

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

FEBRUARY  
2022



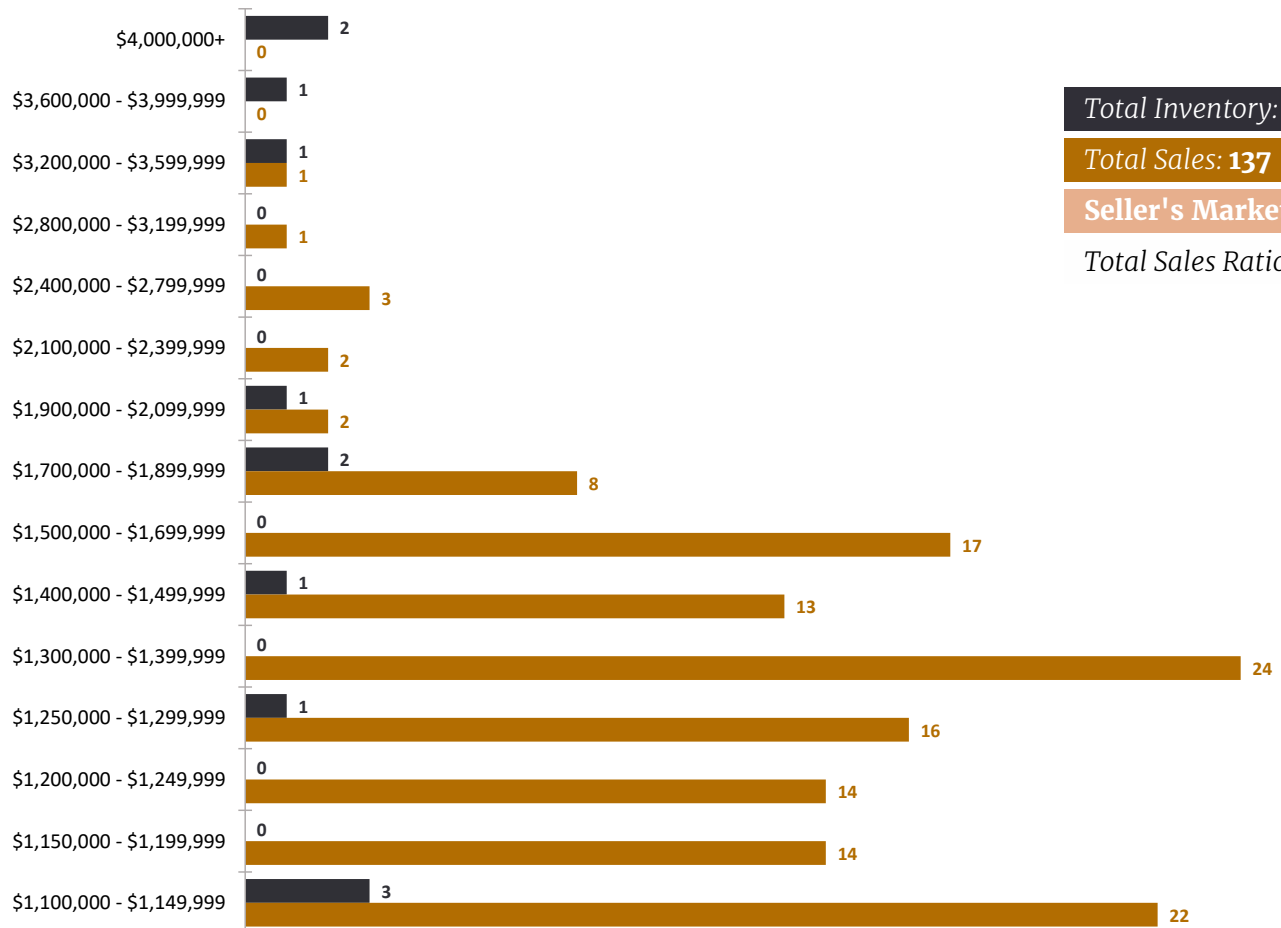
# WATERLOO REGION --- ONTARIO

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,100,000**



Total Inventory: **12**

Total Sales: **137**

Seller's Market

Total Sales Ratio<sup>2</sup>: **1142%**

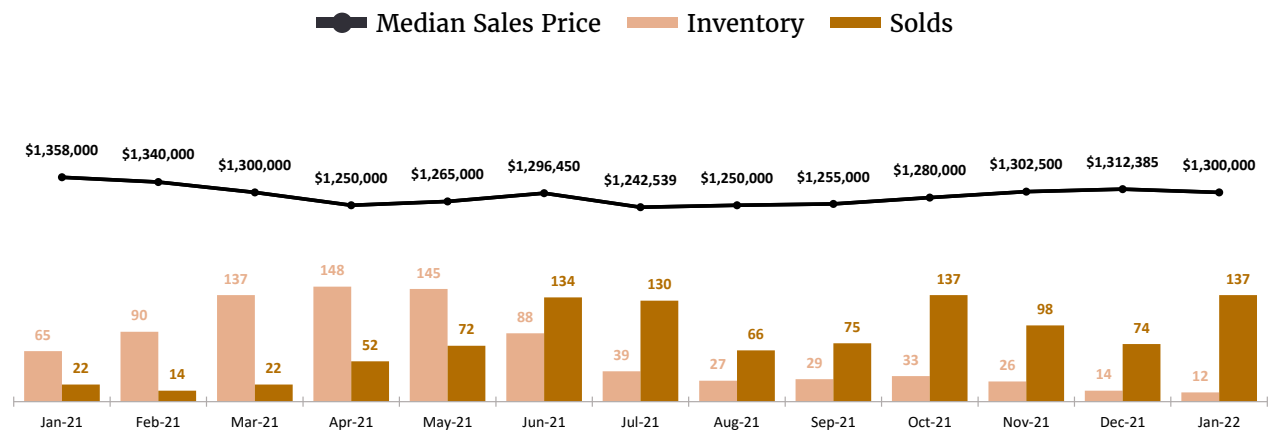
| Beds <sup>3</sup><br>-Range- | Price<br>-Median Sold- | DOM<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|------------------------------|------------------------|----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0-1 Bedrooms                 | NA                     | NA                   | NA                     | 0               | 0                    | NA                              |
| 2 Bedrooms                   | \$1,100,000            | 1                    | 2                      | 1               | 1                    | 100%                            |
| 3 Bedrooms                   | \$1,221,500            | 5                    | 3                      | 50              | 4                    | 1250%                           |
| 4 Bedrooms                   | \$1,325,000            | 5                    | 3                      | 51              | 4                    | 1275%                           |
| 5 Bedrooms                   | \$1,500,000            | 7                    | 4                      | 21              | 2                    | 1050%                           |
| 6+ Bedrooms                  | \$1,517,850            | 6                    | 4                      | 14              | 1                    | 1400%                           |

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

# WATERLOO REGION

## SINGLE-FAMILY HOMES

### 13-MONTH LUXURY MARKET TREND<sup>4</sup>



### MEDIAN DATA REVIEW | JANUARY

#### TOTAL INVENTORY

Jan. 2021 Jan. 2022

65 12

VARIANCE: -82%

#### TOTAL SOLD

Jan. 2021 Jan. 2022

22 137

VARIANCE: 523%

#### SALES PRICE

Jan. 2021 Jan. 2022

\$1.36m \$1.30m

VARIANCE: -4%

#### SALE PRICE PER SQFT.

Jan. 2021 Jan. 2022

N/A N/A

VARIANCE: N/A

#### SALE TO LIST PRICE RATIO

Jan. 2021 Jan. 2022

100.46% 127.51%

VARIANCE: 27%

#### DAYS ON MARKET

Jan. 2021 Jan. 2022

17 5

VARIANCE: -71%

## WATERLOO REGION MARKET SUMMARY | JANUARY 2022

- The Waterloo Region single-family luxury market is a **Seller's Market** with a **1142% Sales Ratio**.
- Homes sold for a median of **127.51% of list price** in January 2022.
- The most active price band is **\$1,250,000-\$1,299,999**, where the sales ratio is **1600%**.
- The median luxury sales price for single-family homes is **\$1,300,000**.
- The median days on market for January 2022 was **5** days, down from **17** in January 2021.

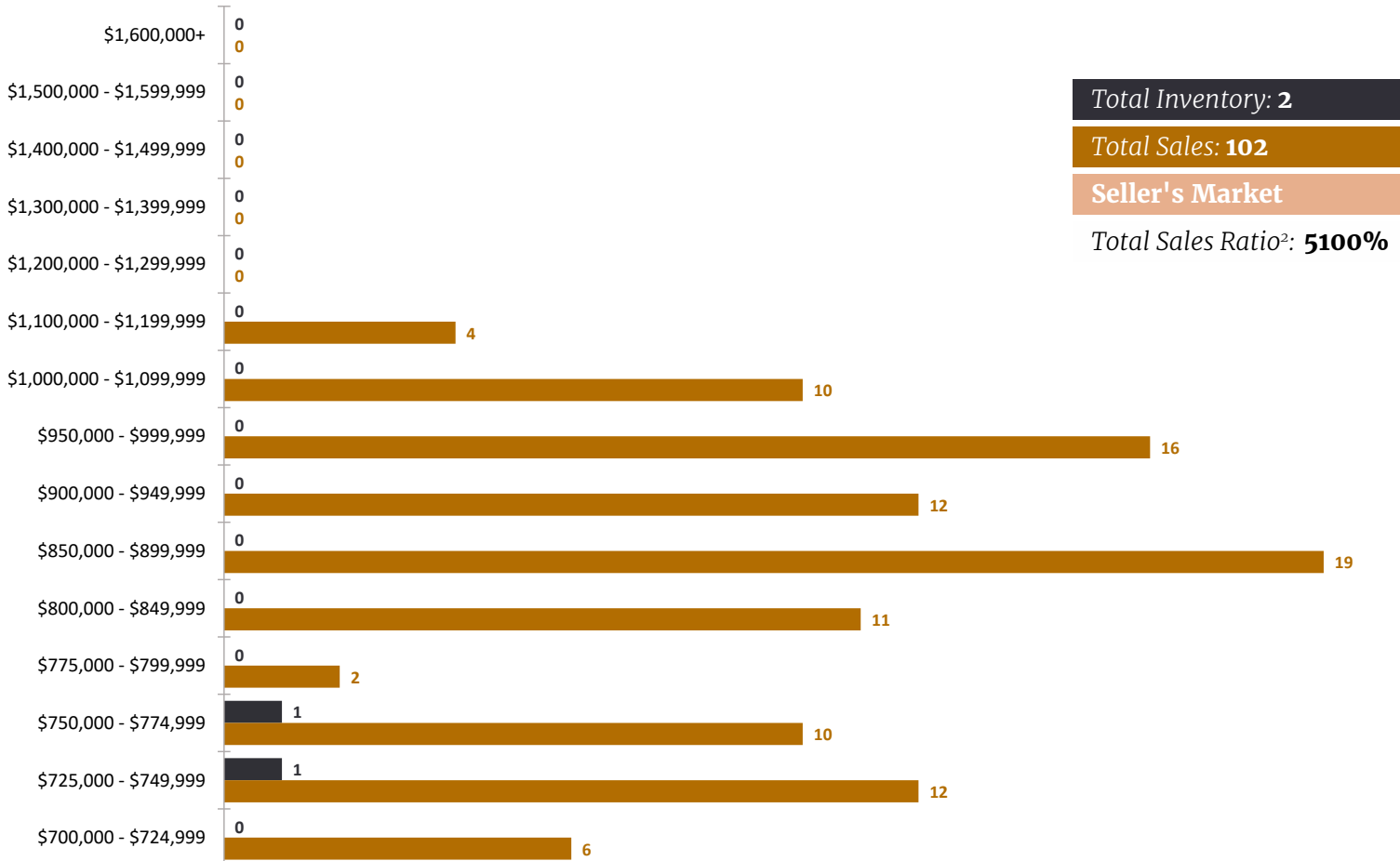
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$700,000**



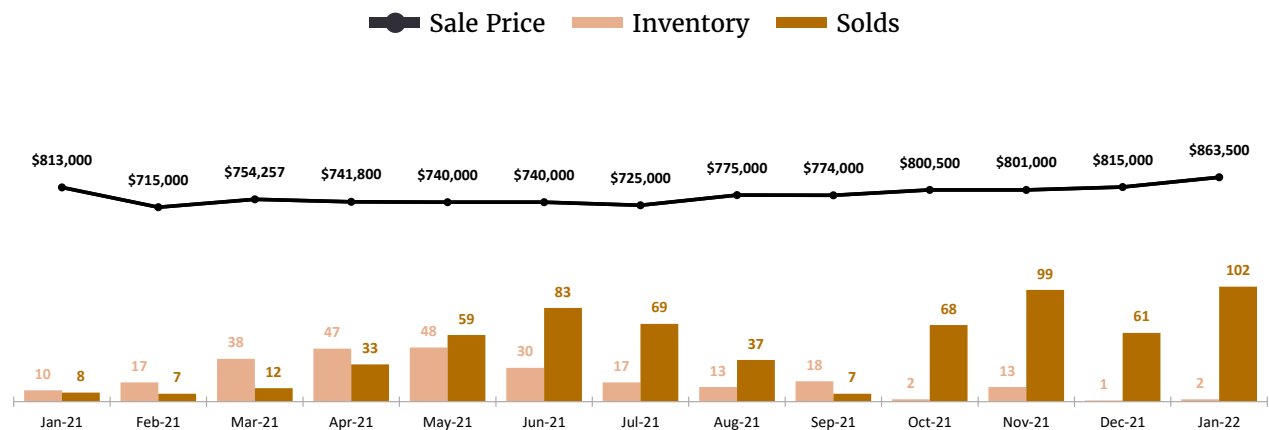
| Beds <sup>3</sup> | Price         | DOM           | Baths         | Sold    | Inventory | Sales Ratio      |
|-------------------|---------------|---------------|---------------|---------|-----------|------------------|
| -Range-           | -Median Sold- | -Median Sold- | -Median Sold- | -Total- | -Total-   | -Sold/Inventory- |
| 0-1 Bedrooms      | NA            | NA            | NA            | 0       | 0         | NA               |
| 2 Bedrooms        | \$790,500     | 5             | 2             | 22      | 1         | 2200%            |
| 3 Bedrooms        | \$882,500     | 5             | 3             | 74      | 1         | 7400%            |
| 4 Bedrooms        | \$845,000     | 6             | 3             | 6       | 0         | NA               |
| 5 Bedrooms        | NA            | NA            | NA            | 0       | 0         | NA               |
| 6+ Bedrooms       | NA            | NA            | NA            | 0       | 0         | NA               |

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

# WATERLOO REGION

## ATTACHED HOMES

### 13-MONTH LUXURY MARKET TREND<sup>4</sup>



### MEDIAN DATA REVIEW | JANUARY

#### TOTAL INVENTORY

Jan. 2021      Jan. 2022  
10                  2

VARIANCE: **-80%**

#### TOTAL SOLD

Jan. 2021      Jan. 2022  
8                  102

VARIANCE: **1175%**

#### SALES PRICE

Jan. 2021      Jan. 2022  
\$813k          \$864k

VARIANCE: **6%**

#### SALE PRICE PER SQFT.

Jan. 2021      Jan. 2022  
N/A              N/A

VARIANCE: **N/A**

#### SALE TO LIST PRICE RATIO

Jan. 2021      Jan. 2022  
99.66%      127.23%

VARIANCE: **28%**

#### DAYS ON MARKET

Jan. 2021      Jan. 2022  
14                  5

VARIANCE: **-64%**

### WATERLOO REGION MARKET SUMMARY | JANUARY 2022

- The Waterloo Region attached luxury market is a **Seller's Market** with a **5100% Sales Ratio**.
- Homes sold for a median of **127.23% of list price** in January 2022.
- The most active price band is **\$725,000-\$749,999**, where the sales ratio is **1200%**.
- The median luxury sales price for attached homes is **\$863,500**.
- The median days on market for January 2022 was **5** days, down from **14** in January 2021.

<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.