

ROYAL CITY REALTY
BROKERAGE



CITY OF GUELPH REAL ESTATE MARKET REPORT

SEPTEMBER 2018

R-CITY | R-TEAM | R-NUMBERS



CITY OF GUELPH OVERVIEW

BALANCED MARKET

REAL ESTATE MARKET CONTINUES TO BE CONSISTENT AND PERFORMED BETTER THAN THIS TIME LAST YEAR. HOWEVER, BUYING ACTIVITY WOULD SUGGEST MORE LEVEL SALES CONDITIONS.



YEAR-TO-DATE SALES VOLUME OF \$862,562,075

Down 12% from 2017's \$980,803,045. Unit sales of 1,690 are down 11.5% from 2017's 1,914, with 2,648 new listings down 2%, and a 64% sales/listings ratio down 9.5%.



SEPTEMBER SALES VOLUME OF \$84,977,518

Up 23.5% from 2017's \$68,803,990. Unit sales of 164 are up 11.5% from last September's 147, with 326 new listings up 19.5%, and a 50% sales/listing ratio down 6.5%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$511,754

Up from \$506,011 one year ago. Median sale price \$477,500 up from \$460,000 one year ago. Average days-on-market up 6 days to 25 compared to last year.



SEPTEMBER Numbers

MEDIAN SALE PRICE +12%

\$495,000

SALES VOLUME +23.5%

\$84,977,518

UNIT SALES +11.5%

164

NEW LISTINGS +19.5%

326

EXPIRED LISTINGS -6%

31

UNIT SALES/LISTINGS RATIO -6.5%

50%

* Year over year comparison (September 2017 to September 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 - September 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: listings expire 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: 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



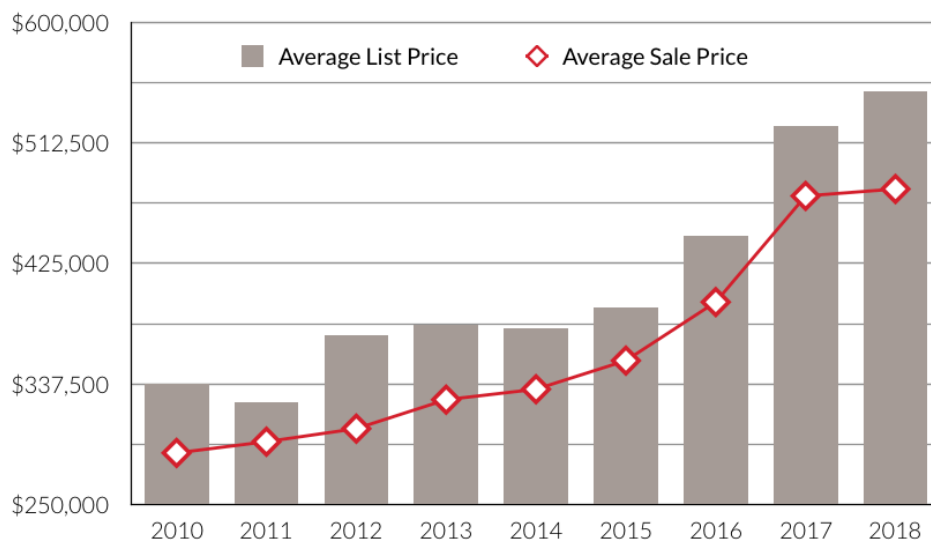
Table 1:
Guelph MLS Sales and Listing Summary
2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$846,435,134	\$980,803,045	\$862,562,075	-12.1%
YTD Unit Sales	2,028	1,914	1,690	-11.7%
YTD New Listings	2,390	2,707	2,648	-2%
YTD Sales/Listings Ratio	85%	71%	64%	-9.7%
YTD Expired Listings	158	176	220	+25%
September Volume Sales	\$76,888,889	\$68,803,990	\$84,977,518	+23.5%
September Unit Sales	176	147	164	+11.6%
September New Listings	219	273	326	+19.4%
September Sales/Listings Ratio	80%	54%	50%	-6.6%
September Expired Listings	15	33	31	-6.1%
YTD Sales: Under \$0-\$199K	76	34	10	-70.6%
YTD Sales: Under \$200K-\$349K	638	297	261	-12.1%
YTD Sales: Under \$350K-\$549K	992	1,189	891	-25.1%
YTD Sales: Under \$550K-\$749K	258	445	381	-14.4%
YTD Sales: Under \$750K-\$999K	46	141	112	-20.6%
YTD Sales: \$1M+	18	48	34	-29.2%
YTD Average Days-On-Market	24	19	25	+29%
YTD Average Sale Price	\$417,916	\$506,011	\$511,754	+1.1%
YTD Median Sale Price	\$395,000	\$460,000	\$477,500	+3.8%

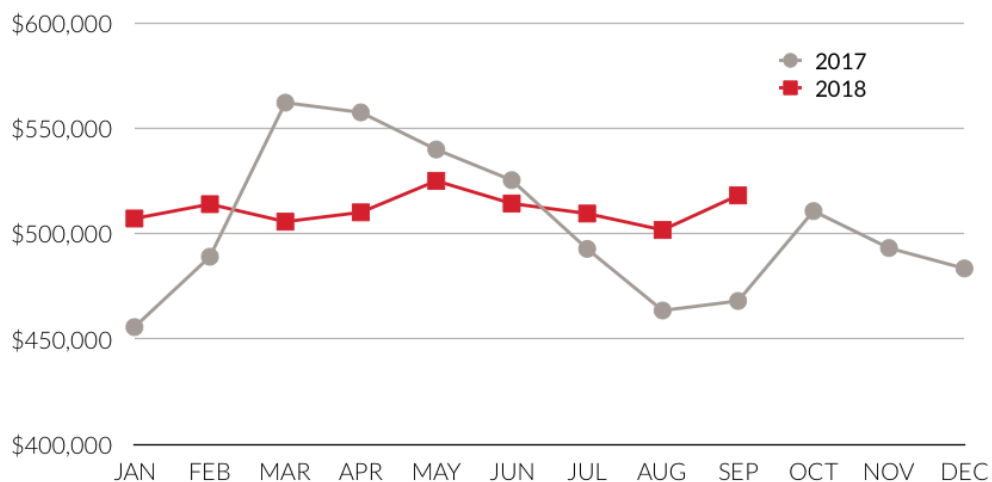
AVERAGE SALE PRICE

CITY OF GUELPH

YEAR OVER YEAR



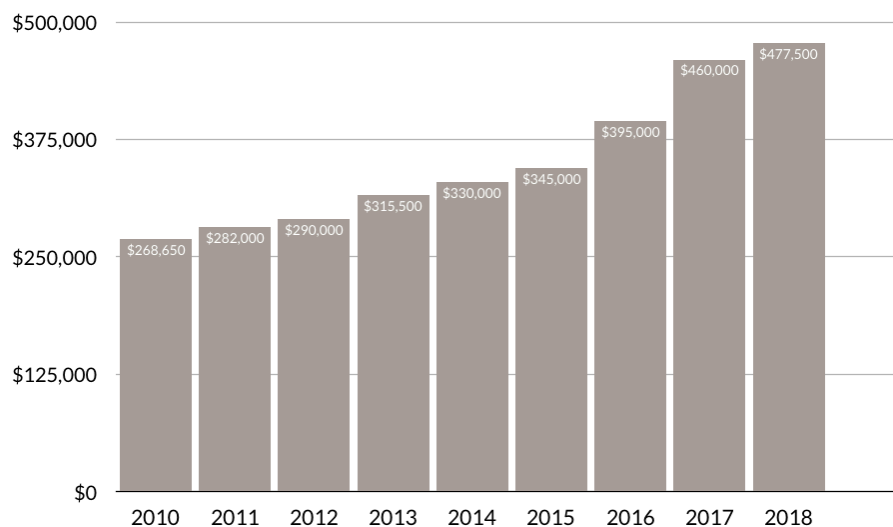
MONTH OVER MONTH 2017 VS. 2018



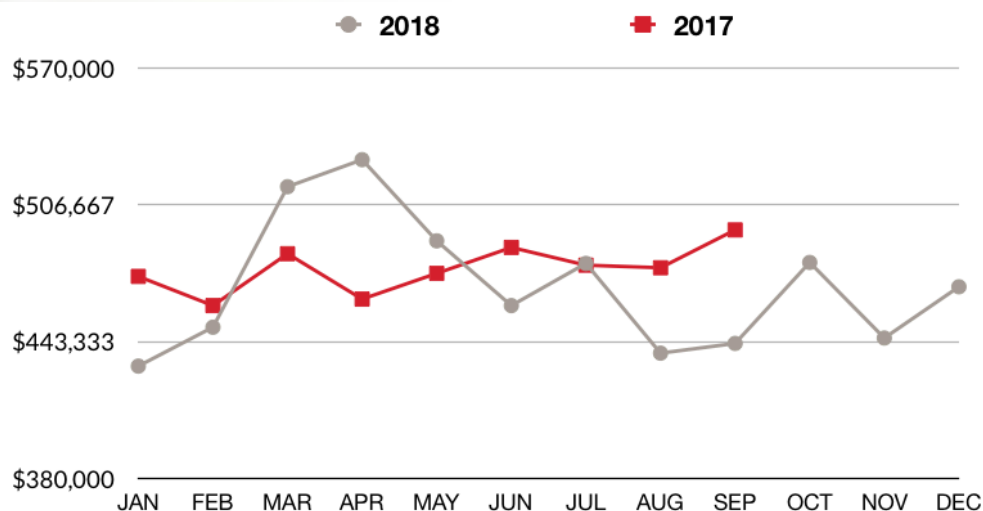
MEDIAN SALE PRICE

CITY OF GUELPH

YEAR OVER YEAR



MONTH OVER MONTH 2017 VS. 2018

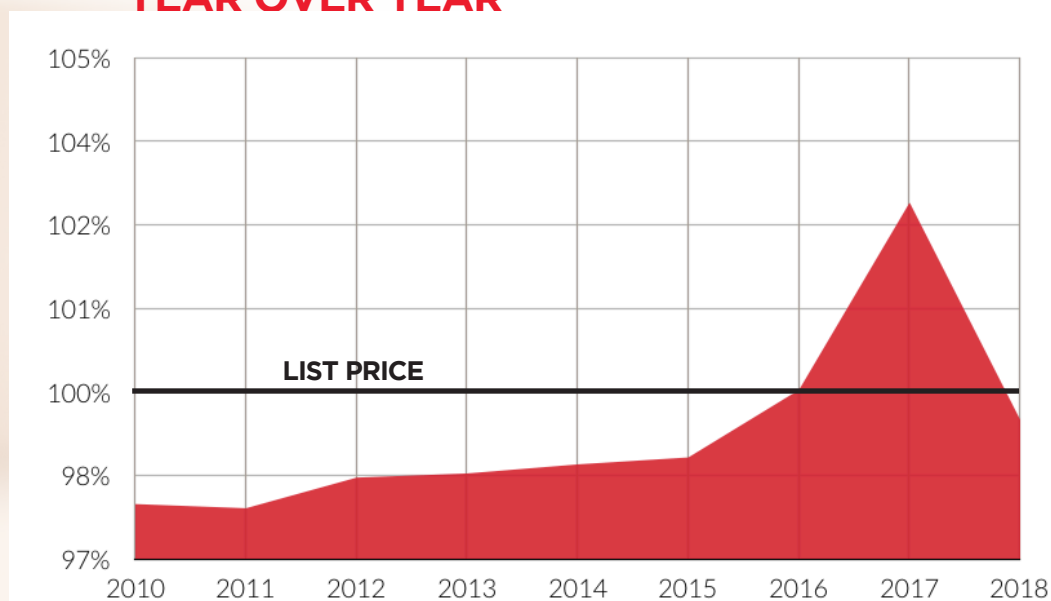


* Median sale price is based on residential sales (including freehold and condominiums).

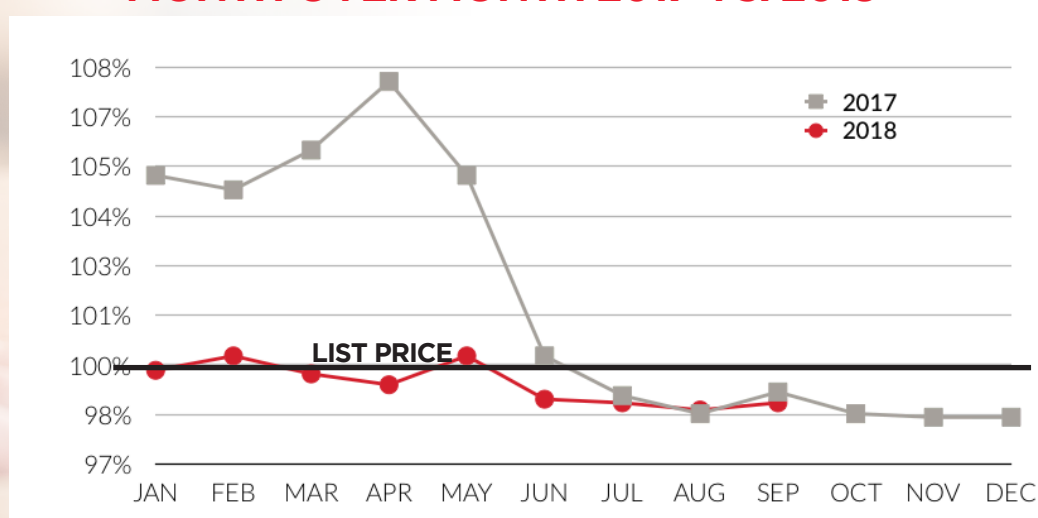
SALE PRICE vs. LIST PRICE RATIO

CITY OF GUELPH

YEAR OVER YEAR



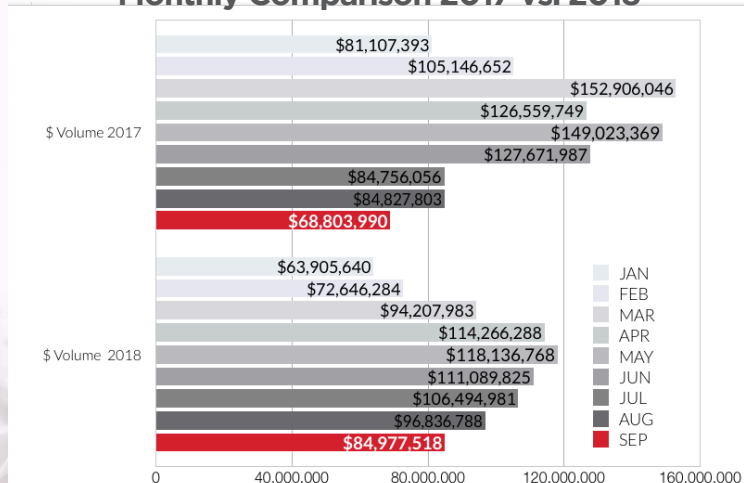
MONTH OVER MONTH 2017 VS. 2018



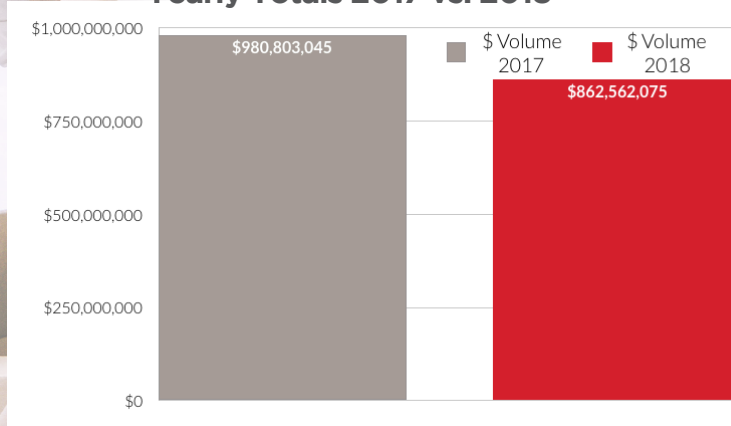
\$ VOLUME SALES

CITY OF GUELPH

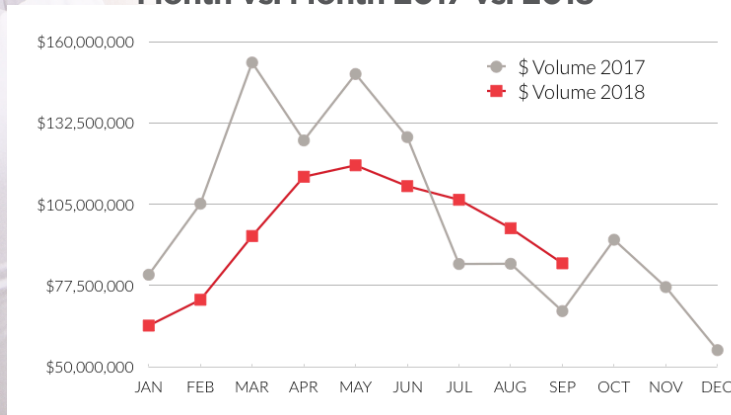
Monthly Comparison 2017 vs. 2018



Yearly Totals 2017 vs. 2018



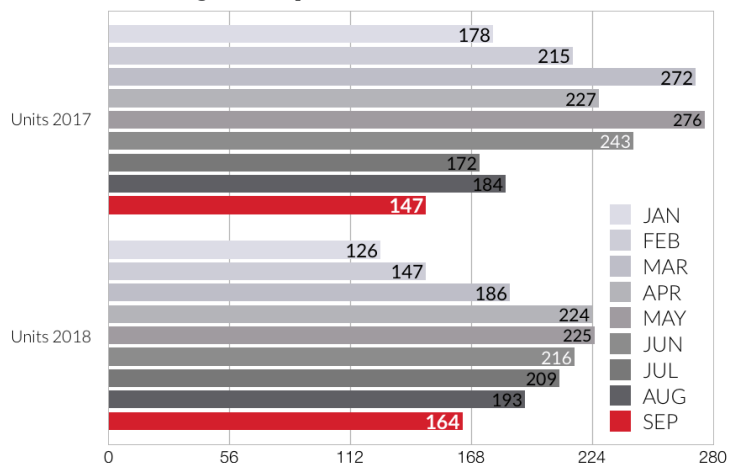
Month vs. Month 2017 vs. 2018



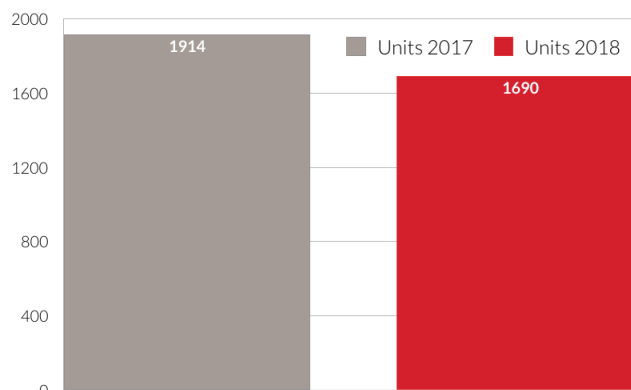
UNIT SALES

CITY OF GUELPH

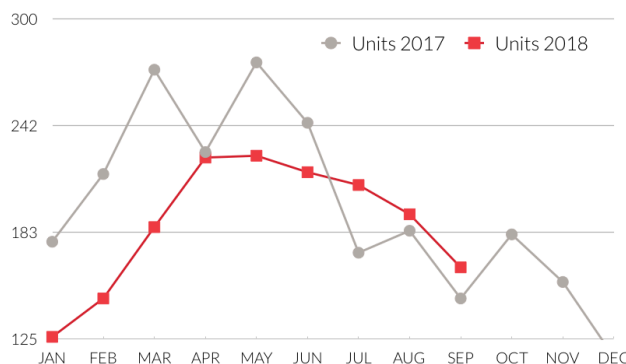
Monthly Comparison 2017 vs. 2018



Yearly Totals 2017 vs. 2018



Month vs. Month 2017 vs. 2018



SALES BY PRICE BRACKET

CITY OF GUELPH - YEAR TO DATE

- 70.5%
FROM 2017

10

UNITS SOLD

\$0 -
\$199,000

- 12%
FROM 2017

261

UNITS SOLD

\$200 -
\$349,000

- 25%
FROM 2017

891

UNITS SOLD

\$350 -
\$549,000

- 14.5%
FROM 2017

381

UNITS SOLD

\$550 -
\$749,000

- 20.5%
FROM 2017

112

UNITS SOLD

\$750 -
\$999,000

- 29%
FROM 2017

34

UNITS SOLD

\$1M+



SALES BY TYPE

CITY OF GUELPH - YEAR TO DATE

FREEHOLD HOME SALES

- 17%

YTD
SALES VOLUME
\$613,447,153

- 17%

YTD
UNIT SALES
1079

SLIGHT INCREASE

YTD AVERAGE
SALE PRICE
\$568,533

+23.5%

SEPTEMBER
SALES VOLUME
\$61,283,397

+10.5%

SEPTEMBER
UNIT SALES
105

CONDOMINIUM HOME SALES

+7%

YTD
SALES VOLUME
\$220,139,522

+1%

YTD
UNIT SALES
573

+5.5%

YTD AVERAGE
SALE PRICE
\$384,187

+ 28%

SEPTEMBER
SALES VOLUME
\$22,290,621

+14.5%

SEPTEMBER
UNIT SALES
56

VACANT LAND SALES

- 76.5%

YTD
SALES VOLUME
\$1,595,000

- 43%

YTD
UNIT SALES
4

-59%

YTD AVERAGE
SALE PRICE
398,750

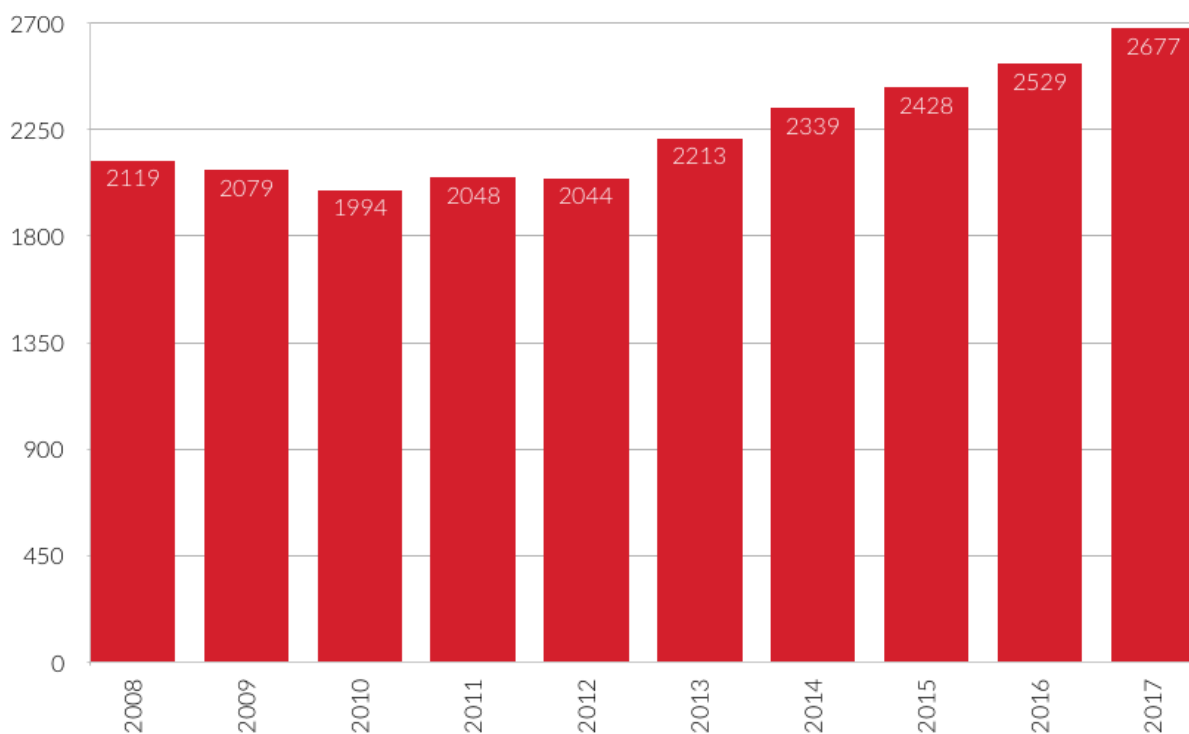
*THERE WERE NO VACANT LAND SALES IN GUELPH IN
SEPTEMBER 2017 TO COMPARE TO

SEPTEMBER
SALES VOLUME
\$897,500

SEPTEMBER
UNIT SALES
2

10 YEAR MARKET ANALYSIS

CITY OF GUELPH - UNITS SOLD

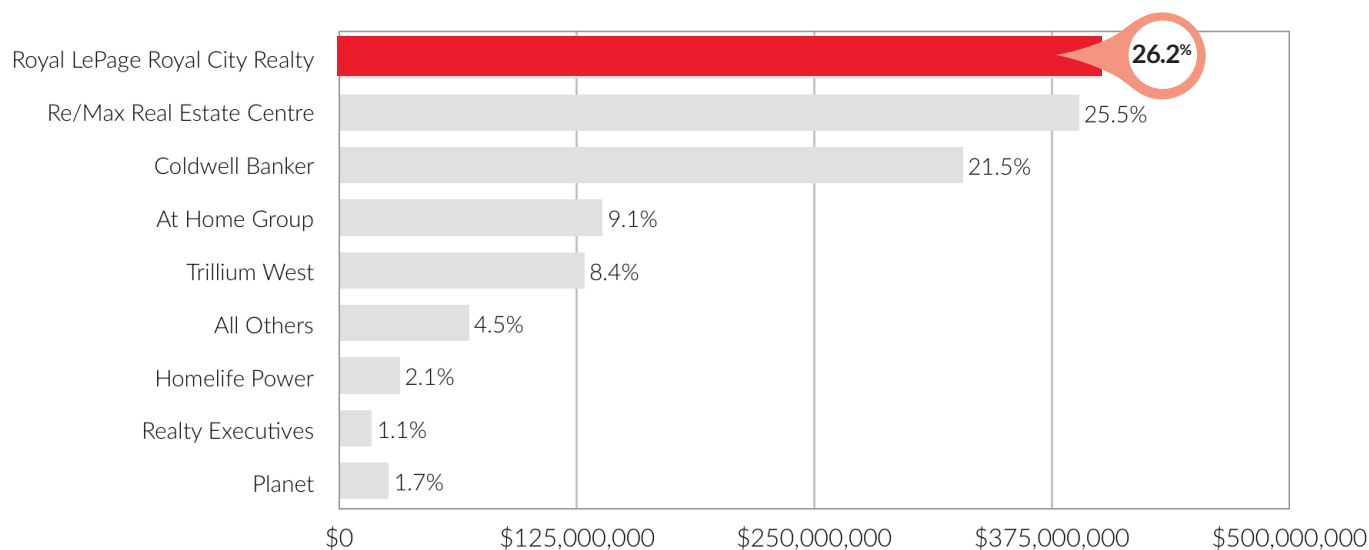


MARKET DOMINANCE

WELLINGTON COUNTY'S #1 BROKERAGE!

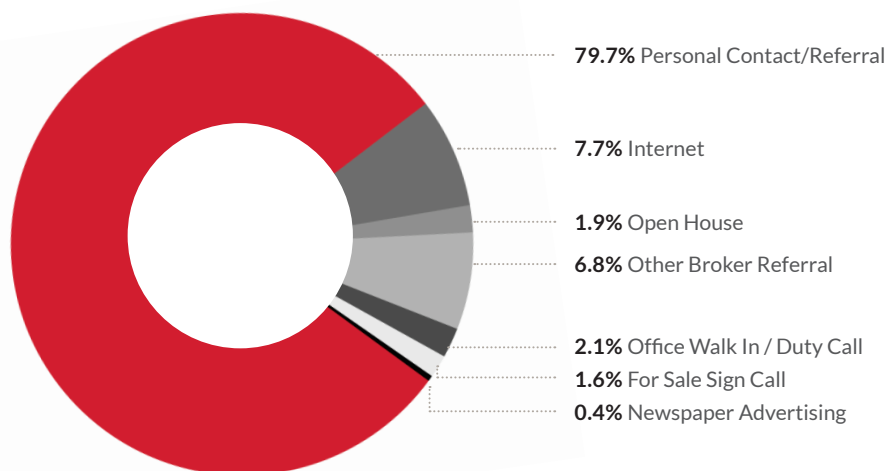
MARKET SHARE BY \$VOLUME

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

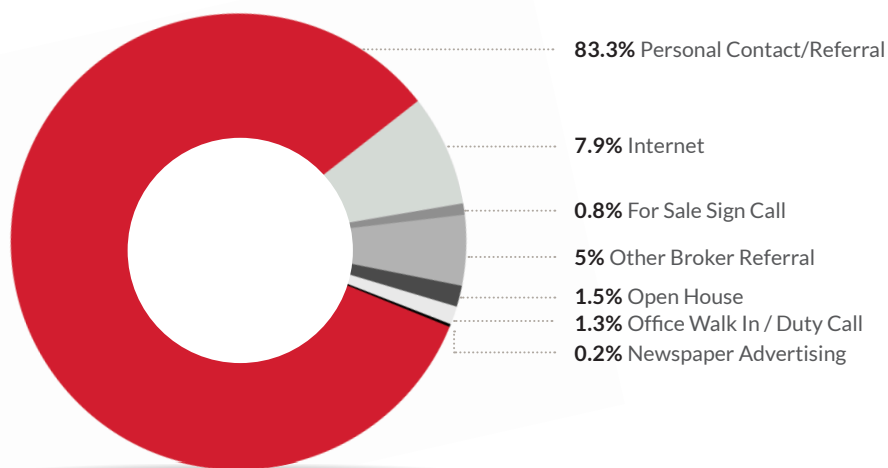


SOURCE OF BUSINESS

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