

# WELLINGTON COUNTY REAL ESTATE MARKET REPORT

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## JANUARY 2019

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R-CITY | R-TEAM | R-NUMBERS





## WELLINGTON COUNTY OVERVIEW

# BALANCED MARKET

WELLINGTON COUNTY IS STARTING THE NEW YEAR WITH A HEALTHY BALANCED MARKET WITH AVERAGE DAYS ON MARKET AROUND ONE MONTH AND A FAIRLY EVEN LIST TO SALE PRICE RATIO.



### SALES VOLUME OF \$92,388,444

Up 11.85% from 2018's \$82,602,040. Unit sales of 176 are up 7.32% from 2018's 164, with 400 new listings up 23.08%, and a 44% sales/listings ratio down 6.46%.



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### AVERAGE SALE PRICE OF \$524,934

Up from from \$503,671 one year ago. Median sale price of \$485,000 up from \$467,500 one year ago. Average days-on-market up 7 days to 42 compared to last year.



## JANUARY Numbers

MEDIAN SALE PRICE +3.74%

**\$485,000**

SALES VOLUME +11.85%

**\$92,388,444**

UNIT SALES +7.327%

**176**

NEW LISTINGS +23.08%

**400**

EXPIRED LISTINGS +25%

**50**

UNIT SALES/LISTINGS RATIO -6.46%

**44%**

\* Year over year comparison  
(January 2018 to January 2019)

\*Year-to-date (YTD): is a period starting from the beginning of the current calendar year and continuing up to the present day (January - January 2019)

\*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



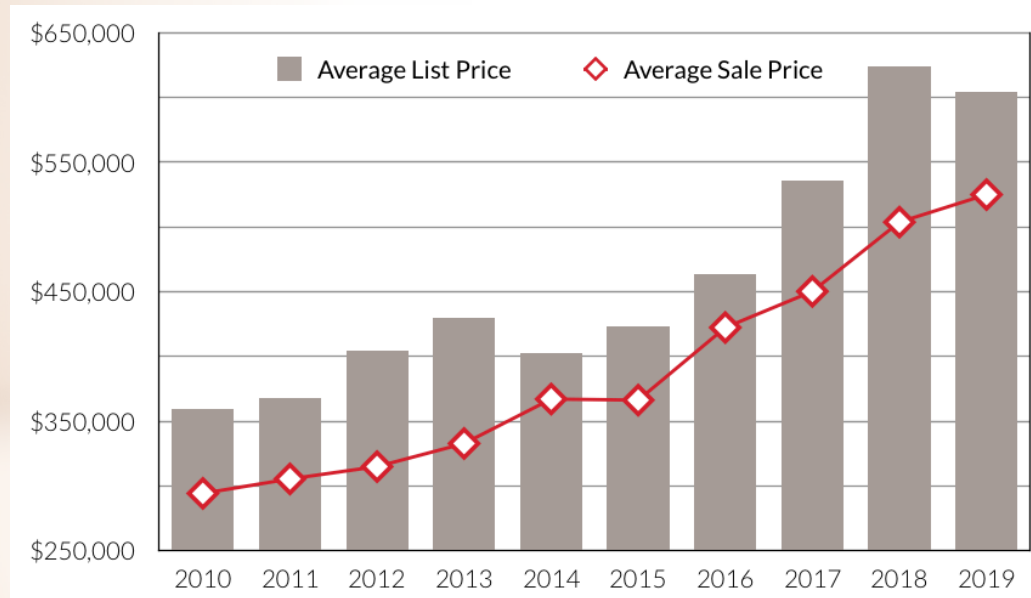
Table 1:  
Wellington County MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019

Year-Over-Year	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$99,938,793	\$82,602,040	\$92,388,444	+11.85%
YTD Unit Sales	222	164	176	+7.32%
YTD New Listings	327	325	400	+23.08%
YTD Sales/Listings Ratio	67.89%	50.46%	44%	-6.46%
YTD Expired Listings	28	40	50	+25%
January Volume Sales	\$99,938,793	\$82,602,040	\$92,388,444	+11.85%
January Unit Sales	222	164	176	+7.32%
January New Listings	327	325	400	+23.08%
January Sales/Listings Ratio	67.89%	50.46%	44%	-6.46%
January Expired Listings	28	40	50	+25%
YTD Sales: Under \$0-\$199K	14	1	2	+100%
YTD Sales: Under \$200K-\$349K	49	30	24	-20%
YTD Sales: Under \$350K-\$549K	110	94	93	-1.06%
YTD Sales: Under \$550K-\$749K	33	29	36	+24.14%
YTD Sales: Under \$750K-\$999K	12	8	15	+87.50%
YTD Sales: \$1M+	4	2	6	+200%
YTD Average Days-On-Market	26	35	42	+7
YTD Average Sale Price	\$450,175	\$503,671	\$524,934	+4.22%
YTD Median Sale Price	\$425,800	\$467,500	\$485,000	+3.74%

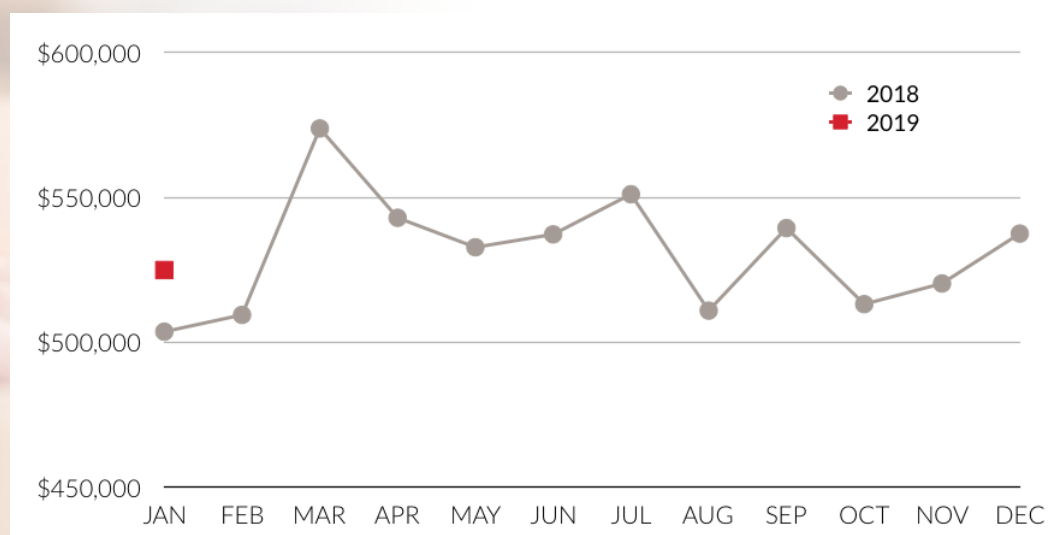
# AVERAGE SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

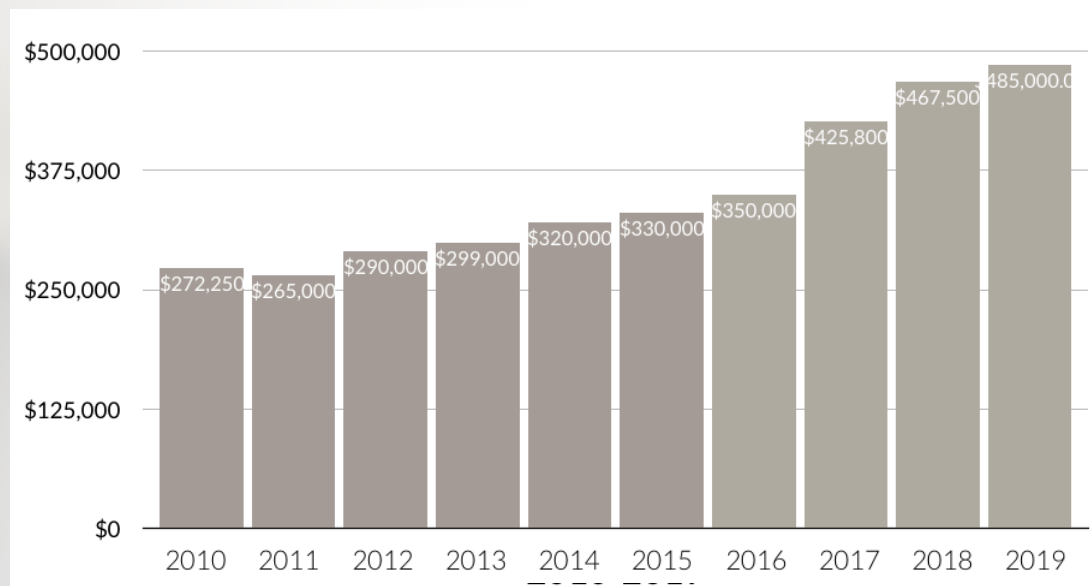




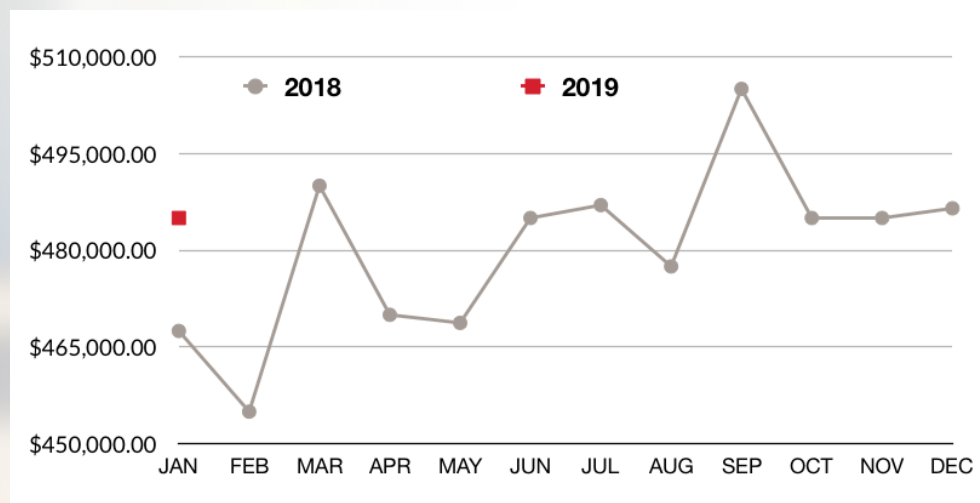
# MEDIAN SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

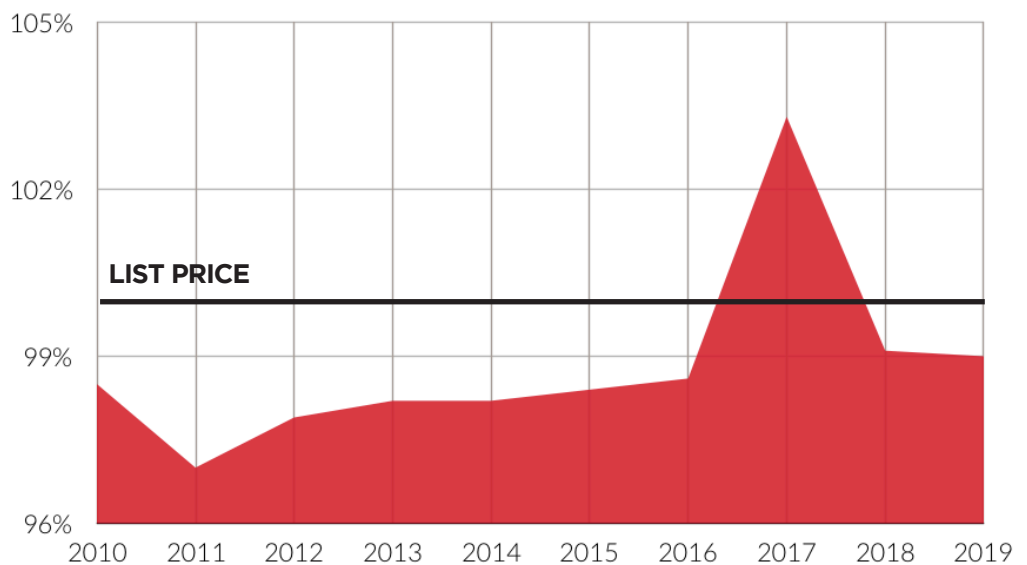


\* Median sale price is based on residential sales (including freehold and condominiums).

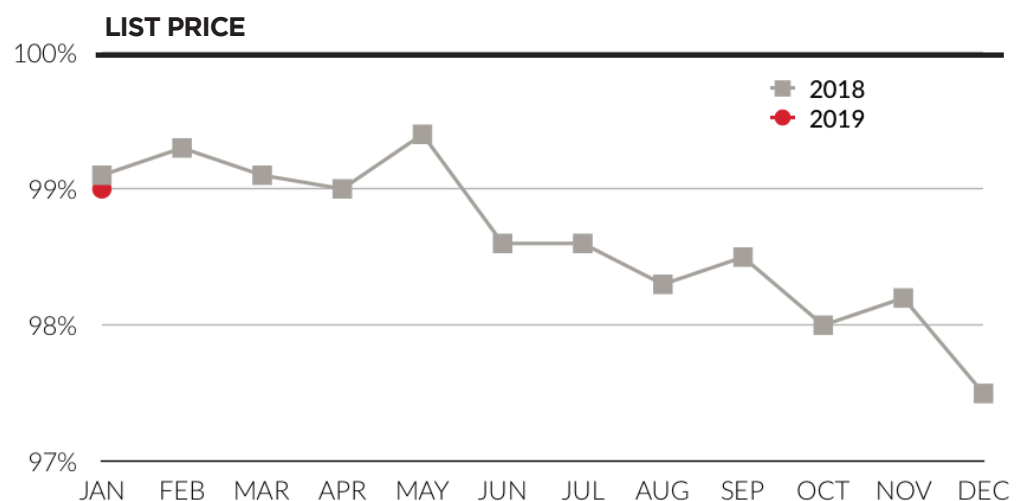
# SALE PRICE vs. LIST PRICE RATIO

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

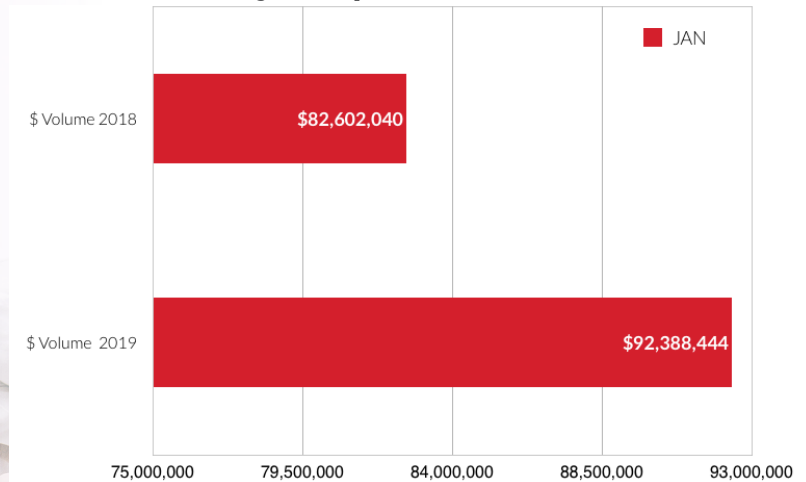




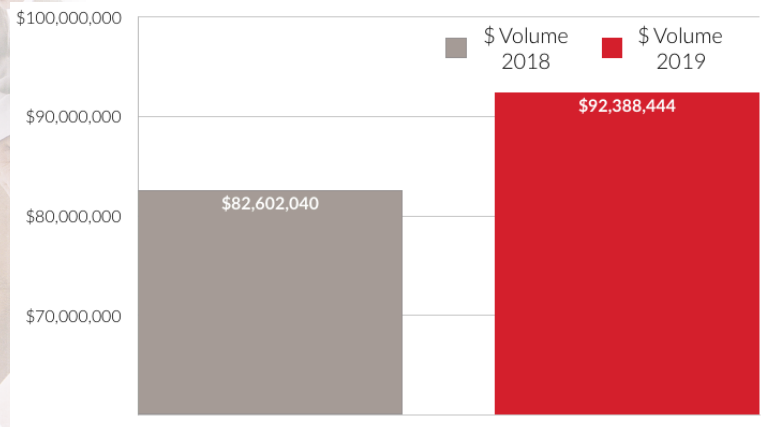
# \$ VOLUME SALES

## WELLINGTON COUNTY

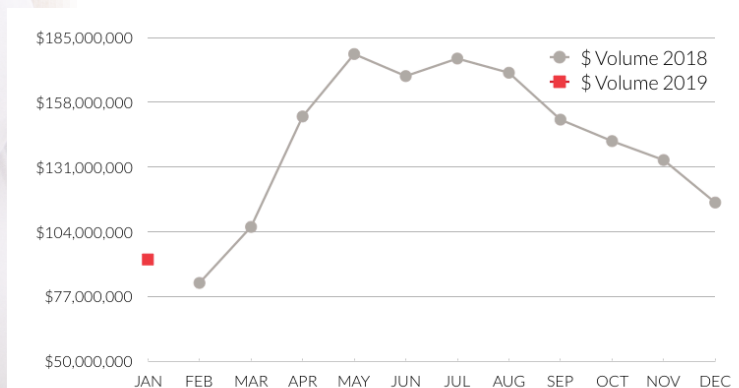
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019



Month vs. Month 2018 vs. 2019

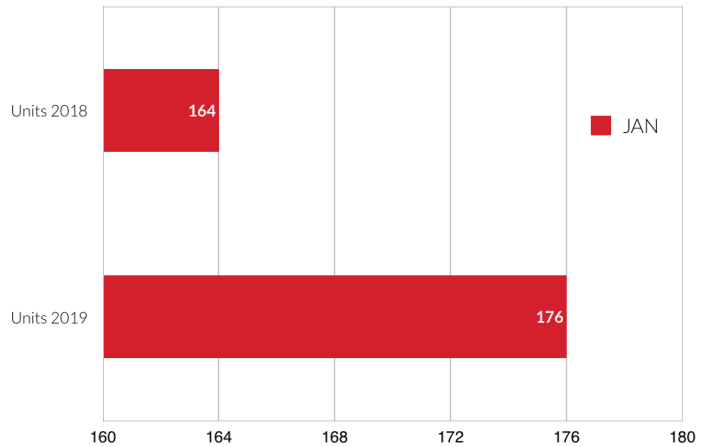




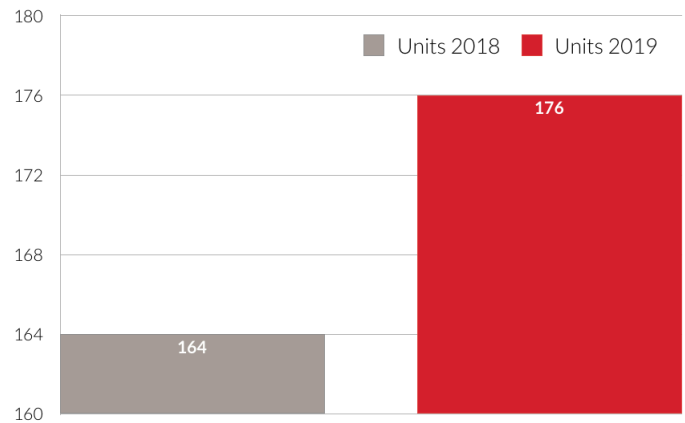
# UNIT SALES

## WELLINGTON COUNTY

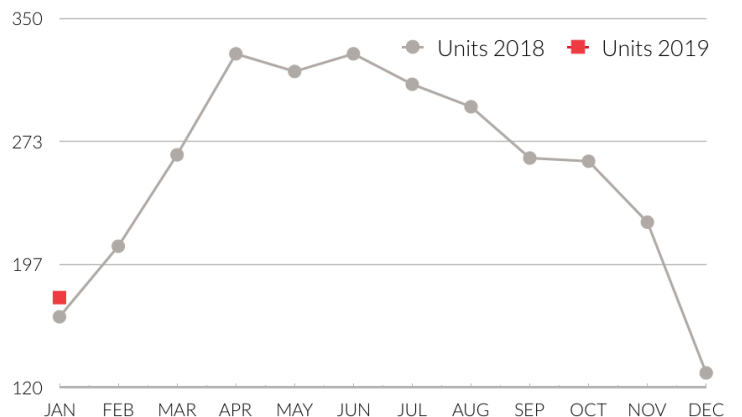
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019



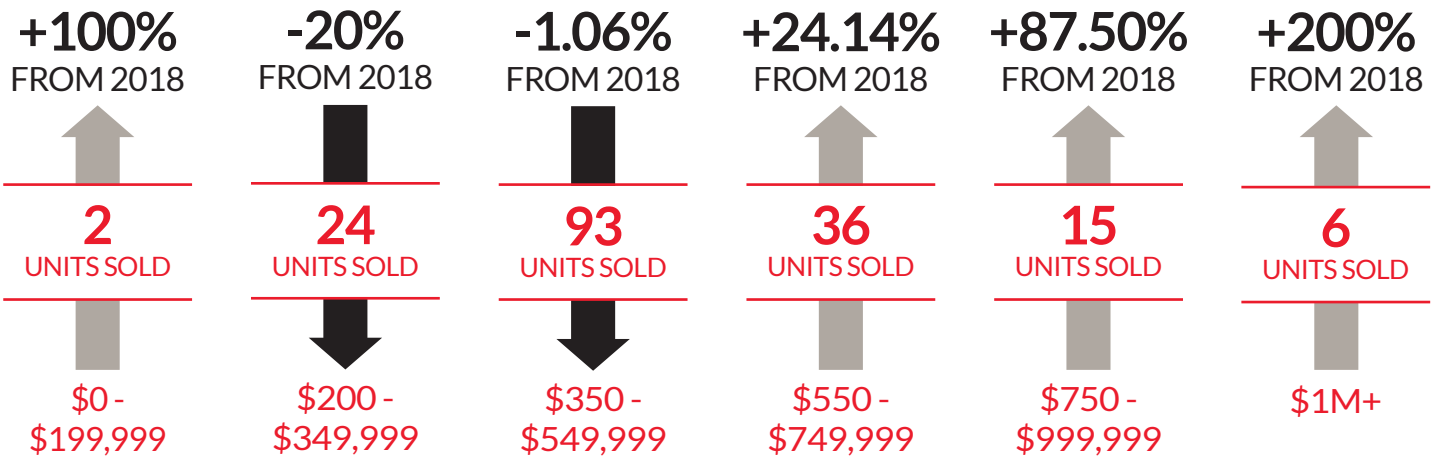
Month vs. Month 2018 vs. 2019





# SALES BY PRICE BRACKET

WELLINGTON COUNTY - YEAR TO DATE



# SALES BY TYPE

## WELLINGTON COUNTY - YEAR TO DATE

### FREEHOLD HOME SALES

+6.4%

YTD  
SALES VOLUME  
\$62,053,629

+1.83%

YTD  
UNIT SALES  
111

+4.48%

YTD AVERAGE  
SALE PRICE  
\$559,042

+6.4%

JANUARY  
SALES VOLUME  
\$62,053,629

+1.83%

JANUARY  
UNIT SALES  
111

### CONDOMINIUM HOME SALES

+18.06%

YTD  
SALES VOLUME  
\$20,559,815

+10.64%

YTD  
UNIT SALES  
52

+6.71%

YTD AVERAGE  
SALE PRICE  
\$395,381

+18.06%

JANUARY  
SALES VOLUME  
\$20,559,815

+10.64%

JANUARY  
UNIT SALES  
52

### VACANT LAND SALES

+124.32%

YTD  
SALES VOLUME  
\$830,000

+100%

YTD  
UNIT SALES  
2

+12.16%

YTD AVERAGE  
SALE PRICE  
\$415,000

+124.32%

JANUARY  
SALES VOLUME  
\$830,000

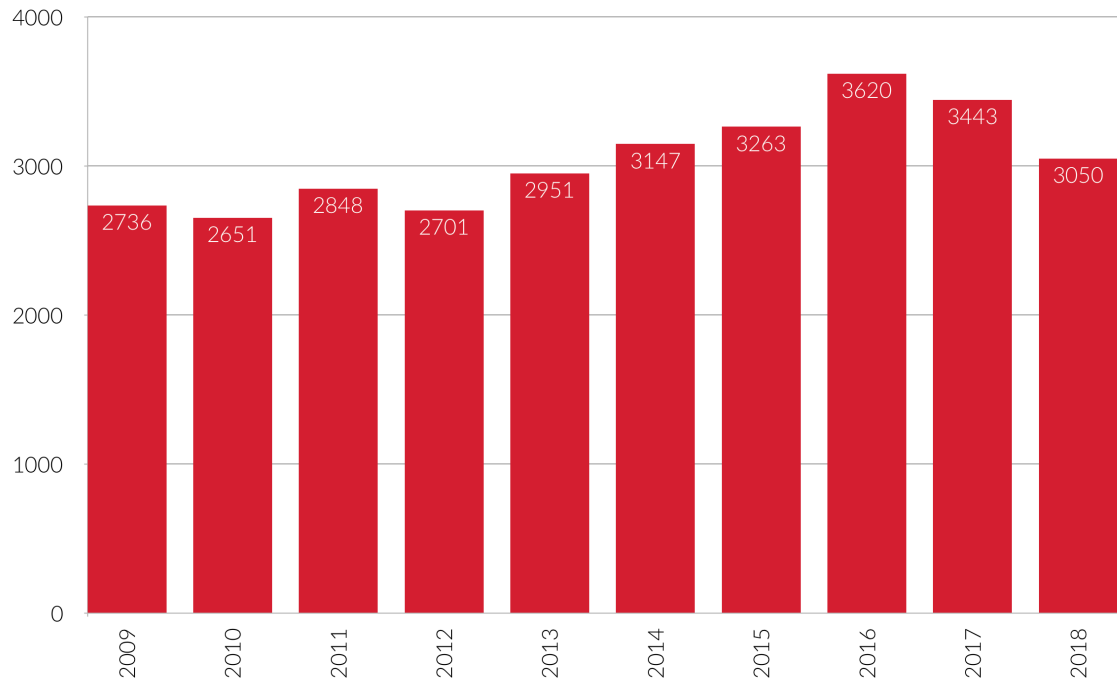
+100%

JANUARY  
UNIT SALES  
2



# 10 YEAR MARKET ANALYSIS

## UNITS SOLD

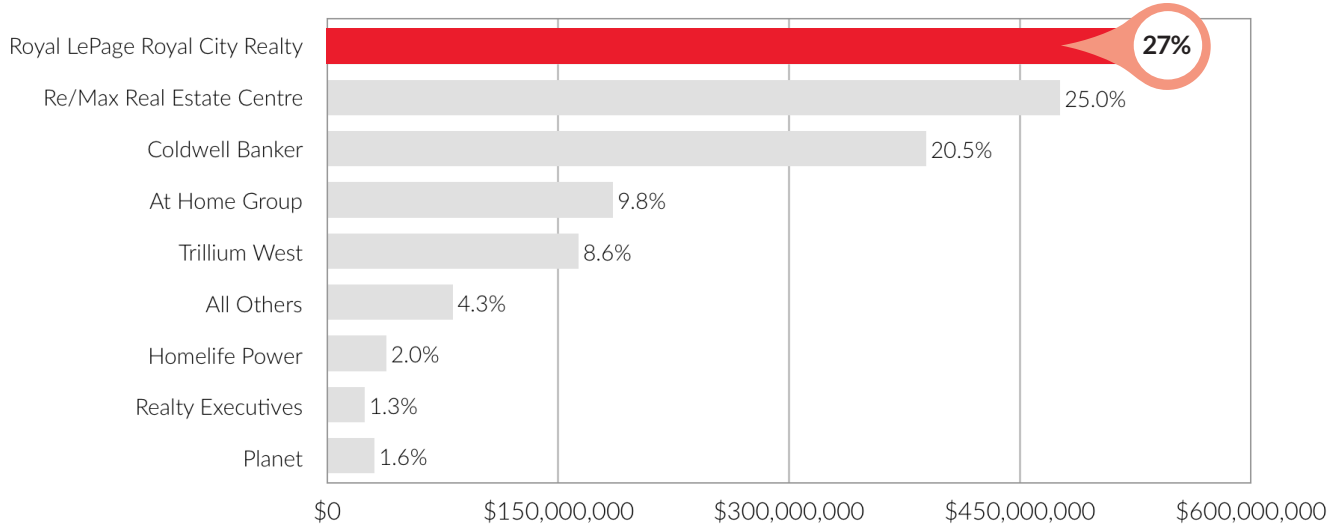


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

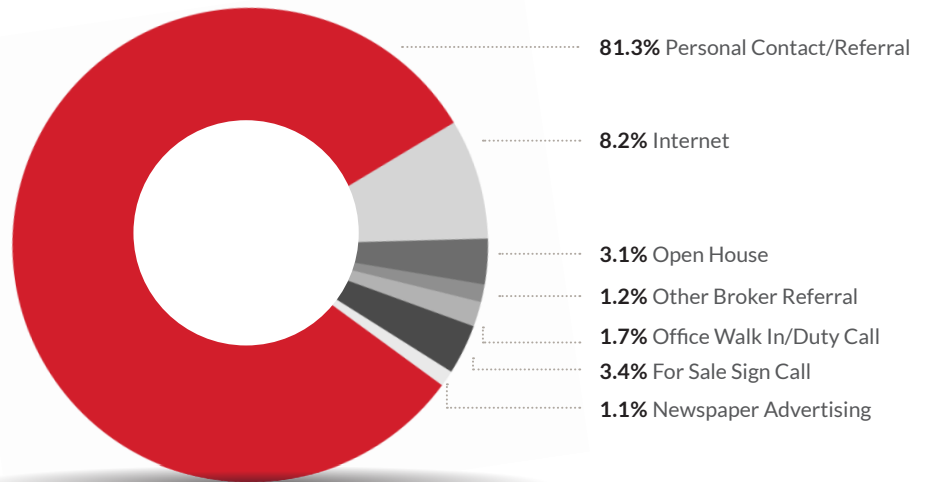
### MARKET SHARE BY \$VOLUME

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

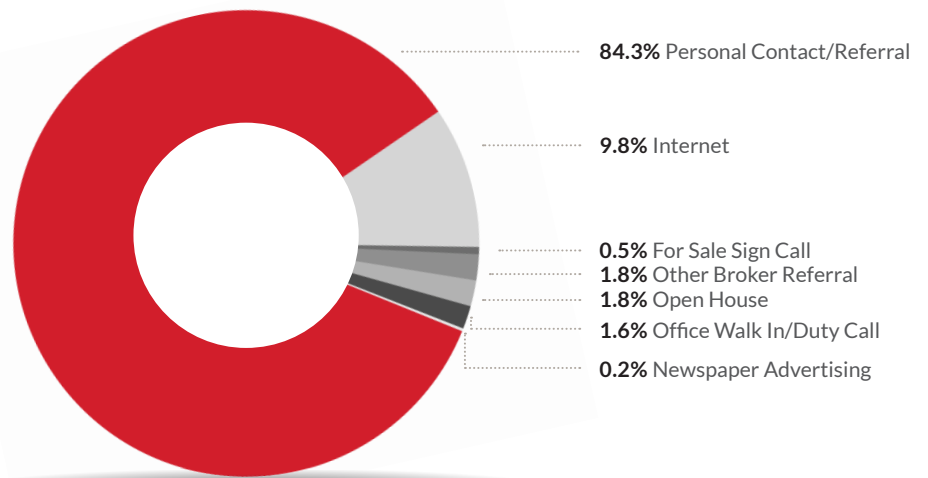


# SOURCE OF BUSINESS

## SOURCE OF BUYERS 2018 HOW WE'LL FIND YOUR BUYER



## SOURCE OF LISTINGS 2018 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