

# WELLINGTON COUNTY REAL ESTATE MARKET REPORT

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## OCTOBER 2018

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R-CITY | R-TEAM | R-NUMBERS



## WELLINGTON COUNTY OVERVIEW

# BALANCED MARKET

REGIONALLY WE ARE SLOWLY HEADED TOWARDS A BALANCED MARKET WITH SOFTENING SALES CONDITIONS AND ACTIVITY.



### YEAR-TO-DATE SALES VOLUME OF \$1,462,225,504

Down 9% from 2017's \$1,606,519,015. Unit sales of 2,741 down 10% from 2017's 3,046, with 4,433 new listings up 1.5%, and a 62% sales/listings ratio down 11%.



### OCTOBER SALES VOLUME OF \$134,449,752

Down 5.5% from 2017's \$141,962,250. Unit sales of 262 are down 4.5% from last October's 274, with 409 new listings up 9.5%, and a 64% sales/listing ratio up 28.5%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$531,449

Up from from \$519,571 one year ago. Median sale price of \$481,250 up from \$457,875 one year ago. Average days-on-market up 6 days to 32 compared to last year.



## OCTOBER Numbers

MEDIAN SALE PRICE +5.5%

**\$485,000**

SALES VOLUME -5.5%

**\$134,449,752**

UNIT SALES -4.5%

**262**

NEW LISTINGS +9.5%

**409**

EXPIRED LISTINGS +9%

**72**

UNIT SALES/LISTINGS RATIO +28.5%

**64%**

\* Year over year comparison (October 2017 to October 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 - October 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



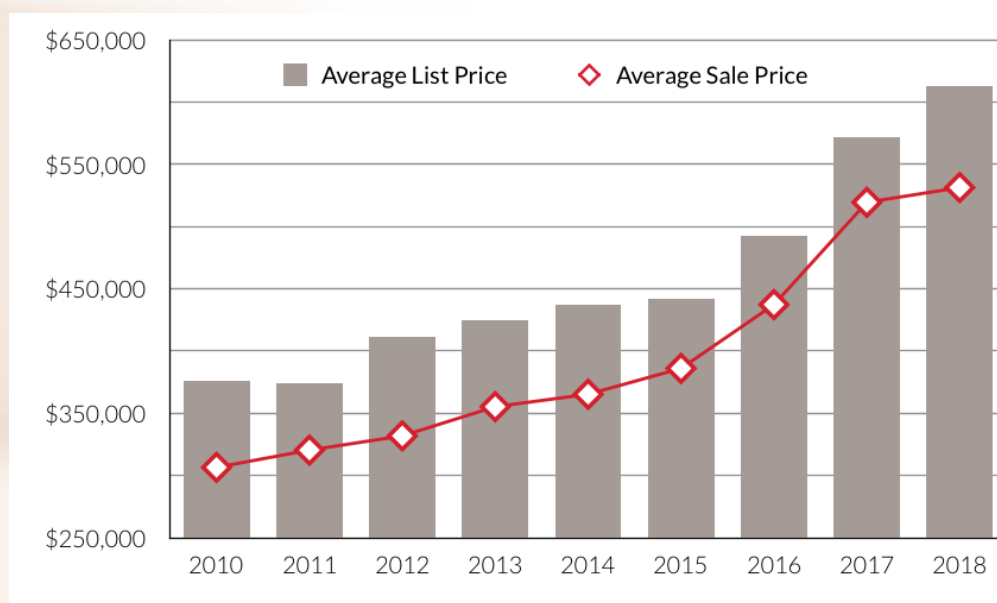
Table 1:  
**Wellington County MLS Sales and Listing Summary**  
 2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$1,401,959,213	\$1,606,519,015	\$1,462,225,504	-9%
YTD Unit Sales	3,205	3,046	2,741	-10%
YTD New Listings	3,953	4,374	4,433	+1.3%
YTD Sales/Listings Ratio	81%	70%	62%	-11.2%
YTD Expired Listings	323	309	478	+54.7%
October Volume Sales	\$136,453,460	\$141,962,250	\$134,449,752	-5.3%
October Unit Sales	294	274	262	-4.4%
October New Listings	319	373	409	+9.7%
October Sales/Listings Ratio	83%	50%	64%	+28.7%
October Expired Listings	47	66	72	+9.1%
YTD Sales: Under \$0-\$199K	189	93	15	-83.9%
YTD Sales: Under \$200K-\$349K	973	518	427	-17.6%
YTD Sales: Under \$350K-\$549K	1,392	1,384	1,311	-5.3%
YTD Sales: Under \$550K-\$749K	452	646	607	-6%
YTD Sales: Under \$750K-\$999K	123	258	229	-11.2%
YTD Sales: \$1M+	76	147	109	-25.9%
YTD Average Days-On-Market	33	26	32	+25%
YTD Average Sale Price	\$437,355.80	\$519,571.10	\$531,449.90	+2.3%
YTD Median Sale Price	\$392,475.00	\$457,875.00	\$481,250.00	+5.1%

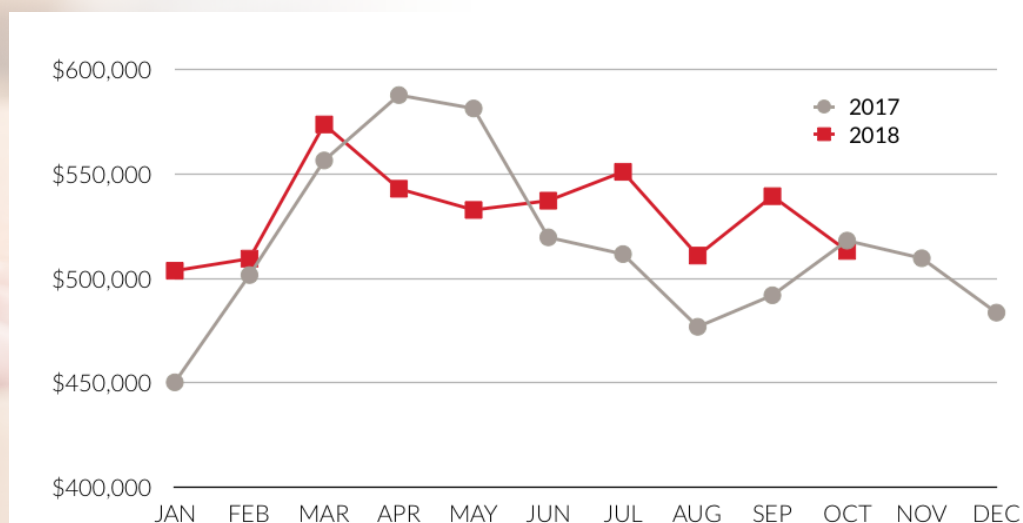
# AVERAGE SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



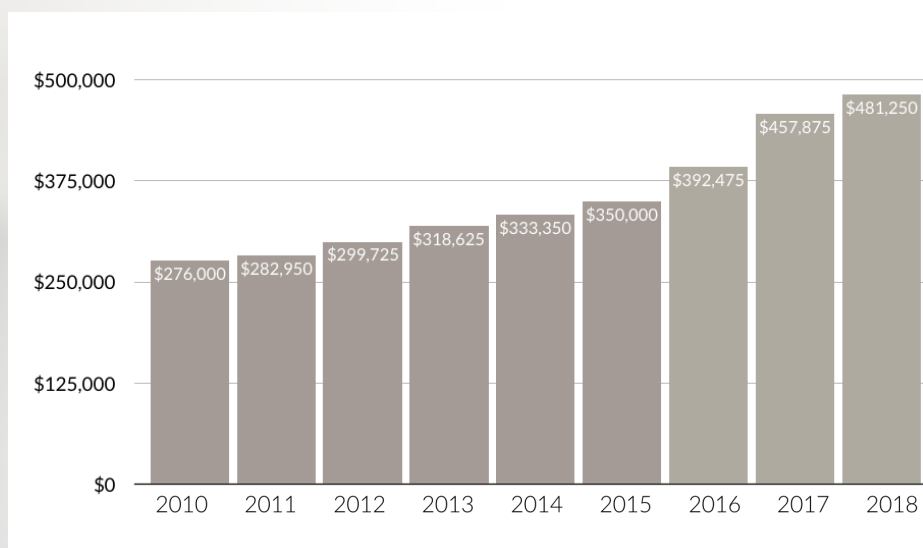
### MONTH OVER MONTH 2017 VS. 2018



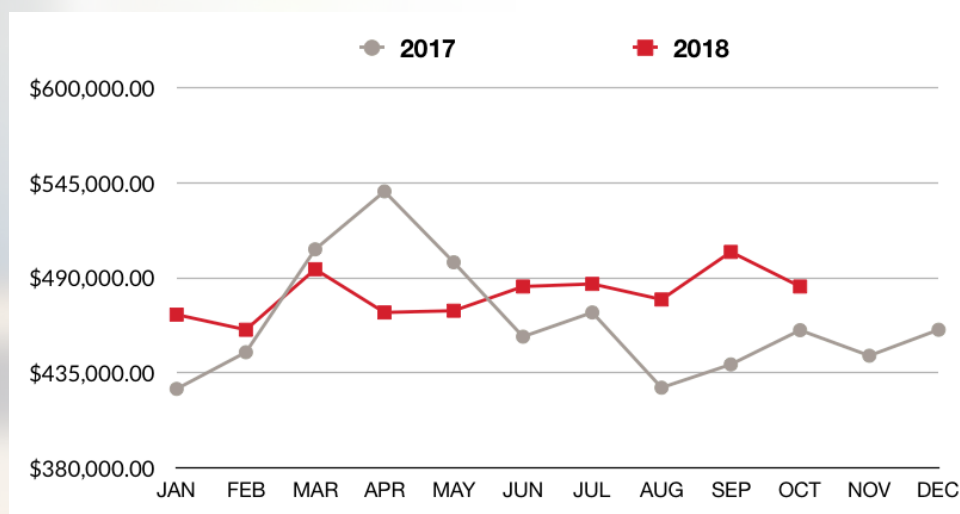
# MEDIAN SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2017 VS. 2018

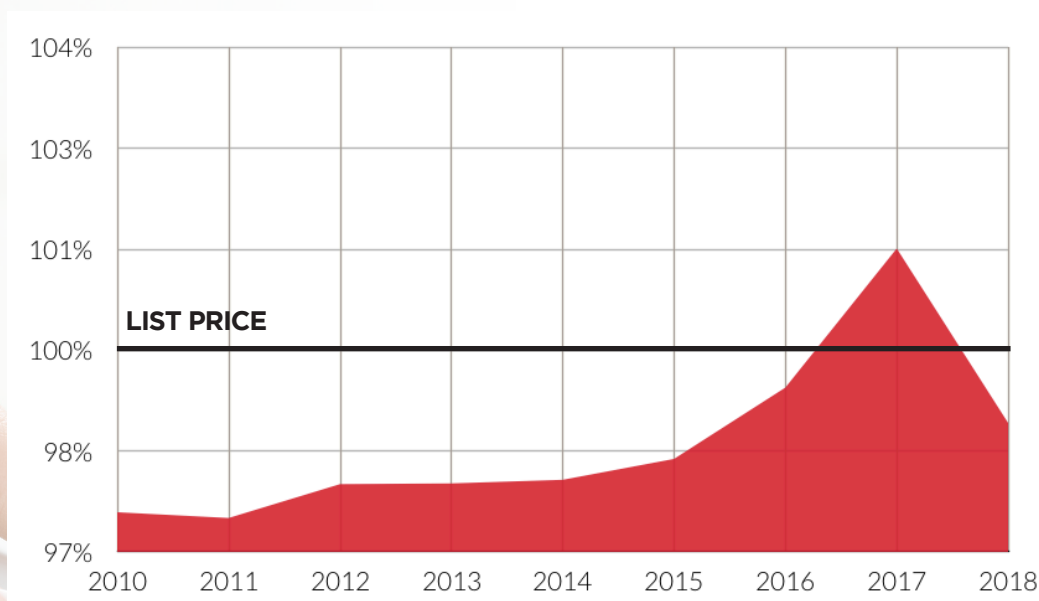


\* Median sale price is based on residential sales (including freehold and condominiums).

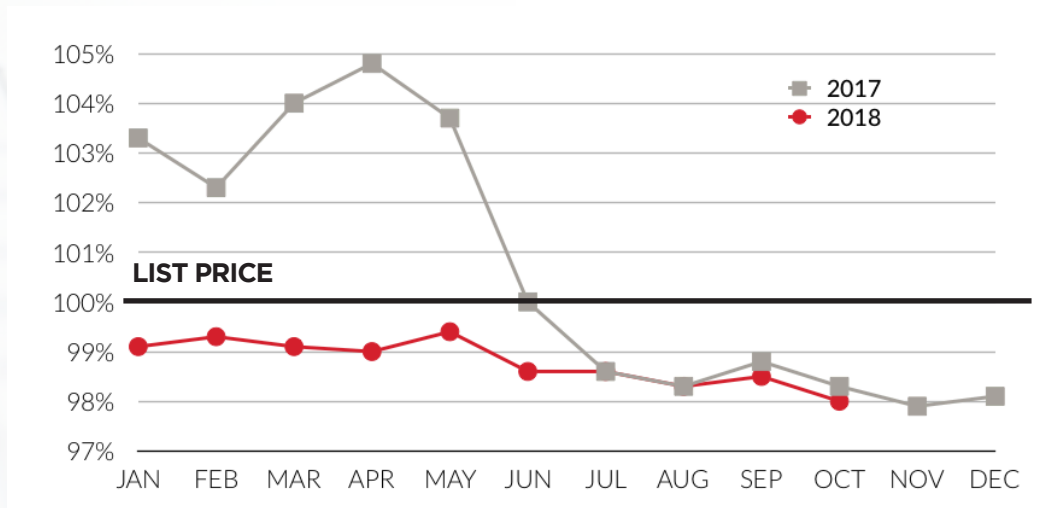
# SALE PRICE vs. LIST PRICE RATIO

## WELLINGTON COUNTY

### YEAR OVER YEAR



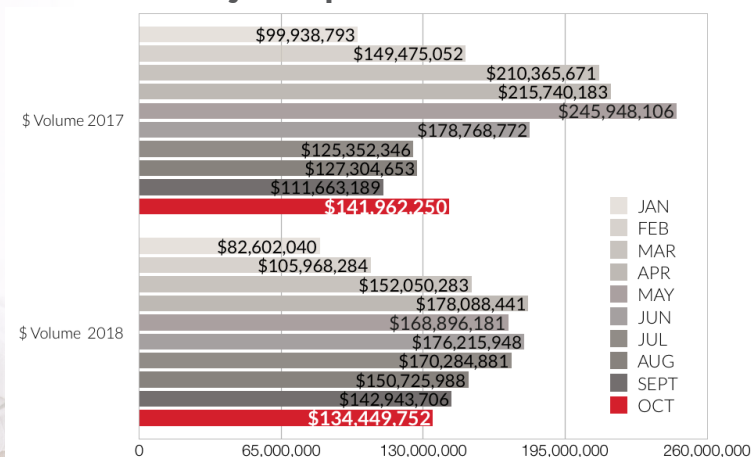
### MONTH OVER MONTH 2017 VS. 2018



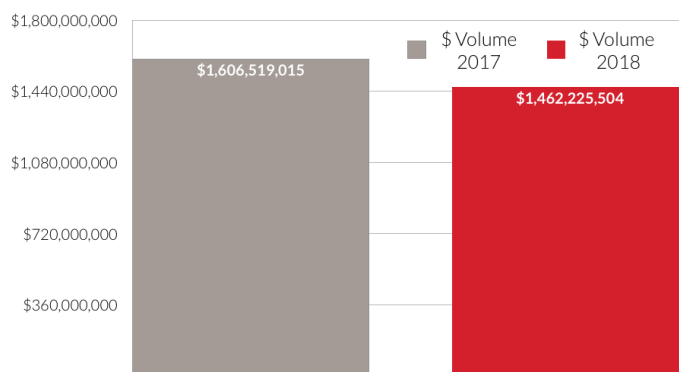
# \$ VOLUME SALES

## WELLINGTON COUNTY

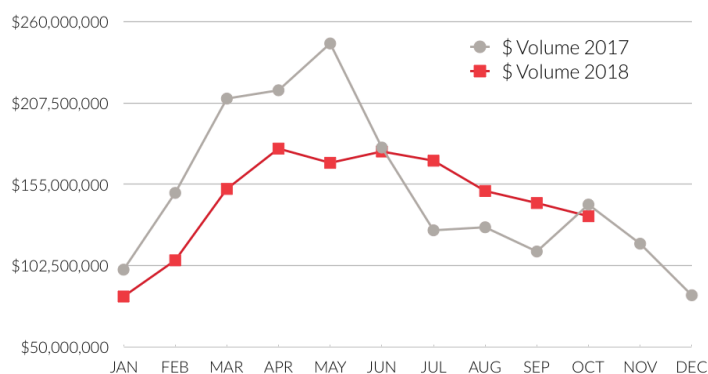
### Monthly Comparison 2017 vs. 2018



### Yearly Totals 2017 vs. 2018



### Month vs. Month 2017 vs. 2018

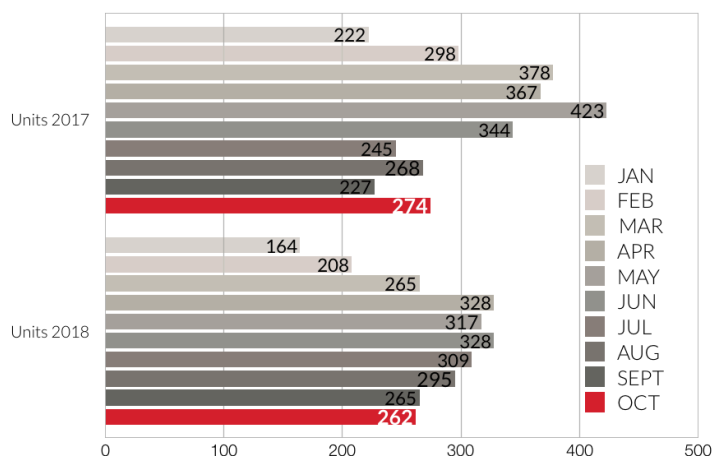




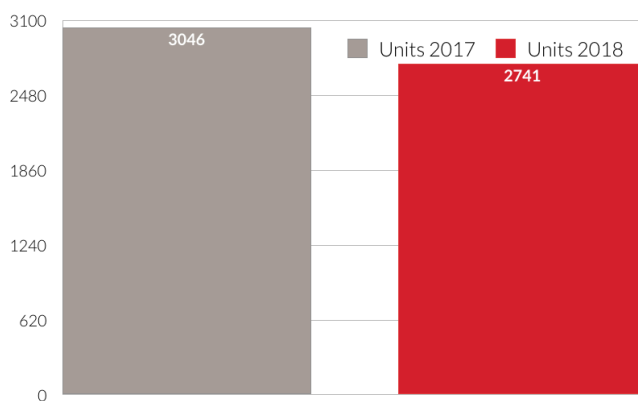
# UNIT SALES

## WELLINGTON COUNTY

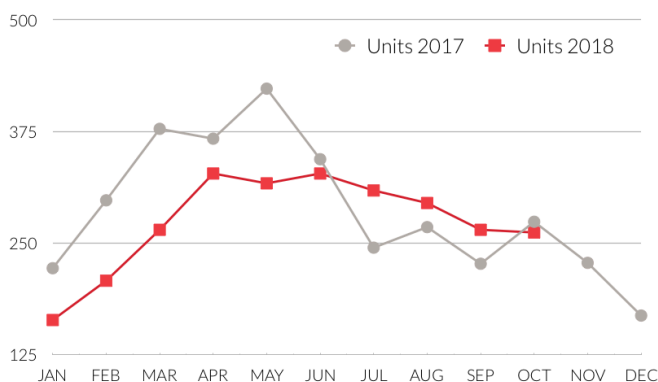
### Monthly Comparison 2017 vs. 2018



### Yearly Totals 2017 vs. 2018

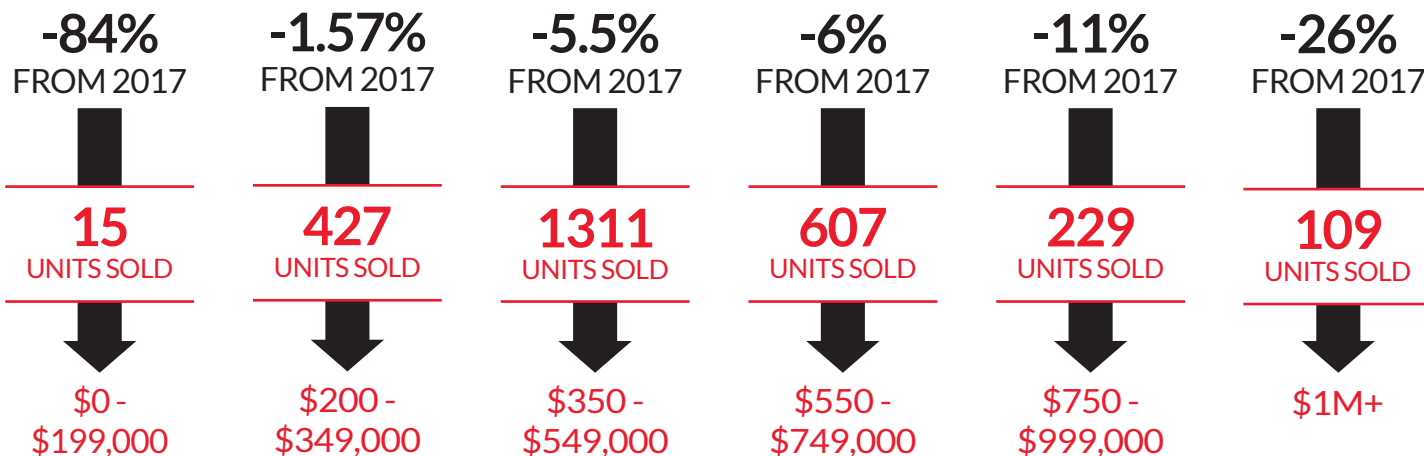


### Month vs. Month 2017 vs. 2018



# SALES BY PRICE BRACKET

WELLINGTON COUNTY - YEAR TO DATE



# SALES BY TYPE

## WELLINGTON COUNTY - YEAR TO DATE

### FREEHOLD HOME SALES

- 13.5%

YTD  
SALES VOLUME  
\$1,097,206,992

- 14%

YTD  
UNIT SALES  
1,928

+0.5%

YTD AVERAGE  
SALE PRICE  
\$569,091

-9.5%

OCTOBER  
SALES VOLUME  
\$102,941,027

-13.5%

OCTOBER  
UNIT SALES  
183

### CONDOMINIUM HOME SALES

+13%

YTD  
SALES VOLUME  
\$266,724,747

+6%

YTD  
UNIT SALES  
694

+6.5%

YTD AVERAGE  
SALE PRICE  
\$384,330

+27%

OCTOBER  
SALES VOLUME  
\$24,605,225

+24.5%

OCTOBER  
UNIT SALES  
66

### VACANT LAND SALES

- 36.5%

YTD  
SALES VOLUME  
\$17,486,700

- 20.5%

YTD  
UNIT SALES  
39

-20.5%

YTD AVERAGE  
SALE PRICE  
\$448,376

+307.5%

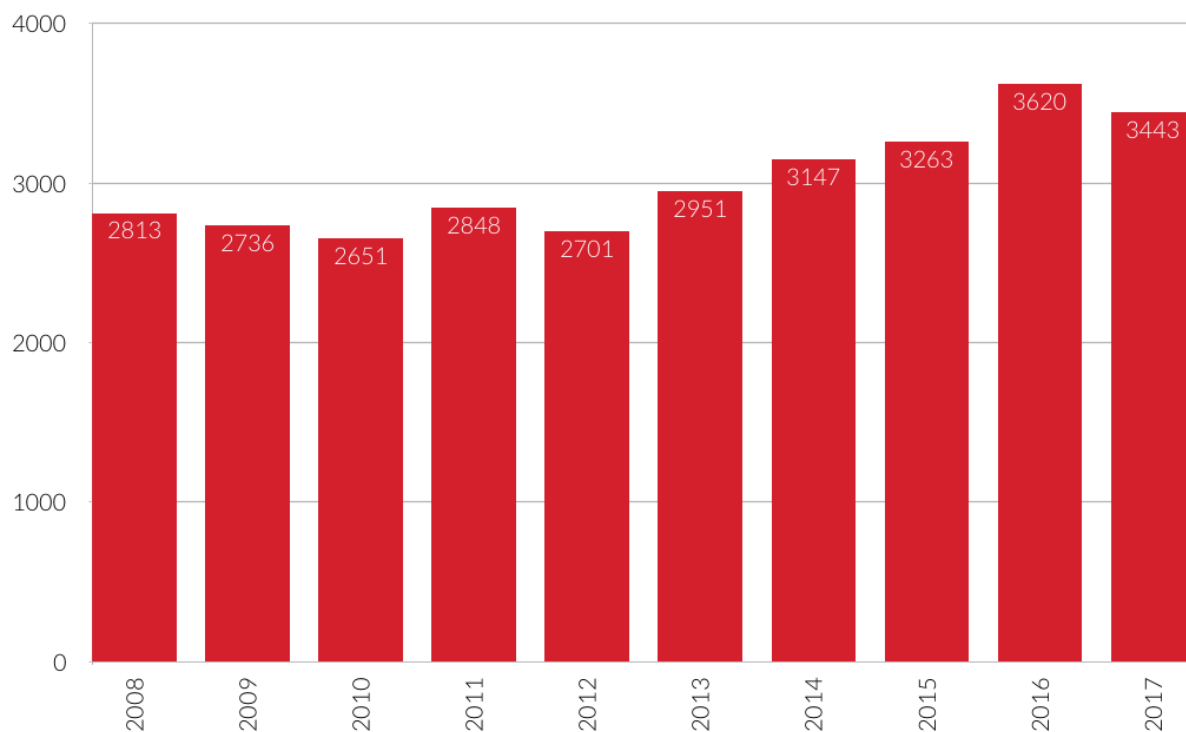
OCTOBER  
SALES VOLUME  
\$3,646,000

+300%

OCTOBER  
UNIT SALES  
8

# 10 YEAR MARKET ANALYSIS

## UNITS SOLD

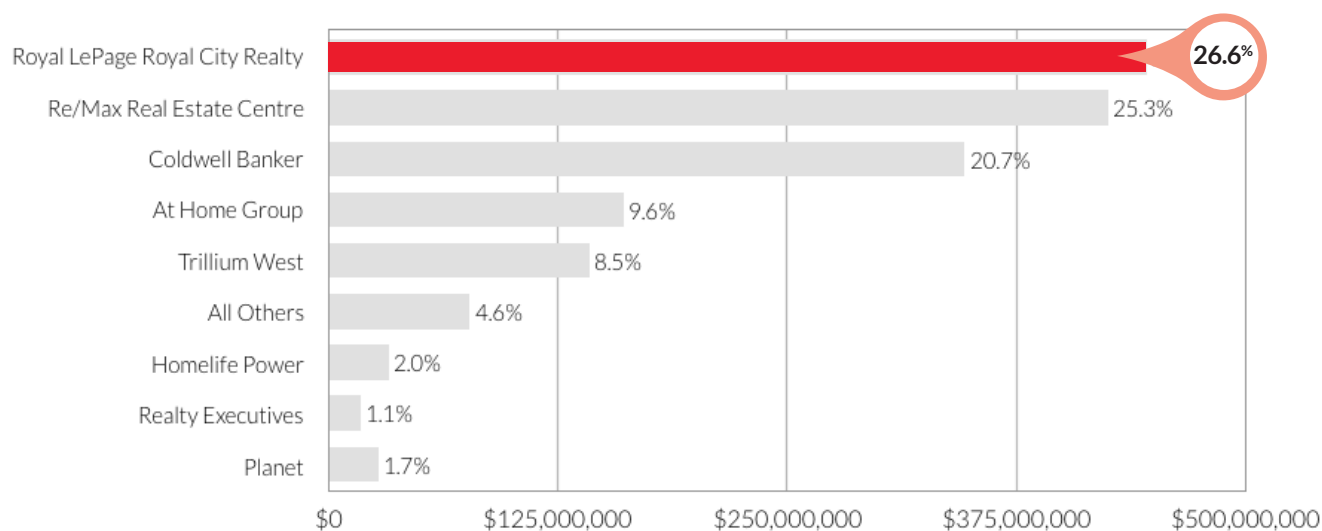


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

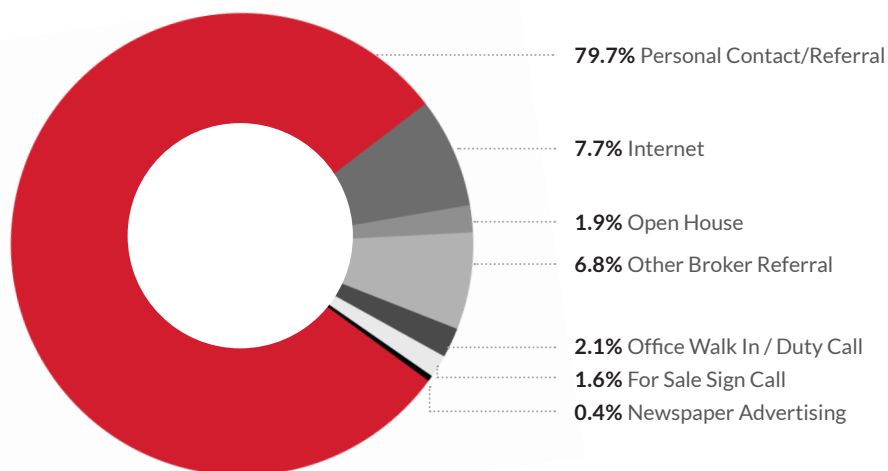
### MARKET SHARE BY \$VOLUME

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

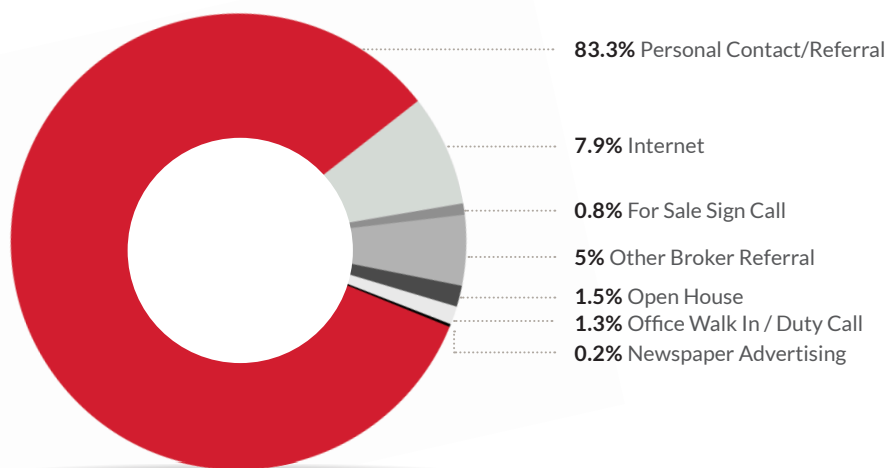


# SOURCE OF BUSINESS

## 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

T. 519.843.1365

840 Tower Street S., Fergus



### GUELPH

T. 519.824.9050

848 Gordon St., Suite 101, Guelph



### ROCKWOOD

T. 519.856.9922

118 Main Street S, Rockwood



### GUELPH

T. 519.821.6191

214 Speedvale Ave., W., Guelph