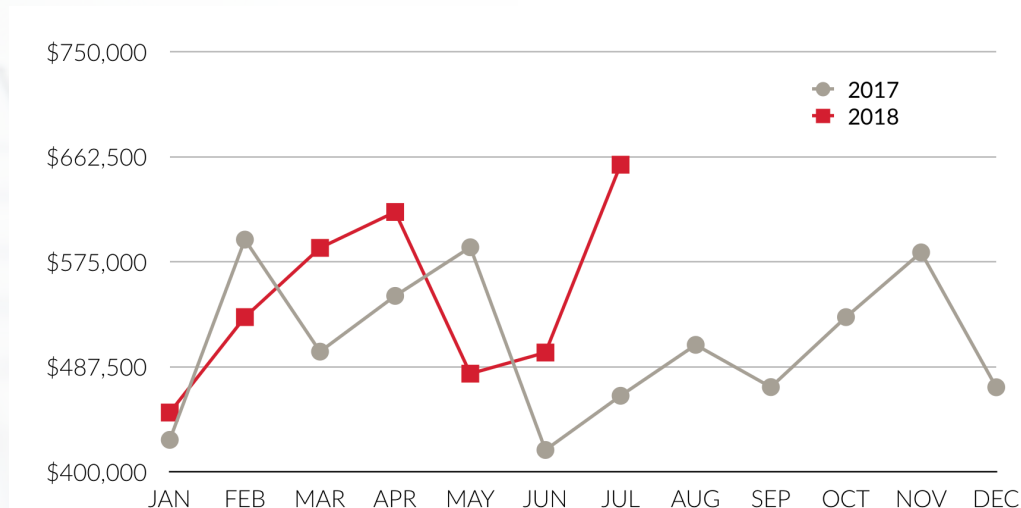
# AVERAGE SALE PRICE

## CENTRE WELLINGTON

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

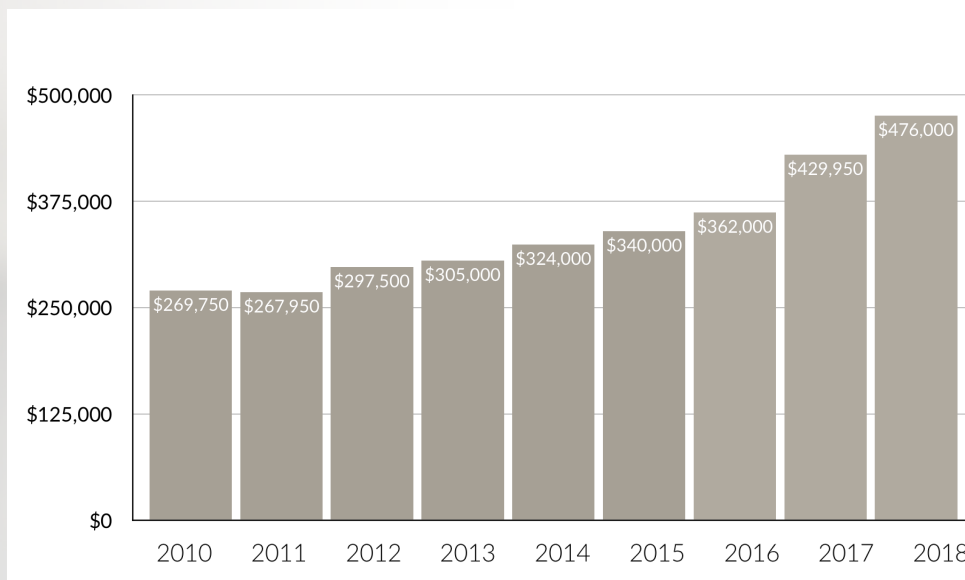




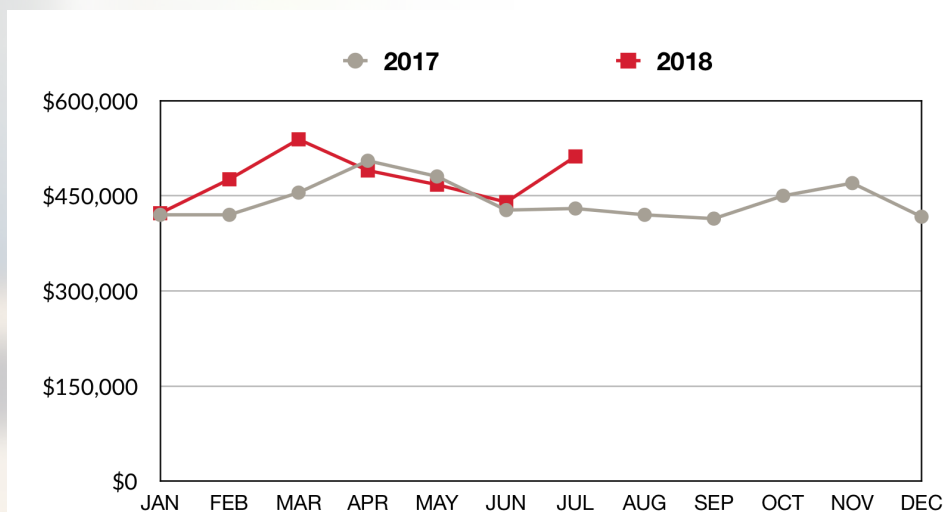
# MEDIAN SALE PRICE

## CENTRE WELLINGTON

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

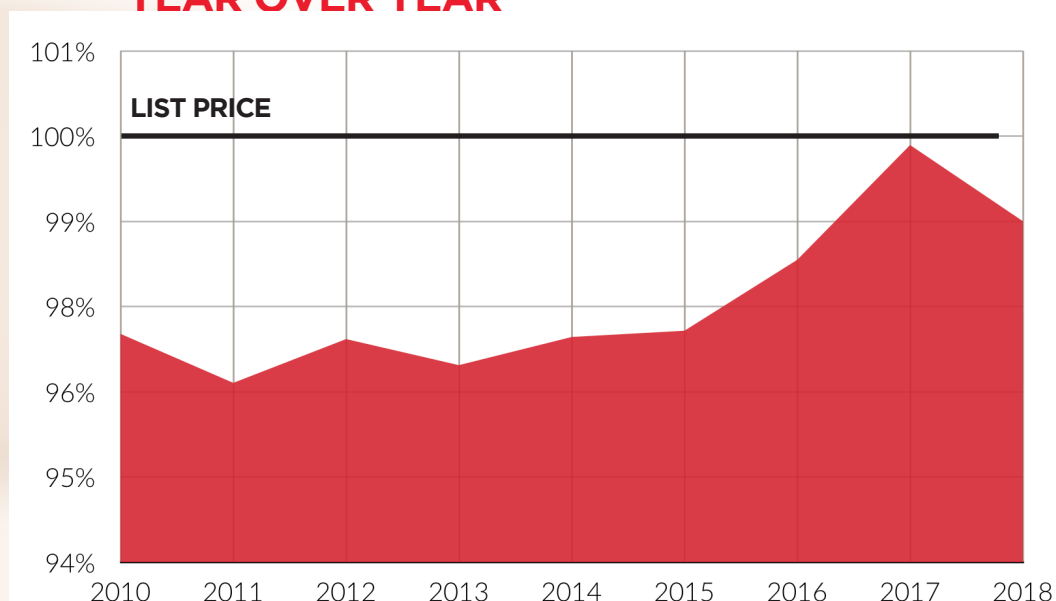


\* Median sale price is based on residential sales (including freehold and condominiums).

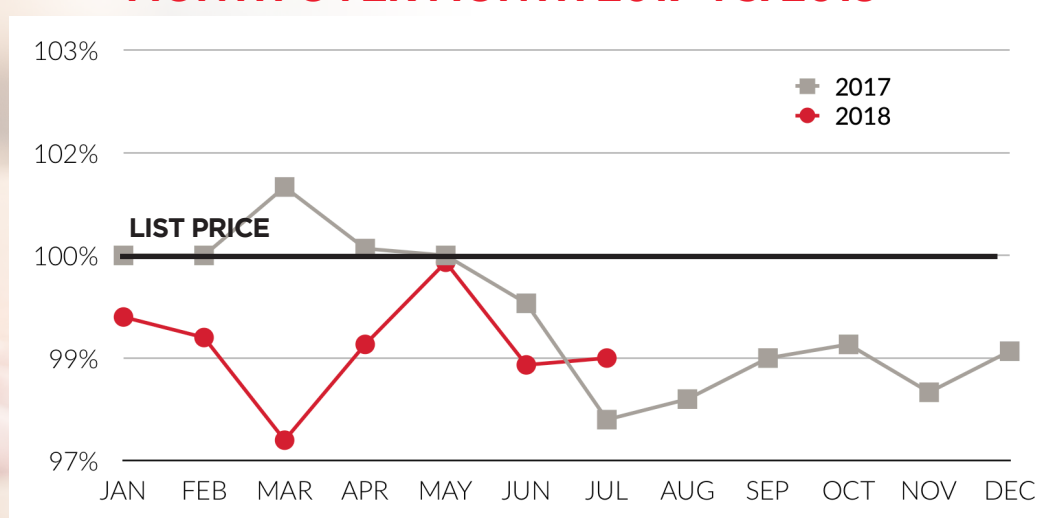
# SALE PRICE vs. LIST PRICE RATIO

## CENTRE WELLINGTON

### YEAR OVER YEAR



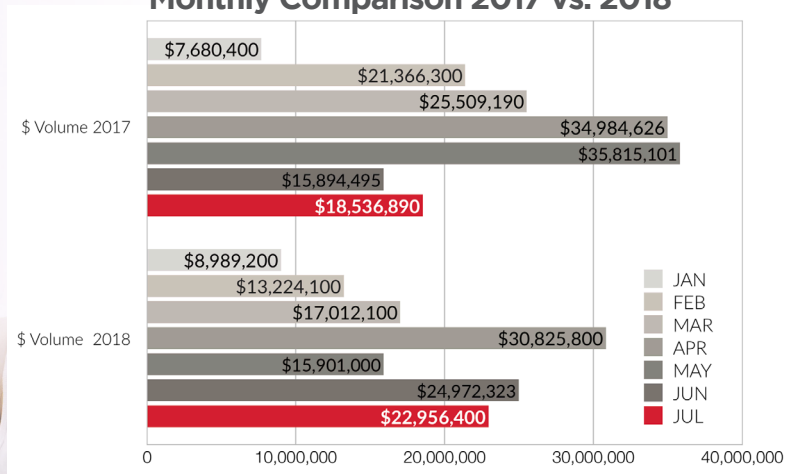
### MONTH OVER MONTH 2017 VS. 2018



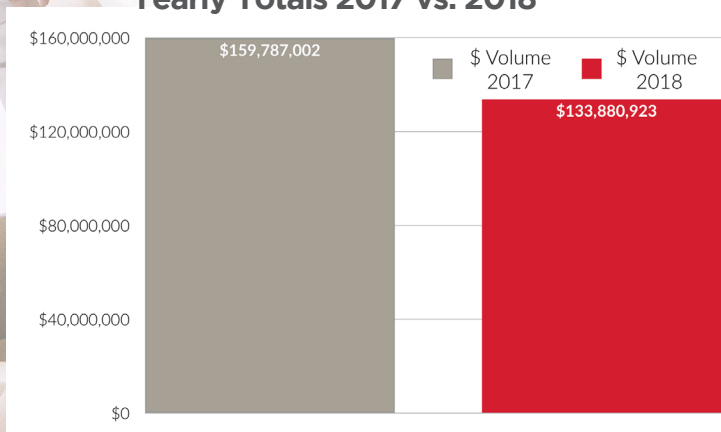
# \$ VOLUME SALES

## CENTRE WELLINGTON

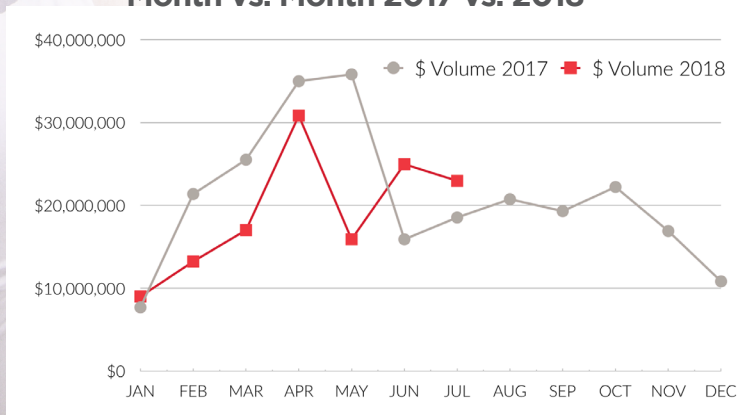
Monthly Comparison 2017 vs. 2018



Yearly Totals 2017 vs. 2018



Month vs. Month 2017 vs. 2018

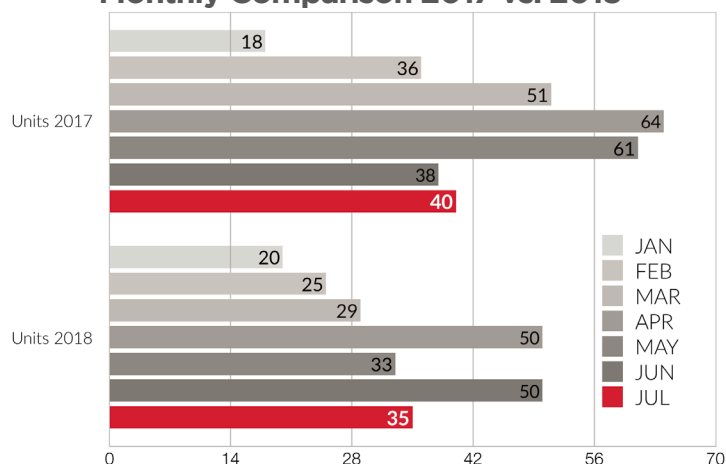




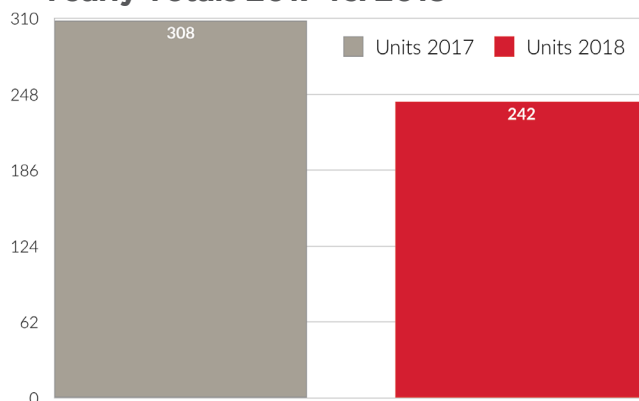
# UNIT SALES

## CENTRE WELLINGTON

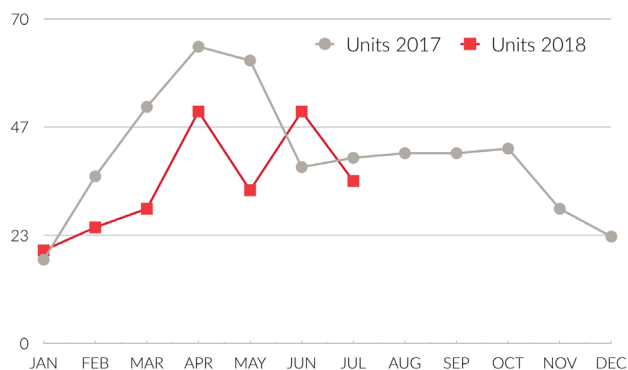
Monthly Comparison 2017 vs. 2018



Yearly Totals 2017 vs. 2018



Month vs. Month 2017 vs. 2018



# SALES BY PRICE BRACKET

## CENTRE WELLINGTON - YEAR TO DATE

**+ 28.6%**  
FROM 2017



**9**

UNITS SOLD

**\$0 -  
\$199,000**

**- 46%**  
FROM 2017



**25**

UNITS SOLD

**\$200 -  
\$349,000**

**- 24%**  
FROM 2017



**124**

UNITS SOLD

**\$350 -  
\$549,000**

**- 13**  
FROM 2017



**49**

UNITS SOLD

**\$550 -  
\$749,000**

**+15%**  
FROM 2017



**23**

UNITS SOLD

**\$750 -  
\$999,000**

**- 7%**  
FROM 2017



**14**

UNITS SOLD

**\$1M+**



# SALES BY TYPE

## CENTRE WELLINGTON - YEAR TO DATE

### FREEHOLD HOME SALES

- 17%

YTD  
SALES VOLUME  
**\$112,438,123**

- 22%

YTD  
UNIT SALES  
**205**

+ 7%

YTD AVERAGE  
SALE PRICE  
**\$548,479**

+ 25%

JULY  
SALES VOLUME  
**\$18,076,500**

NO CHANGE

JULY  
UNIT SALES  
**30**

### CONDOMINIUM HOME SALES

+ 9%

YTD  
SALES VOLUME  
**\$7,571,800**

NO CHANGE

YTD  
UNIT SALES  
**22**

+ 9%

YTD AVERAGE  
SALE PRICE  
**\$344,173**

- 39%

JULY  
SALES VOLUME  
**\$1,179,900**

- 50%

JULY  
UNIT SALES  
**3**

### VACANT LAND SALES

- 58%

YTD  
SALES VOLUME  
**\$2,320,000**

- 67%

YTD  
UNIT SALES  
**3**

+ 27 %

YTD AVERAGE  
SALE PRICE  
**\$773,333**

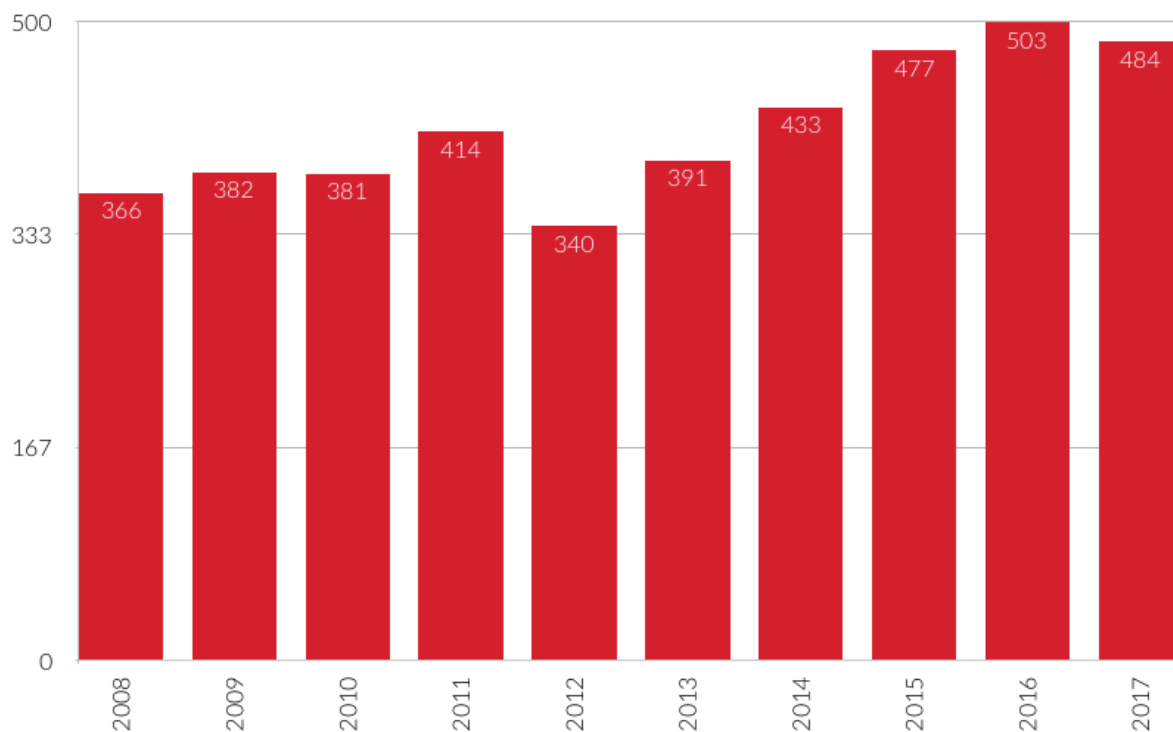
JULY  
SALES VOLUME  
**\$0**

JULY  
UNIT SALES  
**0**



# 10 YEAR MARKET ANALYSIS

## CENTRE WELLINGTON- UNITS SOLD

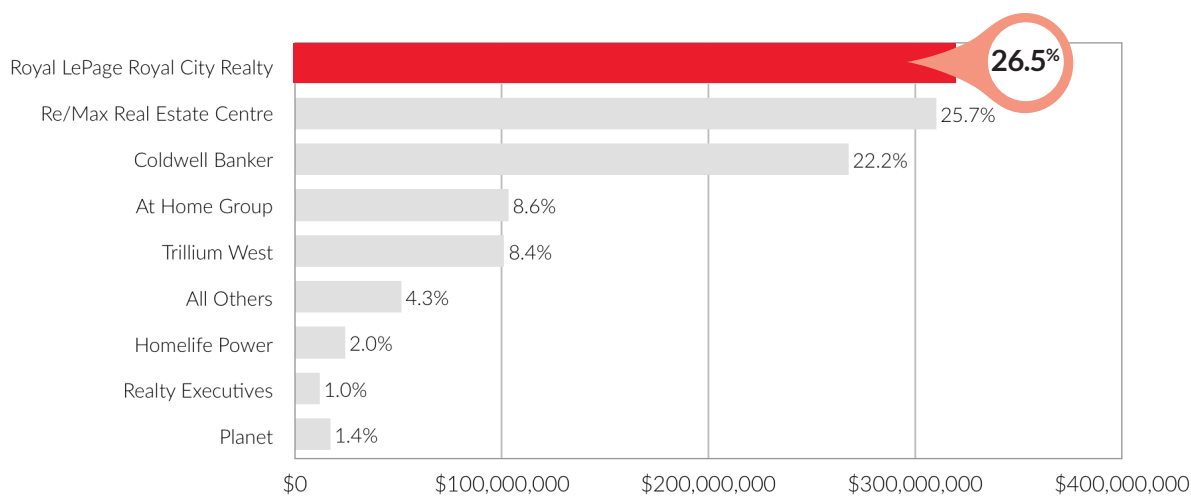


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

### MARKET SHARE BY \$VOLUME

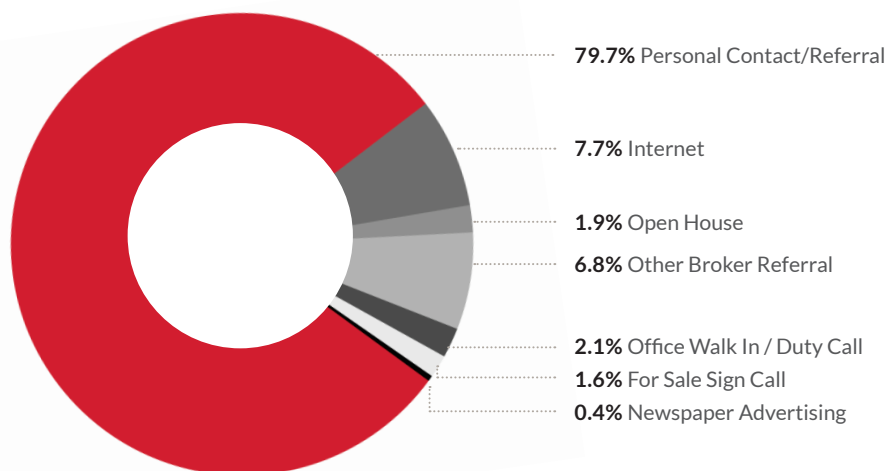
Listing Selling Ends Combined for GUELPH BASED COMPANIES  
January - July 2018



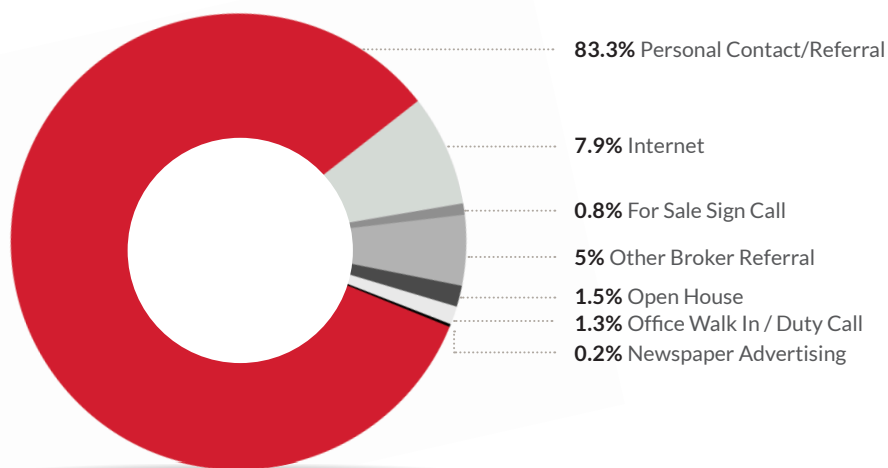


# SOURCE OF BUSINESS

## SOURCE OF BUYERS 2017 HOW WE'LL FIND YOUR BUYER



## SOURCE OF LISTINGS 2017 WHERE OUR LISTINGS COME FROM





# OUR LOCATIONS

## FOUR CONVENIENT LOCATIONS TO SERVE YOU



### FERGUS

Ph. 519.843.1365

840 Tower Street S., Fergus



### GUELPH

Ph. 519.824.9050

848 Gordon St., Suite 101, Guelph



### ROCKWOOD

Ph. 519.856.9922

118 Main Street S, Rockwood



### GUELPH

Ph. 519.821.6191

214 Speedvale Ave., W., Guelph