



# 2020 MAY

## PUSLINCH

### Real Estate Market Report



**ROYAL CITY REALTY**  
BROKERAGE

# OVERVIEW

## BUYER'S MARKET

Slight variations in numbers subjected this small sample size to fluctuations in the market data. This, combined with the effect of COVID-19, shows a significant decrease in sales and listing activity while sale prices increased.



### May sales volume of \$9,952,500

Down 61.08% from 2019's \$25,571,308 with unit sales of 8 down 71.43% from last May's 28. New listings of 23 are down 42.5% from a year ago, with the sales/listing ratio of 34.78% down 35.22%.



### Year-to-date sales volume of \$37,783,609

Down 39.99% from 2019's \$62,965,954 with unit sales of 37 down 41.27% from 2019's 63. New listings of 95 are down 38.71% from a year ago, with the sales/listing ratio of 38.95% down 1.7%.



### Year-to-date average sale price of \$1,060,611

Up from \$1,022,603 one year ago with median sale price of \$1,100,000 up from \$950,000 one year ago. Average days-on-market of 58.4 is up 7.2 days from last year.

## MAY NUMBERS

Median Sale Price

**\$1,325,000**

+55.52%

Sales Volume

**\$9,952,500**

-61.08%

Unit Sales

**8**

-71.43%

New Listings

**23**

-42.5%

Expired Listings

**4**

-20%

Unit Sales/Listings Ratio

**34.78%**

-35.22%

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

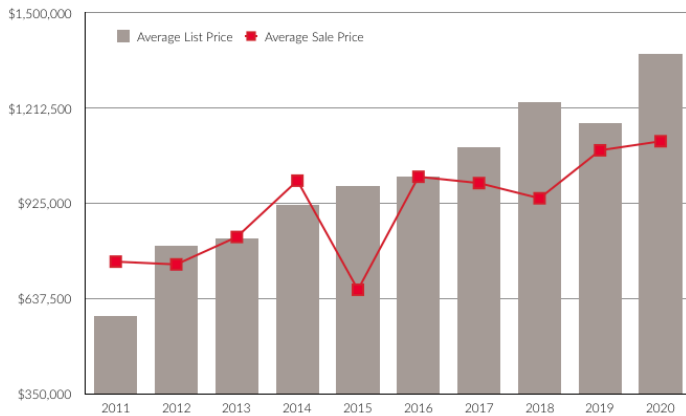


# THE MARKET IN DETAIL

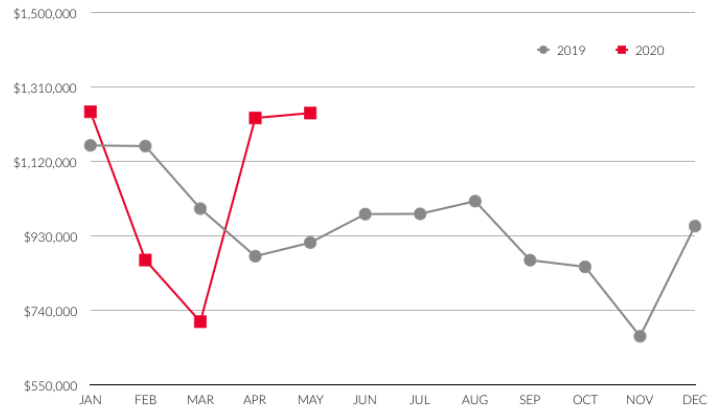
	2018	2019	2020	2019-2020
<b>Year-To-Date (YTD) Volume Sales</b>	\$36,835,334	\$62,965,954	\$37,783,609	-39.99%
<b>YTD Unit Sales</b>	43	63	37	-41.27%
<b>YTD New Listings</b>	95	155	95	-38.71%
<b>YTD Sales/Listings Ratio</b>	45.26%	40.65%	38.95%	-1.7%
<b>YTD Expired Listings</b>	12	23	30	+30.43%
<b>May Volume Sales</b>	\$5,938,534	\$25,571,308	\$9,952,500	-61.08%
<b>May Unit Sales</b>	10	28	8	-71.43%
<b>May New Listings</b>	29	40	23	-42.5%
<b>May Sales/Listings Ratio</b>	34.48%	70%	34.78%	-35.22%
<b>May Expired Listings</b>	4	5	4	-20%
<b>YTD Sales: Under \$0-\$199K</b>	2	3	0	Down from 3
<b>YTD Sales: Under \$200K-\$349K</b>	3	3	3	No Change
<b>YTD Sales: Under \$350K-\$549K</b>	5	11	8	-27.27%
<b>YTD Sales: Under \$550K-\$749K</b>	7	7	1	-85.71%
<b>YTD Sales: Under \$750K-\$999K</b>	11	13	5	-61.54%
<b>YTD Sales: \$1M+</b>	15	26	20	-23.08%
<b>YTD Average Days-On-Market</b>	35.4	51.2	58.4	+14.06%
<b>YTD Average Sale Price</b>	\$821,157	\$1,022,603	\$1,060,611	+3.72%
<b>YTD Median Sale Price</b>	\$998,500	\$950,000	\$1,100,000	+15.79%

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

# AVERAGE SALE PRICE

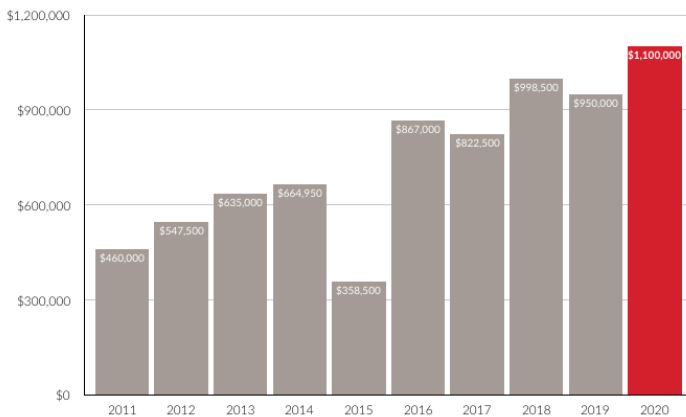


Year Over Year

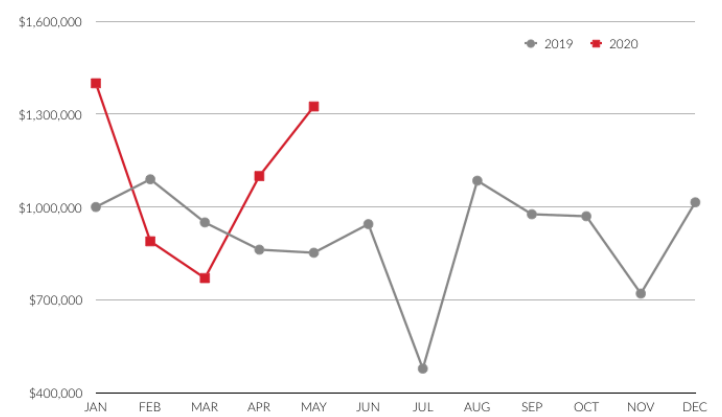


Month Over Month 2019 vs. 2020

# MEDIAN SALE PRICE



Year Over Year

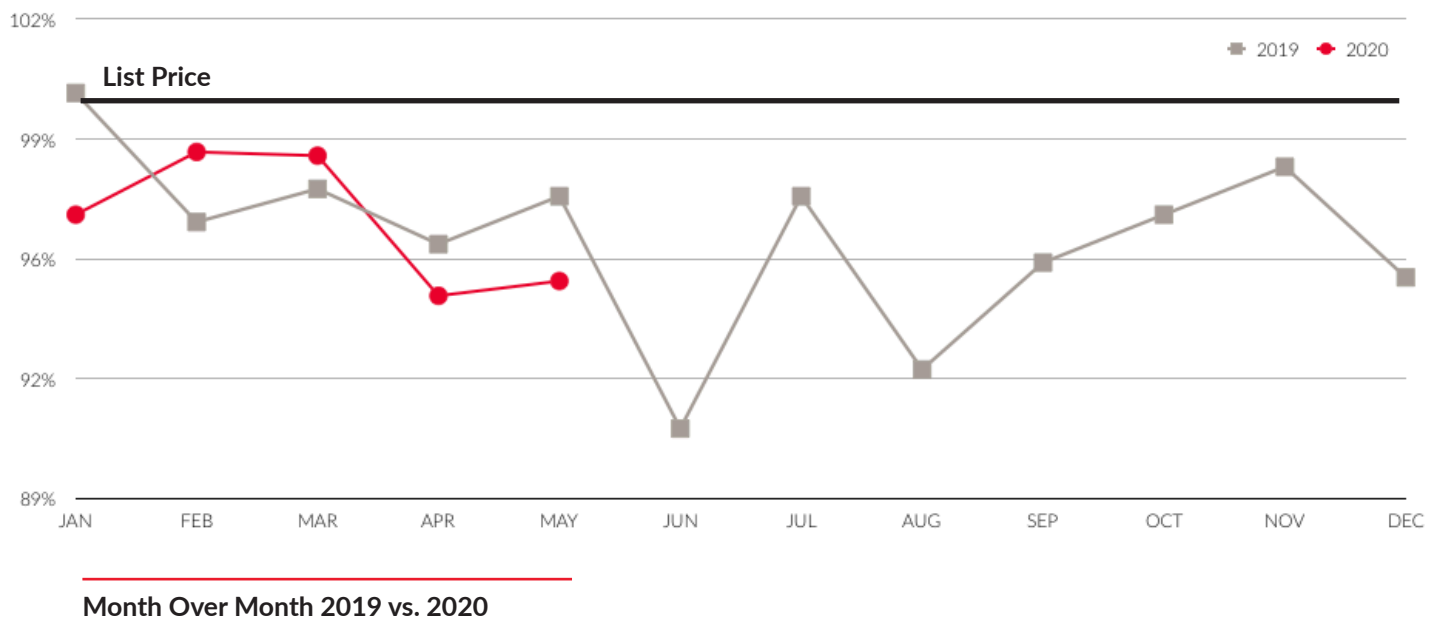
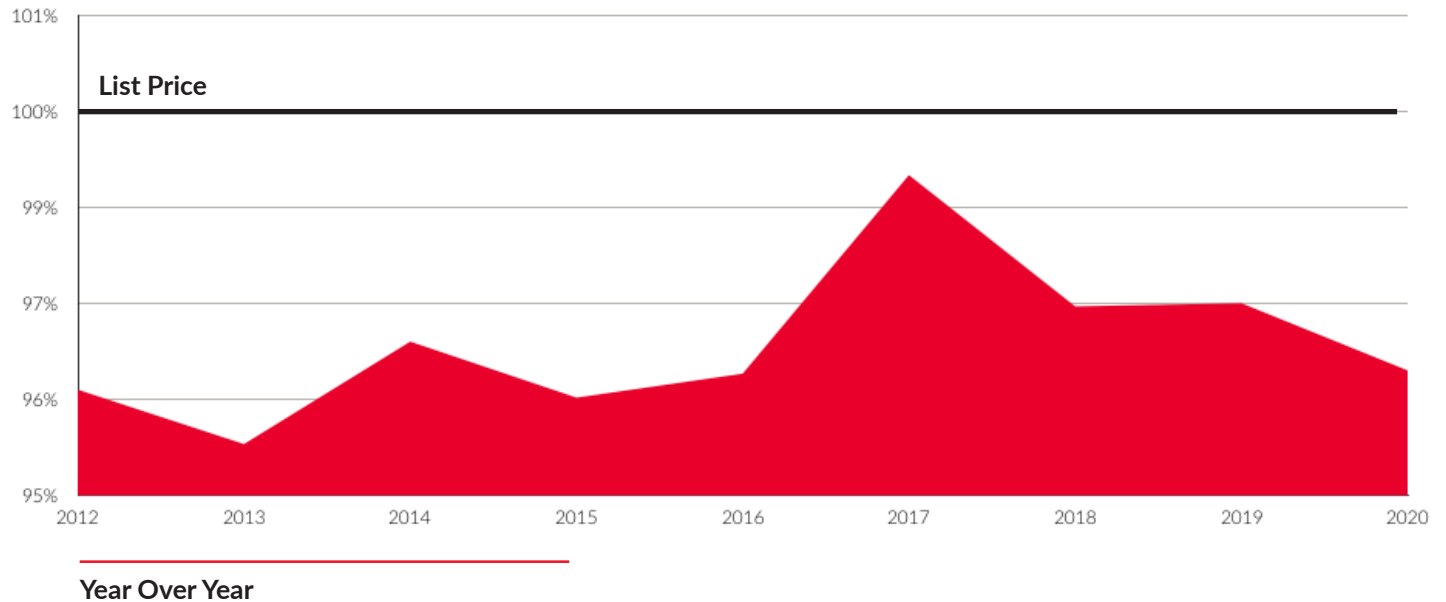


Month Over Month 2019 vs. 2020

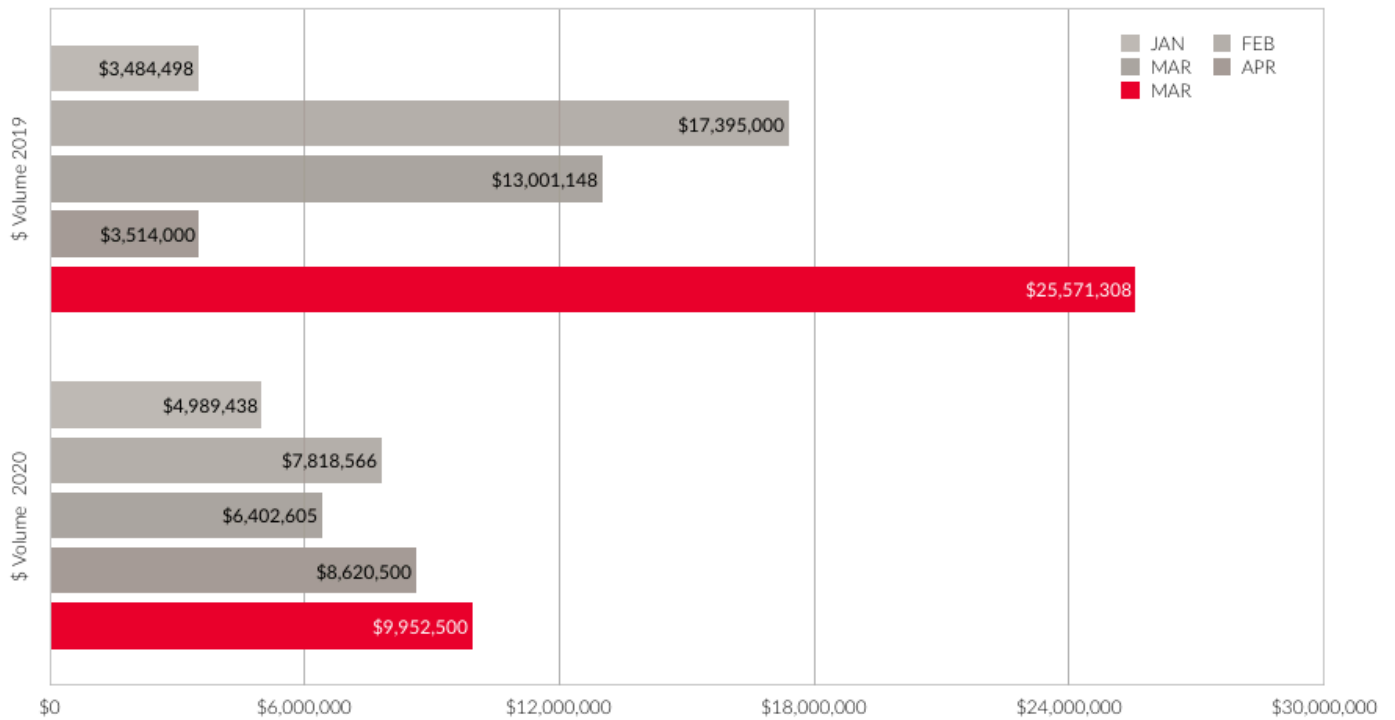
\* Median sale price is based on residential sales (including freehold and condominiums).



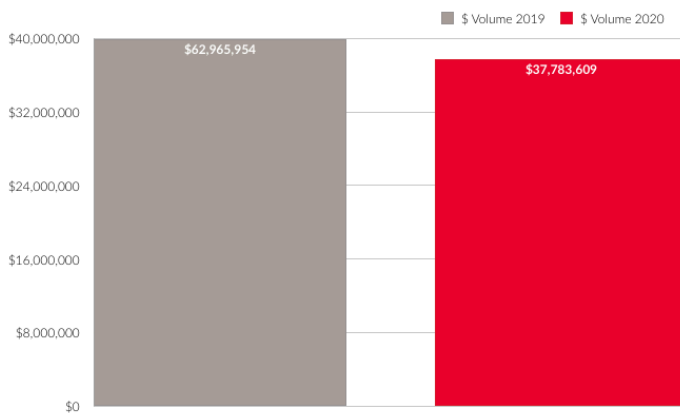
# SALE PRICE VS. LIST PRICE RATIO



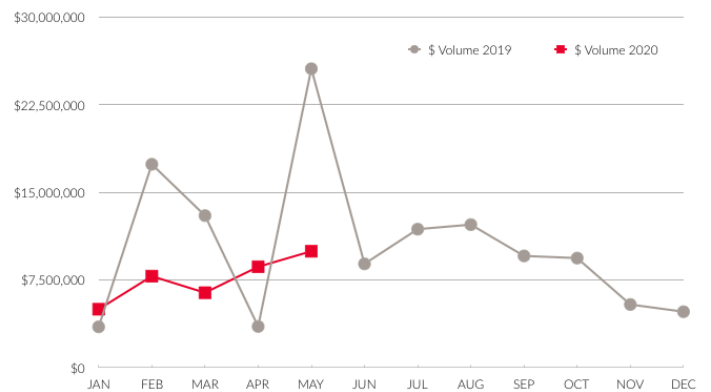
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

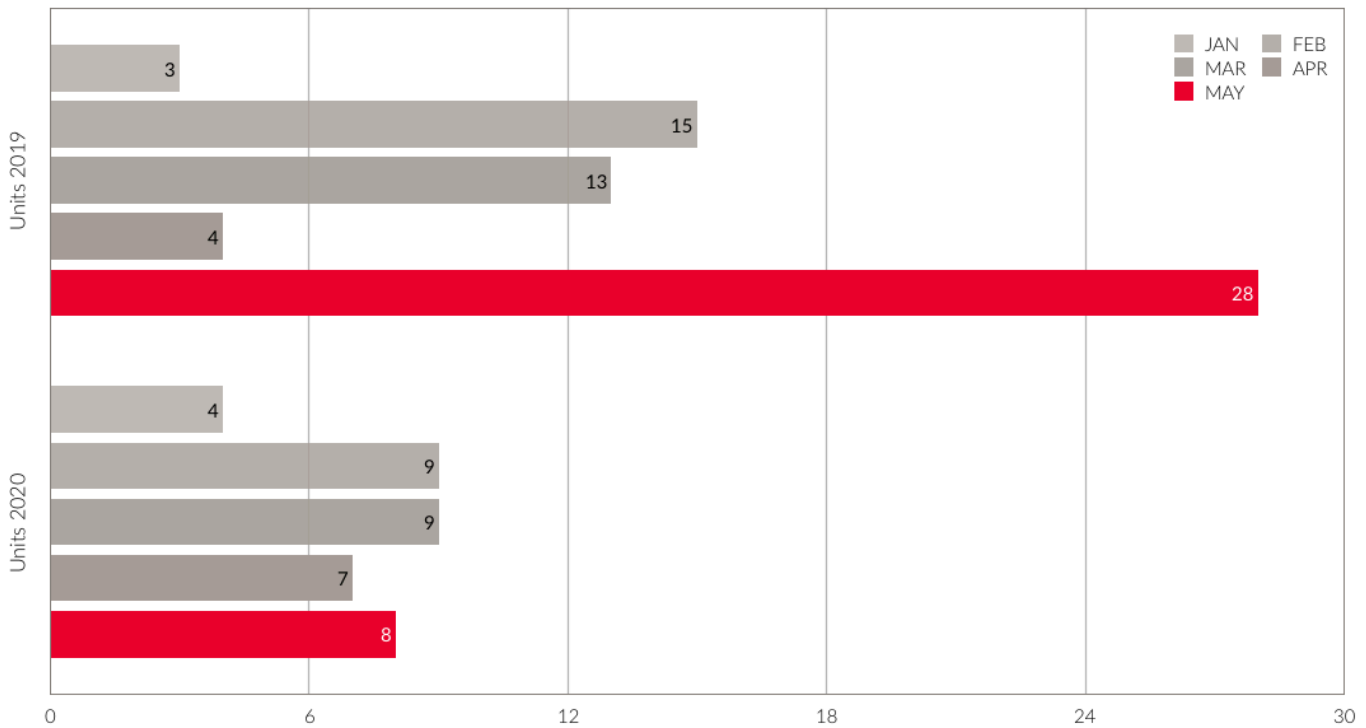


Yearly Totals 2019 vs. 2020

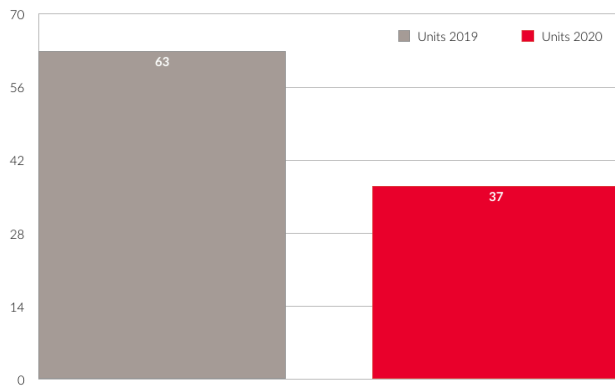


Month vs. Month 2019 vs. 2020

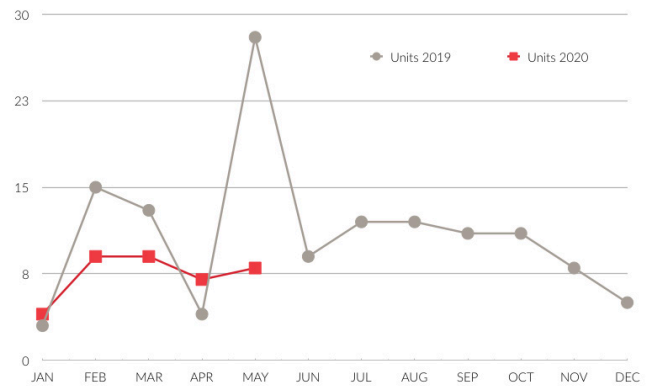
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

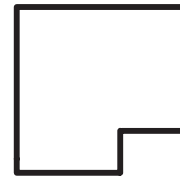
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

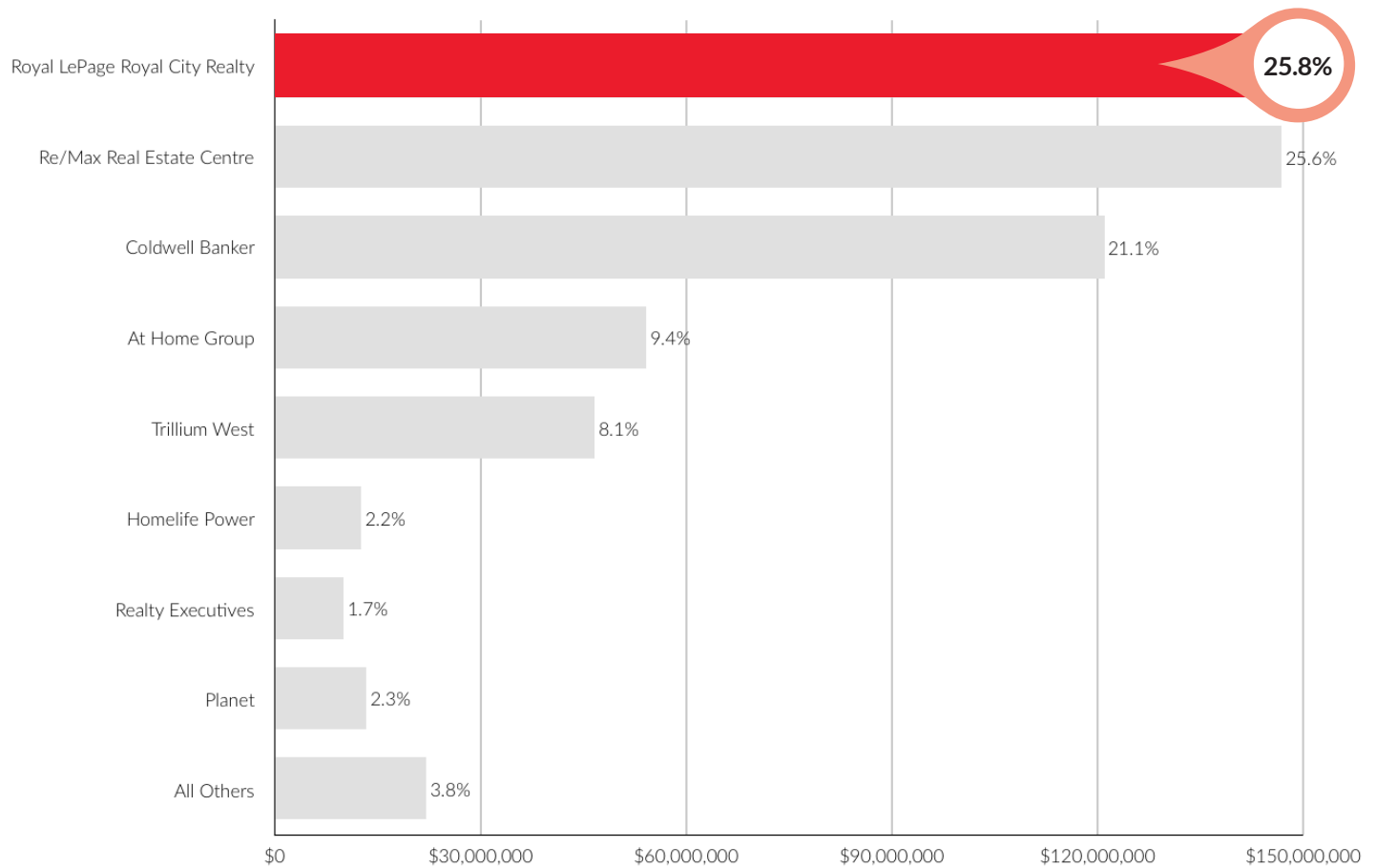
YTD Sales Volume	 <b>\$34,002,043</b> -35.11%	 <b>\$0</b> Down from \$1,651,000	 <b>\$1,621,566</b> -54.86%
YTD Unit Sales	 <b>32</b> -36%	 <b>0</b> Down from 2	 <b>3</b> -57.14%
YTD Average Sale Price	 <b>\$1,062,564</b> +1.39%	 <b>\$0</b> Down from \$825,500	 <b>\$540,522</b> +5.34%
May Sales Volume	 <b>\$9,952,500</b> -55.9%	 <b>\$0</b> Down from \$780,000	 <b>\$0</b> Down from \$950,000
May Unit Sales	 <b>8</b> -65.22%	 <b>0</b> Down from 1	 <b>0</b> Down from 2

Year Over Year Comparison (May 2019 to May 2020)





# MARKET DOMINANCE

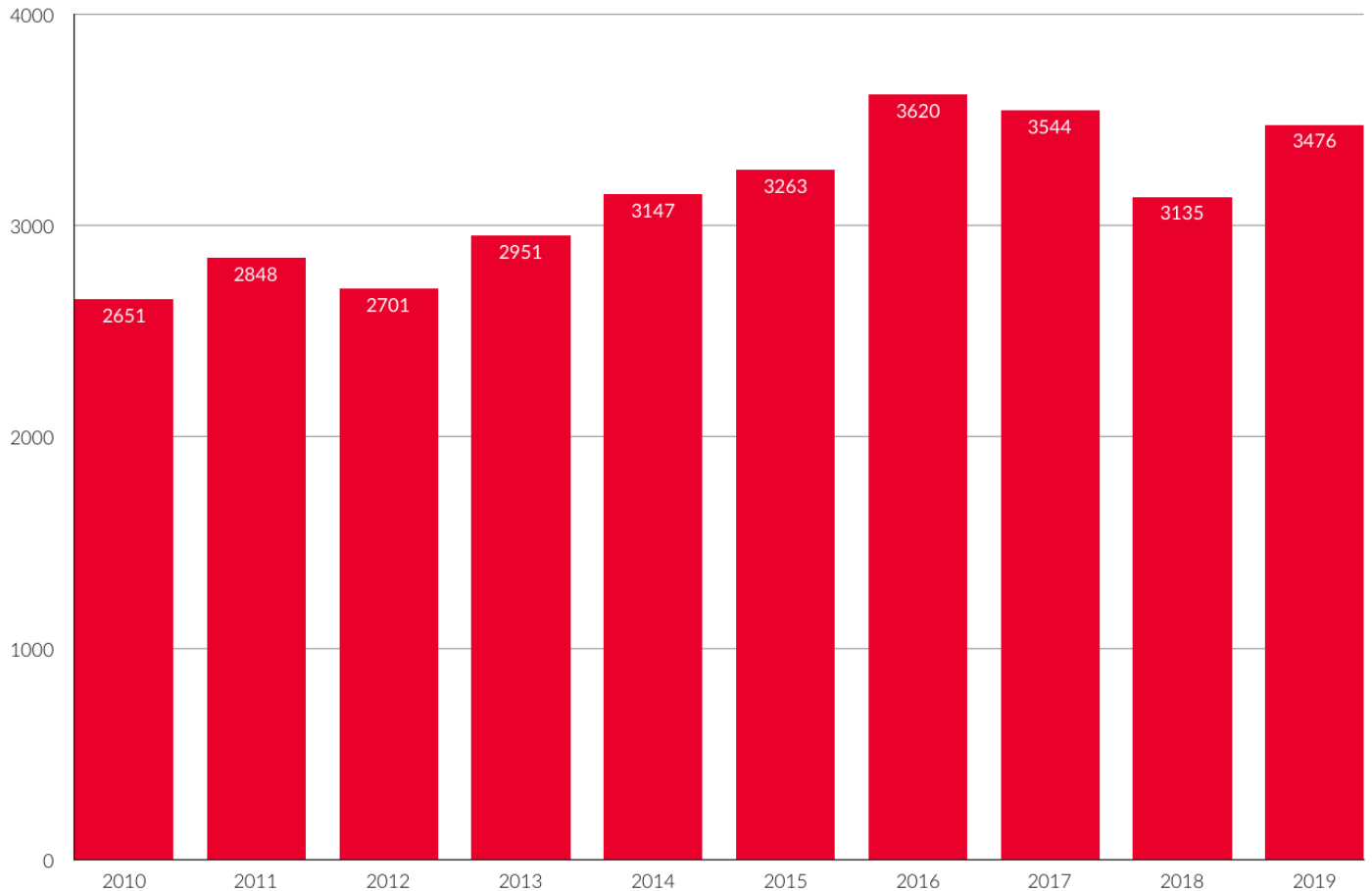


## Market Share by Dollar Volume

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



/RoyalLePageRoyalCity



/RoyalCityRealty



/RLPRoyalCity

Helping You Is What We Do.

Find more Real Estate Market Reports for Wellington County at [royalcity.com/market-update/](https://royalcity.com/market-update/)