

# WELLINGTON COUNTY REAL ESTATE MARKET REPORT

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## FEBRUARY 2019

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R-CITY | R-TEAM | R-NUMBERS



## WELLINGTON COUNTY OVERVIEW SELLER'S MARKET

WITH SALE PRICES INCREASING AND THE NUMBER OF UNIT SALES CATCHING UP TO INVENTORY, WELLINGTON COUNTY'S ROBUST REAL ESTATE MARKET IS HEALTHY.



### YEAR-TO-DATE SALES VOLUME OF \$216,049,402

Up 14.57% from 2018's \$188,570,324. Unit sales of 388 are up 4.3% from 2018's 372, with 730 new listings up 9.12%, and a 53.15% sales/listings ratio down 2.46%.



### FEBRUARY SALES VOLUME OF \$123,660,958

Up 16.70% from 2018's \$105,968,284. Unit sales of 212 are up 1.92% from last February's 208, with 330 new listings down 4.07%, and a 64.24% sales/listing ratio up 3.77%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$554,120

Up from from \$506,567 one year ago. Median sale price of \$499,750 up from \$461,250 one year ago. Average days-on-market up 9 days to 39.5 compared to last year.



## FEBRUARY Numbers

MEDIAN SALE PRICE +13.08%

**\$514,500**

SALES VOLUME +16.70%

**\$123,660,958**

UNIT SALES +1.92%

**212**

NEW LISTINGS -4.07%

**330**

EXPIRED LISTINGS +23.08%

**32**

UNIT SALES/LISTINGS RATIO +3.77%

**64.24%**

\* Year over year comparison  
(February 2018 to February 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 - February 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



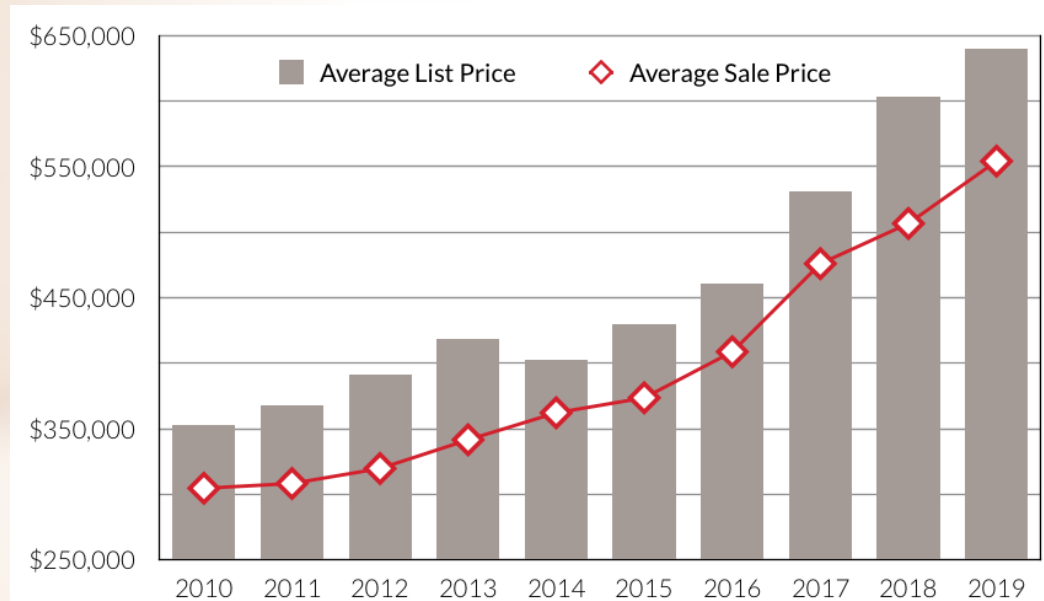
Table 1:  
Wellington County MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019

| Year-Over-Year                  | 2017          | 2018          | 2019          | 2018-2019 |
|---------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$249,413,845 | \$188,570,324 | \$216,049,402 | +14.57%   |
| YTD Unit Sales                  | 520           | 372           | 388           | +4.30%    |
| YTD New Listings                | 699           | 669           | 730           | +9.12%    |
| YTD Sales/Listings Ratio        | 74.39%        | 55.61%        | 53.15%        | -4.41%    |
| YTD Expired Listings            | 50            | 66            | 82            | +24.24%   |
| February Volume Sales           | \$149,475,052 | \$105,968,284 | \$123,660,958 | +16.70%   |
| February Unit Sales             | 298           | 208           | 212           | +1.92%    |
| February New Listings           | 372           | 344           | 330           | -4.07%    |
| February Sales/Listings Ratio   | 80.11%        | 60.47%        | 64.24%        | +6.25%    |
| February Expired Listings       | 22            | 26            | 32            | +23.08%   |
| YTD Sales: Under \$0-\$199K     | 23            | 1             | 6             | +500%     |
| YTD Sales: Under \$200K-\$349K  | 111           | 68            | 50            | -26.47%   |
| YTD Sales: Under \$350K-\$549K  | 254           | 201           | 184           | -8.46%    |
| YTD Sales: Under \$550K-\$749K  | 82            | 64            | 84            | +31.25%   |
| YTD Sales: Under \$750K-\$999K  | 35            | 19            | 41            | +115.79%  |
| YTD Sales: \$1M+                | 15            | 13            | 21            | +61.54%   |
| YTD Average Days-On-Market      | 22.5          | 30.5          | 39.5          | +9        |
| YTD Average Sale Price          | \$475,884     | \$506,567     | \$554,120     | +9.39%    |
| YTD Median Sale Price           | \$436,400     | \$461,250     | \$499,750     | +8.35%    |

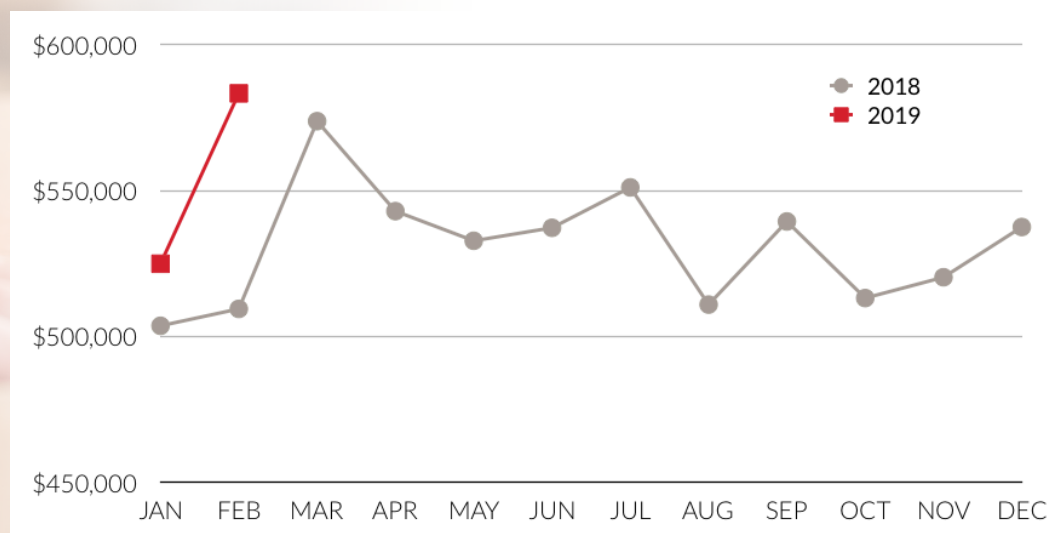
# AVERAGE SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



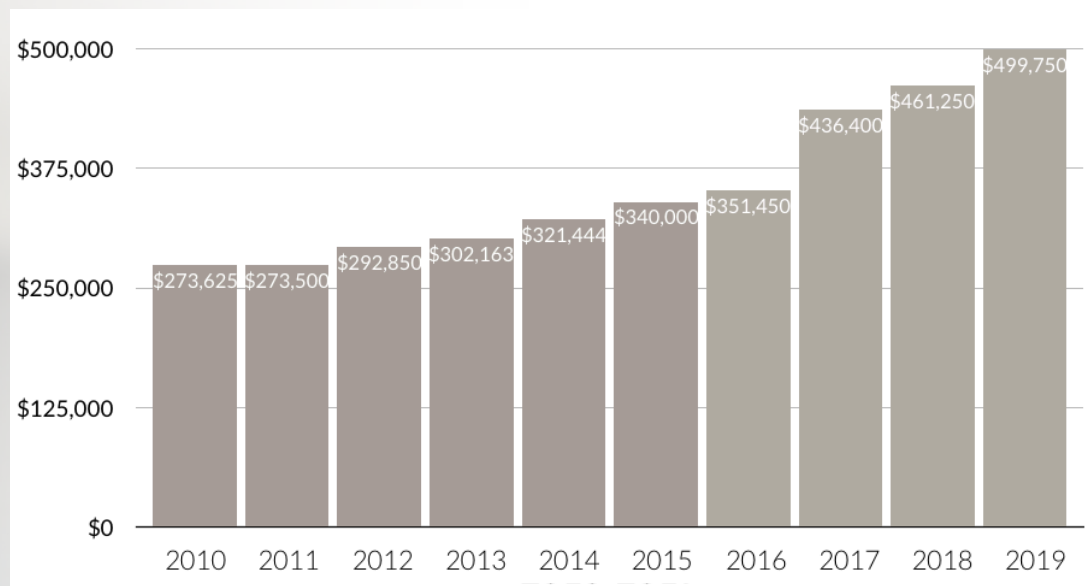
### MONTH OVER MONTH 2018 VS. 2019



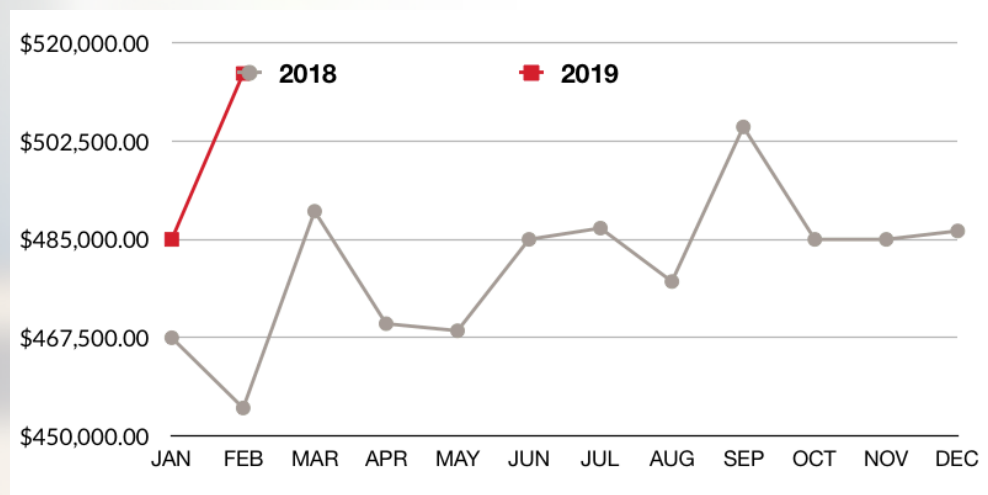
# MEDIAN SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

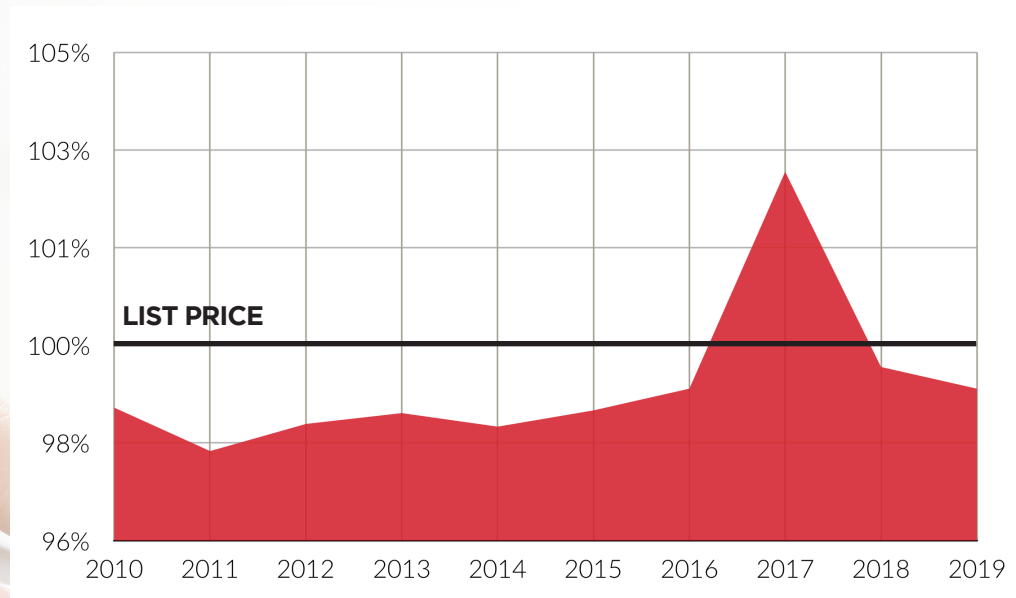


\* Median sale price is based on residential sales (including freehold and condominiums).

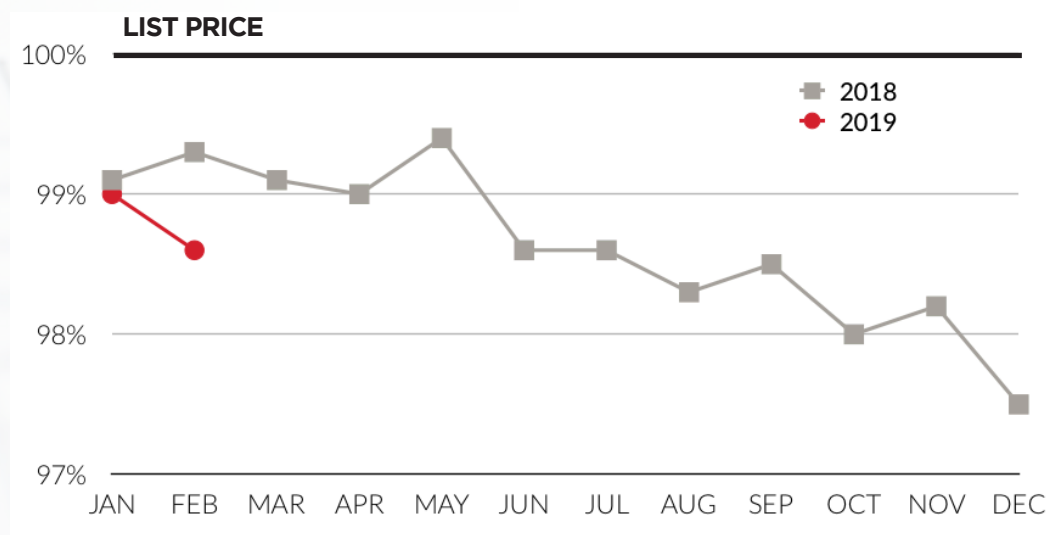
# SALE PRICE vs. LIST PRICE RATIO

## WELLINGTON COUNTY

### YEAR OVER YEAR



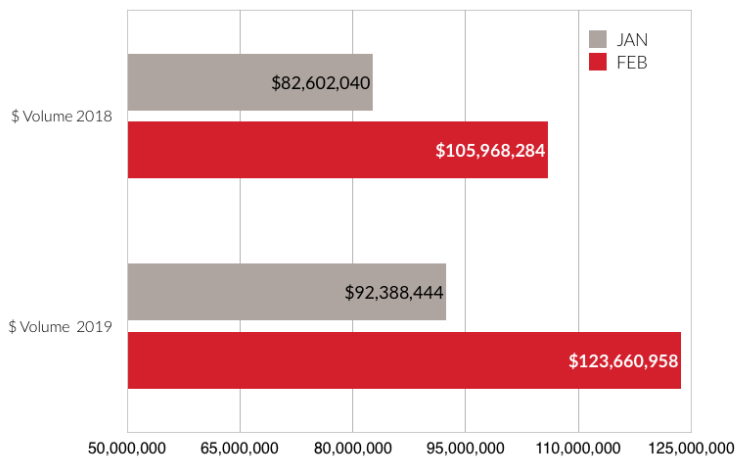
### MONTH OVER MONTH 2018 VS. 2019



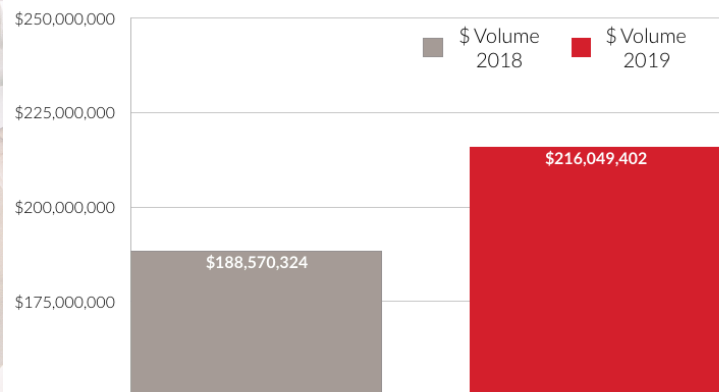
# \$ VOLUME SALES

## WELLINGTON COUNTY

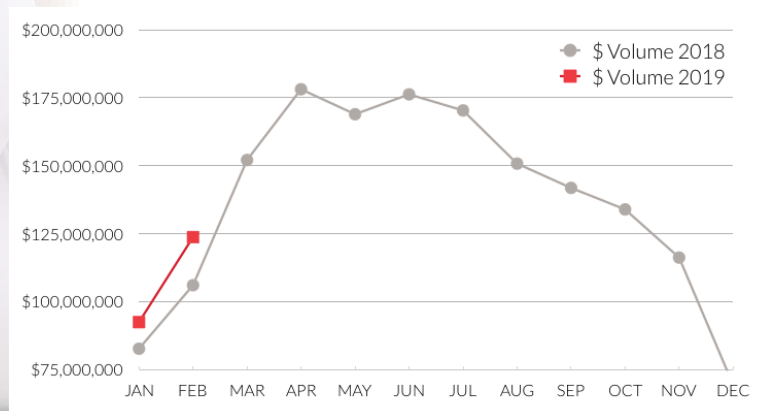
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019



Month vs. Month 2018 vs. 2019

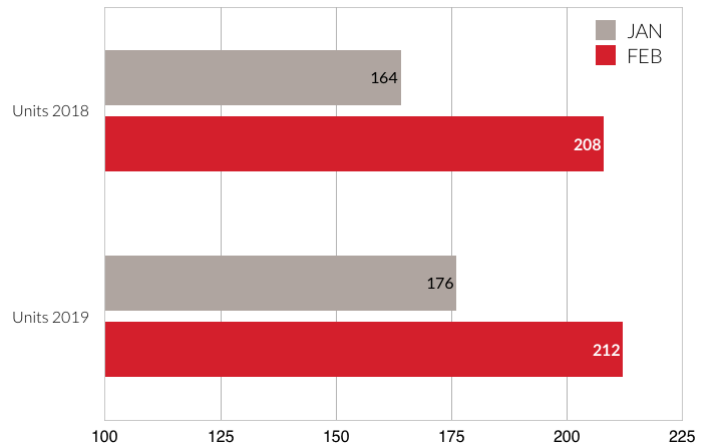




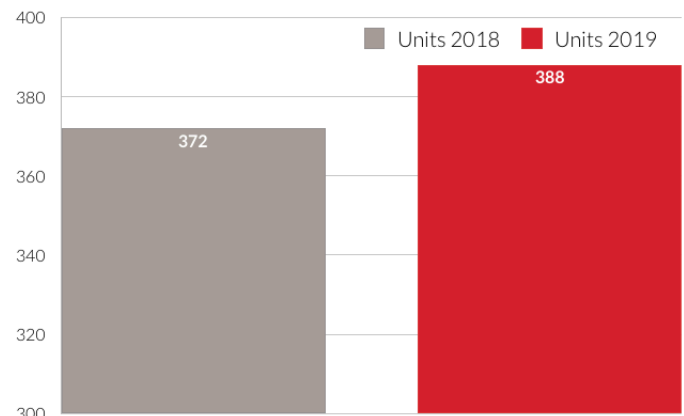
# UNIT SALES

## WELLINGTON COUNTY

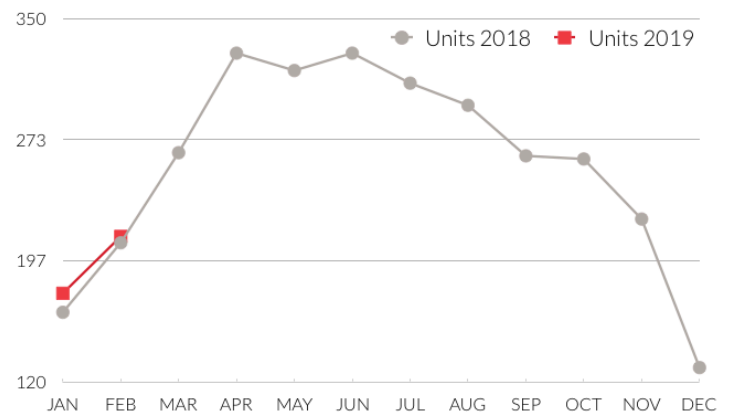
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019

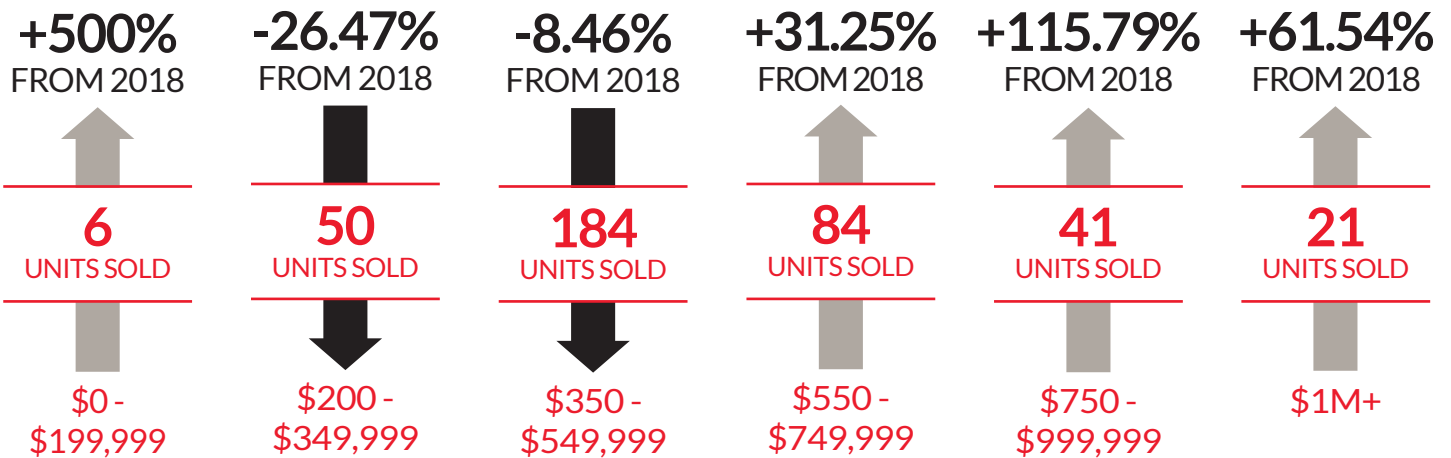


### Month vs. Month 2018 vs. 2019



# SALES BY PRICE BRACKET

WELLINGTON COUNTY - YEAR TO DATE



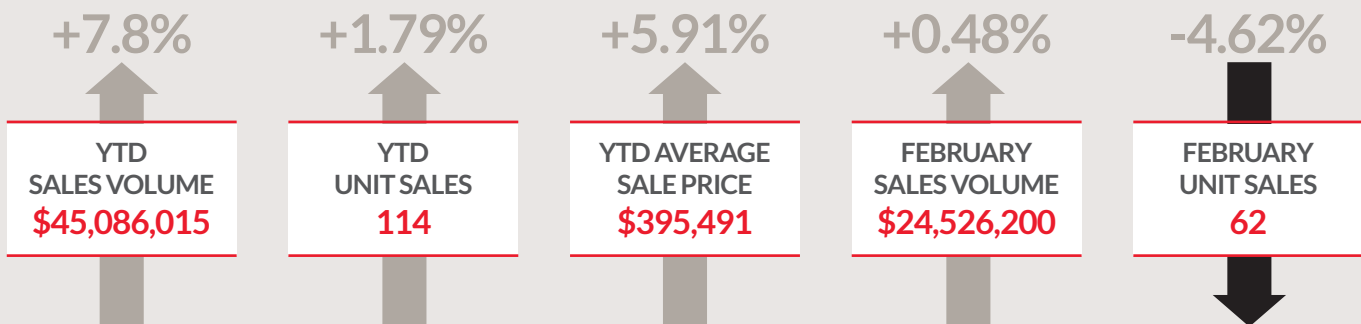
# SALES BY TYPE

## WELLINGTON COUNTY - YEAR TO DATE

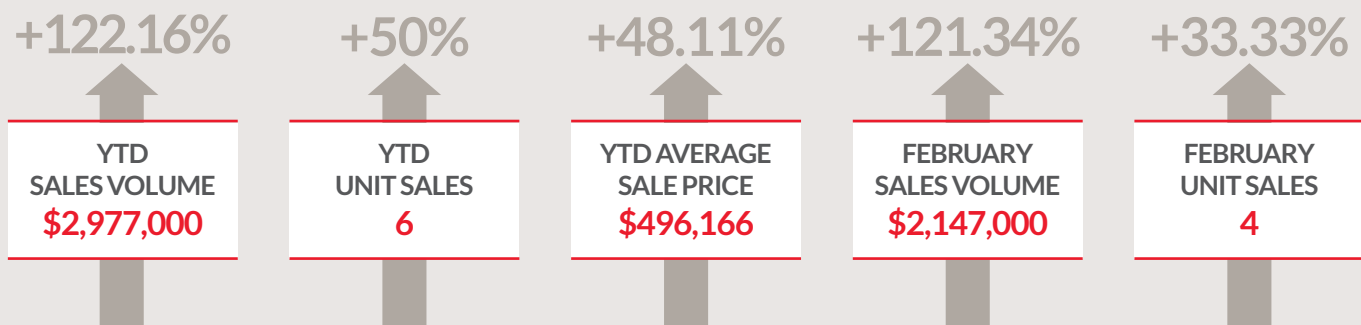
### FREEHOLD HOME SALES



### CONDOMINIUM HOME SALES

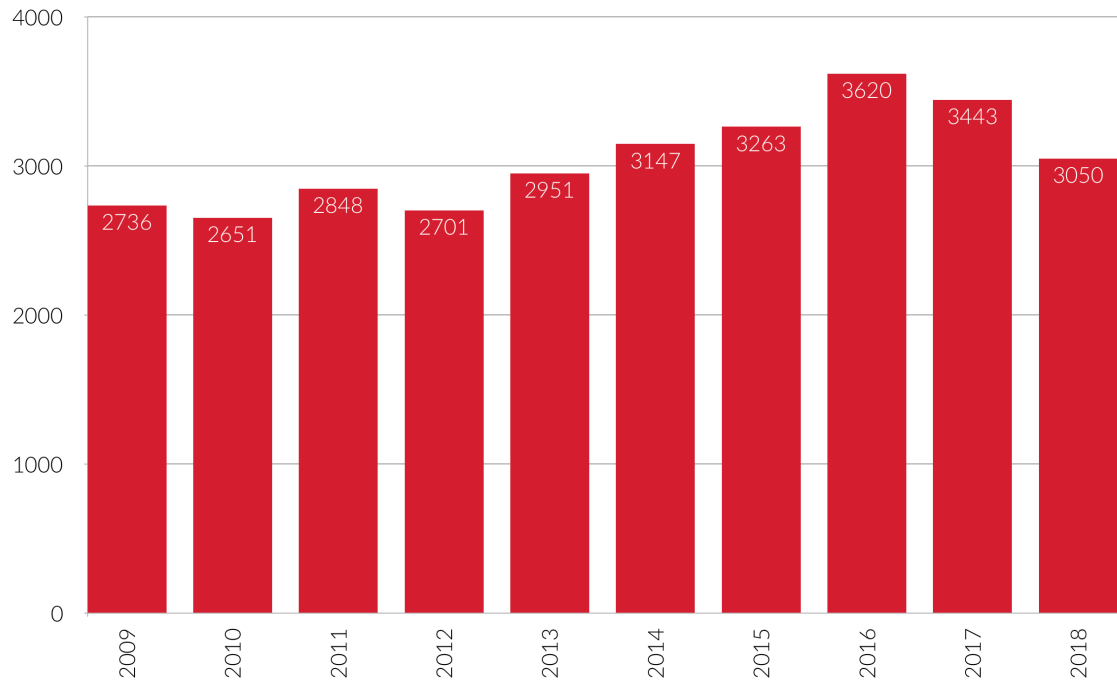


### VACANT LAND SALES



# 10 YEAR MARKET ANALYSIS

## UNITS SOLD

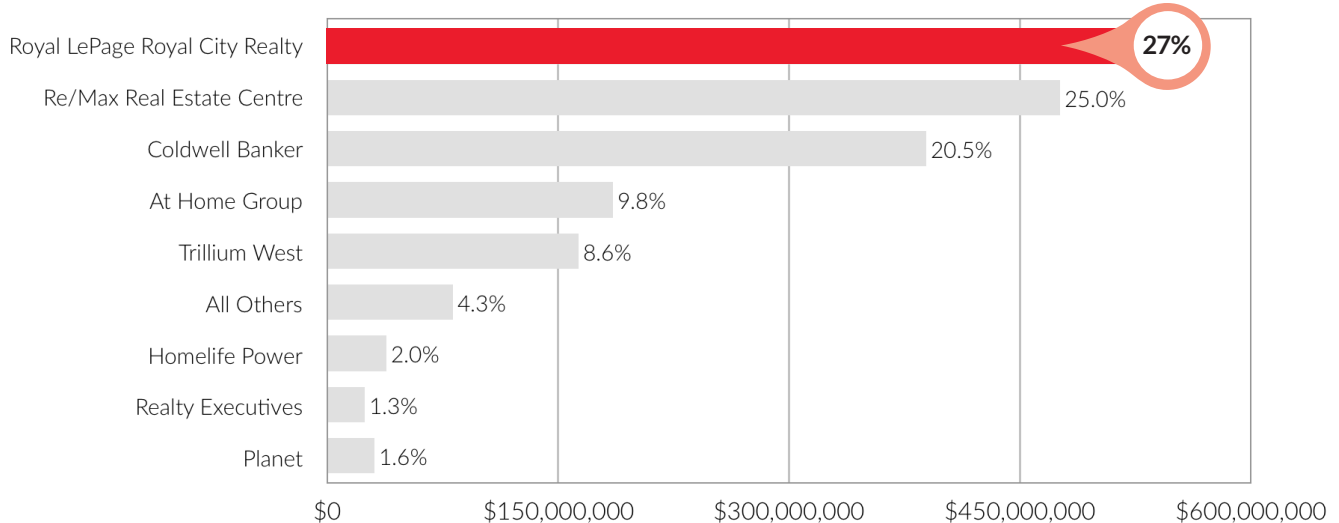


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

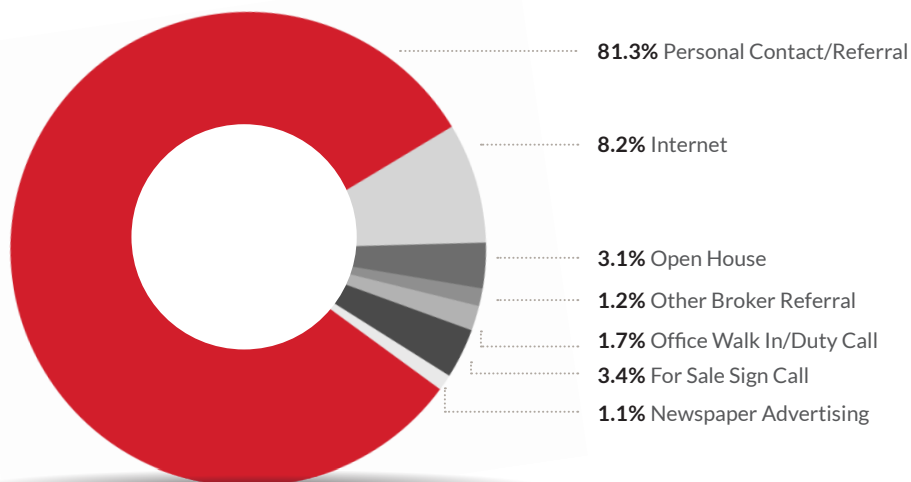
### MARKET SHARE BY \$VOLUME

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

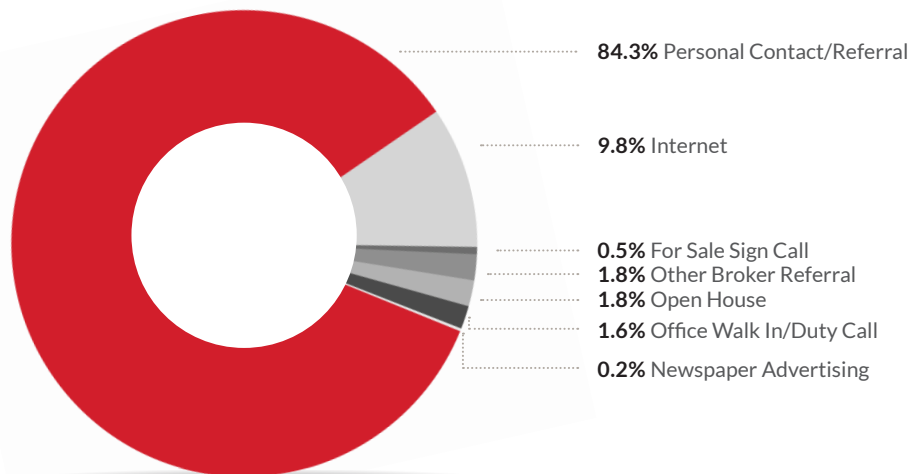


# SOURCE OF BUSINESS

## 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