

# CLEARVIEW 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

## RECORD Q4 AND STRONG ANNUAL SALES, WITH LISTINGS AND EXPIREDS DOWN



### ANNUAL SALES VOLUME OF \$103,347,371

Up 28% from 2018's \$80,815,512, with units of 171 up 14% from 2018's 150. New listings of 281 down 6%, with the sales/listings ratio of 61% up 11%.



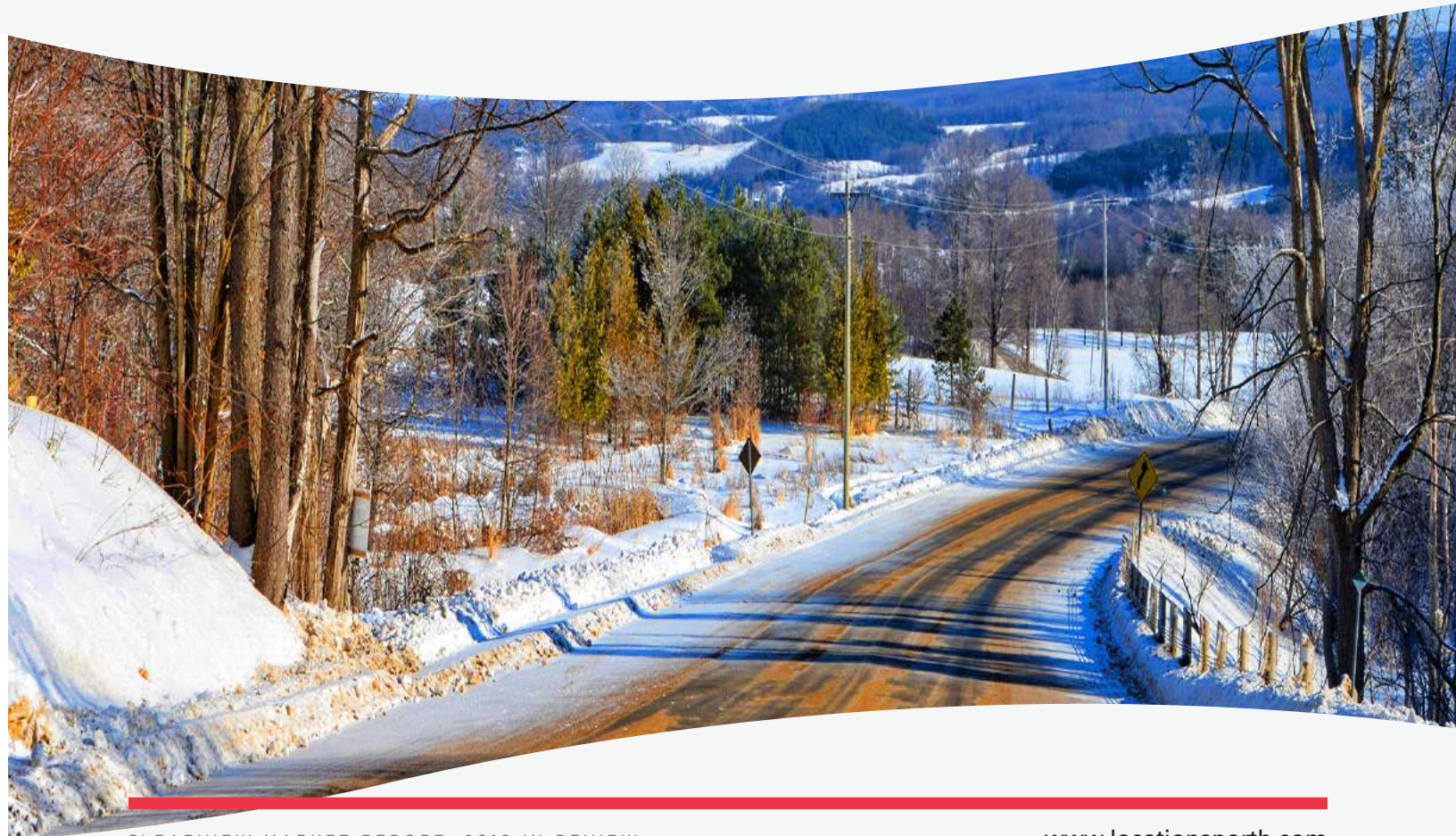
### RECORD FOURTH-QUARTER SALES VOLUME OF \$25,847,875

Up 47% from Q4-2018's \$17,568,112. Units of 38 were up 19% from Q4-2018's 32, with new listings of 53 down 9% and the sales/listings ratio of 72% up 17%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$604,371

Up 12% from the \$538,770 of a year ago. Average days-on-market of 71 up 11 days.



# OVERVIEW (cont'd)

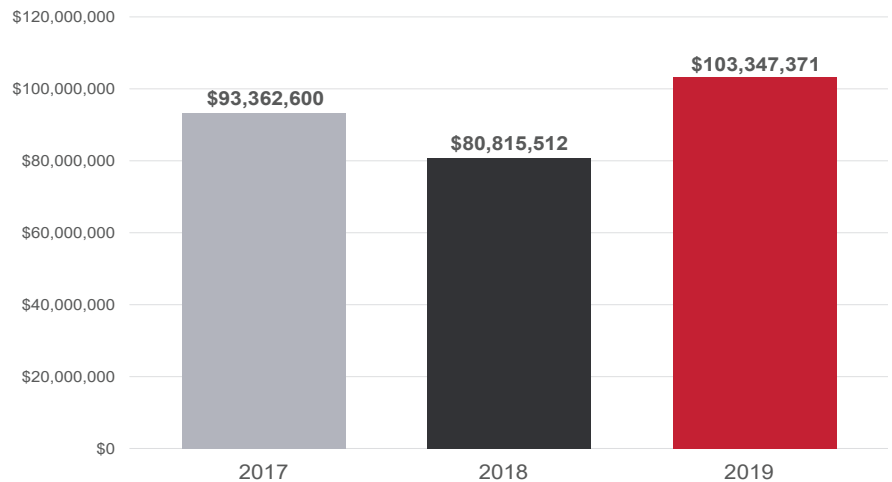


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

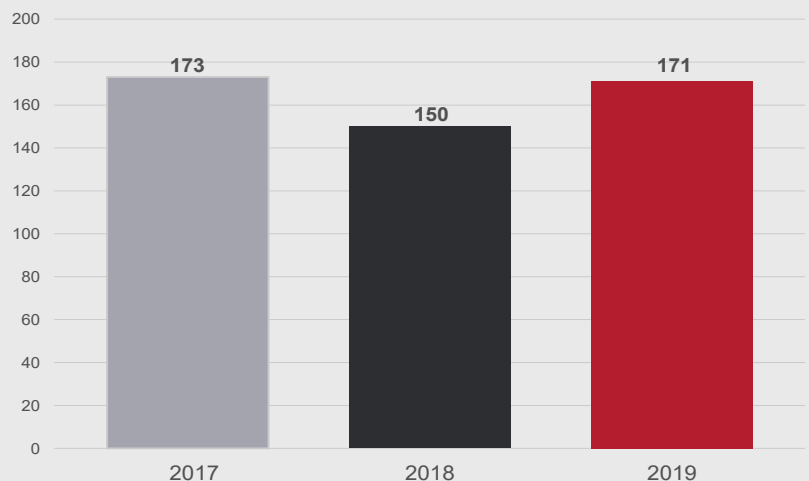
Clearview saw record volume in December, up **104%** from last December and **39%** from 2016's prior record. Units were up **33%** from last year – and that was on **9%** fewer new listings. This resulted in a strong **80%** sales/listings ratio – up **25%** from one year ago. So Clearview was an active **sellers' market**.



Graph 1:  
**Clearview MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Clearview MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)





# THE MARKET IN DETAIL



Table 1:

**Clearview MLS® Residential Sales And Listing Summary**  
2017 vs. 2018 vs. 2019

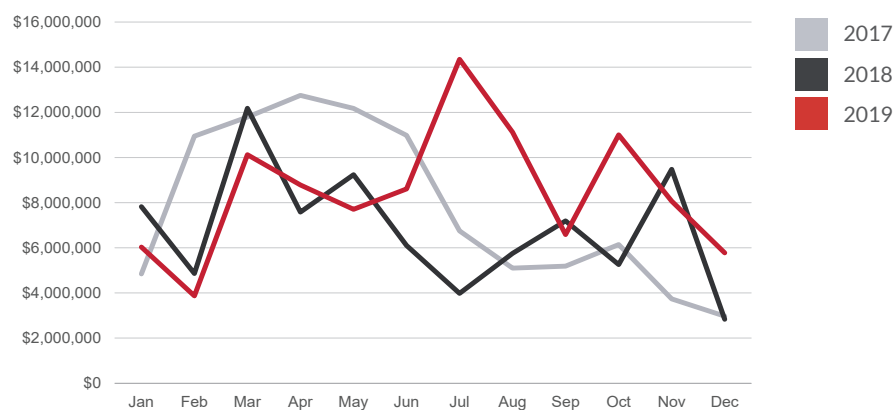
	2017	2018	2019	2018-2019
Annual Volume Sales	\$93,362,600	\$80,815,512	\$103,347,371	+28%
Annual Unit Sales	173	150	171	+14%
Annual New Listings	270	298	281	-6%
Annual Sales/Listings Ratio	64%	50%	61%	+11%
Annual Expired Listings	78	83	82	-1%
Fourth Quarter (Q4) Volume Sales	\$12,853,400	\$17,568,112	\$25,847,875	+47%
Q4 Unit Sales	28	32	38	+19%
Q4 New Listings	46	58	53	-9%
Q4 Sales/Listings Ratio	61%	55%	72%	+17%
Q4 Expired Listings	22	33	31	-6%
Q4 Average Sale Price	\$459,050	\$549,004	\$680,207	+24%
December Volume Sales	\$2,973,500	\$2,832,500	\$5,776,000	+104%
December Unit Sales	7	6	8	+33%
December New Listings	8	11	10	-9%
December Sales/Listings Ratio	88%	55%	80%	+25%
December Expired Listings	6	14	12	-14%
December Average Sale Price	\$424,768	\$472,083	\$722,000	+53%
Annual Sales: \$100K - \$299K	25	16	14	-12%
Annual Sales: \$300K - \$499K	84	74	75	+1%
Annual Sales: \$500K - \$799K	42	45	52	+16%
Annual Sales: \$800K - \$999K	10	7	12	+71%
Annual Sales: \$1M - \$1.499M	7	5	9	+80%
Annual Sales: \$1.5M - \$1.999M	2	0	8	+800%
Annual Sales: \$2M+	3	3	1	-67%
Annual Average Days-On-Market	49	60	71	+18%
Annual Average Sale Price	\$539,668	\$538,770	\$604,371	+12%

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

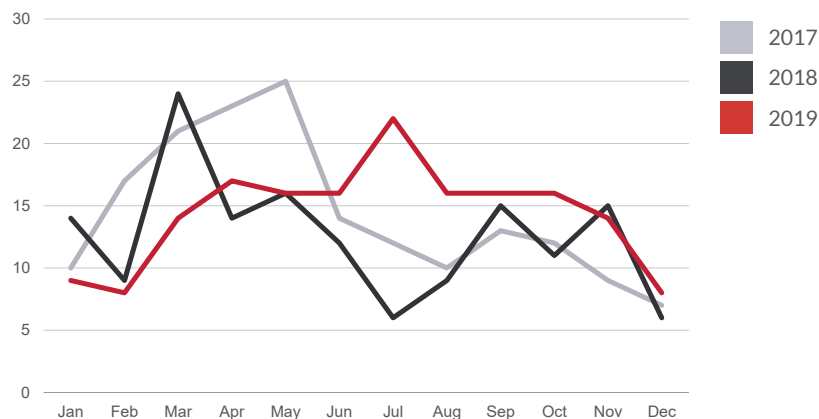
# THE MARKET IN DETAIL (cont'd)

In 2019 Clearview had its second-best ever volume sales, up **28%** from 2018 and down **6%** from 2016's record. As **Graph 3** shows, those sales were mainly due to four record months. The market was slow in Q1 and Q2, with volume down **2%** from 2018 and **28%** from 2017's high. However, July saw a huge spike, and August, October and December were also record-breaking. On the units side, **Graph 4**, though not directly mirroring Q3's and Q4's volume, still gave Clearview it's best second half since 2016. It'll interesting to see if Clearview carries that sales momentum into 2020.

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



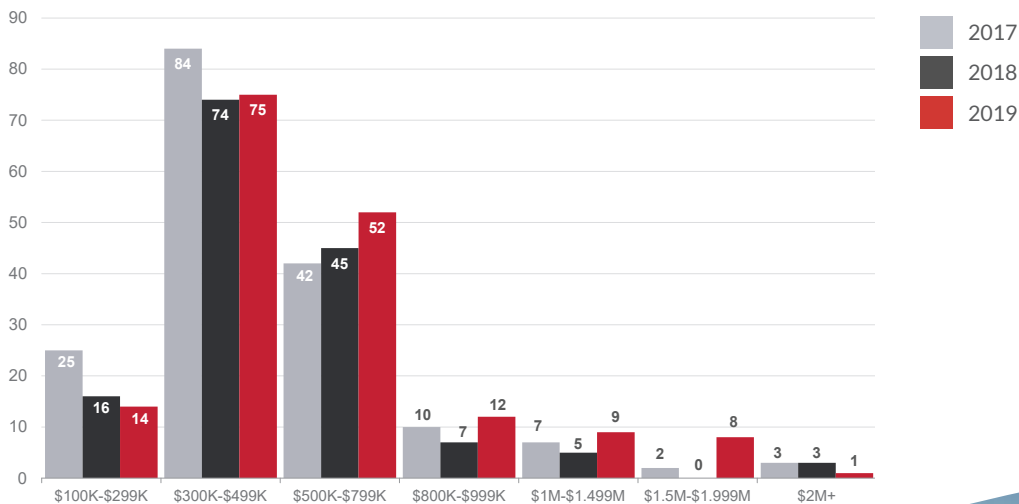
Graph 4:  
**Clearview Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Clearview's year-to-date 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 **1%**, **16%**, **71%**, **80%** and **800%** respectively; while the \$100K-\$299K and the \$2M+ range were down **12%** and **67%** respectively. More generally, sales in the Under \$500K bracket – which accounted for **52%** of 2019's sales – were down **1%** from 2018, while the \$500K-\$999K bracket was up **23%**, and the \$1M+ bracket was up **125%**.

Graph 5:  
**Clearview MLS® Sales By Price**  
2017 vs. 2018 vs. 2019 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$100,358,401  
UP 27% from 2018

**UNIT SALES:** 161  
UP 12% from 2018

**AV. DAYS-ON-MARKET:** 70  
UP 10 days from 2018

**AV. SALE PRICE:** \$623,344  
UP 14% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$2,989,000  
UP 50% from 2018

**UNIT SALES:** 10  
UP 67% from 2018

**AV. DAYS-ON-MARKET:** 89  
UP 23 days from 2018

**AV. SALE PRICE:** \$298,900  
DOWN 10% from 2018

### VACANT LAND

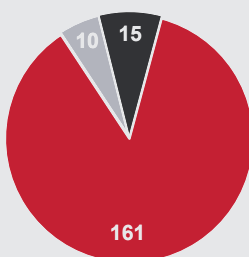
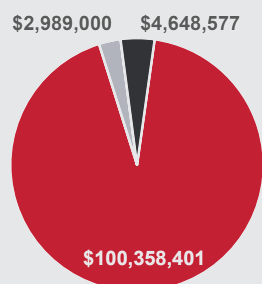
**DOLLAR SALES:** \$4,648,577  
UP 148% from 2018

**UNIT SALES:** 15  
UP 88% from 2018

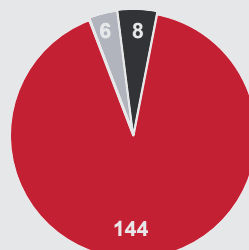
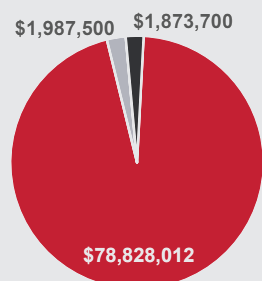
**AV. DAYS-ON-MARKET:** 62  
DOWN 35 days from 2018

**AV. SALE PRICE:** \$309,905  
UP 32% from 2018

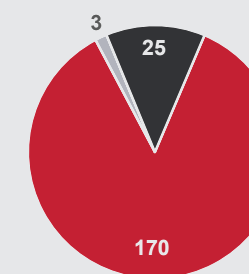
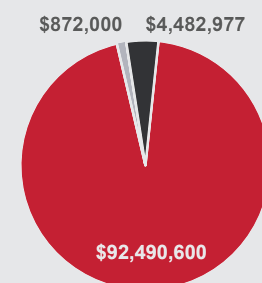
2019



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)**

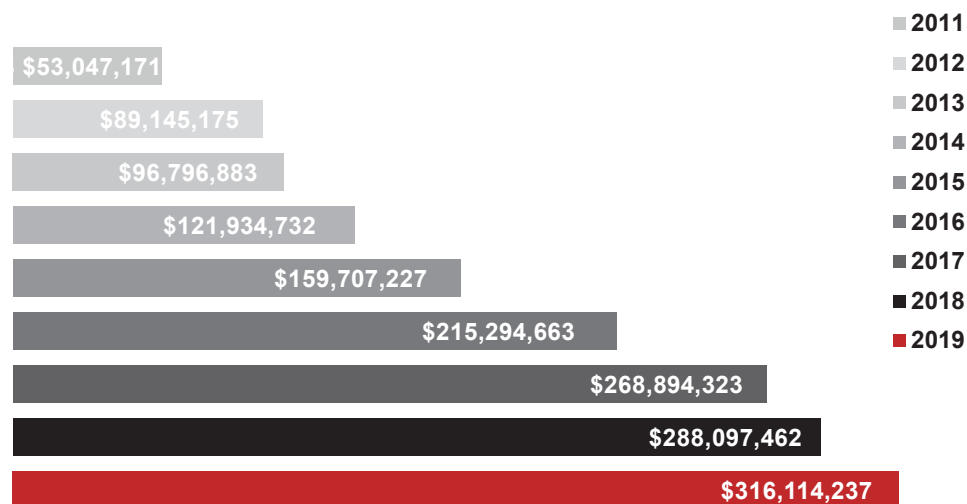
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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

1344 Mosley Sreet, Unit 5



## **CLEARVIEW**

705-881-9005

143 Mill St., Creemore

