

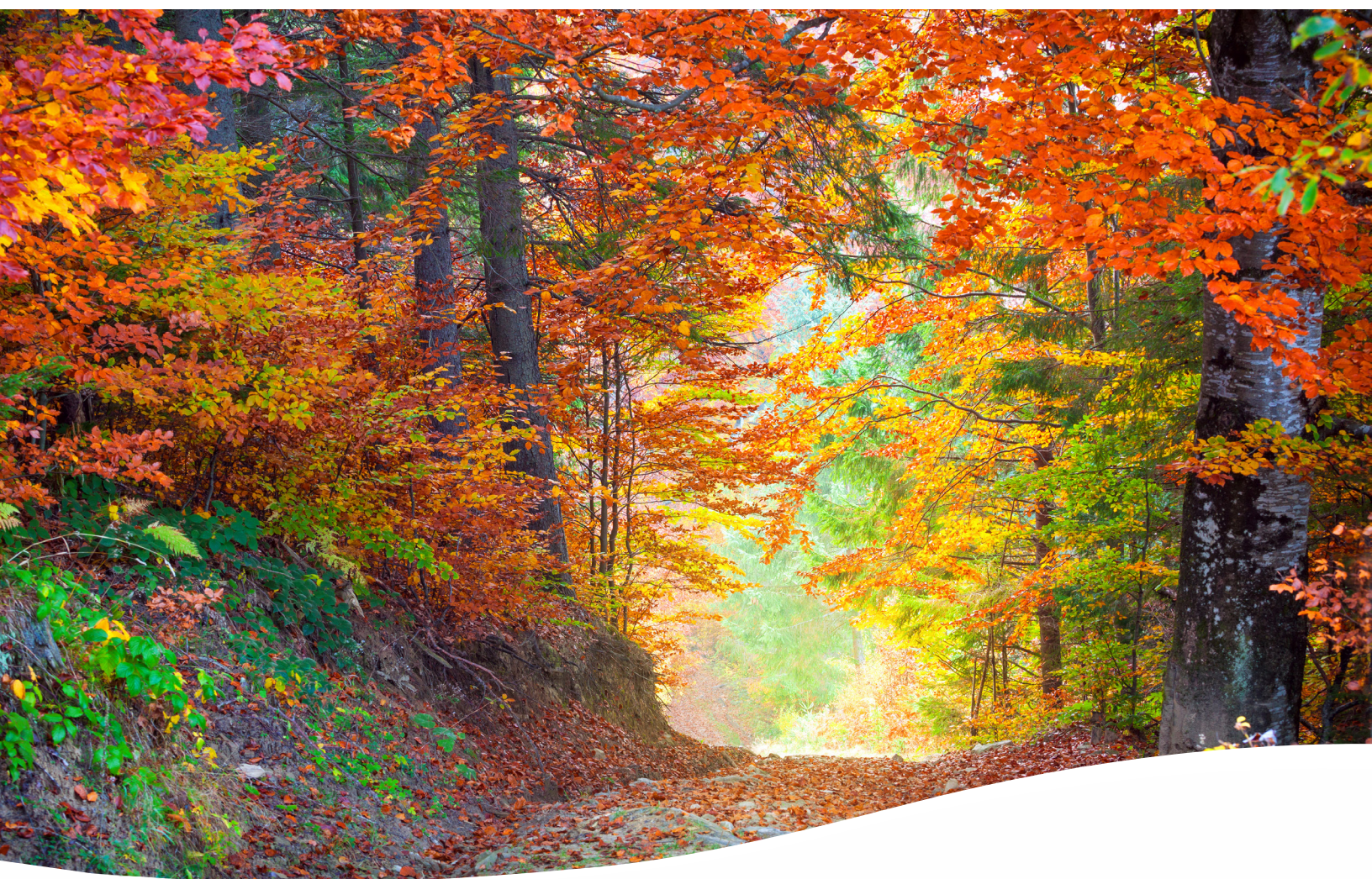
# PUSLINCH REAL ESTATE MARKET REPORT

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## OCTOBER 2019

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R-CITY | R-TEAM | R-NUMBERS





## PUSLINCH OVERVIEW

# BALANCED MARKET

AFTER LAST MONTH'S INCREASE IN SALES ACTIVITY, UNIT SALES SLOWED DOWN WHILE INVENTORY CREPT UP IN THIS SMALL SAMPLE SIZE.



### YEAR-TO-DATE SALES VOLUME OF \$114,829,594

Up 39.02% from 2018's \$82,597,434. Unit sales of 118 are up 22.92% from 2018's 96, with 291 new listings up 36.62%, and a 40.55% sales/listings ratio down 4.52%.



### OCTOBER SALES VOLUME OF \$9,366,000

Up 4.64% from 2018's \$8,951,000. Unit sales of 11 are down 8.33% from last October's 12, with 27 new listings up 22.73%, and a 40.74% sales/listing ratio down 32.94%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$982,482

Up from \$854,637 one year ago. Median sale price of \$947,250 up from \$860,350 one year ago. Average days-on-market of 64.7 is up 18.3 days from last year.



## OCTOBER Numbers

MEDIAN SALE PRICE -4.92%

**\$870,000**

SALES VOLUME +4.64%

**\$9,366,000**

UNIT SALES -8.33%

**11**

NEW LISTINGS +22.73%

**27**

EXPIRED LISTINGS +55.56%

**14**

UNIT SALES/LISTINGS RATIO -32.94%

**40.74%**

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:  
Puslinch MLS Sales and Listing Summary  
2017 vs. 2018 vs. 2019

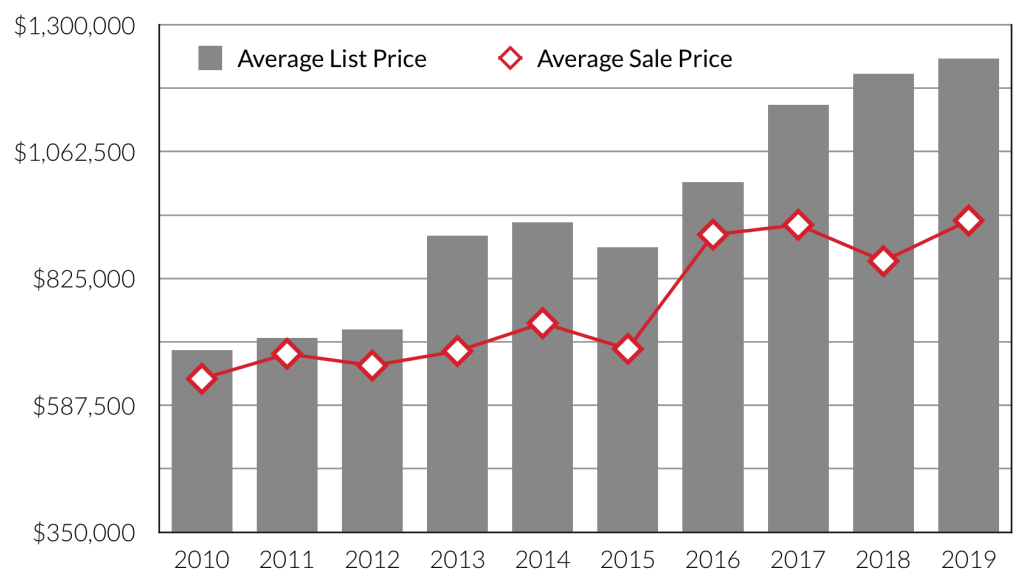
Year-Over-Year	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$100,873,836	\$82,597,434	\$114,829,594	+39.02%
YTD Unit Sales	105	96	118	+22.92%
YTD New Listings	181	213	291	+36.62%
YTD Sales/Listings Ratio	58.01%	45.07%	40.55%	-4.52%
YTD Expired Listings	34	44	66	+50%
October Volume Sales	\$4,220,900	\$8,951,000	\$9,366,000	+4.64%
October Unit Sales	5	12	11	-8.33%
October New Listings	12	22	27	+22.73%
October Sales/Listings Ratio	50%	73.68%	40.74%	-32.94%
October Expired Listings	8	9	14	+55.56%
YTD Sales: Under \$0-\$199K	3	4	7	+75%
YTD Sales: Under \$200K-\$349K	14	9	5	-44.44%
YTD Sales: Under \$350K-\$549K	12	16	24	+50%
YTD Sales: Under \$550K-\$749K	9	13	10	-23.08%
YTD Sales: Under \$750K-\$999K	21	23	22	-4.35%
YTD Sales: \$1M+	46	31	50	+61.29%
YTD Average Days-On-Market	54.3	46.4	64.7	+39.44%
YTD Average Sale Price	\$969,031	\$854,637	\$982,482	+14.96%
YTD Median Sale Price	\$819,750	\$860,350	\$947,250	+10.10%

NOTE: All MLS® sales data in this report comes from the Guelph District Association of REALTORS®.

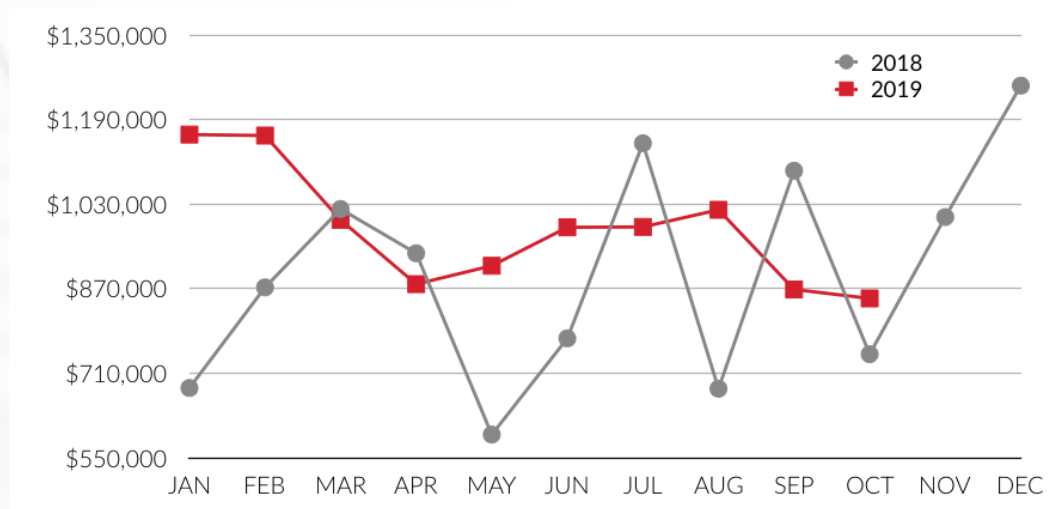
# AVERAGE SALE PRICE

PUSLINCH

## YEAR OVER YEAR



## MONTH OVER MONTH 2018 VS. 2019

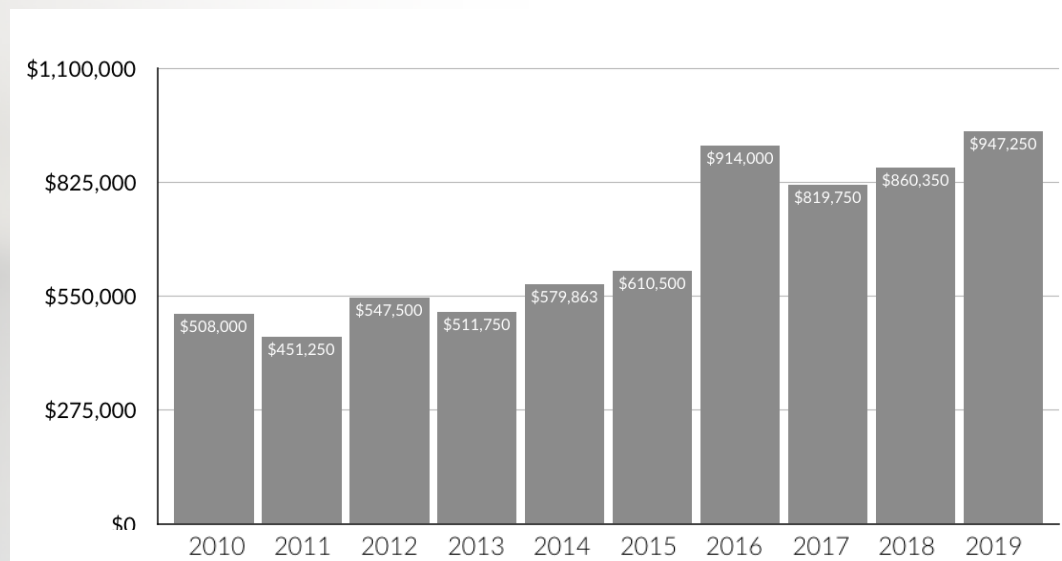




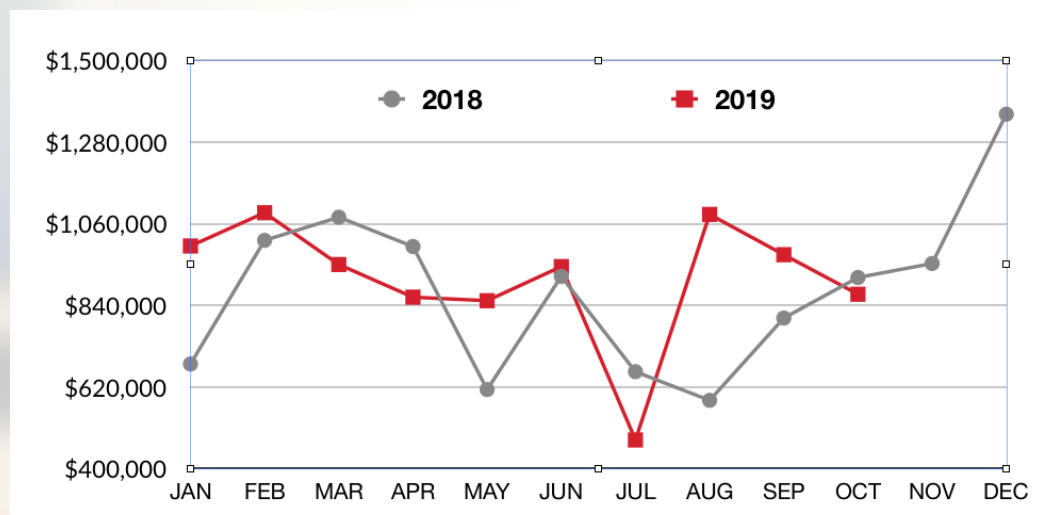
# MEDIAN SALE PRICE

## PUSLINCH

### YEAR OVER YEAR



### MONTH OVER MONTH 2018 VS. 2019

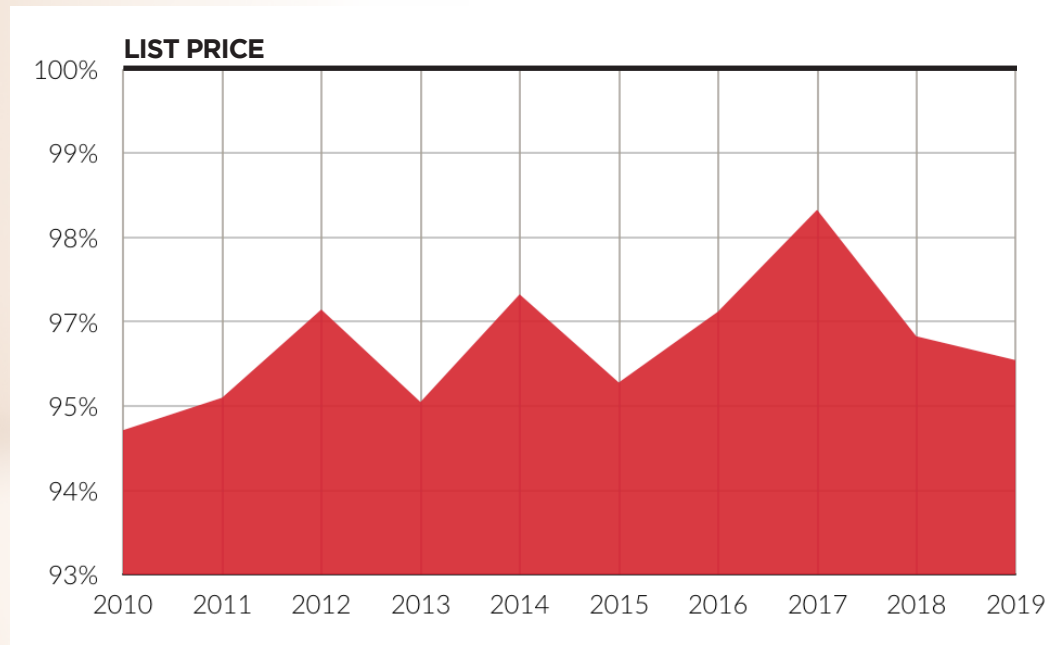


\* Median sale price is based on residential sales (including freehold and condominiums).

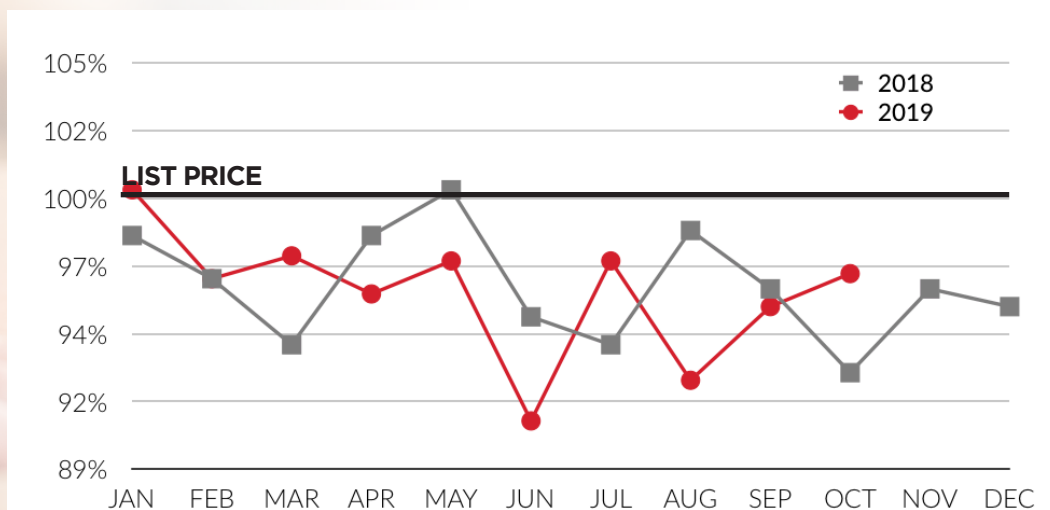
# SALE PRICE vs. LIST PRICE RATIO

PUSLINCH

## YEAR OVER YEAR



## MONTH OVER MONTH 2018 VS. 2019

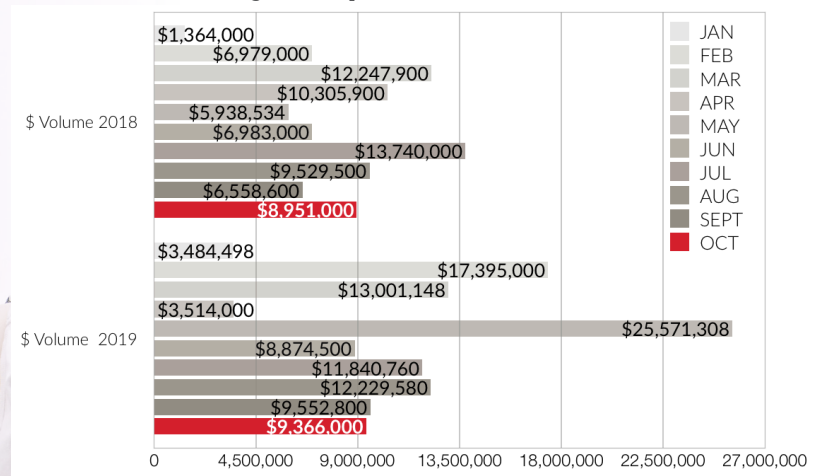




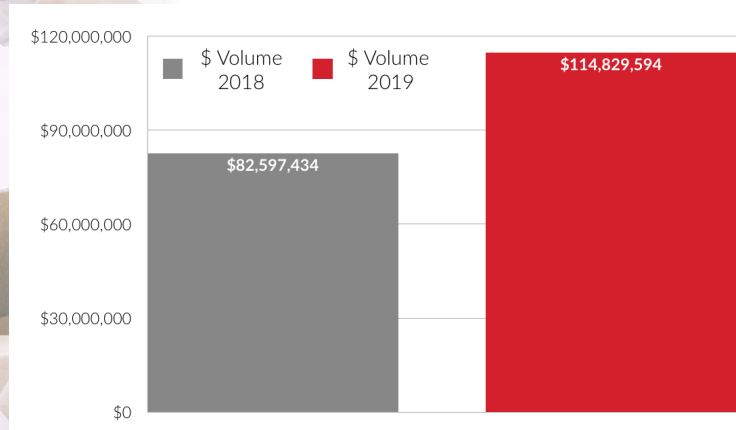
# \$ VOLUME SALES

## PUSLINCH

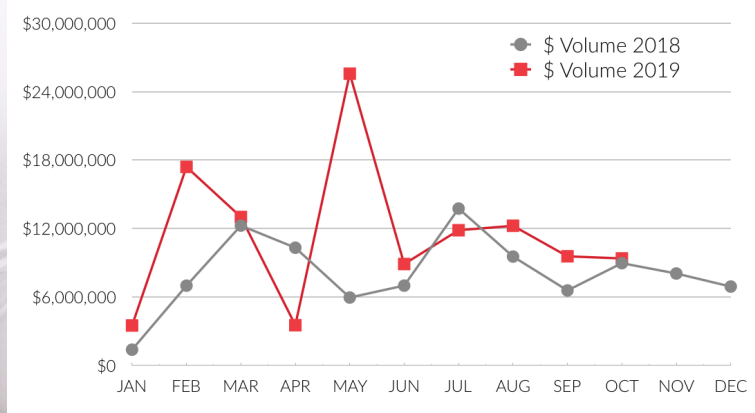
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019



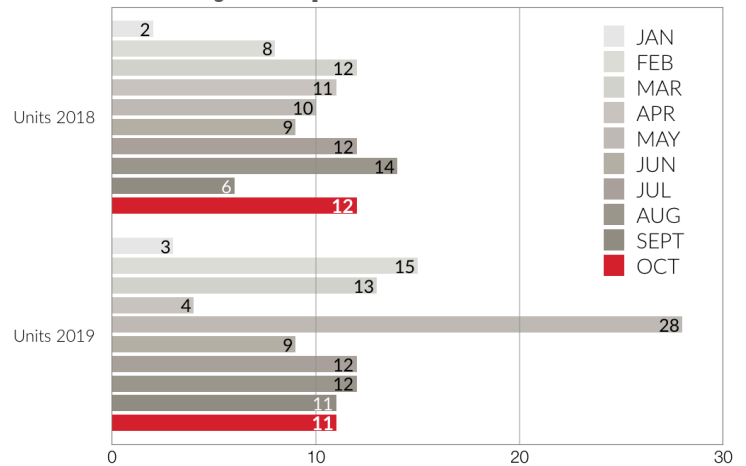
Month vs. Month 2018 vs. 2019



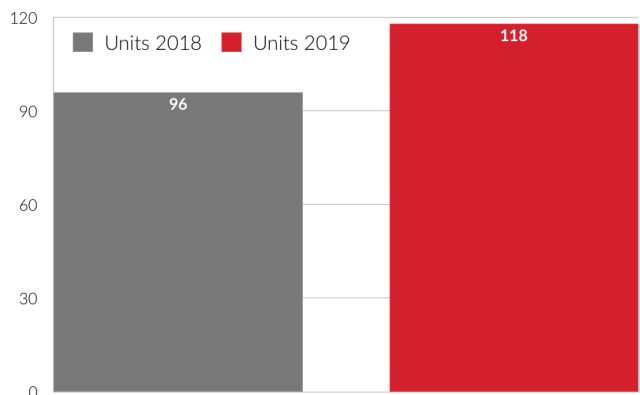
# UNIT SALES

## PUSLINCH

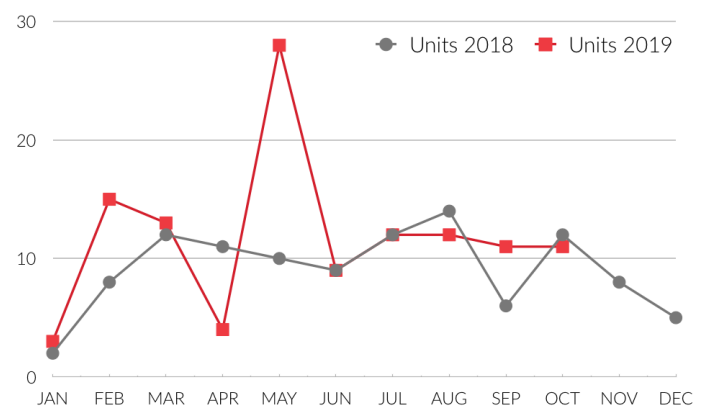
### Monthly Comparison 2018 vs. 2019



### Yearly Totals 2018 vs. 2019



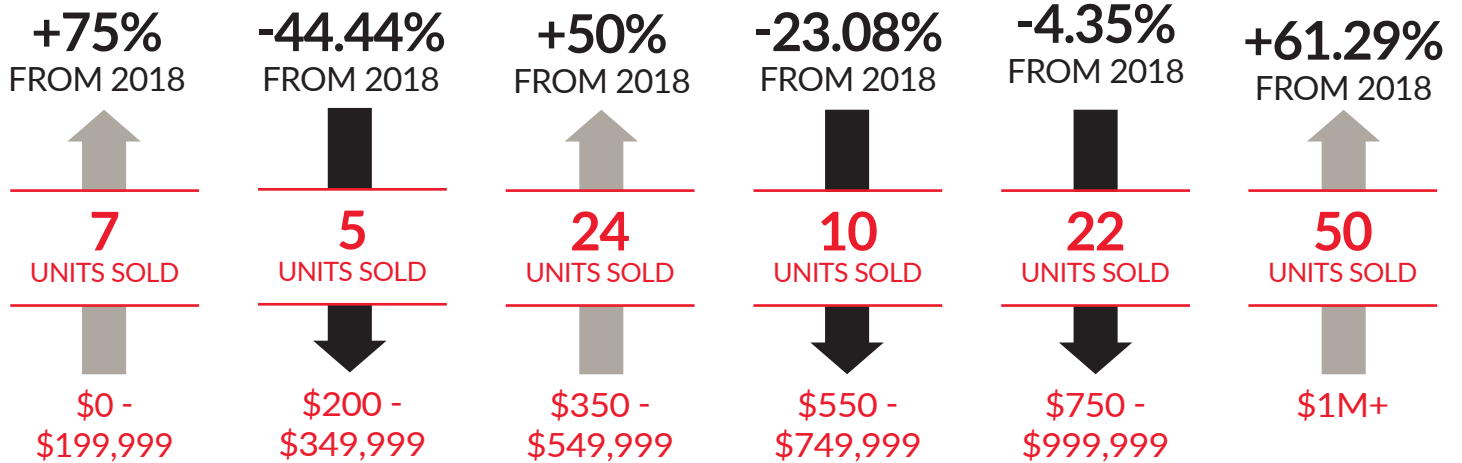
### Month vs. Month 2018 vs. 2019





# SALES BY PRICE BRACKET

PUSLINCH- YEAR TO DATE



# SALES BY TYPE

## PUSLINCH

### FREEHOLD HOME SALES

+45.86%

YTD  
SALES VOLUME  
\$89,530,594

+34.78%

YTD  
UNIT SALES  
93

+8.22%

YTD AVERAGE  
SALE PRICE  
\$962,695

+9.84%

OCTOBER  
SALES VOLUME  
\$7,266,000

+14.29%

OCTOBER  
UNIT SALES  
8

### CONDOMINIUM HOME SALES

-6.7%

YTD  
SALES VOLUME  
\$3,151,000

-62.5%

YTD  
UNIT SALES  
3

+148.8%

YTD AVERAGE  
SALE PRICE  
\$1,050,333

NO CHANGE

OCTOBER  
SALES VOLUME  
0

NO CHANGE

OCTOBER  
UNIT SALES  
0

### VACANT LAND SALES

+7.87%

YTD  
SALES VOLUME  
\$8,818,000

NO CHANGE

YTD  
UNIT SALES  
14

+7.87%

YTD AVERAGE  
SALE PRICE  
\$629,857

-10.1%

OCTOBER  
SALES VOLUME  
\$2,100,000

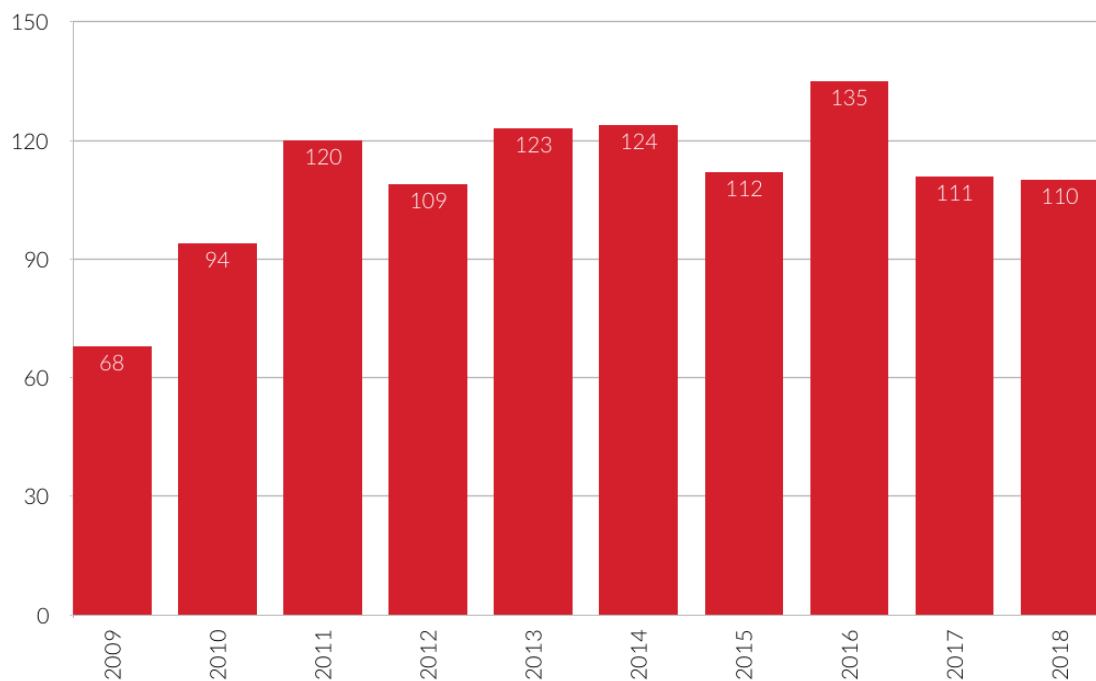
-40%

OCTOBER  
UNIT SALES  
3



# 10 YEAR MARKET ANALYSIS

## PUSLINCH - UNITS SOLD

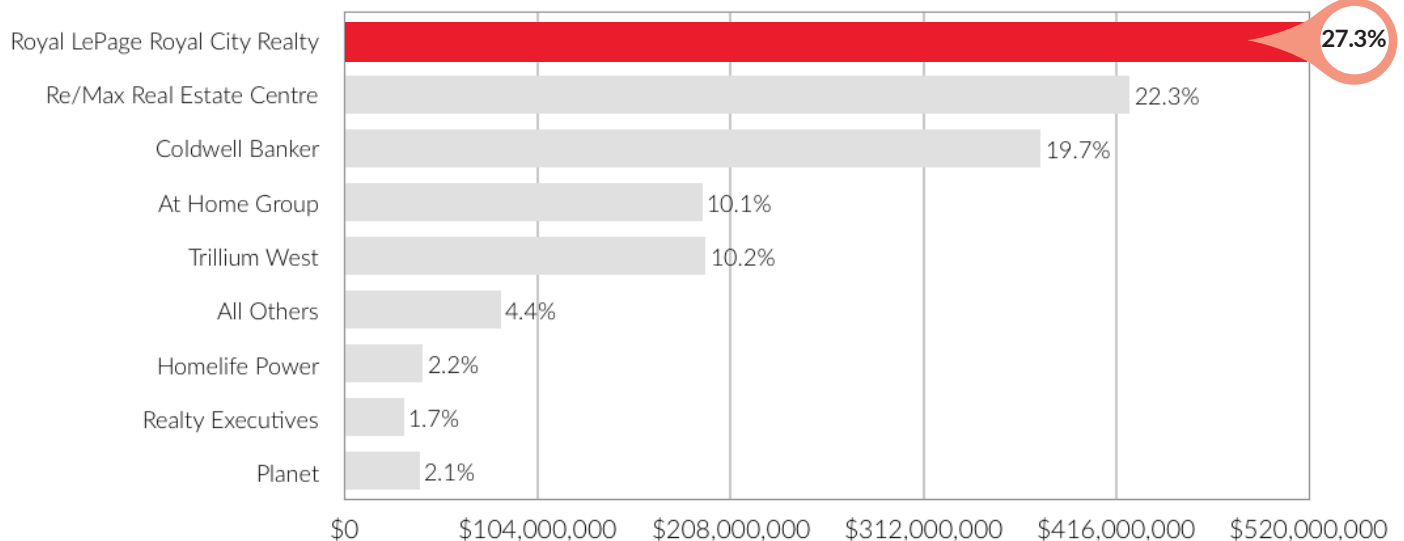


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

### MARKET SHARE BY \$VOLUME

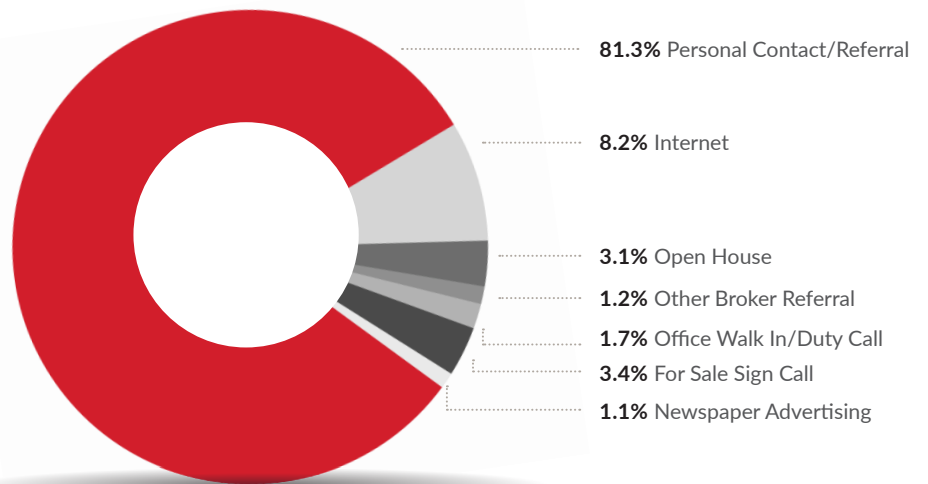
Listing Selling Ends Combined for GUELPH BASED COMPANIES  
January - October 2019



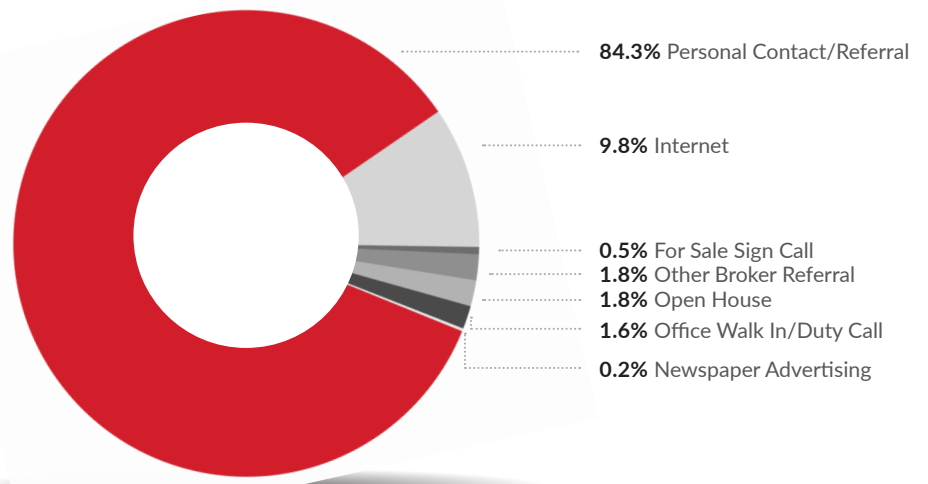


# SOURCE OF BUSINESS

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



## SOURCE OF LISTINGS 2018 WHERE OUR LISTINGS COME FROM



# OUR LOCATIONS

## 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