



# 2020 AUGUST

## WELLINGTON COUNTY

### Real Estate Market Report



# OVERVIEW

## SELLER'S MARKET

The rebound from COVID-19 early in the spring has continued with large increases in year over year listings, sales volumes, median and average prices due to pent up demand.



**August year-over-year sales volume of \$250,499,062**

Up 32.5% from 2019's \$189,057,098 with unit sales of 378 up 18.5% from last August's 319. New listings of 534 are up 32.84% from a year ago, with the sales/listing ratio of 70.79% down 8.57%.



**Year-to-date sales volume of \$1,538,970,349**

Up 10.15% from 2019's \$1,397,124,873 with unit sales of 2,422 down 1.34% from 2019's 2,455. New listings of 3,330 are down 14.2% from a year ago, with the sales/listing ratio of 72.73% up 9.48%.



**Year-to-date average sale price of \$632,997**

Up from \$567,386 one year ago with median sale price of \$581,804 up from \$512,475 one year ago. Average days-on-market of 28.63 is down 4 days from last year.

## AUGUST NUMBERS

Median Sale Price

**\$620,000**

+16.98%

Sales Volume

**\$250,499,062**

+32.5%

Unit Sales

**378**

+18.5%

New Listings

**534**

+32.84%

Expired Listings

**43**

-42.67%

Unit Sales/Listings Ratio

**70.79%**

-8.57%

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



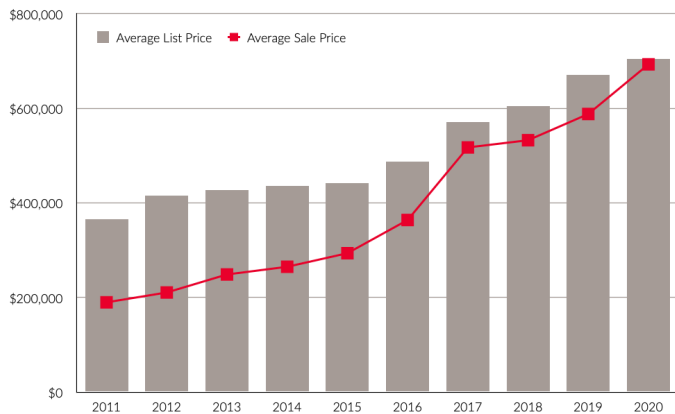


# THE MARKET IN DETAIL

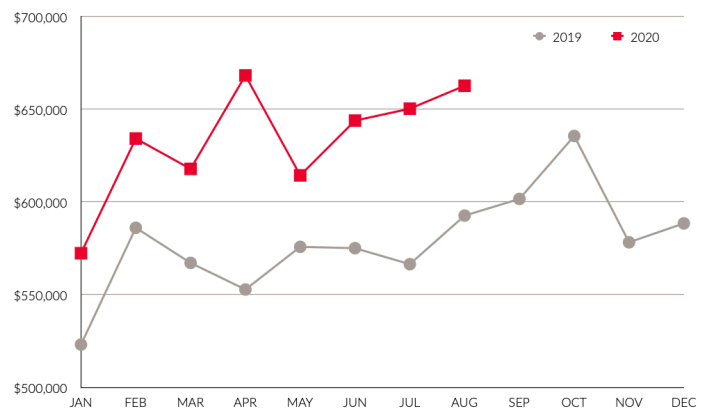
	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$1,184,832,046	\$1,397,124,873	\$1,538,970,349	+10.15%
<b>YTD Unit Sales</b>	2,214	2,455	2,422	-1.34%
<b>YTD New Listings</b>	3,509	3,881	3,330	-14.2%
<b>YTD Sales/Listings Ratio</b>	63.09%	63.26%	72.73%	+9.48%
<b>YTD Expired Listings</b>	335	415	322	-22.41%
<b>August Volume Sales</b>	\$150,725,988	\$189,057,098	\$250,499,062	+32.5%
<b>August Unit Sales</b>	295	319	378	+18.5%
<b>August New Listings</b>	400	402	534	+32.84%
<b>August Sales/Listings Ratio</b>	73.75%	79.35%	70.79%	-8.57%
<b>August Expired Listings</b>	71	75	43	-42.67%
<b>YTD Sales: Under \$0-\$199K</b>	52	43	57	+32.56%
<b>YTD Sales: Under \$200K-\$349K</b>	361	304	168	-44.74%
<b>YTD Sales: Under \$350K-\$549K</b>	1,076	1,063	899	-15.43%
<b>YTD Sales: Under \$550K-\$749K</b>	471	673	853	+26.75%
<b>YTD Sales: Under \$750K-\$999K</b>	197	237	347	+46.41%
<b>YTD Sales: \$1M+</b>	97	135	195	+44.44%
<b>YTD Average Days-On-Market</b>	31.5	32.63	28.63	-12.26%
<b>YTD Average Sale Price</b>	\$532,740	\$567,386	\$632,997	+11.56%
<b>YTD Median Sale Price</b>	\$473,750	\$512,475	\$581,804	+13.53%

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

# AVERAGE SALE PRICE

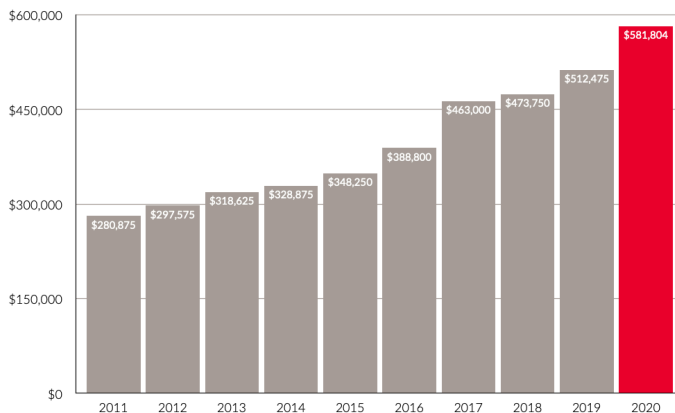


Year-Over-Year

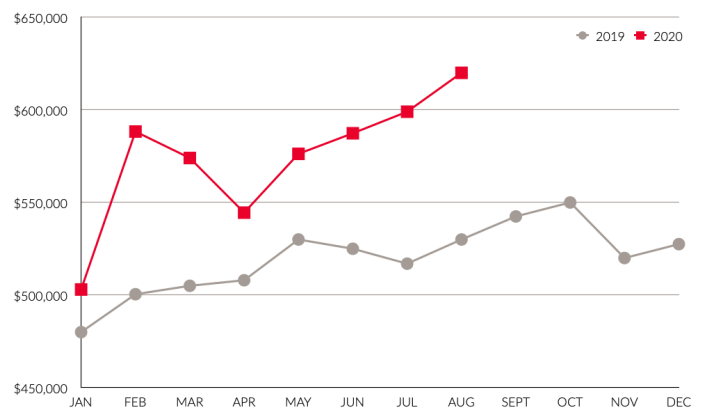


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



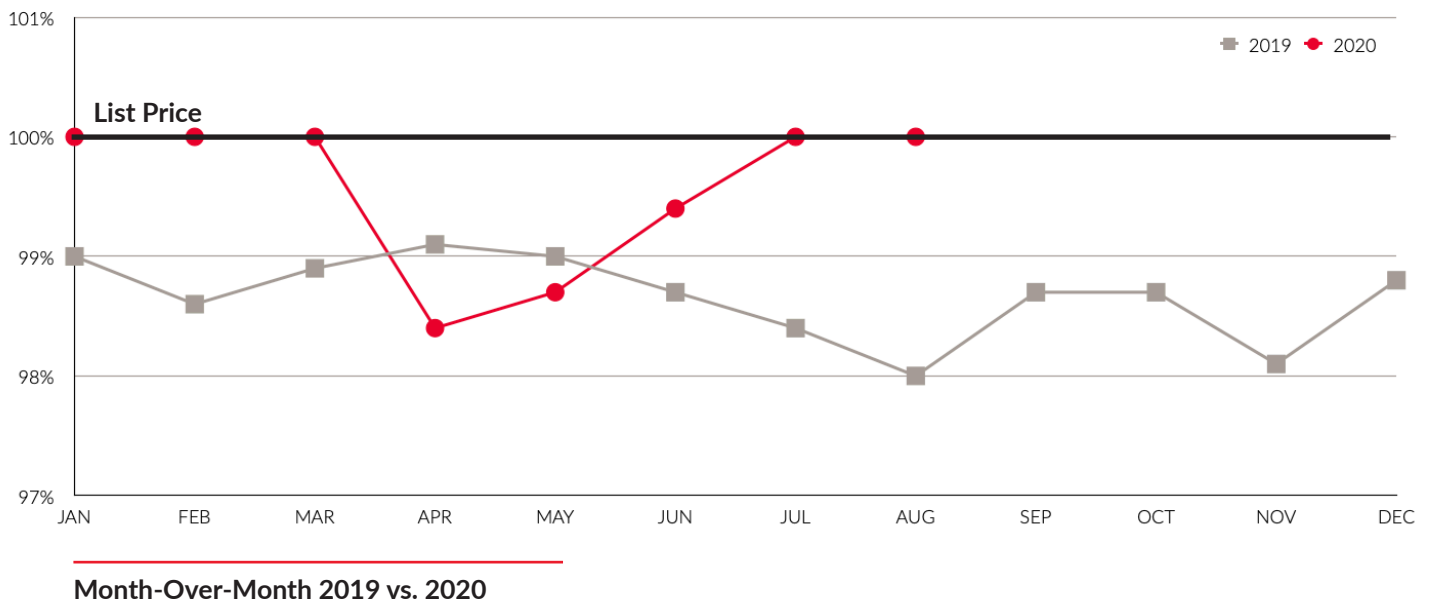
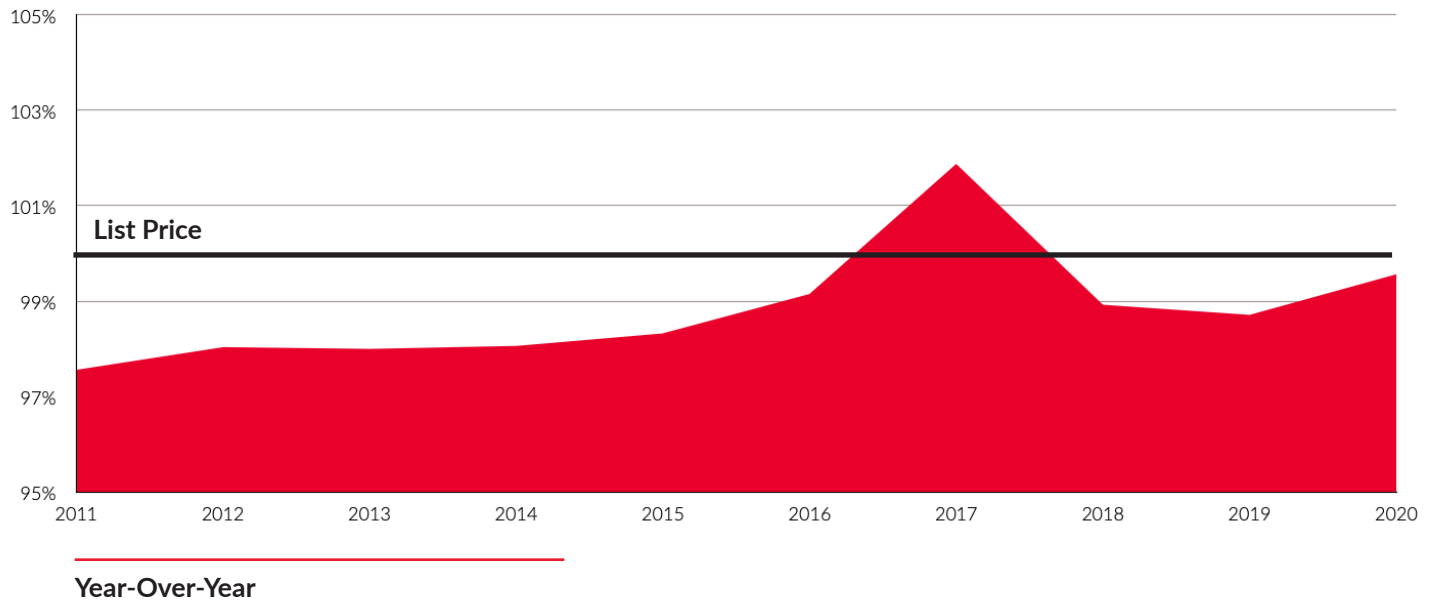
Year-Over-Year



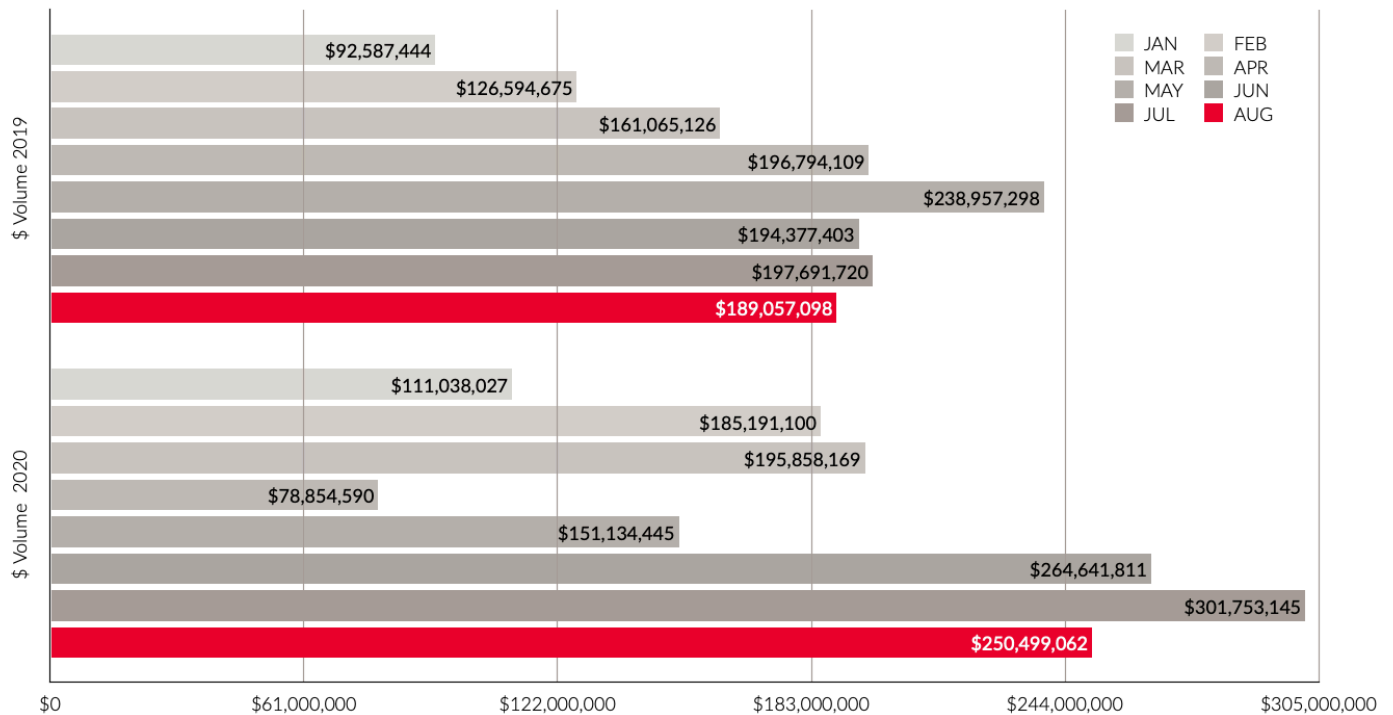
Month-Over-Month 2019 vs. 2020

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

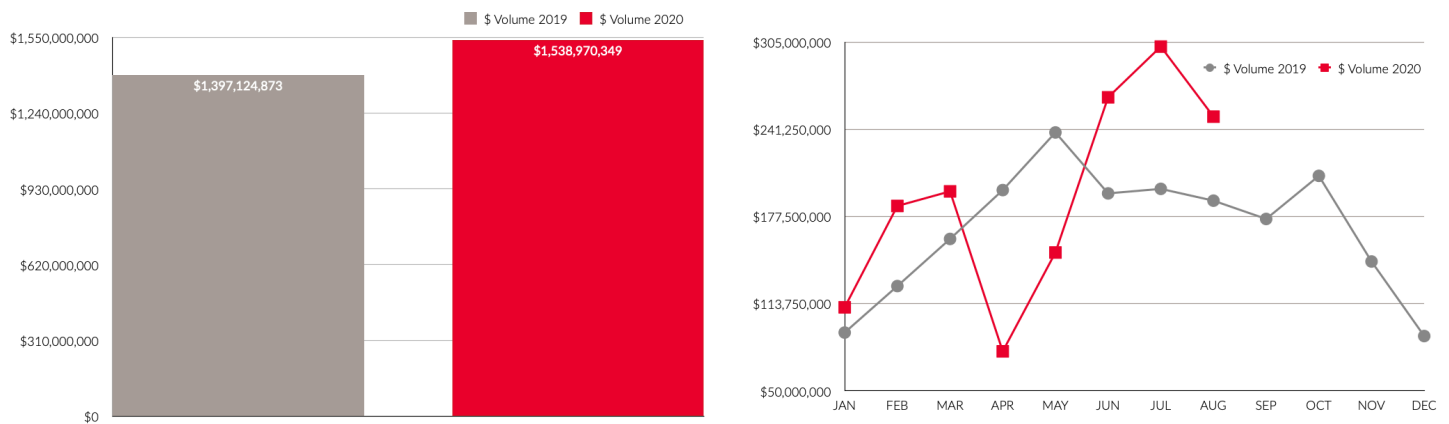
# SALE PRICE VS. LIST PRICE RATIO



# DOLLAR VOLUME SALES



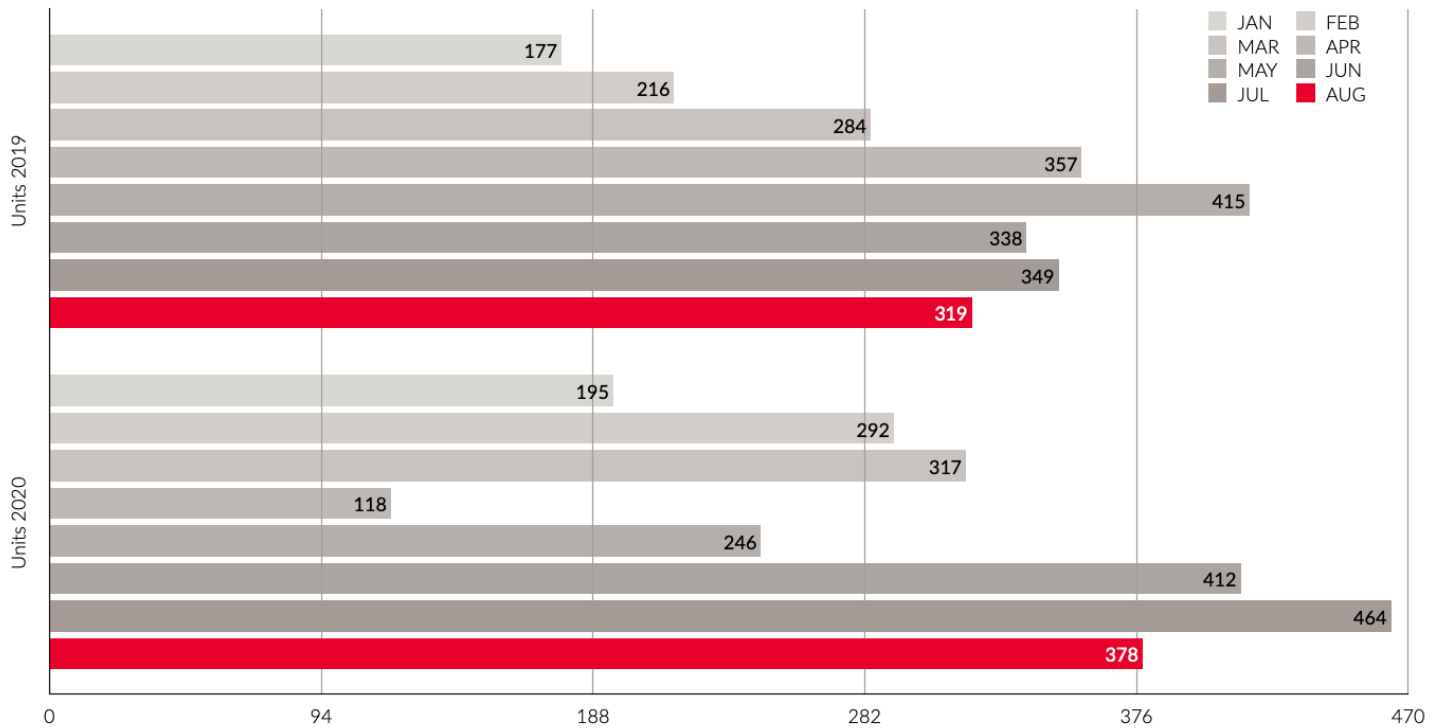
## Monthly Comparison 2019 vs. 2020



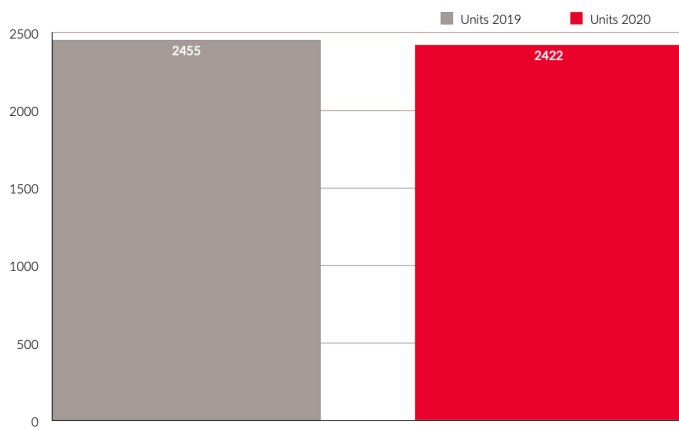
## Yearly Totals 2019 vs. 2020

## Month vs. Month 2019 vs. 2020

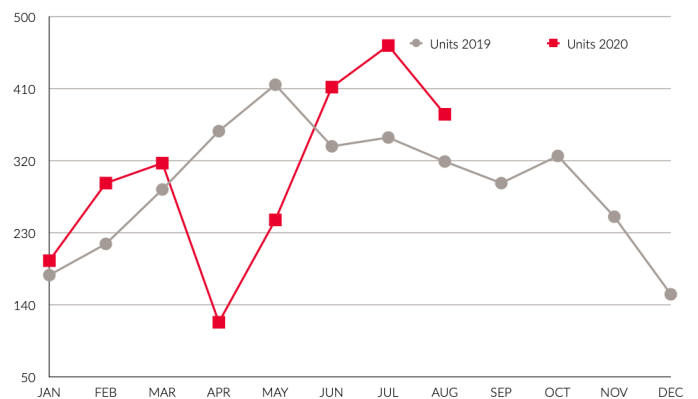
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

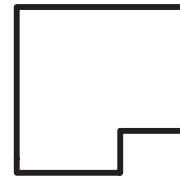
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

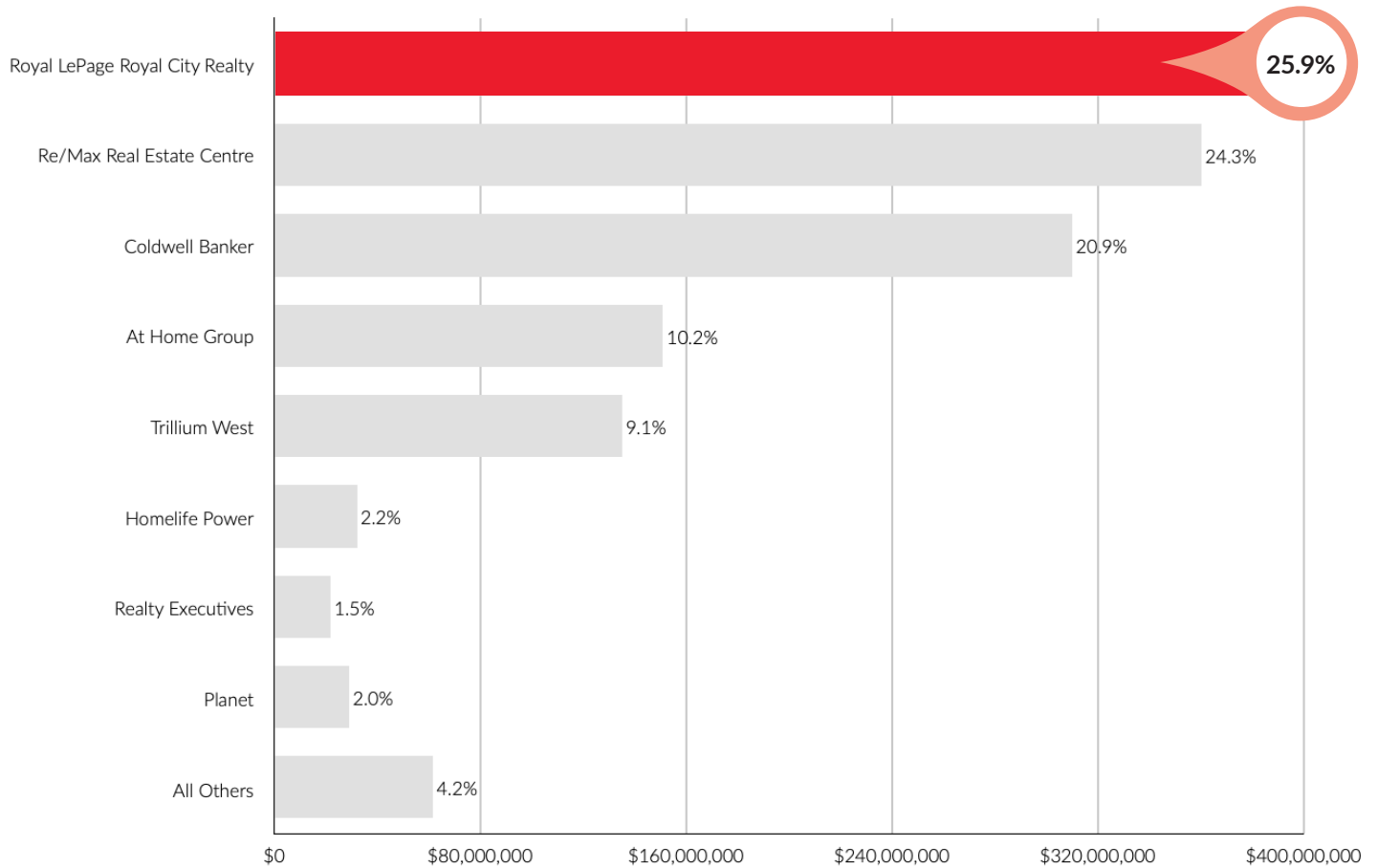
YTD Sales Volume	 <b>\$1,165,246,376</b> +9.97%	 <b>\$265,022,346</b> +11.45%	 <b>\$17,766,894</b> +29.26%
YTD Unit Sales	 <b>1,695</b> -2.59%	 <b>588</b> -1.84%	 <b>34</b> +17.24%
YTD Average Sale Price	 <b>\$687,461</b> +12.89%	 <b>\$450,718</b> +13.54%	 <b>\$522,555</b> +10.25%
August Sales Volume	 <b>\$182,168,580</b> +27.6%	 <b>\$38,845,461</b> +32.06%	 <b>\$3,257,000</b> +149.58%
August Unit Sales	 <b>246</b> +7.42%	 <b>83</b> +15.28%	 <b>5</b> +66.67%

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





# MARKET DOMINANCE

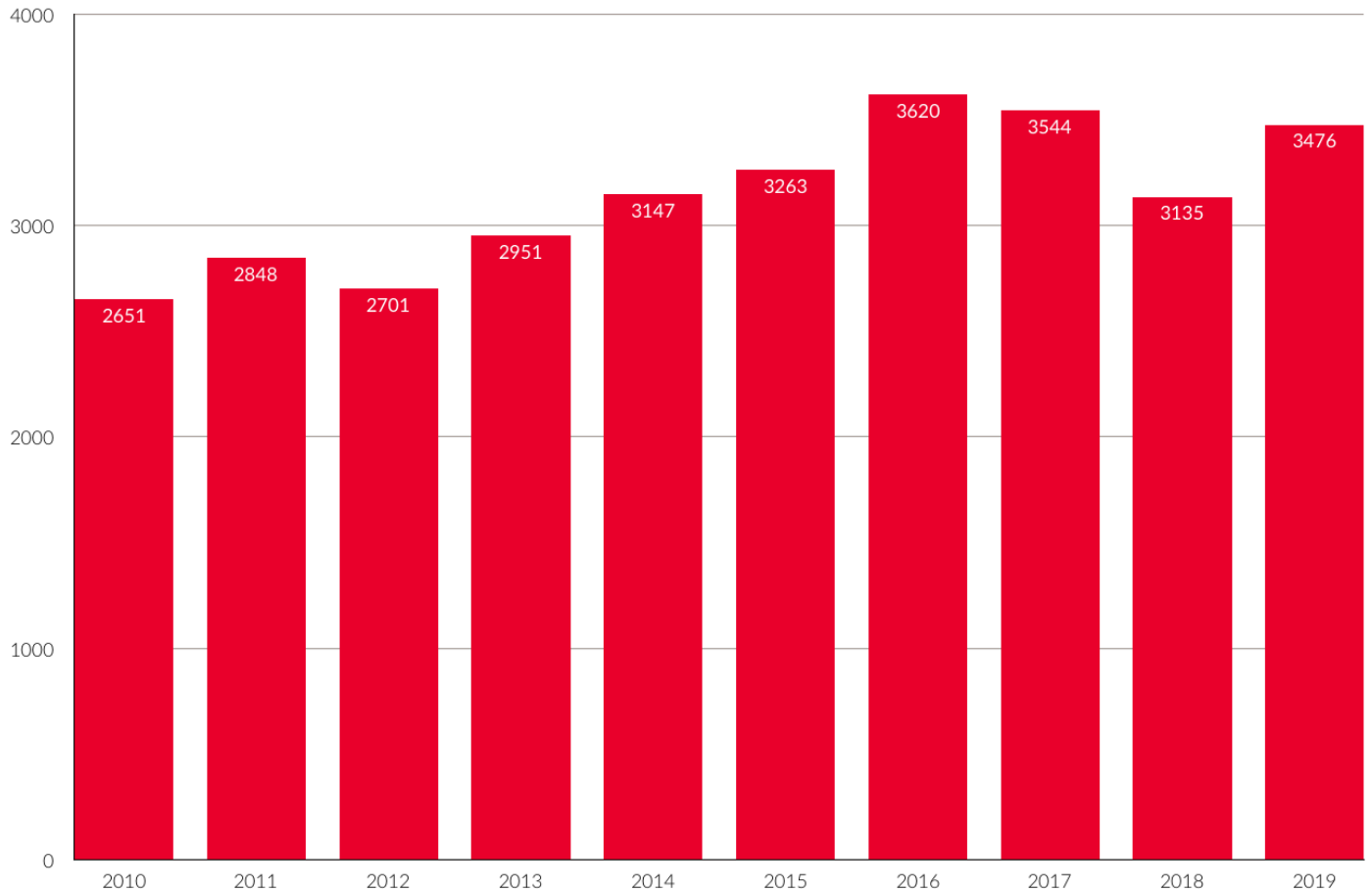


## Market Share by Dollar Volume

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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