



2020 SEPTEMBER

CITY OF GUELPH

Real Estate Market Report



OVERVIEW

SELLER'S MARKET

As Guelph heads into Q4, sales activity picked up again with sales volume almost doubling last September's due to continued price increases. Listing activity is keeping up with the demand but listings are remaining on market for shorter periods of time.



September year-over-year sales volume of \$189,661,748

Up 91.18% from 2019's \$99,205,311 with unit sales of 285 up 57.46% from last September's 181. New listings of 359 are up 10.46% from a year ago, with the sales/listing ratio of 79.39% up 23.69%.



Year-to-date sales volume of \$1,144,405,078

Up 17.24% from 2019's \$976,154,154 with unit sales of 1,871 up 2.8% from 2019's 1,820. New listings of 2,460 are down 10.84% from a year ago, with the sales/listing ratio of 76.06% up 10.09%.



Year-to-date average sale price of \$606,883

Up from \$533,406 one year ago with median sale price of \$580,000 up from \$511,500 one year ago. Average days-on-market of 20.33 is down 5.45 days from last year.

SEPTEMBER NUMBERS

Median Sale Price

\$624,950

+20.88%

Sales Volume

\$189,661,748

+91.18%

Unit Sales

285

+57.46%

New Listings

359

+10.46%

Expired Listings

14

-72.55%

Unit Sales/Listings Ratio

79.39%

+23.69%

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

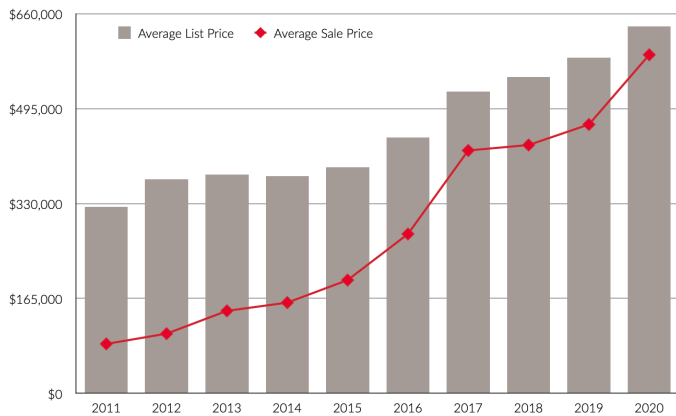


THE MARKET IN DETAIL

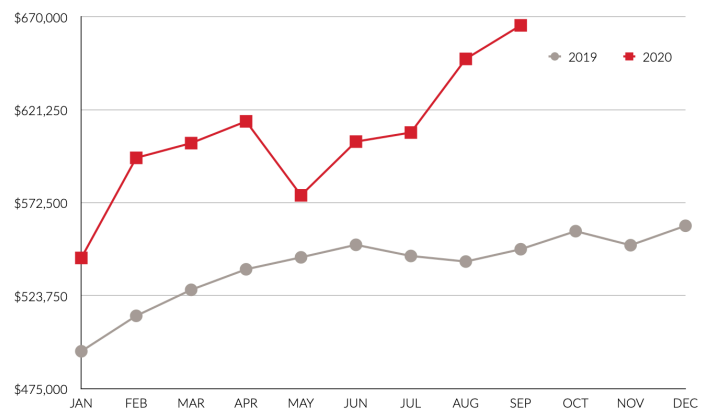
	2018	2019	2020	2019-2020
YTD Volume Sales	\$862,562,075	\$976,154,154	\$1,144,405,078	+17.24%
YTD Unit Sales	1,690	1,820	1,870	+2.8%
YTD New Listings	2,648	2,759	2,460	-10.84%
YTD Sales/Listings Ratio	63.82%	65.97%	76.06%	+10.09%
YTD Expired Listings	220	255	129	-49.41%
September Volume Sales	\$84,977,518	\$99,205,311	\$189,661,748	+91.18%
September Unit Sales	164	181	285	+57.46%
September New Listings	326	325	359	+10.46%
September Sales/Listings Ratio	50.31%	55.69%	79.39%	+23.69%
September Expired Listings	31	51	14	-72.55%
YTD Sales: Under \$0-\$199K	10	4	6	+50%
YTD Sales: Under \$200K-\$349K	263	229	95	-58.52%
YTD Sales: Under \$350K-\$549K	895	853	690	-19.11%
YTD Sales: Under \$550K-\$749K	380	543	754	+38.86%
YTD Sales: Under \$750K-\$999K	112	161	257	+59.63%
YTD Sales: \$1M+	34	30	66	+120%
YTD Average Days-On-Market	24.56	25.78	20.33	-21.12%
YTD Average Sale Price	\$511,755	\$533,406	\$606,883	+13.78%
YTD Median Sale Price	\$477,500	\$511,500	\$580,000	+13.39%

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

AVERAGE SALE PRICE

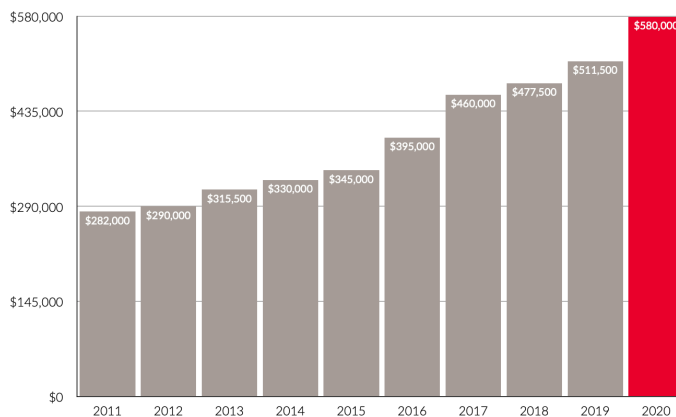


Year-Over-Year

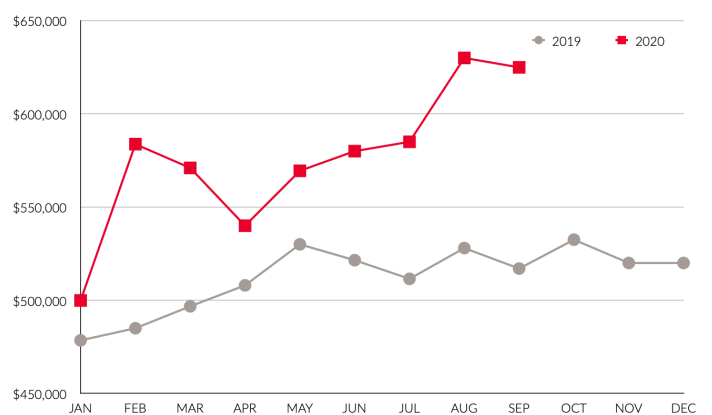


Month-Over-Month 2019 vs. 2020

MEDIAN SALE PRICE



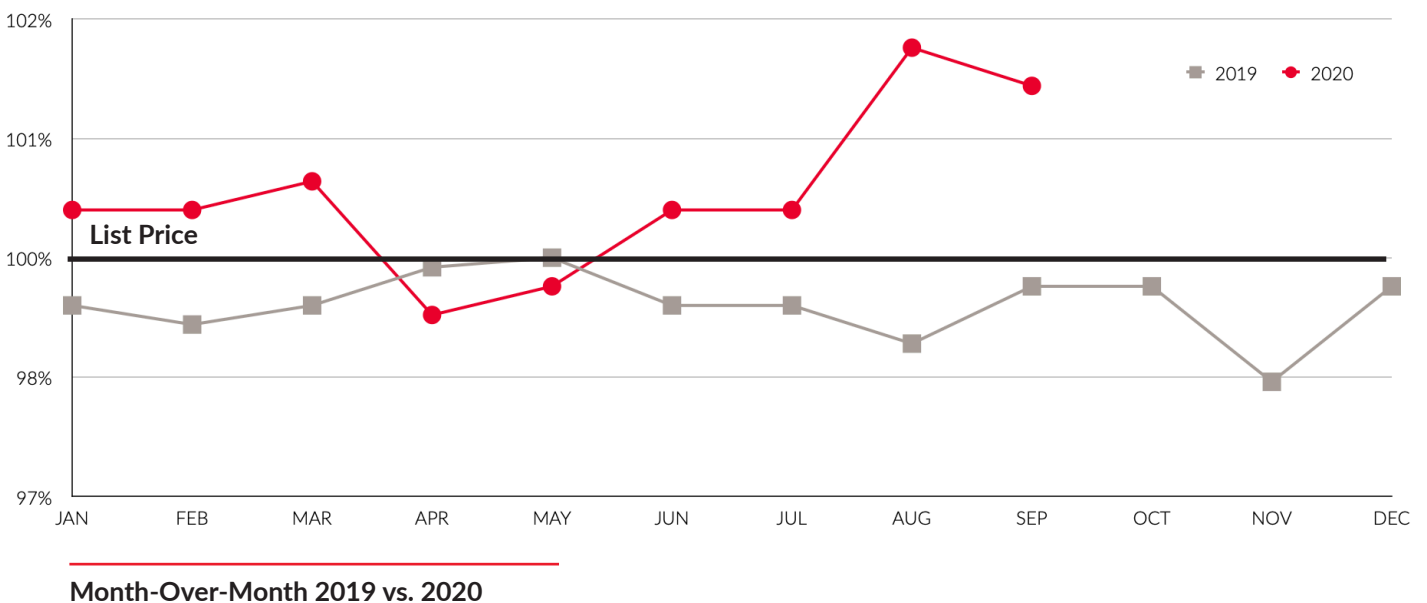
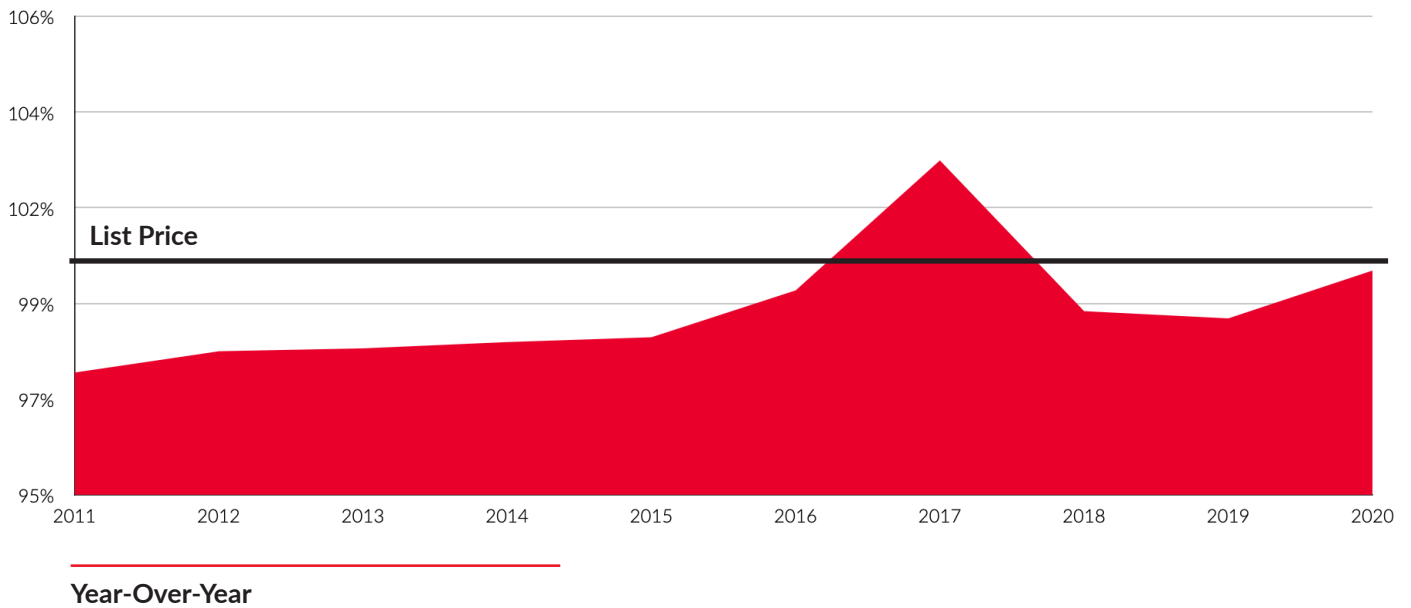
Year-Over-Year



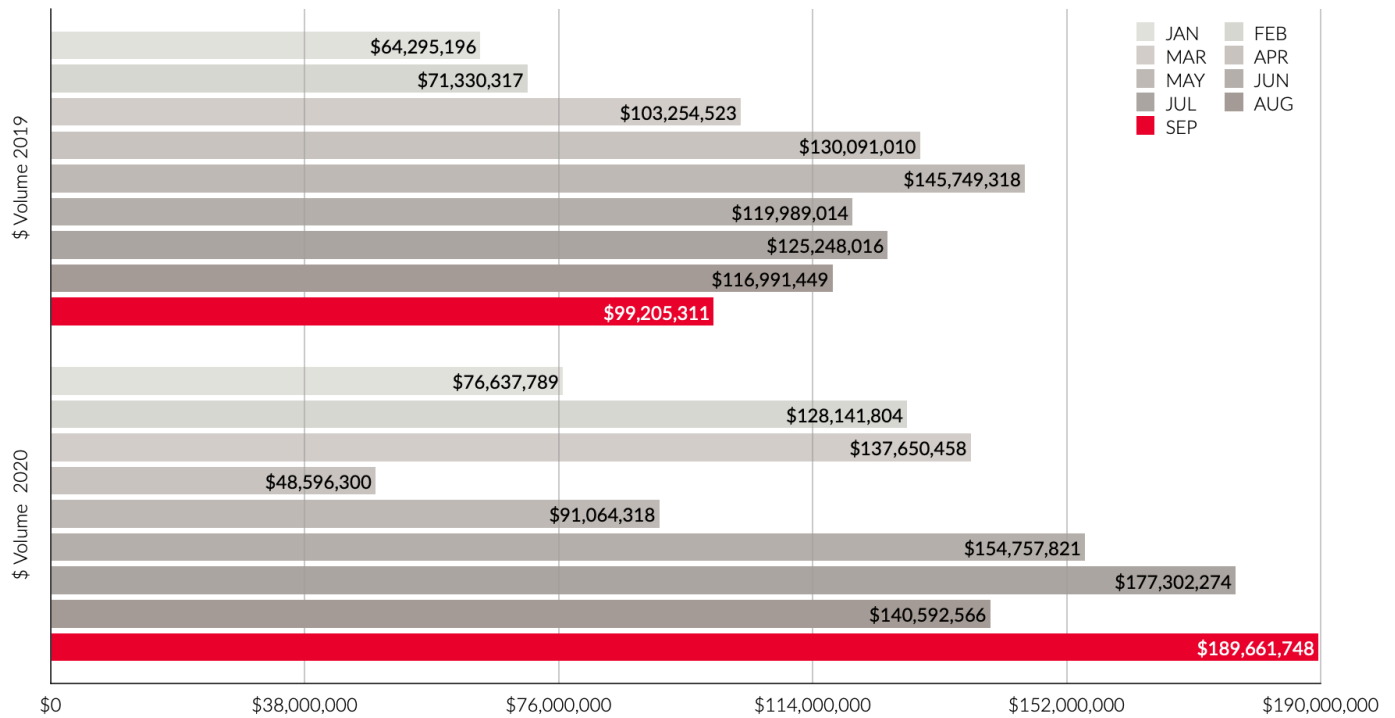
Month-Over-Month 2019 vs. 2020

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

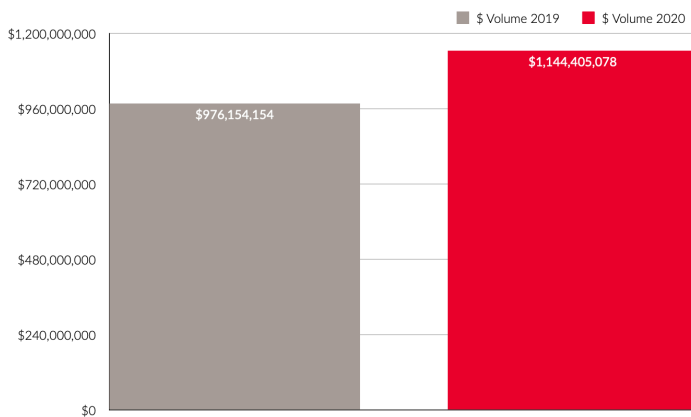
SALE PRICE VS. LIST PRICE RATIO



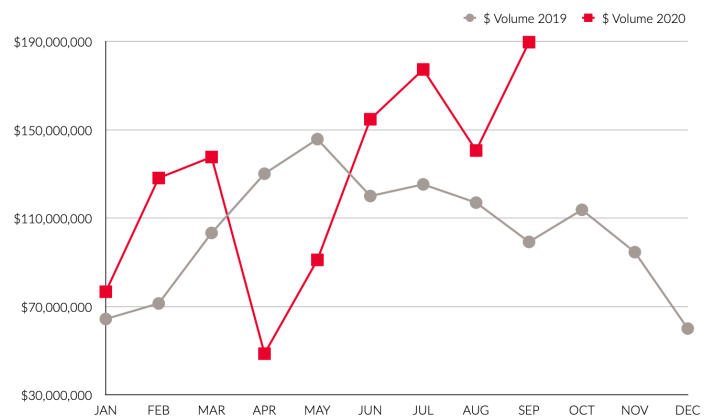
DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

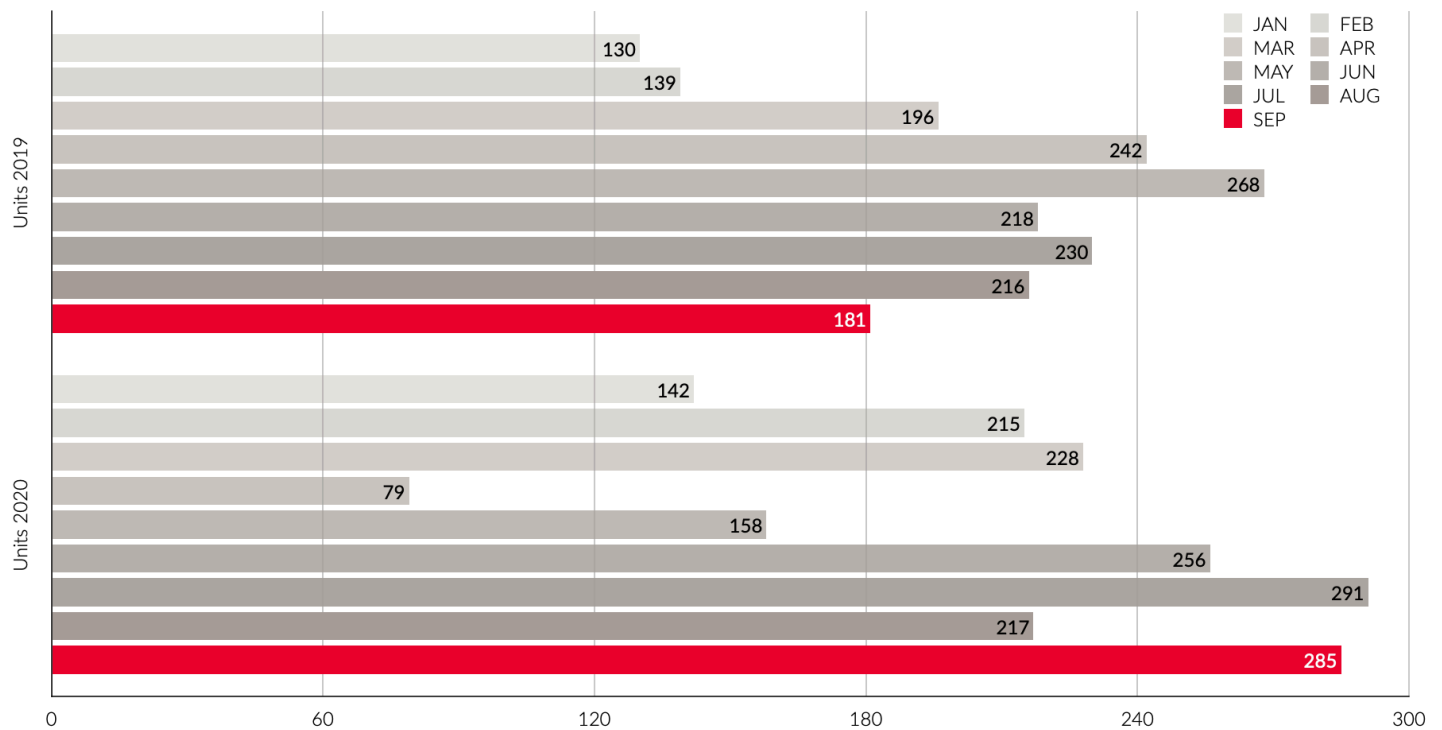


Yearly Totals 2019 vs. 2020

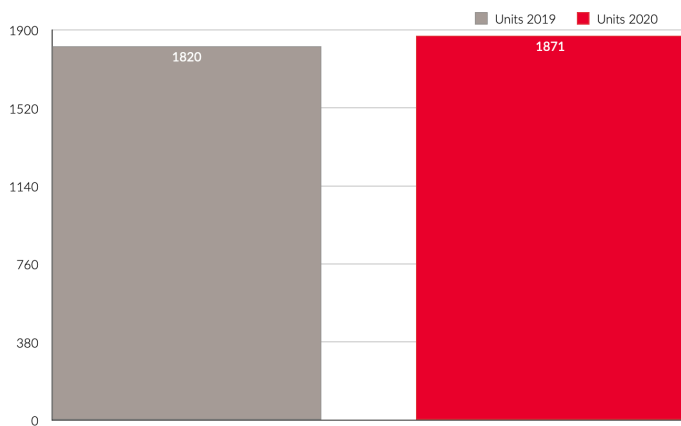


Month vs. Month 2019 vs. 2020

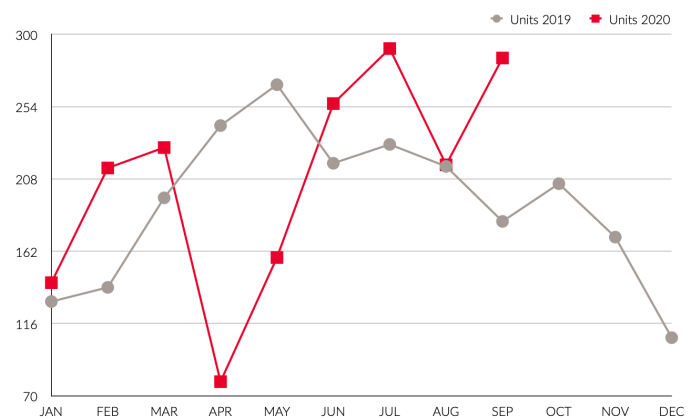
UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

SALES BY TYPE


















FREEHOLD



CONDOMINIUM



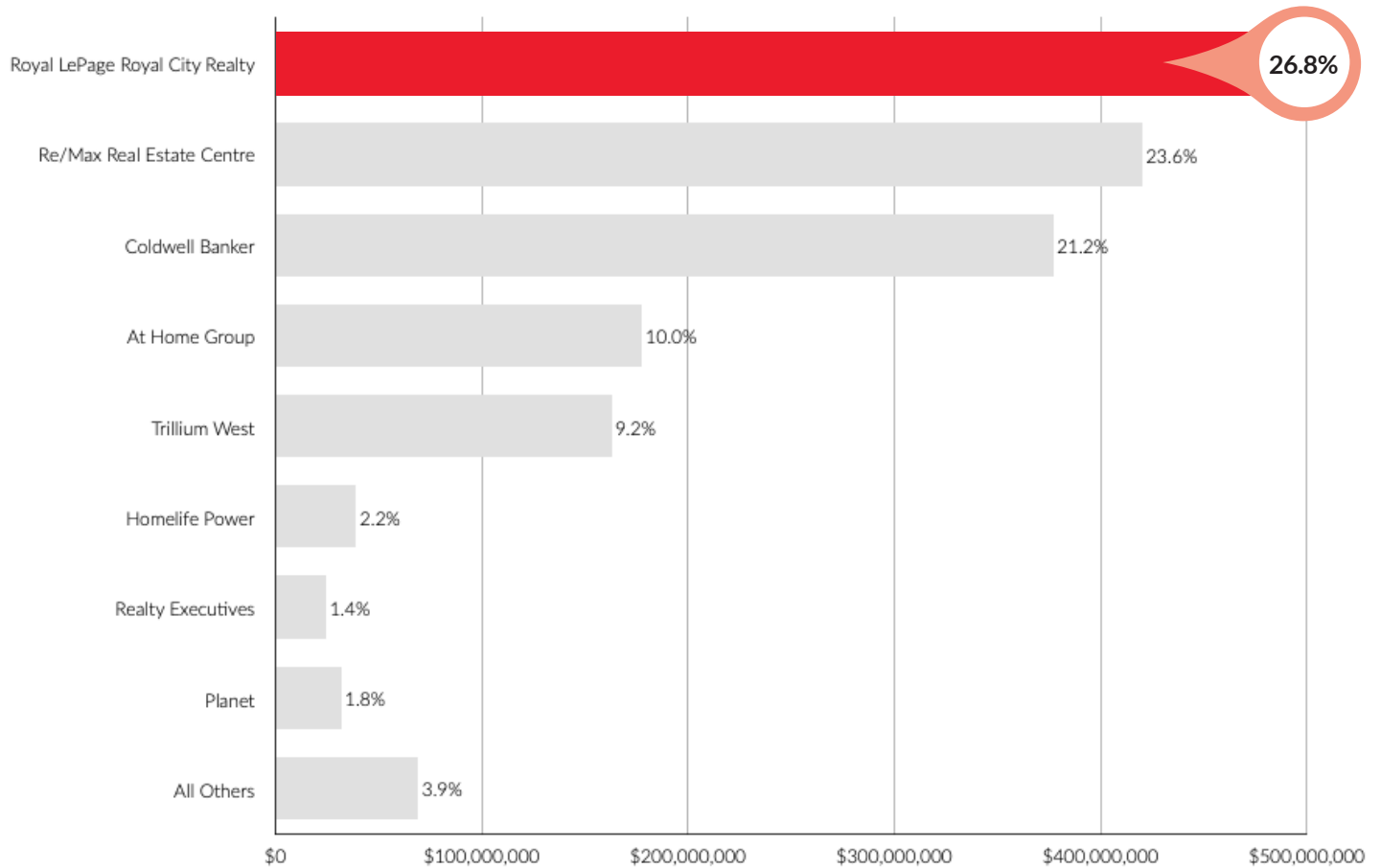
VACANT LAND

	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$791,018,106 +12.4%	 \$286,226,561 +18.43%	 \$2,655,000 +503.4%
YTD Unit Sales	 1,172 +0.09%	 622 +2.13%	 4 +300%
YTD Average Sale Price	 \$674,930 +12.3%	 \$460,171 +15.95%	 \$663,750 +50.85%
September Sales Volume	 \$126,408,854 +81.15%	 \$48,267,295 +93.76%	 \$0 No Change
September Unit Sales	 175 +53.51%	 95 +55.74%	 0 No Change

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



MARKET DOMINANCE

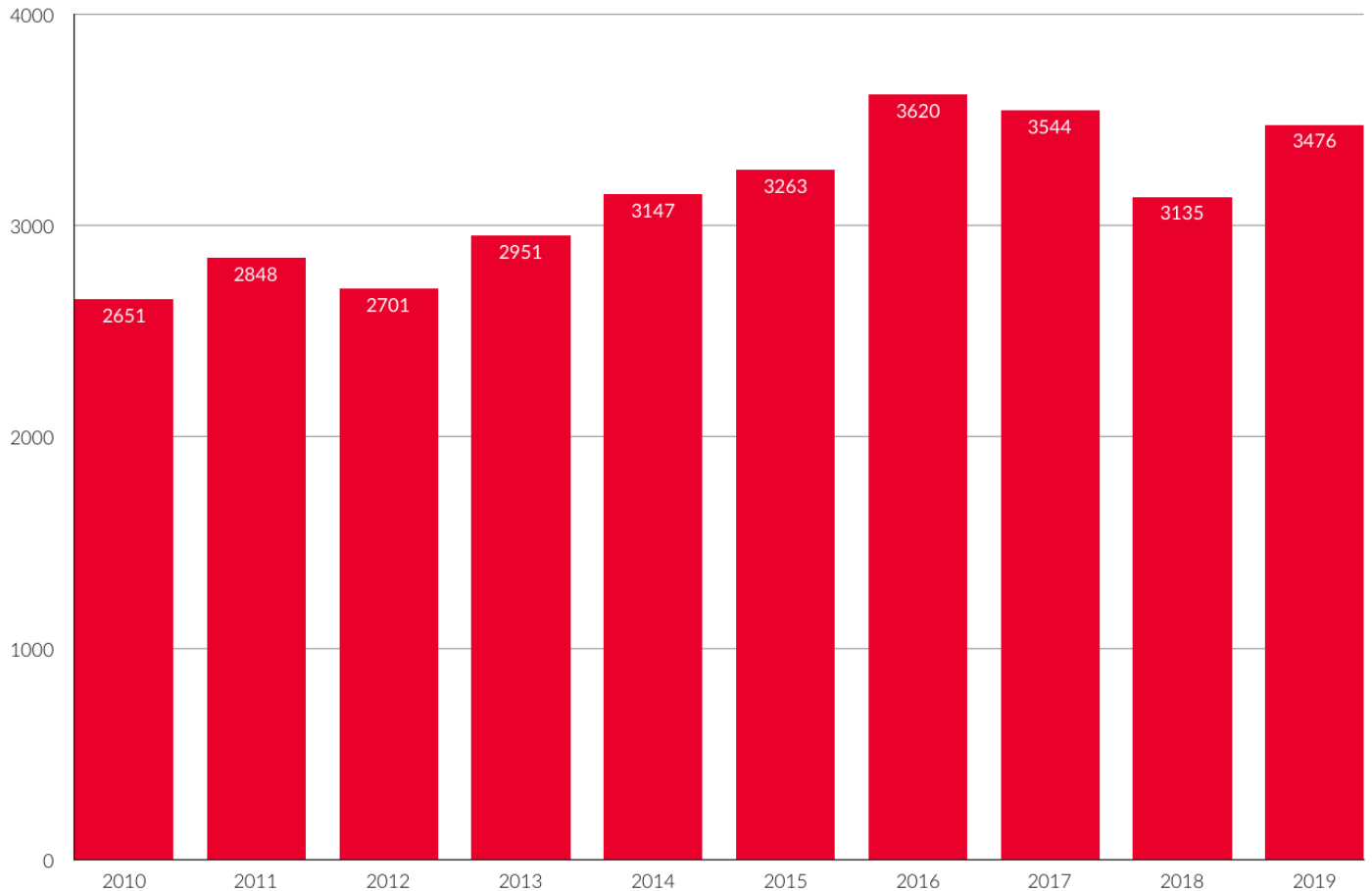


Market Share by Dollar Volume

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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