

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## 2019 IN REVIEW

WE'RE GRATEFUL TO HAVE BEEN CHOSEN  
ROYAL LEPAGE'S 2016  
BROKERAGE OF THE YEAR FOR ONTARIO



# OVERVIEW

## 2019 DELIVERS RECORD VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



### RECORD ANNUAL SALES VOLUME OF \$1,097,926,031

Up 20% from 2018's \$918,265,869, with units of 2017 up 10% from 2018's 1841. New listings of 3491 up 11% from 2018, with the sales/listings ratio of 58% down 1%.



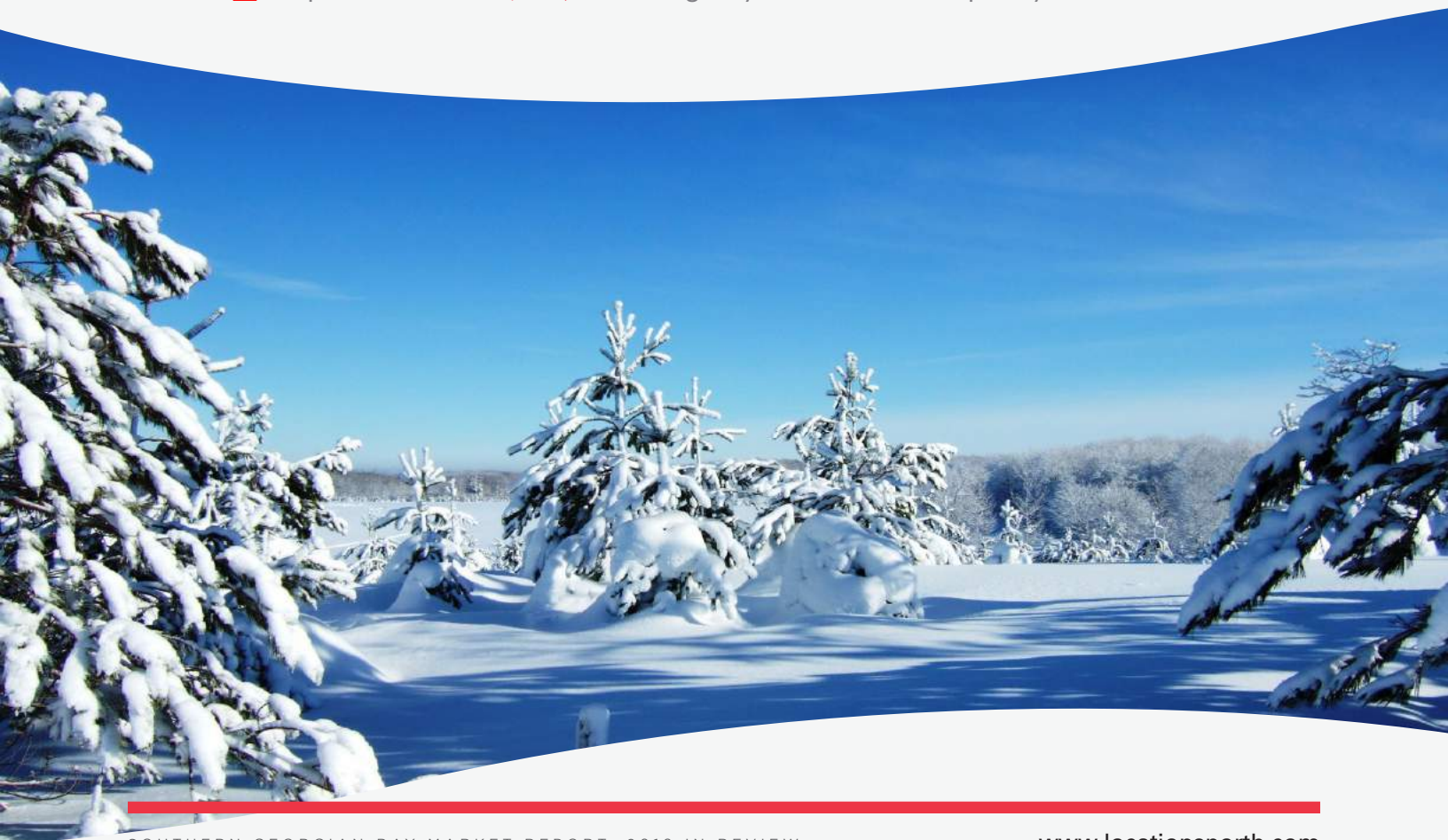
### RECORD FOURTH-QUARTER SALES VOLUME OF \$244,712,964

Up 19% from Q4-2018's \$205,271,964. Units of 434 up 13% from 385. New listings of 604 were up 10% from Q4-2018's 548, while the sales/listing ratio of 72% was up 2%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$544,336

Up 9% from 2018's \$498,786. Average days-on-market of 54 up 6 days.





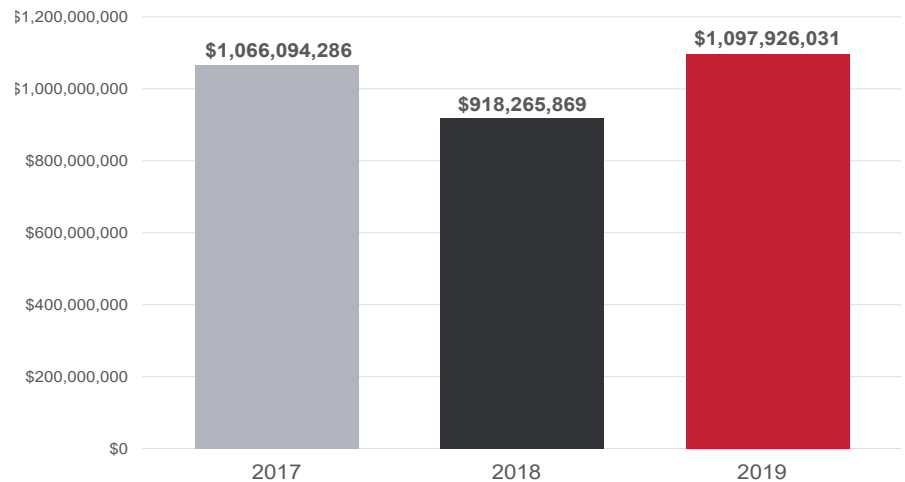
# OVERVIEW (cont'd)



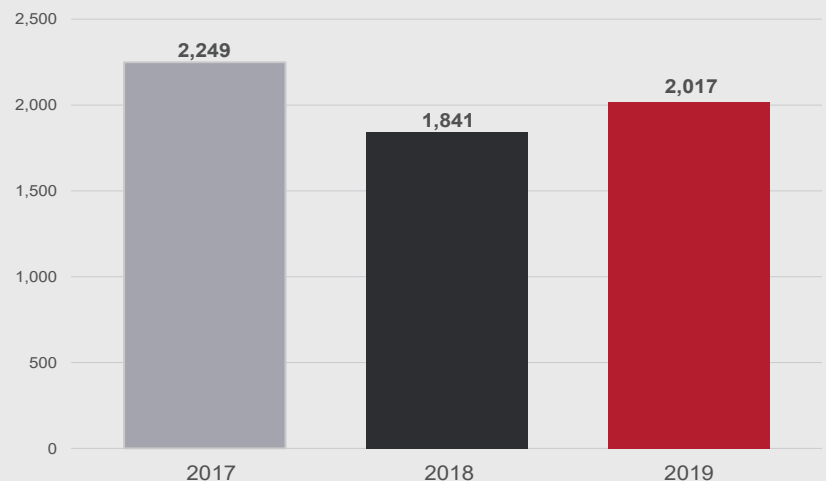
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's record volume of **\$54,104,968** was up **42%** from last year and **15%** from 2015's prior record. Units were up **21%**, with new and expired listings up **14%** and **7%** respectively. December's average sale price was up **17%** from a year ago, while its **74%** sales/listing ratio signals a **sellers' market**.

Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2017 vs. 2018 vs. 2019

	2017	2018	2019	2018-2019
Annual Volume Sales	\$1,066,094,286	\$918,265,869	\$1,097,926,031	+20%
Annual Unit Sales	2249	1841	2017	+10%
Annual New Listings	3263	3133	3491	+11%
Annual Sales/Listings Ratio	69%	59%	58%	-1%
Annual Expired Listings	613	752	884	+18%
Fourth Quarter (Q4) Volume Sales	\$206,352,271	\$205,271,484	\$244,712,964	+19%
Q4 Unit Sales	432	385	434	+13%
Q4 New Listings	511	548	604	+10%
Q4 Sales/Listings Ratio	85%	70%	72%	+2%
Q4 Expired Listings	281	334	355	+6%
Q4 Average Sales Price	\$477,677	\$533,173	\$563,855	+6%
December Volume Sales	\$41,217,588	\$38,144,750	\$54,104,968	+42%
December Unit Sales	89	76	92	+21%
December New Listings	84	102	116	+14%
December Sales/Listings Ratio	106%	74%	79%	+5%
December Expired Listings	99	137	147	+7%
December Average Sale Price	\$463,119	\$501,905	\$588,097	+17%
Annual Sales: Under \$100K	13	9	6	-33%
Annual Sales: \$100K - \$299K	523	318	236	-26%
Annual Sales: \$300K - \$499K	1018	860	891	+4%
Annual Sales: \$500K - \$799K	498	465	635	+37%
Annual Sales: \$800K - \$999K	91	95	120	+26%
Annual Sales: \$1M - \$1.499M	72	66	88	+33%
Annual Sales: \$1.5M - \$1.999M	23	14	30	+114%
Annual Sales: \$2M+	11	14	11	-21%
Annual Average Days-On-Market	44	48	54	+13%
Annual Average Sale Price	\$474,030	\$498,786	\$544,336	+9%

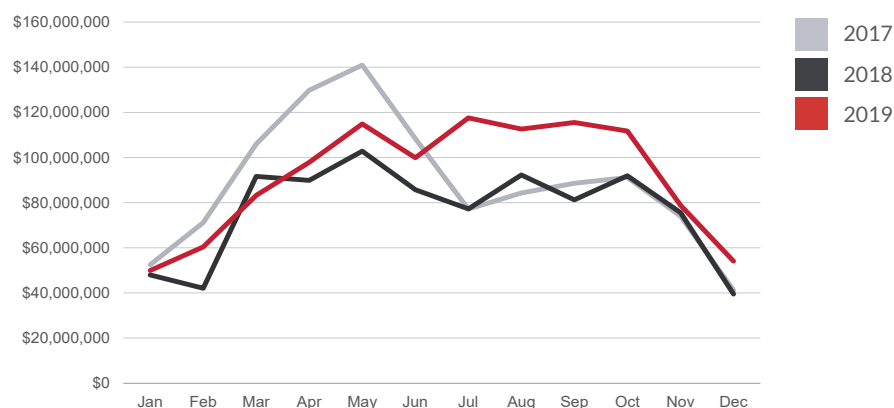
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales..

# THE MARKET IN DETAIL (cont'd)

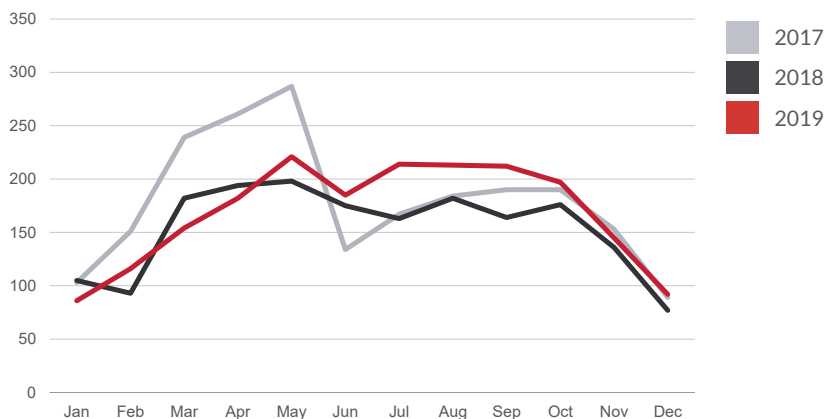
What a year ... As **Graphs 3 and 4** show, it actually started unremarkably with rather middling – and in some cases, relatively slow – volume and unit sales through June. In fact, volume for the first half of 2019, while up from the very slow 2018, was nearly \$100M less than that of 2017. No one was thinking about records. And then the switch flipped, with the market generating **six straight months of record volume sales\***. That said, unit sales were generally well below the records of 2015 and 2016, with 2019's increased volume due to the average sale price being up **58%, 41%, 15%** and **9%** from 2015-2018 respectively. It will be interesting to see whether the record volume sales continue into 2020.

\*We previously reported that November 2019's volume was less than November 2016's. However, the MLS has since adjusted November 2019's total upward such that it too was record-breaking.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)





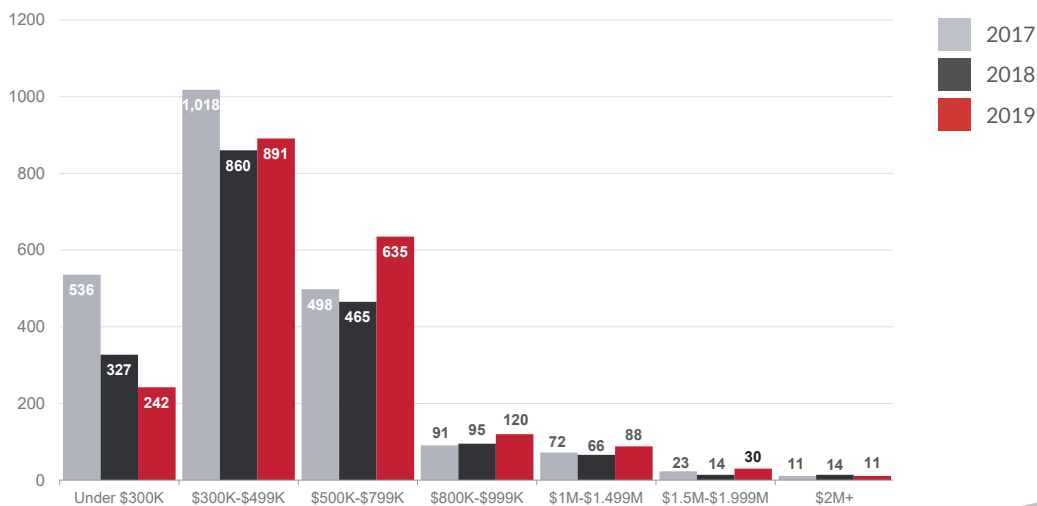
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **4%**, **37%**, **26%**, **33%** and **114%** respectively; while the Under-\$300K and \$2M+ ranges were down **26%** and **21%** respectively. More generally, sales in the high-volume, Under-\$500K bracket – which accounted for **56%** of 2019's sales – were down **5%** from 2018, while sales in the median, \$500K-\$999K bracket were up **35%**, and sales in the luxury \$1M+ bracket were up **37%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2017 vs. 2018 vs. 2019 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$909,028,081  
UP 21% from 2018

**UNIT SALES:** 1,583  
UP 13% from 2018

**AV. DAYS-ON-MARKET:** 53  
UP 4 days from 2018

**AV. SALE PRICE:** \$574,244  
UP 8% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$188,897,950  
UP 12% from 2018

**UNIT SALES:** 434  
DOWN 1% from 2018

**AV. DAYS-ON-MARKET:** 55  
UP 9 days from 2018

**AV. SALE PRICE:** \$435,249  
UP 12% from 2018

### VACANT LAND

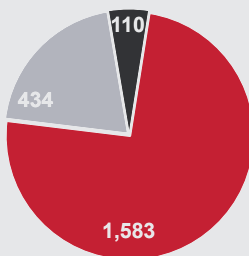
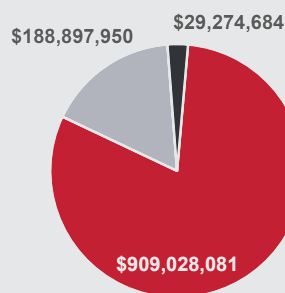
**DOLLAR SALES:** \$29,274,684  
UP 9% from 2018

**UNIT SALES:** 110  
DOWN 5% from 2018

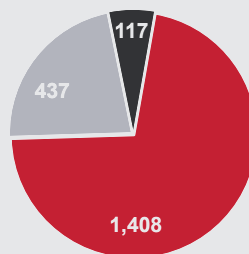
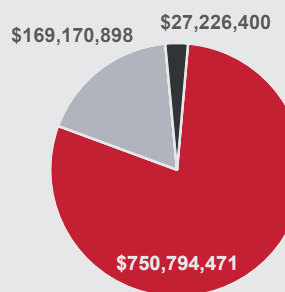
**AV. DAYS-ON-MARKET:** 93  
DOWN 52 days from 2018

**AV. SALE PRICE:** \$266,133  
UP 15% from 2018

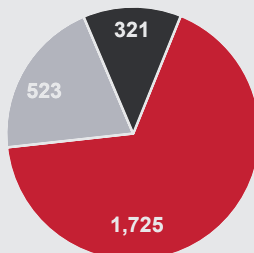
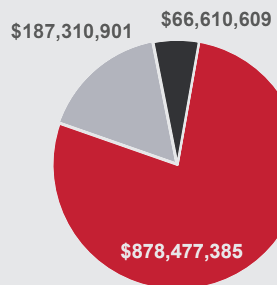
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2019

## OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



**WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

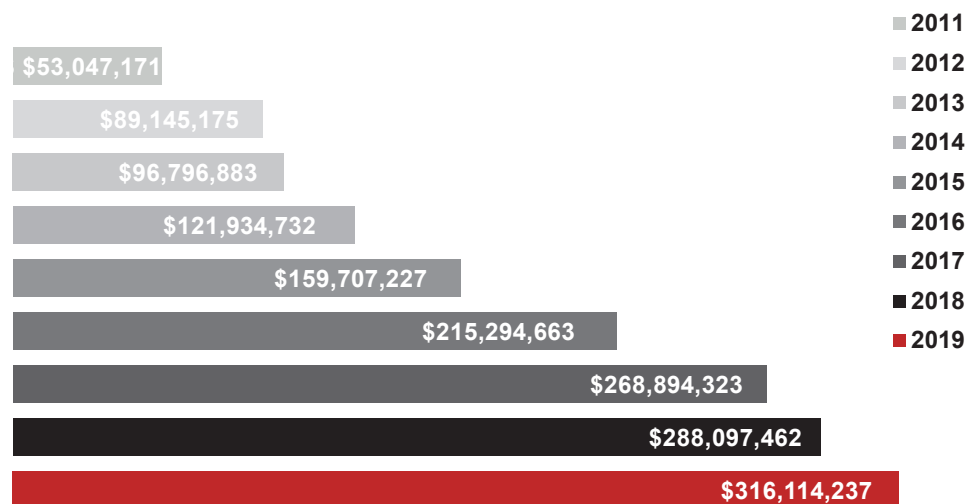
And #2 in Wasaga Beach after opening an office there in mid-2015.



**WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR**



### Locations North Sales Volume, 2011 - 2019



\*Southern Georgian Bay Association of REALTORS®



# 2019 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	<div></div>
RE/MAX Four Seasons	82.5	13.4%	<div></div>
Royal LePage Trinity	60	9.8%	<div></div>
Chestnut Park	53.75	8.6%	<div></div>
Century 21 Millenium	50.5	8.2%	<div></div>
Clairwood	35.5	5.8%	<div></div>
RE/MAX of Wasaga Beach	23.75	3.9%	<div></div>
Engel & Volkers	15.5	2.5%	<div></div>
Other	49.5	8.1%	<div></div>
Non-MLS	67.5	11%	<div></div>

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	<div></div>
RE/MAX at Blue	43	12.3%	<div></div>
RE/MAX Four Seasons	34.75	10%	<div></div>
Century 21 Millenium	30.25	8.7%	<div></div>
Chestnut Park	26.75	7.7%	<div></div>
Royal LePage Trinity	12	3.4%	<div></div>
Clairwood	10	2.9%	<div></div>
Sotheby's	6	1.7%	<div></div>
Other	39	11.2%	<div></div>
Non-MLS	51.75	14.8%	<div></div>

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	<div></div>
Century 21 Millenium	16.5	10.2%	<div></div>
RE/MAX Four Seasons	10.5	6.5%	<div></div>
Royal LePage RCR	9	5.6%	<div></div>
RE/MAX Grey Bruce	7	4.3%	<div></div>
Chestnut Park	6	3.7%	<div></div>
Wilfred McIntee	5.5	3.4%	<div></div>
Royal LePage Trinity	2	1.2%	<div></div>
Other	24.5	15.2%	<div></div>
Non-MLS	13	8.1%	<div></div>

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	<div></div>
Royal LePage Trinity	18.5	12.8%	<div></div>
RE/MAX Four Seasons	17	11.7%	<div></div>
RE/MAX of Wasaga Beach	10.25	7.1%	<div></div>
Chestnut Park	10	6.9%	<div></div>
Century 21 Millenium	5.5	3.8%	<div></div>
Exit	5.5	3.8%	<div></div>
Forest Hill	2.5	1.7%	<div></div>
Other	21	14.5%	<div></div>
Non-MLS	30.25	20.9%	<div></div>

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	<div></div>
RE/MAX of Wasaga Beach	202.75	11.4%	<div></div>
Royal LePage Trinity	153.75	8.6%	<div></div>
RE/MAX Four Seasons	152.25	8.5%	<div></div>
Century 21 Millenium	137.25	7.7%	<div></div>
Chestnut Park	97.5	5.5%	<div></div>
Clairwood	49	2.7%	<div></div>
RE/MAX at Blue	46.5	2.6%	<div></div>
Engel & Volkers	27	1.5%	<div></div>
Other	473.75	26.6%	<div></div>

## Georgian Triangle Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	<div></div>
RE/MAX Four Seasons	18.5	13.8%	<div></div>
Chestnut Park	15	11.2%	<div></div>
Century 21 Millenium	9.5	7.3%	<div></div>
RE/MAX of Wasaga Beach	5	3.7%	<div></div>
Engel & Volkers	4.5	3.4%	<div></div>
Sotheby's	4.5	3.4%	<div></div>
Royal LePage Trinity	3.5	2.6%	<div></div>
Clairwood	3	2.2%	<div></div>
Other	23	17.2%	<div></div>



**LOCATIONS NORTH**  
BROKERAGE

# WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO  
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



## **COLLINGWOOD**

705-445-5520

330 First Street



## **THE BLUE MOUNTAINS**

519-599-2136

27 Arthur Street



## **MEAFORD**

519-538-5755

96 Sykes Street



## **WASAGA BEACH**

705-617-9969

1288 Mosley Sreet, Unit 7



## **CLEARVIEW**

705-881-9005

143 Mill St., Creemore

