



# 2020 OCTOBER

**CITY OF GUELPH**

Real Estate Market Report



# OVERVIEW

## SELLER'S MARKET

Sales activity remained strong at the beginning of Q4 for the City of Guelph. Listing activity is keeping up with demand and listings are on the market for shorter periods of time leading to increased prices which has increased sales volume significantly.



### October year-over-year sales volume of \$183,712,776

Up 61.52% from 2019's \$113,742,616 with unit sales of 272 up 32.68% from last October's 205. New listings of 274 are up 12.3% from a year ago, with the sales/listing ratio of 99.27% up 15.25%.



### Year-to-date sales volume of \$1,328,117,854

Up 21.86% from 2019's \$1,089,896,770 with unit sales of 2,143 up 5.83% from 2019's 2,025. New listings of 2,734 are down 8.96% from a year ago, with the sales/listing ratio of 78.38% up 10.95%.



### Year-to-date average sale price of \$613,986

Up from \$535,821 one year ago with median sale price of \$581,875 up from \$514,250 one year ago. Average days-on-market of 20 is down 5.8 days from last year.

## OCTOBER NUMBERS

Median Sale Price

**\$618,000**

+16.06%

Sales Volume

**\$183,712,776**

+61.52%

Unit Sales

**272**

+32.68%

New Listings

**274**

+12.3%

Expired Listings

**13**

-48%

Unit Sales/Listings Ratio

**99.27%**

+15.25%

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



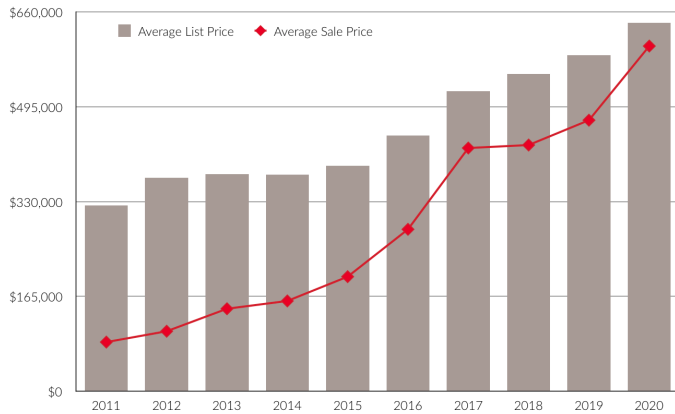
# THE MARKET IN DETAIL

	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$946,959,375	\$1,089,896,770	\$1,328,117,854	+21.86%
<b>YTD Unit Sales</b>	1862	2025	2143	+5.83%
<b>YTD New Listings</b>	2,918	3,003	2,734	-8.96%
<b>YTD Sales/Listings Ratio</b>	63.81%	67.43%	78.38%	+10.95%
<b>YTD Expired Listings</b>	239	280	142	-49.29%
<b>October Volume Sales</b>	\$84,397,300	\$113,742,616	\$183,712,776	+61.52%
<b>October Unit Sales</b>	172	205	272	+32.68%
<b>October New Listings</b>	270	244	274	+12.3%
<b>October Sales/Listings Ratio</b>	63.70%	84.02%	99.27%	+15.25%
<b>October Expired Listings</b>	19	25	13	-48%
<b>YTD Sales: Under \$0-\$199K</b>	14	4	7	+75%
<b>YTD Sales: Under \$200K-\$349K</b>	291	252	105	-58.33%
<b>YTD Sales: Under \$350K-\$549K</b>	978	939	782	-16.72%
<b>YTD Sales: Under \$550K-\$749K</b>	427	615	872	+41.79%
<b>YTD Sales: Under \$750K-\$999K</b>	121	179	291	+62.57%
<b>YTD Sales: \$1M+</b>	35	36	83	+130.6%
<b>YTD Average Days-On-Market</b>	25.10	25.80	20	-22.48%
<b>YTD Average Sale Price</b>	\$509,648	\$535,821	\$613,986	+14.59%
<b>YTD Median Sale Price</b>	\$478,100	\$514,250	\$581,875	+13.15%

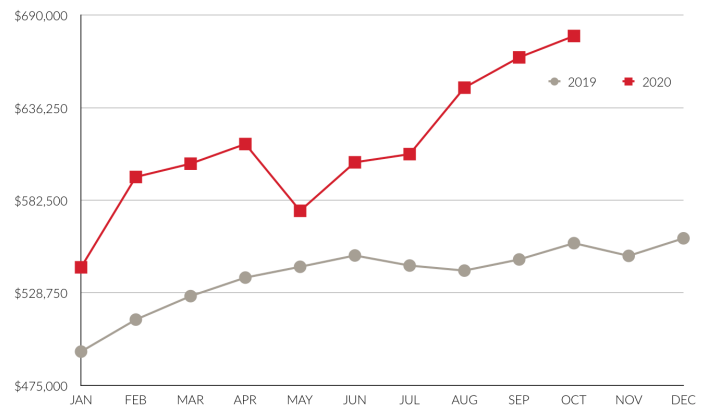
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020



# AVERAGE SALE PRICE

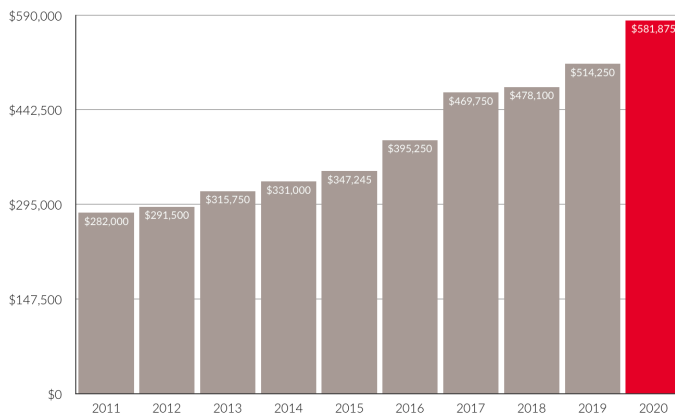


Year-Over-Year

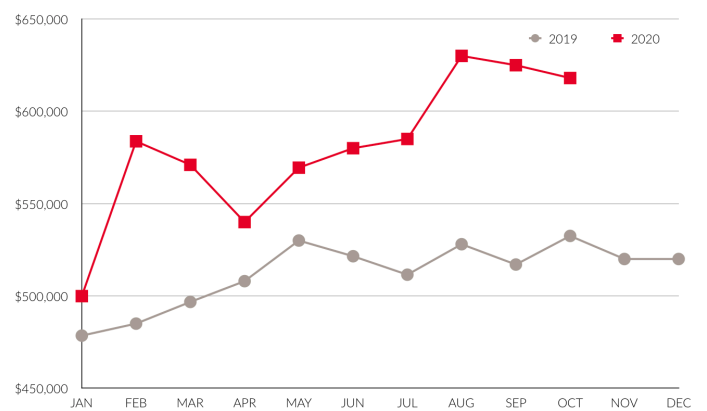


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



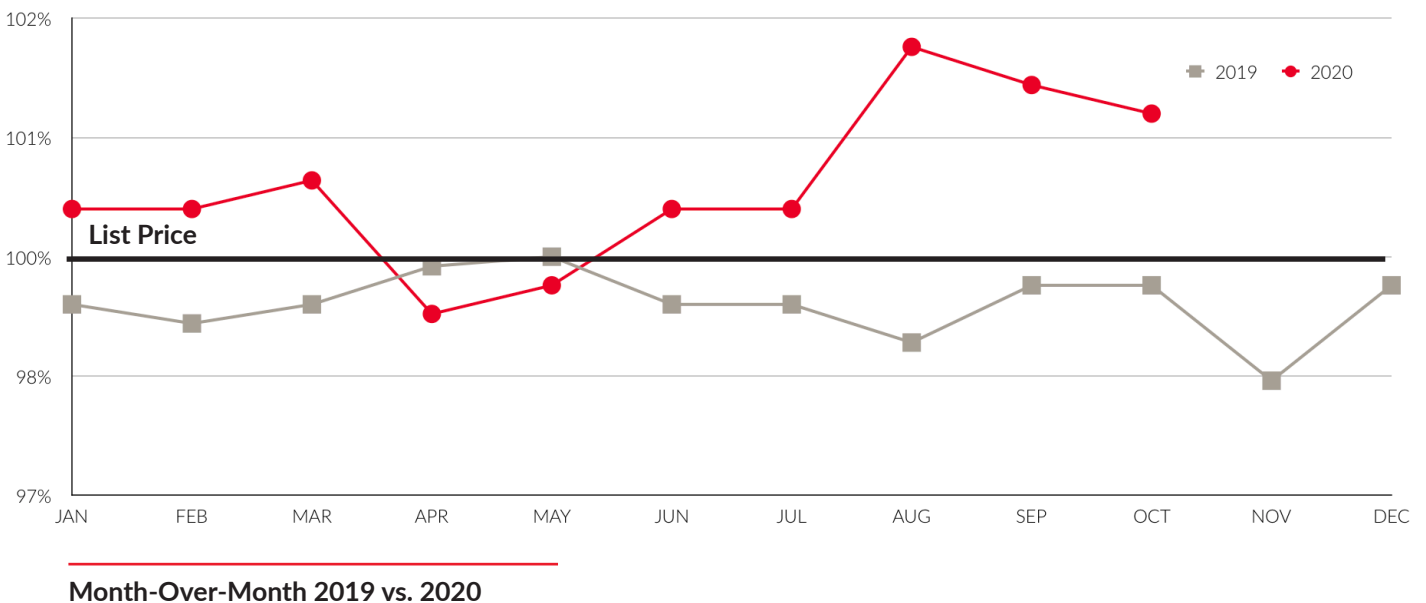
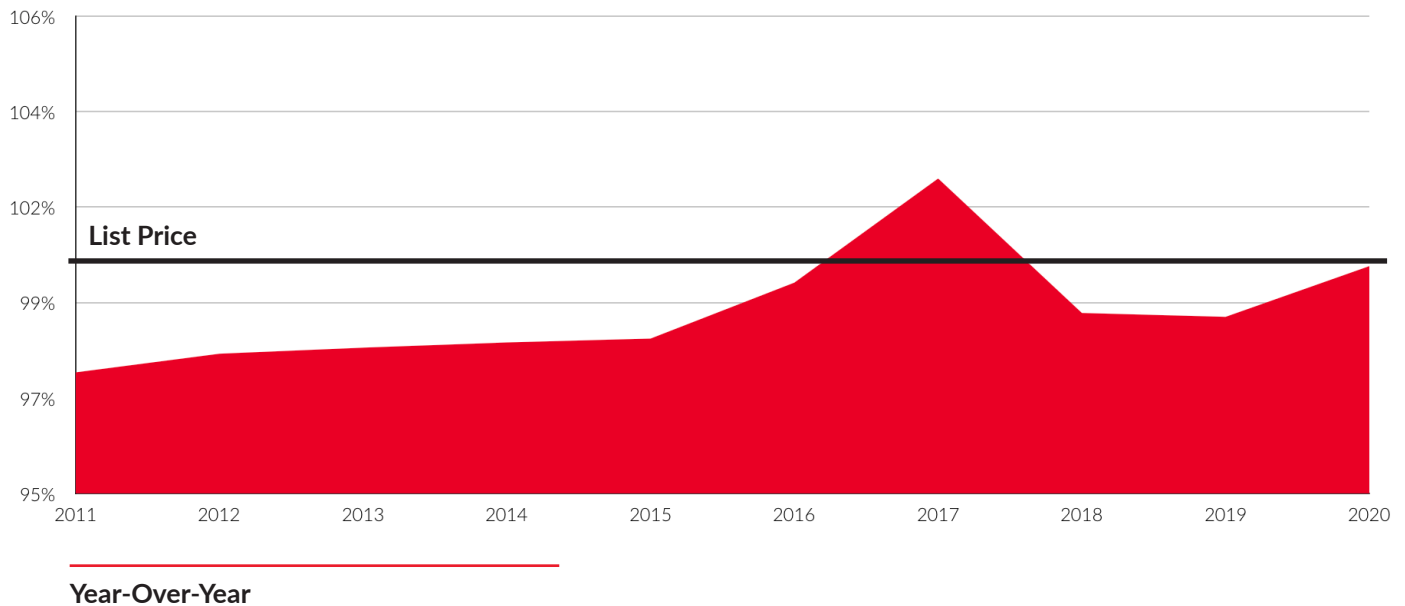
Year-Over-Year



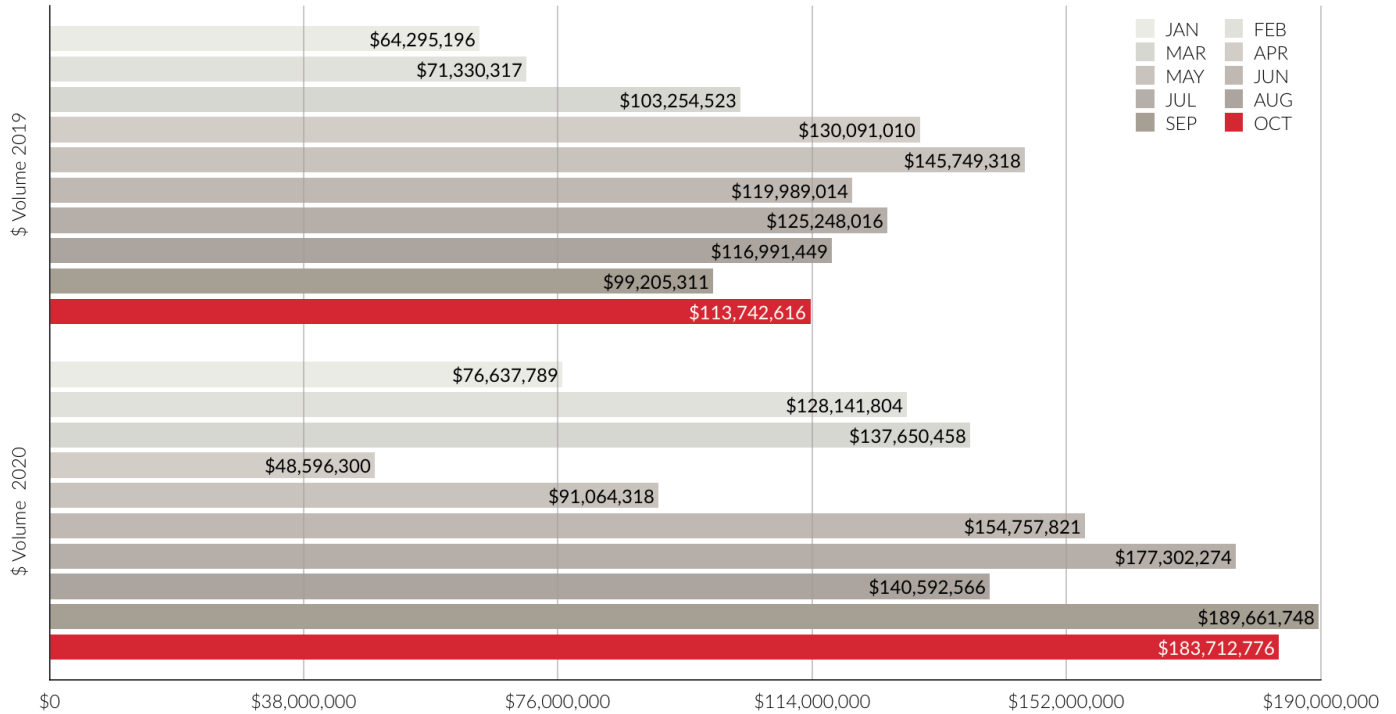
Month-Over-Month 2019 vs. 2020

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

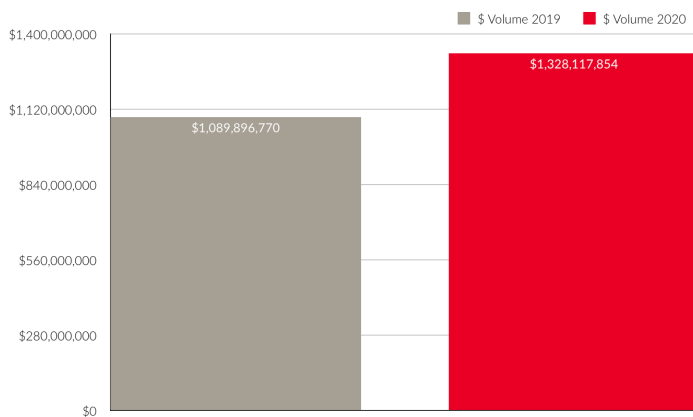
# SALE PRICE VS. LIST PRICE RATIO



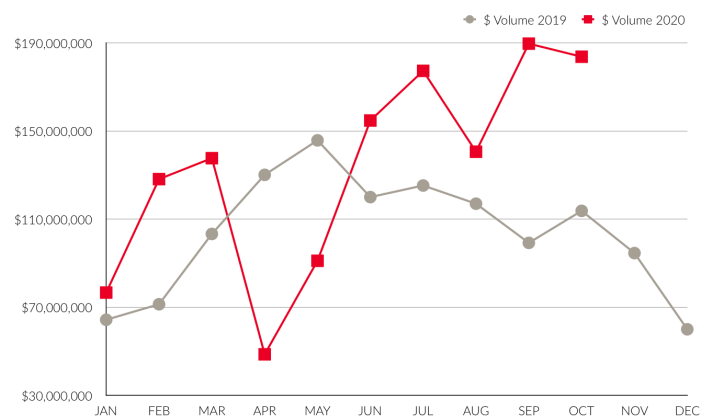
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

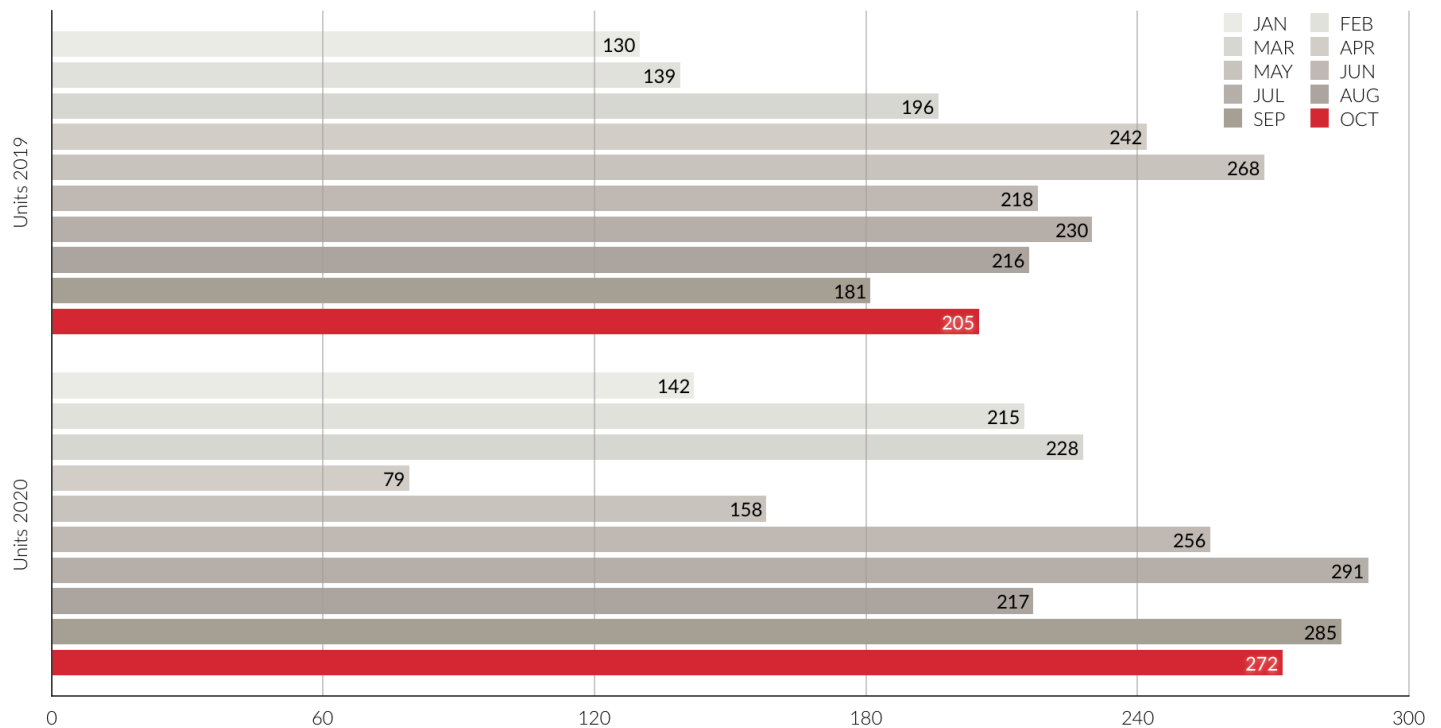


Yearly Totals 2019 vs. 2020

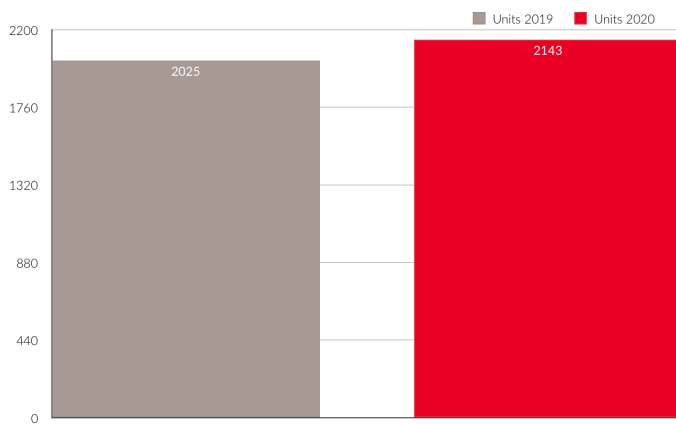


Month vs. Month 2019 vs. 2020

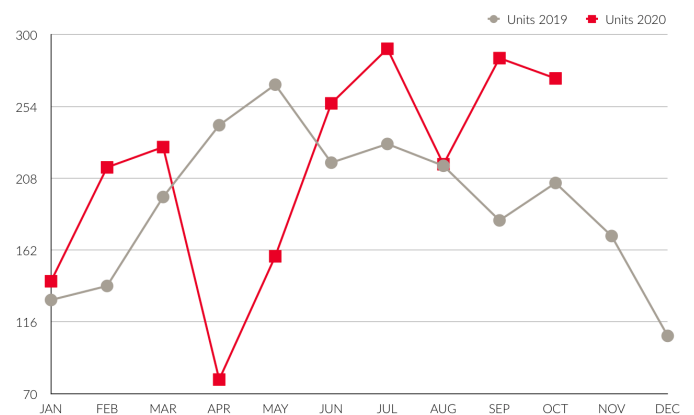
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

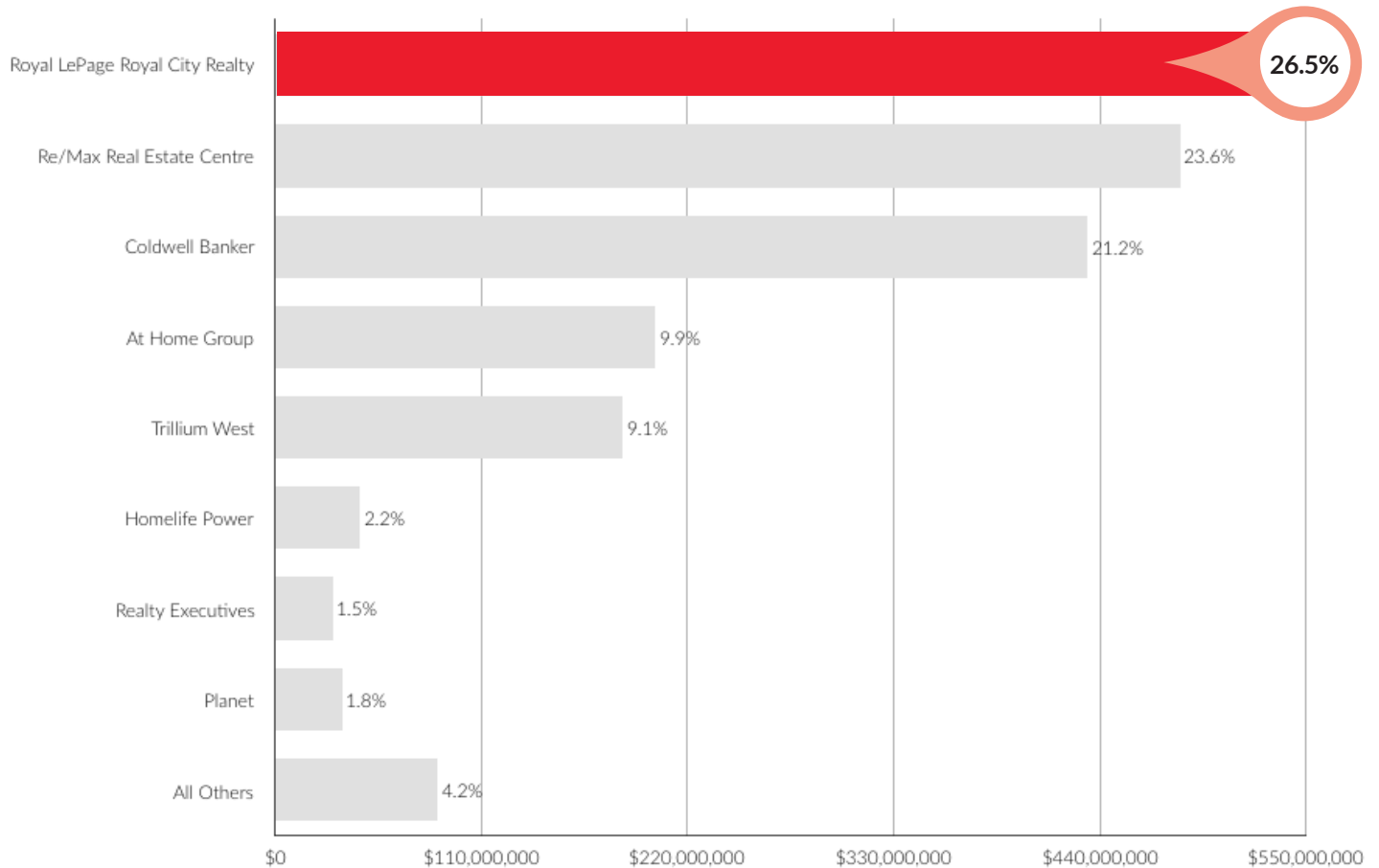
	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 <b>\$914,380,268</b> +16.13%	 <b>\$330,600,175</b> +23.88%	 <b>\$2,655,000</b> +197.9%
YTD Unit Sales	 <b>1,345</b> +2.83%	 <b>712</b> +6.43%	 <b>4</b> +100%
YTD Average Sale Price	 <b>\$679,837</b> +12.94%	 <b>\$464,326</b> +16.4%	 <b>\$663,750</b> +48.95%
October Sales Volume	 <b>\$123,362,162</b> +47.57%	 <b>\$44,373,614</b> +76.16%	 <b>\$0</b> Down from \$451,250
October Unit Sales	 <b>173</b> +26.28%	 <b>90</b> +50%	 <b>0</b> Down from 1

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





# MARKET DOMINANCE

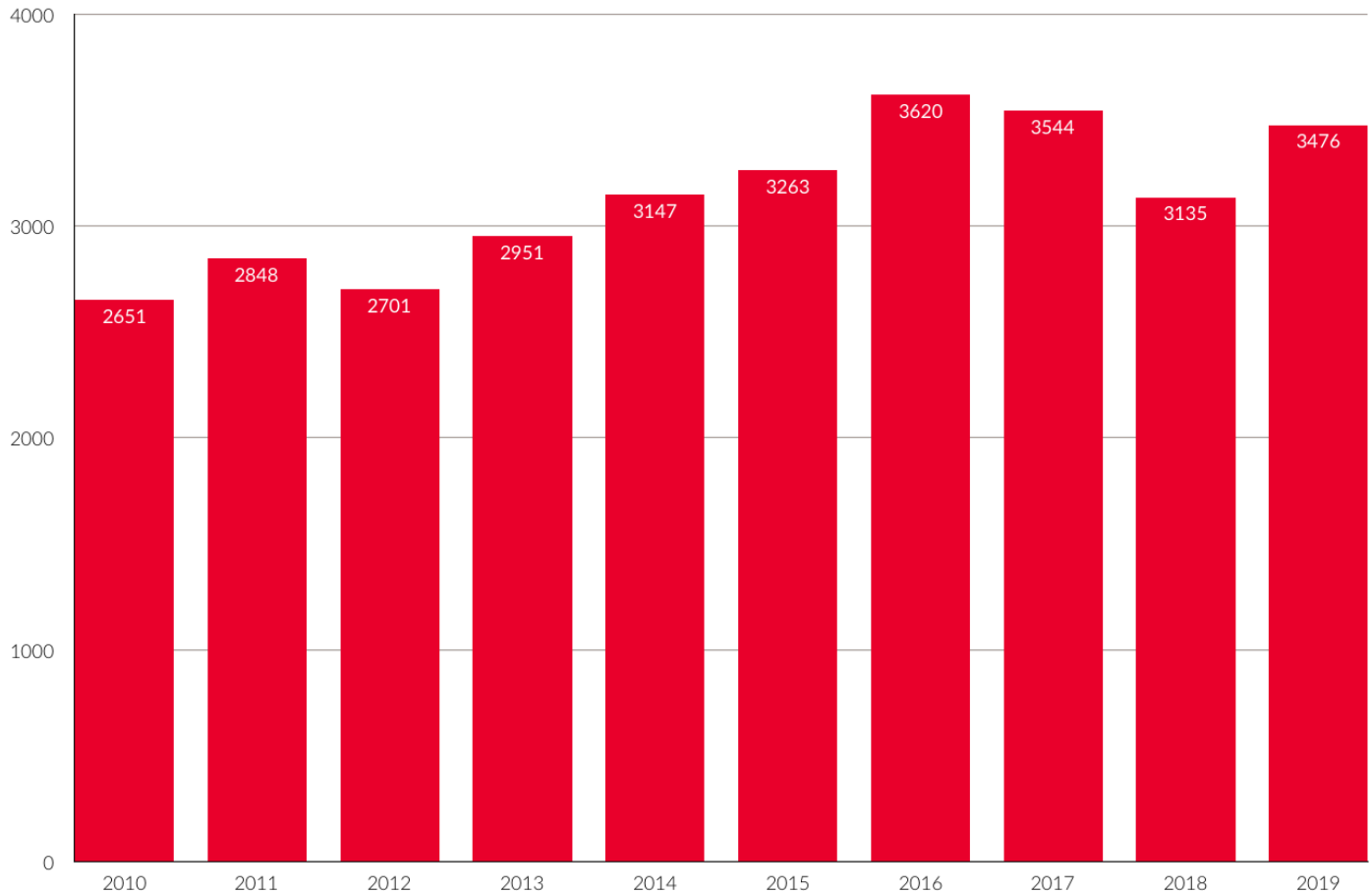


## Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies  
January - 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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