

# CITY OF GUELPH REAL ESTATE MARKET REPORT

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## SEPTEMBER 2019

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R-CITY | R-TEAM | R-NUMBERS



## CITY OF GUELPH OVERVIEW

### BALANCED MARKET

**AFTER A SPIKE IN NEW LISTINGS IN AUGUST, CITY OF GUELPH'S REAL ESTATE MARKET HAS BALANCED OUT AS IT ENTERS Q4.**



#### YEAR-TO-DATE SALES VOLUME OF \$974,437,404

Up **12.97%** from 2018's **\$862,562,075**. Unit sales of **1,816** are up **7.46%** from 2018's **1,690** with **2,748** new listings up **3.78%**, and a **66.08%** sales/listings ratio up **2.26%**.



#### SEPTEMBER SALES VOLUME OF \$98,451,061

Up **15.86%** from 2018's **\$84,977,518**. Unit sales of **179** are up **9.15%** from last September's **164**, with **323** new listings down **0.92%**, and a **55.42%** sales/listing ratio up **5.11%**.



#### YEAR-TO-DATE AVERAGE SALE PRICE OF \$529,437

Up from **\$511,755** one year ago. Median sale price of **\$511,500** up from **\$477,500** one year ago. Average days-on-market of **25.78** is up **1.22** days from last year.



## SEPTEMBER Numbers

**MEDIAN SALE PRICE** +5.05%

**\$520,000**

**SALES VOLUME** +15.86%

**\$98,451,061**

**UNIT SALES** +9.15%

**179**

**NEW LISTINGS** -0.92%

**323**

**EXPIRED LISTINGS** +64.52%

**51**

**UNIT SALES/LISTINGS RATIO** +5.11%

**55.42%**

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



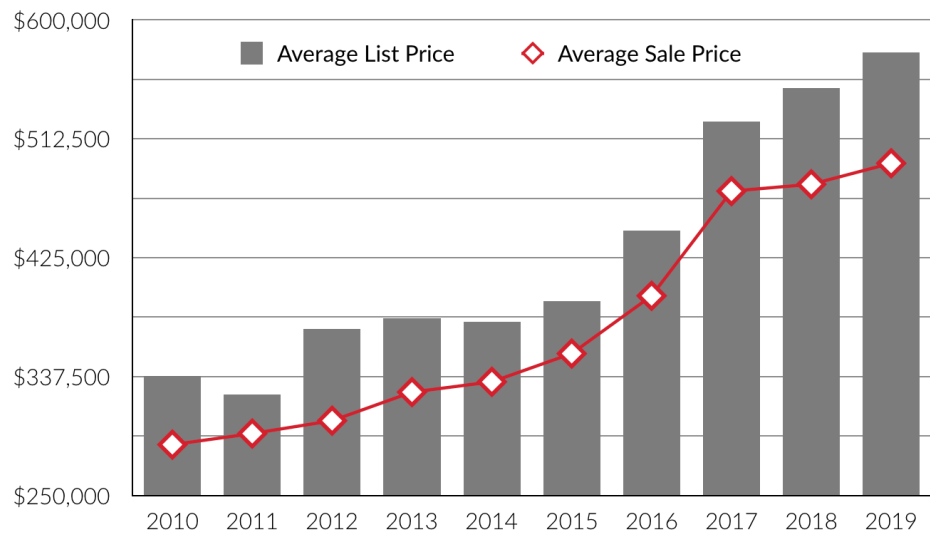
Table 1:  
City of Guelph MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019  
Year

| Year Over Year                  | 2017          | 2018          | 2019          | 2018-2019 |
|---------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Sales Volume | \$980,803,045 | \$862,562,075 | \$974,437,404 | +12.97%   |
| YTD Unit Sales                  | 1914          | 1690          | 1816          | +7.46%    |
| YTD New Listings                | 2,707         | 2,648         | 2,748         | +3.78%    |
| YTD Sales/Listings Ratio        | 70.71%        | 63.82%        | 66.08%        | +2.26%    |
| YTD Expired Listings            | 176           | 220           | 257           | +16.82%   |
| September Sales Volume          | \$68,803,990  | \$84,977,518  | \$98,451,061  | +15.86%   |
| September Unit Sales            | 147           | 164           | 179           | +9.15%    |
| September New Listings          | 273           | 326           | 323           | -0.92%    |
| September Sales/Listings Ratio  | 53.85%        | 50.31%        | 55.42%        | +5.11%    |
| September Expired Listings      | 33            | 31            | 51            | +64.52%   |
| YTD Sales: \$0-\$199K           | 34            | 10            | 3             | -70%      |
| YTD Sales: \$200K-\$349K        | 297           | 263           | 241           | -8.37%    |
| YTD Sales: \$350K-\$549K        | 1189          | 895           | 841           | -6.03%    |
| YTD Sales: \$550K-\$749K        | 445           | 380           | 533           | +40.26%   |
| YTD Sales: \$750K-\$999K        | 141           | 112           | 167           | +49.11%   |
| YTD Sales: \$1M+                | 48            | 34            | 31            | -8.8%     |
| YTD Average Days-On-Market      | 19            | 24.56         | 25.78         | +4.98%    |
| YTD Average Sale Price          | \$506,011     | \$511,755     | \$529,437     | +3.46%    |
| YTD Median Sale Price           | \$460,000     | \$477,500     | \$511,500     | +7.12%    |

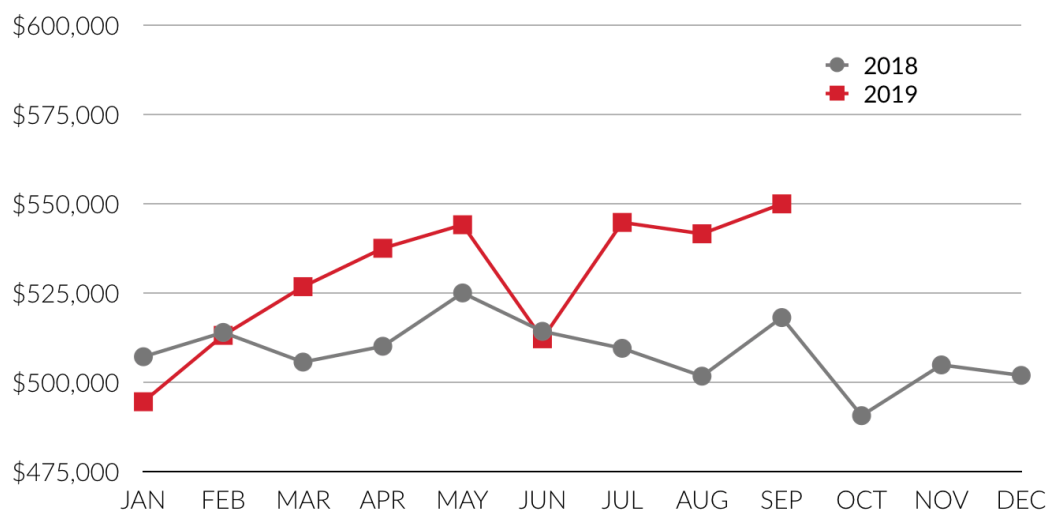
# AVERAGE SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

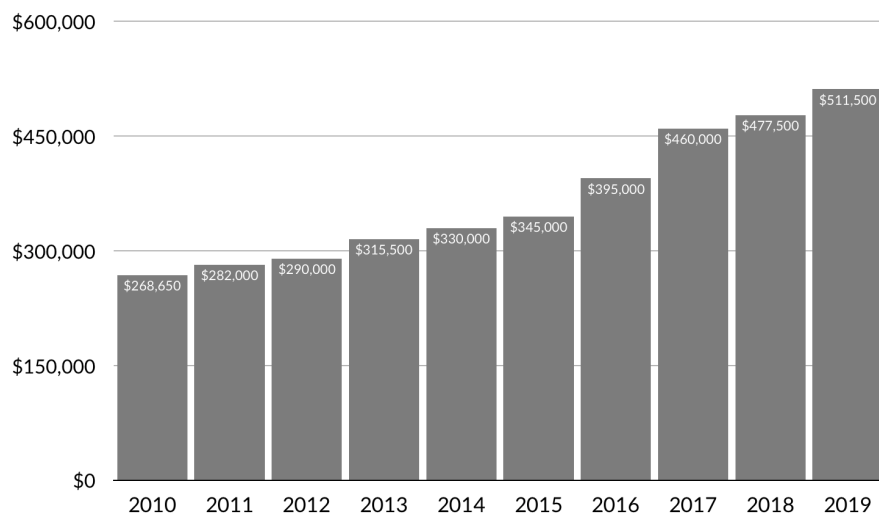




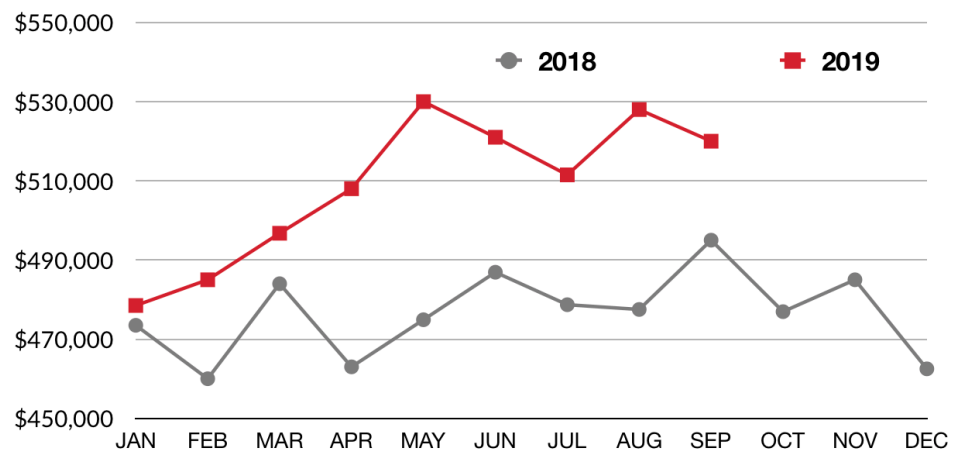
# MEDIAN SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

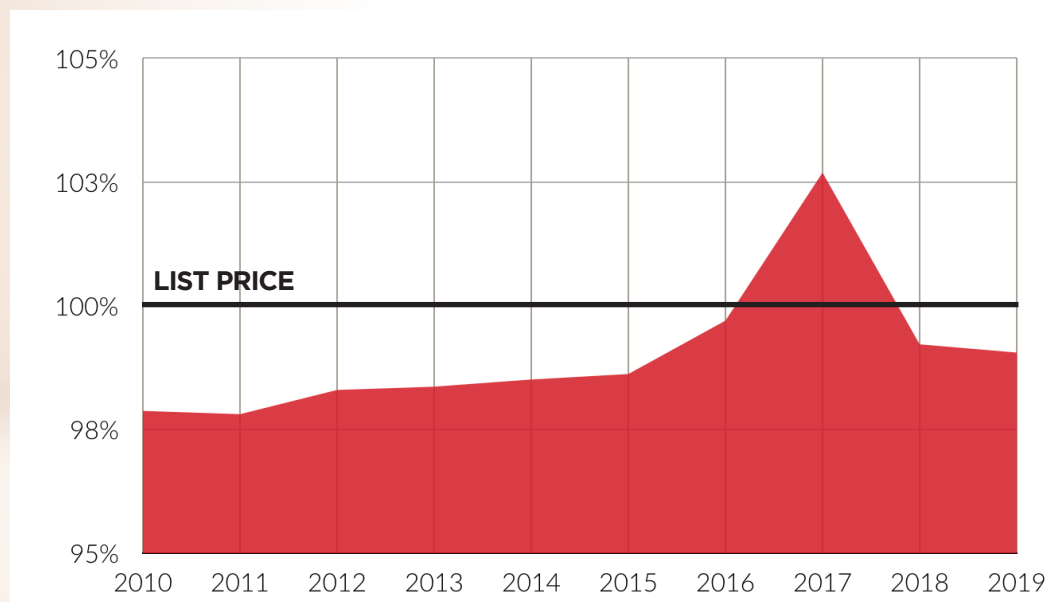


\* Median sale price is based on residential sales (including freehold and condominiums).

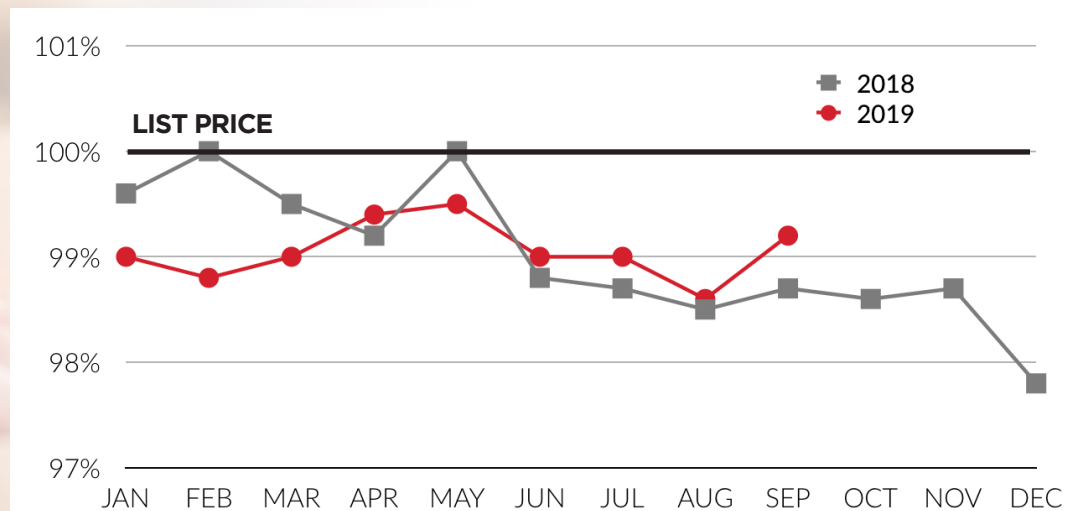
# SALE PRICE vs. LIST PRICE RATIO

## CITY OF GUELPH

### YEAR OVER YEAR



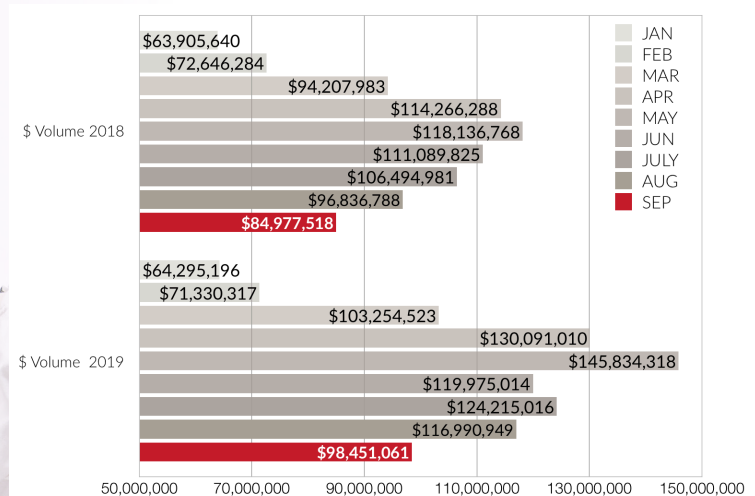
### MONTH OVER MONTH 2018 VS. 2019



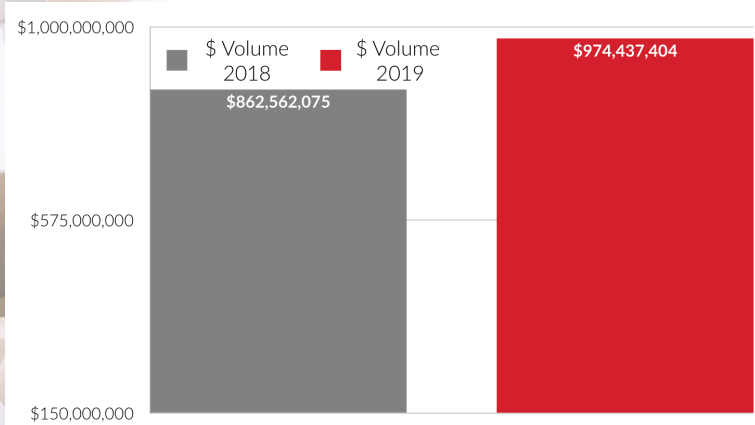
# \$ VOLUME SALES

## CITY OF GUELPH

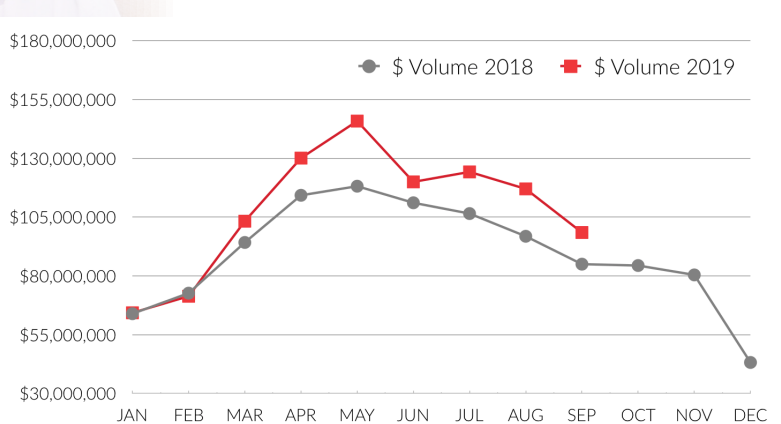
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019



### Month vs. Month 2018 vs. 2019



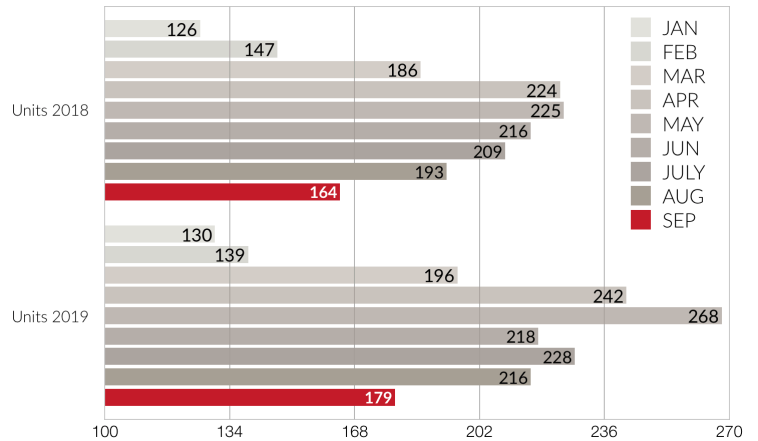




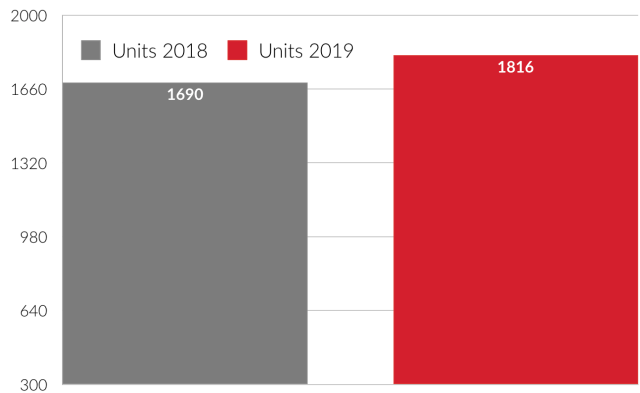
# UNIT SALES

## CITY OF GUELPH

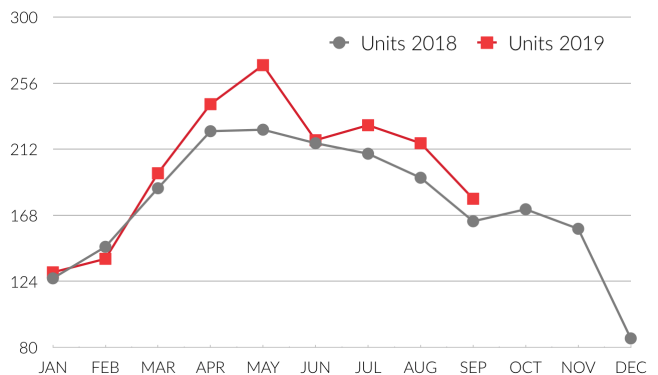
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019

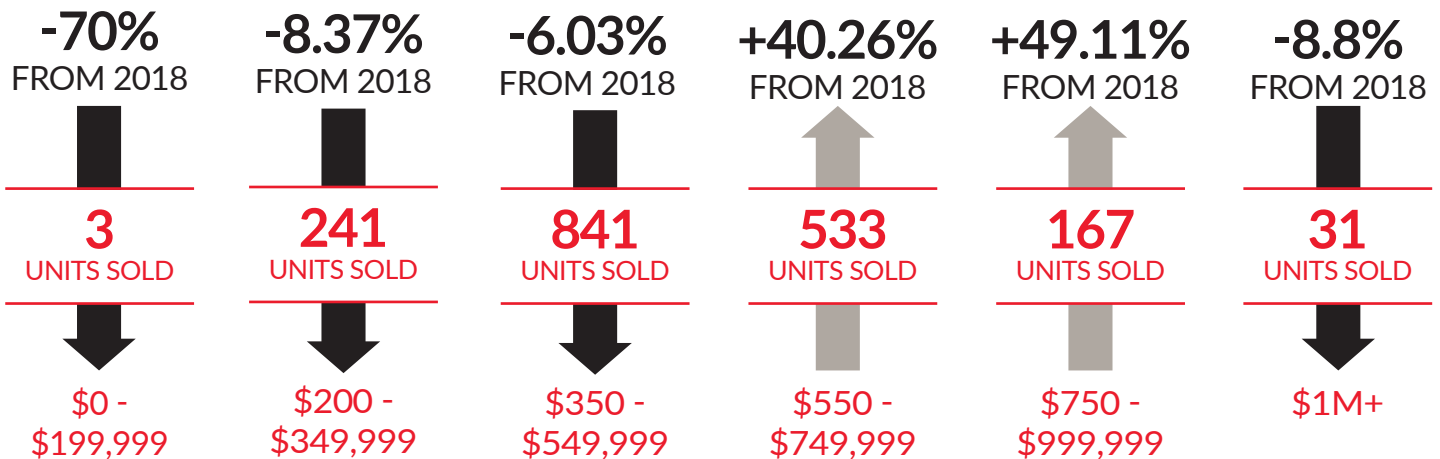


### Month vs. Month 2018 vs. 2019



# SALES BY PRICE BRACKET

## CITY OF GUELPH - YEAR TO DATE



# SALES BY TYPE

## CITY OF GUELPH

### FREEHOLD HOME SALES

+14.72%

YTD  
SALES VOLUME  
\$703,754,344

+8.57%

YTD  
UNIT SALES  
114

+5.80%

YTD AVERAGE  
SALE PRICE  
\$601,499

+13.87%

SEPTEMBER  
SALES VOLUME  
\$69,781,996

+8.57%

SEPTEMBER  
UNIT SALES  
114

### CONDOMINIUM HOME SALES

+8.99%

YTD  
SALES VOLUME  
\$239,936,273

+5.58%

YTD  
UNIT SALES  
605

+3.23%

YTD AVERAGE  
SALE PRICE  
\$396,589

+8.37%

SEPTEMBER  
SALES VOLUME  
\$24,156,725

+5.36%

SEPTEMBER  
UNIT SALES  
59

### VACANT LAND SALES

-72.4%

YTD  
SALES VOLUME  
\$440,000

-75%

YTD  
UNIT SALES  
1

+10.34%

YTD AVERAGE  
SALE PRICE  
\$440,000

DOWN FROM  
\$897,500 0 IN  
SEPTEMBER 2018

SEPTEMBER  
SALES VOLUME  
0

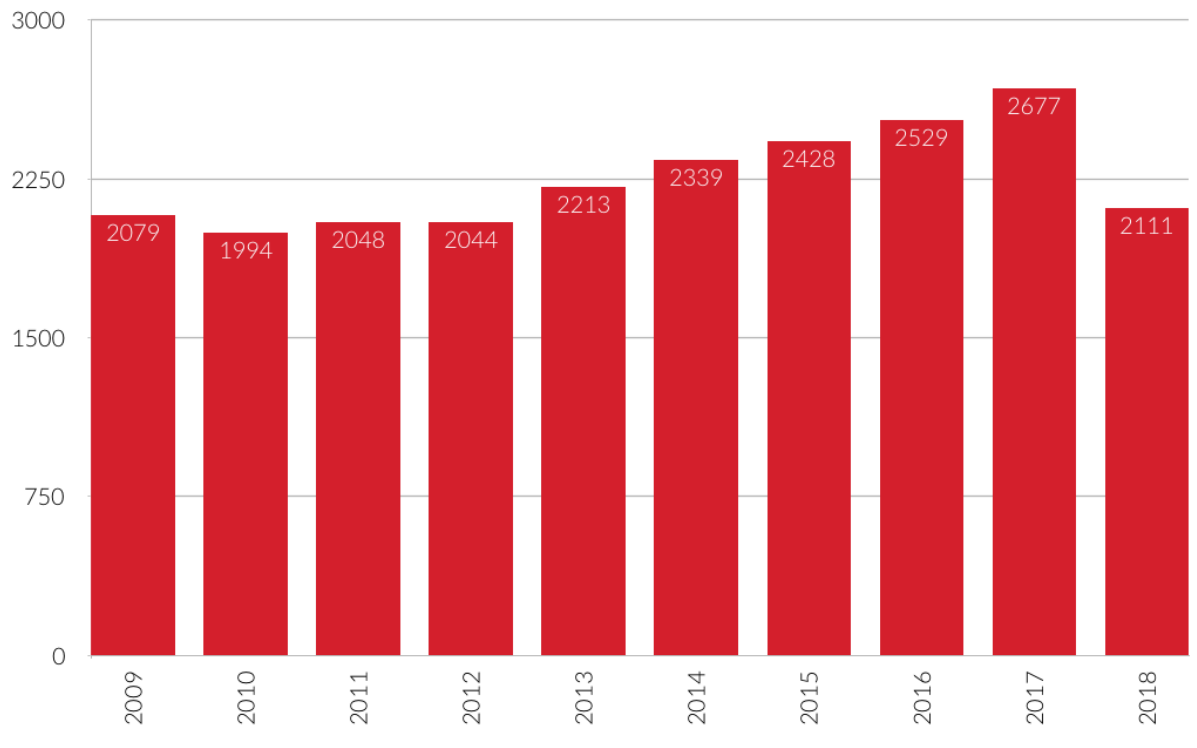
DOWN FROM 2 IN  
SEPTEMBER 2018

SEPTEMBER  
UNIT SALES  
0



# 10 YEAR MARKET ANALYSIS

## CITY OF GUELPH - UNITS SOLD

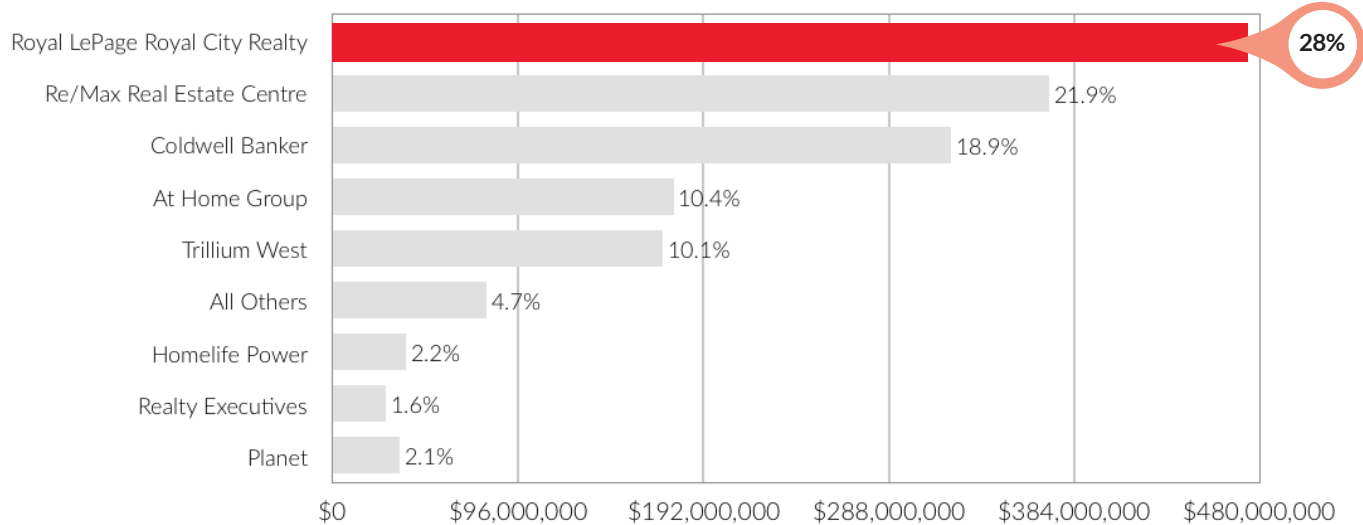


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

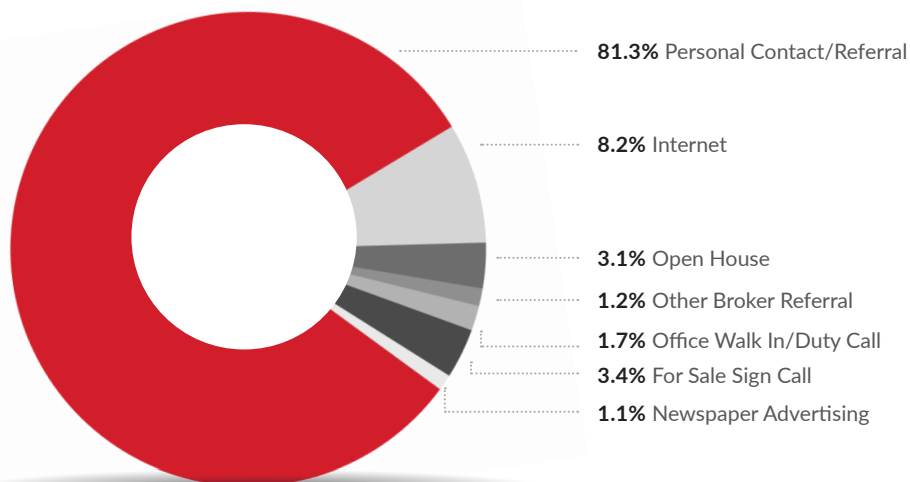
### MARKET SHARE BY \$VOLUME

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

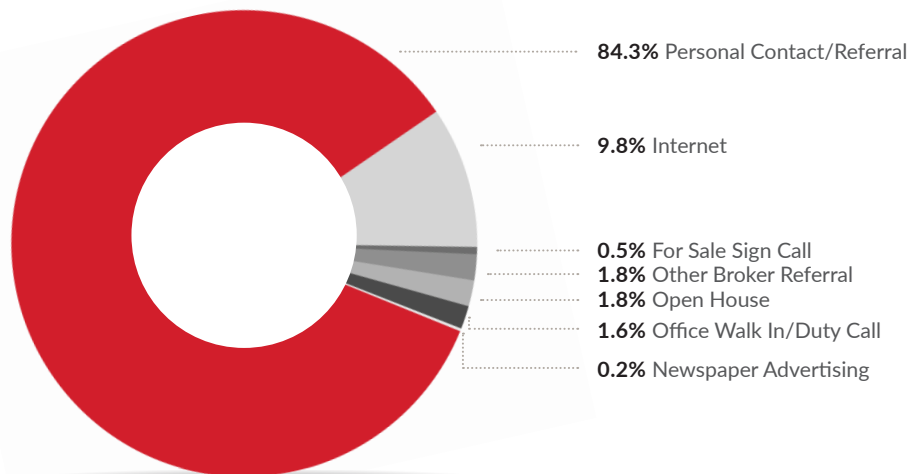


# SOURCE OF BUSINESS

## 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