

CITY OF GUELPH REAL ESTATE MARKET REPORT

DECEMBER 2019

R-CITY | R-TEAM | R-NUMBERS



CITY OF GUELPH OVERVIEW

SELLER'S MARKET

A STRONG MARKET CAPPED OFF A STRONG YEAR FOR SALES AND FOR THE SECOND CONSECUTIVE MONTH, THERE WERE MORE UNIT SALES THAN LISTINGS ON THE MARKET AND SALES VOLUME AND PRICES CONTINUED TO INCREASE.



YEAR-TO-DATE SALES VOLUME OF \$1,244,421,258

Up 16.24% from 2018's \$1,070,539,340. Unit sales of 2,303 are up 9.3% from 2018's 2,107 with 3,255 new listings up 2.81%, and a 70.75% sales/listings ratio up 4.2%.



DECEMBER SALES VOLUME OF \$59,961,855

Up 38.9% from 2018's \$43,168,649. Unit sales of 107 are up 24.42% from last December's 86, with 85 new listings up 34.92%, and a 125.88% sales/listing ratio up 62.18%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$539,066

Up from \$508,611 one year ago. Median sale price of \$518,500 up from \$477,222 one year ago. Average days-on-market of 27 is up 0.25 days from last year.



DECEMBER Numbers

MEDIAN SALE PRICE +12.43%

\$520,000

SALES VOLUME +38.9%

\$59,961,855

UNIT SALES +24.42%

107

NEW LISTINGS +34.92%

85

EXPIRED LISTINGS +31.25%

42

UNIT SALES/LISTINGS RATIO +38.09%

101.8%

* Year over year comparison
(December 2018 to December 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 - December 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	\$1,206,291,854	\$1,070,539,340	\$1,244,421,258	+16.24%
YTD Unit Sales	2,367	2,107	2,303	+9.3%
YTD New Listings	3,232	3,166	3,255	+2.81%
YTD Sales/Listings Ratio	73.24%	66.55%	70.75%	+4.2%
YTD Expired Listings	258	291	342	+17.53%
December Sales Volume	\$55,602,159	\$43,168,649	\$59,961,855	+38.9%
December Unit Sales	115	86	107	+24.42%
December New Listings	88	63	85	+34.92%
December Sales/Listings Ratio	73.09%	63.7%	125.88%	+62.18%
December Expired Listings	28	32	42	+31.25%
YTD Sales: \$0-\$199K	37	14	5	-64.29%
YTD Sales: \$200K-\$349K	379	335	283	-15.52%
YTD Sales: \$350K-\$549K	1,489	1,103	1,073	-2.7%
YTD Sales: \$550K-\$749K	549	488	687	+40.78%
YTD Sales: \$750K-\$999K	168	130	207	+59.23%
YTD Sales: \$1M+	55	41	48	+17.1%
YTD Average Days-On-Market	21.08	26.75	27	+0.93%
YTD Average Sale Price	\$503,458	\$508,611	\$539,066	+5.99%
YTD Median Sale Price	\$464,350	\$477,222	\$518,500	+8.65%

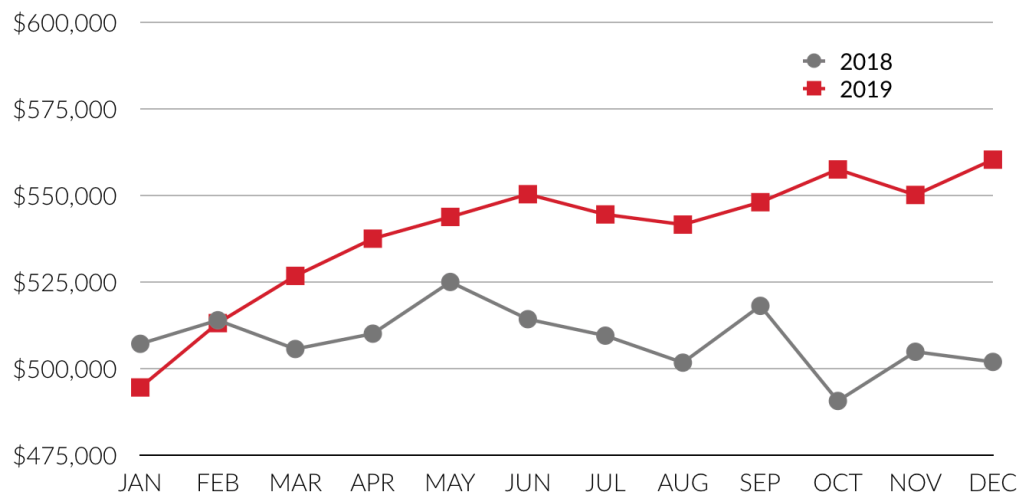
AVERAGE SALE PRICE

CITY OF GUELPH

YEAR OVER YEAR



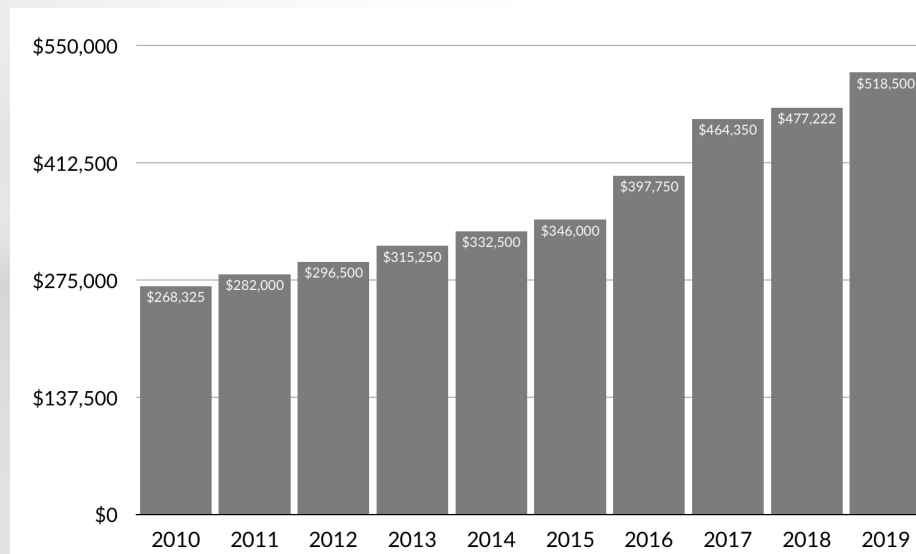
MONTH OVER MONTH 2018 VS. 2019



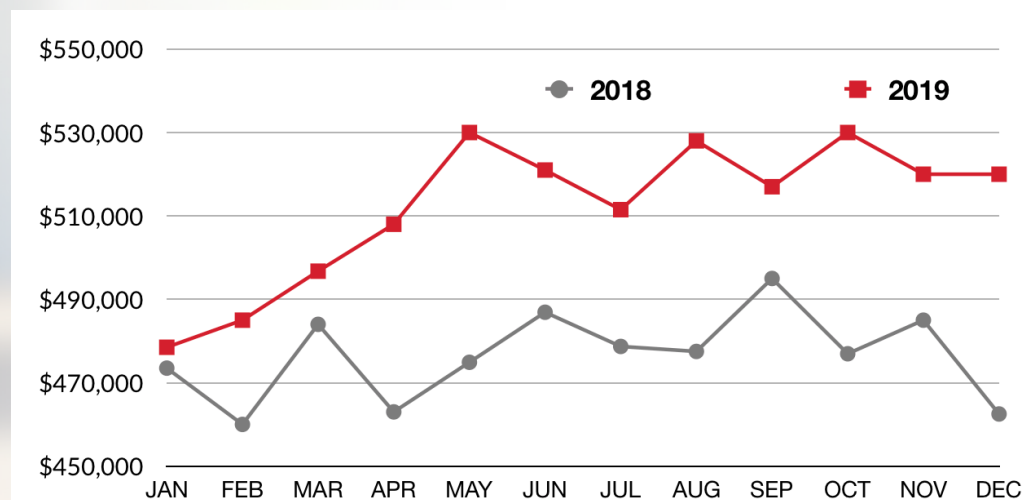
MEDIAN SALE PRICE

CITY OF GUELPH

YEAR OVER YEAR



MONTH OVER MONTH 2018 VS. 2019

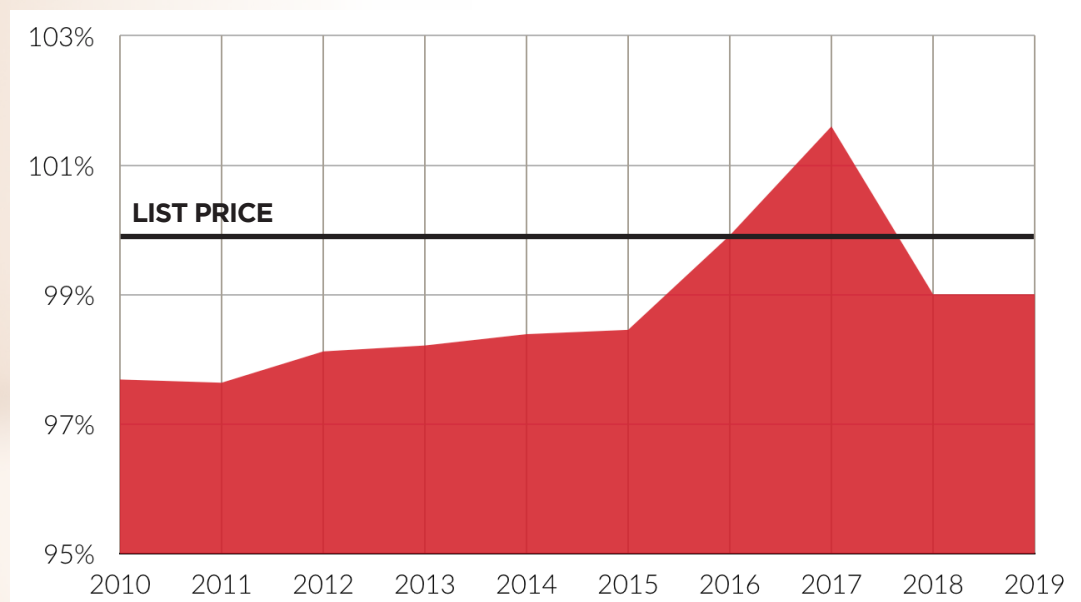


* Median sale price is based on residential sales (including freehold and condominiums).

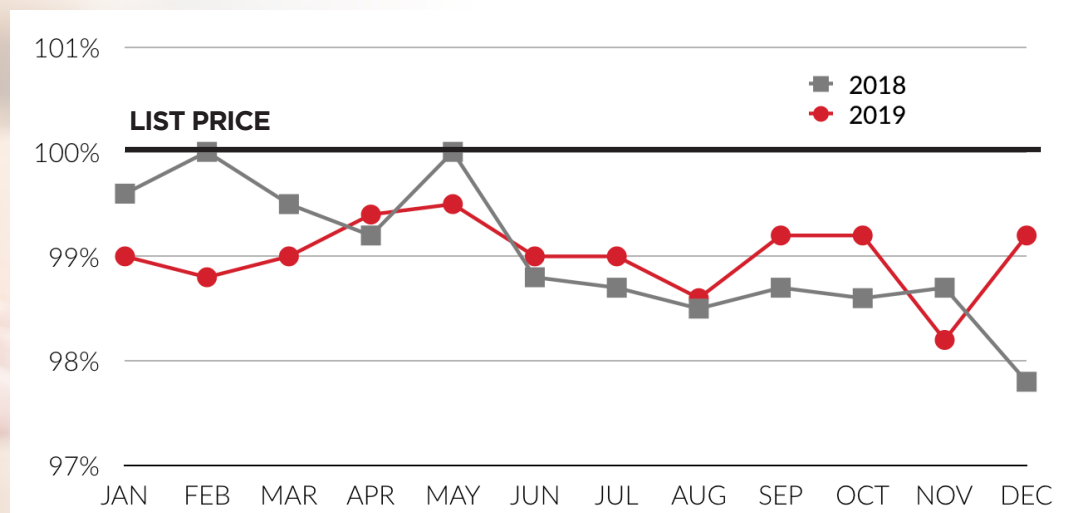
SALE PRICE vs. LIST PRICE RATIO

CITY OF GUELPH

YEAR OVER YEAR



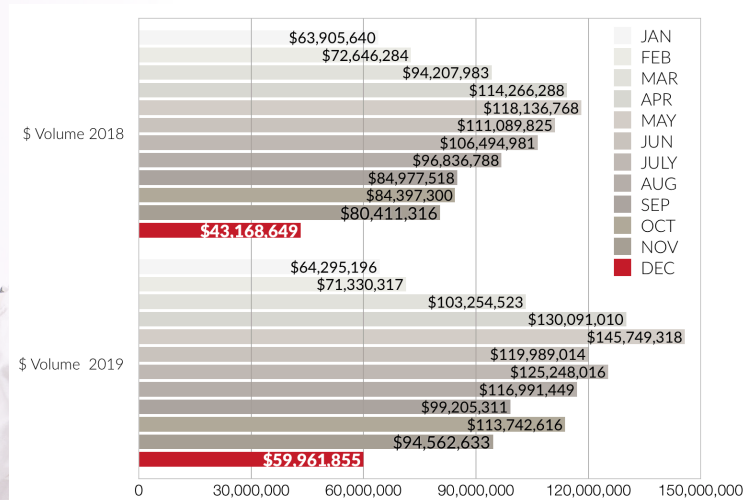
MONTH OVER MONTH 2018 VS. 2019



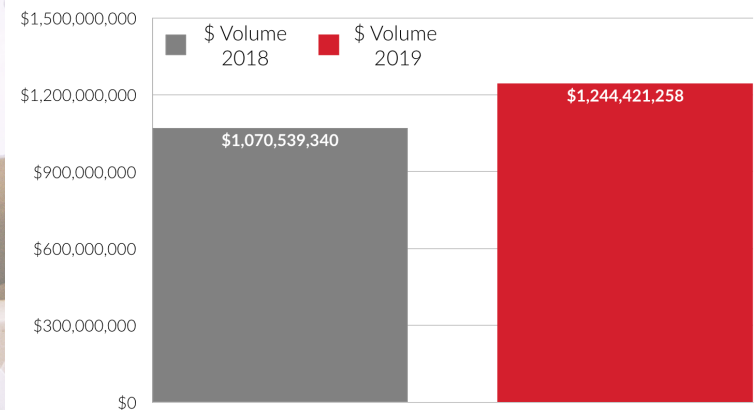
\$ VOLUME SALES

CITY OF GUELPH

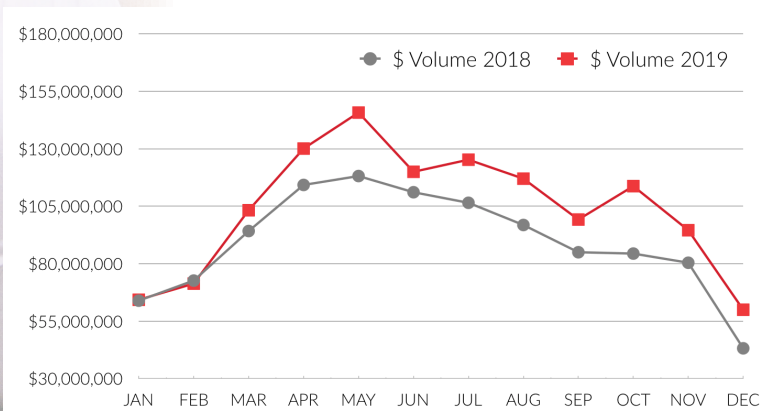
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019



Month vs. Month 2018 vs. 2019

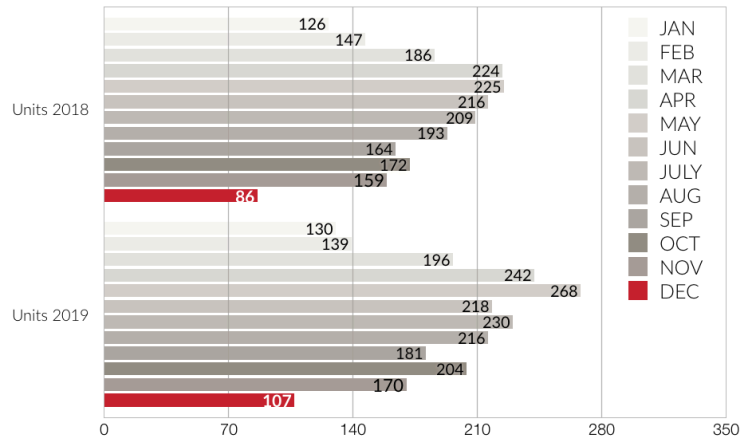




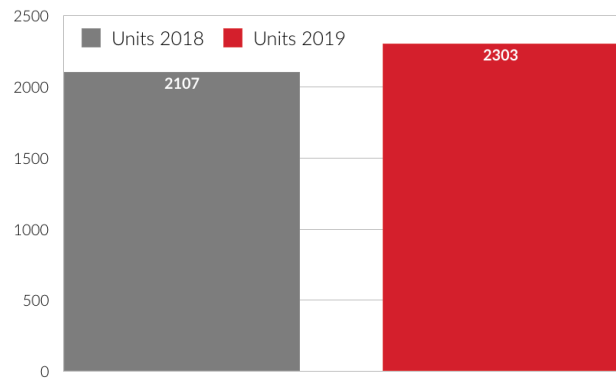
UNIT SALES

CITY OF GUELPH

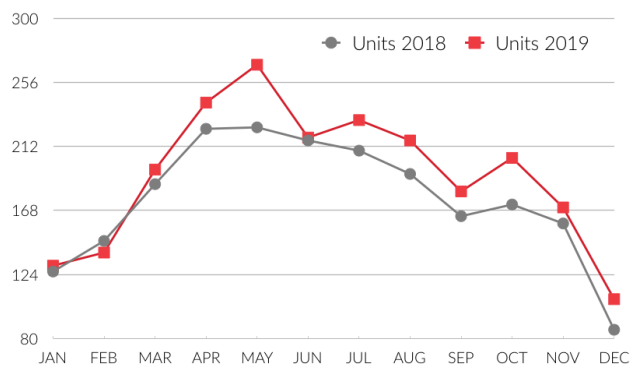
Monthly Comparison 2018 vs. 2019



Yearly Totals 2018 vs. 2019

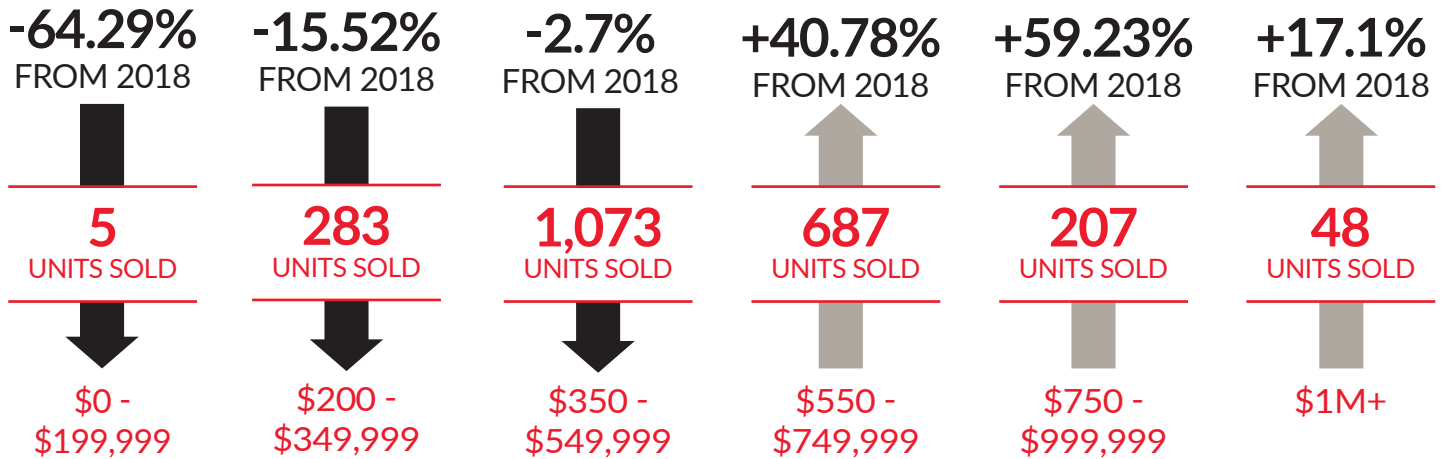


Month vs. Month 2018 vs. 2019



SALES BY PRICE BRACKET

CITY OF GUELPH - YEAR TO DATE



SALES BY TYPE

CITY OF GUELPH

FREEHOLD HOME SALES

+17.14%

YTD
SALES VOLUME
\$890,159,050

+10.22%

YTD
UNIT SALES
1,477

+6.27%

YTD AVERAGE
SALE PRICE
\$602,680

+41.81%

DECEMBER
SALES VOLUME
\$40,086,855

+25%

DECEMBER
UNIT SALES
65

CONDOMINIUM HOME SALES

+12.41%

YTD
SALES VOLUME
\$308,981,371

+6.54%

YTD
UNIT SALES
766

+5.26%

YTD AVERAGE
SALE PRICE
\$403,370

+23.46%

DECEMBER
SALES VOLUME
\$14,940,000

+9.38%

DECEMBER
UNIT SALES
35

VACANT LAND SALES

-47.2%

YTD
SALES VOLUME
\$1,216,250

-50%

YTD
UNIT SALES
3

+5.53%

YTD AVERAGE
SALE PRICE
\$405,416

UP FROM \$0

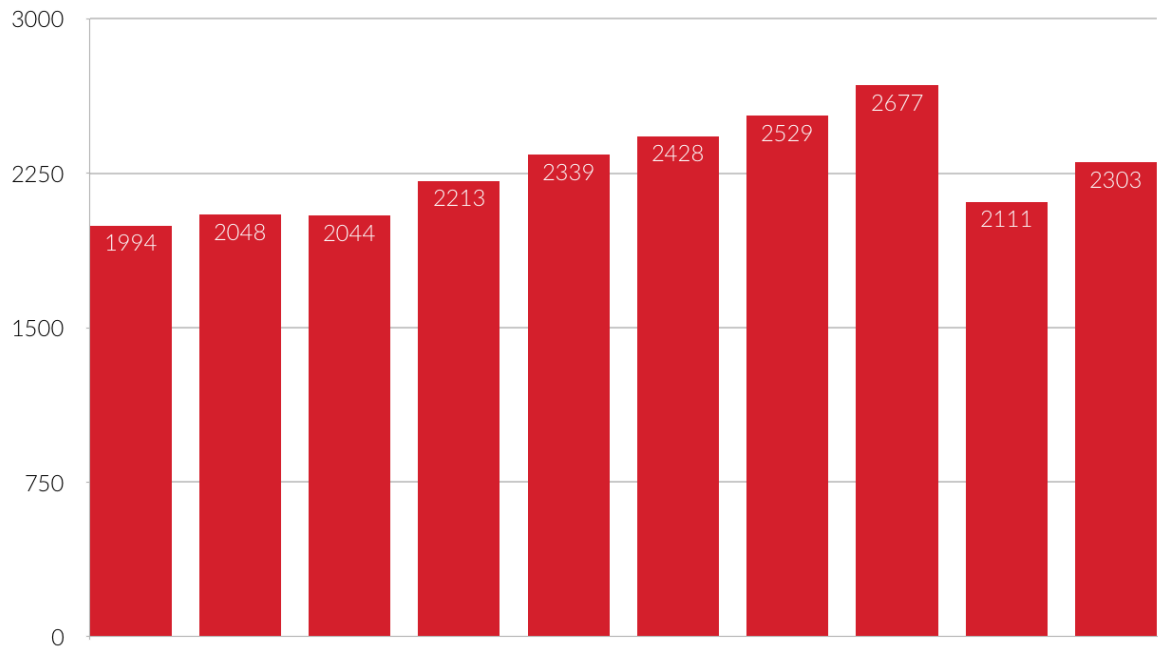
DECEMBER
SALES VOLUME
\$325,000

UP FROM 0

DECEMBER
UNIT SALES
1

10 YEAR MARKET ANALYSIS

CITY OF GUELPH UNITS SOLD



2010 - 2019

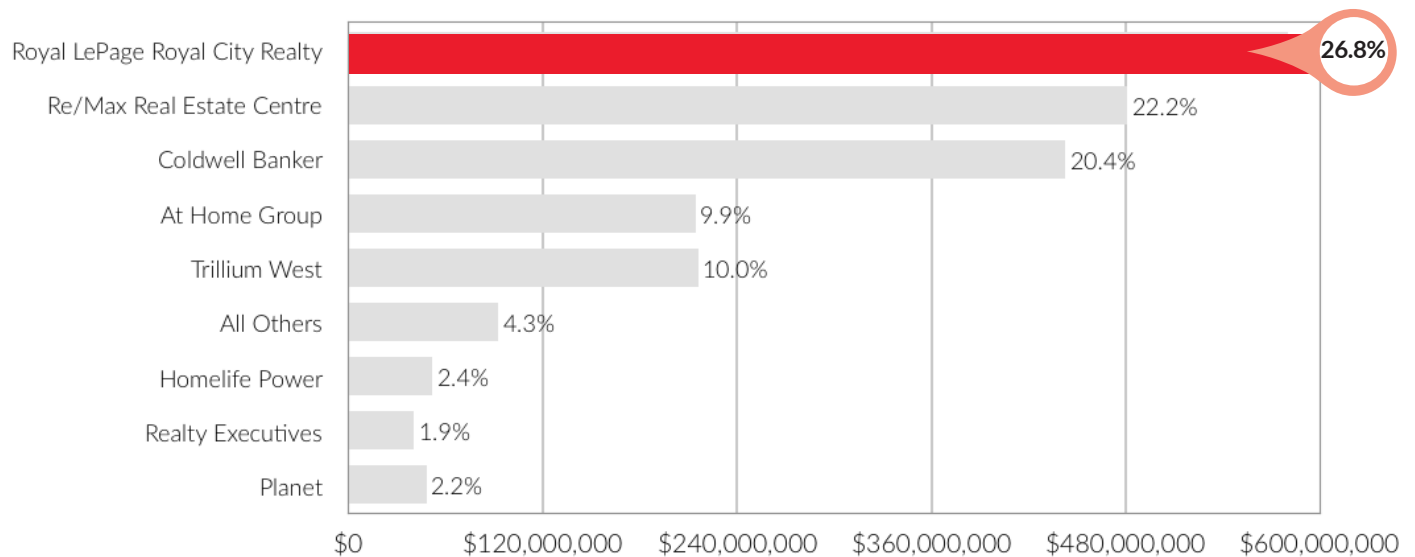


MARKET DOMINANCE

WELLINGTON COUNTY'S #1 BROKERAGE!

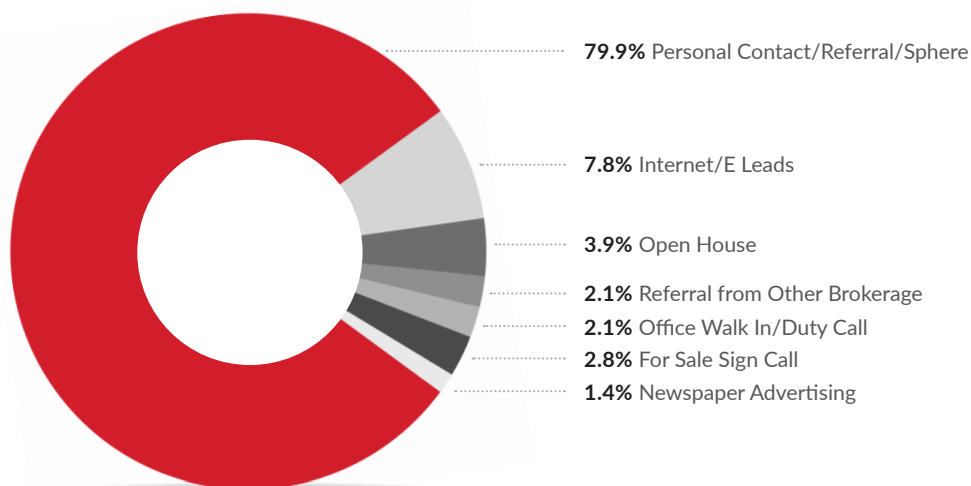
MARKET SHARE BY \$VOLUME

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

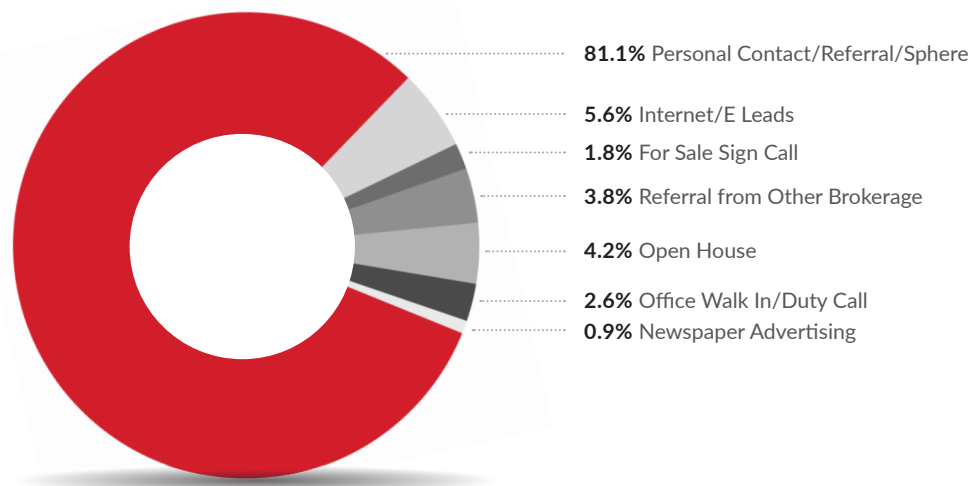


SOURCE OF BUSINESS

SOURCE OF BUYERS 2019 HOW WE'LL FIND YOUR BUYER



SOURCE OF LISTINGS 2019 WHERE OUR LISTINGS COME FROM



OUR LOCATIONS

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