

# **CITY OF GUELPH REAL ESTATE MARKET REPORT**

## **JULY 2018**

R-CITY | R-TEAM | R-NUMBERS





# OVERVIEW

## SELLER'S MARKET

THE CITY OF GUELPH 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 OF \$679,877,769

Down 18% from 2017's \$827,171,252. Unit sales of 1331 are down 16% from 2017's 1583, with 2,072 new listings down 7%, and a 64% sales/listings ratio down 10%.



### JULY SALES VOLUME OF \$105,624,981

Up 25% from 2017's \$84,756,056. Unit sales of 207 are up 20% from last July's 172, with 284 new listings up 4%, and a 73% sales/listing ratio up 16%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$512,373

Down from \$517,501 one year ago. Median sale price \$474,900 down from \$479,500 one year ago. Average days-on-market up 7 days to 24 compared to last year.



## JULY Numbers

MEDIAN SALE PRICE NO CHANGE

**\$479,900**

SALES VOLUME +25%

**\$105,624,981**

UNIT SALES +20%

**207**

NEW LISTINGS +4%

**284**

EXPIRED LISTINGS +82%

**60**

UNIT SALES/LISTINGS RATIO +16%

**73%**

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

\*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

# THE MARKET IN DETAIL



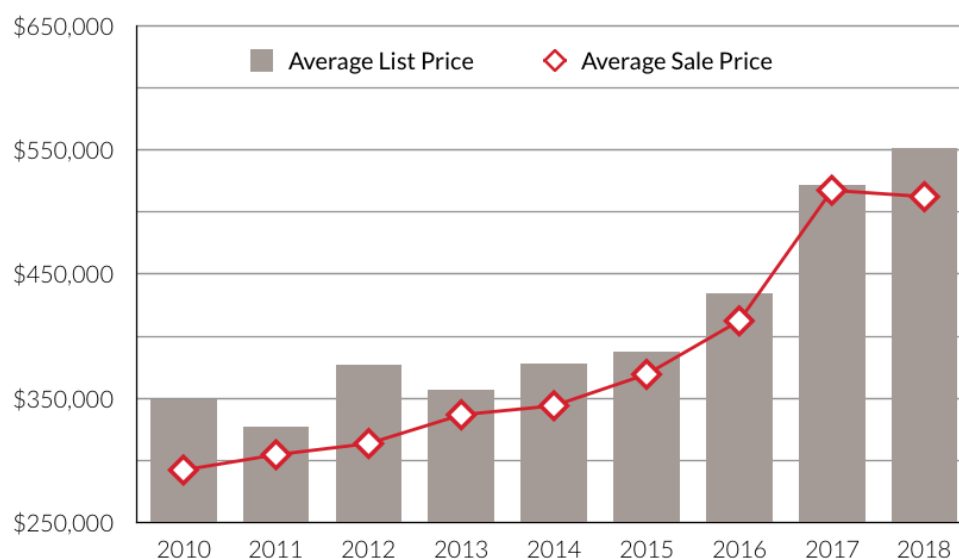
Table 1:  
**Guelph MLS Sales and Listing Summary**  
 2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$685,835,361	\$827,835,361	\$679,877,769	-17.8%
YTD Unit Sales	1661	1583	1331	-15.9%
YTD New Listings	1,981	2,222	2,072	-6.8%
YTD Sales/Listings Ratio	84%	71%	64%	-9.8%
YTD Expired Listings	127	94	171	+81.9%
July Volume Sales	\$97,109,039	\$84,756,056	\$105,624,981	+24.6%
July Unit Sales	232	172	207	+20.3%
July New Listings	236	274	284	+3.6%
July Sales/Listings Ratio	98%	63%	73%	+16.1%
July Expired Listings	16	33	60	+81.8%
YTD Sales: Under \$0-\$199K	68	26	10	-61.5%
YTD Sales: Under \$200K-\$349K	540	225	209	-7.1%
YTD Sales: Under \$350K-\$549K	805	958	709	-26%
YTD Sales: Under \$550K-\$749K	197	381	287	-24.7%
YTD Sales: Under \$750K-\$999K	34	128	91	-28.9%
YTD Sales: \$1M+	17	45	25	-44.4%
YTD Average Days-On-Market	25	17	24	+41%
YTD Average Sale Price	\$412,300	\$517,501	\$512,373	-1%
YTD Median Sale Price	\$387,000	\$479,500	\$474,900	-1%

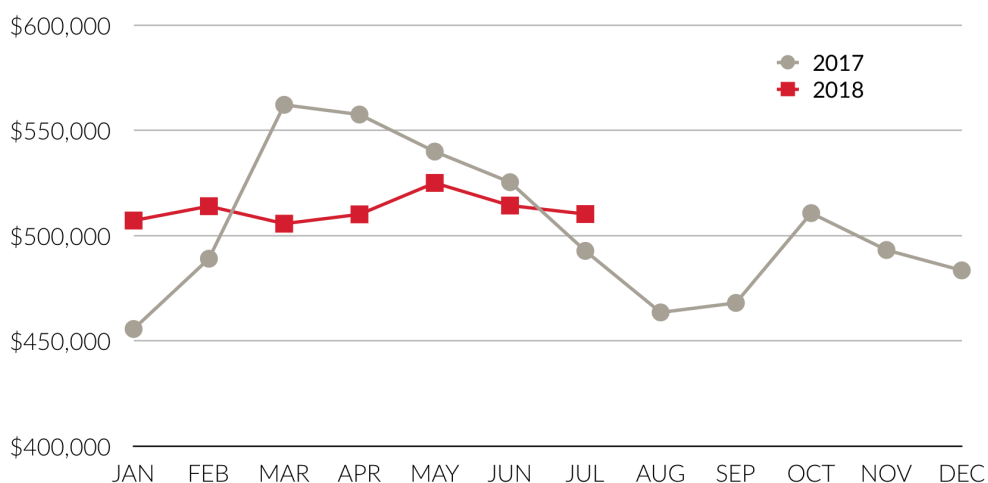
# AVERAGE SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

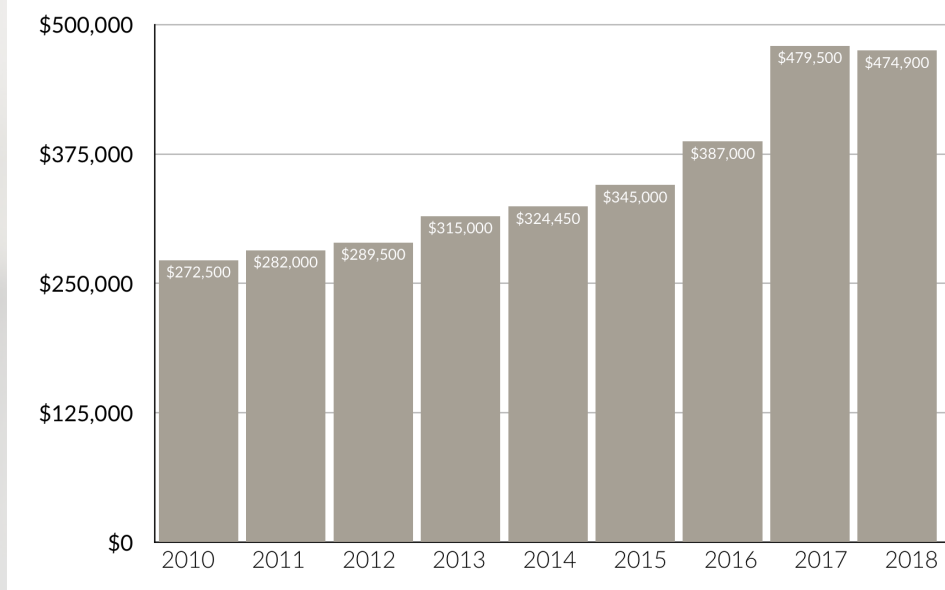




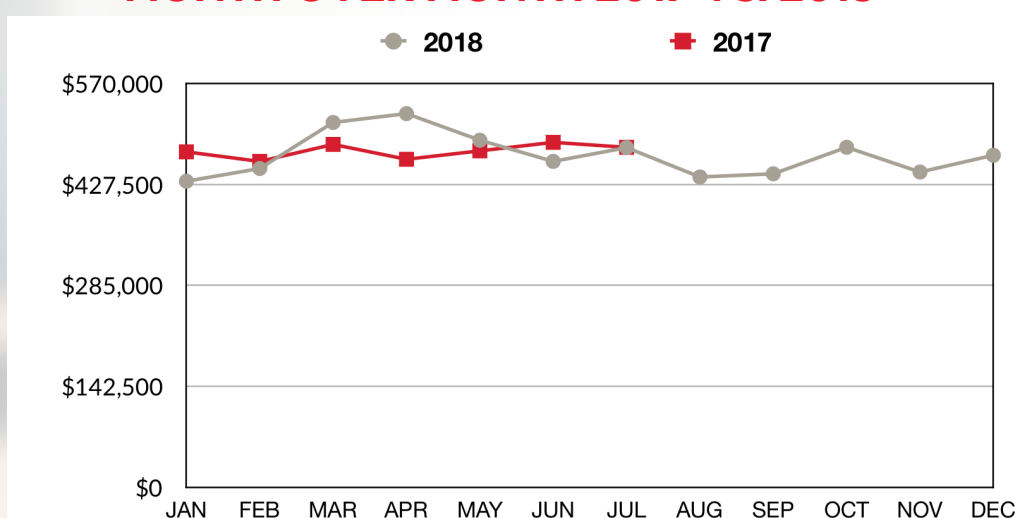
# MEDIAN SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

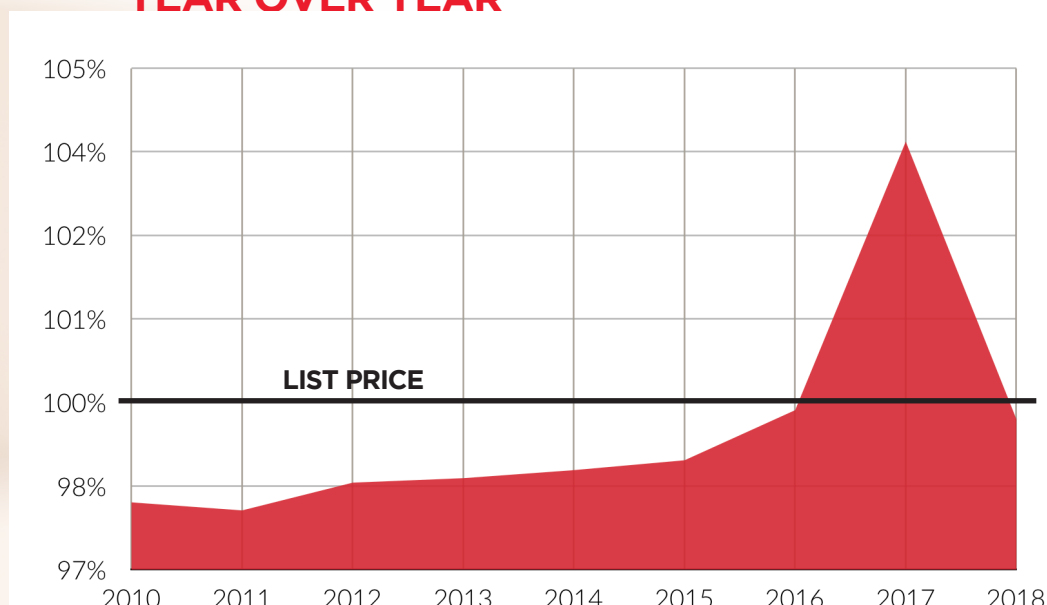


\* Median sale price is based on residential sales (including freehold and condominiums).

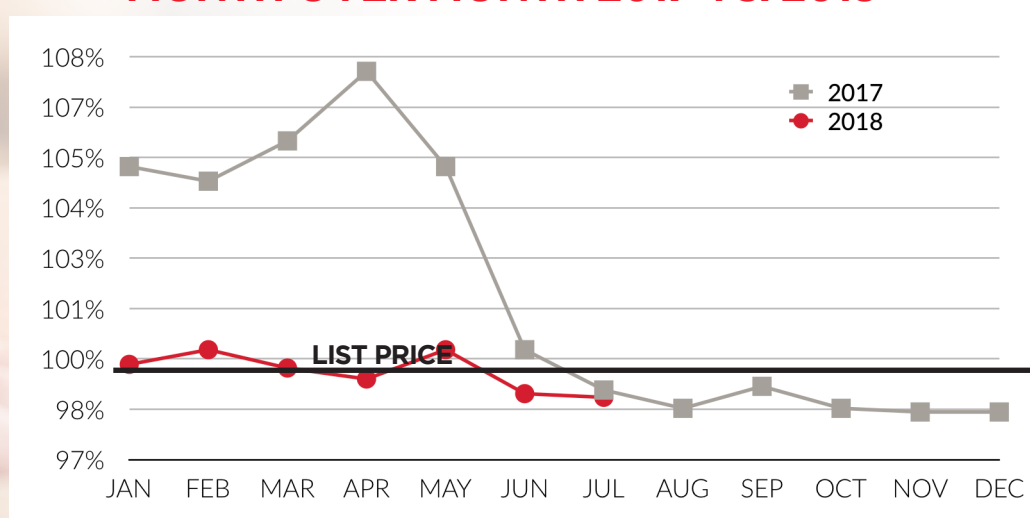
# SALE PRICE vs. LIST PRICE RATIO

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

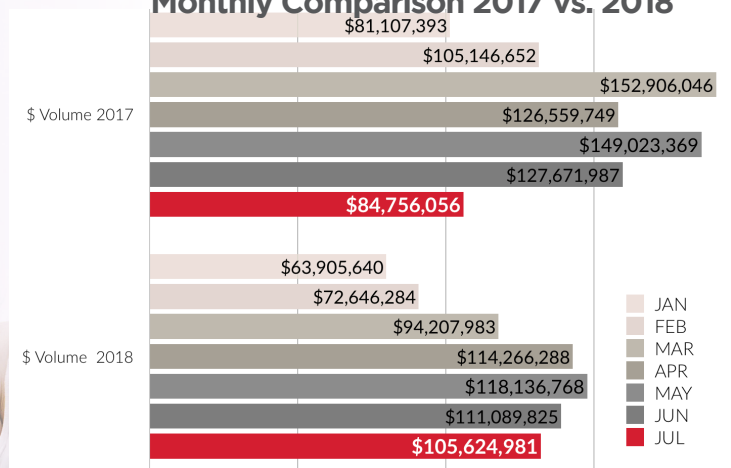




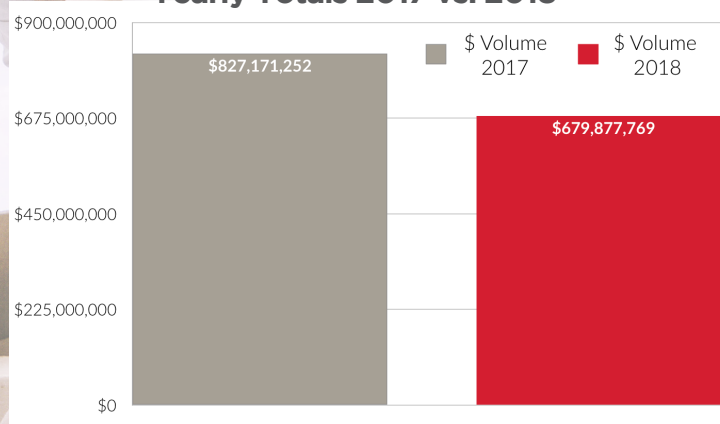
# \$ VOLUME SALES

## CITY OF GUELPH

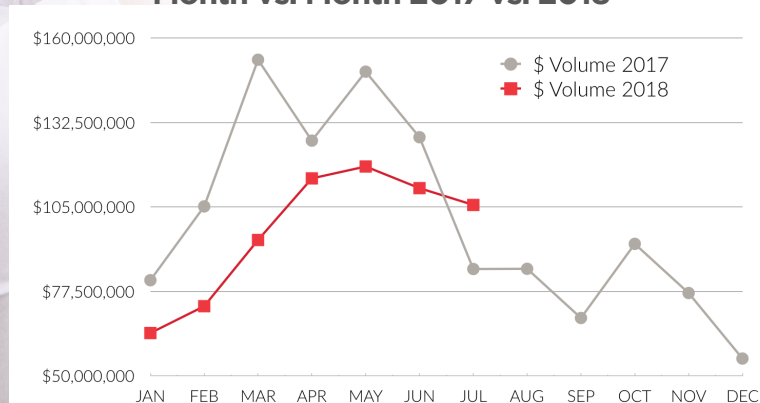
**Monthly Comparison 2017 vs. 2018**



**Yearly Totals 2017 vs. 2018**



**Month vs. Month 2017 vs. 2018**

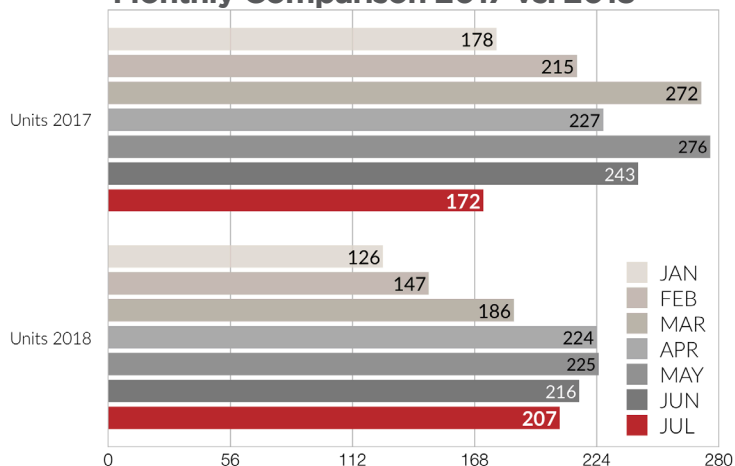




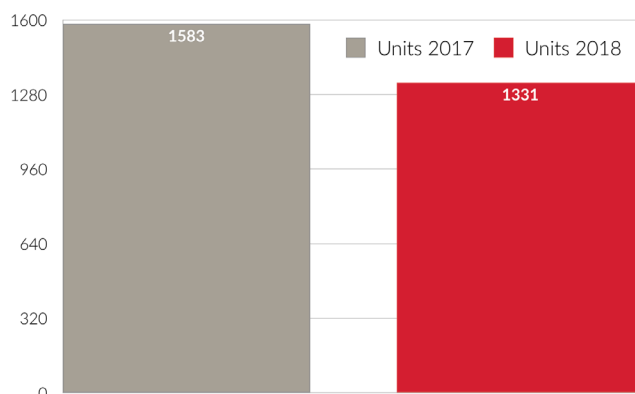
# UNIT SALES

## CITY OF GUELPH

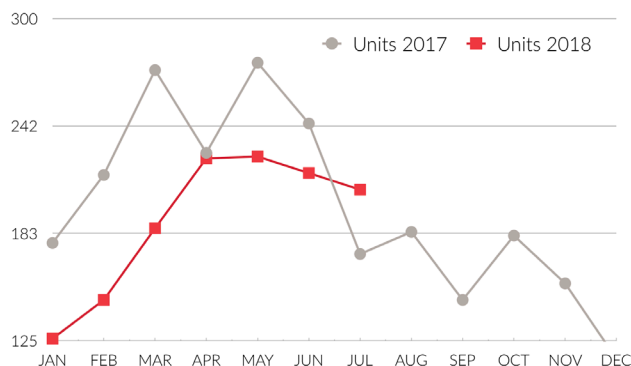
### Monthly Comparison 2017 vs. 2018



### Yearly Totals 2017 vs. 2018



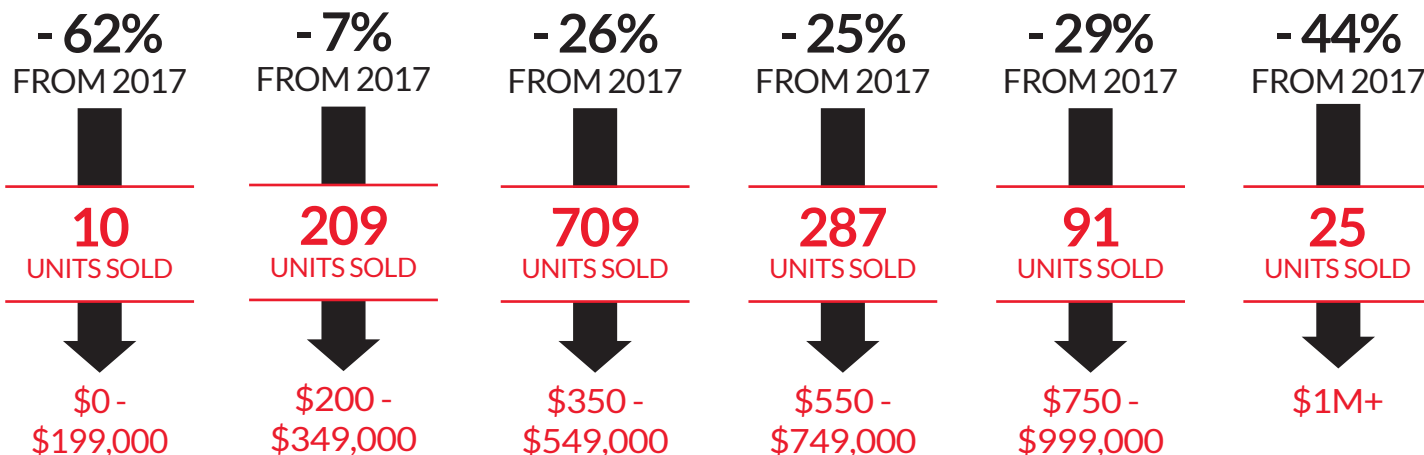
### Month vs. Month 2017 vs. 2018





# SALES BY PRICE BRACKET

CITY OF GUELPH - YEAR TO DATE



# SALES BY TYPE

## CITY OF GUELPH - YEAR TO DATE

### FREEHOLD HOME SALES

- 23%

YTD  
SALES VOLUME  
**\$481,974,956**

- 22%

YTD  
UNIT SALES  
**850**

- 2%

YTD AVERAGE  
SALE PRICE  
**\$567,029**

+22%

JULY  
SALES VOLUME  
**\$79,083,068**

+17%

JULY  
UNIT SALES  
**139**

### CONDOMINIUM HOME SALES

+5%

YTD  
SALES VOLUME  
**\$172,992,413**

NO CHANGE

YTD  
UNIT SALES  
**452**

+5%

YTD AVERAGE  
SALE PRICE  
**\$382,726**

+ 52%

JULY  
SALES VOLUME  
**\$25,791,913**

+ 43%

JULY  
UNIT SALES  
**67**

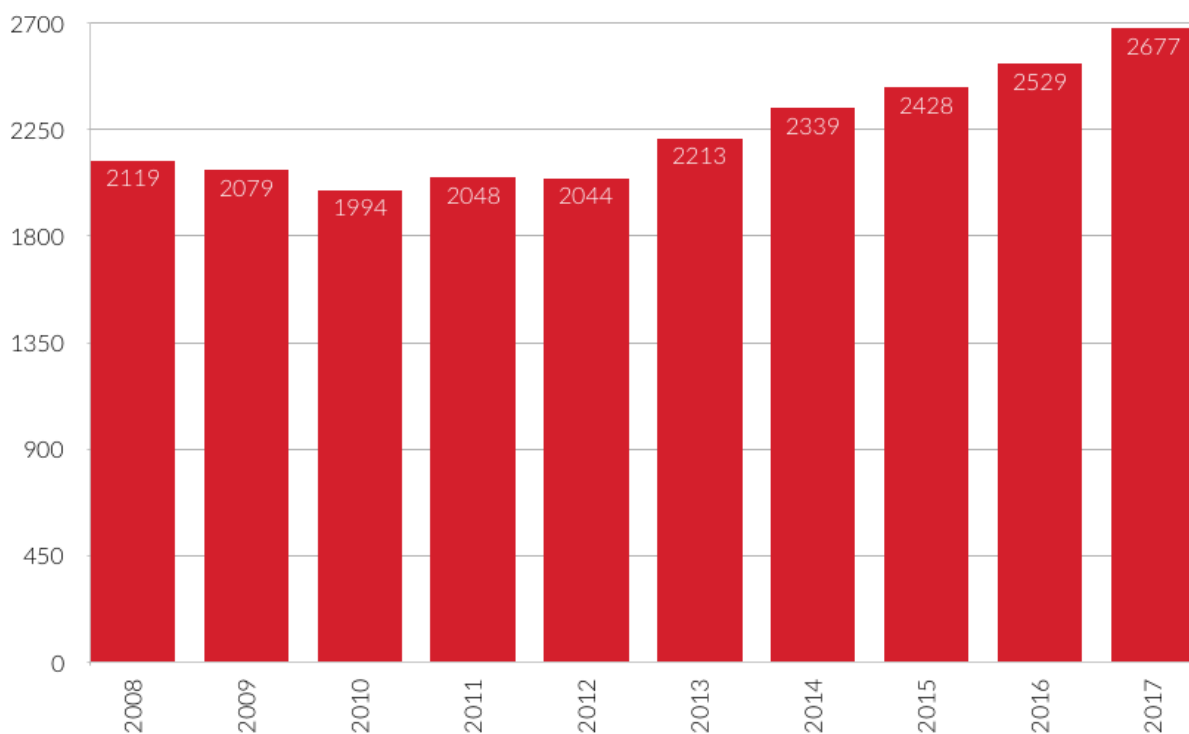
### VACANT LAND SALES

There have been zero vacant land sales in the City of Guelph in 2018.



# 10 YEAR MARKET ANALYSIS

## CITY OF GUELPH - UNITS SOLD

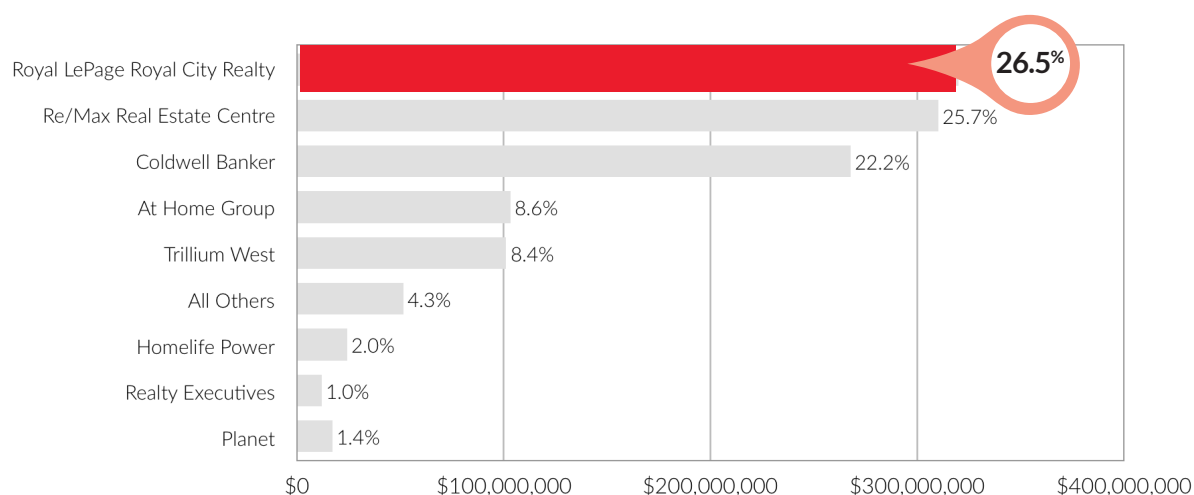


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

### MARKET SHARE BY \$VOLUME

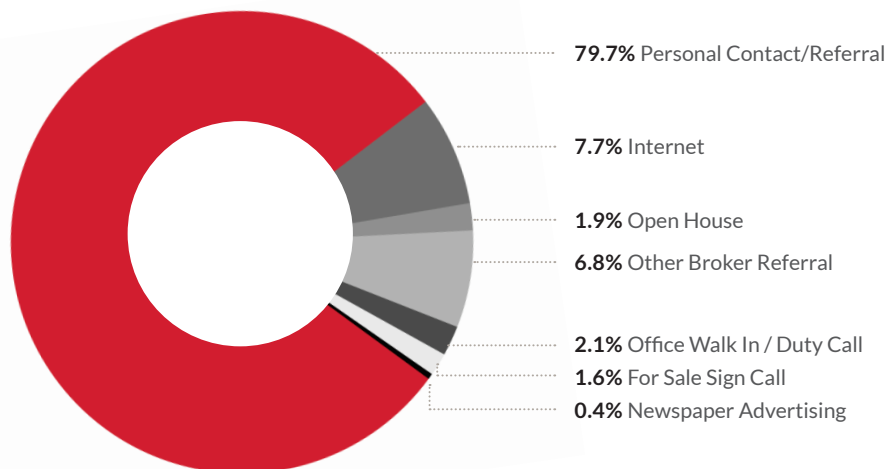
Listing Selling Ends Combined for GUELPH BASED COMPANIES  
January - July 2018



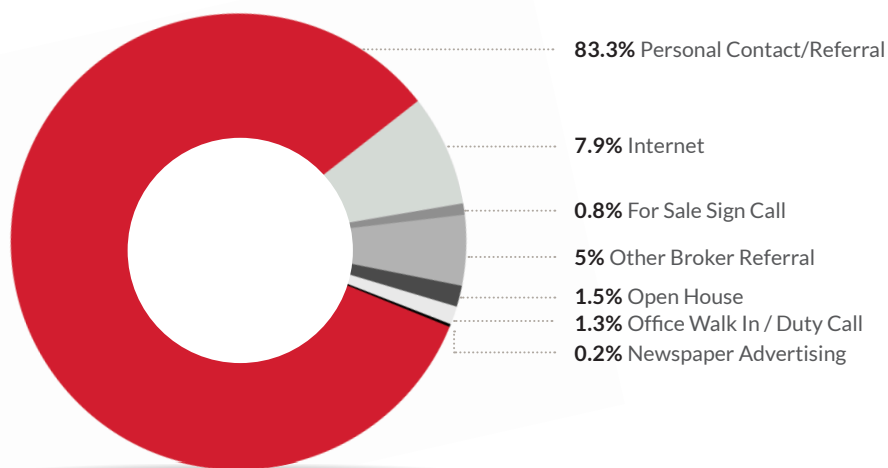


# SOURCE OF BUSINESS

## 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