



# 2020 SEPTEMBER

## CENTRE WELLINGTON

### Real Estate Market Report



**ROYAL CITY REALTY**  
BROKERAGE

# OVERVIEW

## SELLER'S MARKET

Sales activity continues to increase as Centre Wellington heads into Q4. This is driving demand for inventory and decreasing the amount of time listings remain on the market.



### September year-over-year sales volume of \$49,497,610

Up 19.38% from 2019's \$41,461,600 with unit sales of 65 up 8.33% from last September's 60. New listings of 60 are down 29.41% from a year ago, with the sales/listing ratio of 108.33% up 37.75%.



### Year-to-date sales volume of \$262,904,544

Up 19.67% from 2019's \$219,692,940 with unit sales of 386 up 3.21% from 2019's 374. New listings of 543 are down 8.89% from a year ago, with the sales/listing ratio of 71.09% up 8.33%.



### Year-to-date average sale price of \$680,695

Up from \$571,222 one year ago with median sale price of \$619,250 up from \$527,500 one year ago. Average days-on-market of 29 is down 9.11 days from last year.

## SEPTEMBER NUMBERS

Median Sale Price

**\$657,500**

+11.82%

Sales Volume

**\$49,497,610**

+19.38%

Unit Sales

**65**

+8.33%

New Listings

**60**

-29.41%

Expired Listings

**2**

-87.5%

Unit Sales/Listings Ratio

**108.33%**

+37.75%

*Year-over-year comparison  
(September 2020 vs September 2019)*



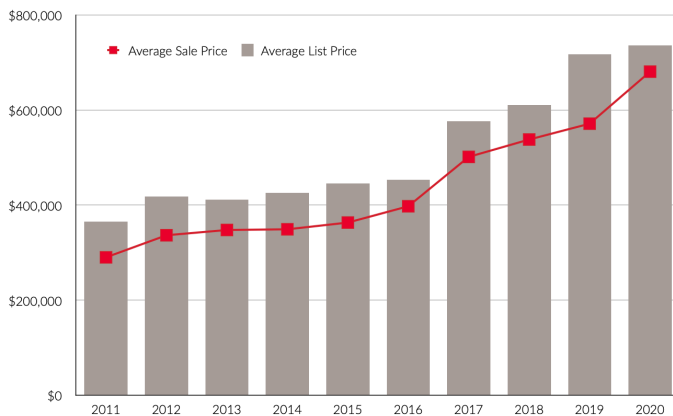


# THE MARKET IN DETAIL

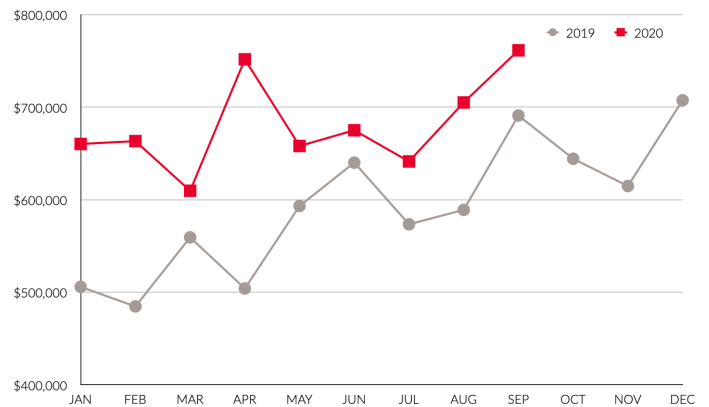
	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$177,064,161	\$219,692,940	\$262,904,544	+19.67%
<b>YTD Unit Sales</b>	327	374	386	+3.21%
<b>YTD New Listings</b>	488	596	543	-8.89%
<b>YTD Sales/Listings Ratio</b>	67.01%	62.75%	71.09%	+8.33%
<b>YTD Expired Listings</b>	59	66	72	+9.1%
<b>September Volume Sales</b>	\$24,873,688	\$41,461,600	\$49,497,610	+19.38%
<b>September Unit Sales</b>	43	60	65	+8.33%
<b>September New Listings</b>	67	85	60	-29.41%
<b>September Sales/Listings Ratio</b>	64.18%	70.59%	108.33%	+37.75%
<b>September Expired Listings</b>	16	16	2	-87.5%
<b>YTD Sales: Under \$0-\$199K</b>	15	14	9	-35.71%
<b>YTD Sales: Under \$200K-\$349K</b>	32	32	18	-43.75%
<b>YTD Sales: Under \$350K-\$549K</b>	163	161	103	-36.02%
<b>YTD Sales: Under \$550K-\$749K</b>	72	107	149	+39.25%
<b>YTD Sales: Under \$750K-\$999K</b>	29	34	64	+88.24%
<b>YTD Sales: \$1M+</b>	16	27	43	+59.26%
<b>YTD Average Days-On-Market</b>	32.22	38.11	29	-23.91%
<b>YTD Average Sale Price</b>	\$537,907	\$571,222	\$680,695	+19.16%
<b>YTD Median Sale Price</b>	\$476,000	\$527,500	\$619,250	+17.39%

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

# AVERAGE SALE PRICE

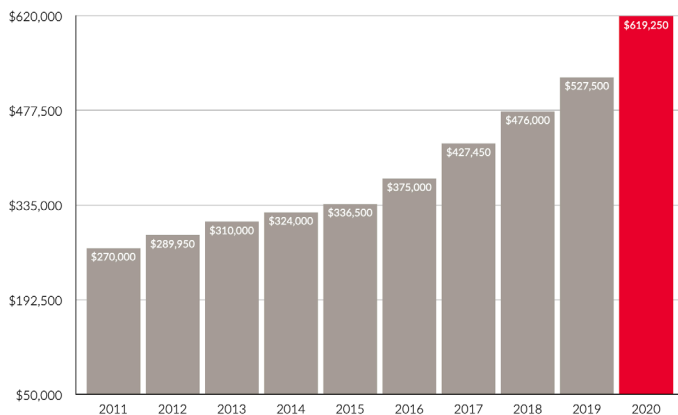


Year-Over-Year

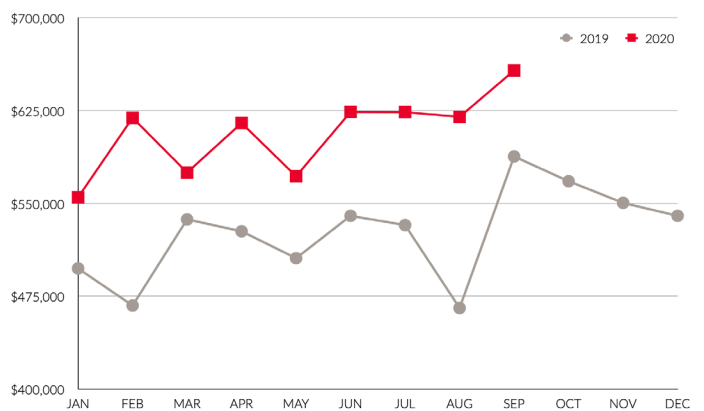


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



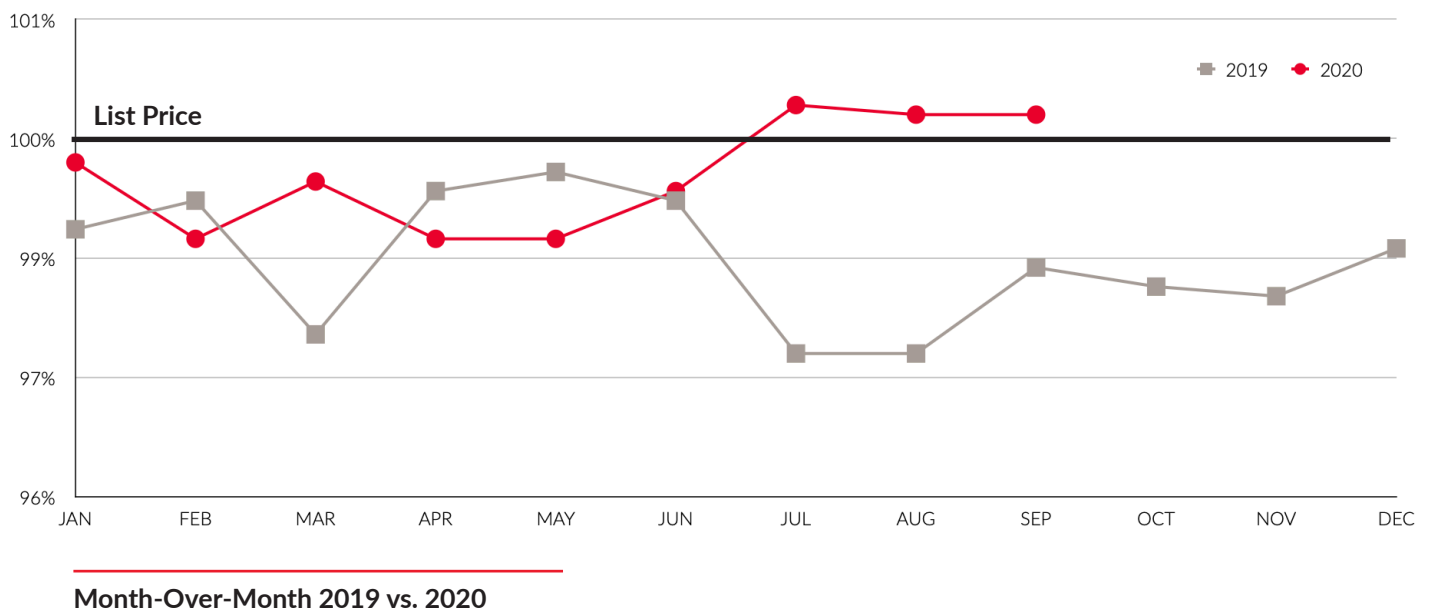
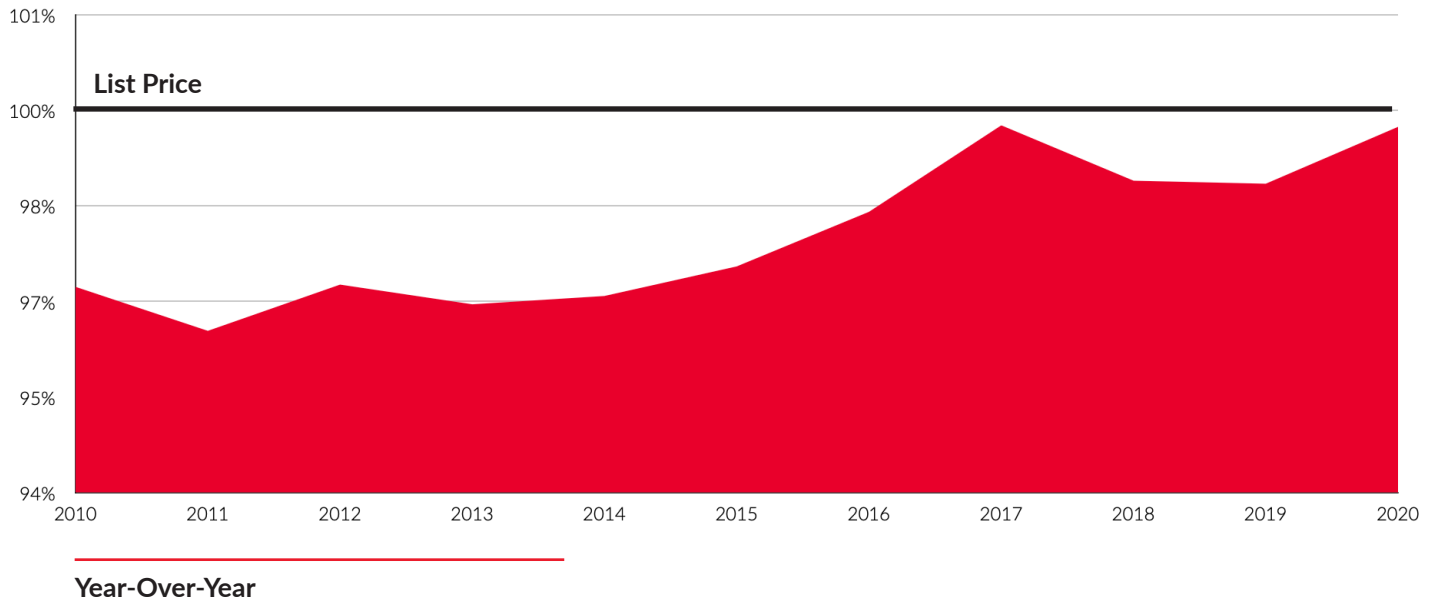
Year-Over-Year



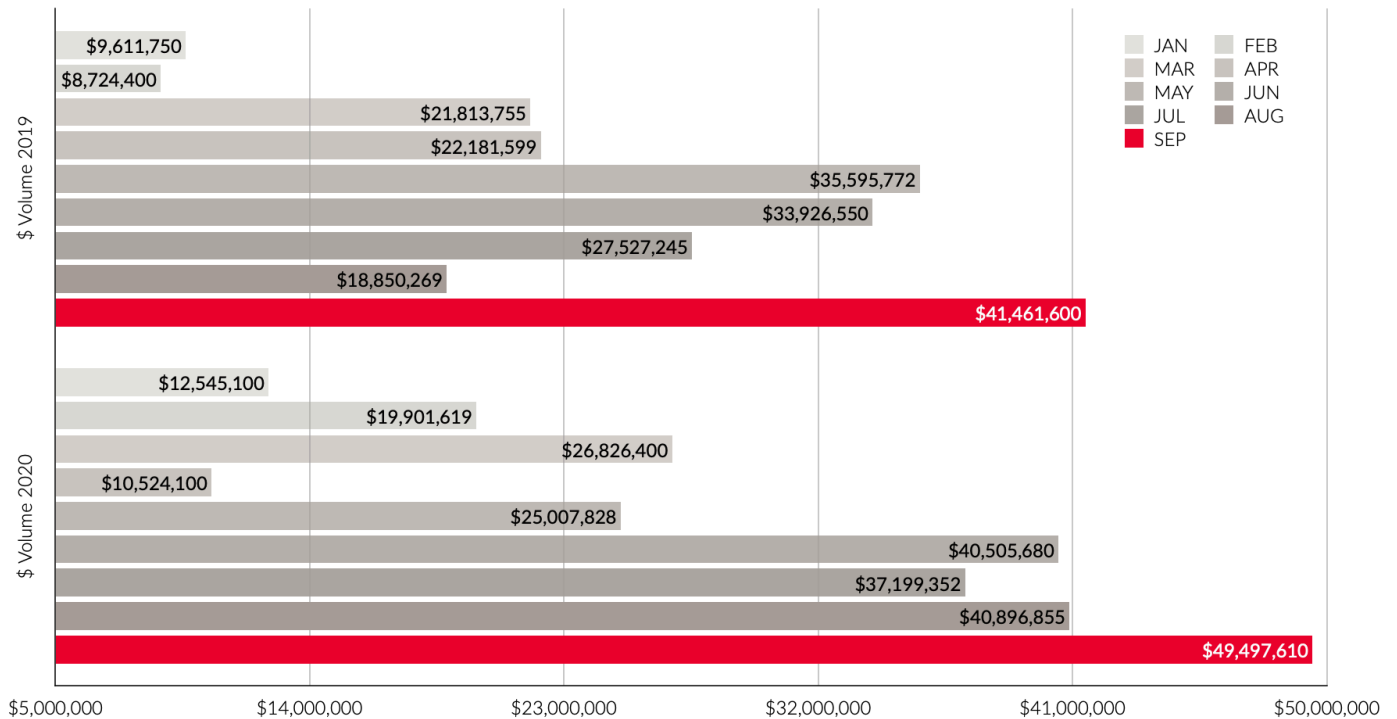
Month-Over-Month 2019 vs. 2020

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

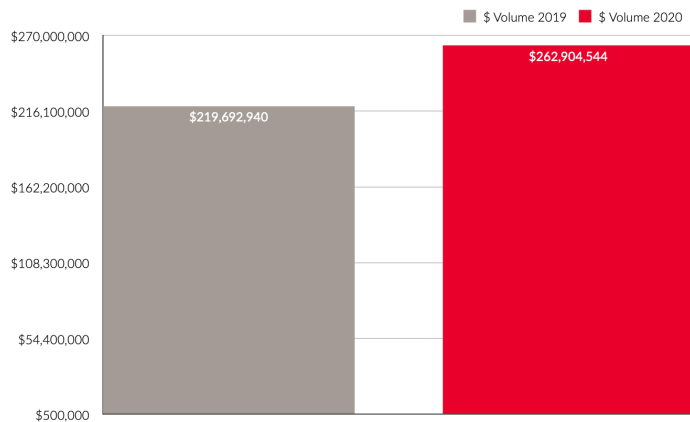
# SALE PRICE VS. LIST PRICE RATIO



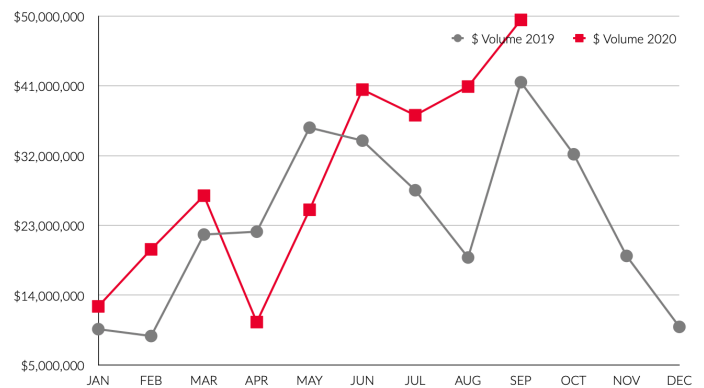
# DOLLAR VOLUME SALES



## Monthly Comparison 2019 vs. 2020

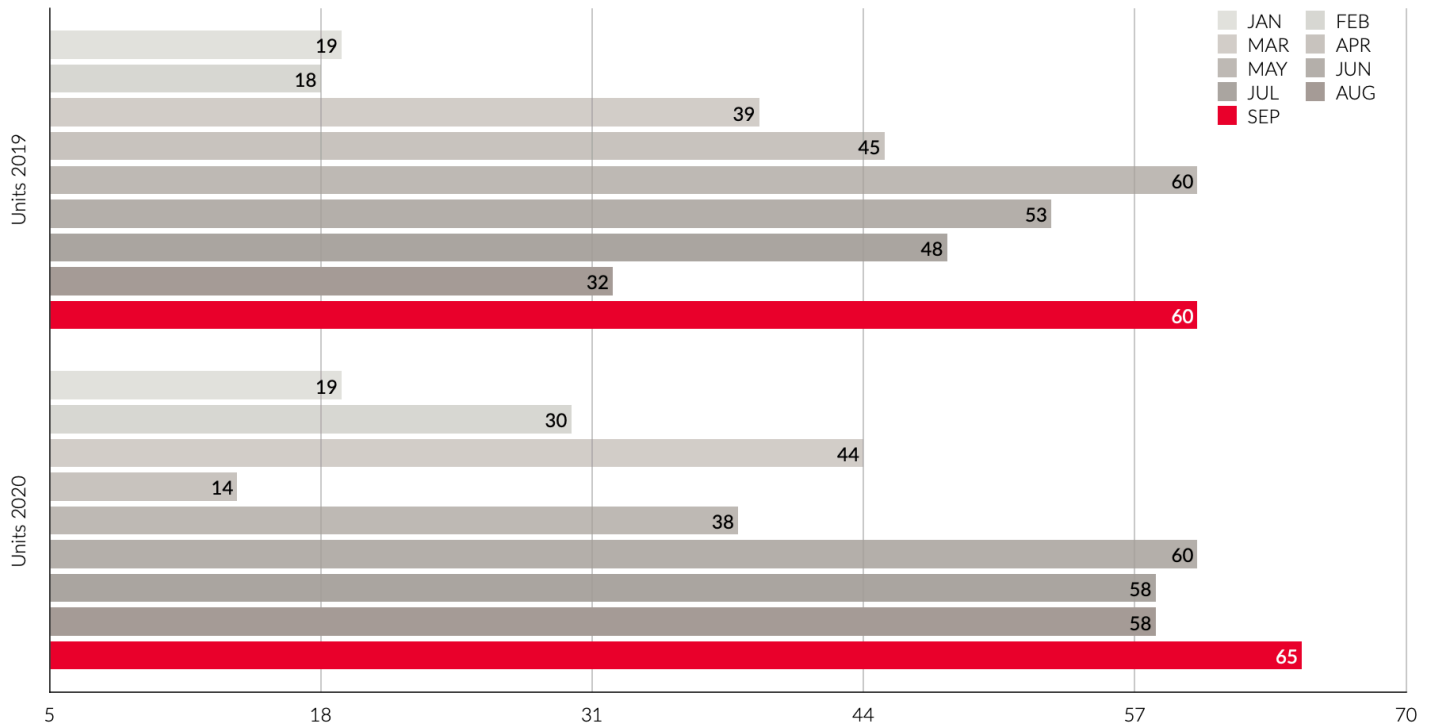


## Yearly Totals 2019 vs. 2020

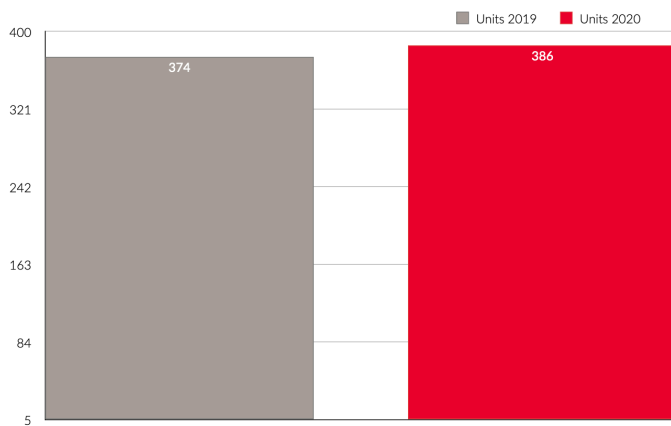


## Month vs. Month 2019 vs. 2020

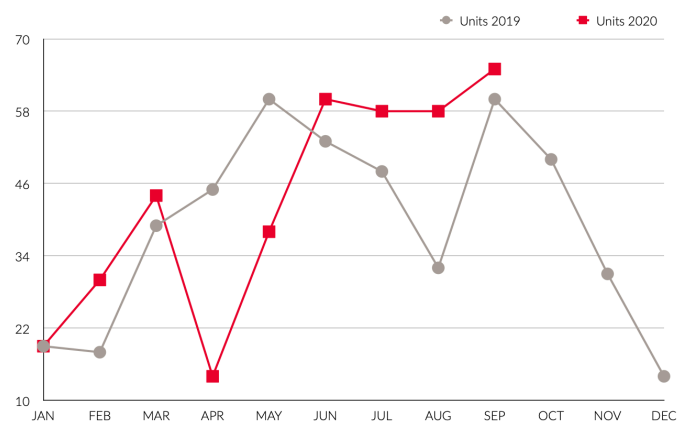
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

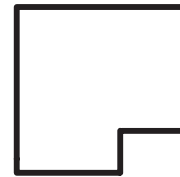
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

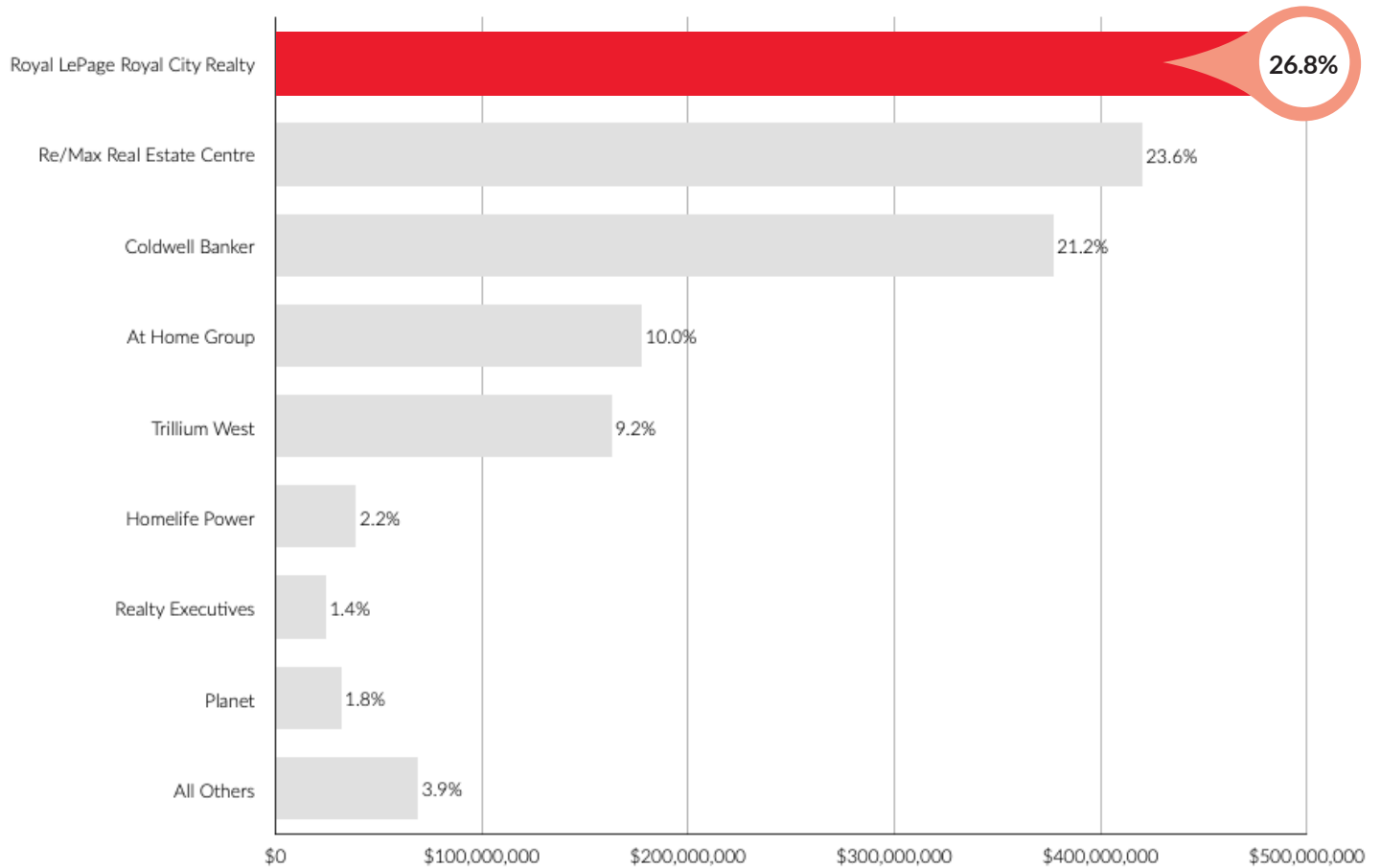
YTD Sales Volume	 <b>\$223,212,016</b> +22.86%	 <b>\$17,184,300</b> +14.08%	 <b>\$4,330,828</b> +64.7%
YTD Unit Sales	 <b>315</b> +0.64%	 <b>37</b> -2.63%	 <b>7</b> +75%
YTD Average Sale Price	 <b>\$708,610</b> +22.08%	 <b>\$464,441</b> +17.16%	 <b>\$618,690</b> -5.9%
September Sales Volume	 <b>\$42,157,910</b> +26.27%	 <b>\$3,900,700</b> +75.81%	 <b>\$0</b> Down from \$430,000
September Unit Sales	 <b>51</b> +2%	 <b>8</b> +60%	 <b>0</b> Down from 1

Year-Over-Year Comparison (2020 vs. 2019)





# MARKET DOMINANCE

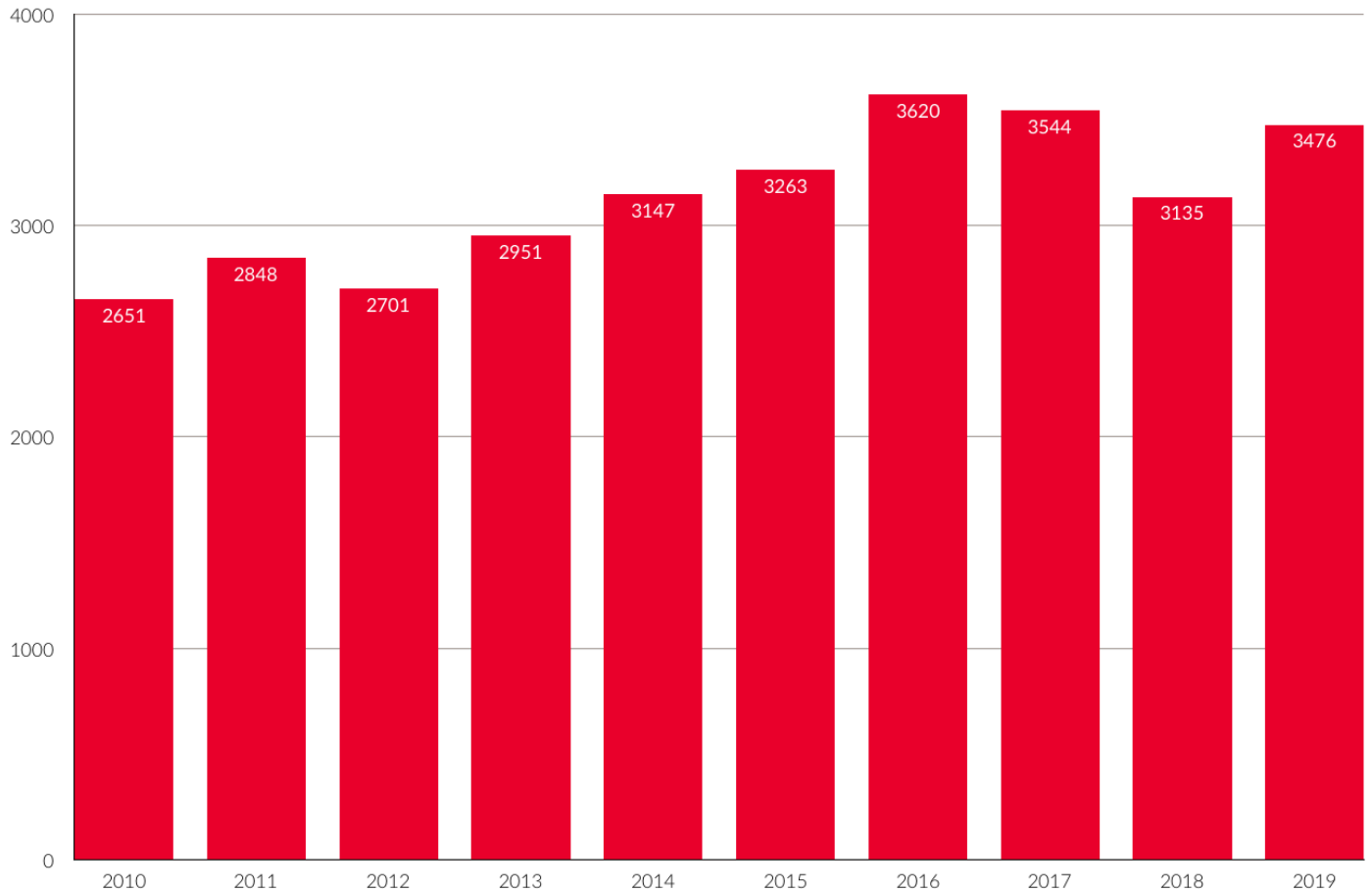


## Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies  
January - September 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



## ELORA

519-846-1365  
9 Mill Street East, Elora



## 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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