

# **PUSLINCH REAL ESTATE MARKET REPORT**

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## **JULY 2018**

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R-CITY | R-TEAM | R-NUMBERS



# OVERVIEW

## SELLER'S MARKET

THE PUSLINCH REAL ESTATE MARKET IS MAKING GAINS OVER 2017 THROUGHOUT THE SUMMER AND MAKING UP FOR LOST GROUND IN THE BEGINNING OF THE YEAR



**YEAR-TO-DATE SALES VOLUME OF \$57,538,334**

Down **46%** from 2017's **\$87,456,037**. Unit sales of **63** are down **29%** from 2017's **89**, with **148** new listings up **6%**, and a **43%** sales/listings ratio down **38%**.



**JULY SALES VOLUME OF \$13,720,000**

Up **58%** from 2017's **\$8,695,000**. Unit sales of **11** are up **120%** from last July's **5**, with **26** new listings up **63%**, and a **42%** sales/listing ratio up **35%**.



**YEAR-TO-DATE AVERAGE SALE PRICE OF \$875,564**

Down from **\$1,018,326** one year ago. Median sale price **\$967,500** down from **\$1,135,000** one year ago. Average days-on-market down **2** days to **45** compared to last year.



## JULY Numbers

**MEDIAN SALE PRICE** -35%

**\$967,500**

**SALES VOLUME** +58%

**\$13,720,000**

**UNIT SALES** +120%

**11**

**NEW LISTINGS** +62.5%

**26**

**EXPIRED LISTINGS** NO CHANGE

**3**

**UNIT SALES/LISTINGS RATIO** +35%

**42%**

\* 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: 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:  
**Puslinch MLS Sales and Listing Summary**  
 2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$69,241,683	\$87,456,037	\$57,538,334	-34.2%
YTD Unit Sales	82	89	83	-29.2%
YTD New Listings	159	140	148	+5.7%
YTD Sales/Listings Ratio	52%	64%	43%	-33%
YTD Expired Listings	34	19	19	No Change
July Volume Sales	\$10,587,895	\$8,695,000	\$13,720,000	+57.8%
July Unit Sales	14	5	11	+120%
July New Listings	21	16	26	+62.5%
July Sales/Listings Ratio	67%	31%	42%	+35.4%
July Expired Listings	4	3	3	No Change
YTD Sales: Under \$0-\$199K	5	11	2	-33.3%
YTD Sales: Under \$200K-\$349K	13	11	6	-45.5%
YTD Sales: Under \$350K-\$549K	12	4	8	-27.3%
YTD Sales: Under \$550K-\$749K	14	18	9	+125%
YTD Sales: Under \$750K-\$999K	11	42	16	-11.1%
YTD Sales: \$1M+	27		23	-45.2%
YTD Average Days-On-Market	83	47	45	-44%
YTD Average Sale Price	\$888,489	\$1,018,326	\$875,564	-14%
YTD Median Sale Price	\$845,000	\$1,135,000	\$967,500	-14.8%

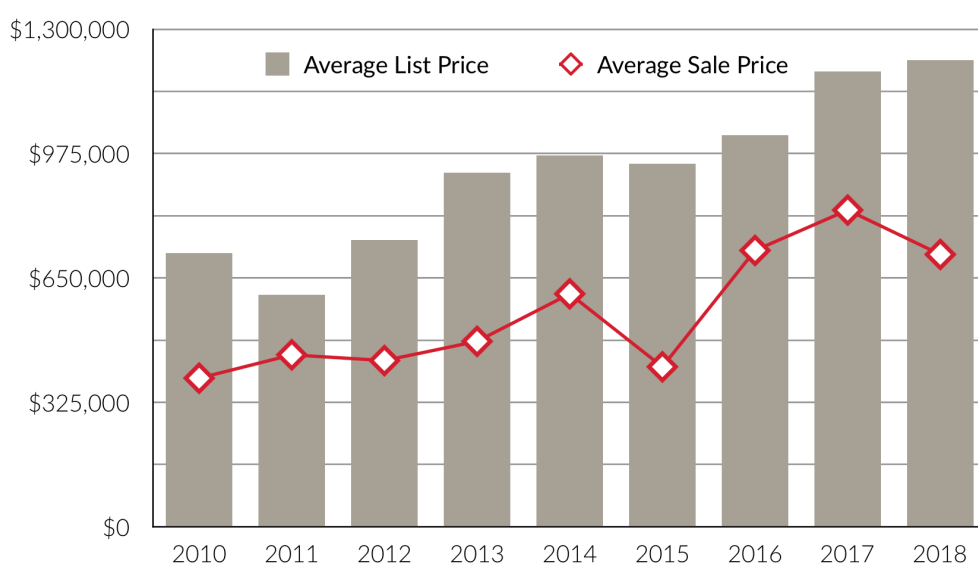
NOTE: All MLS® sales data in this report comes from the Guelph District Association of REALTORS®.



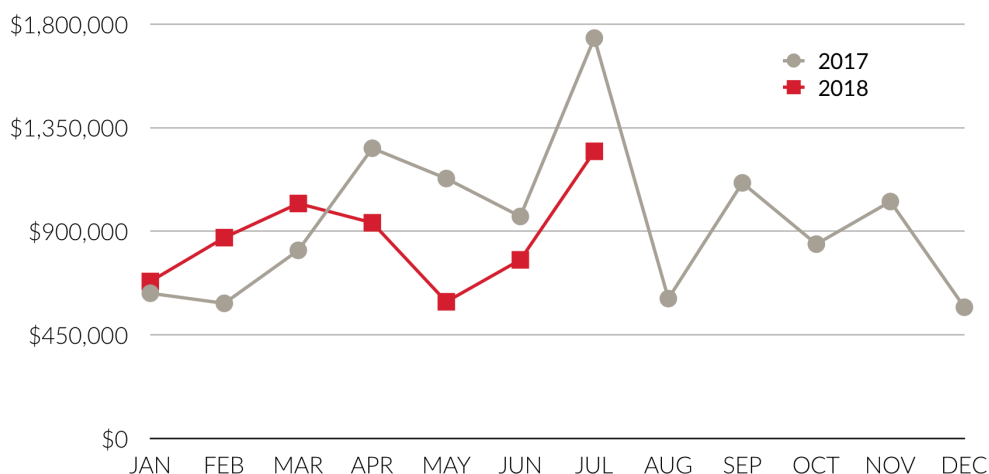
# AVERAGE SALE PRICE

PUSLINCH

## YEAR OVER YEAR



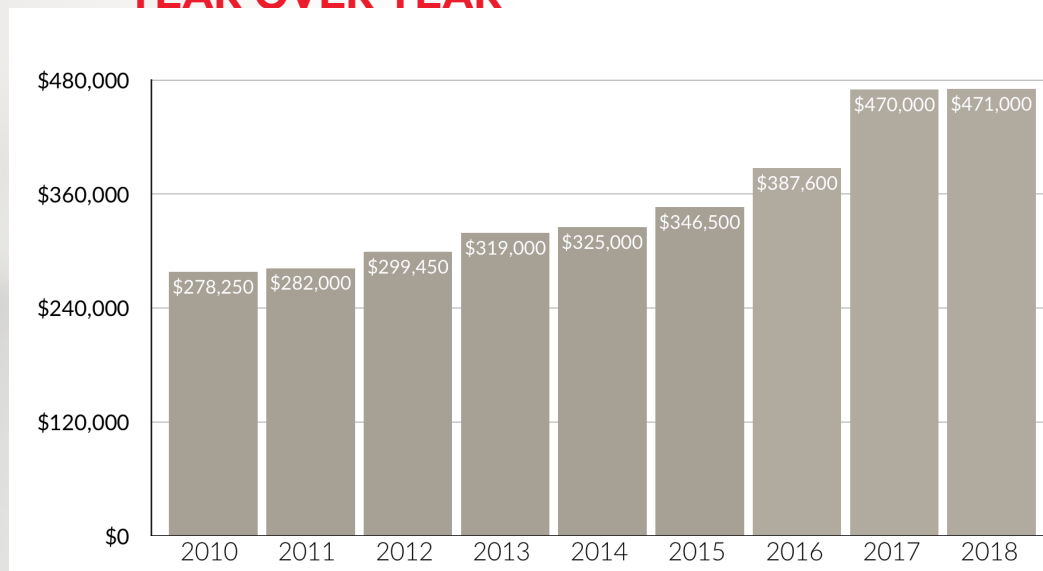
## MONTH OVER MONTH 2017 VS. 2018



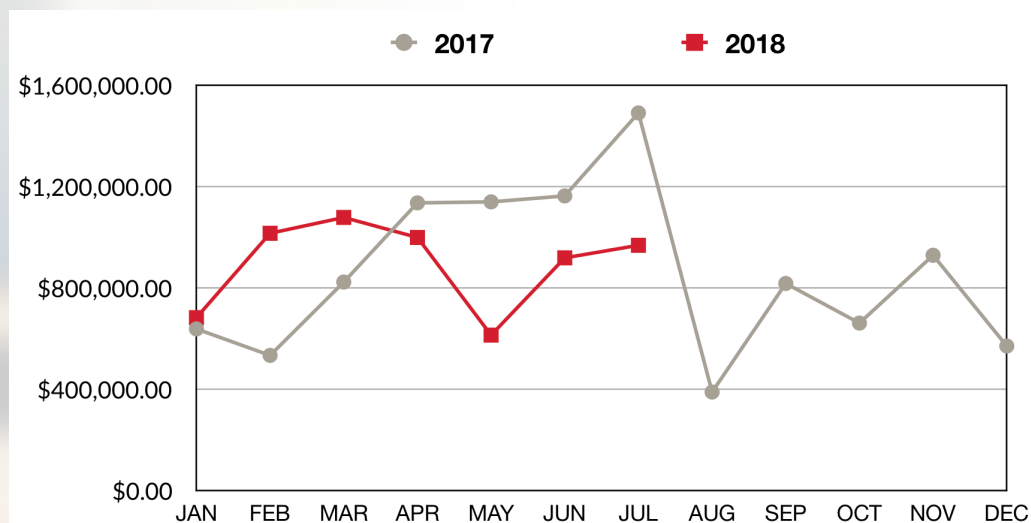
# MEDIAN SALE PRICE

PUSLINCH

## YEAR OVER YEAR



## MONTH OVER MONTH 2017 VS. 2018

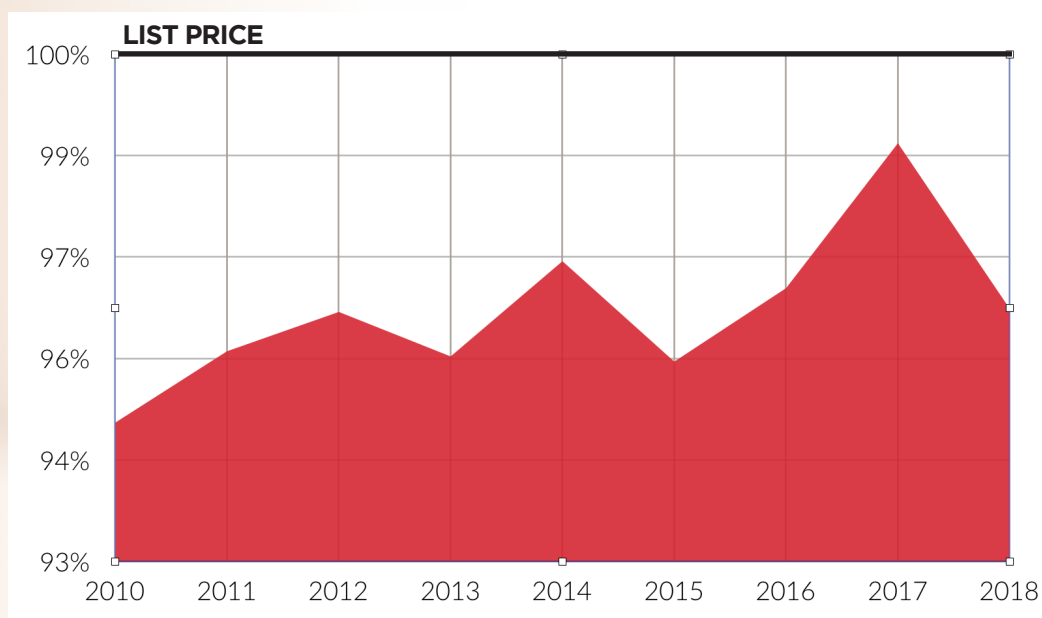


\* Median sale price is based on residential sales (including freehold and condominiums).

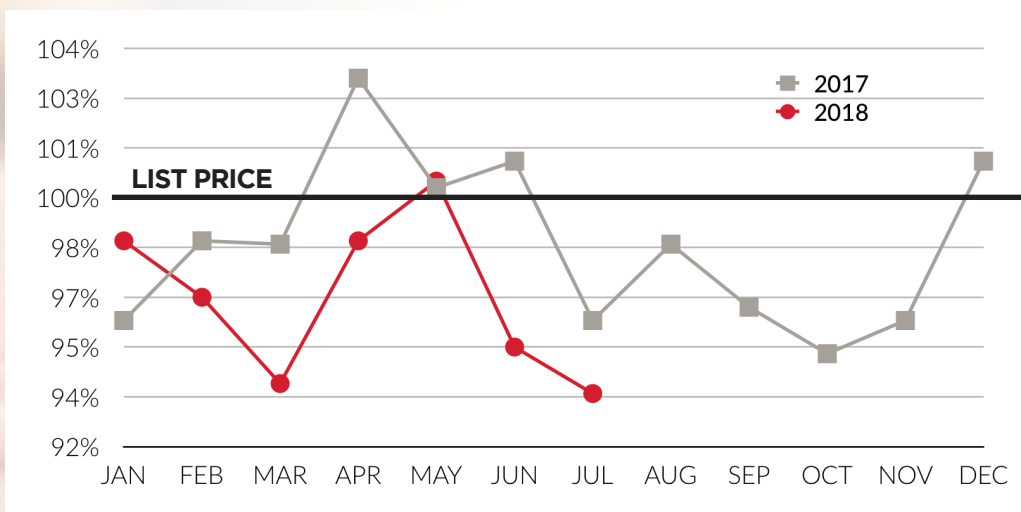
# SALE PRICE vs. LIST PRICE RATIO

PUSLINCH

## YEAR OVER YEAR



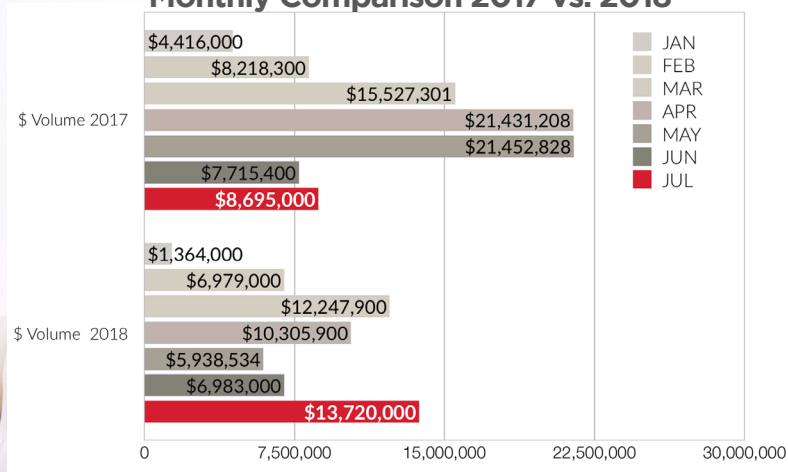
## MONTH OVER MONTH 2017 VS. 2018



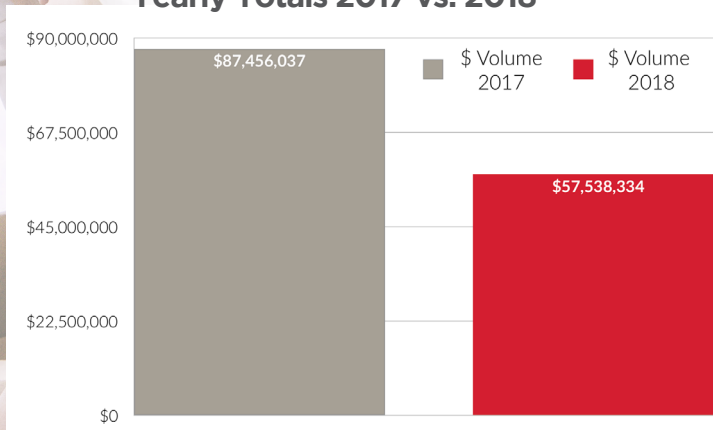
# \$ VOLUME SALES

## PUSLINCH

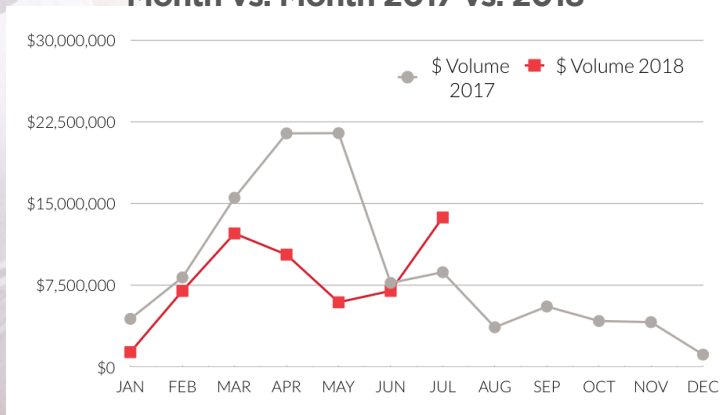
Monthly Comparison 2017 vs. 2018



Yearly Totals 2017 vs. 2018



Month vs. Month 2017 vs. 2018

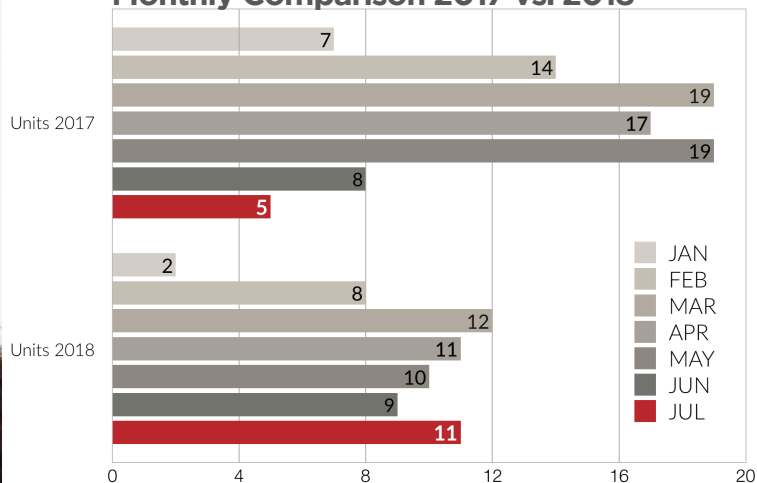




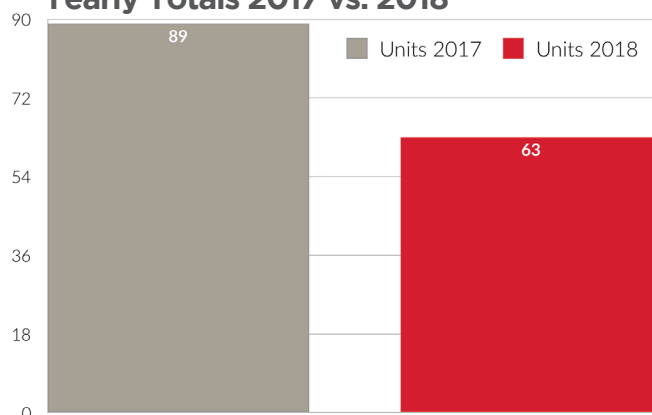
# UNIT SALES

## PUSLINCH

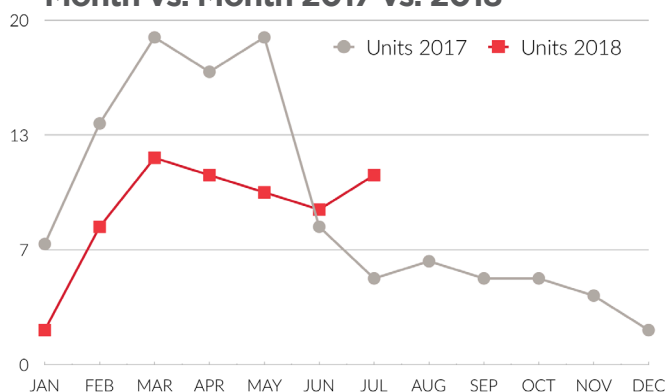
### Monthly Comparison 2017 vs. 2018



### Yearly Totals 2017 vs. 2018



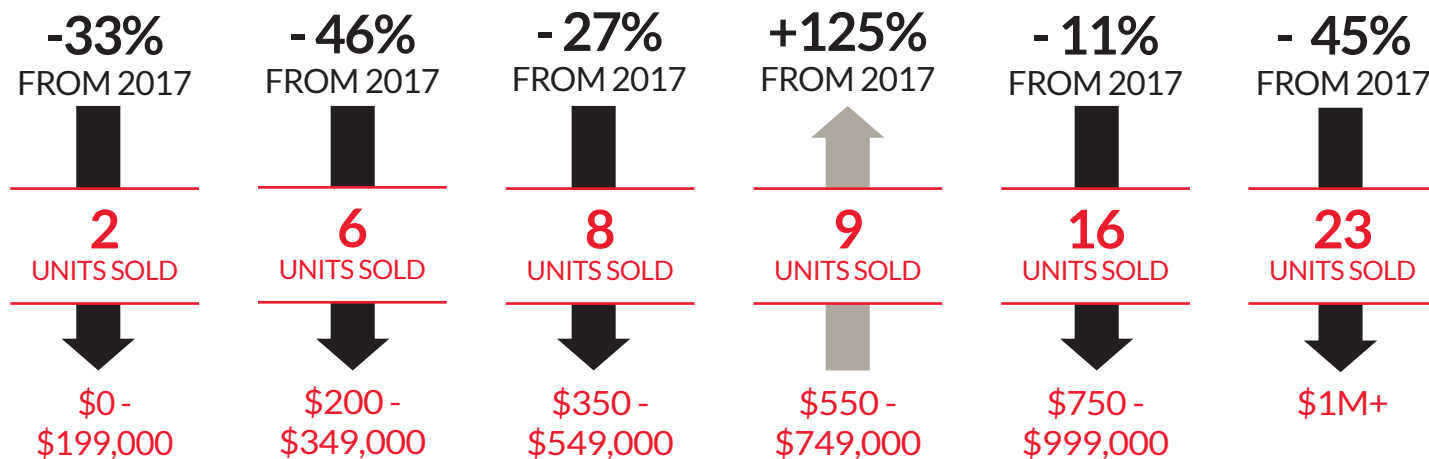
### Month vs. Month 2017 vs. 2018





# SALES BY PRICE BRACKET

PUSLINCH- YEAR TO DATE



# SALES BY TYPE

## PUSLINCH - YEAR TO DATE

### FREEHOLD HOME SALES

- 44%

YTD  
SALES VOLUME  
\$43,641,834

- 34%

YTD  
UNIT SALES  
50

-14%

YTD AVERAGE  
SALE PRICE  
\$872,837

+0.5%

JULY  
SALES VOLUME  
\$5,520,000

+100%

JULY  
UNIT SALES  
6

### CONDOMINIUM HOME SALES

\*THERE WERE NO CONDOMINIUM SALES IN PUSLINCH IN 2017 TO COMPARE TO

YTD  
SALES VOLUME  
709,900

YTD  
UNIT SALES  
2

YTD AVERAGE  
SALE PRICE  
\$354,950

JULY  
SALES VOLUME  
\$339,900

JULY  
UNIT SALES  
1

### VACANT LAND SALES

- 26%

YTD  
SALES VOLUME  
\$3,521,600

- 33%

YTD  
UNIT SALES  
6

+12%

YTD AVERAGE  
SALE PRICE  
\$586,933

- 25%

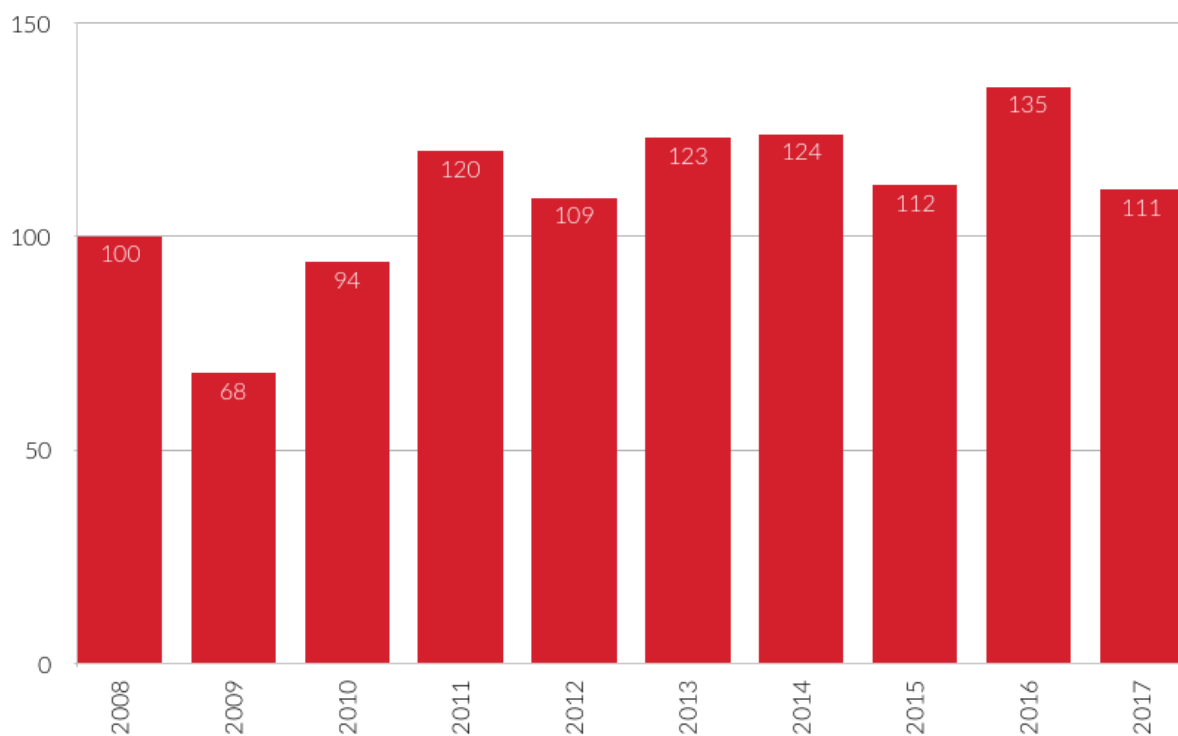
JULY  
SALES VOLUME  
\$460,100

NO CHANGE

JULY  
UNIT SALES  
1

# 10 YEAR MARKET ANALYSIS

## PUSLINCH - UNITS SOLD



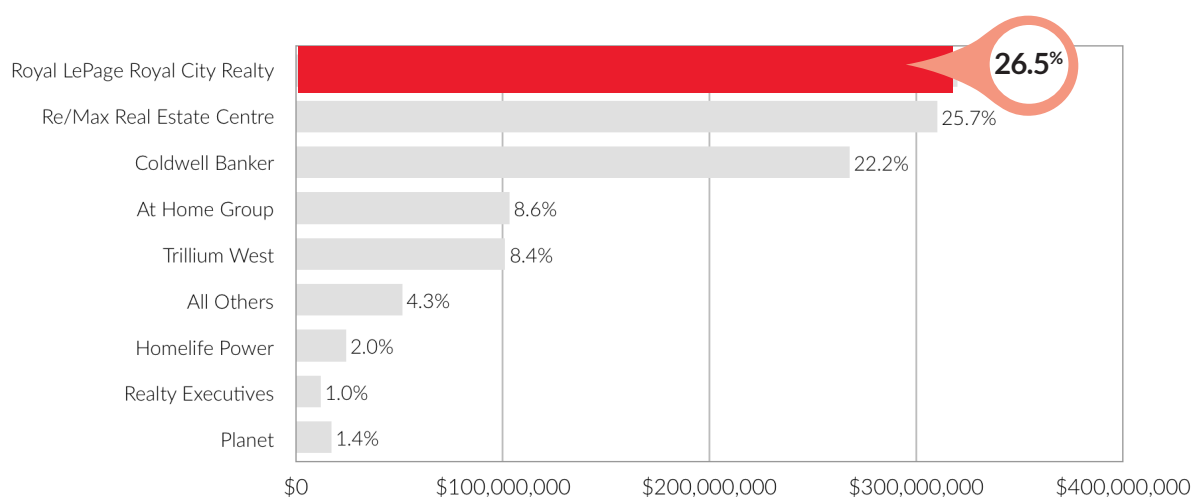


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

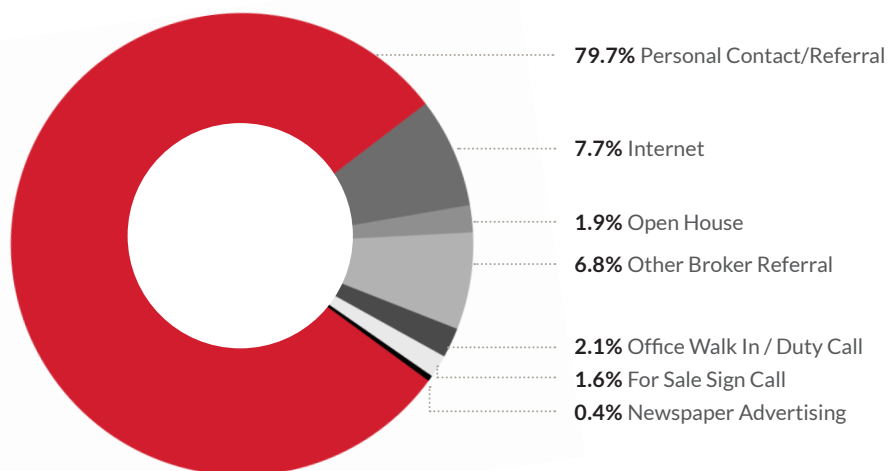
### MARKET SHARE BY \$ VOLUME

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

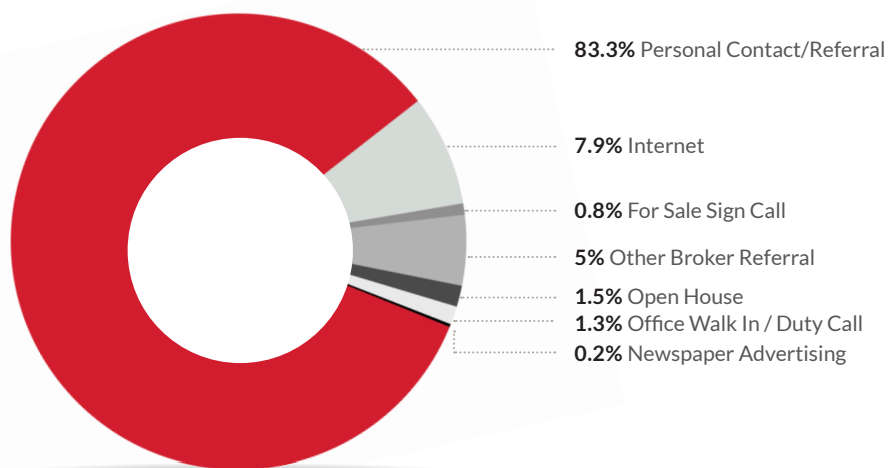


# SOURCE OF BUSINESS

## 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