



# 2020 NOVEMBER

**CITY OF GUELPH**

Real Estate Market Report



**ROYAL CITY REALTY**  
BROKERAGE

# OVERVIEW

## SELLERS MARKET

Sales activity remained strong for the City of Guelph with increased unit sales while remaining on the market for much shorter periods of time. This competitive market continues to drive sale prices up, with a demand for new listings.



**November year-over-year sales volume of \$134,783,727**

Up 42.53% from 2019's \$94,562,633 with unit sales of 202 up 18.13% from last November's 171. New listings of 179 are up 7.19% from a year ago, with the sales/listing ratio of 73.72% up 3.64%.



**Year-to-date sales volume of \$1,462,901,581**

Up 23.51% from 2019's \$1,184,459,403 with unit sales of 2,345 up 6.79% from 2019's 2,196. New listings of 2,913 are down 8.11% from a year ago, with the sales/listing ratio of 80.5% up 11.23%.



**Year-to-date average sale price of \$614,811**

Up from \$537,128 one year ago with median sale price of \$583,750 up from \$517,000 one year ago. Average days-on-market of 20.09 is down 6.55 days from last year.

## NOVEMBER NUMBERS

Median Sale Price

**\$628,500**

+20.87%

Sales Volume

**\$134,783,727**

+42.53%

Unit Sales

**202**

+18.13%

New Listings

**179**

+7.19%

Expired Listings

**11**

-38.89%

Unit Sales/Listings Ratio

**73.72%**

+3.64%

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



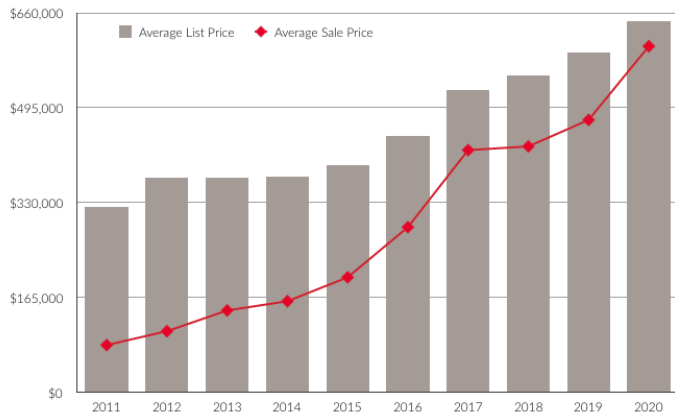
# THE MARKET IN DETAIL

	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$1,027,370,691	\$1,184,459,403	\$1,462,901,581	+23.51%
<b>YTD Unit Sales</b>	2021	2196	2345	+6.79%
<b>YTD New Listings</b>	3,103	3,170	2,913	-8.11%
<b>YTD Sales/Listings Ratio</b>	65.13%	69.27%	80.50%	+11.23%
<b>YTD Expired Listings</b>	259	298	153	-48.66%
<b>November Volume Sales</b>	\$80,411,316	\$94,562,633	\$134,783,727	+42.53%
<b>November Unit Sales</b>	159	171	202	+18.13%
<b>November New Listings</b>	185	167	179	+7.19%
<b>November Sales/Listings Ratio</b>	58.89%	70.08%	73.72%	+3.64%
<b>November Expired Listings</b>	20	18	11	-38.89%
<b>YTD Sales: Under \$0-\$199K</b>	14	5	7	+40%
<b>YTD Sales: Under \$200K-\$349K</b>	315	268	110	-58.96%
<b>YTD Sales: Under \$350K-\$549K</b>	1063	1026	849	-17.25%
<b>YTD Sales: Under \$550K-\$749K</b>	466	657	960	+46.12%
<b>YTD Sales: Under \$750K-\$999K</b>	128	199	322	+61.81%
<b>YTD Sales: \$1M+</b>	39	41	94	+129.3%
<b>YTD Average Days-On-Market</b>	25.36	26.64	20.09	-24.57%
<b>YTD Average Sale Price</b>	\$509,215	\$537,128	\$614,811	+14.46%
<b>YTD Median Sale Price</b>	\$478,700	\$517,000	\$583,750	+12.91%

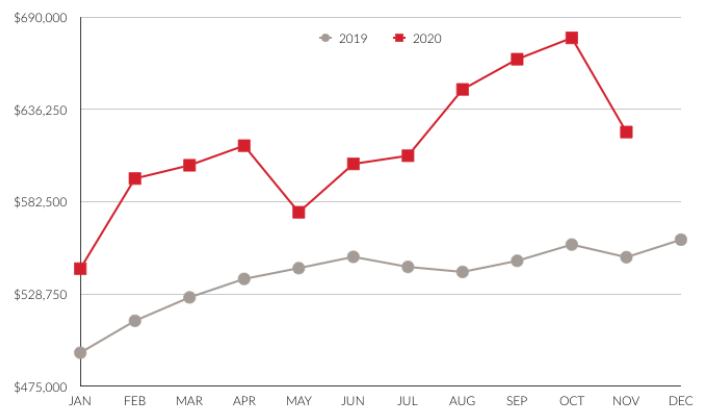
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020



# AVERAGE SALE PRICE

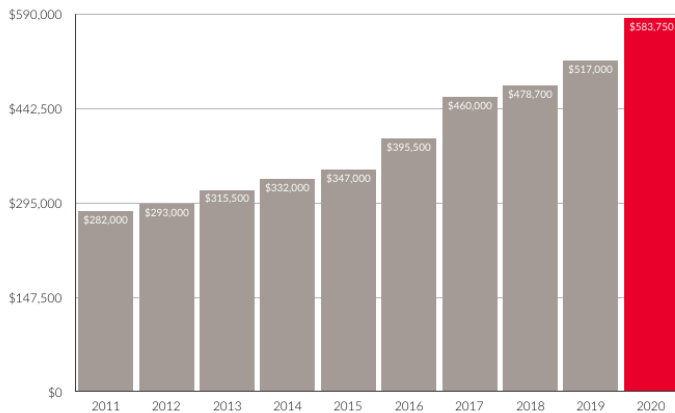


Year-Over-Year

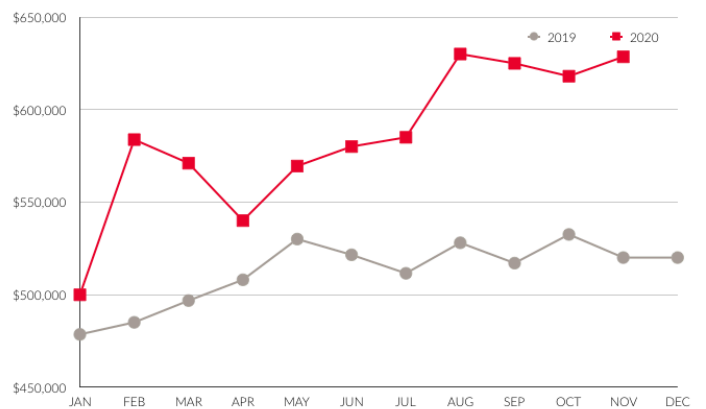


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



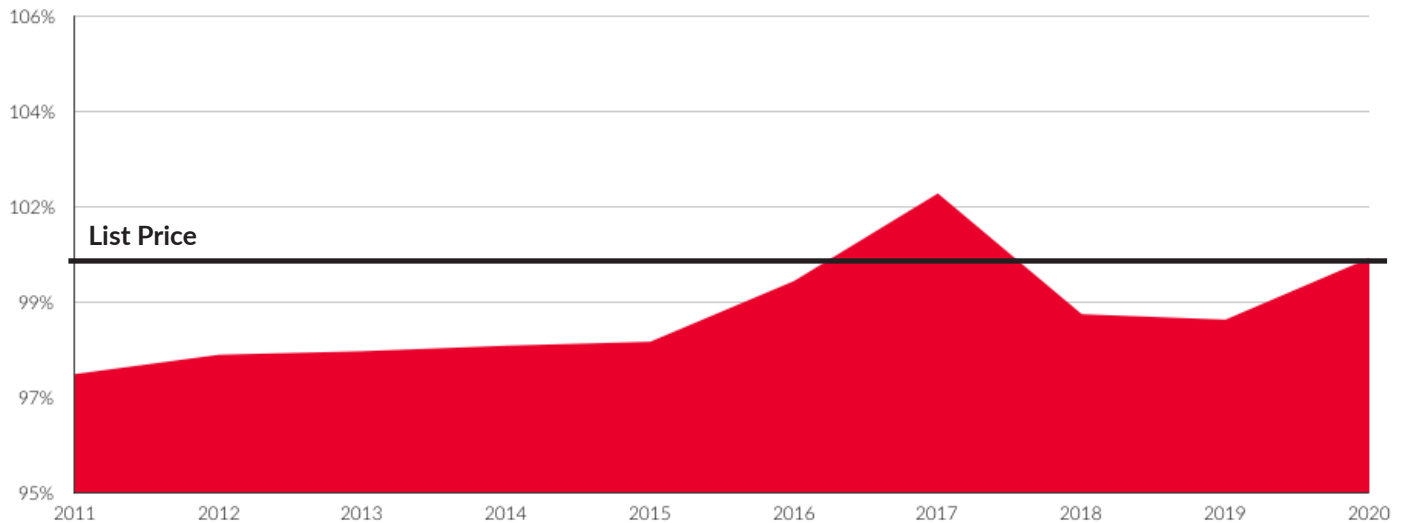
Year-Over-Year



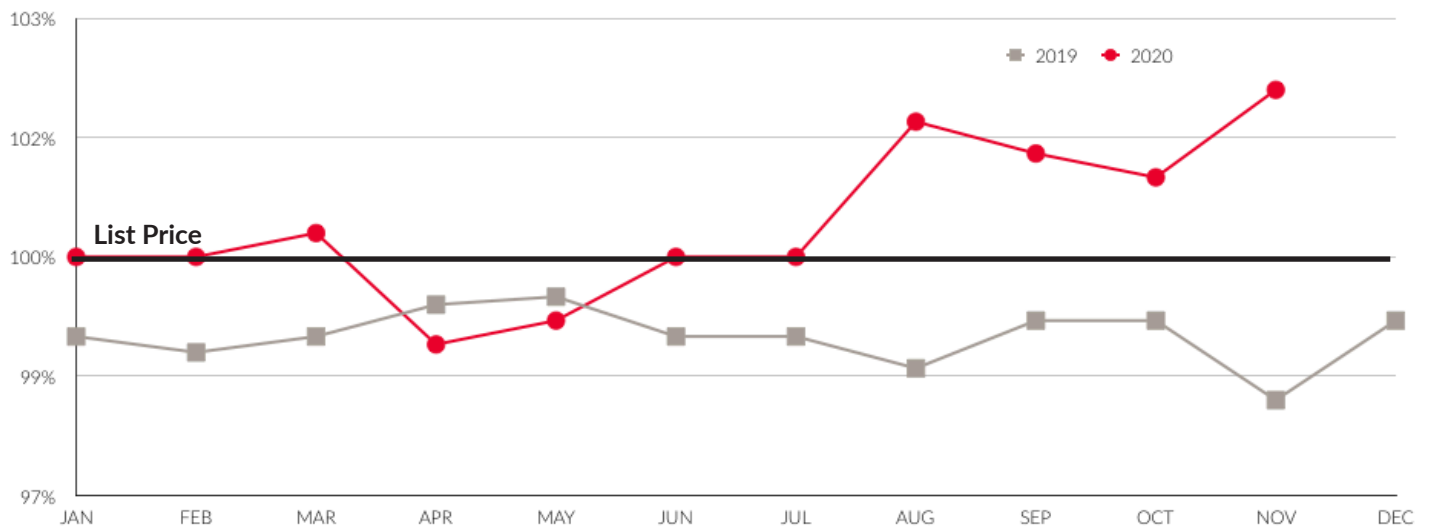
Month-Over-Month 2019 vs. 2020

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

# SALE PRICE VS. LIST PRICE RATIO

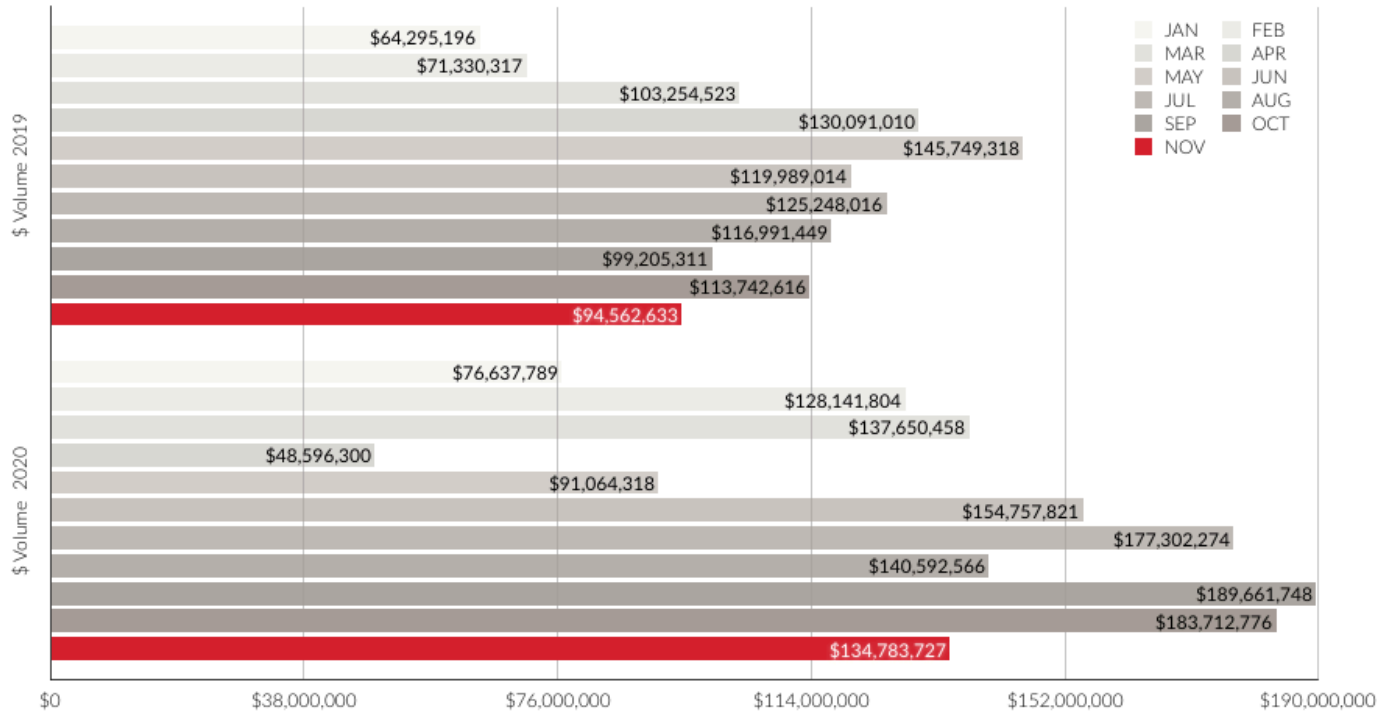


Year-Over-Year

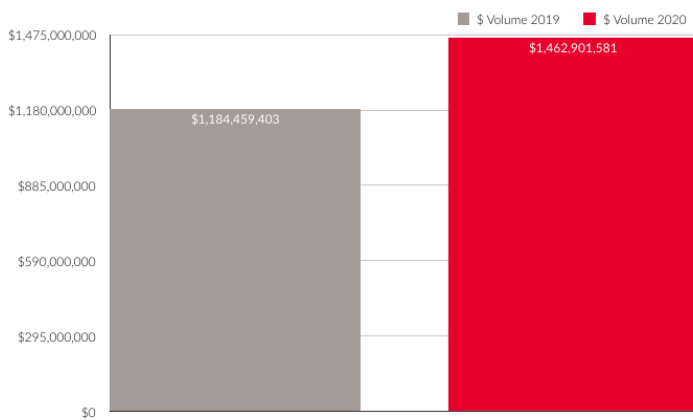


Month-Over-Month 2019 vs. 2020

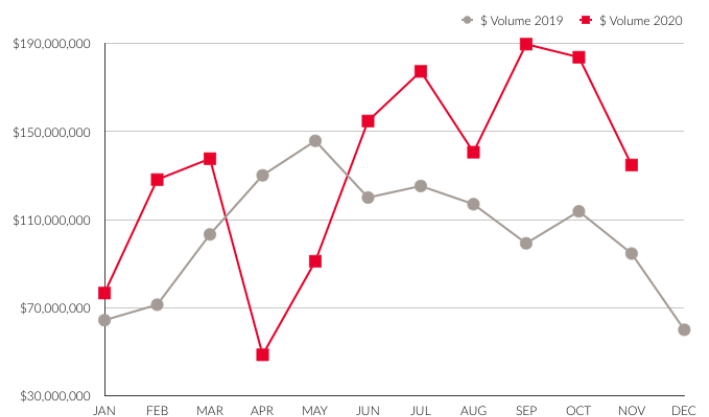
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

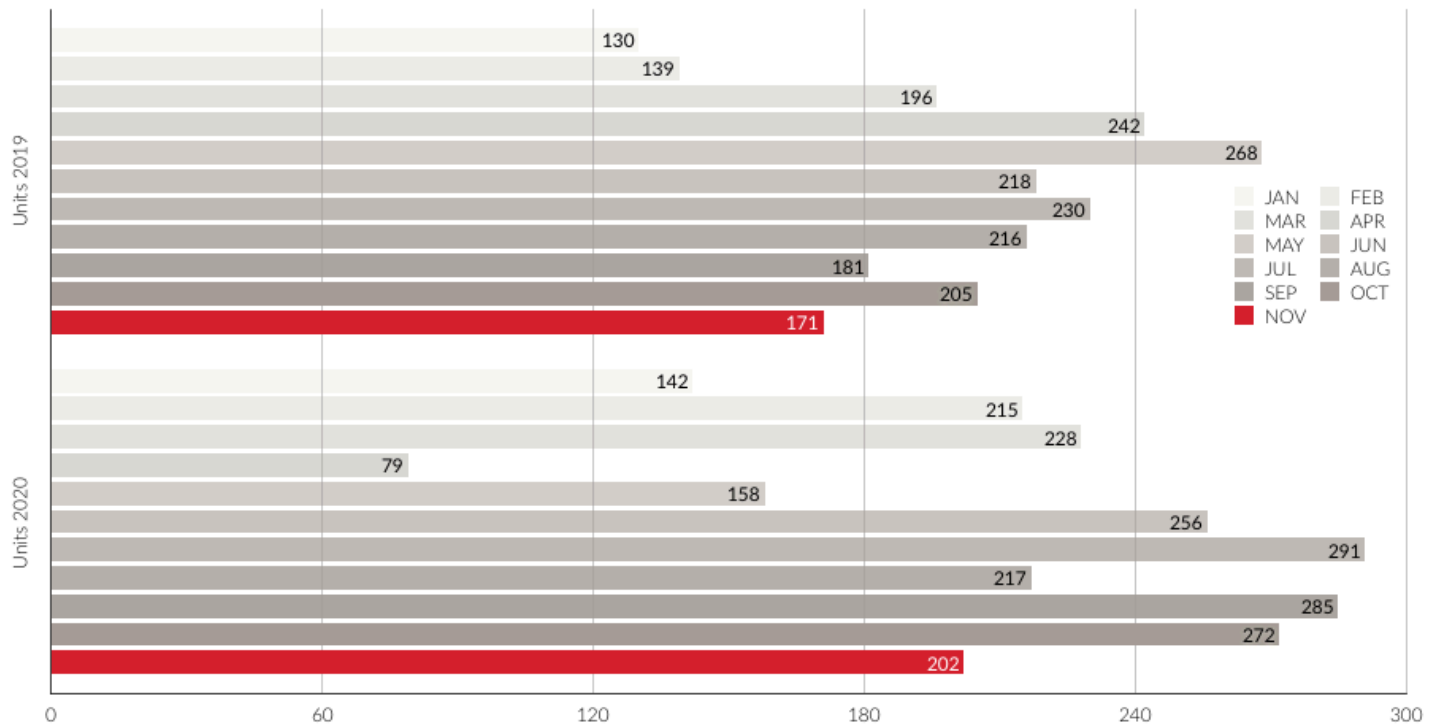


Yearly Totals 2019 vs. 2020

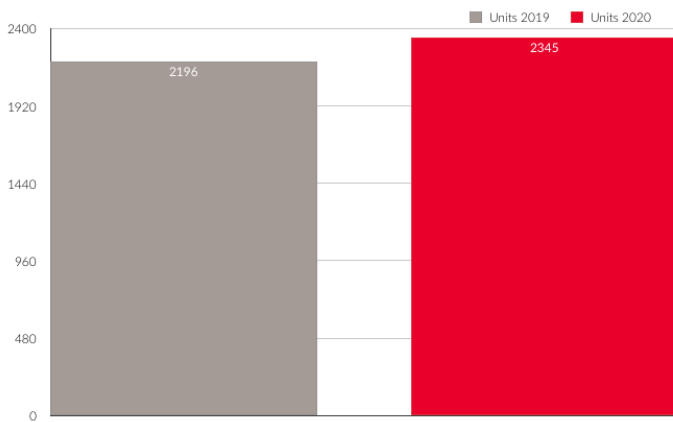


Month vs. Month 2019 vs. 2020

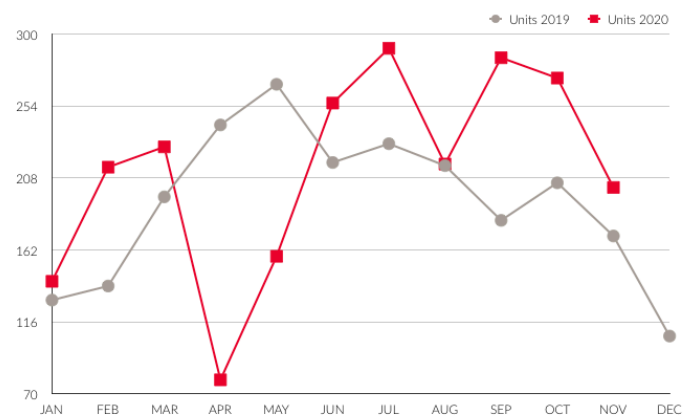
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

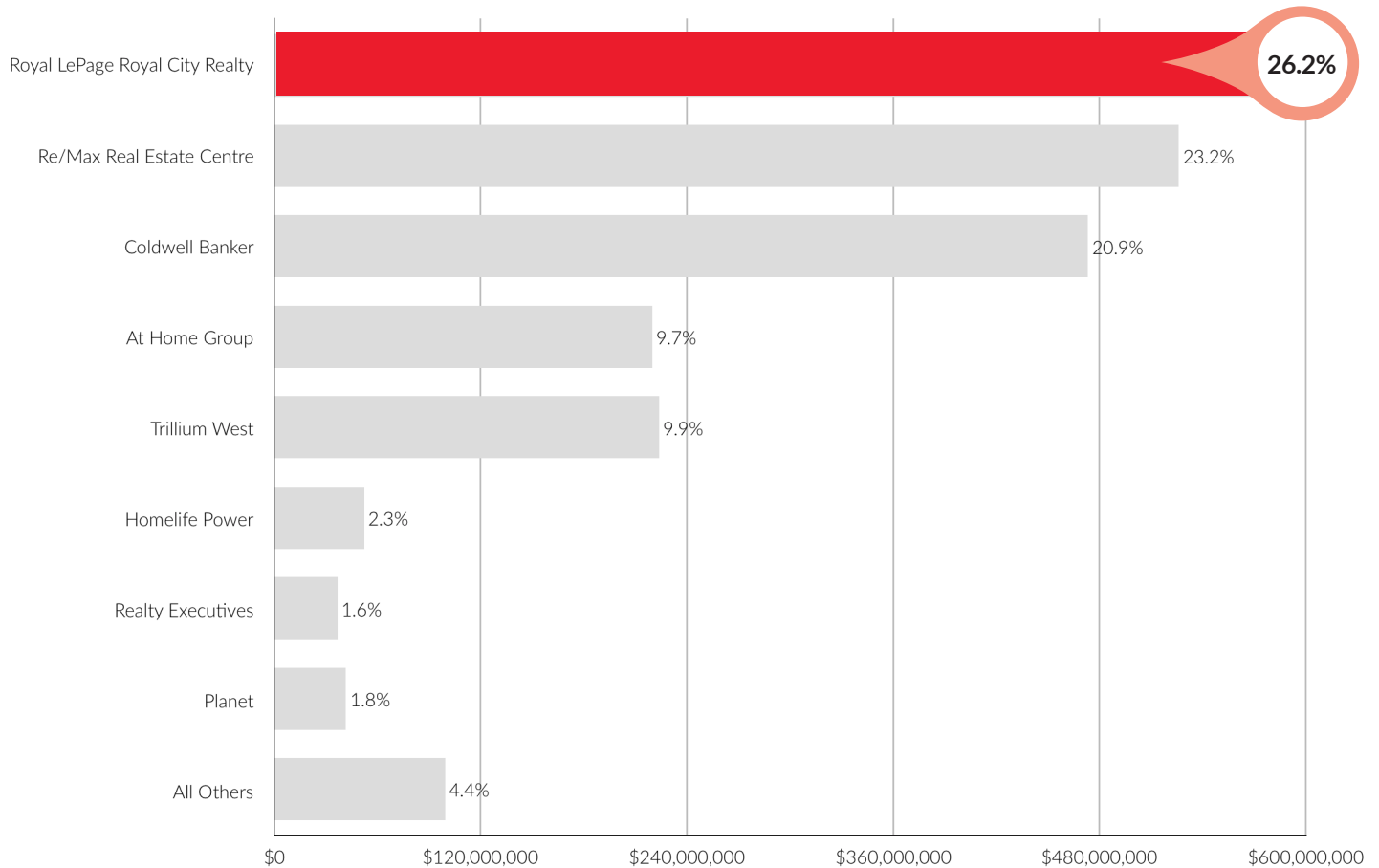
	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 <b>\$1,010,863,997</b> +18.92%	 <b>\$362,554,773</b> +23.30%	 <b>\$4,055,000</b> +355%
YTD Unit Sales	 <b>\$1,475</b> +4.46%	 <b>776</b> +6.16%	 <b>6</b> +200%
YTD Average Sale Price	 <b>\$685,332</b> +13.84%	 <b>\$467,210</b> +16.15%	 <b>\$675,833.33</b> +51.66%
November Sales Volume	 <b>\$96,483,729</b> +53.83%	 <b>\$31,954,598</b> +17.64%	 <b>\$1,400,000</b> Up from \$0
November Unit Sales	 <b>130</b> +25%	 <b>64</b> +3.23%	 <b>2</b> Up from 0

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





# MARKET DOMINANCE

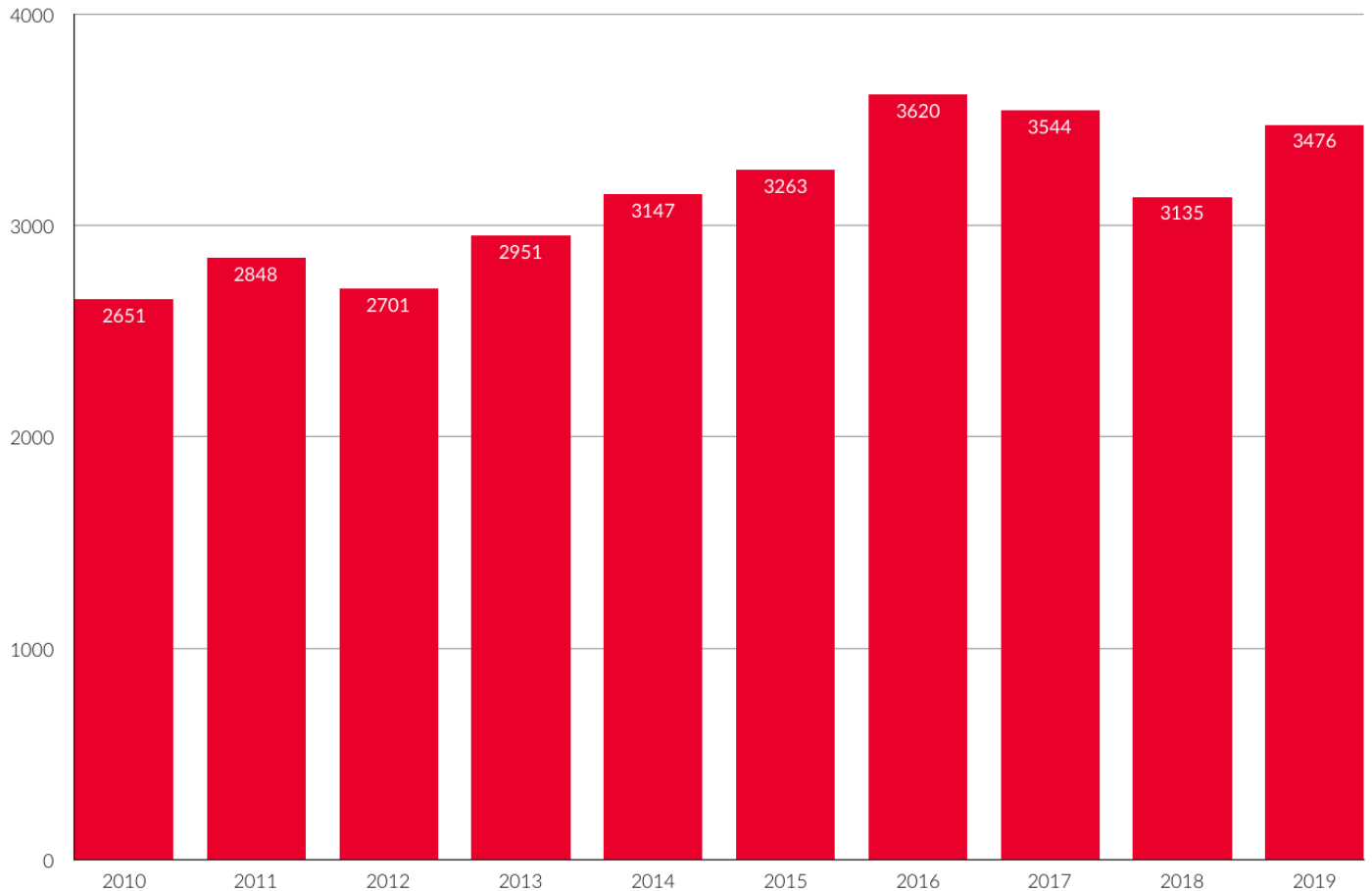


## Market Share by Dollar Volume

Listing Selling Ends Combined for Guelph Based Companies  
January - November 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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