

# WELLINGTON COUNTY REAL ESTATE MARKET REPORT

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## JANUARY 2020

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R-CITY | R-TEAM | R-NUMBERS



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## WELLINGTON COUNTY OVERVIEW

# SELLER'S MARKET

WELLINGTON COUNTY STARTED THE NEW YEAR ON A POSITIVE NOTE. WHILE THERE WAS A DECREASE IN LISTING ACTIVITY, AN INCREASE IN SALES ACTIVITY PUSHED PRICES UPWARD.



### YEAR-TO-DATE SALES VOLUME OF \$111,324,044

Up 20.24% from 2019's \$92,587,444. Unit sales of 194 are up 9.6% from 2019's 177, with 340 new listings down 15.21%, and a 57.06% sales/listings ratio up 12.92%.



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### YEAR-TO-DATE AVERAGE SALE PRICE OF \$576,809

Up from \$523,093 one year ago. Median sale price of \$503,000 up from \$480,000 one year ago. Average days-on-market of 31 is down 11 days from last year.



## JANUARY NUMBERS

MEDIAN SALE PRICE +4.79%

**\$503,000**

SALES VOLUME +20.24%

**\$111,324,044**

UNIT SALES +9.6%

**194**

NEW LISTINGS -15.21%

**340**

EXPIRED LISTINGS -18%

**41**

UNIT SALES/LISTINGS RATIO +12.92%

**57.06%**

Year over year comparison  
(January 2019 to January 2020)

\*Year-to-date (YTD): is a period starting from the beginning of the current calendar year and continuing up to the present day (January - December 2020)

\*Sales Volume: is the dollar volume of homes sold within a reporting period

\*Unit Sales: represent the total number of sales in a given reporting period

\*New Listings: units that have recently gone public and are for sale

\*Expired Listings: listings expire when the listing contract expiration date has passed without the property being sold

\*Unit Sales/ Listings Ratio: number of units sold compared to the number of units listed

\*Average Price: average sale price can be volatile if one or more properties were sold at an extraordinarily high or low price, the average is skewed higher or lower as a result. This can be an unreliable stat, especially in smaller markets.

\* Median Sale Price: exactly half of homes listed are above this price and exactly half are below



# THE MARKET IN DETAIL

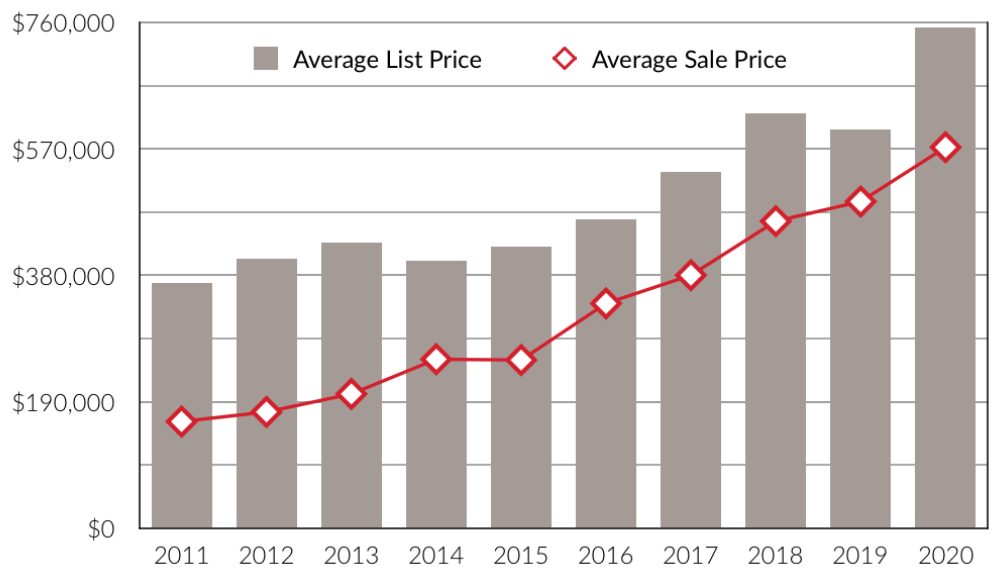
Table 1:  
Wellington County MLS Sales and Listing Summary  
2018 vs. 2019 vs. 2020

Year-Over-Year	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$82,602,040	\$92,587,444	\$111,324,044	+20.24%
YTD Unit Sales	164	177	194	+9.6%
YTD New Listings	325	401	340	-15.21%
YTD Sales/Listings Ratio	50.46%	44.14%	57.06%	+12.92%
YTD Expired Listings	40	50	41	-18%
January Volume Sales	\$82,602,040	\$92,587,444	\$111,324,044	+20.24%
January Unit Sales	164	177	194	+9.6%
January New Listings	325	401	340	-15.2%
January Sales/Listings Ratio	50.46%	44.14%	57.06%	+12.92%
January Expired Listings	40	50	41	-18%
YTD Sales: Under \$0-\$199K	1	2	1	-50%
YTD Sales: Under \$200K-\$349K	35	23	17	-26.09%
YTD Sales: Under \$350K-\$549K	94	96	106	+10.42%
YTD Sales: Under \$550K-\$749K	29	37	42	+13.51%
YTD Sales: Under \$750K-\$999K	8	14	15	+7.14%
YTD Sales: \$1M+	3	5	13	+160%
YTD Average Days-On-Market	35	42	31	-26.19%
YTD Average Sale Price	\$503,671	\$523,093	\$576,809	+10.27%
YTD Median Sale Price	\$466,250	\$480,000	\$503,000	+4.79%

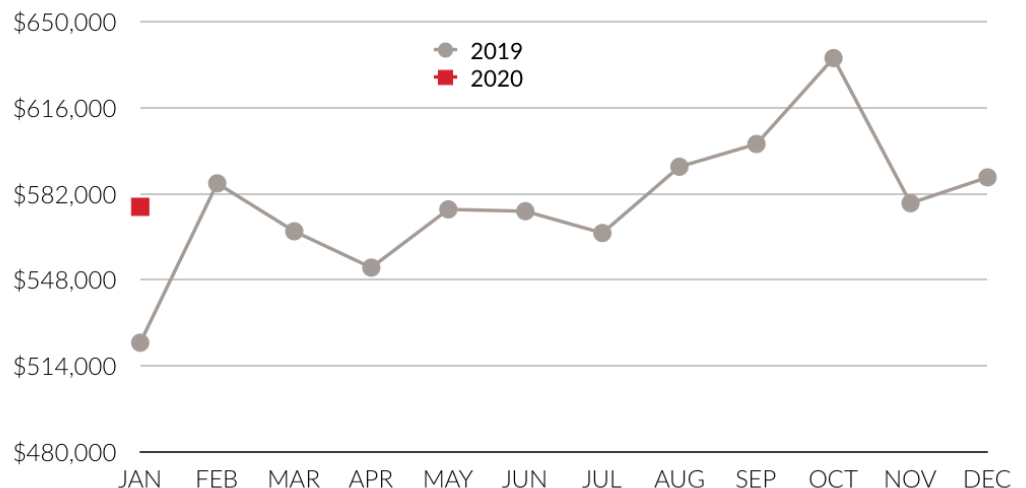
# AVERAGE SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2019 VS. 2020

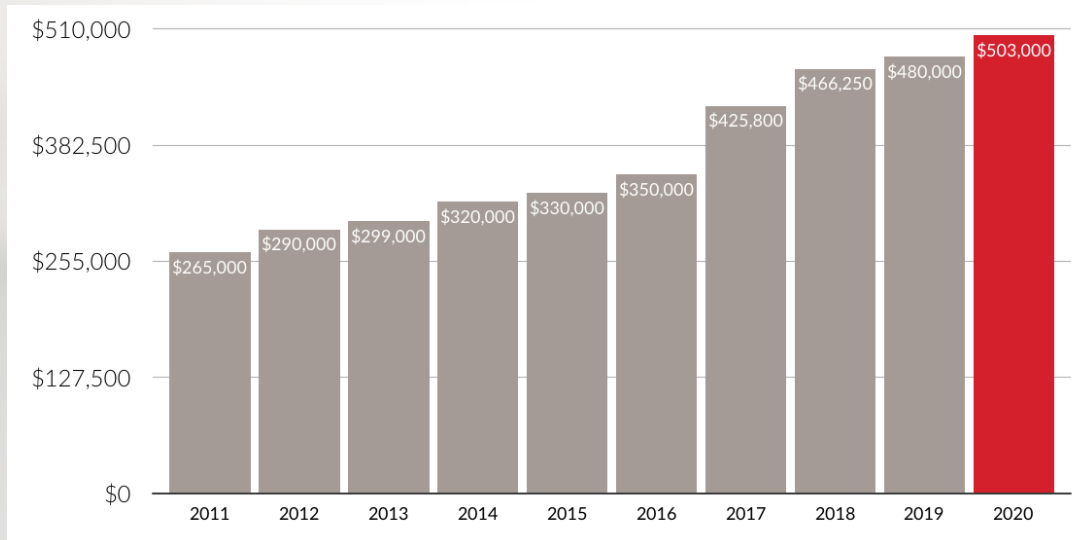




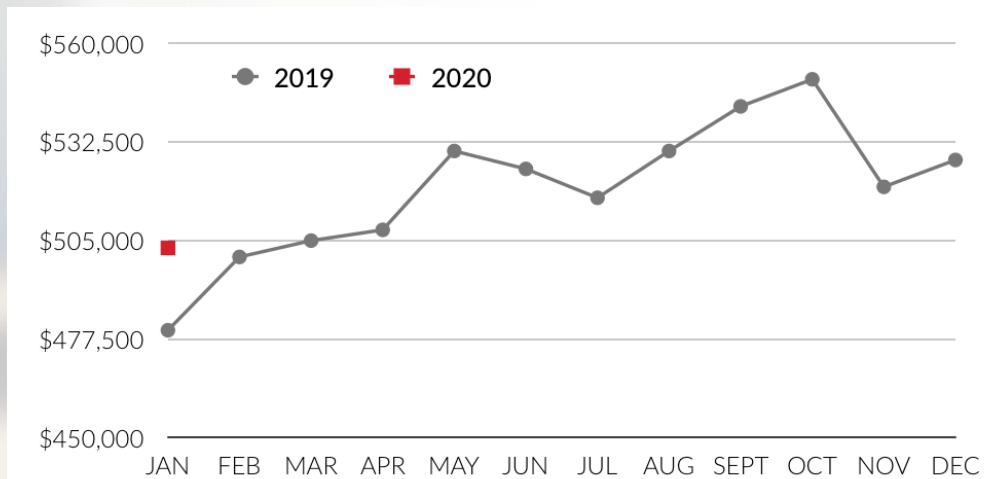
# MEDIAN SALE PRICE

## WELLINGTON COUNTY

### YEAR OVER YEAR



### MONTH OVER MONTH 2019 VS. 2020

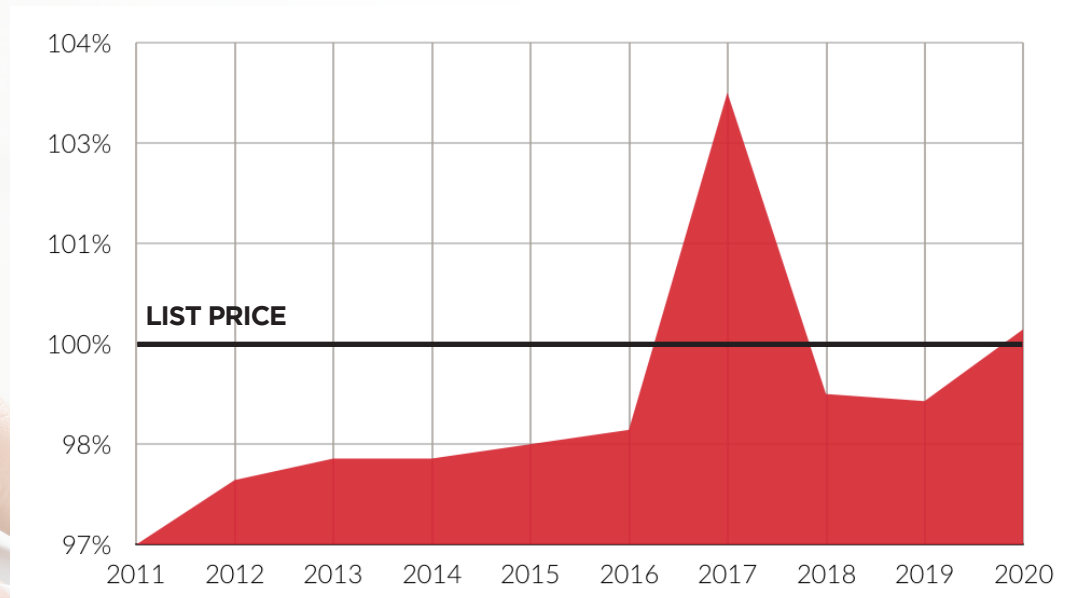


\* Median sale price is based on residential sales (including freehold and condominiums).

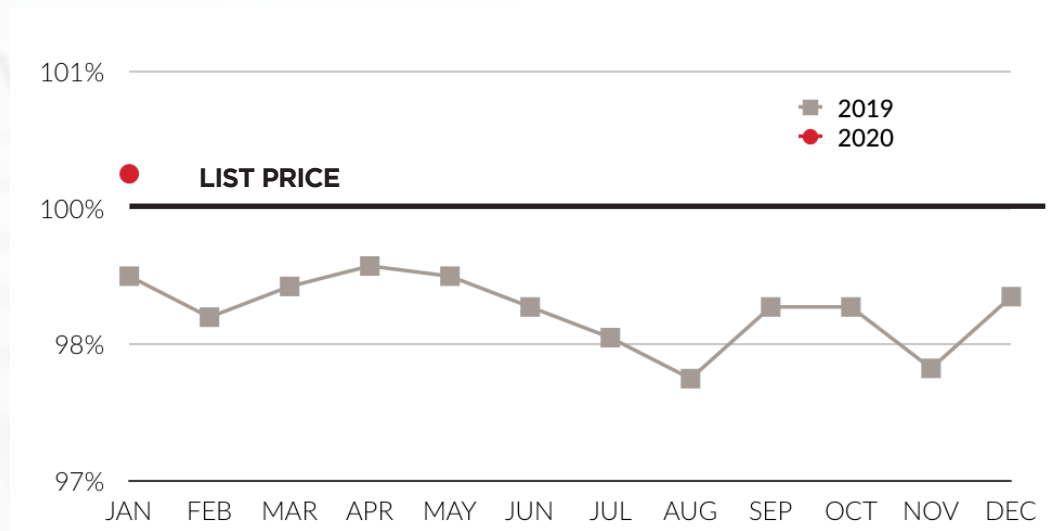
# SALE PRICE vs. LIST PRICE RATIO

## WELLINGTON COUNTY

### YEAR OVER YEAR



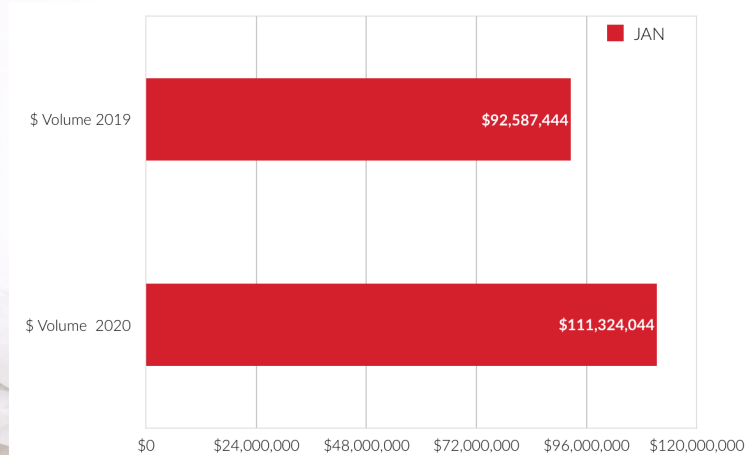
### MONTH OVER MONTH 2019 VS. 2020



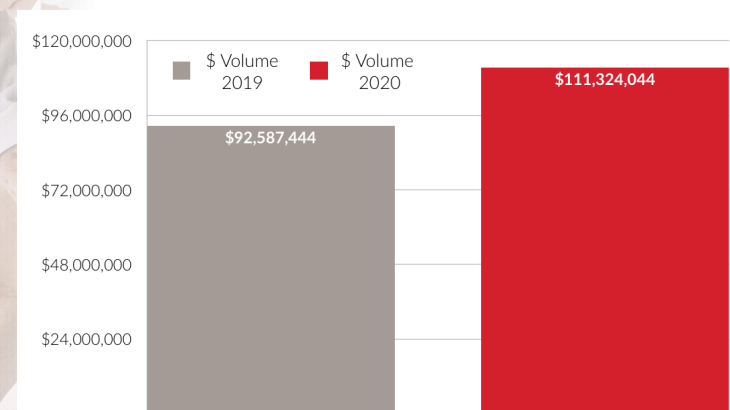
# \$ VOLUME SALES

## WELLINGTON COUNTY

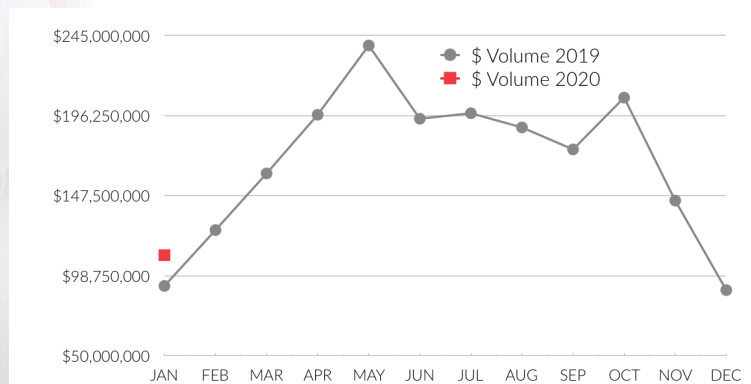
Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020



Month vs. Month 2019 vs. 2020



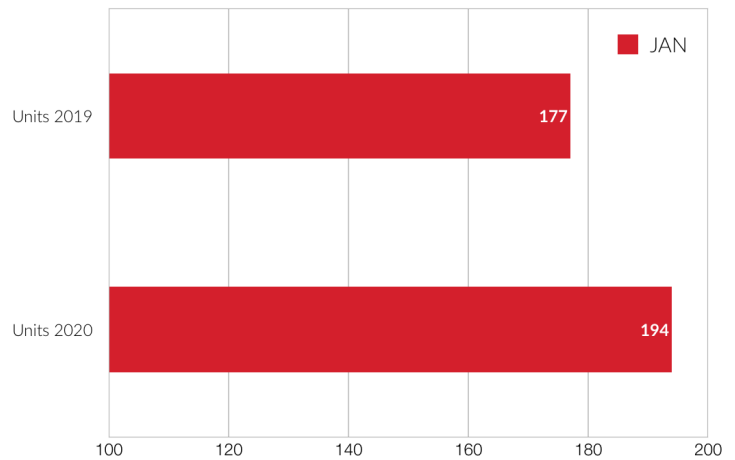




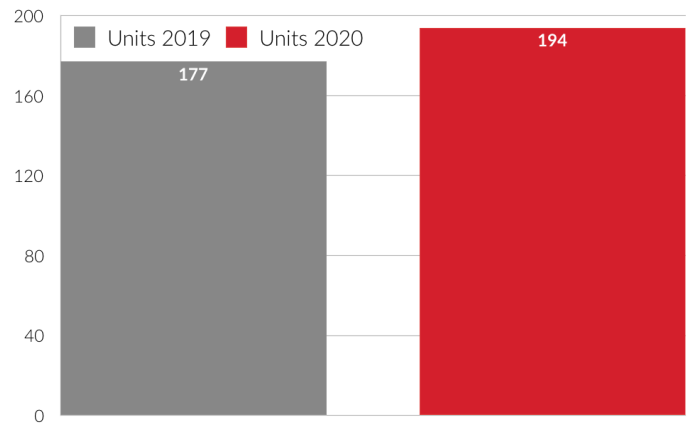
# UNIT SALES

## WELLINGTON COUNTY

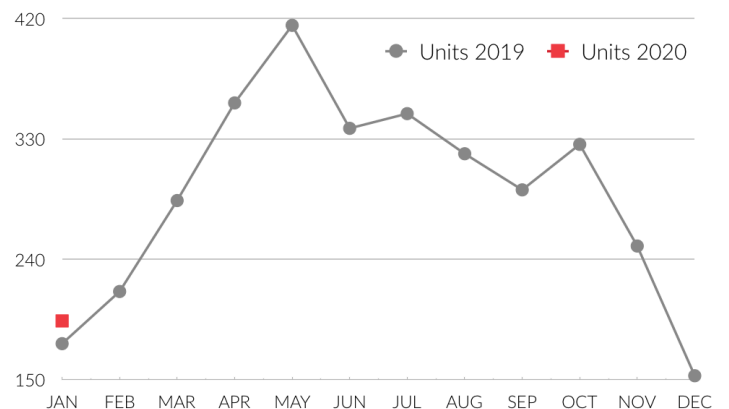
Monthly Comparison 2019 vs. 2020



Yearly Totals 2019 vs. 2020

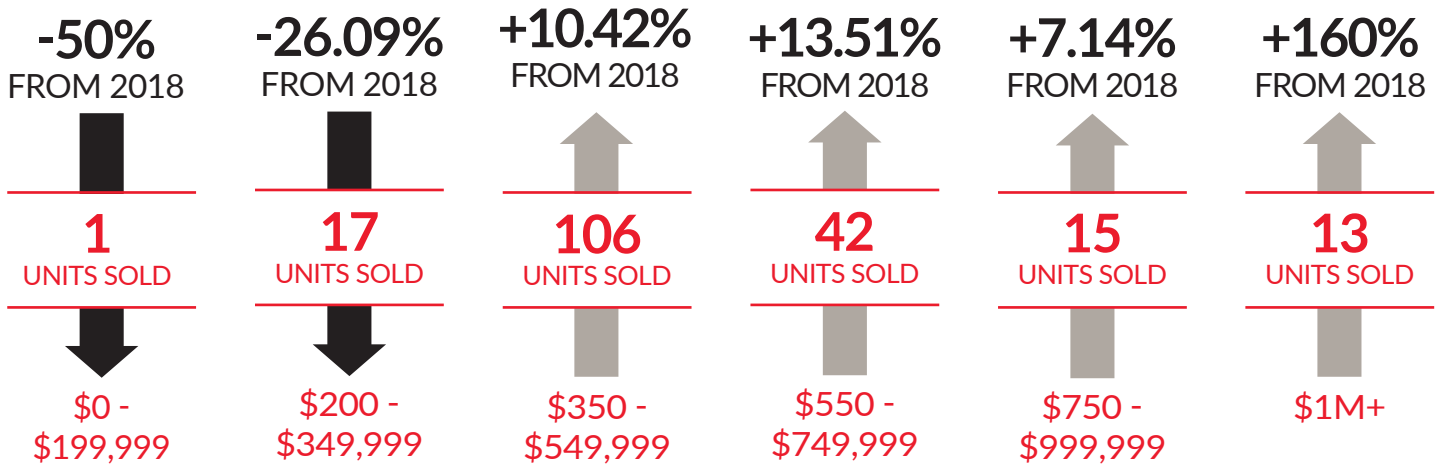


Month vs. Month 2019 vs. 2020



# SALES BY PRICE BRACKET

## WELLINGTON COUNTY - YEAR TO DATE



# SALES BY TYPE

## WELLINGTON COUNTY

### FREEHOLD HOME SALES

+14.25%

+1.77%

+12.26%

+14.25%

+1.77%

YTD  
SALES VOLUME  
\$72,079,469

YTD  
UNIT SALES  
115

YTD AVERAGE  
SALE PRICE  
\$626,778

JANUARY  
SALES VOLUME  
\$72,079,469

JANUARY  
UNIT SALES  
115

### CONDOMINIUM HOME SALES

+51.62%

+38.46%

+9.51%

+51.62%

+38.46%

YTD  
SALES VOLUME  
\$31,172,075

YTD  
UNIT SALES  
72

YTD AVERAGE  
SALE PRICE  
\$432,945

JANUARY  
SALES VOLUME  
\$31,172,075

JANUARY  
UNIT SALES  
72

### VACANT LAND SALES

DOWN FROM  
\$830,000

DOWN FROM 2

DOWN FROM  
\$415,000

DOWN FROM  
\$830,000

DOWN FROM 2

YTD  
SALES VOLUME  
\$0

YTD  
UNIT SALES  
0

YTD AVERAGE  
SALE PRICE  
\$0

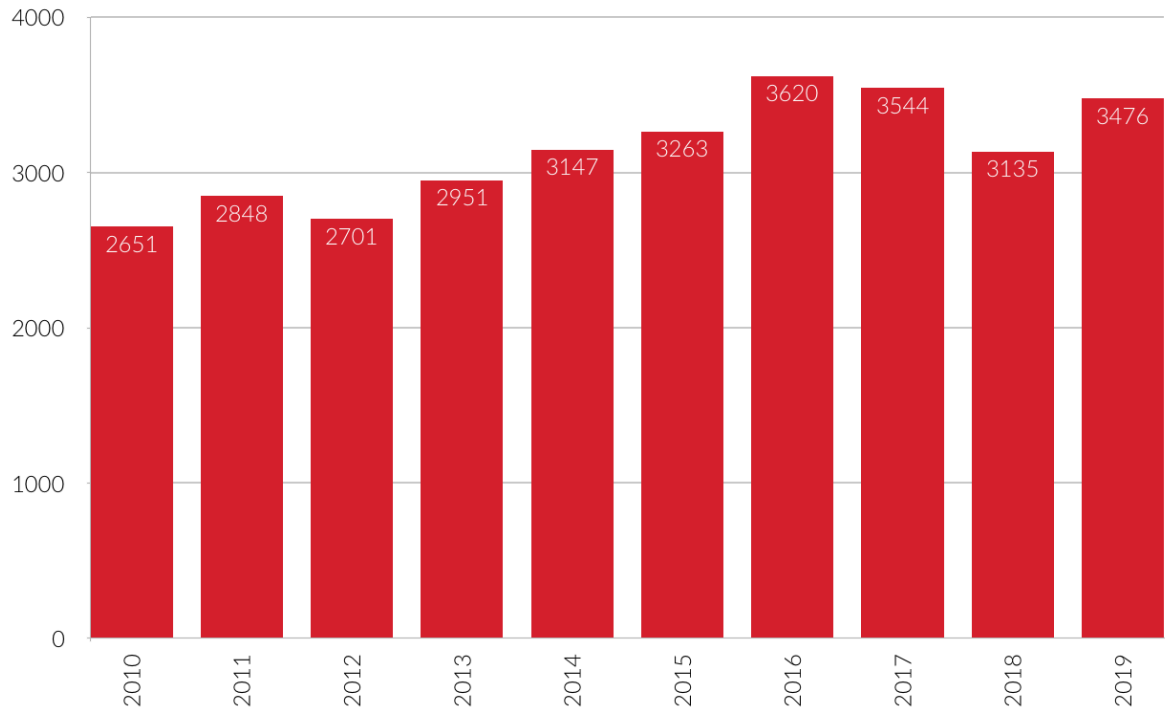
JANUARY  
SALES VOLUME  
\$0

JANUARY  
UNIT SALES  
0



# 10 YEAR MARKET ANALYSIS

## UNITS SOLD

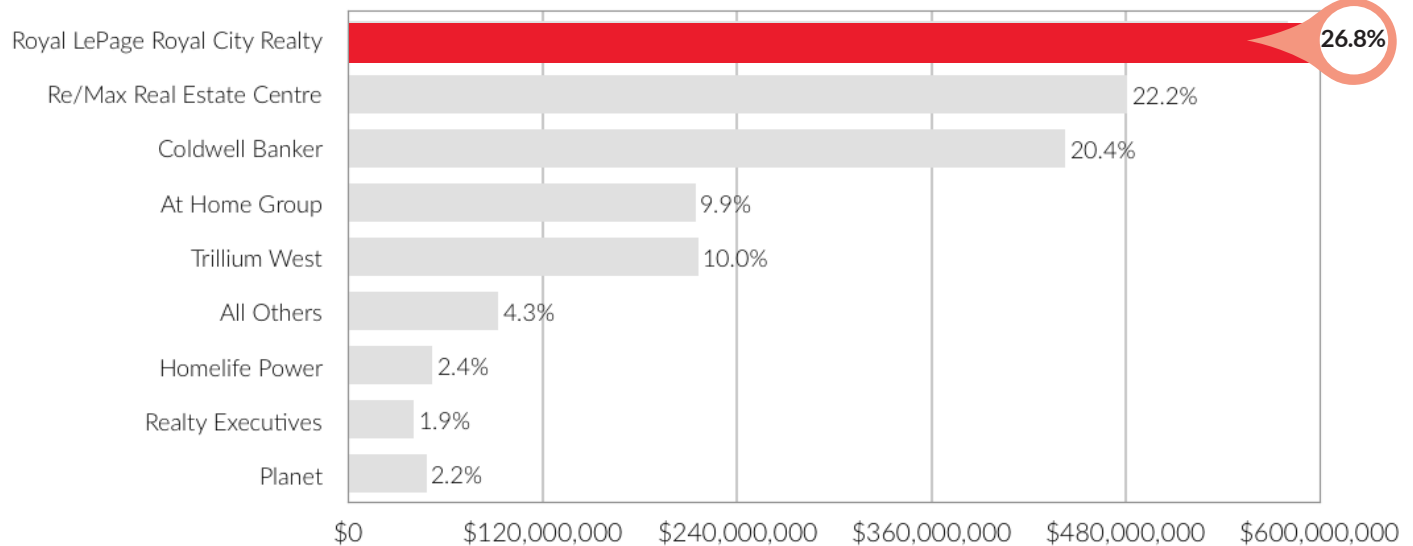


# MARKET DOMINANCE

## WELLINGTON COUNTY'S #1 BROKERAGE!

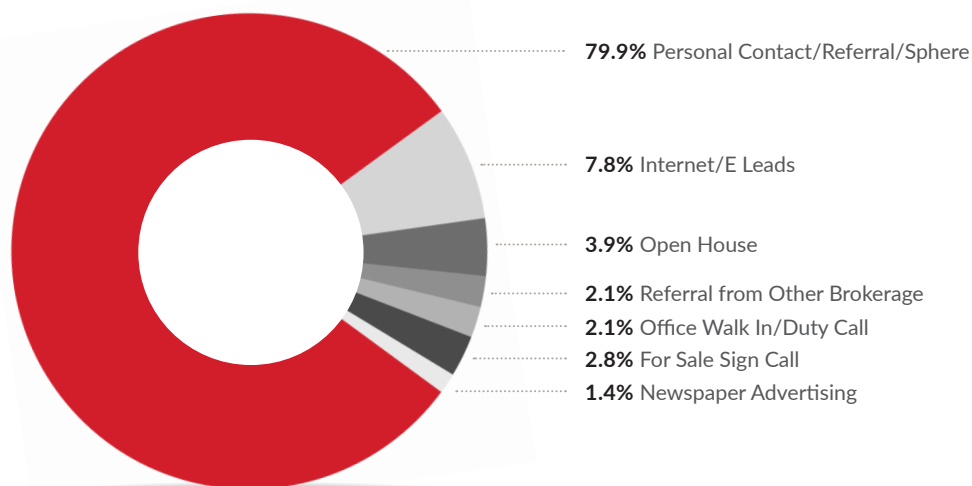
### MARKET SHARE BY \$VOLUME

Listing Selling Ends Combined for GUELPH BASED COMPANIES  
January - December 2019

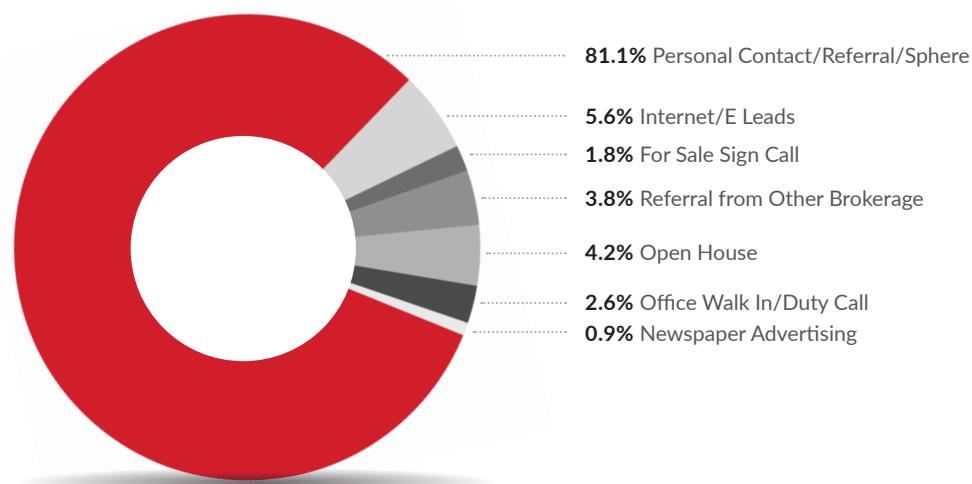


# SOURCE OF BUSINESS

## SOURCE OF BUYERS 2019 HOW WE'LL FIND YOUR BUYER



## SOURCE OF LISTINGS 2019 WHERE OUR LISTINGS COME FROM





# OUR LOCATIONS

**FIVE CONVENIENT LOCATIONS TO SERVE YOU**



## FERGUS

T. 519.843.1365

840 Tower Street S., Fergus



## GUELPH

T. 519.824.9050

848 Gordon Street, Suite 101, Guelph



## ROCKWOOD

T. 519.856.9922

118 Main Street S., Rockwood



## GUELPH

T. 519.821.6191

214 Speedvale Ave W., Guelph



## GUELPH (COMMERCIAL)

T. 519.821.6191

1467 Gordon Street Unit L1, Guelph