

TOO SPICY?

COMPREHENSIVE GUELPH DATA & ANALYSIS
TRILLIUMWEST REAL ESTATE BROKERAGE

Q3 2016



COMPLETE DATA | CITY OF GUELPH

* For a reference to calculations, visit <http://www.trilliumwest.com/knowledge/market-data/>

Inside the Numbers

Big numbers & getting bigger

If it seems like we are repeating ourselves, we are. Another quarter of meteoric price increases in Guelph. How does 18.8% Y/Y and an absolutely insane 7.4% increase Q/Q sound? Normal? Well, at this rate your house would double in price in less than 2.5 years.

They found us

We have officially been discovered. GTA buyers are flocking to Guelph like never before. Our office estimates sit between 30-45% of all current buyers are from the GTA and looking to relocate to Guelph.

Hot or unhealthy hot?

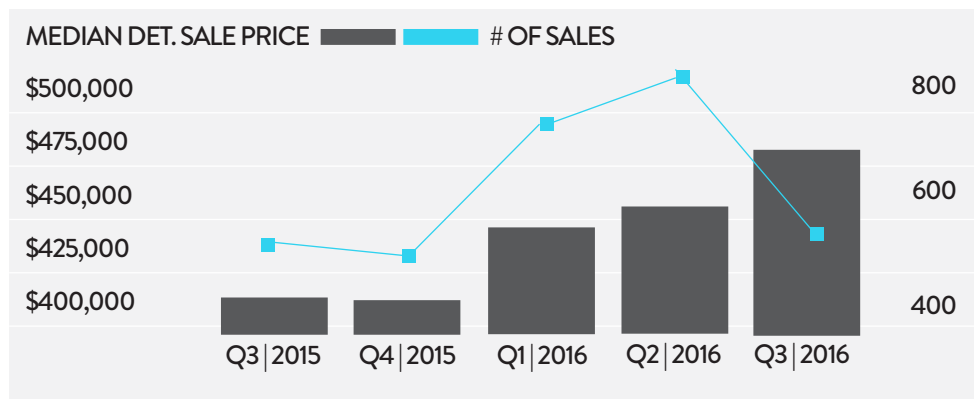
Is consistent of Guelph seeing price increases that should have hit our market years ago, or are we in the midst of a market that is simply out of control? Regardless of your opinion, it sure makes for great coffee talk all across town.

	Q3 2016	% Chg (Y)	Q3 2015	% Chg (Q)	Q2 2016
Median Det. Sale Price	\$475,000	18.8% ▲	\$399,935	7.4% ▲	\$442,250
Number of New Sales	585	7.5% ▲	544	30.5% ▼	842
Median Days on Market	13	9 days ▼	22	=	13
New Inventory	613	8.8% ▼	672	32.3% ▼	905

0.95

Q3 | Sales to New Listing Ratio

No summer slow-down in 2016. This lead indicator stays tipped heavily towards Guelph home sellers.



Q3 | 2016 UP & DOWN QUICK REVIEW

▲29% Y/Y increase in the South Guelph sales to new listing ratio. We go from hot to scorching.

▲21% Y/Y increase in median sale price in North Guelph. Is affordability becoming an issue at the top of the city?

▲22% Y/Y increase in the West Guelph sales to new listing ratio. An already competitive market ramps up.

▲8% Q/Q increase in East Guelph median list price. That's a huge jump in just 3 short months.

▼3% Y/Y decrease in the number of new inventory in West Guelph. That really hurts when sales volume is up 19%.

▼6% Y/Y decrease in number of sales in South Guelph. The 27% drop in inventory is felt hard.

▼27% Y/Y decrease in the number of new inventory in South Guelph. Tough to buy what isn't for sale.

▼26% Q/Q decrease in new inventory Downtown Guelph. Home-buyers struggle against declining availability.

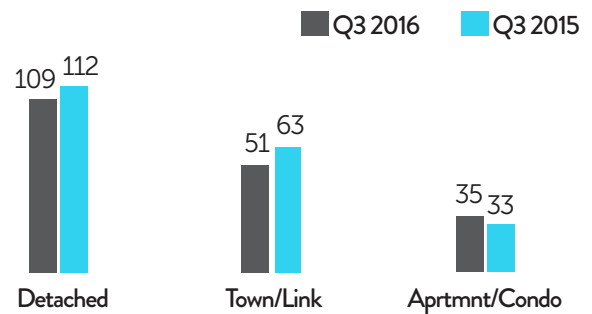
SOUTH GUELPH

	Median List Price	Number of Sales	New Inventory	Sales/New Ratio	Median Sale Price
Q3 2016 Total	\$449,900	195	190	1.03	\$460,000
Q3 2015 Total	\$409,000	208	261	0.80	\$387,500
% Change (+/-)	10.0% ▲	6.3% ▼	27.2% ▼	28.8% ▲	18.7% ▲
Q2 2016 Total	\$429,900	280	288	0.97	\$434,950
% Change (+/-)	4.7% ▲	30.4% ▼	34.0% ▼	6.2% ▲	5.8% ▲

Q3 | NEW INVENTORY

	Q3 2016	Q3 2015	TREND
Detached Homes	107	148	▼
Town/Link Homes	47	69	▼
Apartment/Condo	36	44	▼
Total	190	261	▼
Sales to New Ratio	1.03	0.80	▲

Q3 | SALES BY INVENTORY TYPE



\$560,000

DETACHED MEDIAN SALE

\$380,000

TOWN/LINK MEDIAN SALE

\$277,000

APRTMNT/CONDO MEDIAN SALE

SOUTH GUELPH REVIEW

Over asking price? Of course, but how much?

The “GTA-effect” impacted the typically predictable South Guelph market in Q3 like never before. We saw sale values not only continue to rise, but take-off in highly unpredictable fashion. We are used to witnessing a summer slowdown as families tend to make their purchases in the spring, but not this year. The sheer volume of new purchasers to Guelph from the GTA fueled our summer market to a total explosion. Unhealthy levels of supply (down 27.2% Y/Y) and substantially increased demand of course led to never before seen prices South of the river. A 1.03 Sales to New Listing Ratio tells the tough story of a difficult road for purchasers in Q3. Wow.

Neighbourhoods of South Guelph - Kortright Hills, The Village By The Arboretum, Campus Estates, Preservation Park, Rickson Ridge, Kortright Hills, Clairfields, Pine Ridge/Westminster Woods, Rolling Hills Estates, Priory Park, Old University, Municipal Park

Visit TrilliumWest.com/neighbourhoods for a video vignette of South Guelph and individual neighbourhood profiles.

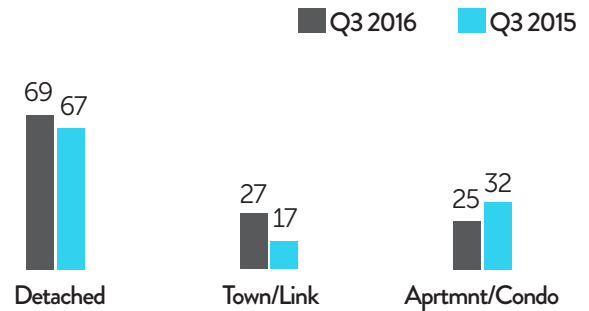
DOWNTOWN GUELPH

	Median List Price	Number of Sales	New Inventory	Sales/New Ratio	Median Sale Price
Q3 2016 Total	\$358,650	121	142	0.85	\$358,000
Q3 2015 Total	\$329,900	117	140	0.84	\$325,000
% Change (+/-)	8.7% ▲	3.4% ▲	1.4% ▲	1.2% ▲	10.2% ▲
Q2 2016 Total	\$359,900	173	193	0.90	\$355,200
% Change (+/-)	0.3% ▼	30.1% ▼	26.4% ▼	5.6% ▼	0.8% ▲

Q3 | NEW INVENTORY

	Q3 2016	Q3 2015	TREND
Detached Homes	80	84	▼
Town/Link Homes	27	28	▼
Apartment/Condo	35	28	▲
Total	142	140	▲
Sales to New Ratio	0.85	0.84	▲

Q3 | SALES BY INVENTORY TYPE



\$390,000

DETACHED MEDIAN SALE

\$307,200

TOWN/LINK MEDIAN SALE

\$259,900

APRTMNT/CONDO MEDIAN SALE

DOWNTOWN GUELPH REVIEW

A little stability through chaotic times.

Amazingly, the Downtown Guelph market provided some balance for buyers through Q3. Key indicators, including the 10.2% Y/Y increase in Median Sale Price all grew, but not at the alarming rates seen more towards the perimeters of the city. A more predictable and slower pace with both sales volume and price increases was indicative of a typical summer market in Guelph. While decision times for buyers remain short, at least supply stayed the course.

The Downtown condo market witnessed a substantial number of assignments of pre-construction condos and lengthy line-ups for new projects. Downtown Toronto, right here at home.

Neighbourhoods of Downtown Guelph - The Ward, St. Georges Park, St. Patrick, Orchard Estates, Guelph General, Exhibition Park, Downtown Guelph, Howitt Creek

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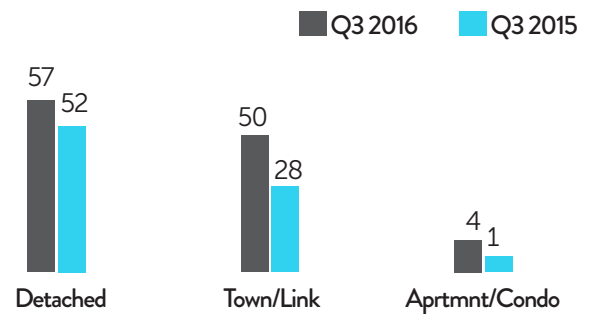
EAST GUELPH

	Median List Price	Number of Sales	New Inventory	Sales/New Ratio	Median Sale Price
Q3 2016 Total	\$419,900	111	118	0.94	\$400,000
Q3 2015 Total	\$359,000	82	110	0.75	\$358,500
% Change (+/-)	17.0% ▲	35.4% ▲	7.3% ▲	25.3% ▲	11.6% ▲
Q2 2016 Total	\$389,900	167	170	0.98	\$390,000
% Change	7.7% ▲	33.5% ▼	30.6% ▼	4.1% ▼	2.6% ▲

Q3 | NEW INVENTORY

	Q3 2016	Q3 2015	TREND
Detached Homes	70	75	▼
Town/Link Homes	44	35	▲
Apartment/Condo	4	0	▲
Total	118	110	▲
Sales to New Ratio	0.94	0.75	▲

Q3 | SALES BY INVENTORY TYPE



\$454,500

DETACHED MEDIAN SALE

\$375,500

TOWN/LINK MEDIAN SALE

\$243,250

APRTMNT/CONDO MEDIAN SALE

EAST GUELPH REVIEW

More new homes? Please? Pretty please?

The much-anticipated release of some new homes at the end of Q3 did little to squash the overwhelming demand for real estate in East Guelph. The 11.6% Y/Y increase in Median Sale Price and the Median Sale Prices across all 3 housing types tells you everything you need to know - East Guelph is no longer the place to find hidden housing value in Guelph. Sales are up (35.4% Y/Y) and inventory simply can't keep up (only 7.3% comparatively.)

The upcoming new development on Cityview Drive should provide some relief with detached homes, however East Guelph is a long way away from balanced as indicated in the tell-all Sales to New Listing Ratio of 0.94. It just keeps getting hotter on the East-side of town.

Neighbourhoods of East Guelph - Brant, Grange Hill, Holy Rosary, St. Patrick

Visit TrilliumWest.com/neighbourhoods for a video vignette of East Guelph and individual neighbourhood profiles.

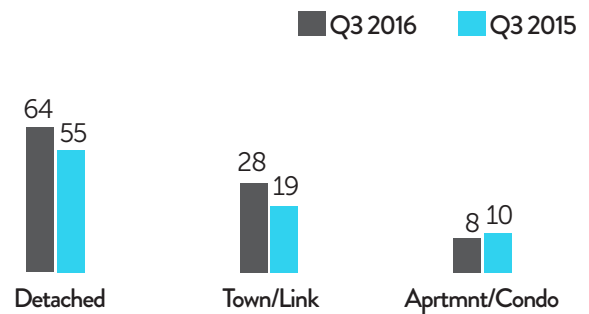
WESTGUELPH

	Median List Price	Number of Sales	New Inventory	Sales/New Ratio	Median Sale Price
Q3 2016 Total	\$427,400	100	96	1.04	\$424,250
Q3 2015 Total	\$359,900	84	99	0.85	\$358,250
% Change	18.8% ▲	19.0% ▲	3.0% ▼	22.4% ▲	18.4% ▲
Q2 2016 Total	\$399,900	142	169	0.84	\$388,250
% Change	6.9% ▲	29.6% ▼	43.2% ▼	23.8% ▲	9.3% ▲

Q3 | NEW INVENTORY

	Q3 2016	Q3 2015	TREND
Detached Homes	63	58	▲
Town/Link Homes	27	32	▼
Apartment/Condo	6	9	▼
Total	96	99	▼
Sales to New Ratio	1.04	0.85	▲

Q3 | SALES BY INVENTORY TYPE



\$485,000

DETACHED MEDIAN SALE

\$297,500

TOWN/LINK MEDIAN SALE

\$200,500

APRTMNT/CONDO MEDIAN SALE

WEST GUELPH REVIEW

Another Quarter = another big jump in West Guelph home values.

Let's look at the numbers, shall we?

- Median Sale Price of a detached home = \$485,000, up 9% Q/Q and 19% Y/Y
- Median Sale Price of a town/link home = \$297,500, up 3% Q/Q and 18.5% Y/Y
- Median List Price = \$427,400, up 6.9% Q/Q and 18.4% Y/Y
- Median Sale Price = \$424,250, up 9.3% Q/Q and 18.4% Y/Y
- Sales to New Listing Ratio = 1.04, up 23.8% Q/Q and 22.4% Y/Y

So what does all of this mean? Simply put, it means the trend is real and West Guelph is in the midst of experiencing unprecedented sales figures. Of course, the sustainability of +\$7,000/month increases becomes the next question.

Neighbourhoods of West Guelph - Willow, Imperial South, Margaret Green, West Guelph

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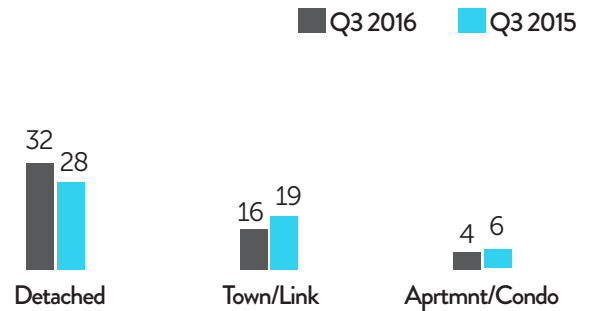
NORTH GUELPH

	Median List Price	Number of Sales	New Inventory	Sales/New Ratio	Median Sale Price
Q3 2016 Total	\$389,900	52	59	0.88	\$403,500
Q3 2015 Total	\$349,900	52	57	0.91	\$333,950
% Change	11.4% ▲	▼ ▲	3.5% ▲	3.3% ▼	20.8% ▲
Q2 2016 Total	\$389,900	72	75	0.96	\$389,350
% Change	▼ ▲	27.8% ▼	21.3% ▼	8.3% ▼	3.6% ▲

Q3 | NEW INVENTORY

	Q3 2016	Q3 2015	TREND
Detached Homes	34	34	▼ ▲
Town/Link Homes	17	14	▲
Apartment/Condo	8	9	▼
Total	59	57	▲
Sales to New Ratio	0.88	0.91	▼

Q3 | SALES BY INVENTORY TYPE



\$423,500
DETACHED MEDIAN SALE

\$346,250
TOWN/LINK MEDIAN SALE

\$288,000
APRTMNT/CONDO MEDIAN SALE

NORTH GUELPH REVIEW

Likely the biggest one year jump in Guelph history. Seriously.

The supply shortage in North Guelph hit with serious impact in Q3. What happens when demand is insatiable and availability is limited? Apparently price increases of 20.8% Y/Y is what happens. While New Inventory and Sales Volumes levels both stayed consistent with Q3 2016, Median List Prices and Median Sale Prices both took exponential leaps upward.

So where do we go from here in typically family-friendly and affordable North Guelph? Well, some new home options for potential purchasers sure would help with the serious supply issues. Until that happens, look for prices to continue to rise and potentially soar out of range for many families in the North end of the city.

Neighbourhoods of North Guelph - Waverley Park, Riverside Park, Country Club, June Avenue, Guelph Lake

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LOOKING AHEAD

Forecast for Q4 | 2016

The new mortgage rules - how will this affect Guelph?

This is the big question being asked at the start of Q4. We have talked through several scenarios at TW and overwhelmingly we think the market here in Guelph is poised to withstand the implementation of these new rules. There are certainly some buyer groups that will be more affected than others, however with a prolonged housing shortage here in Guelph, a few less buyers in the local marketplace shouldn't provide substantial disruption.

Can prices really keep going up?

Funny you should ask, we get asked this daily. People who have lived in Guelph for many years just can't come to grips with what is happening right now. We understand, it's a new phenomenon to us all. So can it really continue? While we don't have a crystal ball and we can't travel forward in time, we can analyze the data we have and consider the facts. Like these:

- Guelph has a vacancy rate of almost 0% - Even renters are having trouble finding a place to live
- Across all areas of town, sales are up and available listings are down - Resulting a 0.95 Sales/New Listing Ratio
- We are still 25-40% less expensive than other surrounding GTA markets - and GTA buyers keep "discovering" Guelph. Perhaps, it's our fault with our #movetoGuelph campaign!
- The lowest unemployment rate (3.9%) in the country - Jobs = stability in the local real estate market

So, to answer the question - can prices keep going up? As hard as that may be to believe for some of us, nothing in the numbers says they can't. Is it healthy to grow at these alarming rates? Well, that's a question for economists and city officials who dictate new housing availability here in Guelph.

Have a specific question on the upcoming market?

We always welcome your opinions, questions and feedback on how we can make this report better. Feel free to touch base and make use of our market knowledge. You can also speak to an agent LIVE at trilliumwest.com and get your questions answered in real-time. Yes, very cool, we know.

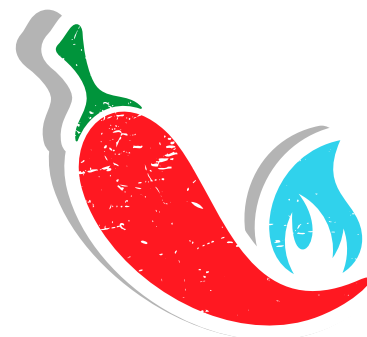
About TRILLIUMWEST

At TrilliumWest, we take pride in studying and understanding the numbers of the Guelph real estate market.

We are a hard-working group of marketing, investment and sales professionals who love to look deeper into the data so that we can advise, educate and assist our clients in achieving their real estate goals.

There is a difference. Visit us on-line and touch base to connect with a true local real estate professional.

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