



# 2020 OCTOBER

**PUSLINCH**

Real Estate Market Report



# OVERVIEW

## BALANCED MARKET

Prices have increased significantly in this area in spite of a decrease in listing and sales activity as demand continues to push price growth.



### October year-over-year sales volume of \$11,832,000

Up 26.33% from 2019's \$9,366,000 with unit sales of 8 down 27.27% from last October's 11. New listings of 15 are down 44.44% from a year ago, with the sales/listing ratio of 53.33% up 12.59%.



### Year-to-date sales volume of \$139,731,930

Up 21.69% from 2019's \$114,829,594 with unit sales of 127 up 7.63% from 2019's 118. New listings of 214 are down 26.46% from a year ago, with the sales/listing ratio of 59.35% up 18.8%.



### Year-to-date average sale price of \$1,127,571

Up from \$982,482 one year ago with median sale price of \$1,152,500 up from \$960,000 one year ago. Average days-on-market of 59.30 is down 5.4 days from last year.

## OCTOBER NUMBERS

Median Sale Price

**\$1,800,000**

+85.57%

Sales Volume

**\$11,832,000**

+26.33%

Unit Sales

**8**

-27.27%

New Listings

**15**

-44.44%

Expired Listings

**2**

-85.71%

Unit Sales/Listings Ratio

**53.33%**

+12.59%

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



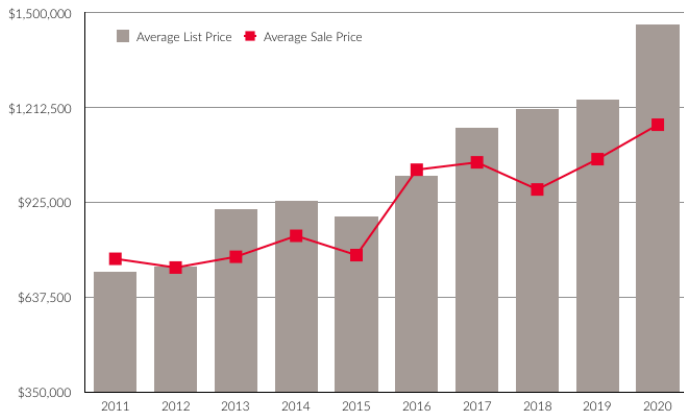
# THE MARKET IN DETAIL

	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$82,597,434	\$114,829,594	\$139,731,930	+21.69%
<b>YTD Unit Sales</b>	96	118	127	+7.63
<b>YTD New Listings</b>	213	291	214	-26.46
<b>YTD Sales/Listings Ratio</b>	45.07%	40.55%	59.35%	+18.8%
<b>YTD Expired Listings</b>	44	66	48	-27.27
<b>October Volume Sales</b>	\$8,951,000	\$9,366,000	\$11,832,000	+26.33
<b>October Unit Sales</b>	12	11	8	-27.27
<b>October New Listings</b>	22	27	15	-44.44%
<b>October Sales/Listings Ratio</b>	54.55%	40.74%	53.33%	+12.59%
<b>October Expired Listings</b>	9	14	2	-85.71
<b>YTD Sales: Under \$0-\$199K</b>	4	7	6	-14.29%
<b>YTD Sales: Under \$200K-\$349K</b>	9	5	7	+40%
<b>YTD Sales: Under \$350K-\$549K</b>	16	24	24	+0%
<b>YTD Sales: Under \$550K-\$749K</b>	13	10	5	-50%
<b>YTD Sales: Under \$750K-\$999K</b>	23	22	19	-13.64%
<b>YTD Sales: \$1M+</b>	31	50	58	+16%
<b>YTD Average Days-On-Market</b>	46.40	64.70	59.30	-8.35%
<b>YTD Average Sale Price</b>	\$854,637	\$982,482	\$1,127,571	+14.77%
<b>YTD Median Sale Price</b>	\$860,350	\$960,000	\$1,152,500	+20.05%

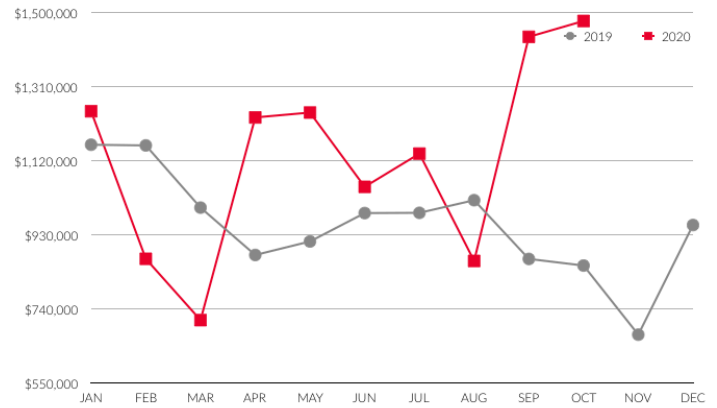
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020



# AVERAGE SALE PRICE

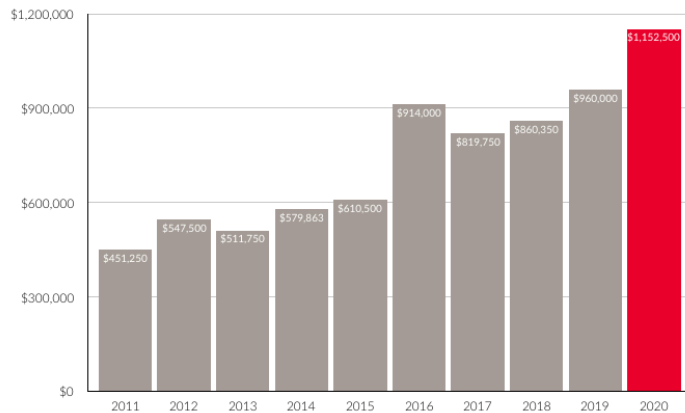


Year-Over-Year

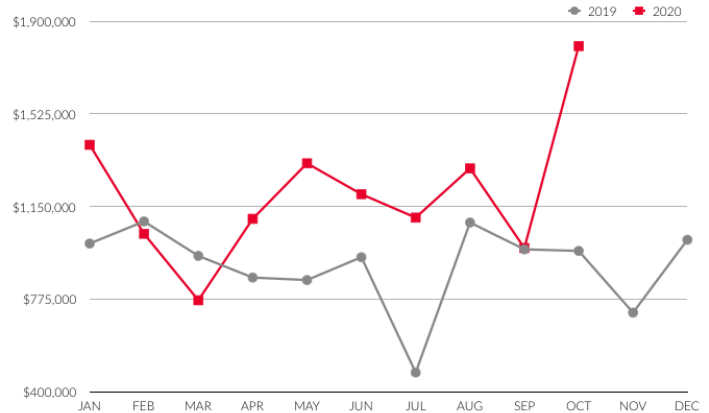


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



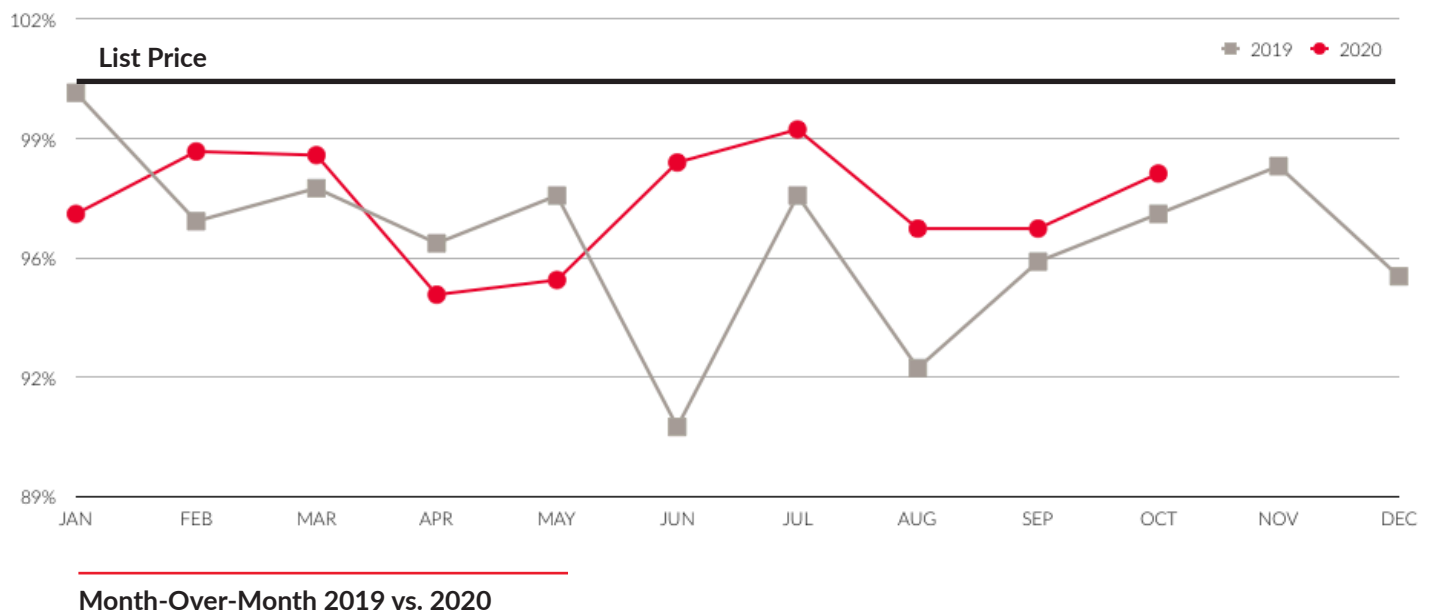
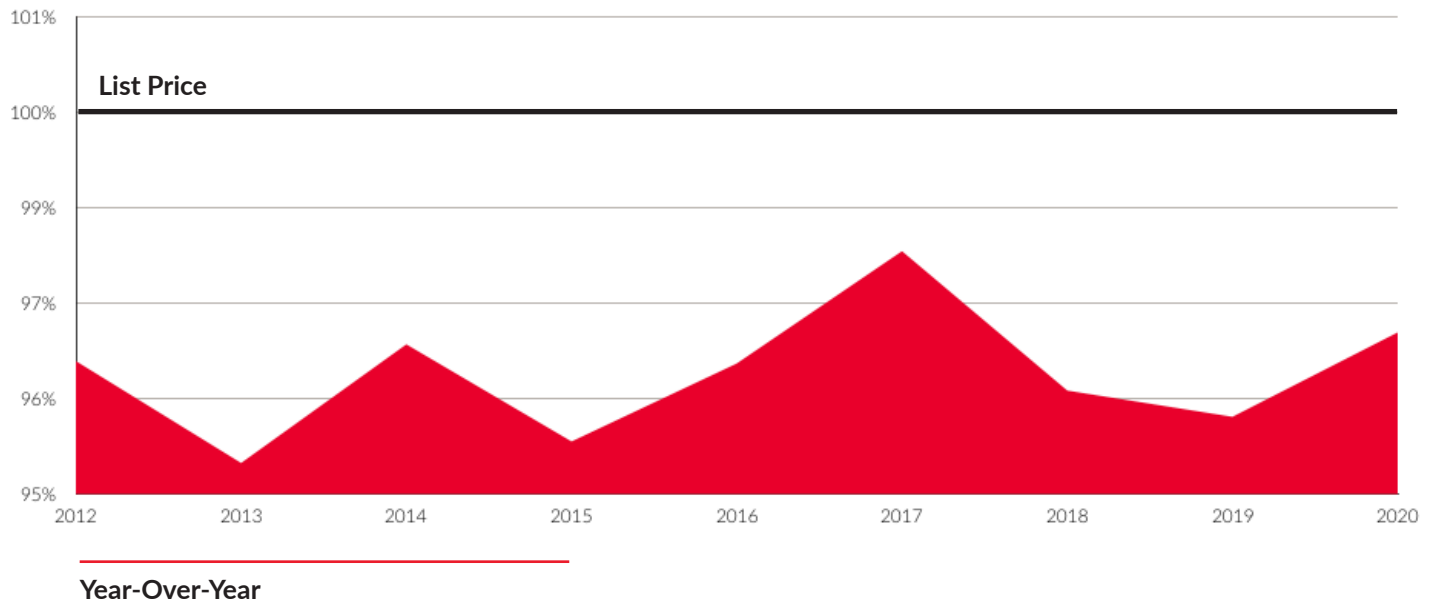
Year-Over-Year



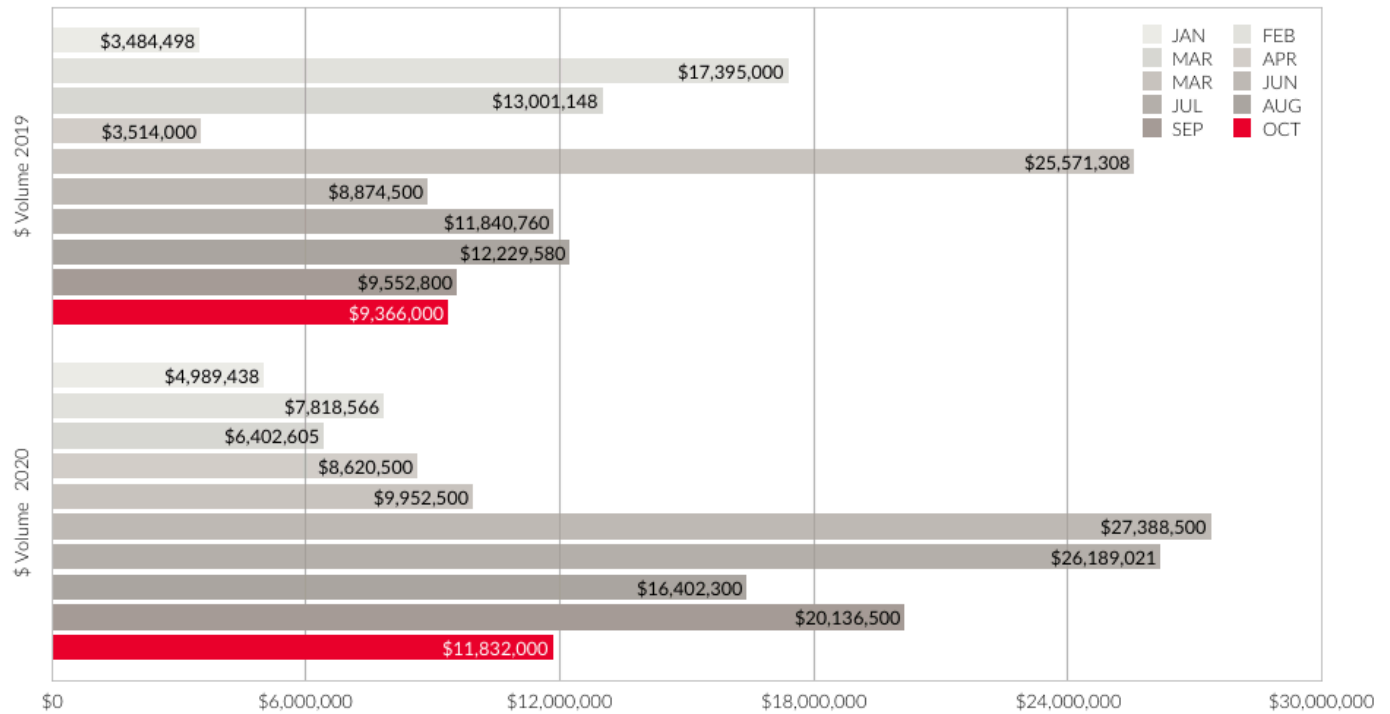
Month-Over-Month 2019 vs. 2020

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

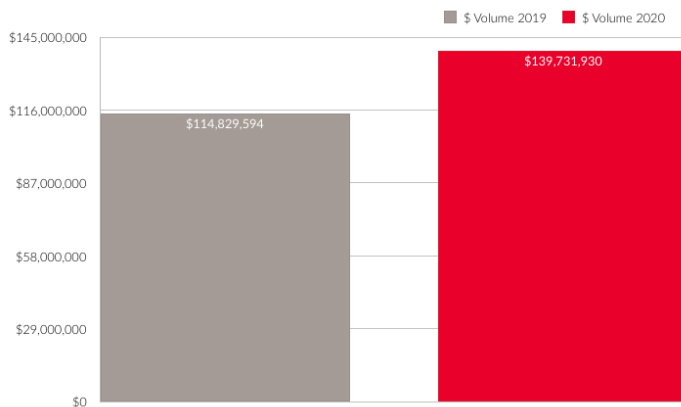
# SALE PRICE VS. LIST PRICE RATIO



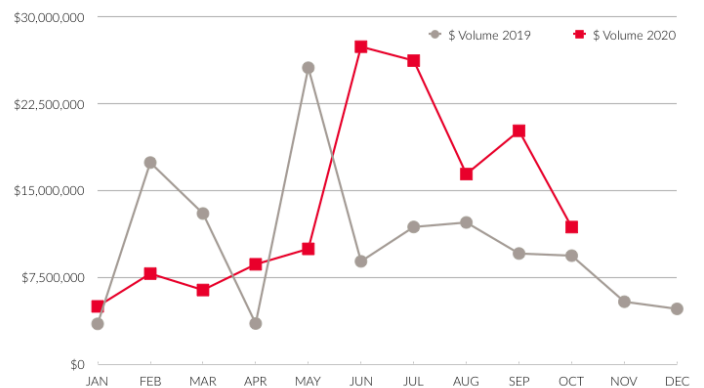
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

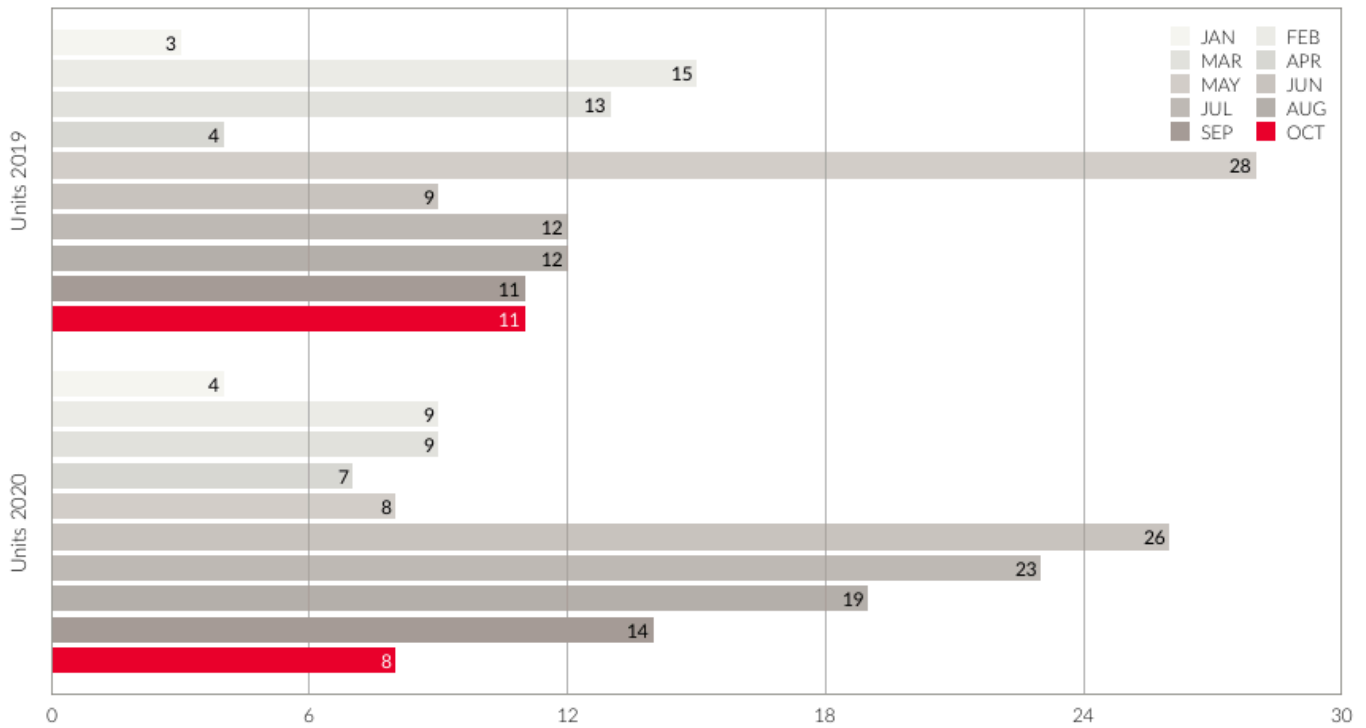


Yearly Totals 2019 vs. 2020

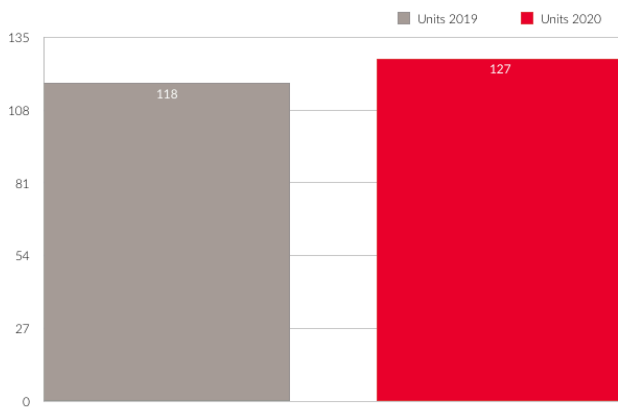


Month vs. Month 2019 vs. 2020

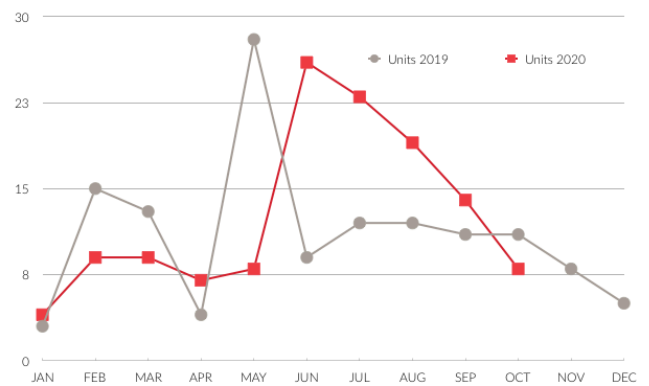
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



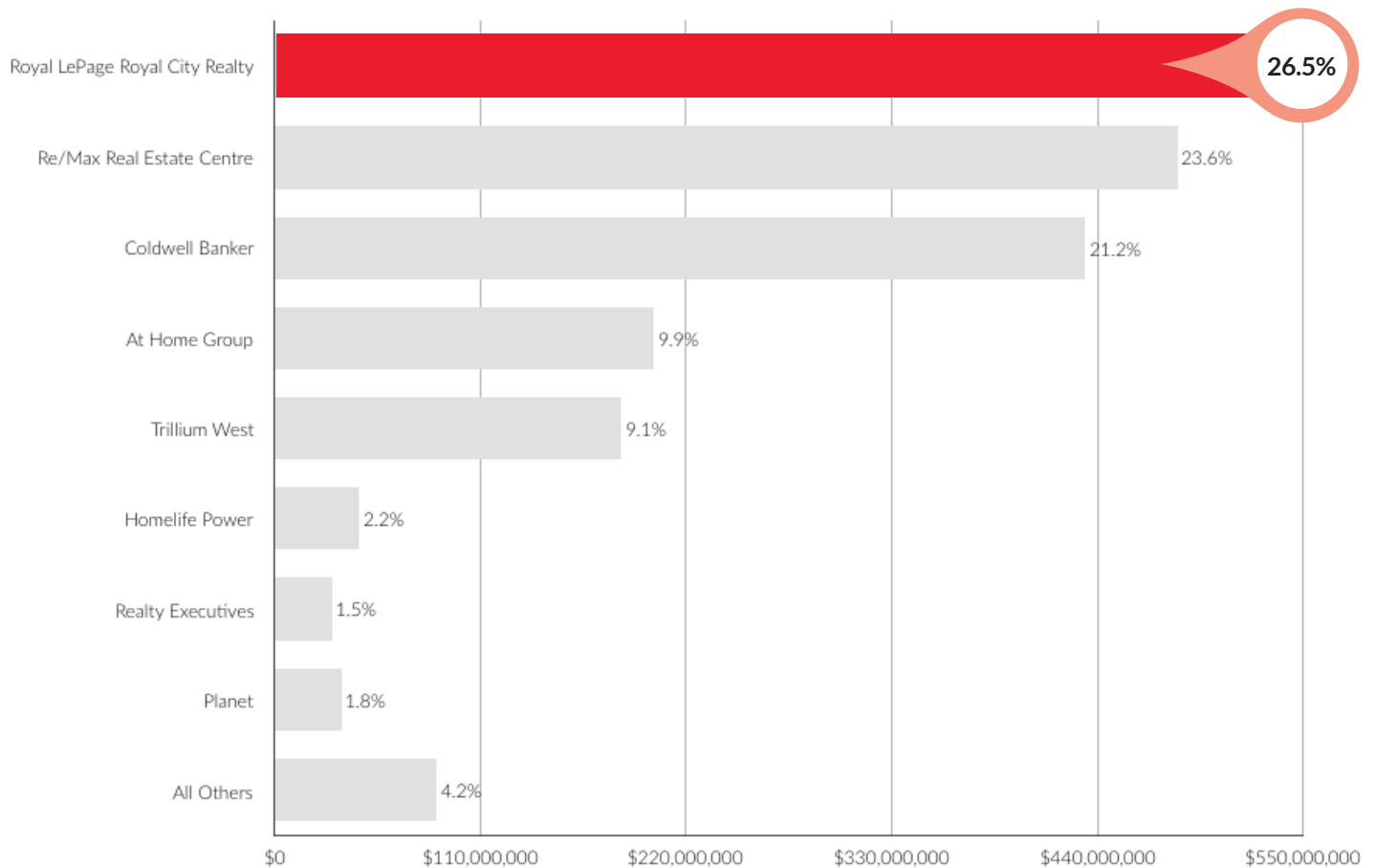
## VACANT LAND

YTD Sales Volume	 <b>\$106,075,564</b> +18.48%	 <b>\$1,233,500</b> -60.9%	 <b>\$6,821,566</b> -22.64%
YTD Unit Sales	 <b>87</b> -6.45%	 <b>3</b> No Change	 <b>11</b> -21.43%
YTD Average Sale Price	 <b>\$1,219,259</b> +26.65%	 <b>\$411,167</b> -60.9%	 <b>\$620,142</b> -1.54%
October Sales Volume	 <b>\$6,269,000</b> -13.2%	 <b>\$0</b> No Change	 <b>\$368,000</b> -82.48%
October Unit Sales	 <b>3</b> -62.5%	 <b>0</b> No Change	 <b>1</b> -66.67%

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



# MARKET DOMINANCE

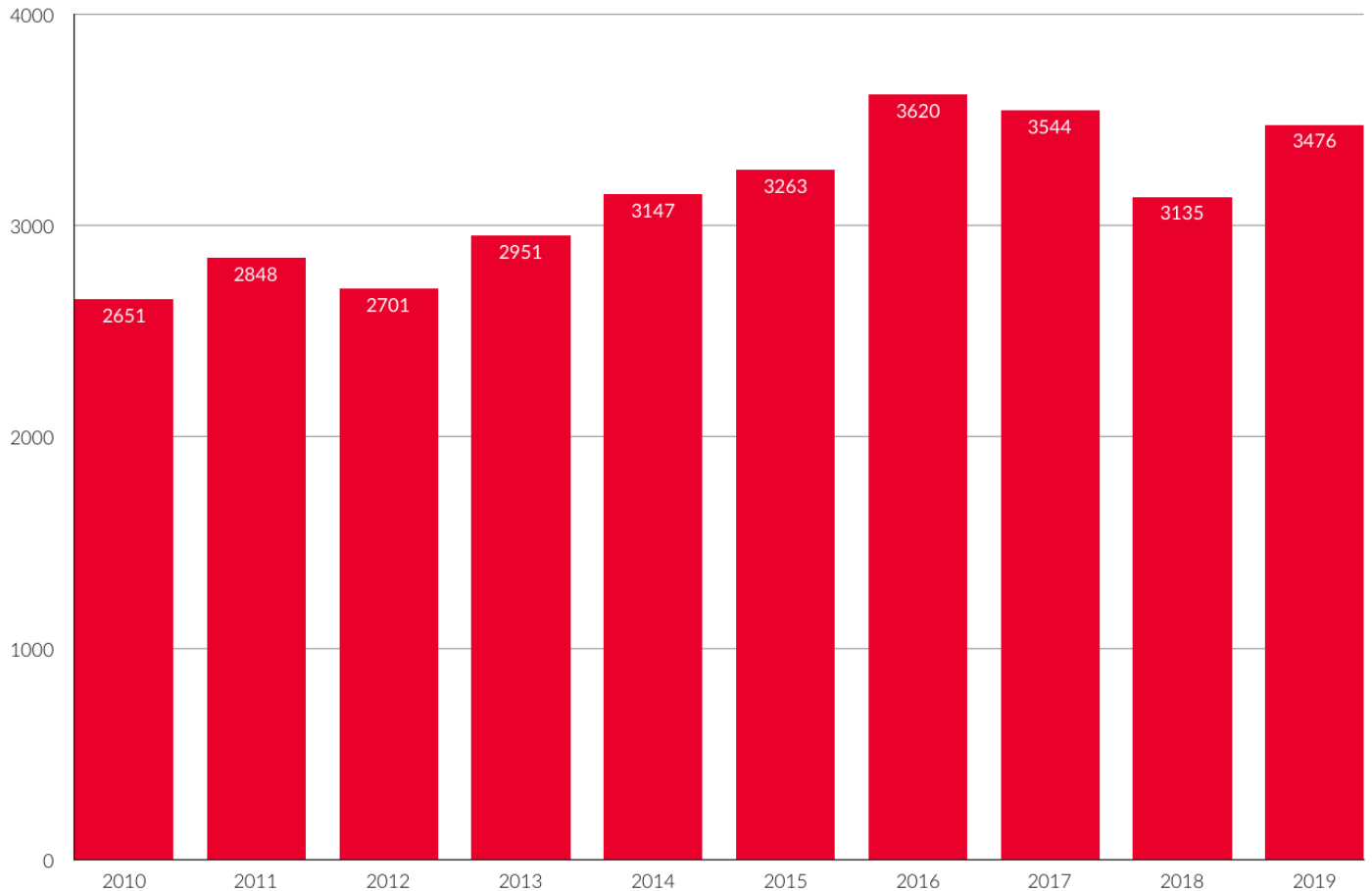


## Market Share by Dollar Volume

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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