

# CITY OF GUELPH REAL ESTATE MARKET REPORT

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## OCTOBER 2019

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R-CITY | R-TEAM | R-NUMBERS



## CITY OF GUELPH OVERVIEW

### SELLER'S MARKET

**SALE PRICES AND SALES ACTIVITY CONTINUED TO INCREASE WHILE LISTING ACTIVITY MODERATED IN THE CITY OF GUELPH, PUTTING FURTHER PRESSURE ON PRICES.**



**YEAR-TO-DATE SALES VOLUME OF \$1,087,237,020**

Up **14.81%** from 2018's **\$946,959,375**. Unit sales of **2,018** are up **8.38%** from 2018's **1,862** with **2,994** new listings up **2.6%**, and a **67.40%** sales/listings ratio up **3.59%**.



**OCTOBER SALES VOLUME OF \$112,799,616**

Up **33.65%** from 2018's **\$84,397,300**. Unit sales of **202** are up **17.44%** from last October's **172**, with **244** new listings down **9.63%**, and a **82.79%** sales/listing ratio up **19.08%**.



**YEAR-TO-DATE AVERAGE SALE PRICE OF \$526,761**

Up from **\$509,648** one year ago. Median sale price of **\$514,250** up from **\$477,222** one year ago. Average days-on-market of **25.8** is up **0.7** days from last year.



## OCTOBER Numbers

**MEDIAN SALE PRICE +11.12%**

**\$530,000**

**SALES VOLUME +33.65%**

**\$112,799,616**

**UNIT SALES +17.44%**

**202**

**NEW LISTINGS -9.63%**

**244**

**EXPIRED LISTINGS +31.58%**

**25**

**UNIT SALES/LISTINGS RATIO +19.08%**

**82.79%**

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



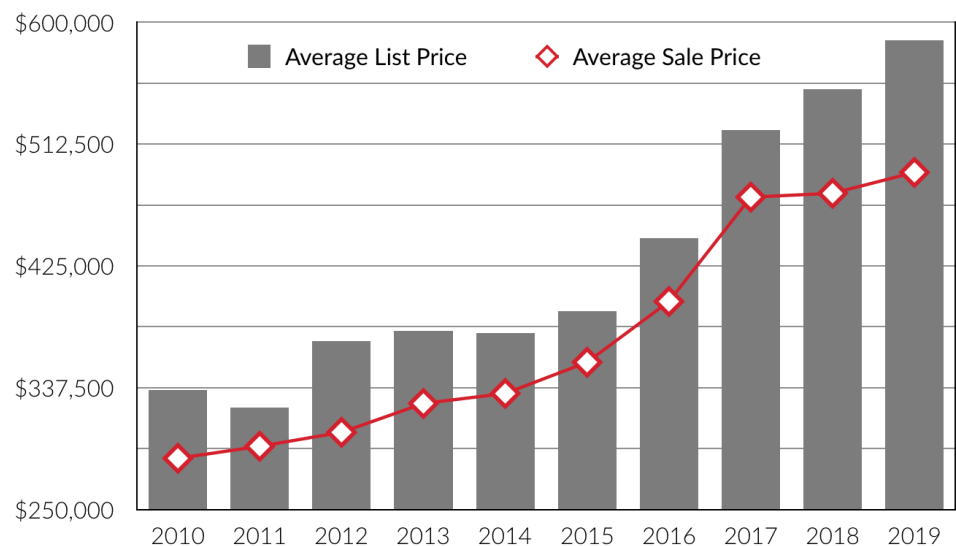
Table 1:  
City of Guelph MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019  
Year

Year Over Year	2017	2018	2019	2018-2019
Year-To-Date (YTD) Sales Volume	\$1,073,752,795	\$946,959,375	\$1,087,237,020	+14.81%
YTD Unit Sales	2,096	1,862	2,018	+8.38%
YTD New Listings	2,956	2,918	2,994	+2.6%
YTD Sales/Listings Ratio	70.91%	63.81%	67.4%	+3.59%
YTD Expired Listings	208	239	282	+17.99%
October Sales Volume	\$92,949,750	\$84,397,300	\$112,799,616	+33.65%
October Unit Sales	182	172	202	+17.44%
October New Listings	249	270	244	-9.63%
October Sales/Listings Ratio	73.09%	63.7%	82.79%	+19.08%
October Expired Listings	32	19	25	+31.58%
YTD Sales: \$0-\$199K	35	14	3	-78.57%
YTD Sales: \$200K-\$349K	329	291	263	-9.62%
YTD Sales: \$350K-\$549K	1306	978	928	-5.11%
YTD Sales: \$550K-\$749K	486	427	602	+40.98%
YTD Sales: \$750K-\$999K	157	121	185	+52.89%
YTD Sales: \$1M+	51	35	37	+5.7%
YTD Average Days-On-Market	19.6	25.1	25.8	+2.79%
YTD Average Sale Price	\$506,482	\$509,648	\$526,761	+3.36%
YTD Median Sale Price	\$469,750	\$477,222	\$514,250	+7.76%

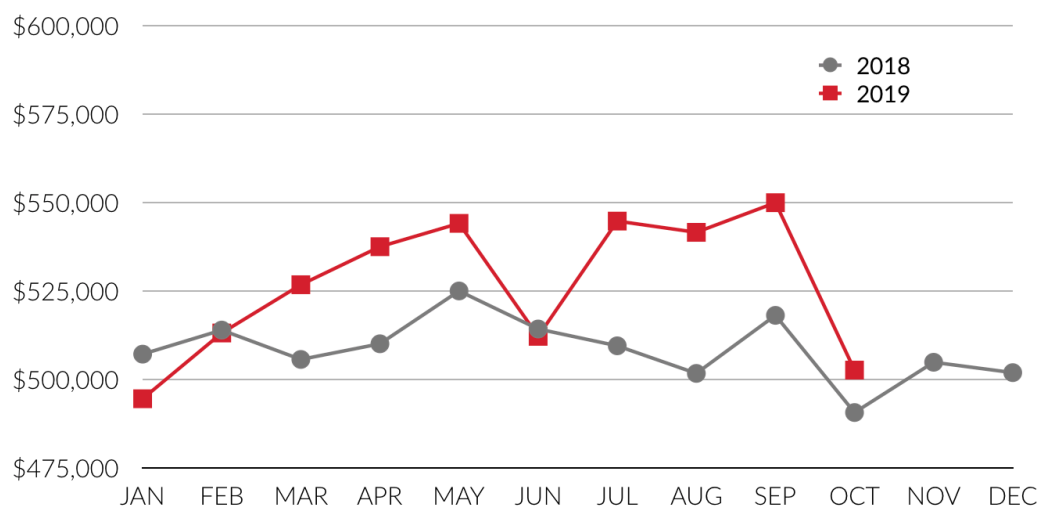
# AVERAGE SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



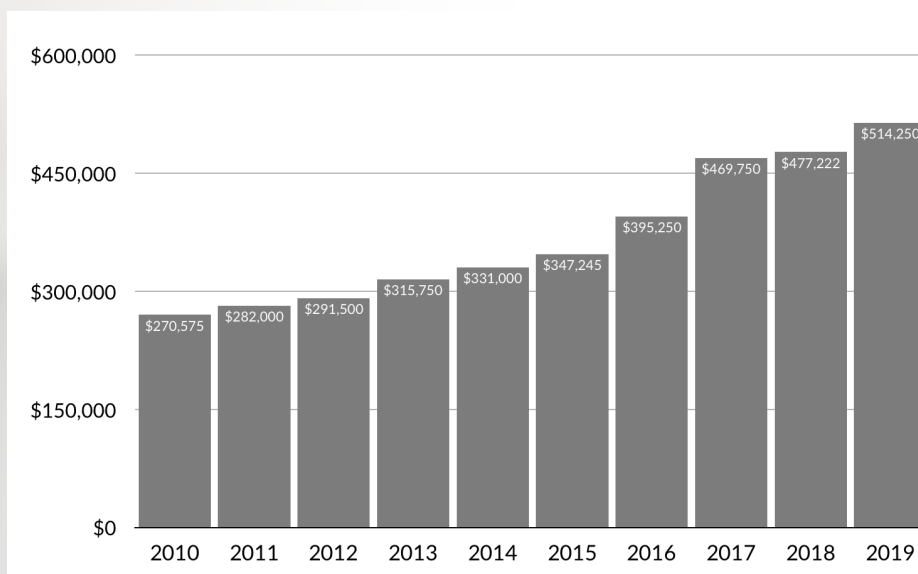
### MONTH OVER MONTH 2018 VS. 2019



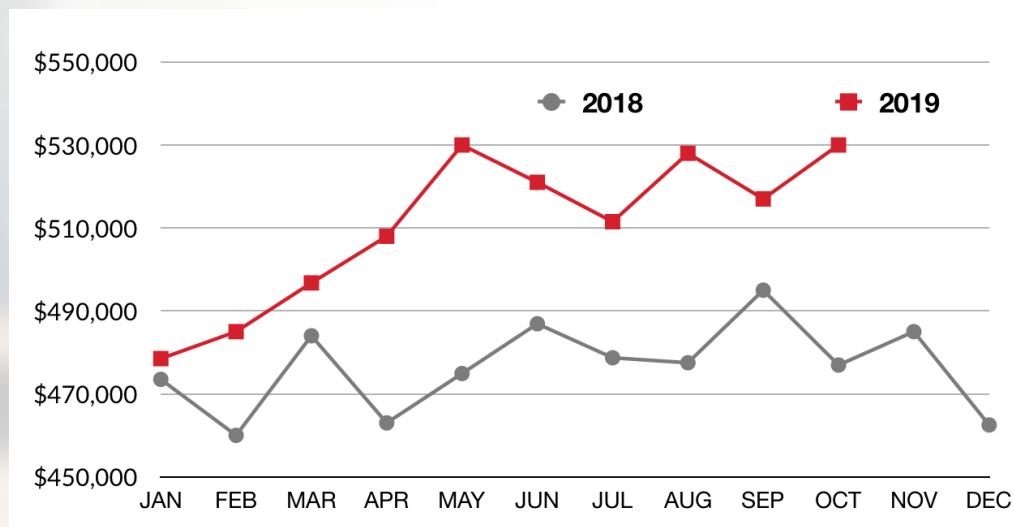
# MEDIAN SALE PRICE

## CITY OF GUELPH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

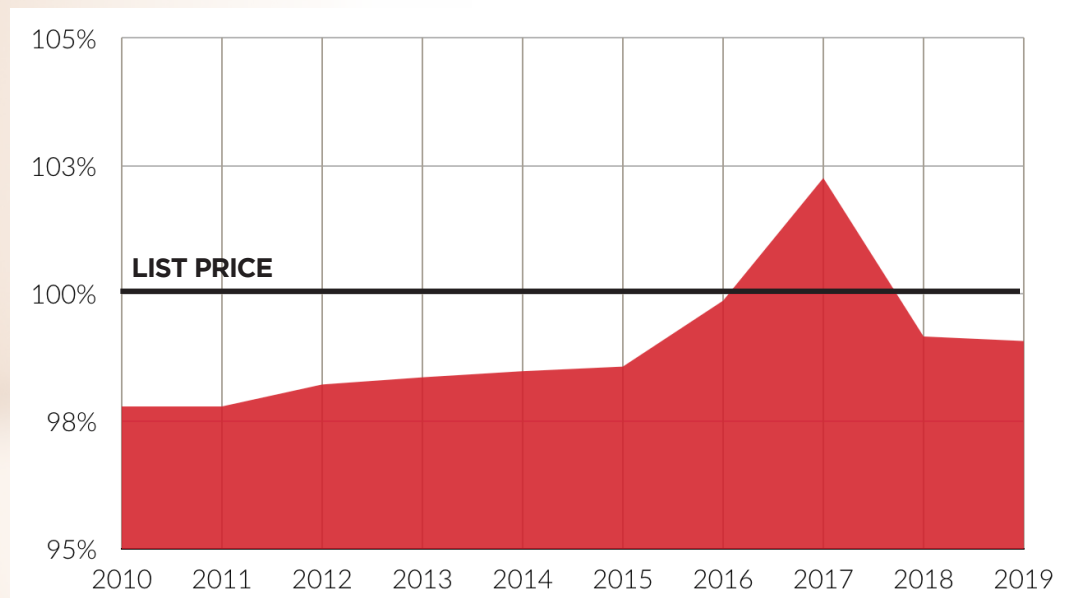


\* Median sale price is based on residential sales (including freehold and condominiums).

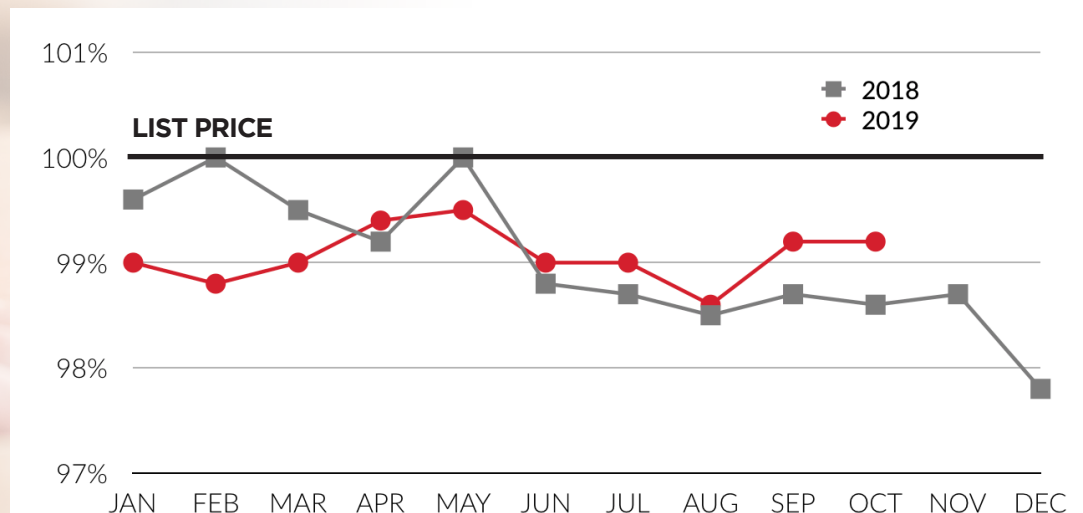
# SALE PRICE vs. LIST PRICE RATIO

## CITY OF GUELPH

### YEAR OVER YEAR



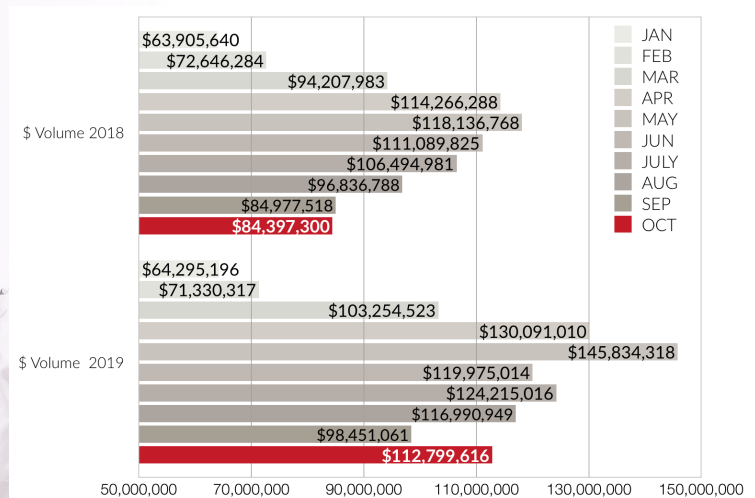
### MONTH OVER MONTH 2018 VS. 2019



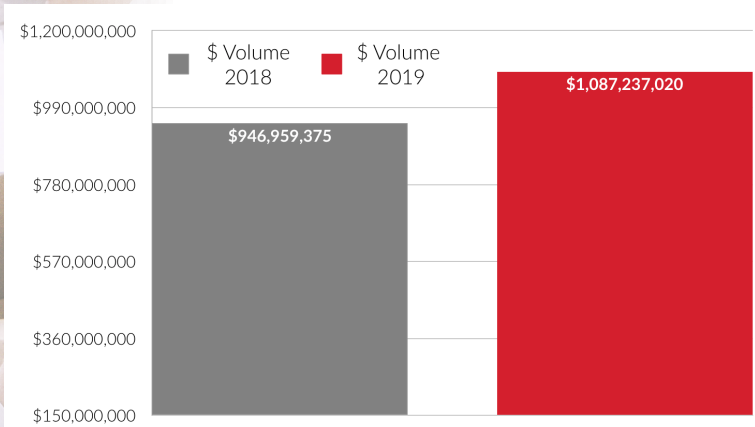
# \$ VOLUME SALES

## CITY OF GUELPH

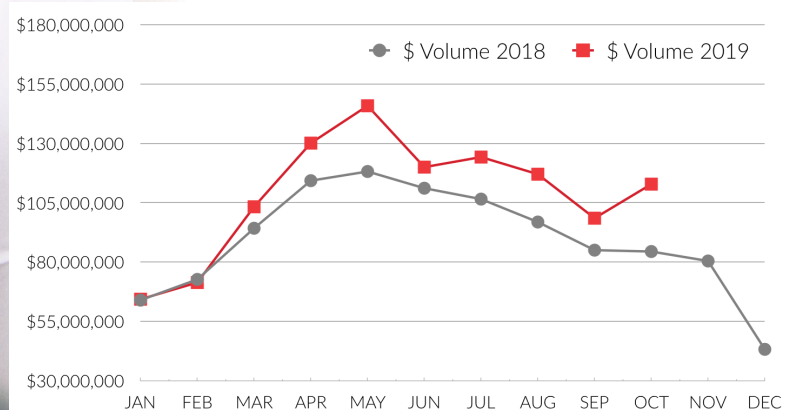
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019



### Month vs. Month 2018 vs. 2019

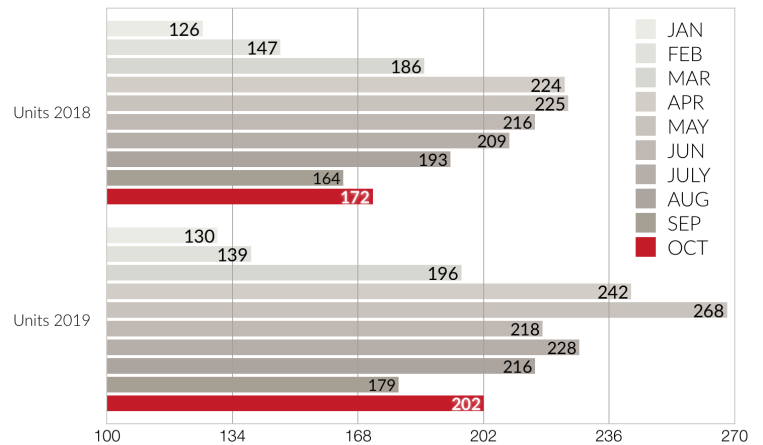




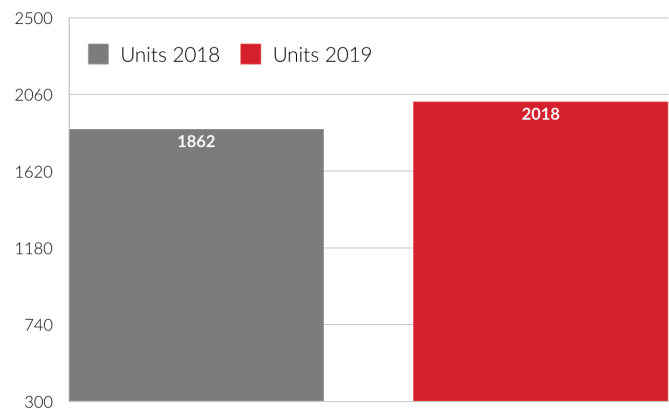
# UNIT SALES

## CITY OF GUELPH

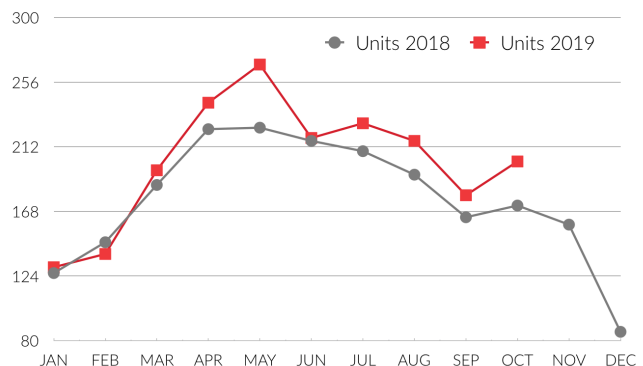
### Monthly Comparison 2018 vs. 2019



### 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

+16.81%

YTD  
SALES VOLUME  
\$786,657,645

+10.21%

YTD  
UNIT SALES  
1,306

+5.99%

YTD AVERAGE  
SALE PRICE  
\$602,341

+38.22%

OCTOBER  
SALES VOLUME  
\$82,903,301

+28.3%

OCTOBER  
UNIT SALES  
136

### CONDOMINIUM HOME SALES

+8.97%

YTD  
SALES VOLUME  
\$265,125,038

+4.72%

YTD  
UNIT SALES  
665

+4.05%

YTD AVERAGE  
SALE PRICE  
\$398,684

+8.71%

OCTOBER  
SALES VOLUME  
\$25,188,765

-3.23%

OCTOBER  
UNIT SALES  
60

### VACANT LAND SALES

-61.3%

YTD  
SALES VOLUME  
\$891,250

-66.7%

YTD  
UNIT SALES  
2

+16%

YTD AVERAGE  
SALE PRICE  
\$445,625

-36.4%

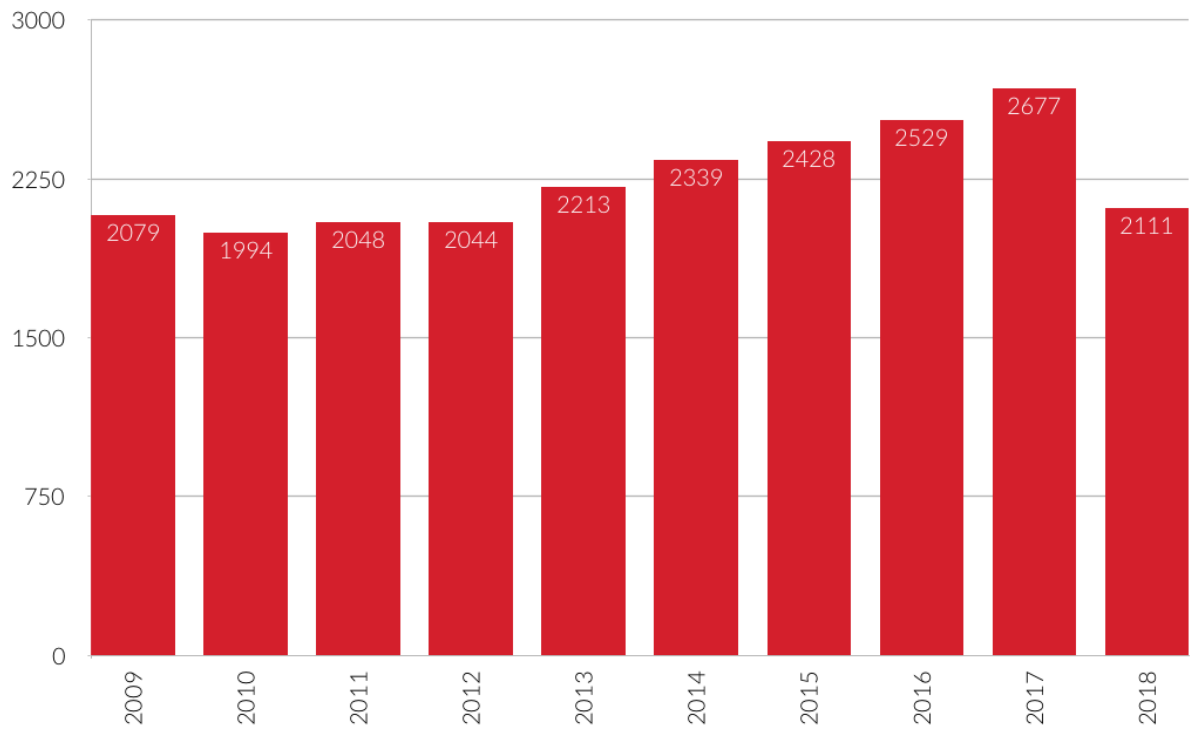
OCTOBER  
SALES VOLUME  
\$451,250

-50%

OCTOBER  
UNIT SALES  
1

# 10 YEAR MARKET ANALYSIS

## CITY OF GUELPH - UNITS SOLD

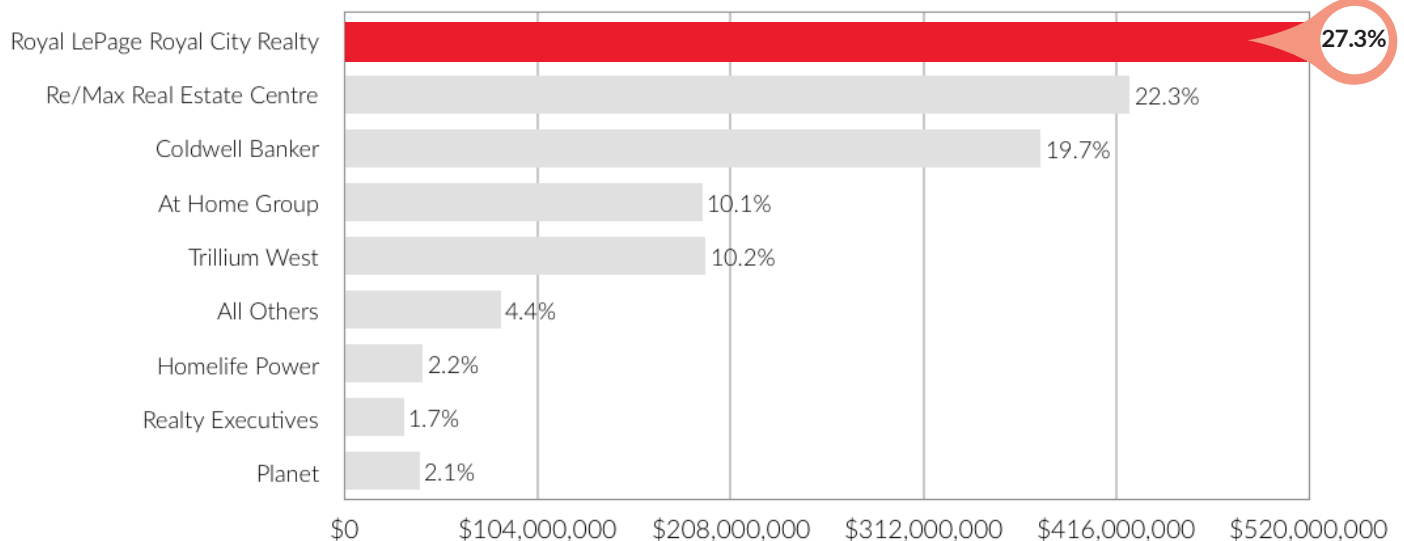


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

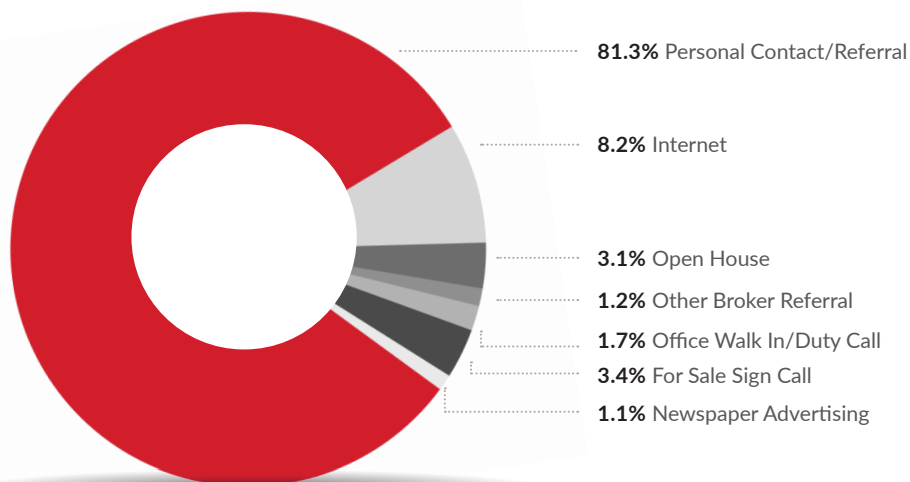
### MARKET SHARE BY \$VOLUME

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

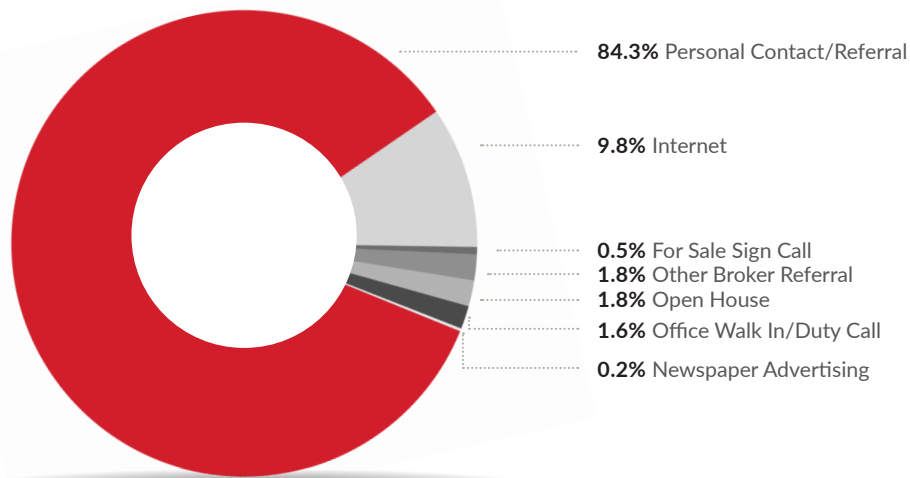


# SOURCE OF BUSINESS

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



## SOURCE OF LISTINGS 2018 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