



# 2020 NOVEMBER

**PUSLINCH**

Real Estate Market Report



**ROYAL CITY REALTY**  
BROKERAGE

# OVERVIEW

## SELLER'S MARKET

Demand remains high in Puslinch for November. Year-over-year market activity is up substantially when compared to this time last year and current listing activity is matched by an increase in unit sales. Sales prices continue to be on the rise.



### November year-over-year sales volume of \$16,455,000

Up 205.12% from 2019's \$5,392,900 with unit sales of 11 up 37.5% from last November's 8. New listings of 11 are down 21.43% from a year ago, with the sales/listing ratio of 73.33% up 43.70%.



### Year-to-date sales volume of \$156,186,930

Up 29.91% from 2019's \$120,222,494 with unit sales of 138 up 9.52% from 2019's 126. New listings of 225 are down 26.23% from a year ago, with the sales/listing ratio of 61.33% up 20.02%.



### Year-to-date average sale price of \$1,161,056

Up from \$954,449 one year ago with median sale price of \$1,200,000 up from \$950,000 one year ago. Average days-on-market of 68.45 is up 4.27 days from last year.

## NOVEMBER NUMBERS

Median Sale Price

**\$1,587,500**

+120.49%

Sales Volume

**\$16,455,000**

+205.12%

Unit Sales

**11**

+37.5%

New Listings

**11**

-21.43%

Expired Listings

**2**

-60%

Unit Sales/Listings Ratio

**73.33%**

+43.7%

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



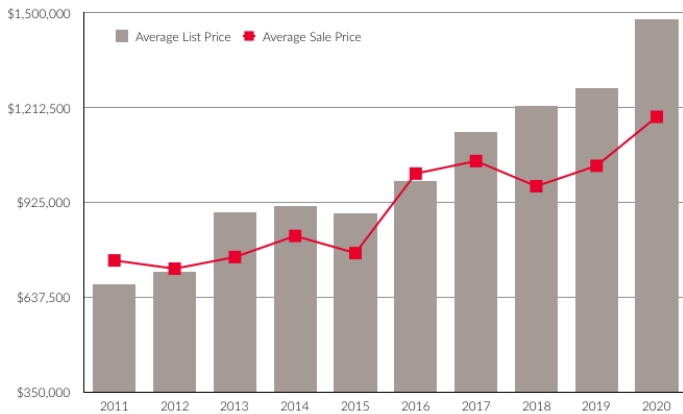
# THE MARKET IN DETAIL

	2018	2019	2020	2019-2020
<b>YTD Volume Sales</b>	\$90,641,134	\$120,222,494	\$156,186,930	+29.91%
<b>YTD Unit Sales</b>	104	126	138	+9.52%
<b>YTD New Listings</b>	230	305	225	+26.23%
<b>YTD Sales/Listings Ratio</b>	45.22%	41.31%	61.33%	+20.02%
<b>YTD Expired Listings</b>	50	71	50	-29.58%
<b>November Volume Sales</b>	\$8,043,700	\$5,392,900	\$16,455,000	+205.12%
<b>November Unit Sales</b>	8	8	11	+37.5%
<b>November New Listings</b>	17	14	11	-21.43%
<b>November Sales/Listings Ratio</b>	36.36%	29.63%	73.33%	+43.70%
<b>November Expired Listings</b>	6	5	2	-60%
<b>YTD Sales: Under \$0-\$199K</b>	4	7	6	-14.29%
<b>YTD Sales: Under \$200K-\$349K</b>	9	7	7	No change
<b>YTD Sales: Under \$350K-\$549K</b>	16	25	26	+4%
<b>YTD Sales: Under \$550K-\$749K</b>	15	11	6	-45.45%
<b>YTD Sales: Under \$750K-\$999K</b>	25	25	21	-16%
<b>YTD Sales: \$1M+</b>	35	51	72	+41.18%
<b>YTD Average Days-On-Market</b>	46.00	64.18	68.45	+6.66%
<b>YTD Average Sale Price</b>	\$868,349	\$954,449	\$1,161,056	+21.65%
<b>YTD Median Sale Price</b>	\$915,000	\$950,000	\$1,200,000	+26.32%

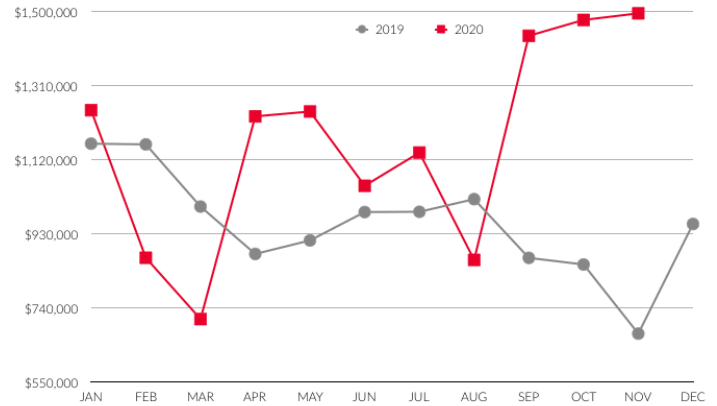
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020



# AVERAGE SALE PRICE

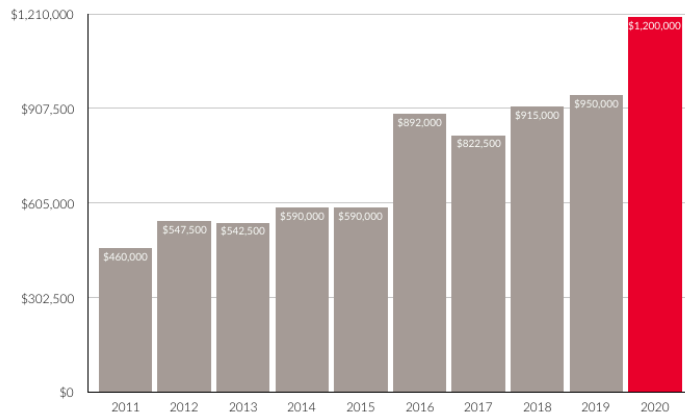


Year-Over-Year

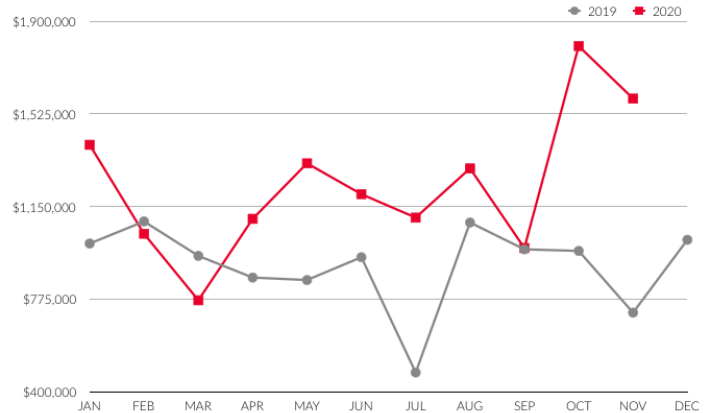


Month-Over-Month 2019 vs. 2020

# MEDIAN SALE PRICE



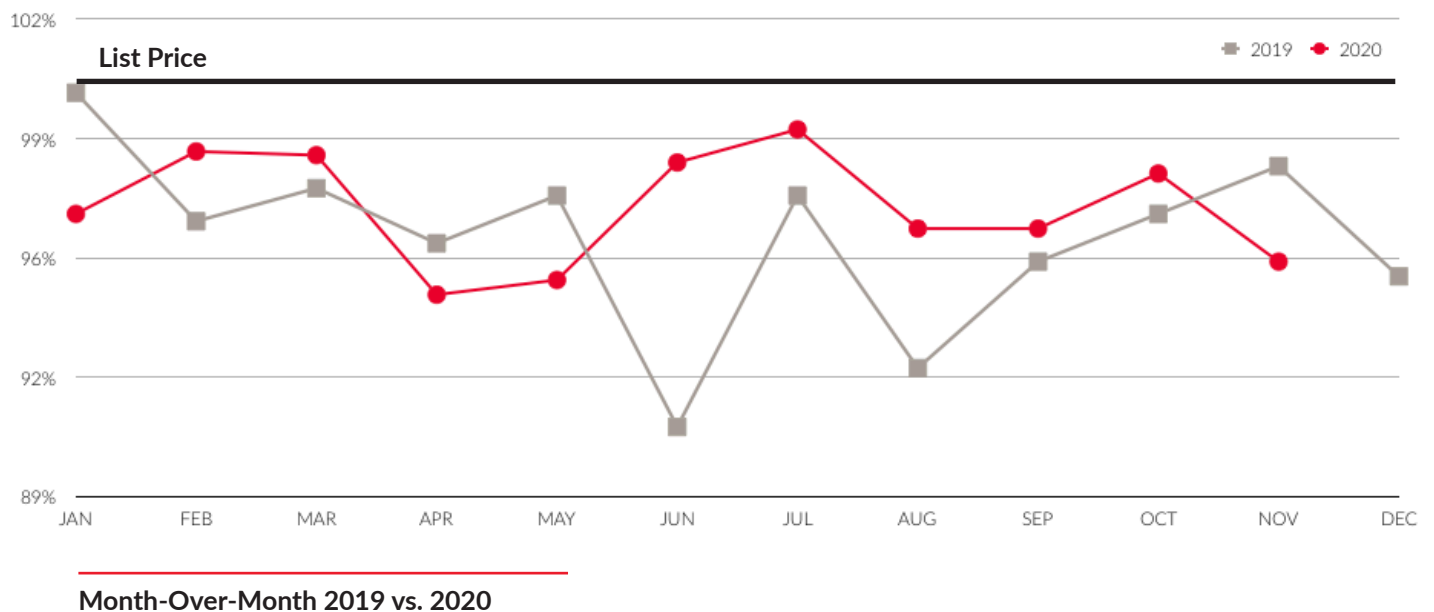
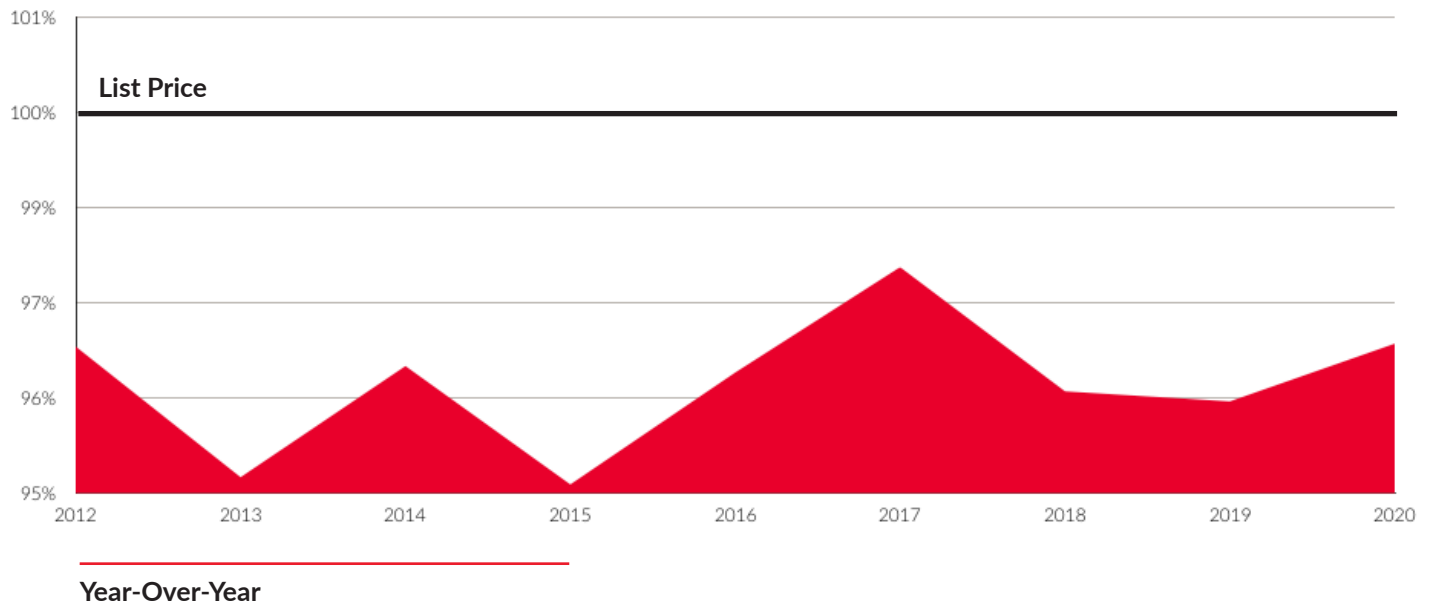
Year-Over-Year



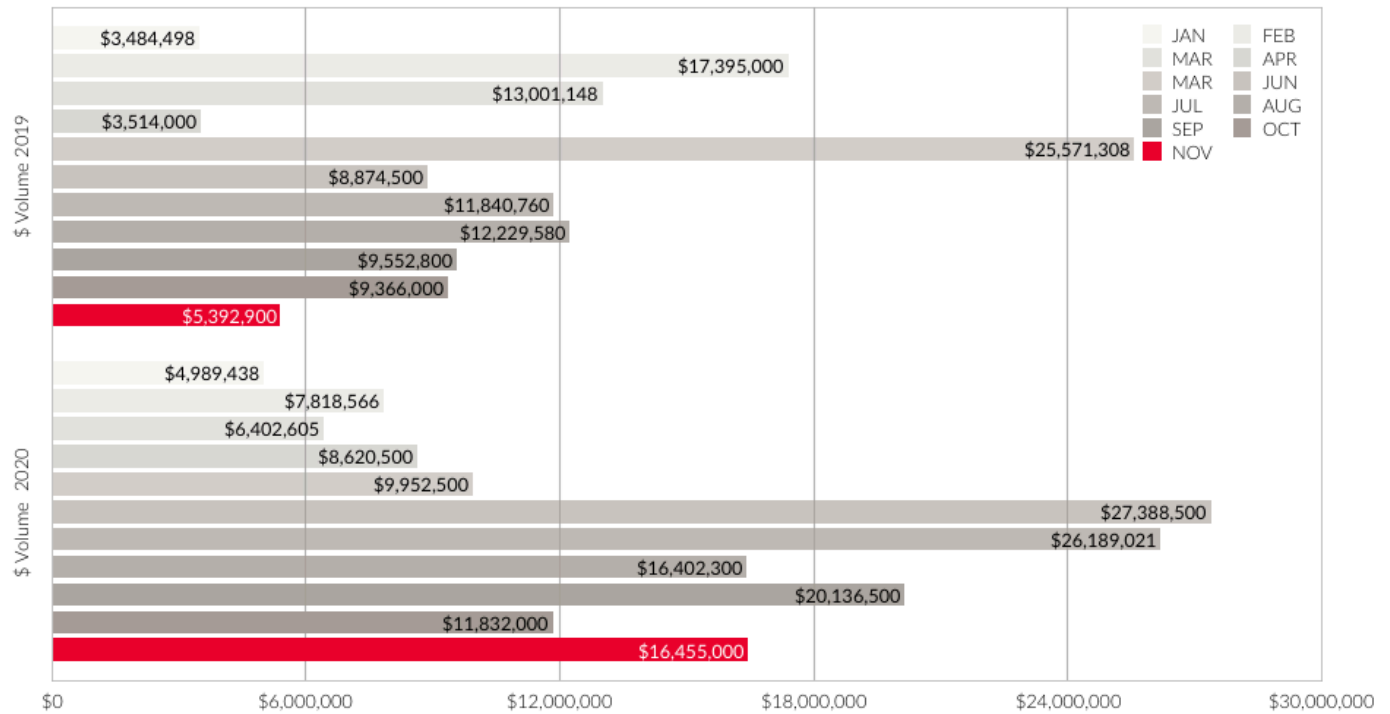
Month-Over-Month 2019 vs. 2020

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

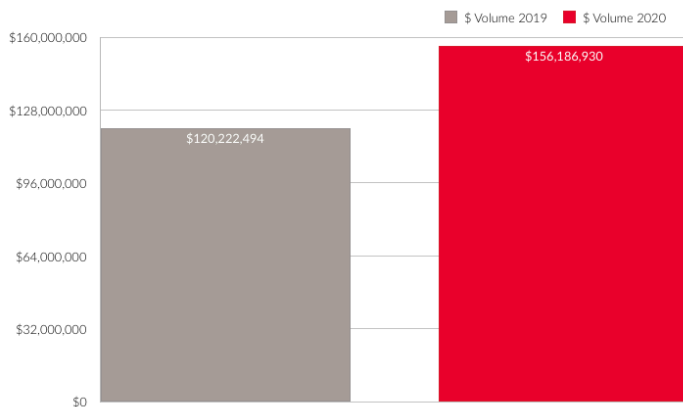
# SALE PRICE VS. LIST PRICE RATIO



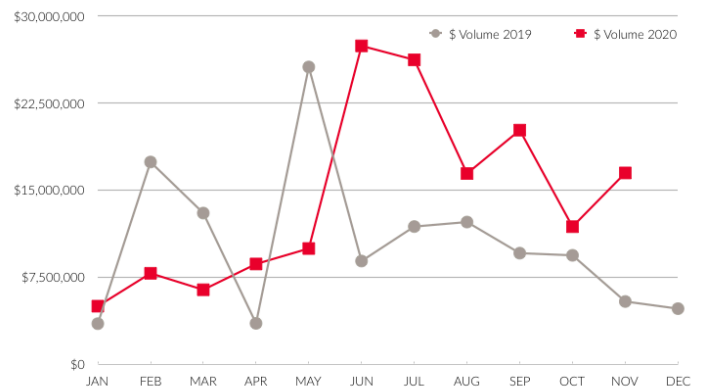
# DOLLAR VOLUME SALES



Monthly Comparison 2019 vs. 2020

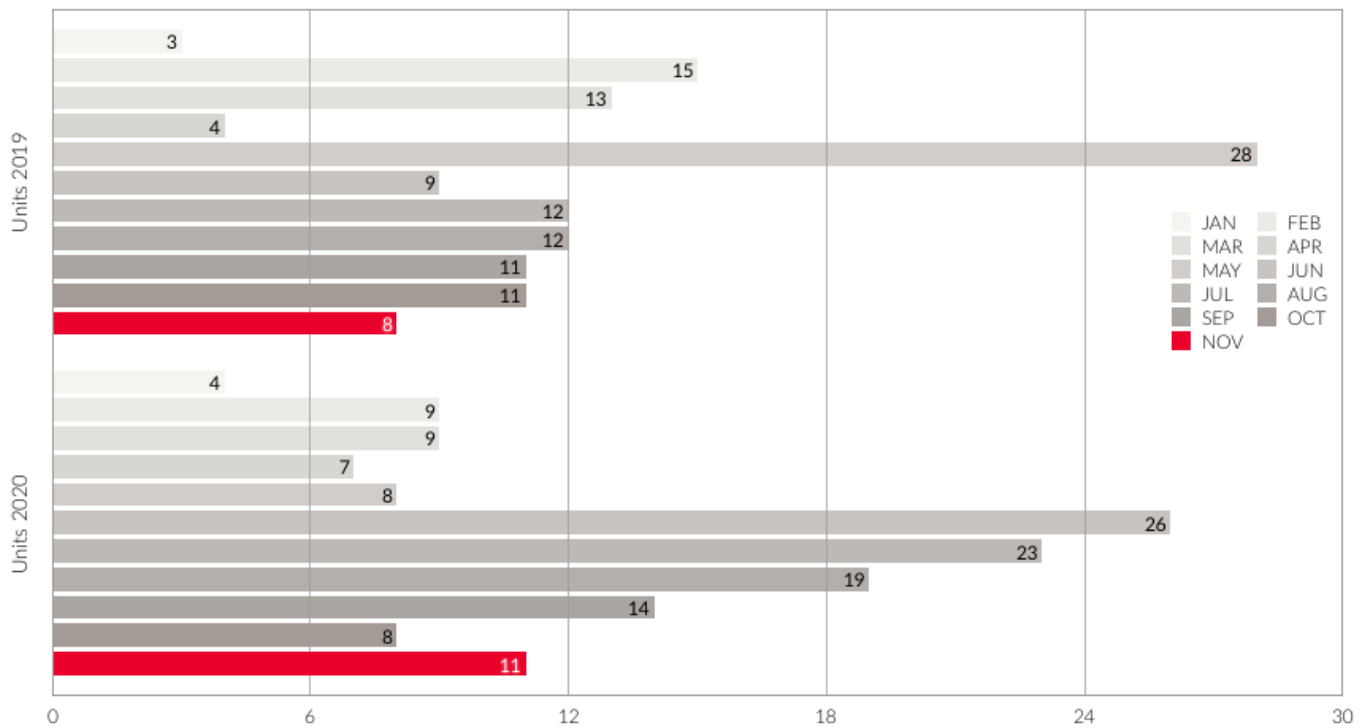


Yearly Totals 2019 vs. 2020

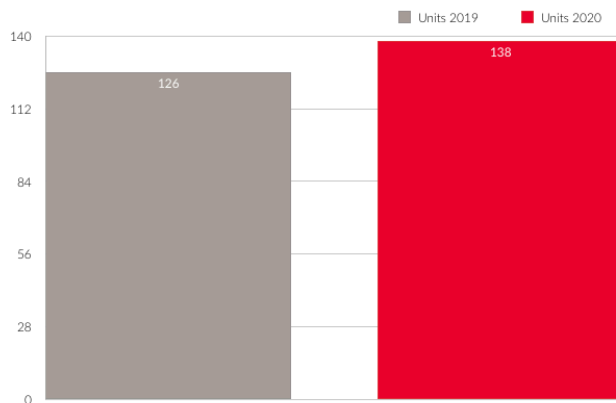


Month vs. Month 2019 vs. 2020

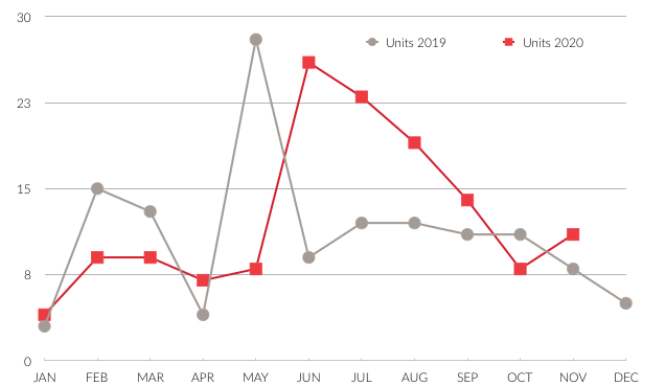
# UNIT SALES



Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020

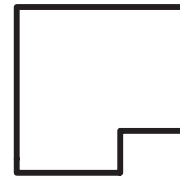
# SALES BY TYPE


















## FREEHOLD



## CONDOMINIUM



## VACANT LAND

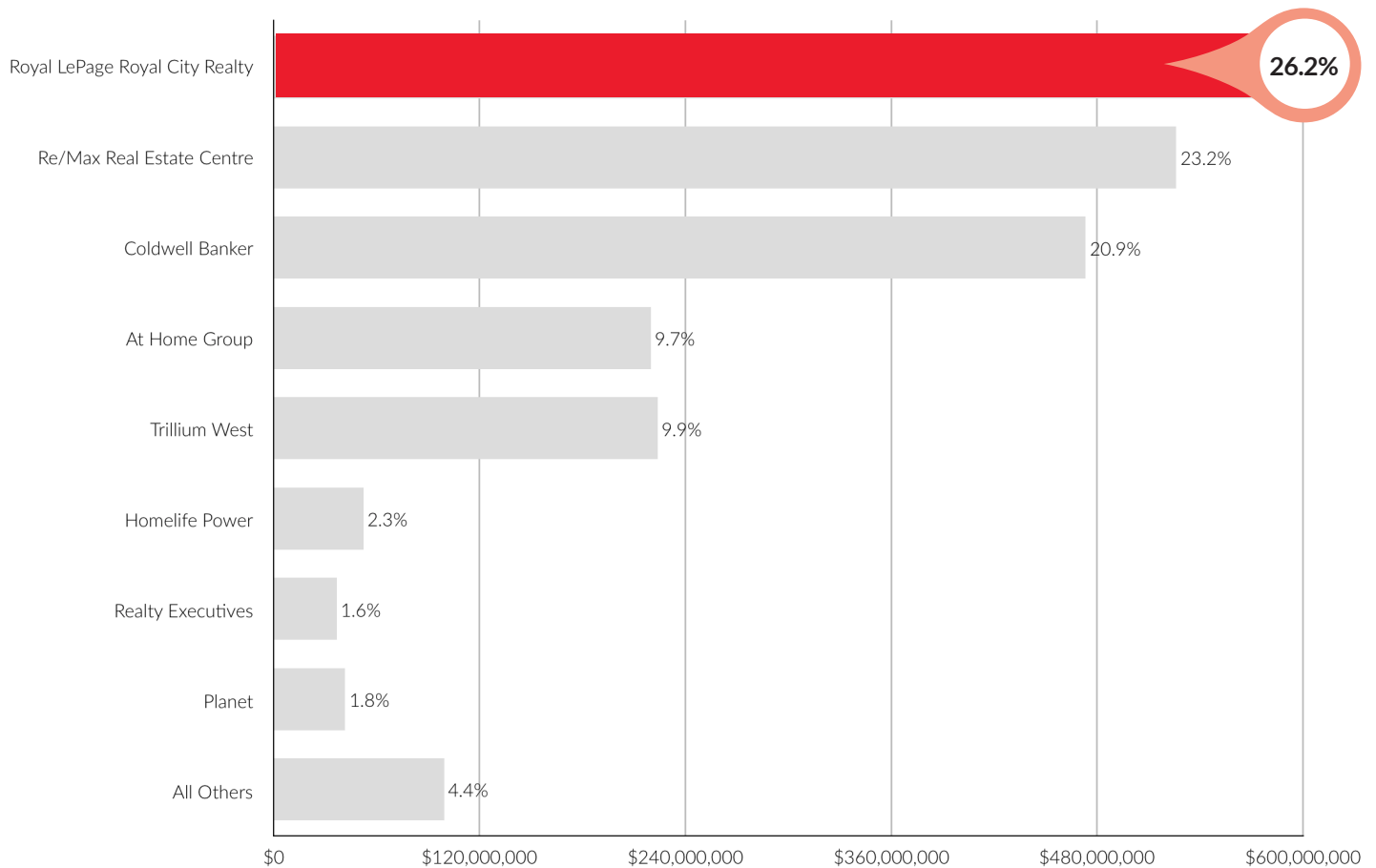
YTD Sales Volume	 <b>\$120,303,564</b> +27.94%	 <b>\$1,233,500</b> -60.9%	 <b>\$7,873,566</b> -18.94%
YTD Unit Sales	 <b>95</b> -5%	 <b>3</b> No Change	 <b>13</b> -13.33%
YTD Average Sale Price	 <b>\$1,266,353</b> +34.68%	 <b>\$411,167</b> -60.9%	 <b>\$605,659</b> -6.47%
November Sales Volume	 <b>\$14,228,000</b> +216.33%	 <b>\$0</b> No Change	 <b>\$1,052,000</b> +17.54%
November Unit Sales	 <b>8</b> +14.29%	 <b>0</b> No Change	 <b>2</b> +100%

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





# MARKET DOMINANCE

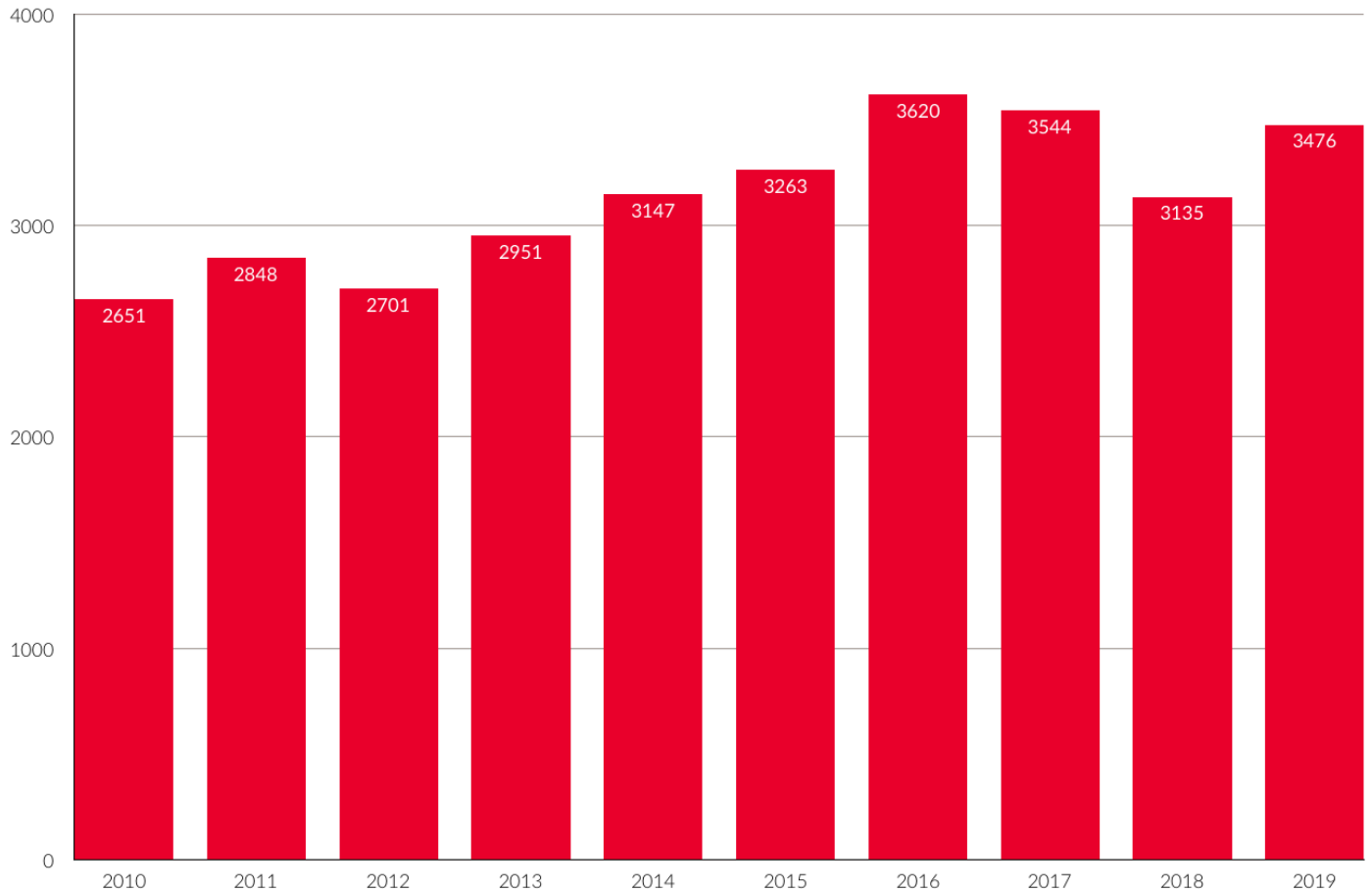


## Market Share by Dollar Volume

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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