



# 2020 OCTOBER

## **CENTRE WELLINGTON** Real Estate Market Report



# OVERVIEW

## SELLERS MARKET

Sales activity edged down this month while listings activity increased, as Sellers jumped into this busy market to take advantage of rising prices.



### October year-over-year sales volume of \$31,210,019

Down 2.98% from 2019's \$32,167,375 with unit sales of 46 down 8% from last October's 50. New listings of 59 are up 11.32% from a year ago, with the sales/listing ratio of 77.97% down 16.37%.



### Year-to-date sales volume of \$294,114,563

Up 16.78% from 2019's \$251,860,315 with unit sales of 432 up 1.89% from 2019's 424. New listings of 602 are down 7.24% from a year ago, with the sales/listing ratio of 71.76% up 6.43%.



### Year-to-date average sale price of \$680,473

Up from \$578,532 one year ago with median sale price of \$619,625 up from \$530,000 one year ago. Average days-on-market of 28.6 is down 9.9 days from last year.

## OCTOBER NUMBERS

Median Sale Price

**\$648,000**

+14.08%

Sales Volume

**\$31,210,019**

-2.98%

Unit Sales

**46**

-8%

New Listings

**59**

+11.32%

Expired Listings

**5**

-72.2%

Unit Sales/Listings Ratio

**77.97%**

-16.37%

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



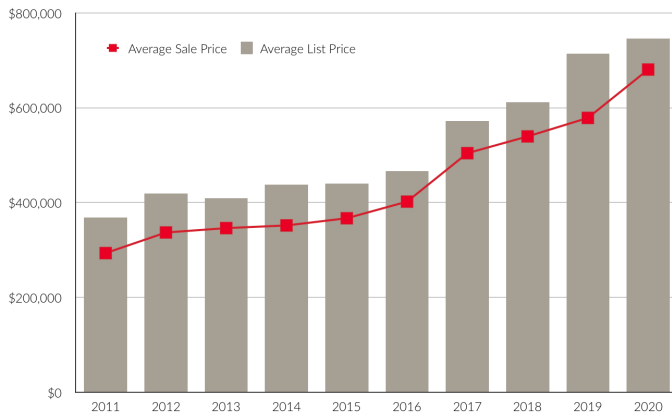


# THE MARKET IN DETAIL

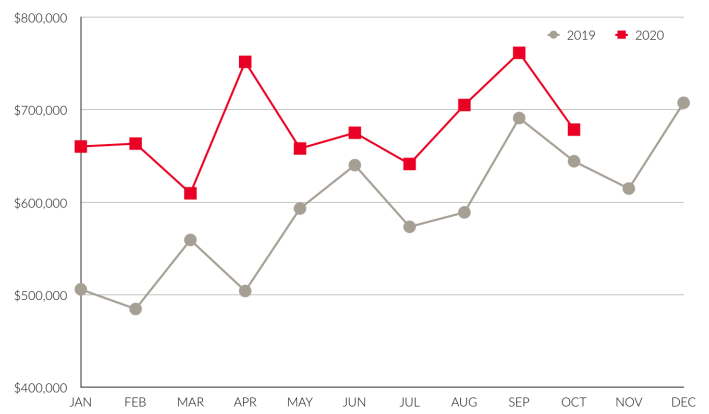
	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$196,993,261	\$251,860,315	\$294,114,563	+16.78%
<b>YTD Unit Sales</b>	363	424	432	+1.89%
<b>YTD New Listings</b>	544	649	602	-7.24%
<b>YTD Sales/Listings Ratio</b>	66.73%	65.33%	71.76%	+6.43%
<b>YTD Expired Listings</b>	72	84	77	-8.3%
<b>October Volume Sales</b>	\$19,929,100	\$32,167,375	\$31,210,019	-2.98%
<b>October Unit Sales</b>	36	50	46	-8%
<b>October New Listings</b>	56	53	59	+11.32%
<b>October Sales/Listings Ratio</b>	64.29%	94.34%	77.97%	-16.37%
<b>October Expired Listings</b>	13	18	5	-72.2%
<b>YTD Sales: Under \$0-\$199K</b>	15	15	10	-33.33%
<b>YTD Sales: Under \$200K-\$349K</b>	34	34	19	-44.12%
<b>YTD Sales: Under \$350K-\$549K</b>	181	179	112	-37.43%
<b>YTD Sales: Under \$550K-\$749K</b>	85	121	171	+41.32%
<b>YTD Sales: Under \$750K-\$999K</b>	30	42	73	+73.81%
<b>YTD Sales: \$1M+</b>	17	33	47	+42.42%
<b>YTD Average Days-On-Market</b>	33.10	38.50	28.60	-25.71%
<b>YTD Average Sale Price</b>	\$539,475	\$578,532	\$680,473	+17.62%
<b>YTD Median Sale Price</b>	\$482,950	\$530,000	\$619,625	+16.91%

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

# AVERAGE SALE PRICE

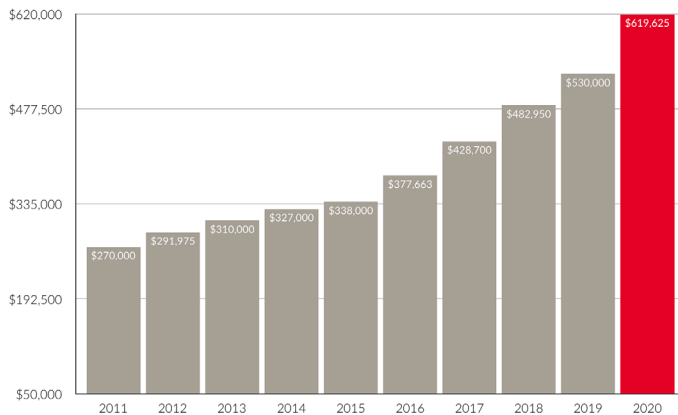


Year-Over-Year

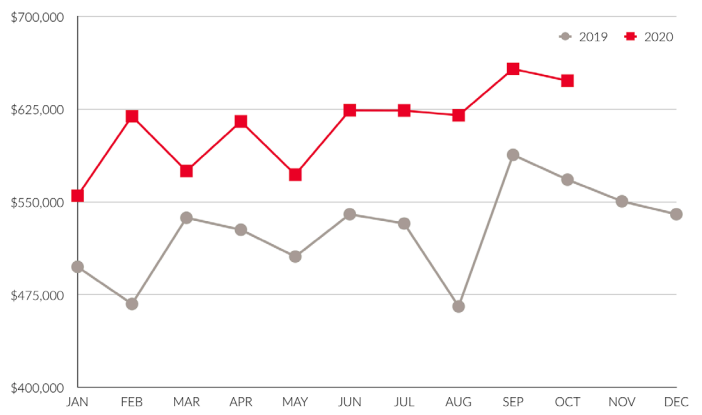


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



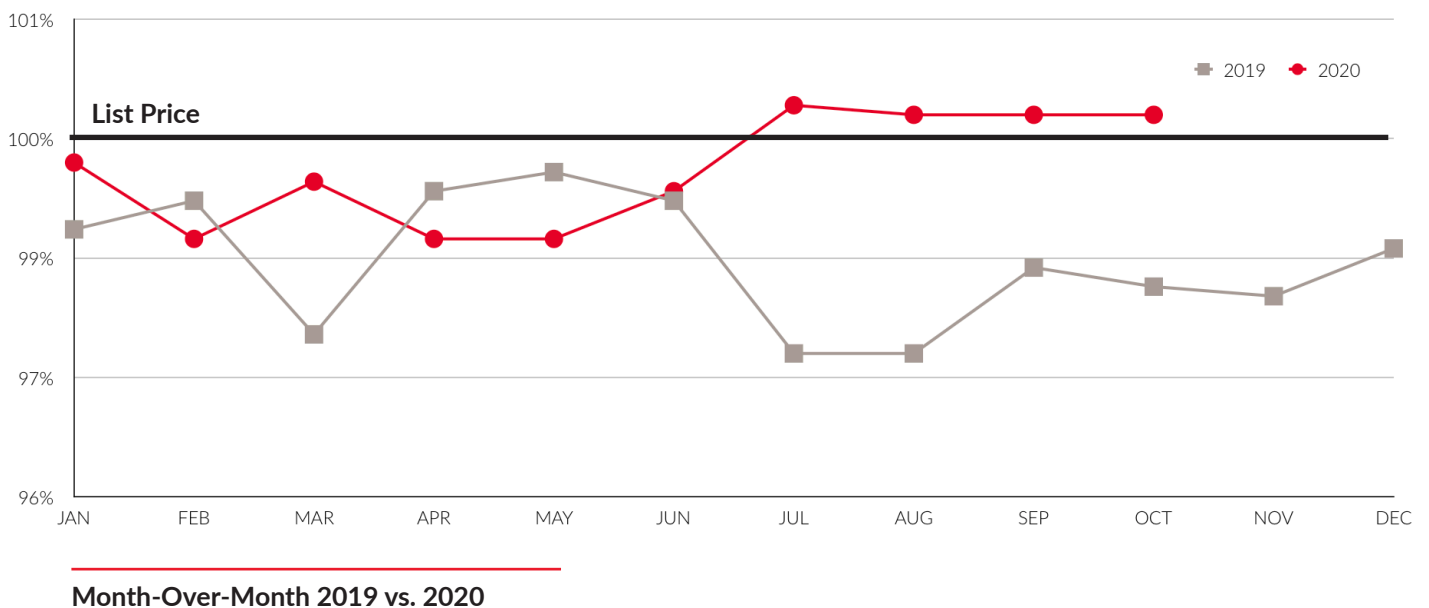
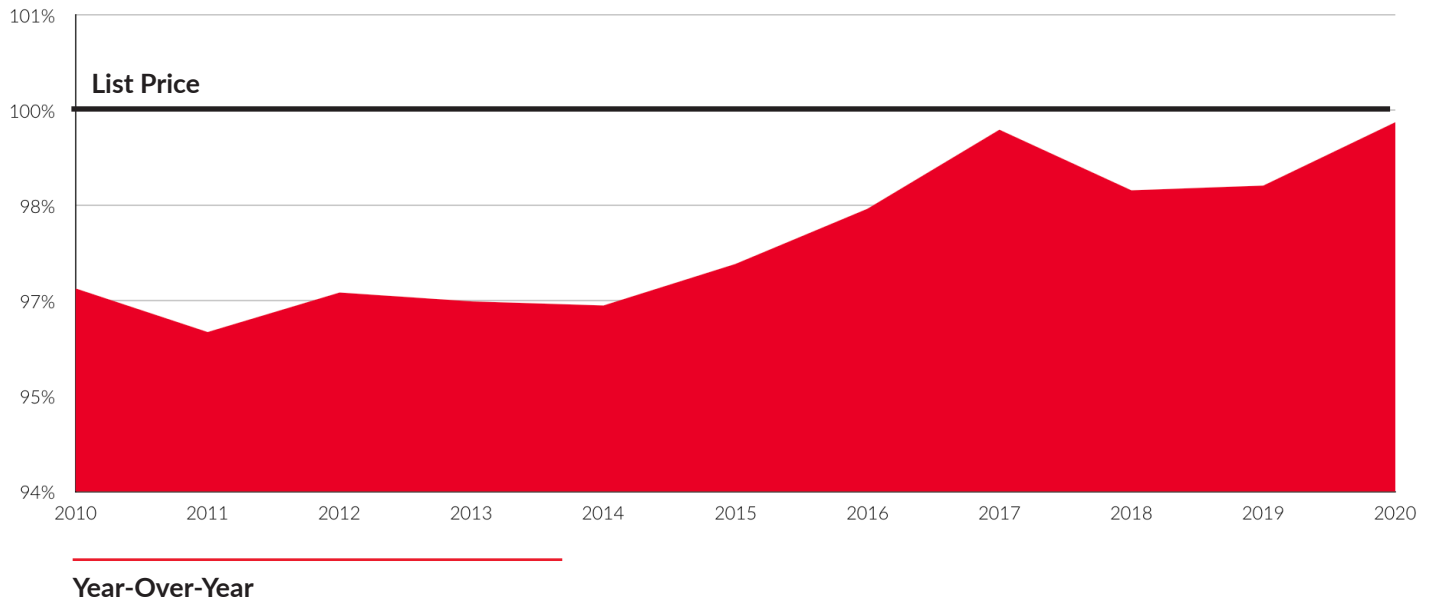
Year-Over-Year



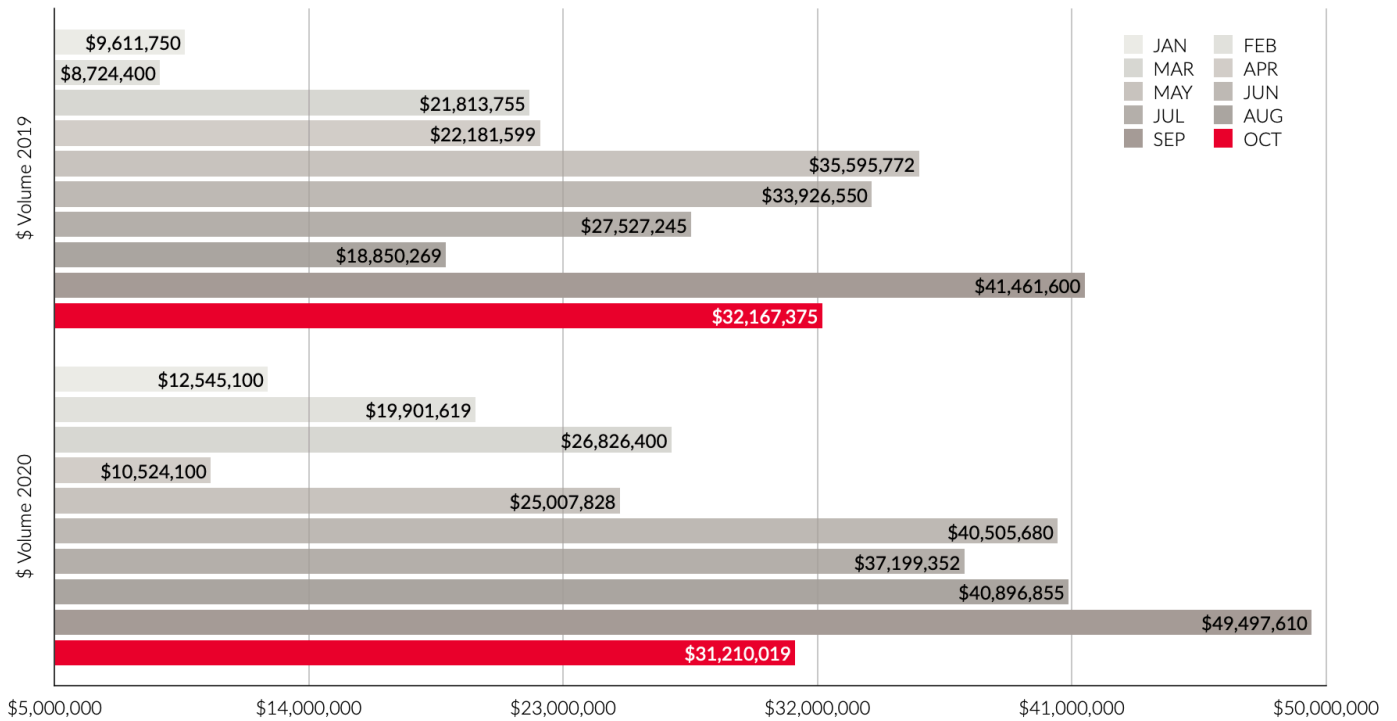
Month-Over-Month 2019 vs. 2020

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

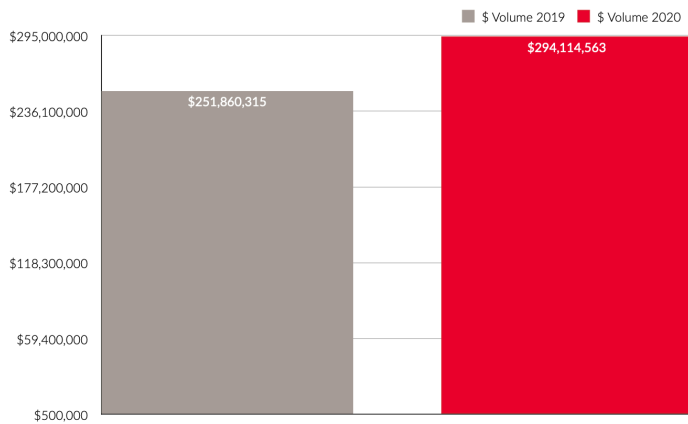
# SALE PRICE VS. LIST PRICE RATIO



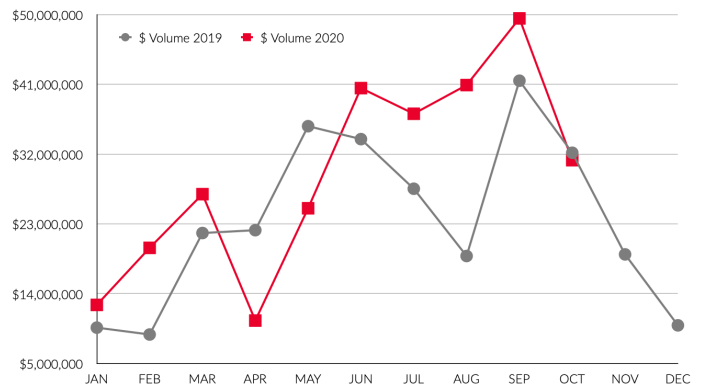
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

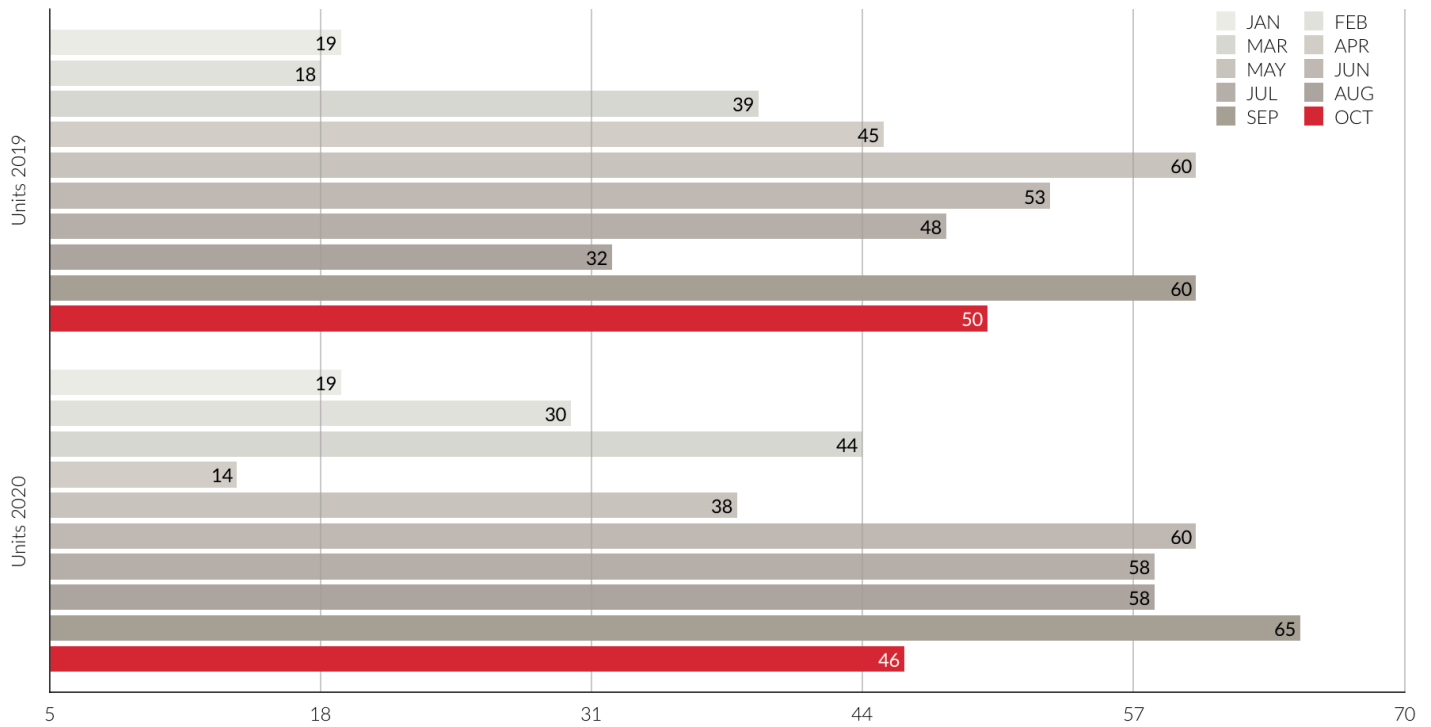


Yearly Totals 2019 vs. 2020

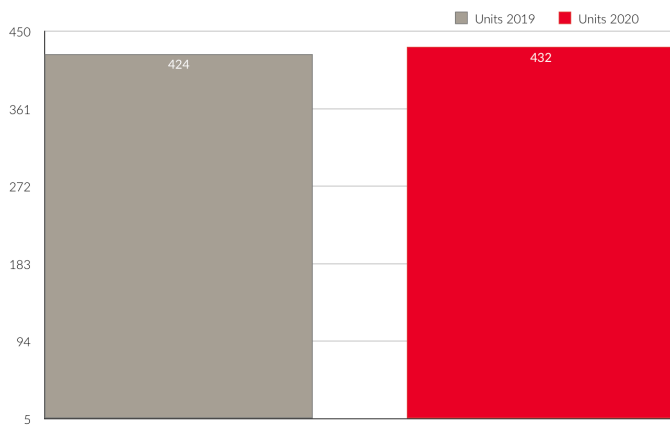


Month vs. Month 2019 vs. 2020

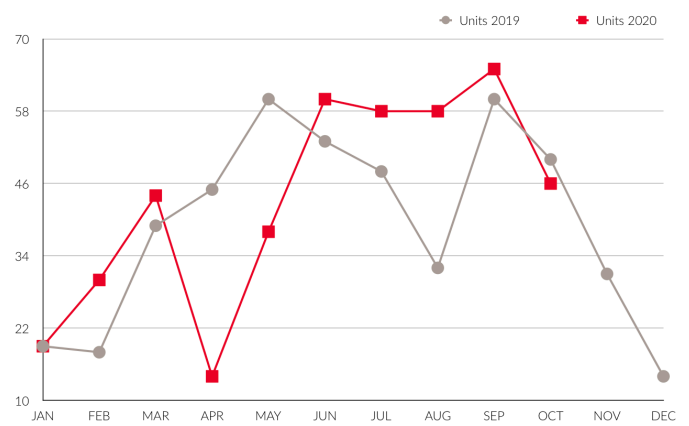
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

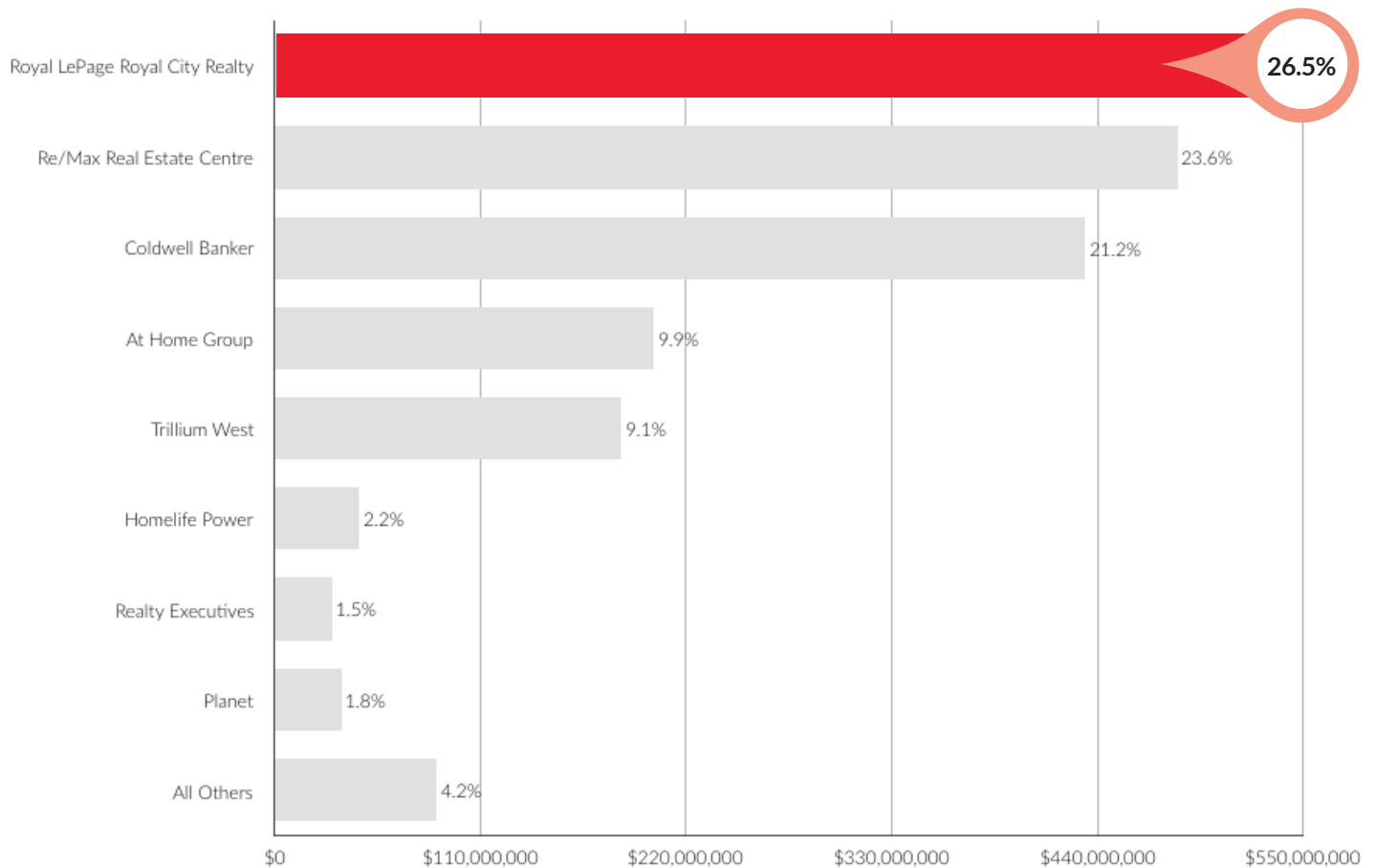
YTD Sales Volume	 <b>\$248,077,635</b> +18.28%	 <b>\$23,058,300</b> +37.49%	 <b>\$4,330,828</b> +34.7%
YTD Unit Sales	 <b>33</b> -23.3%	 <b>47</b> +11.9%	 <b>7</b> +16.7%
YTD Average Sale Price	 <b>\$710,824</b> +20.66%	 <b>\$490,602</b> +22.87%	 <b>\$618,690</b> +15.47%
October Sales Volume	 <b>\$24,185,619</b> -13.79%	 <b>\$5,874,000</b> +244.13%	 <b>\$0</b> Down from \$584,800
October Unit Sales	 <b>33</b> -23.3%	 <b>10</b> +150%	 <b>0</b> Down from 2

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





# MARKET DOMINANCE

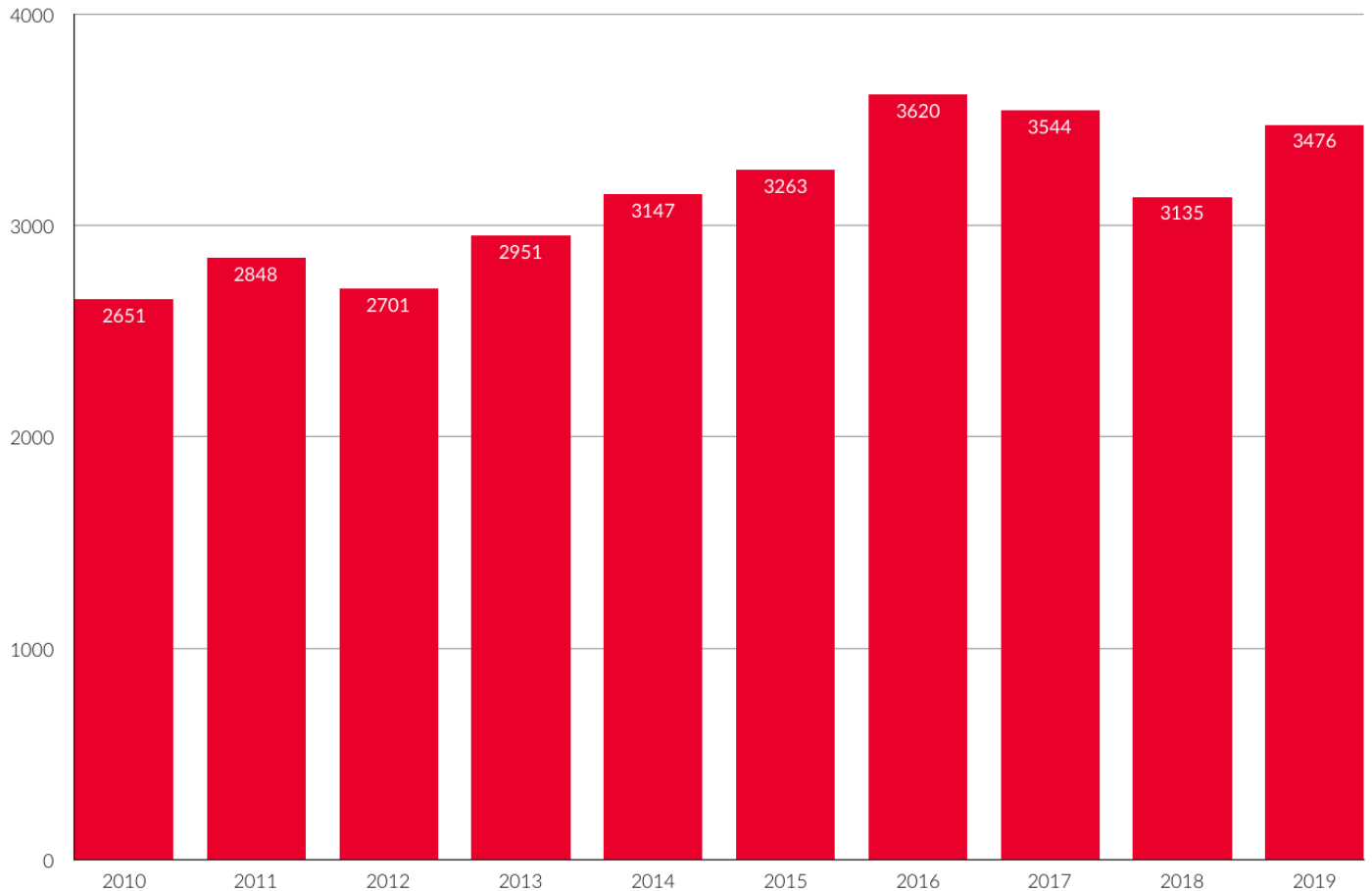


## Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies  
January - October 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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