



# 2020 NOVEMBER

## **GUELPH/ERAMOSA** Real Estate Market Report



**ROYAL CITY REALTY**  
BROKERAGE

# OVERVIEW

## SELLERS MARKET

Sales volume has significantly increased with twice as many unit sales in Guelph Eramosa. November has shown no expired listings and a decrease in new listings, creating demand for sellers to jump into the market.



**November year-over-year sales volume of \$26,066,300**

Up 68.25% from 2019's \$15,492,150 with unit sales of 24 up 50% from last November's 16. New listings of 13 are down 31.58% from a year ago, with the sales/listing ratio of 85.71% up 35.71%.



**Year-to-date sales volume of \$170,732,666**

Up 21.88% from 2019's \$140,079,339 with unit sales of 182 up 5.2% from this time last year. New listings of 227 are down 29.94% from a year ago, with the sales/listing ratio of 80.18% up 26.78%.



**Year-to-date average sale price of \$888,006**

Up from \$827,961 one year ago with median sale price of \$780,000 up from \$749,000 one year ago. Average days-on-market of 48.55 is up 1.46 days from last year.

## NOVEMBER NUMBERS

Median Sale Price

**\$878,300**

+14.44%

Sales Volume

**\$26,066,300**

+68.25%

Unit Sales

**24**

+50%

New Listings

**13**

-31.58%

Expired Listings

**0**

Down from 3

Unit Sales/Listings Ratio

**85.71%**

+35.71%

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



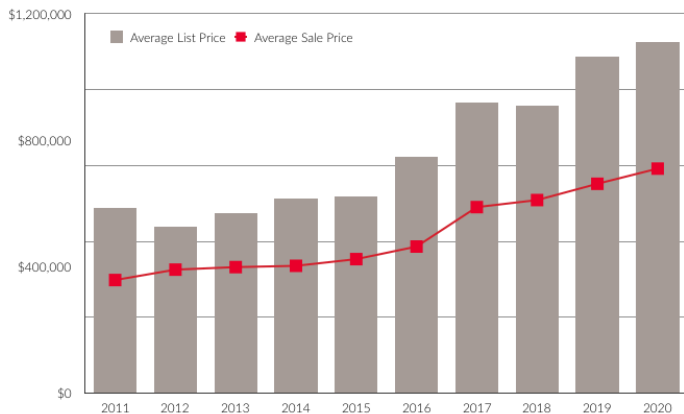


# THE MARKET IN DETAIL

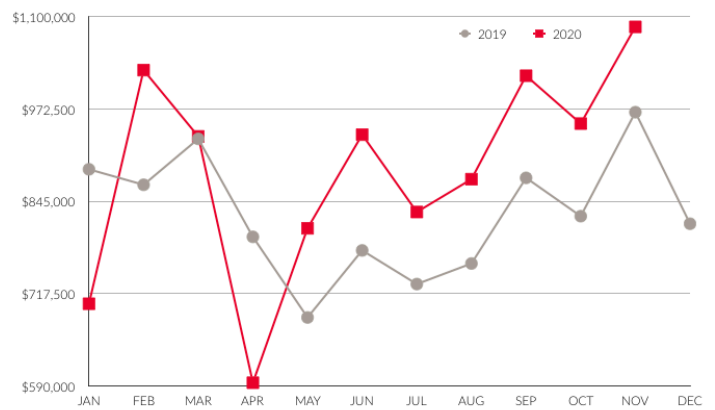
	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$106,028,538	\$140,079,339	\$170,732,666	+21.88%
<b>YTD Unit Sales</b>	138	173	182	+5.2%
<b>YTD New Listings</b>	298	324	227	-29.94%
<b>YTD Sales/Listings Ratio</b>	46.31%	53.4%	80.18%	+26.78%
<b>YTD Expired Listings</b>	44	60	24	-60%
<b>November Volume Sales</b>	\$5,793,500	\$15,492,150	\$26,066,300	+68.25%
<b>November Unit Sales</b>	8	16	24	+50%
<b>November New Listings</b>	18	19	13	-31.58%
<b>November Sales/Listings Ratio</b>	30.77%	50%	85.71%	+35.71%
<b>November Expired Listings</b>	6	3	0	Down from 3
<b>YTD Sales: Under \$0-\$199K</b>	0	0	0	No Change
<b>YTD Sales: Under \$200K-\$349K</b>	5	5	3	-40%
<b>YTD Sales: Under \$350K-\$549K</b>	21	18	17	-5.56%
<b>YTD Sales: Under \$550K-\$749K</b>	57	69	43	-37.68%
<b>YTD Sales: Under \$750K-\$999K</b>	43	49	75	+53.06%
<b>YTD Sales: \$1M+</b>	12	32	44	+37.5%
<b>YTD Average Days-On-Market</b>	44.27	47.09	48.55	+3.09%
<b>YTD Average Sale Price</b>	\$763,617	\$827,961	\$888,006	+7.25%
<b>YTD Median Sale Price</b>	\$695,000	\$749,000	\$780,000	+4.14%

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

# AVERAGE SALE PRICE

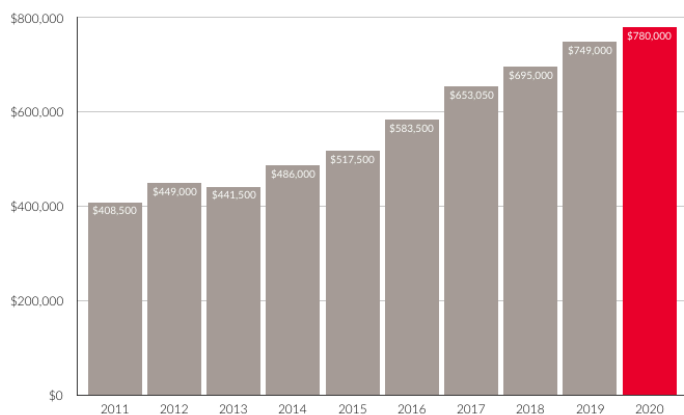


Year-Over-Year

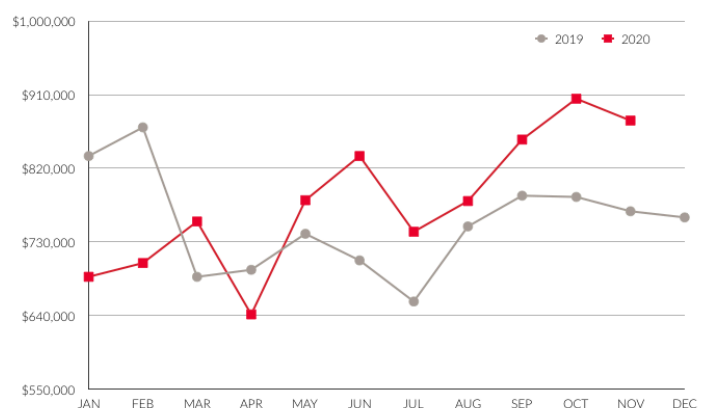


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



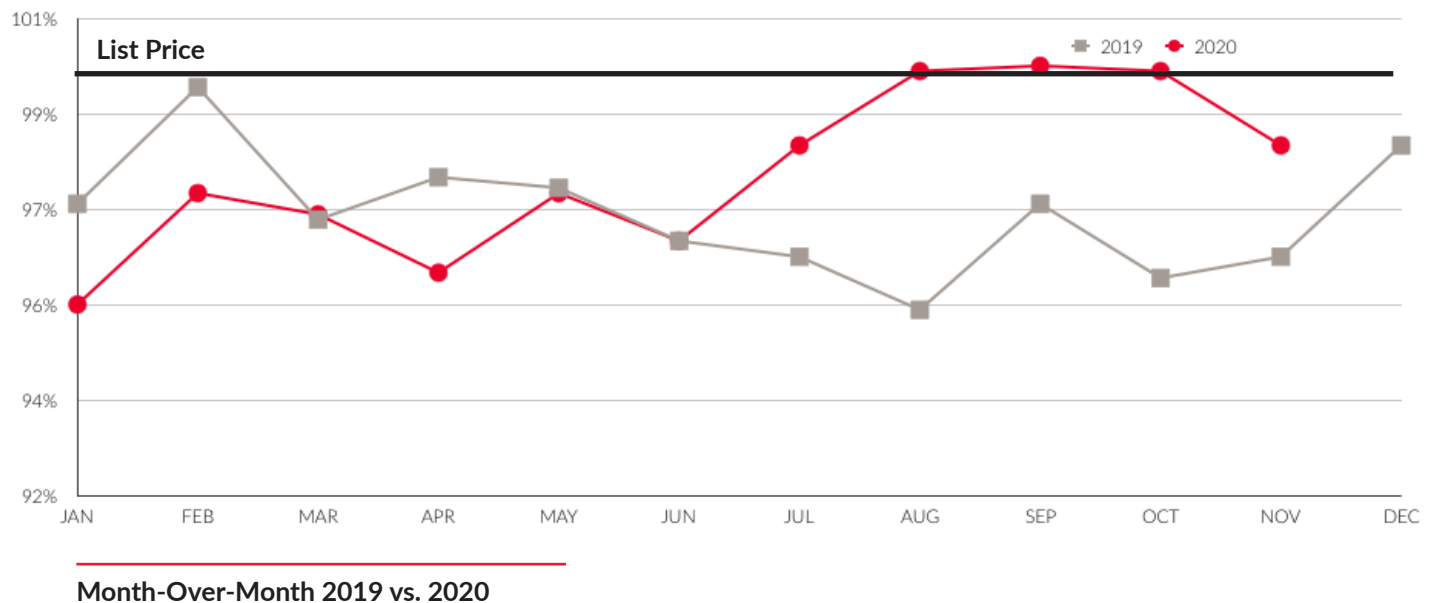
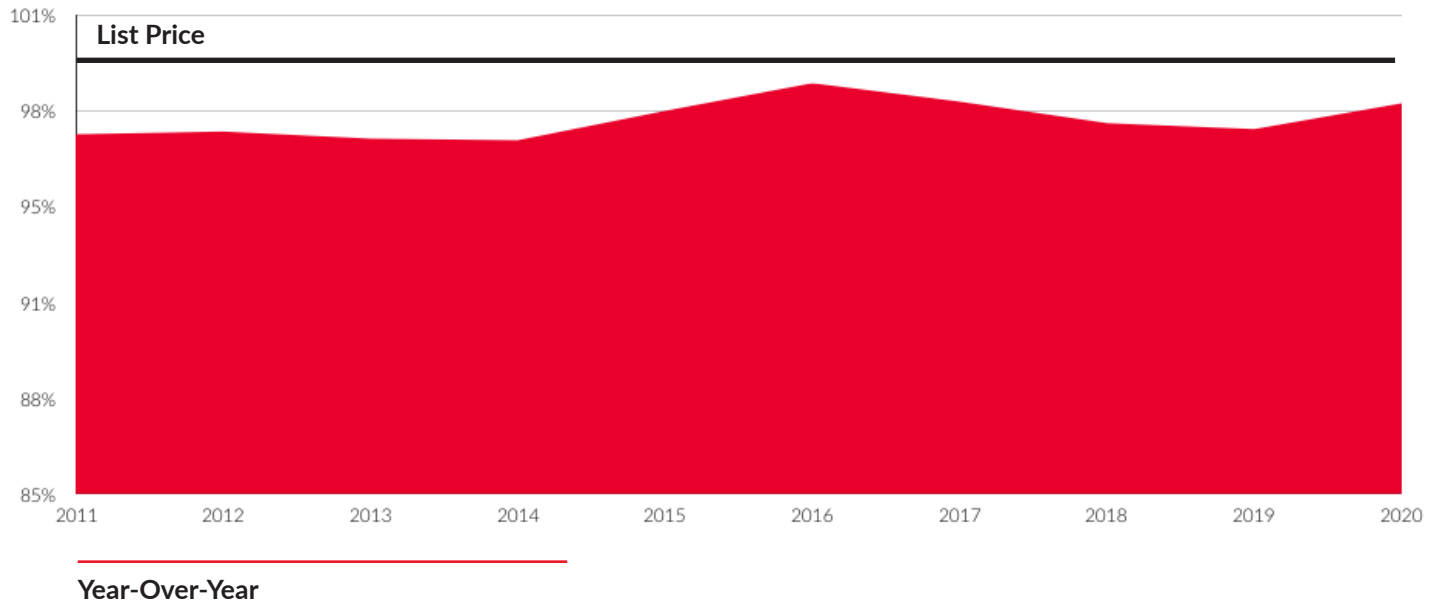
Year-Over-Year



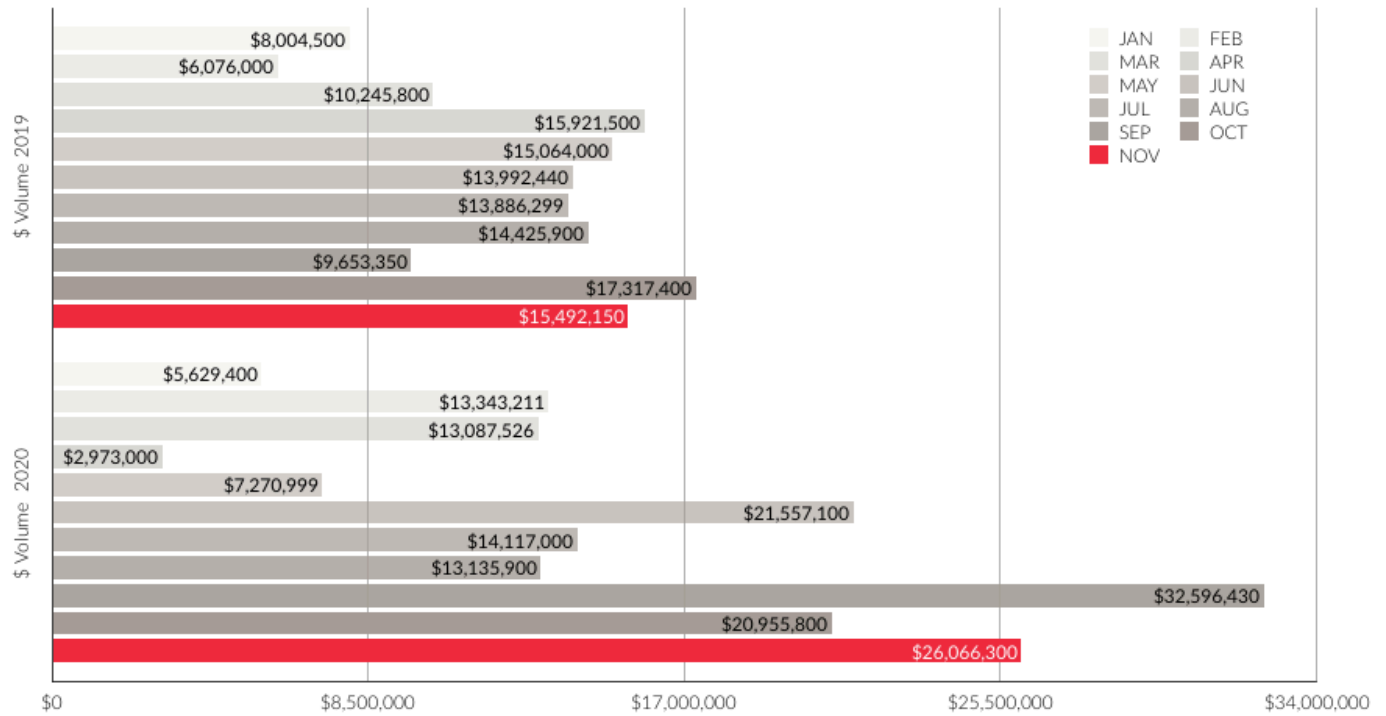
Month-Over-Month 2019 vs. 2020

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

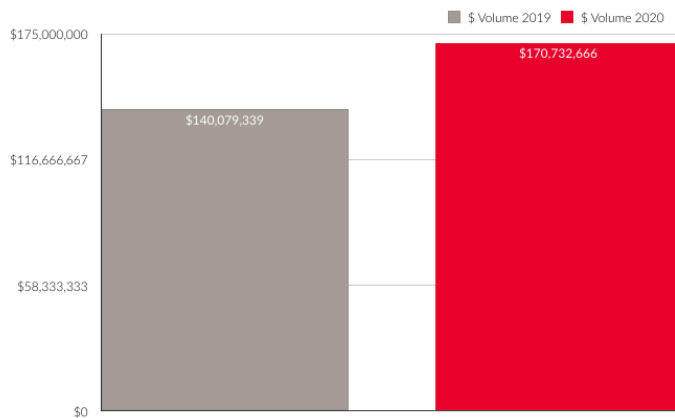
# SALE PRICE VS. LIST PRICE RATIO



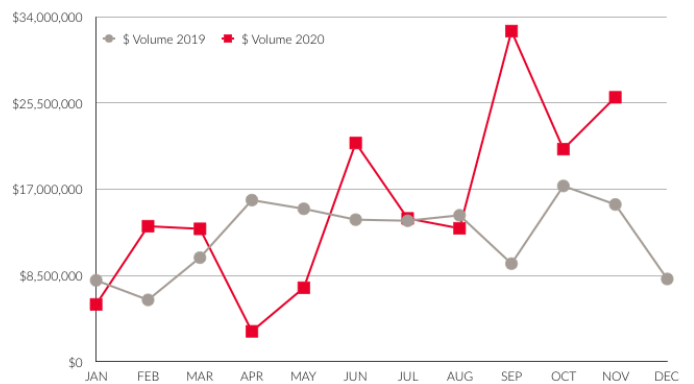
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

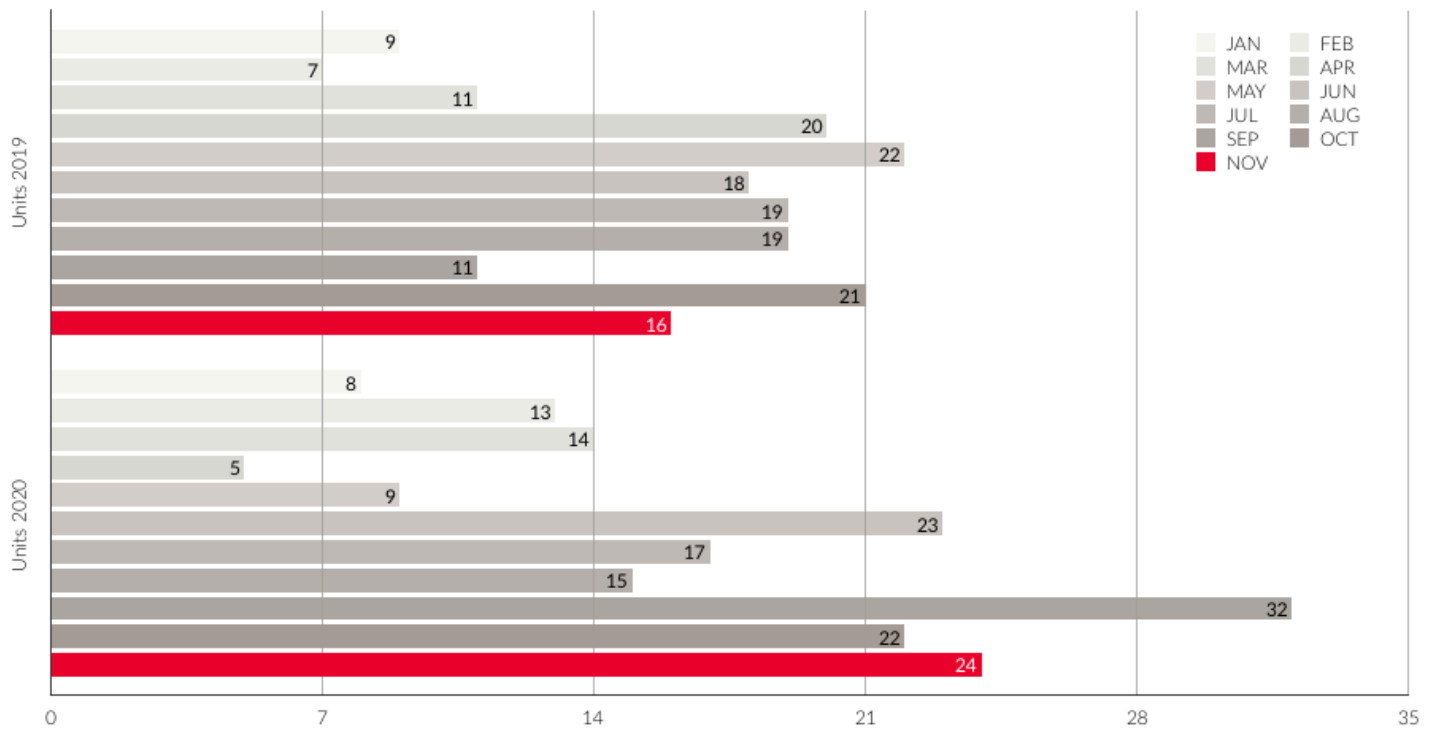


Yearly Totals 2019 vs. 2020

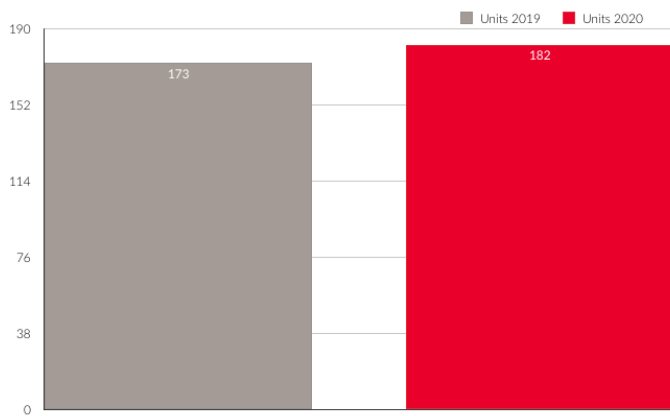


Month vs. Month 2019 vs. 2020

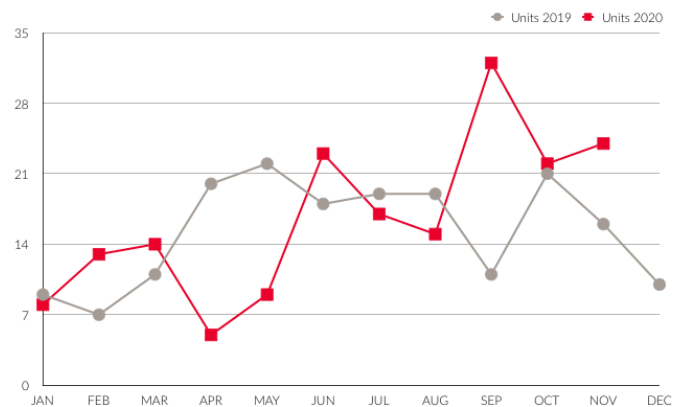
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

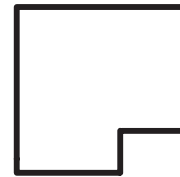
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

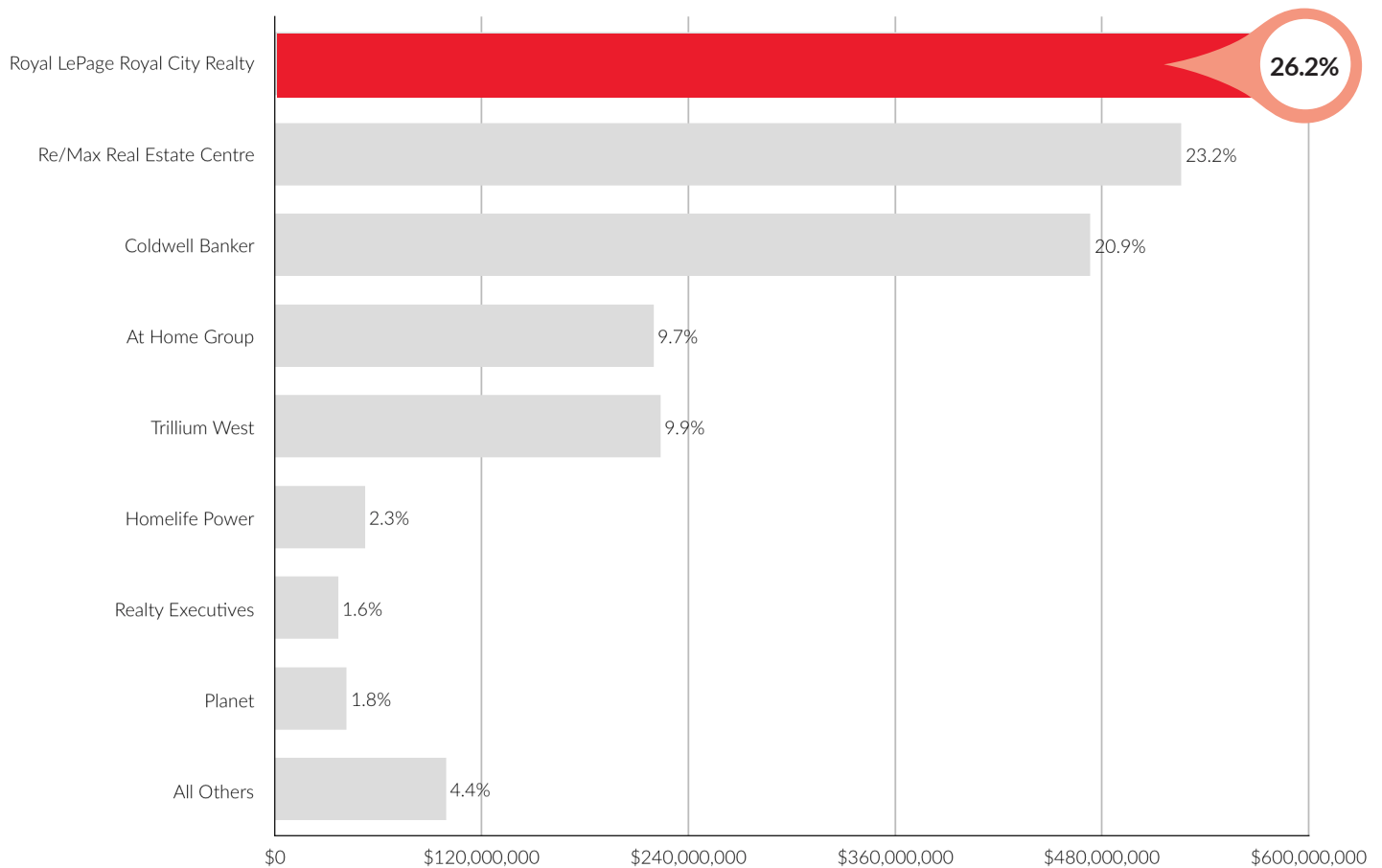
	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 <b>\$134,670,836</b> +19.1%	 <b>\$10,671,000</b> +108.62%	 <b>\$3,311,000</b> +169.19%
YTD Unit Sales	 <b>143</b> +2.14%	 <b>16</b> +33.33%	 <b>5</b> +66.67%
YTD Average Sale Price	 <b>\$941,754</b> +16.60%	 <b>\$666,938</b> +56.47%	 <b>\$662,200.00</b> +61.51%
November Sales Volume	 <b>\$18,696,700</b> +61.85%	 <b>\$0</b> No change	 <b>\$460,000</b> Up from \$0
November Unit Sales	 <b>18</b> +50%	 <b>0</b> No change	 <b>1</b> Up from 0

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





# MARKET DOMINANCE

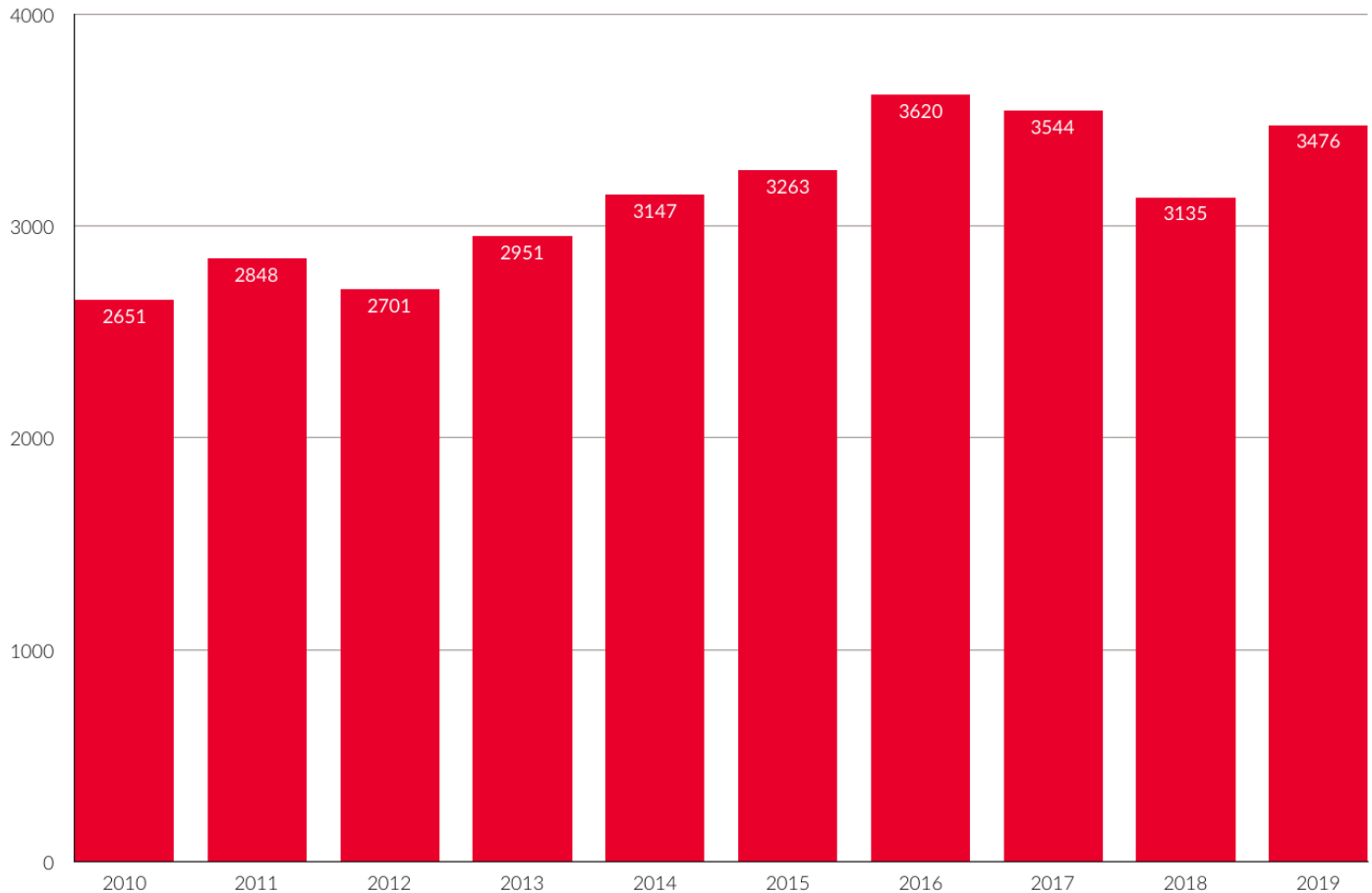


## Market Share by Dollar Volume

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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