



2020  
**MAY**

**CITY OF GUELPH**

Real Estate Market Report



# OVERVIEW

## SELLER'S MARKET

The effects of COVID-19 were very much present this month. Sales and listing activity were down compared to last year but momentum is picking up in the market with increased demand and prices.



### May sales volume of \$91,624,318

Down 37.14% from 2019's \$145,749,318 with unit sales of 159 down 40.67% from last May's 268. New listings of 229 are down 42.46% from a year ago, with the sales/listing ratio of 69.43% up 2.10%.



### Year-to-date sales volume of \$483,565,569

Down 6.05% from 2019's \$514,720,364 with unit sales of 825 down 15.38% from 2019's 975. New listings of 1,175 are down 22.7% from a year ago, with the sales/listing ratio of 70.21% up 6.07%.



### Year-to-date average sale price of \$586,679

Up from \$523,192 one year ago with median sale price of \$569,000 up from \$496,750 one year ago. Average days-on-market of 20.4 is down 4.6 days from last year.

## MAY NUMBERS

Median Sale Price

**\$569,900**

+7.53%

Sales Volume

**\$91,624,318**

-37.14%

Unit Sales

**159**

-40.67%

New Listings

**229**

-42.46%

Expired Listings

**22**

-8.33%

Unit Sales/Listings Ratio

**69.43%**

+2.10%

*Year over year comparison  
(May 2019 to May 2020)*

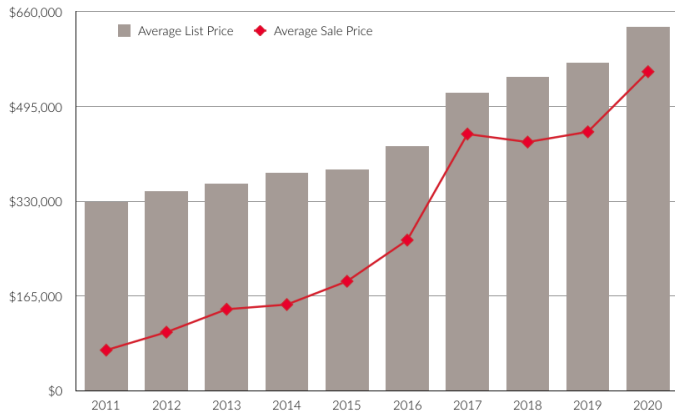


# THE MARKET IN DETAIL

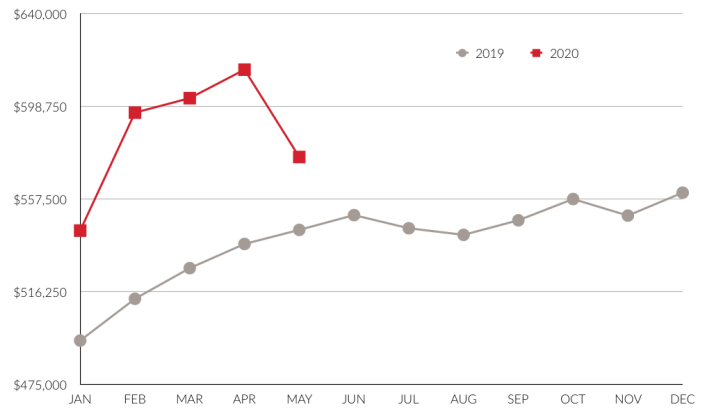
	2018	2019	2020	2019-2020
<b>Year-To-Date (YTD) Volume Sales</b>	\$463,162,963	\$514,720,364	\$483,565,569	-6.05%
<b>YTD Unit Sales</b>	908	975	825	-15.38%
<b>YTD New Listings</b>	1,476	1,520	1,175	-22.7%
<b>YTD Sales/Listings Ratio</b>	61.52%	64.14%	70.21%	+6.07%
<b>YTD Expired Listings</b>	78	108	73	-32.41%
<b>May Volume Sales</b>	\$118,136,768	\$145,749,318	\$91,624,318	-37.14%
<b>May Unit Sales</b>	225	268	159	-40.67%
<b>May New Listings</b>	414	398	229	-42.46%
<b>May Sales/Listings Ratio</b>	54.35%	67.34%	69.43%	+2.1%
<b>May Expired Listings</b>	12	24	22	-8.33%
<b>YTD Sales: Under \$0-\$199K</b>	4	4	3	-25%
<b>YTD Sales: Under \$200K-\$349K</b>	149	121	42	-65.29%
<b>YTD Sales: Under \$350K-\$549K</b>	490	476	352	-26.05%
<b>YTD Sales: Under \$550K-\$749K</b>	190	283	321	+13.43%
<b>YTD Sales: Under \$750K-\$999K</b>	55	78	85	+8.97%
<b>YTD Sales: \$1M+</b>	19	13	22	+69.2%
<b>YTD Average Days-On-Market</b>	23	25	20.4	-18.4%
<b>YTD Average Sale Price</b>	\$512,409	\$523,192	\$586,679	+12.13%
<b>YTD Median Sale Price</b>	\$473,500	\$496,750	\$569,000	+14.54%

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

# AVERAGE SALE PRICE

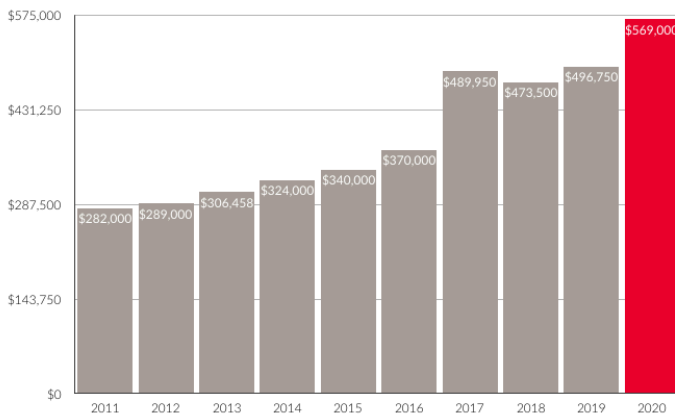


Year Over Year

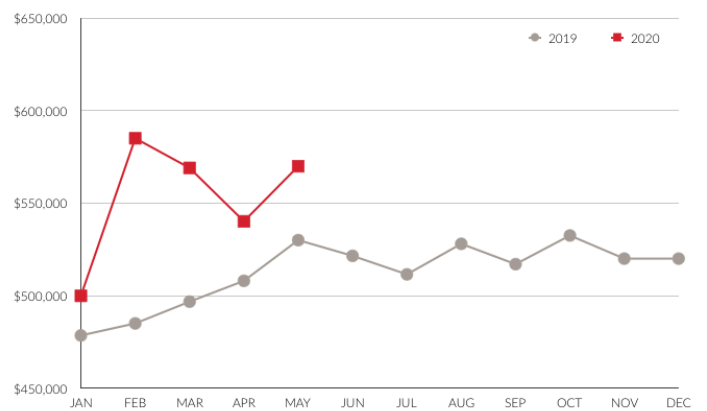


Month Over Month 2019 vs. 2020

# MEDIAN SALE PRICE



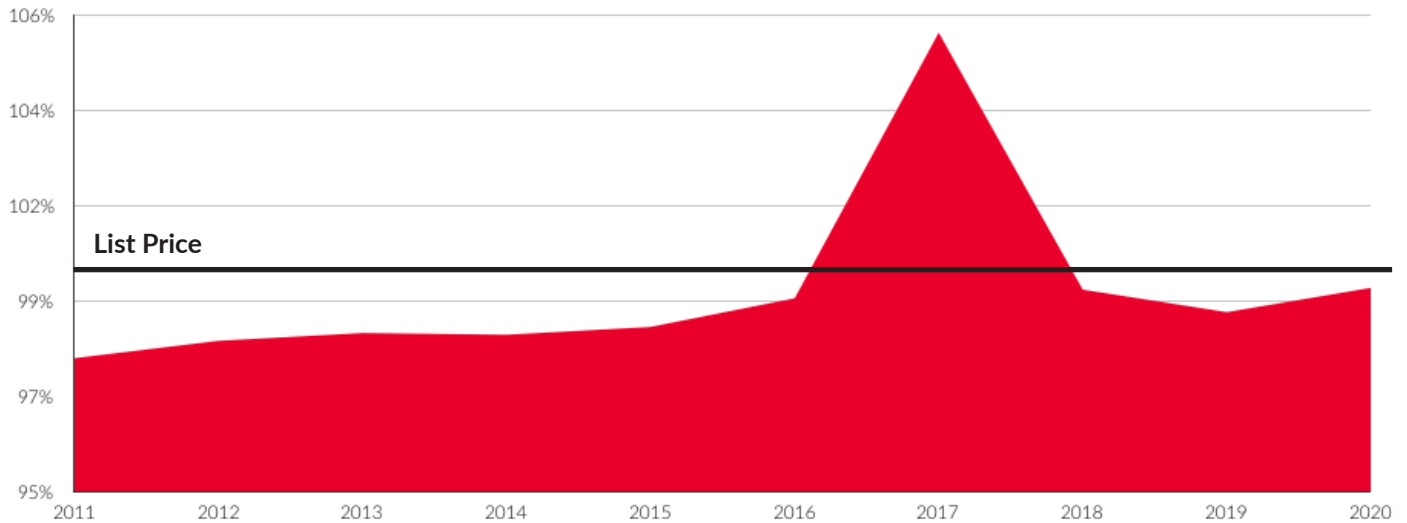
Year Over Year



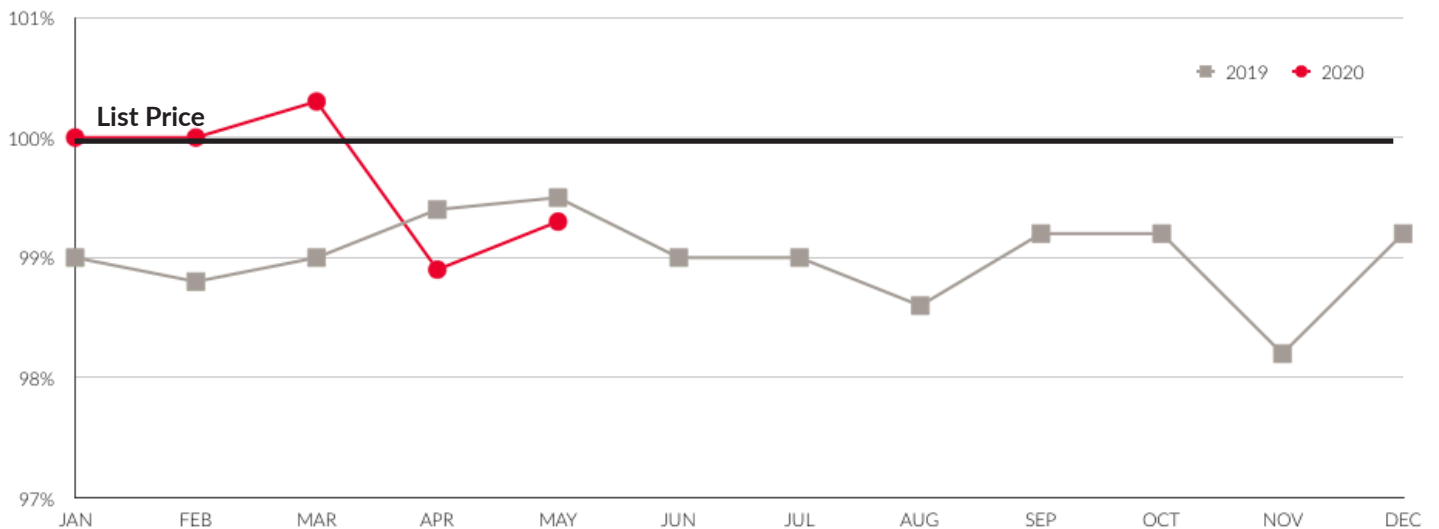
Month Over Month 2019 vs. 2020

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

# SALE PRICE VS. LIST PRICE RATIO

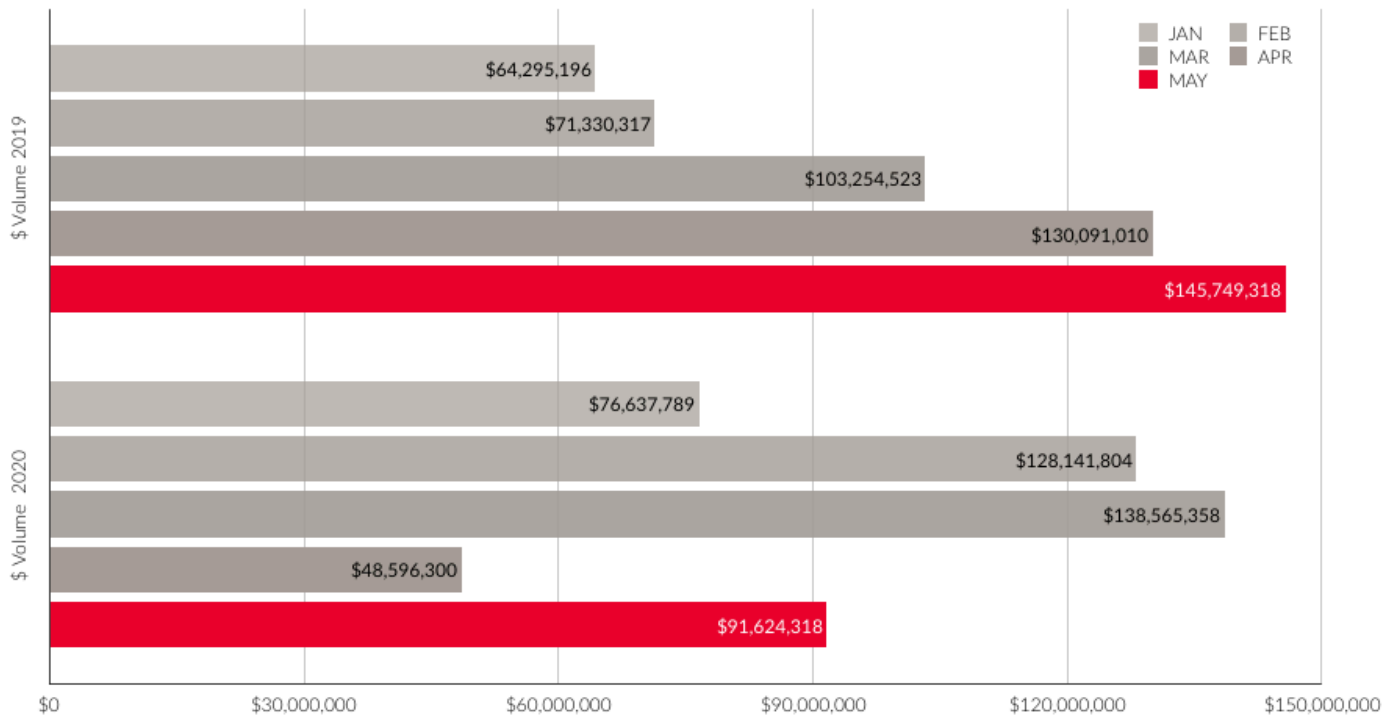


Year Over Year

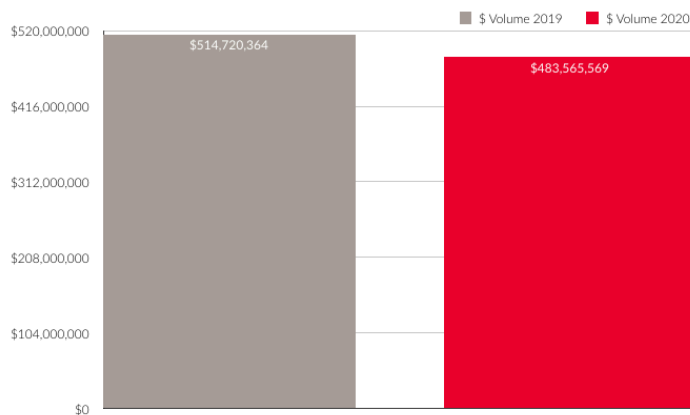


Month Over Month 2019 vs. 2020

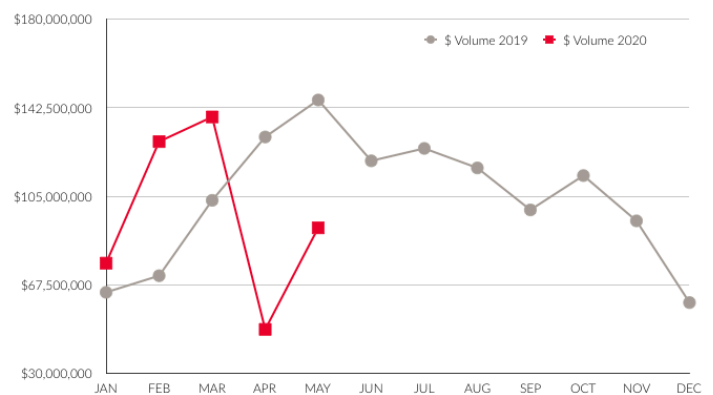
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

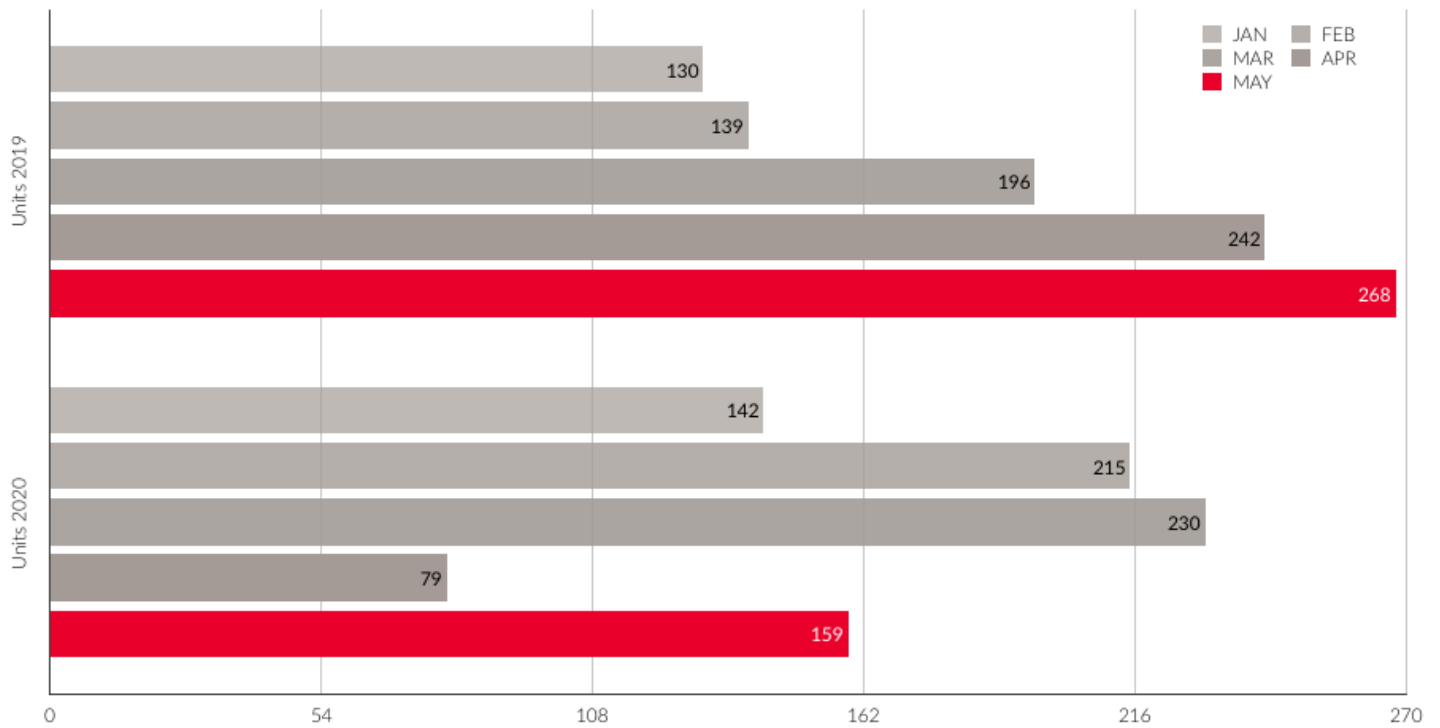


Yearly Totals 2019 vs. 2020

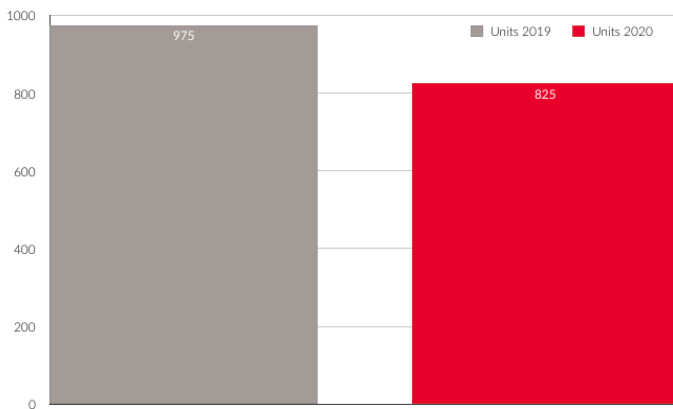


Month vs. Month 2019 vs. 2020

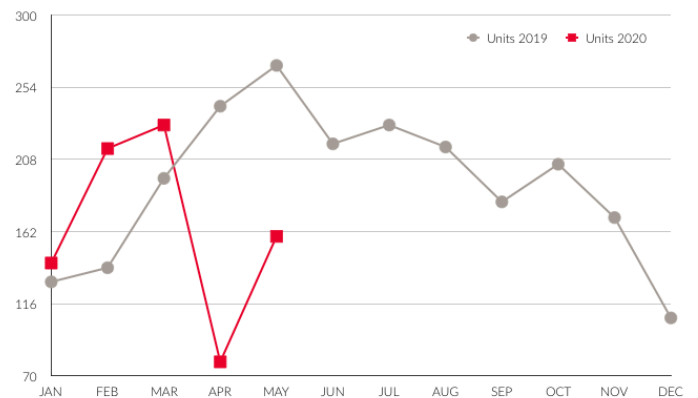
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020



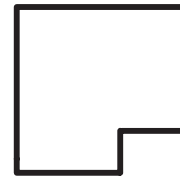
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

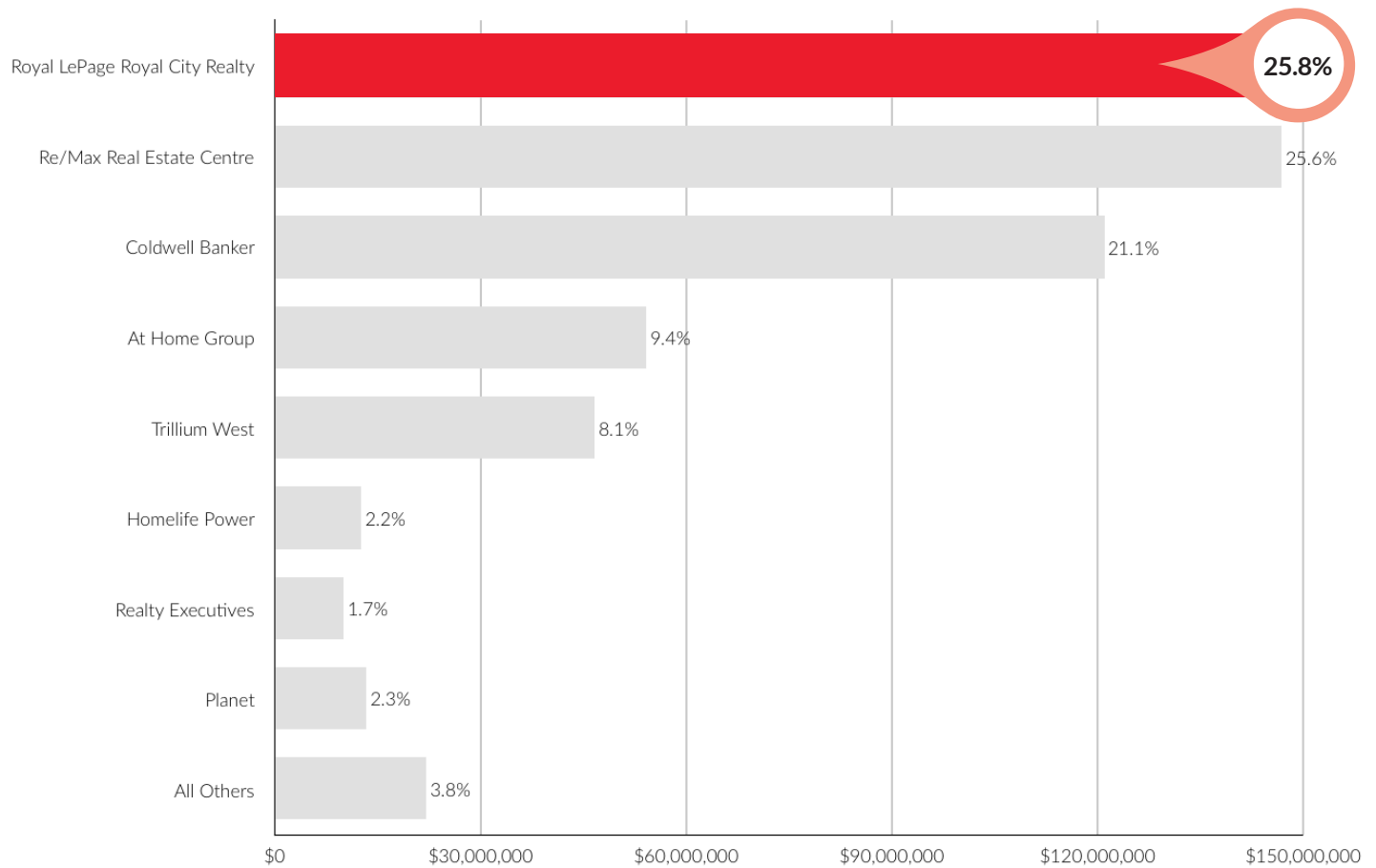
YTD Sales Volume	 <b>\$349,467,830</b> -5.03%	 <b>\$115,495,839</b> -11.28%	 <b>\$1,425,000</b> +223.9%
YTD Unit Sales	 <b>545</b> -12.38%	 <b>266</b> -19.64%	 <b>2</b> +100%
YTD Average Sale Price	 <b>\$641,225</b> +8.38%	 <b>\$434,195</b> +10.39%	 <b>\$712,500</b> +61.93%
May Sales Volume	 <b>\$74,084,183</b> -32.71%	 <b>\$16,725,135</b> -46.63%	 <b>\$0</b> No Change
May Unit Sales	 <b>118</b> -35.52%	 <b>39</b> -50.63%	 <b>0</b> No Change

Year Over Year Comparison (May 2019 to May 2020)





# MARKET DOMINANCE

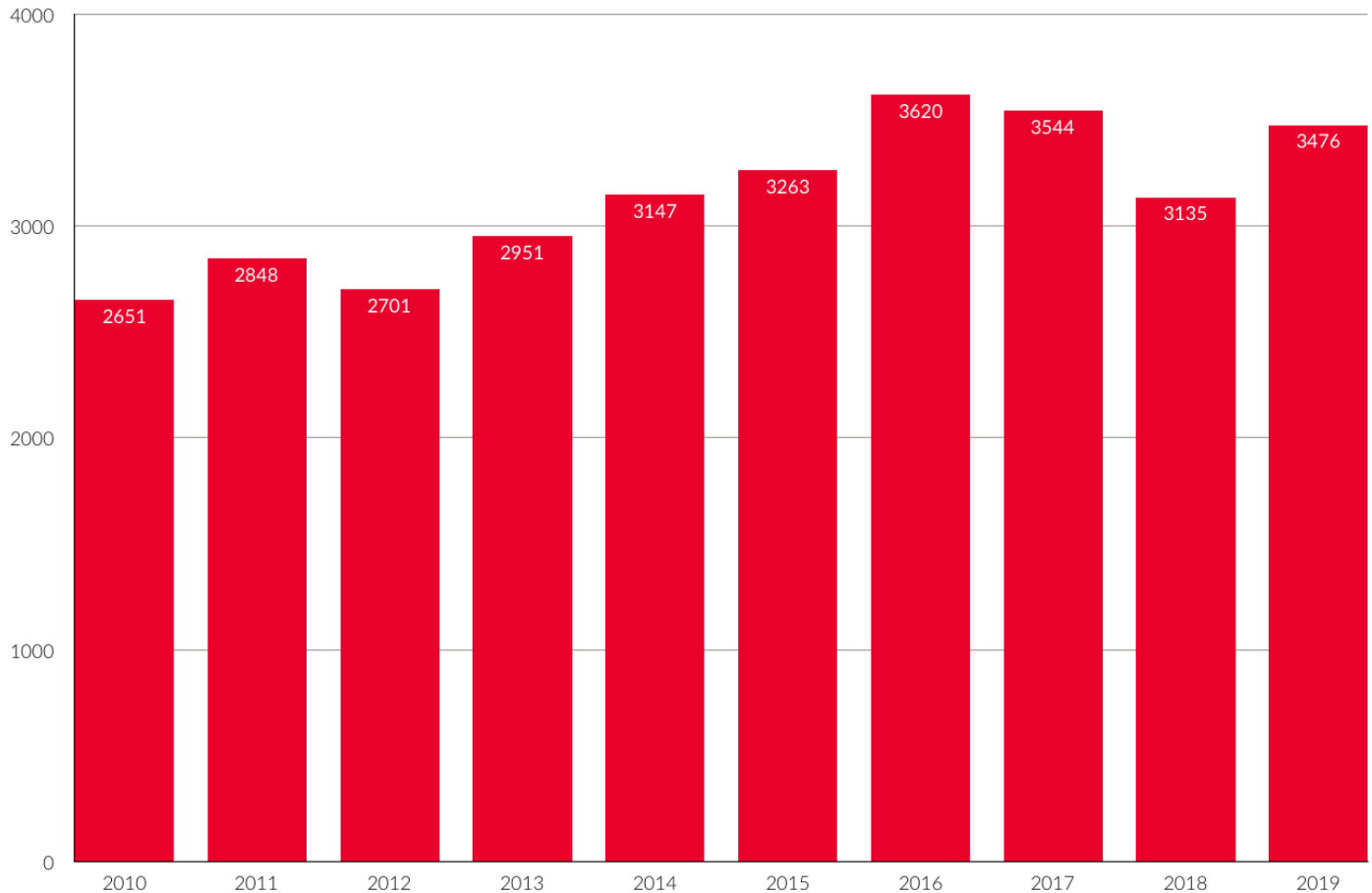


## Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies  
January - April 2020



# 10 YEAR MARKET ANALYSIS



Units Sold



# SOURCE OF BUSINESS



## SOURCE OF BUYERS 2019

How We'll Find Your Buyer

- 79.9% Personal Contact/Referral/Sphere
- 7.8% Internet/E Leads
- 3.9% Open House
- 2.1% Referral from Other Brokerage
- 2.1% Office Walk In/Duty Call
- 2.8% For Sale Sign Call
- 1.4% Newspaper Advertising



## SOURCE OF LISTINGS 2019

Where Our Listings Come From

- 81.1% Personal Contact/Referral/Sphere
- 5.6% Internet/E Leads
- 1.8% For Sale Sign Call
- 3.8% Referral from Other Brokerage
- 4.2% Open House
- 2.6% Office Walk In/Duty Call
- 0.9% Newspaper Advertising

# OUR LOCATIONS



## FERGUS

519-843-1365  
840 Tower Street S., Fergus



## GUELPH

519-824-9050  
848 Gordon Street Unit 101, Guelph



## GUELPH

519-821-6191  
214 Speedvale Ave W., Guelph



## GUELPH (COMMERCIAL)

519-836-8060  
1467 Gordon Street Unit L1, Guelph



## ROCKWOOD

519-856-9922  
118 Main Street S., Rockwood



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