

# WELLINGTON COUNTY REAL ESTATE MARKET REPORT

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## FEBRUARY 2020

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R-CITY | R-TEAM | R-NUMBERS



## WELLINGTON COUNTY OVERVIEW

# SELLER'S MARKET

THE SPRING MARKET IS HERE! LISTING ACTIVITY, SALES ACTIVITY AND PRICES CONTINUE TO INCREASE AS THIS REAL ESTATE MARKET GATHERS MOMENTUM.



### YEAR-TO-DATE SALES VOLUME OF \$297,462,644

Up **35.71%** from 2019's **\$219,182,119**. Unit sales of **488** are up **24.17%** from 2019's **393**, with **712** new listings down **3.65%**, and a **68.54%** sales/listings ratio up **15.36%**.



### FEBRUARY SALES VOLUME OF \$184,923,600

Up **46.08%** from 2019's **\$126,594,675**. Unit sales of **292** are up **35.19%** from last February's **216**, with **372** new listings up **10.06%**, and a **78.49%** sales/listing ratio up **14.59%**.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$605,055

Up from **\$554,590** one year ago. Median sale price of **\$545,423** up from **\$490,225** one year ago. Average days-on-market of **28.5** is down **9.5** days from last year.



## FEBRUARY NUMBERS

MEDIAN SALE PRICE +17.46%

**\$587,845**

SALES VOLUME +46.08%

**\$184,923,600**

UNIT SALES +35.19%

**292**

NEW LISTINGS +10.06%

**372**

EXPIRED LISTINGS +9.38%

**35**

UNIT SALES/LISTINGS RATIO +14.59%

**78.49%**

Year over year comparison  
(February 2019 to February 2020)

\*Year-to-date (YTD): is a period starting from the beginning of the current calendar year and continuing up to the present day (February - December 2020)

\*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

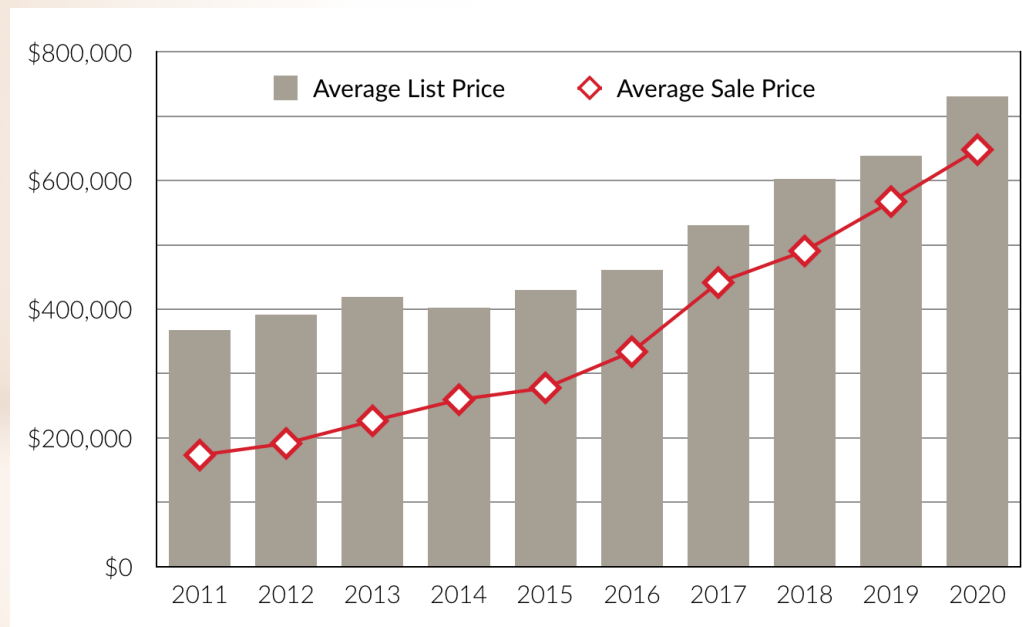
Table 1:  
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020

Year-Over-Year	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$188,570,324	\$219,182,119	\$297,462,644	+35.71%
YTD Unit Sales	372	393	488	+24.17%
YTD New Listings	669	739	712	-3.65%
YTD Sales/Listings Ratio	55.61%	53.18%	68.54%	+15.36%
YTD Expired Listings	66	82	76	-7.32%
February Volume Sales	\$105,968,284	\$126,594,675	\$184,923,600	+46.08%
February Unit Sales	208	216	292	+35.19%
February New Listings	344	338	372	+10.06%
February Sales/Listings Ratio	60.47%	63.91%	78.49%	+14.59%
February Expired Listings	26	32	35	+9.38%
YTD Sales: Under \$0-\$199K	8	7	6	-14.29%
YTD Sales: Under \$200K-\$349K	78	50	33	-34%
YTD Sales: Under \$350K-\$549K	203	186	215	+15.59%
YTD Sales: Under \$550K-\$749K	66	89	145	+62.92%
YTD Sales: Under \$750K-\$999K	19	40	54	+35.00%
YTD Sales: \$1M+	14	21	32	+52.38%
YTD Average Days-On-Market	30.5	38	28.5	-25%
YTD Average Sale Price	\$506,567	\$554,590	\$605,055	+9.10%
YTD Median Sale Price	\$460,625	\$490,225	\$545,423	+11.26%

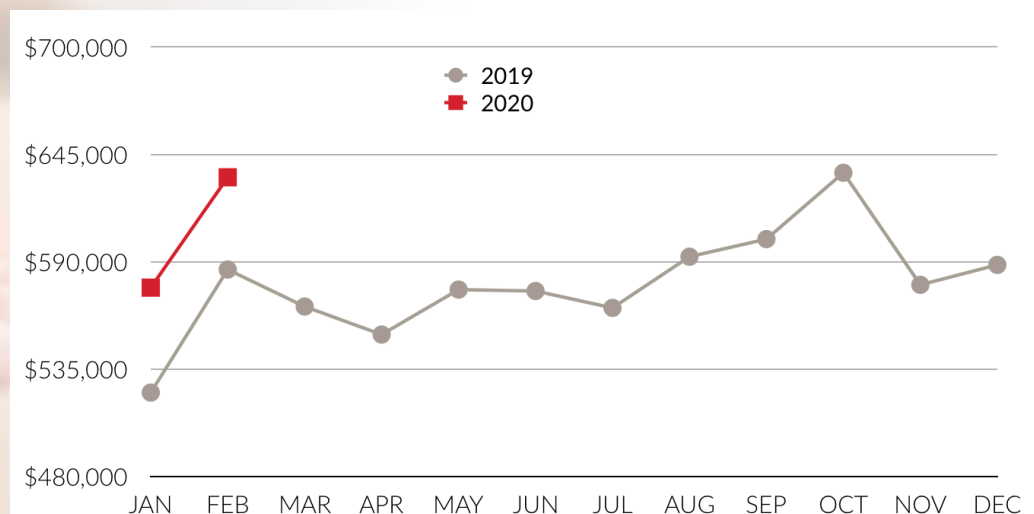
# AVERAGE SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2019 VS. 2020

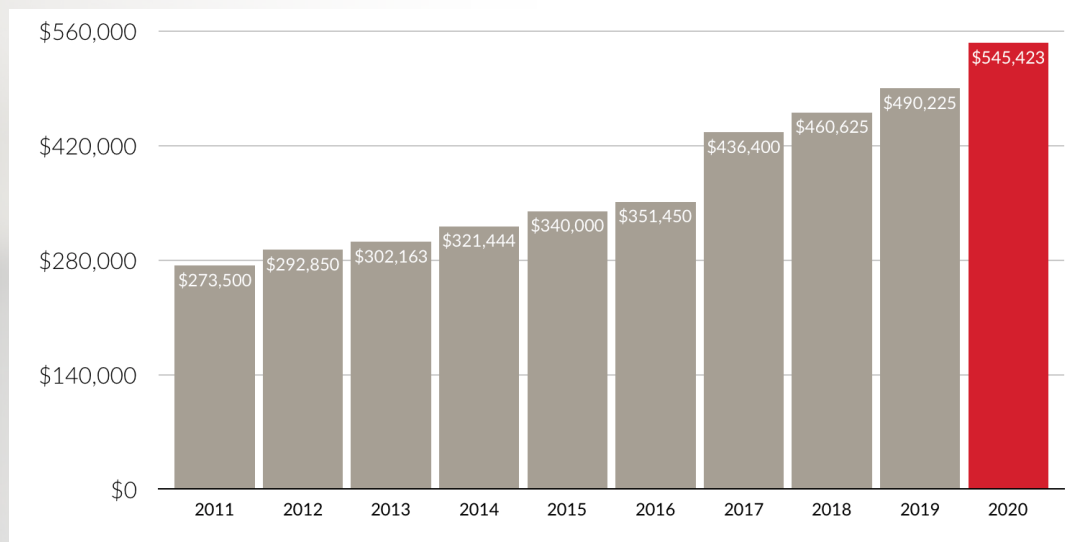




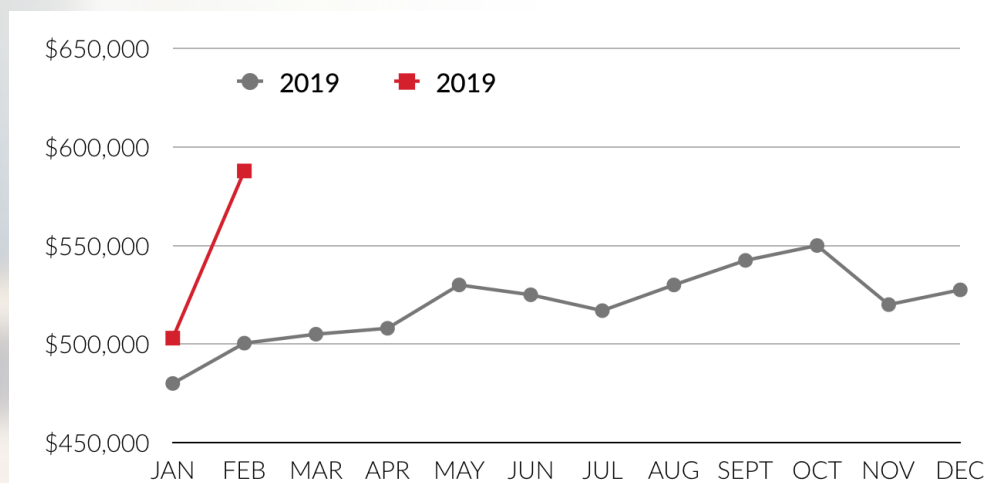
# MEDIAN SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2019 VS. 2020

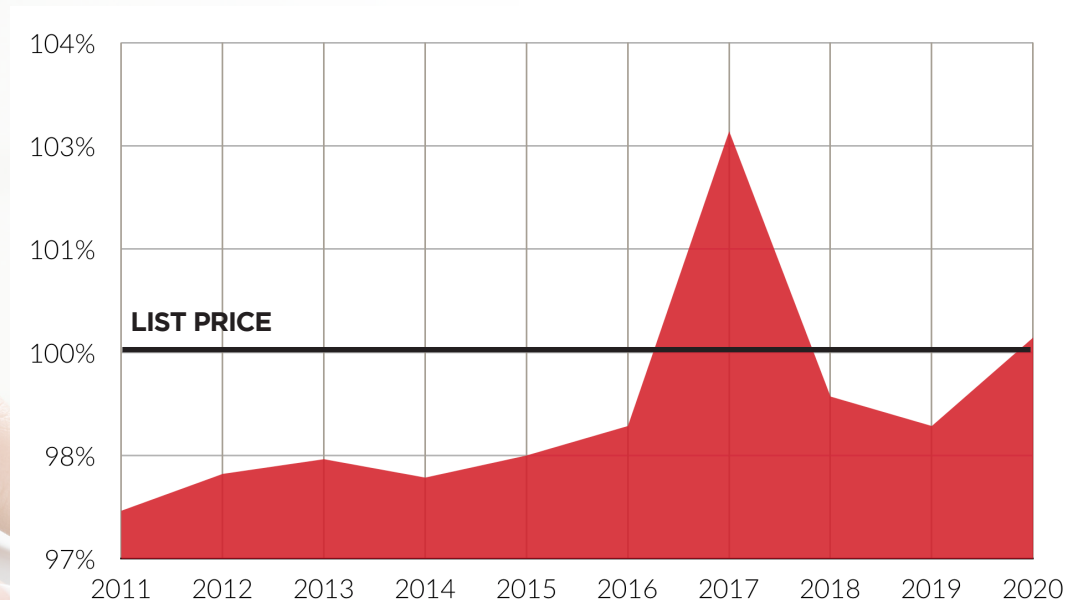


\* Median sale price is based on residential sales (including freehold and condominiums).

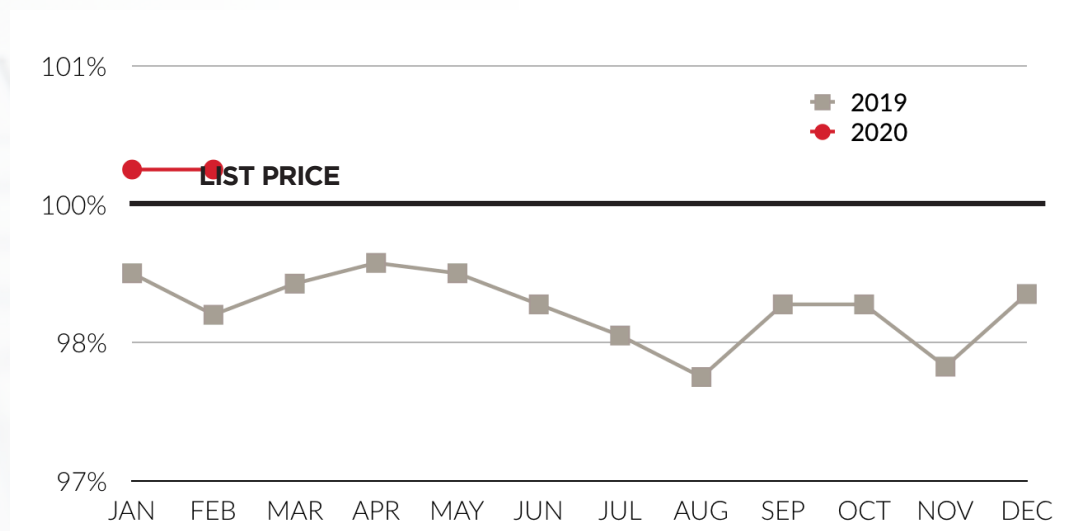
# SALE PRICE vs. LIST PRICE RATIO

## WELLINGTON COUNTY

### YEAR OVER YEAR



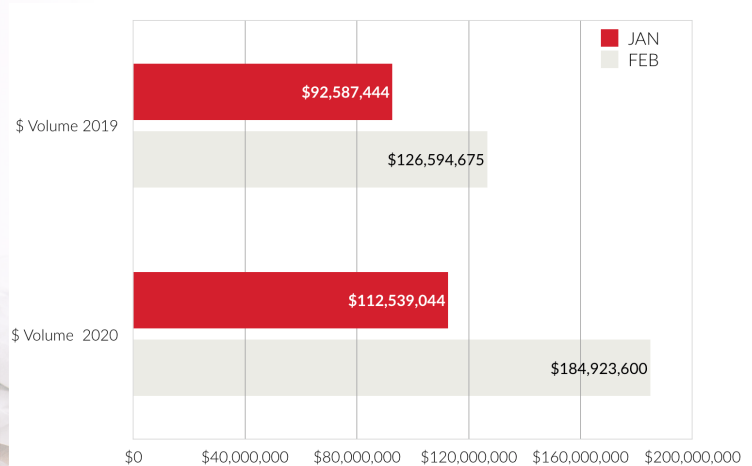
### MONTH OVER MONTH 2019 VS. 2020



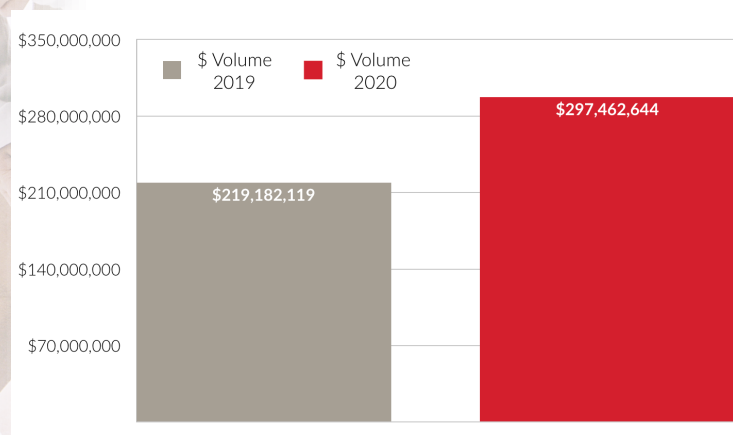
# \$ VOLUME SALES

## WELLINGTON COUNTY

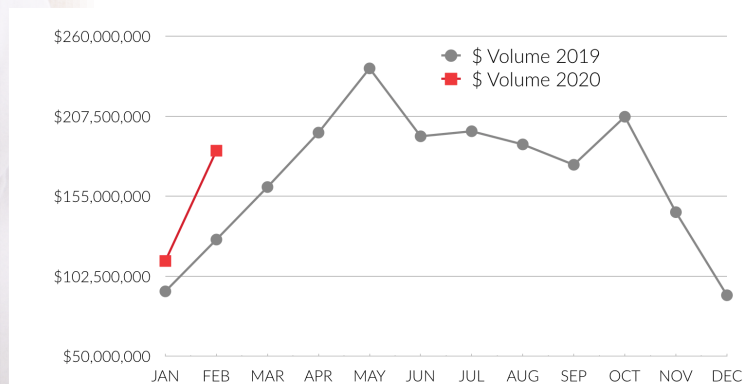
Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020



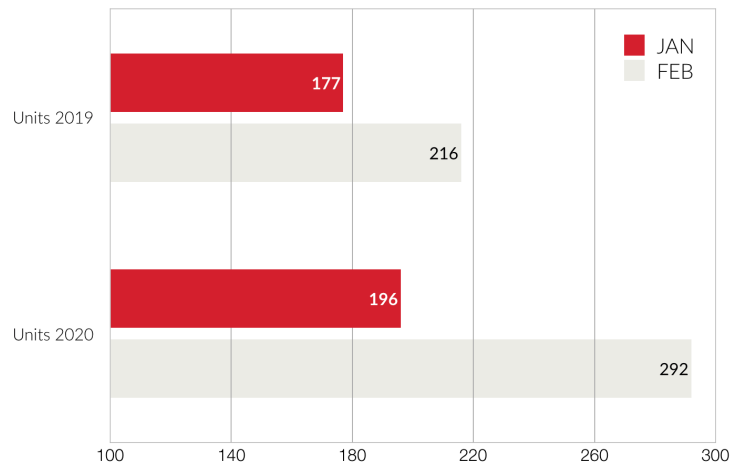




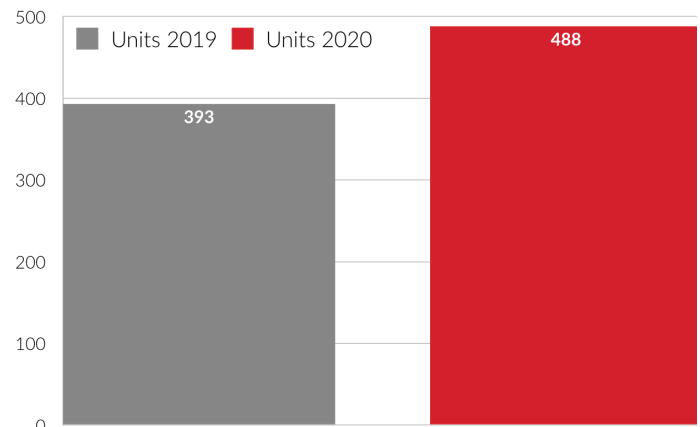
# UNIT SALES

## WELLINGTON COUNTY

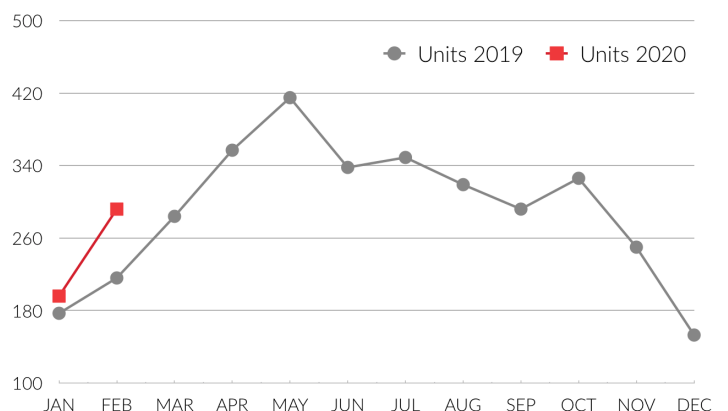
Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020

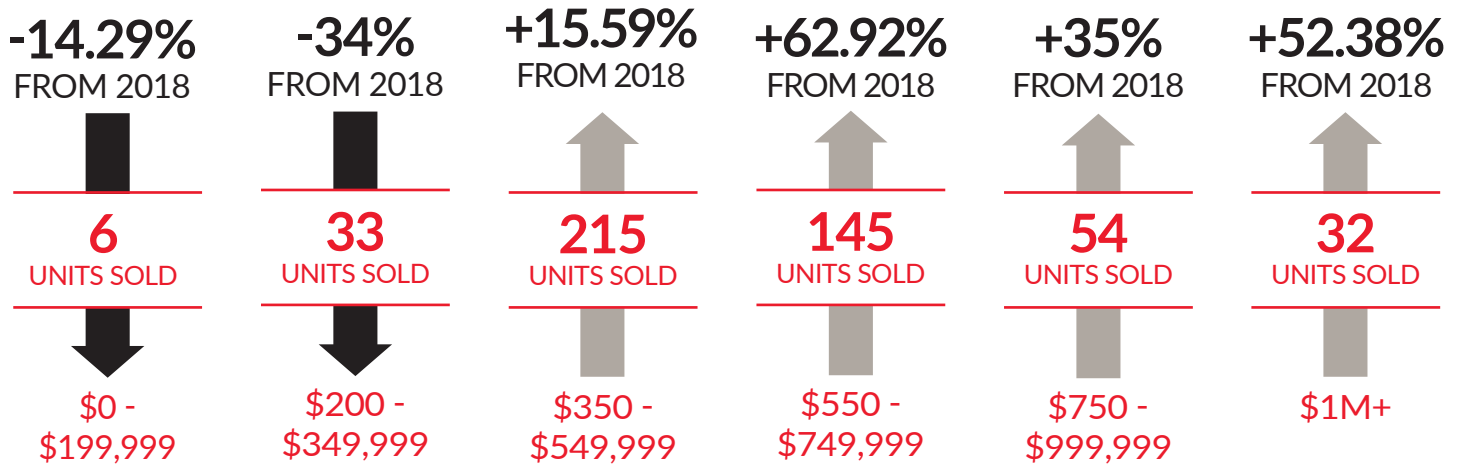


Month vs. Month 2019 vs. 2020



# SALES BY PRICE BRACKET

## WELLINGTON COUNTY - YEAR TO DATE



# SALES BY TYPE

## WELLINGTON COUNTY

### FREEHOLD HOME SALES

+37.07%

↑  
YTD  
SALES VOLUME  
\$214,395,545

+25.29%

↑  
YTD  
UNIT SALES  
322

+9.40%

↑  
YTD AVERAGE  
SALE PRICE  
\$665,825

+52.49%

↑  
FEBRUARY  
SALES VOLUME  
\$142,316,076

+43.75%

↑  
FEBRUARY  
UNIT SALES  
207

### CONDOMINIUM HOME SALES

+42.51%

↑  
YTD  
SALES VOLUME  
\$64,251,033

+27.19%

↑  
YTD  
UNIT SALES  
145

+12.04%

↑  
YTD AVERAGE  
SALE PRICE  
\$443,111

+34.87%

↑  
FEBRUARY  
SALES VOLUME  
\$33,078,958

+17.74%

↑  
FEBRUARY  
UNIT SALES  
73

### VACANT LAND SALES

-10.86%

↓  
YTD  
SALES VOLUME  
\$2,653,566

NO CHANGE

↓  
YTD  
UNIT SALES  
6

-10.86%

↓  
YTD AVERAGE  
SALE PRICE  
\$442,261.00

+23.59%

↑  
FEBRUARY  
SALES VOLUME  
\$2,653,566

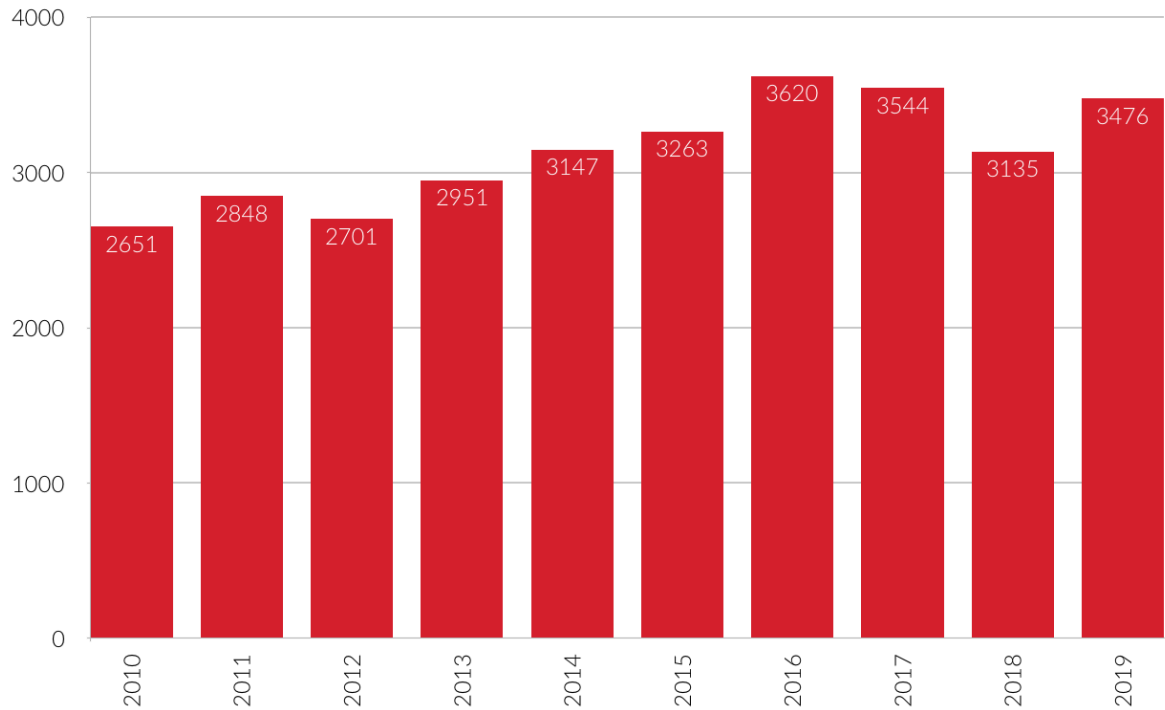
+50%

↑  
FEBRUARY  
UNIT SALES  
6



# 10 YEAR MARKET ANALYSIS

## UNITS SOLD

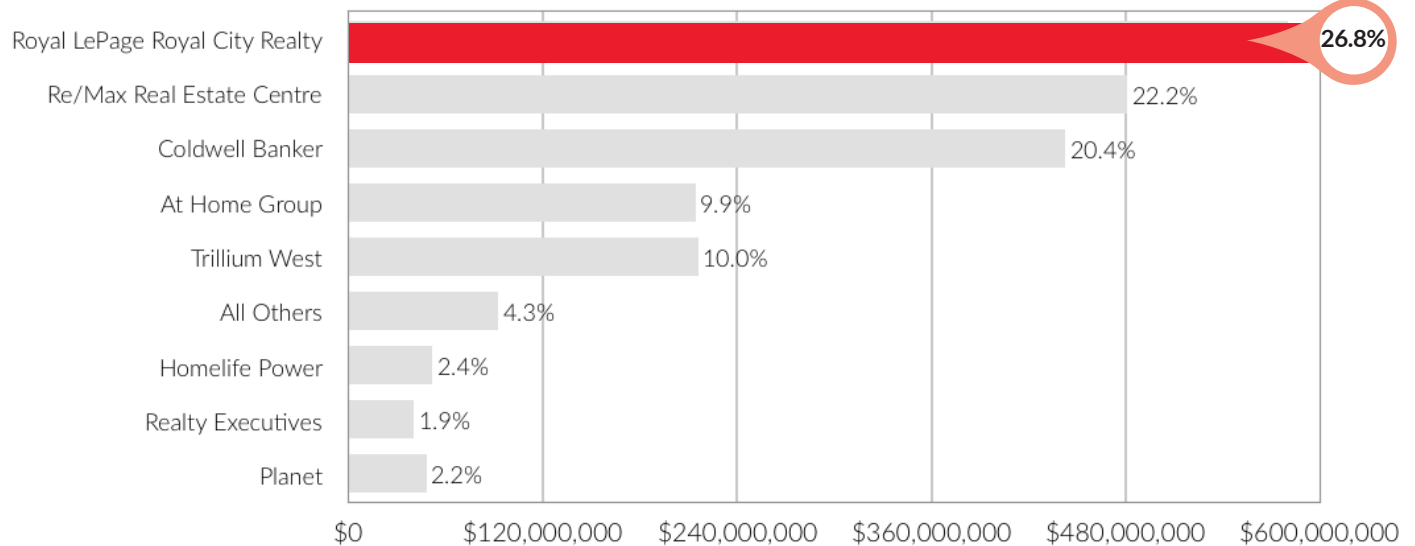


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

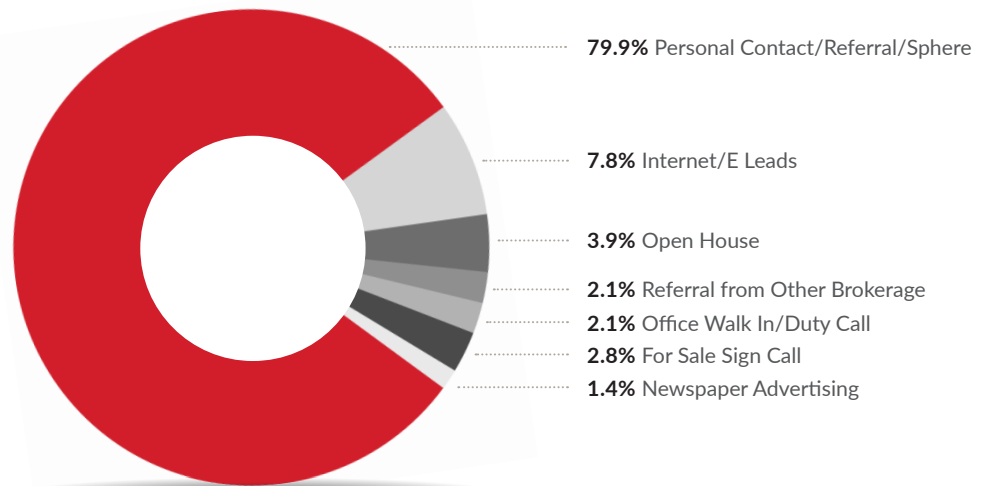
### MARKET SHARE BY \$VOLUME

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

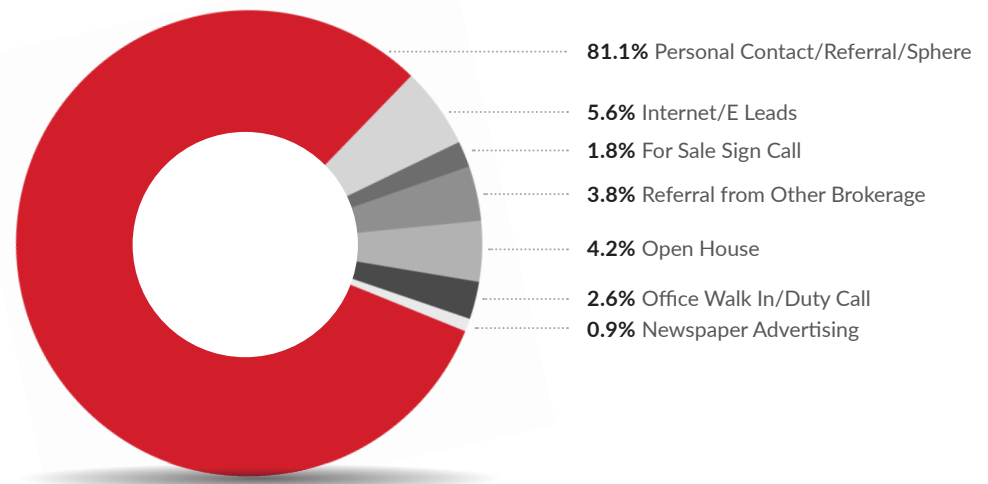


# SOURCE OF BUSINESS

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



## SOURCE OF LISTINGS 2019 WHERE OUR LISTINGS COME FROM





# OUR LOCATIONS

**FIVE CONVENIENT LOCATIONS TO SERVE YOU**



## **FERGUS**

T. 519.843.1365

840 Tower Street S., Fergus



## **GUELPH**

T. 519.824.9050

848 Gordon Street, Suite 101, Guelph



## **ROCKWOOD**

T. 519.856.9922

118 Main Street S., Rockwood



## **GUELPH**

T. 519.821.6191

214 Speedvale Ave W., Guelph



## **GUELPH (COMMERCIAL)**

T. 519.821.6191

1467 Gordon Street Unit L1, Guelph