



2020 AUGUST

CITY OF GUELPH

Real Estate Market Report



OVERVIEW

SELLER'S MARKET

Sales activity is equal to last year at this time however sales volume has increased due to rising sale prices. Listing activity also increased a considerable amount with homes continuing to remain on the market well under a month.



August year-over-year sales volume of \$140,592,566

Up 20.17% from 2019's \$116,991,449 with unit sales of 217 up 0.46% from last August's 216. New listings of 311 are up 30.13% from a year ago, with the sales/listing ratio of 69.77% down 20.6%.



Year-to-date sales volume of \$954,743,330

Up 8.87% from 2019's \$876,948,843 with unit sales of 1,586 down 3.23% from 2019's 1,639. New listings of 2,101 are down 13.68% from a year ago, with the sales/listing ratio of 75.49% up 8.15%.



Year-to-date average sale price of \$599,559

Up from \$531,569 one year ago with median sale price of \$575,500 up from \$509,750 one year ago. Average days-on-market of 20.25 is down 5.25 days from last year.

AUGUST NUMBERS

Median Sale Price

\$630,000

+19.32%

Sales Volume

\$140,592,566

+20.17%

Unit Sales

217

+0.46%

New Listings

311

+30.13%

Expired Listings

10

-71.43%

Unit Sales/Listings Ratio

69.77%

-20.6%

*Year-over-year comparison
(August 2020 vs. August 2019)*

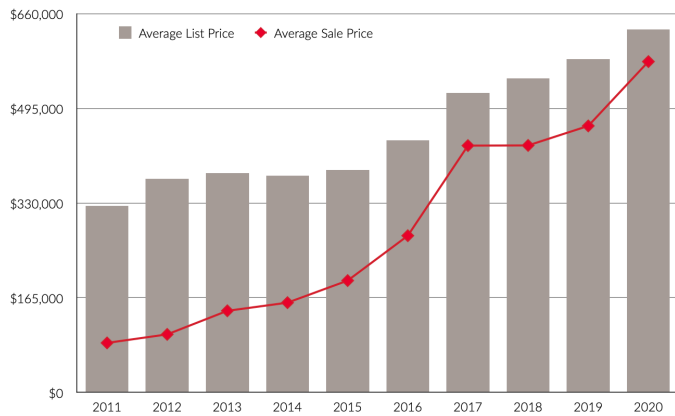


THE MARKET IN DETAIL

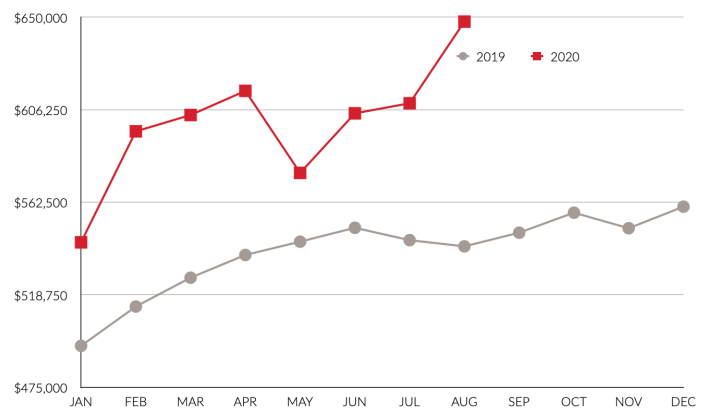
	2018	2019	2020	2019-2020
YTD Volume Sales	\$777,584,557	\$876,948,843	\$954,743,330	+8.87%
YTD Unit Sales	1,526	1,639	1,586	-3.23%
YTD New Listings	2,322	2,434	2,101	-13.68%
YTD Sales/Listings Ratio	65.72%	67.34%	75.49%	+8.15%
YTD Expired Listings	189	204	115	-43.63%
August Volume Sales	\$96,836,788	\$116,991,449	\$140,592,566	+20.17%
August Unit Sales	193	216	217	+0.46%
August New Listings	250	239	311	+30.13%
August Sales/Listings Ratio	77.2%	90.38%	69.77%	-20.6%
August Expired Listings	39	35	10	-71.43%
YTD Sales: Under \$0-\$199K	10	4	5	+25%
YTD Sales: Under \$200K-\$349K	238	207	76	-63.29%
YTD Sales: Under \$350K-\$549K	809	772	609	-21.11%
YTD Sales: Under \$550K-\$749K	338	489	638	+30.47%
YTD Sales: Under \$750K-\$999K	101	141	208	+47.52%
YTD Sales: \$1M+	30	26	50	+92.3%
YTD Average Days-On-Market	24.38	25.5	20.25	-20.59%
YTD Average Sale Price	\$510,955	\$531,569	\$599,559	+12.79%
YTD Median Sale Price	\$476,200	\$509,750	\$575,500	+12.9%

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

AVERAGE SALE PRICE

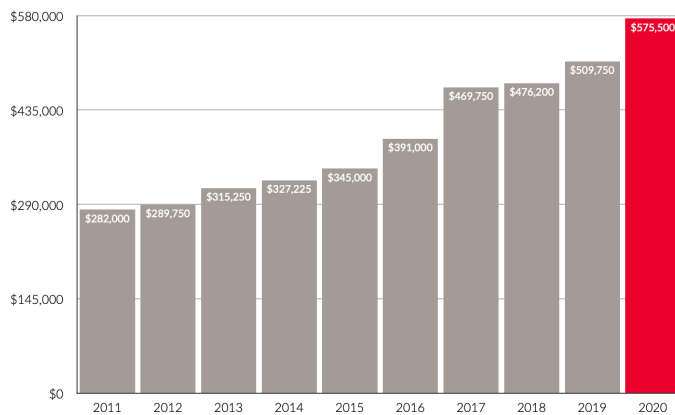


Year-Over-Year

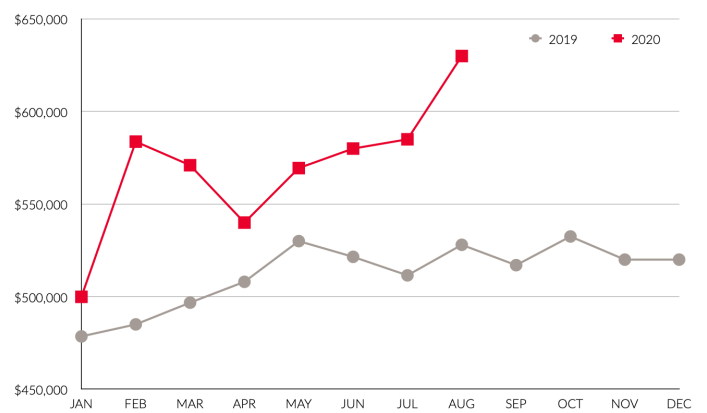


Month-Over-Month 2019 vs. 2020

MEDIAN SALE PRICE



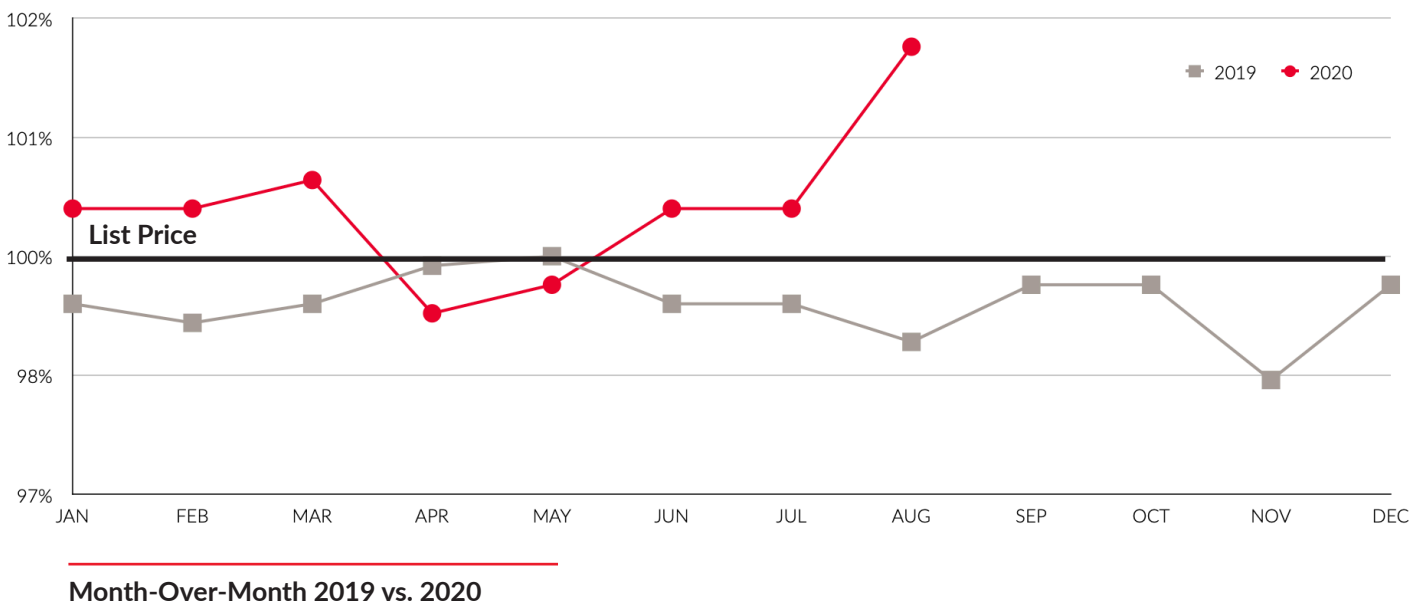
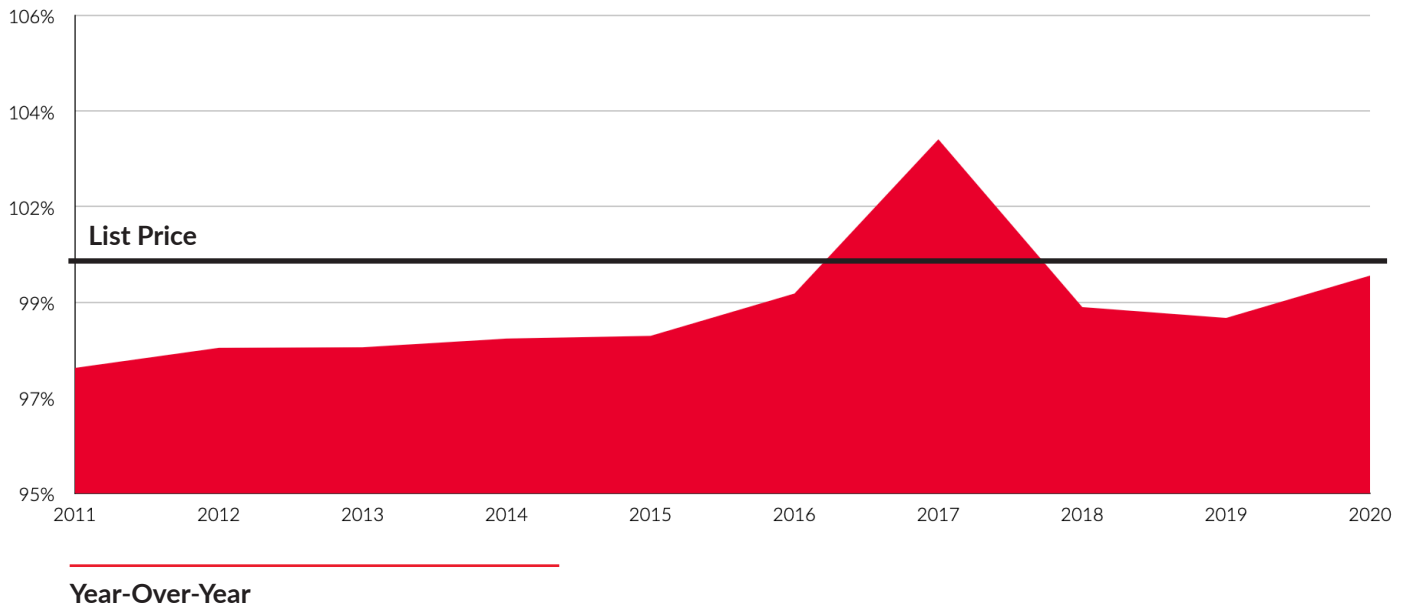
Year-Over-Year



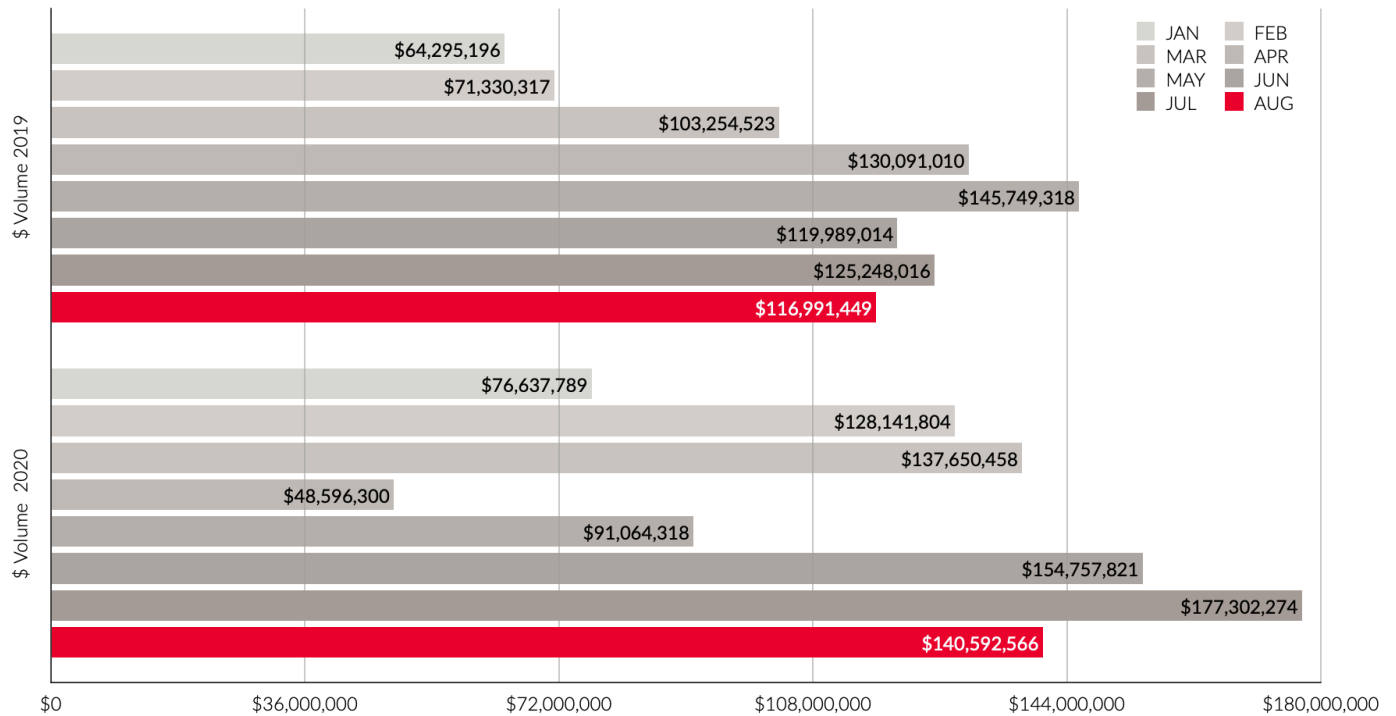
Month-Over-Month 2019 vs. 2020

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

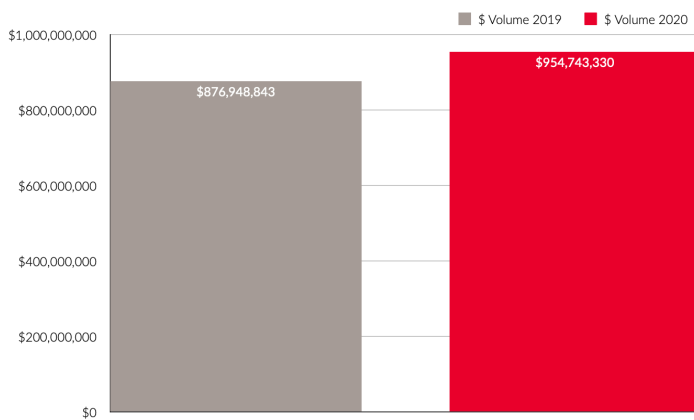
SALE PRICE VS. LIST PRICE RATIO



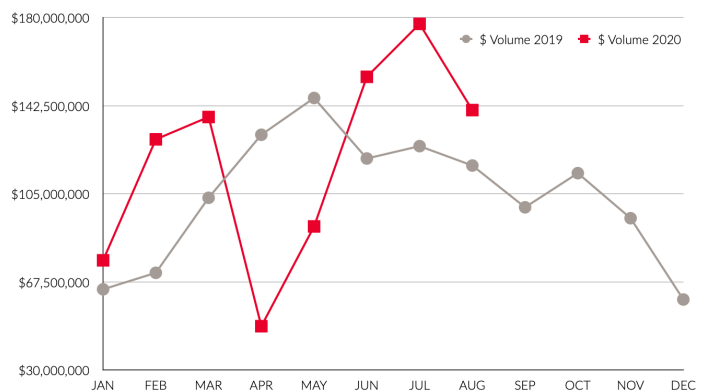
DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

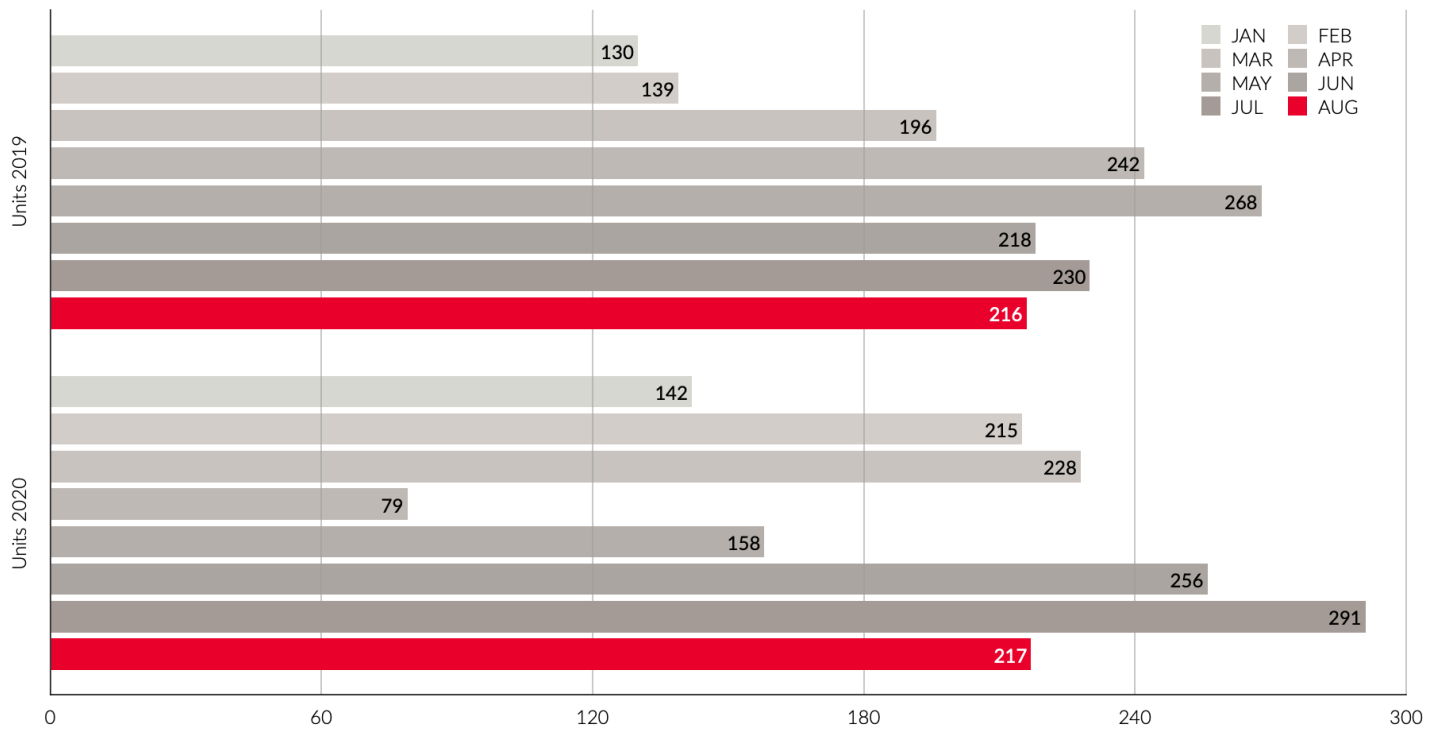


Yearly Totals 2019 vs. 2020

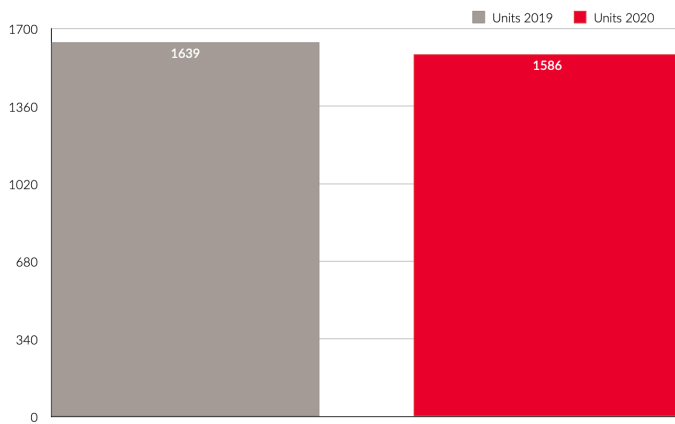


Month vs. Month 2019 vs. 2020

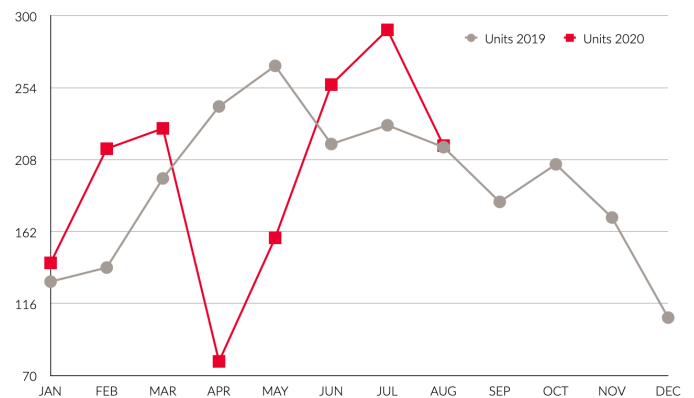
UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

SALES BY TYPE


















FREEHOLD



CONDOMINIUM

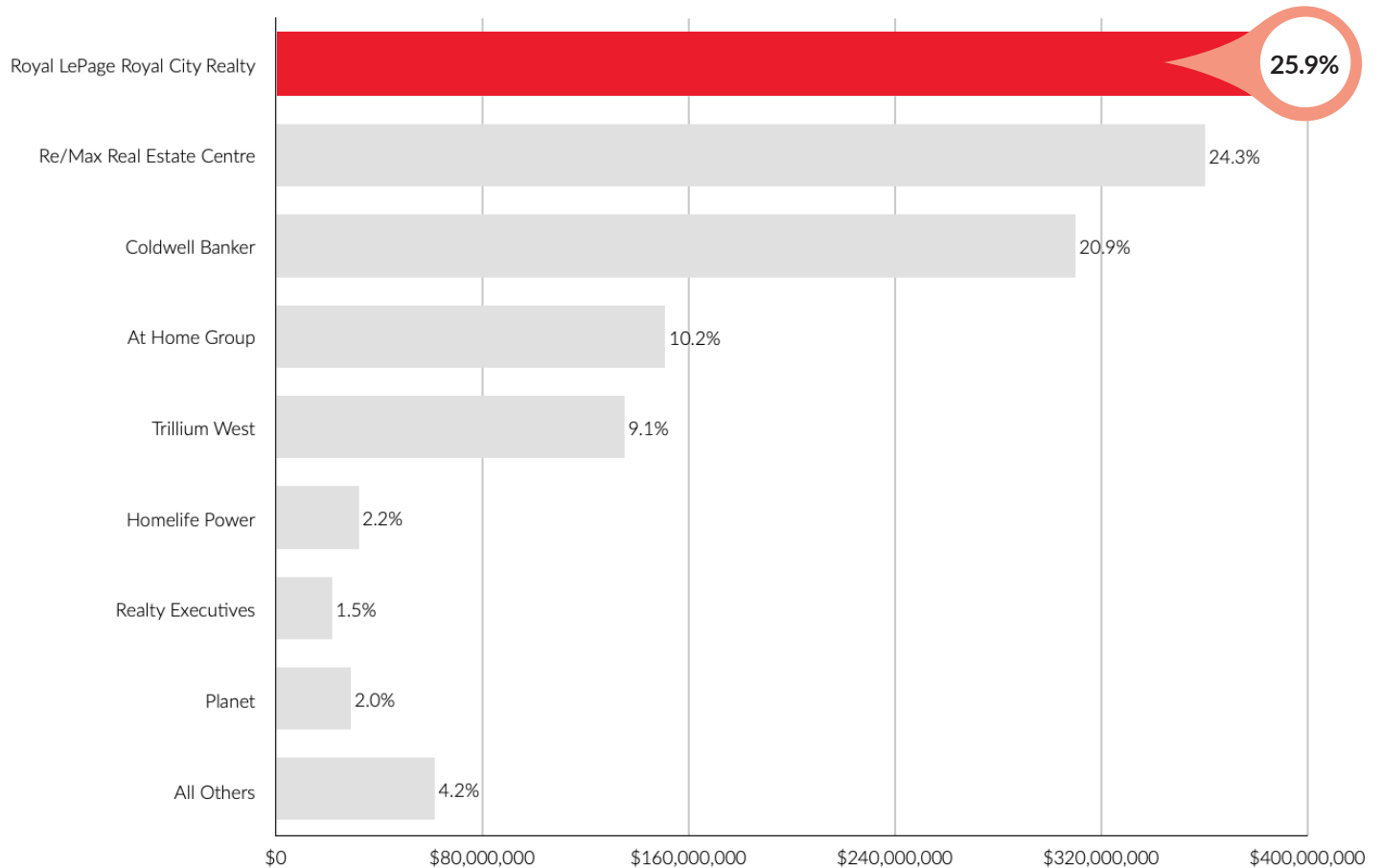


VACANT LAND

YTD Sales Volume	 \$664,609,252 +4.83%	 \$237,959,266 +9.77%	 \$2,655,000 +503.4%
YTD Unit Sales	 997 -5.68%	 527 -3.83%	 4 +300%
YTD Average Sale Price	 \$666,609 +11.14%	 \$451,536 +14.15%	 \$663,750 +50.85%
August Sales Volume	 \$99,101,305 +14.34%	 \$32,522,261 +18.74%	 \$1,230,000 Up from \$0
August Unit Sales	 136 -5.56%	 69 +2.99%	 2 Up from 0

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

MARKET DOMINANCE

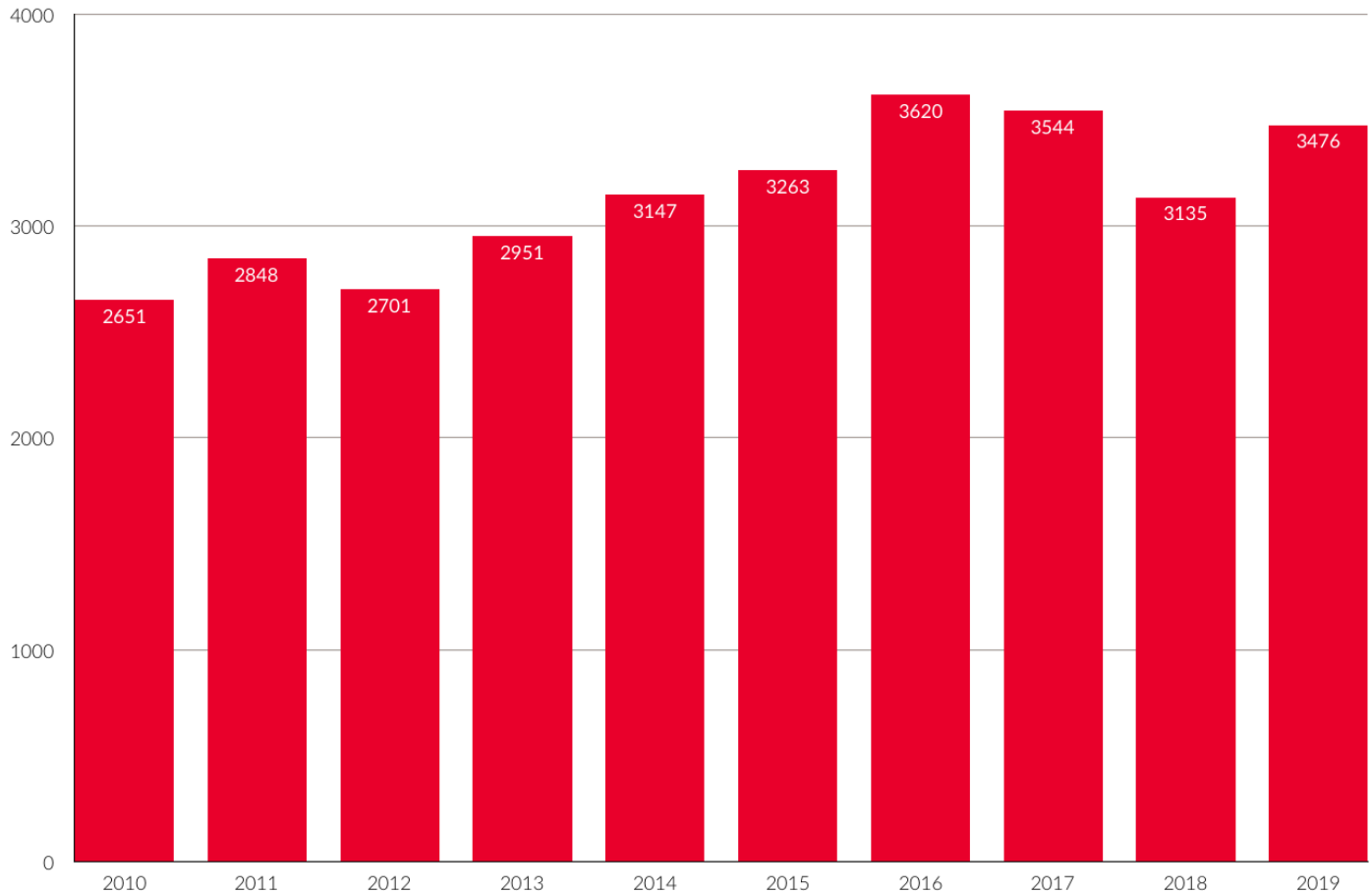


Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies
January - August 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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