

# CITY OF GUELPH REAL ESTATE MARKET REPORT

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## AUGUST 2019

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R-CITY | R-TEAM | R-NUMBERS



## CITY OF GUELPH OVERVIEW

### SELLER'S MARKET

AS THE CITY OF GUELPH HEADS INTO THE END OF Q3, INVENTORY IS DECREASING WHILE SALES ACTIVITY AND PRICES ARE INCREASING.



#### YEAR-TO-DATE SALES VOLUME OF \$875,986,343

Up 12.65% from 2018's \$777,584,557. Unit sales of 1,637 are up 7.27% from 2018's 1,526 with 2,425 new listings up 4.4%, and a 67.51% sales/listings ratio up 7.19%.



#### AUGUST SALES VOLUME OF \$116,990,949

Up 20.81% from 2018's \$96,836,788. Unit sales of 216 are up 11.92% from last August's 193, with 236 new listings down 5.6%, and a 91.53% sales/listing ratio up 14.33%.



#### YEAR-TO-DATE AVERAGE SALE PRICE OF \$526,866

Up from \$510,955 one year ago. Median sale price of \$509,750 up from \$476,200 one year ago. Average days-on-market of 25.5 is up 1.12 days from last year.



## AUGUST Numbers

MEDIAN SALE PRICE +10.58%

**\$528,000**

SALES VOLUME +20.81%

**\$116,990,949**

UNIT SALES +11.92%

**216**

NEW LISTINGS -5.6%

**236**

EXPIRED LISTINGS -10.26%

**35**

UNIT SALES/LISTINGS RATIO +14.33%

**91.53%**

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



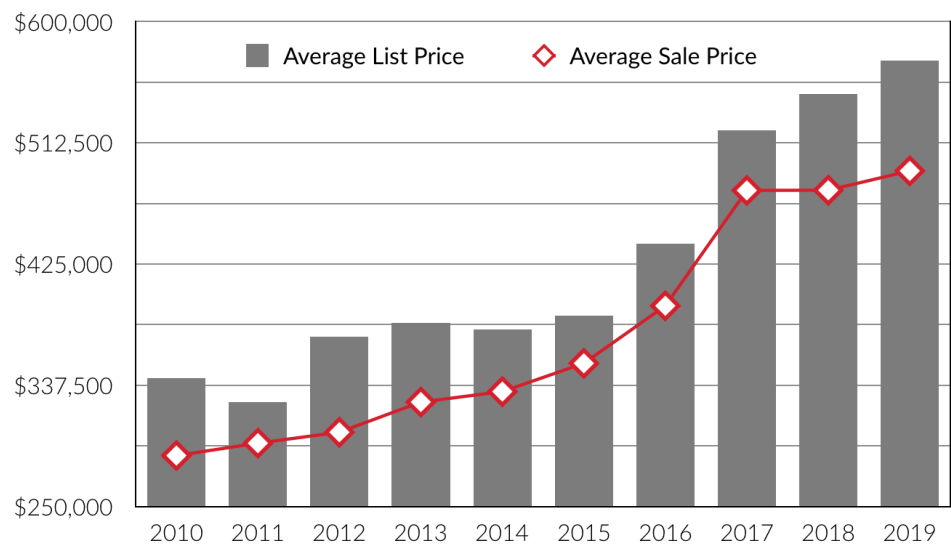
Table 1:  
City of Guelph MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019  
Year

Year Over Year	2017	2018	2019	2018-2019
Year-To-Date (YTD) Sales Volume	\$911,999,055	\$777,584,557	\$875,986,343	+12.65%
YTD Unit Sales	1,767	1,526	1,637	+7.27%
YTD New Listings	2,434	2,322	2,425	+4.44%
YTD Sales/Listings Ratio	72.60%	65.72%	67.51%	+1.79%
YTD Expired Listings	143	189	206	+8.99%
August Sales Volume	\$84,827,803	\$96,836,788	\$116,990,949	+20.81%
August Unit Sales	184	193	216	+11.92%
August New Listings	212	250	236	-5.6%
August Sales/Listings Ratio	86.79%	77.20%	91.53%	+14.33%
August Expired Listings	49	39	35	-10.26%
YTD Sales: \$0-\$199K	33	10	3	-70%
YTD Sales: \$200K-\$349K	266	238	218	-8.4%
YTD Sales: \$350K-\$549K	1084	809	762	-5.81%
YTD Sales: \$550K-\$749K	415	338	480	+42.01%
YTD Sales: \$750K-\$999K	136	101	147	+45.54%
YTD Sales: \$1M+	47	30	27	-10%
YTD Average Days-On-Market	18.13	24.38	25.5	+4.62%
YTD Average Sale Price	\$510,756	\$510,955	\$526,866	+3.11%
YTD Median Sale Price	\$469,750	\$476,200	\$509,750	+7.05%

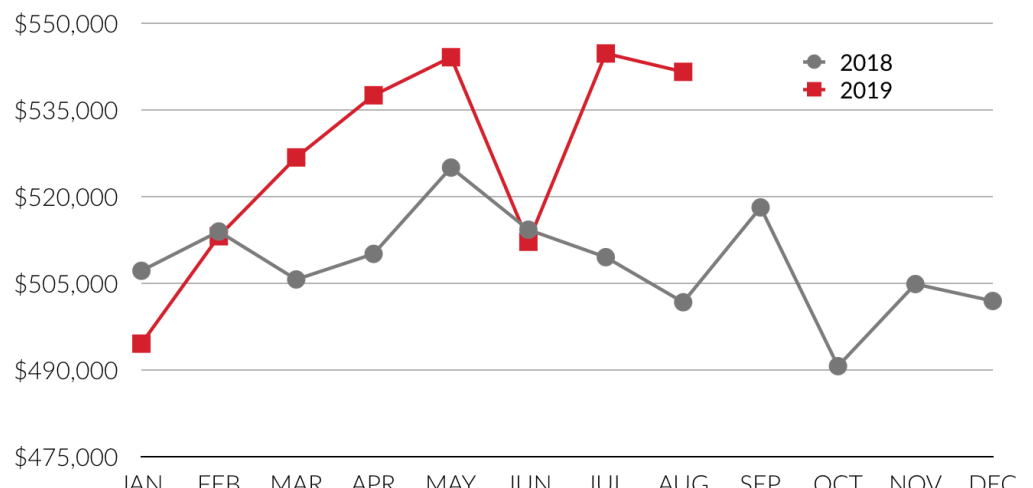
# AVERAGE SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

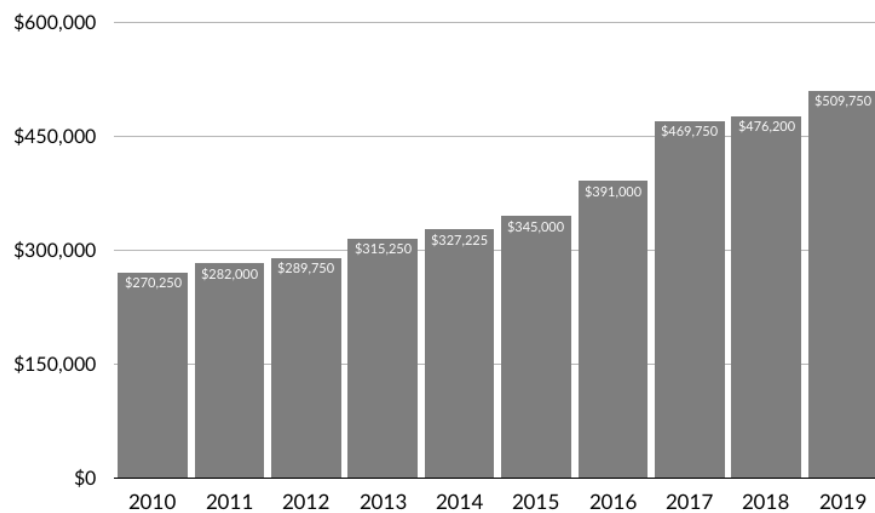




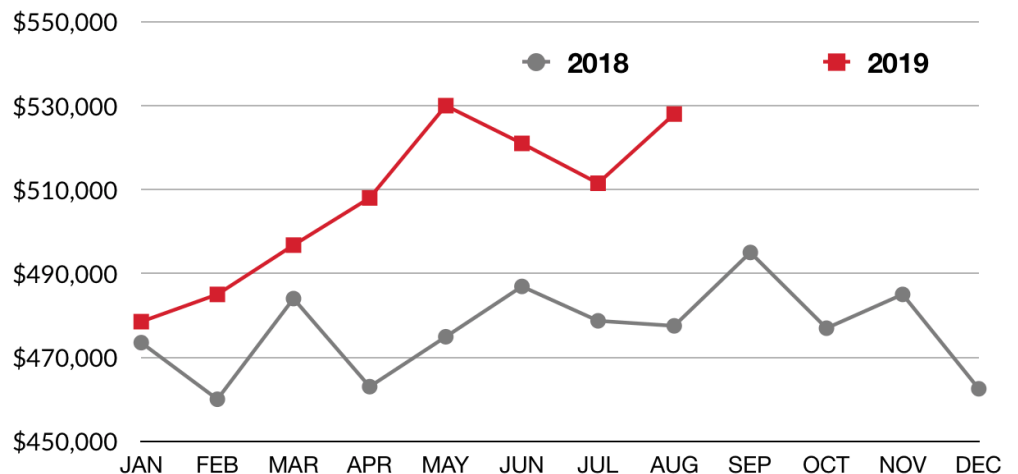
# MEDIAN SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

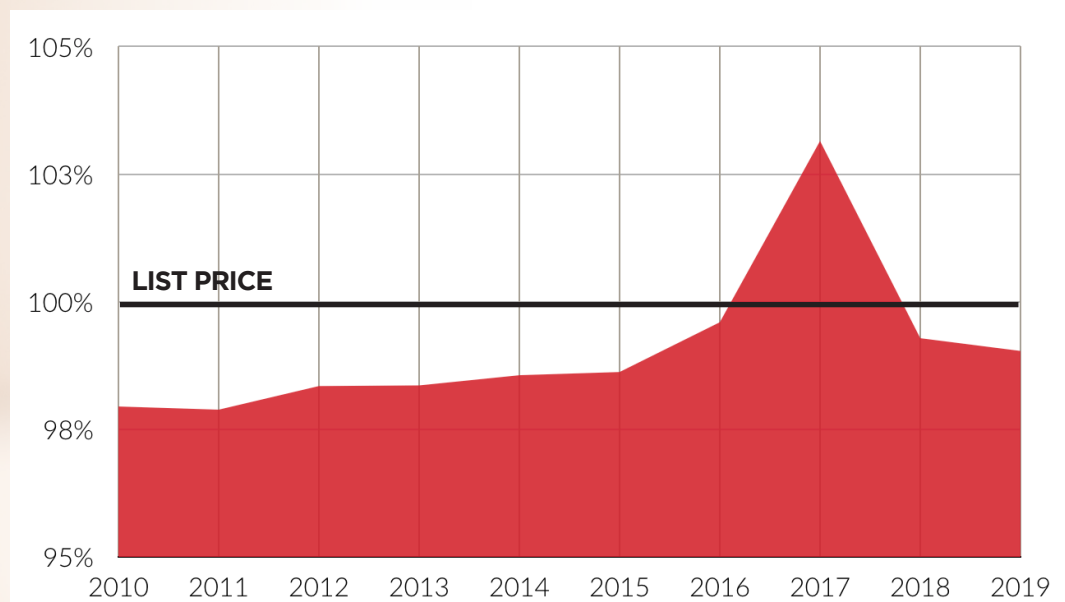


\* Median sale price is based on residential sales (including freehold and condominiums).

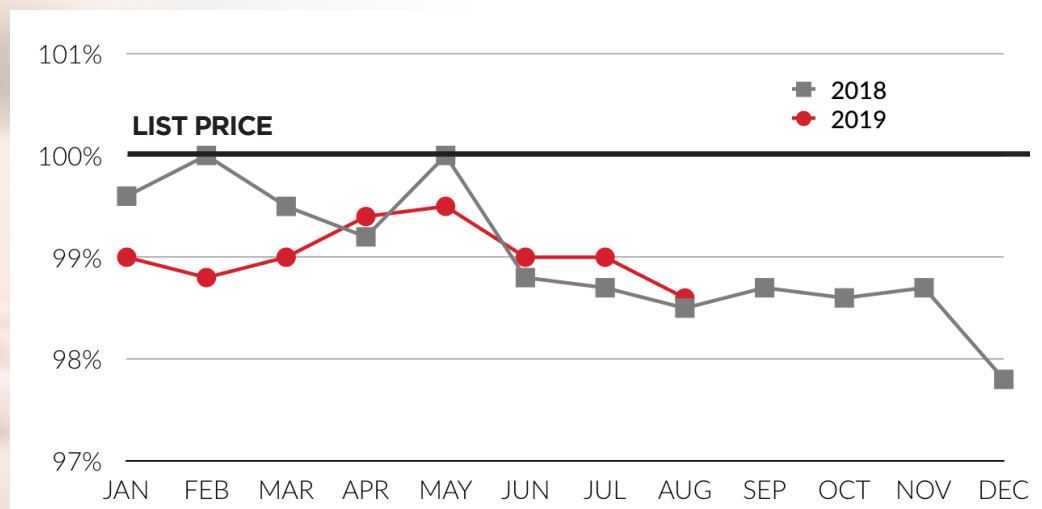
# SALE PRICE vs. LIST PRICE RATIO

## CITY OF GUELPH

### YEAR OVER YEAR



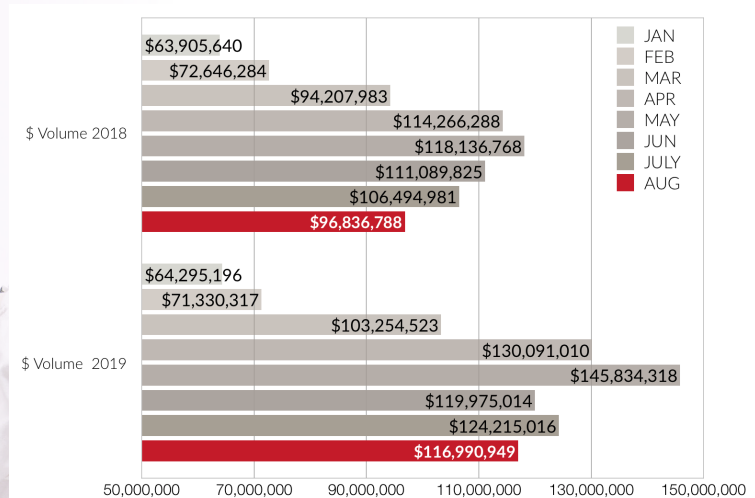
### MONTH OVER MONTH 2018 VS. 2019



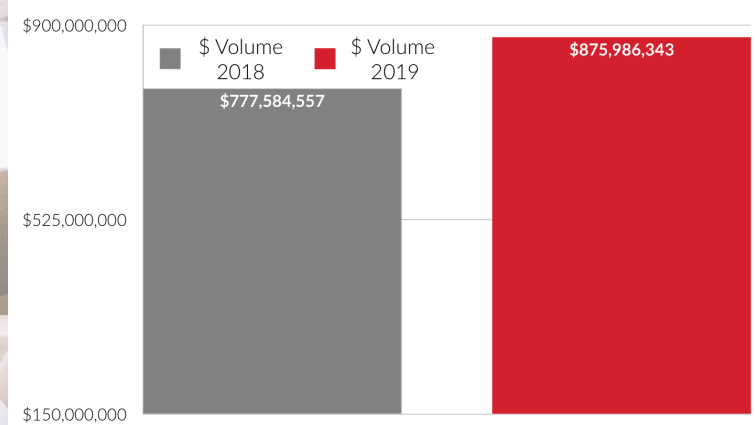
# \$ VOLUME SALES

## CITY OF GUELPH

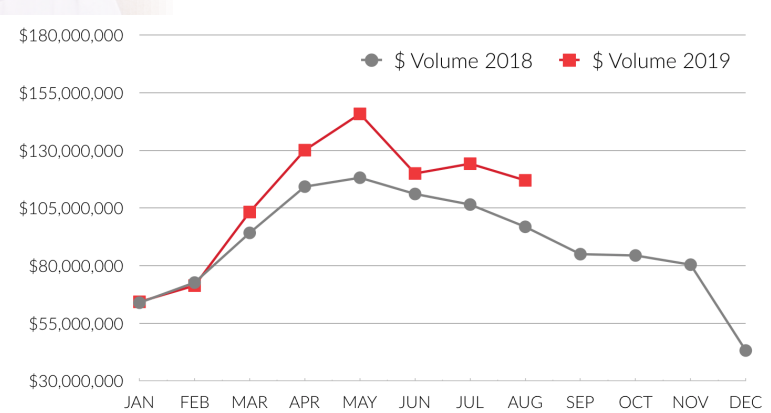
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019



### Month vs. Month 2018 vs. 2019



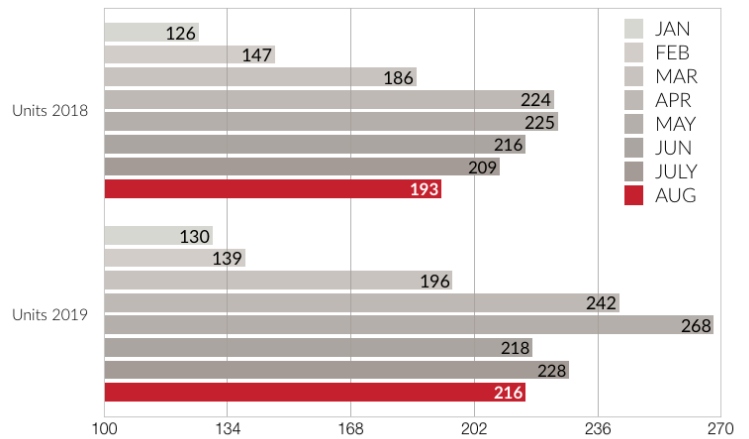




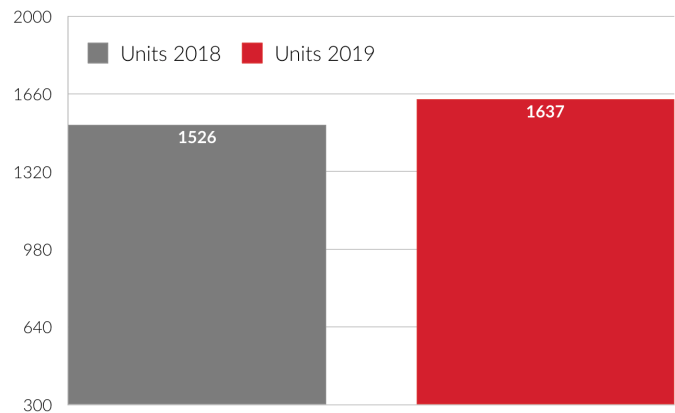
# UNIT SALES

## CITY OF GUELPH

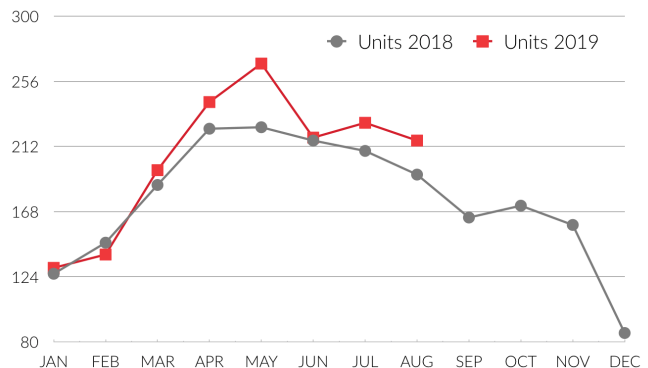
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019

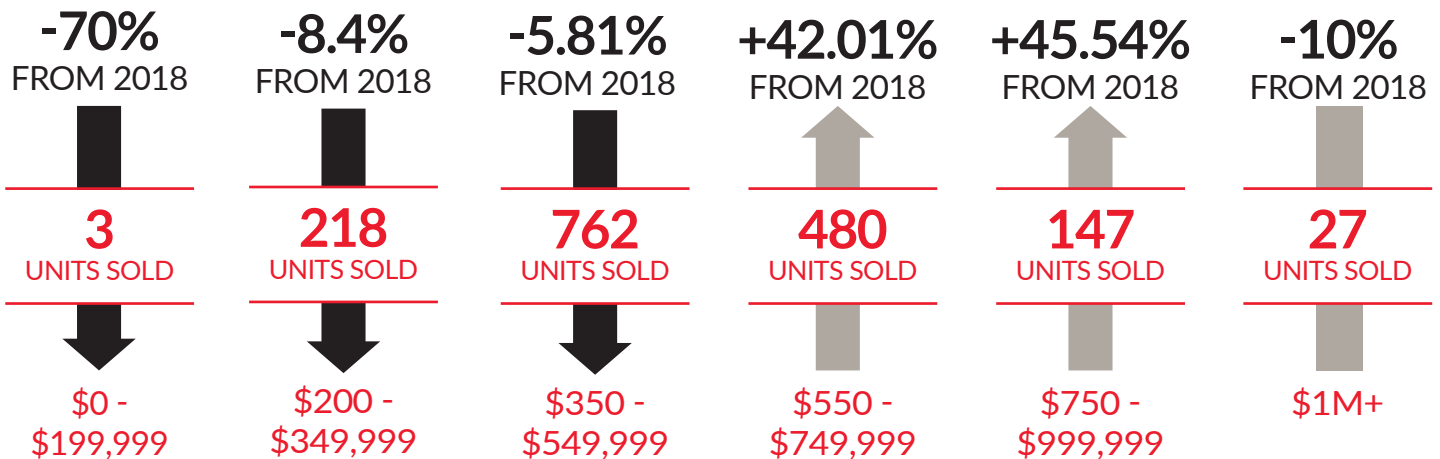


### Month vs. Month 2018 vs. 2019



# SALES BY PRICE BRACKET

## CITY OF GUELPH - YEAR TO DATE



# SALES BY TYPE

## CITY OF GUELPH

### FREEHOLD HOME SALES

+14.82%

YTD  
SALES VOLUME  
\$633,972,348

+8.42%

YTD  
UNIT SALES  
1056

+5.9%

YTD AVERAGE  
SALE PRICE  
\$600,353

+25.03%

AUGUST  
SALES VOLUME  
\$86,670,250

+4.96%

AUGUST  
UNIT SALES  
144

### CONDOMINIUM HOME SALES

+9.06%

YTD  
SALES VOLUME  
\$215,779,548

+5.61%

YTD  
UNIT SALES  
546

+3.27%

YTD AVERAGE  
SALE PRICE  
\$395,201

+10.19%

AUGUST  
SALES VOLUME  
\$27,389,199

+3.08%

AUGUST  
UNIT SALES  
67

### VACANT LAND SALES

-36.9%

YTD  
SALES VOLUME  
\$440,000

-50%

YTD  
UNIT SALES  
1

+26.16%

YTD AVERAGE  
SALE PRICE  
\$440,000

DOWN FROM  
\$697,500 IN  
AUGUST 2018

AUGUST  
SALES VOLUME  
0

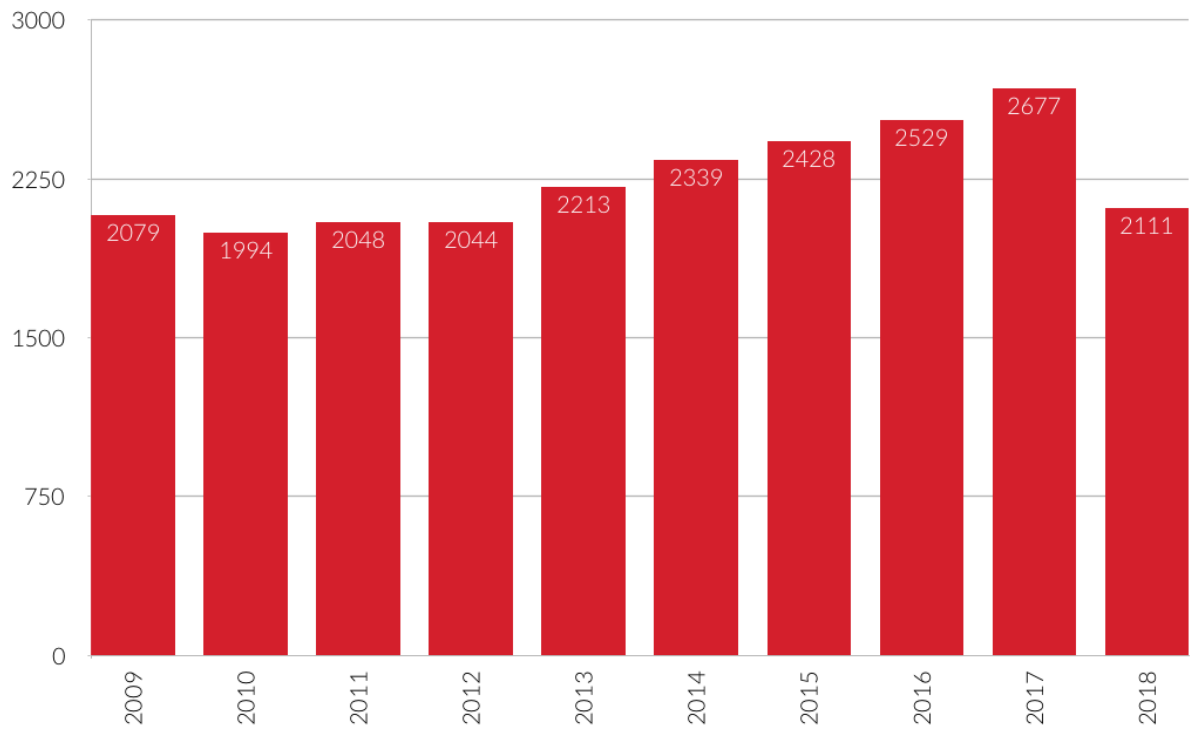
DOWN FROM 2 IN  
AUGUST 2018

AUGUST  
UNIT SALES  
0



# 10 YEAR MARKET ANALYSIS

## CITY OF GUELPH - UNITS SOLD

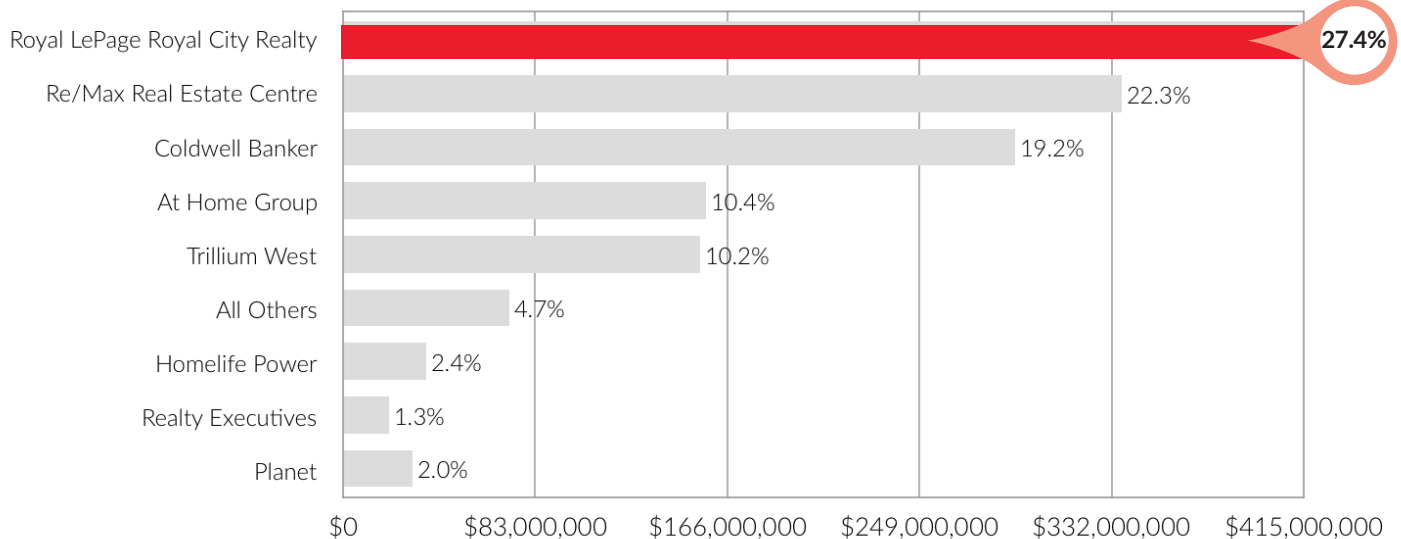


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

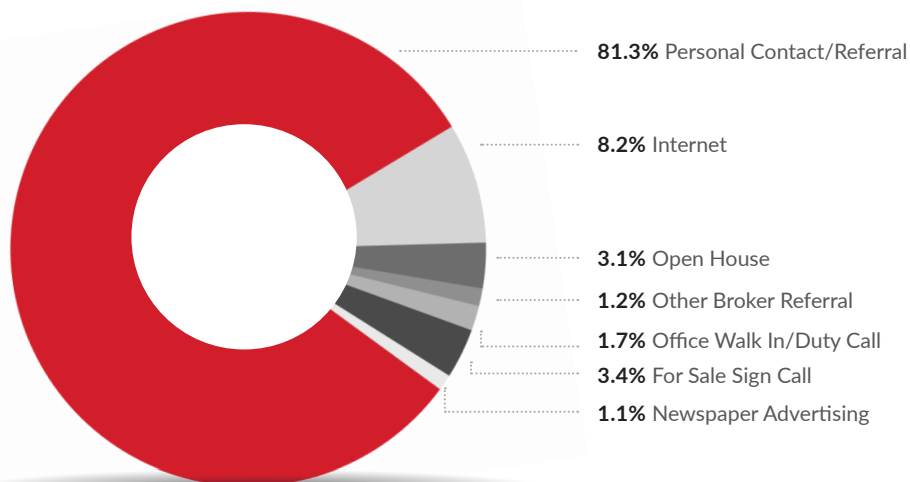
### MARKET SHARE BY \$VOLUME

Listing Selling Ends Combined for GUELPH BASED COMPANIES  
January - August 2019

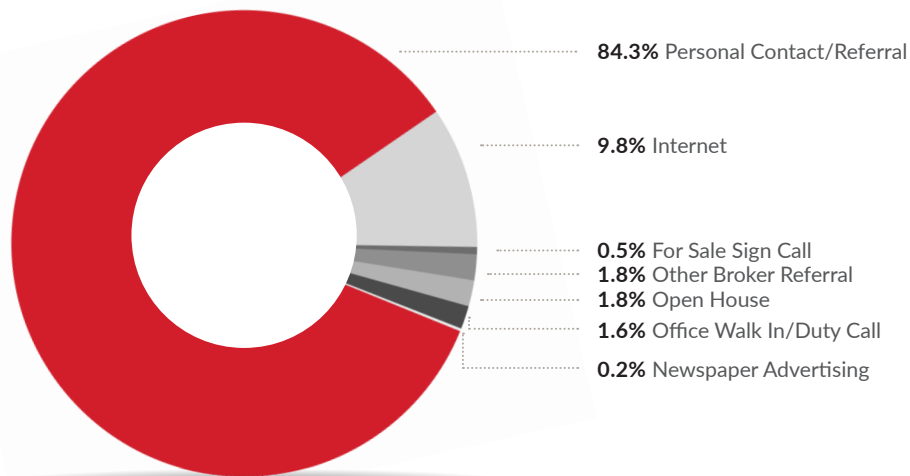


# SOURCE OF BUSINESS

## SOURCE OF BUYERS 2019 HOW WE'LL FIND YOUR BUYER



## SOURCE OF LISTINGS 2019 WHERE OUR LISTINGS COME FROM





# OUR LOCATIONS

**FIVE 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