

# COLLINGWOOD REAL ESTATE MARKET REPORT

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## 2019 IN REVIEW

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



# OVERVIEW

## RECORD ANNUAL AND Q4 VOLUME, PRICES AND LISTINGS UP



### RECORD ANNUAL SALES VOLUME OF \$330,454,009

Up 36% from 2018's \$242,458,274, with units of 612 up 23% from 2018's 497. New listings of 980 up 20% from a year ago, with the sales/listings ratio of 62% up 1%.



### RECORD Q4 SALES VOLUME OF \$67,567,535

Up 31% from Q4-2018's \$51,474,925. Units of 122 were up 13% from Q4-2018's 108, with new listings of 185 up 21%, and the sales/listings ratio of 66% down 5%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$539,958

Up 11% from 2018's \$487,844. Average days-on-market of 43 was up by 9 days.

# OVERVIEW (cont'd)

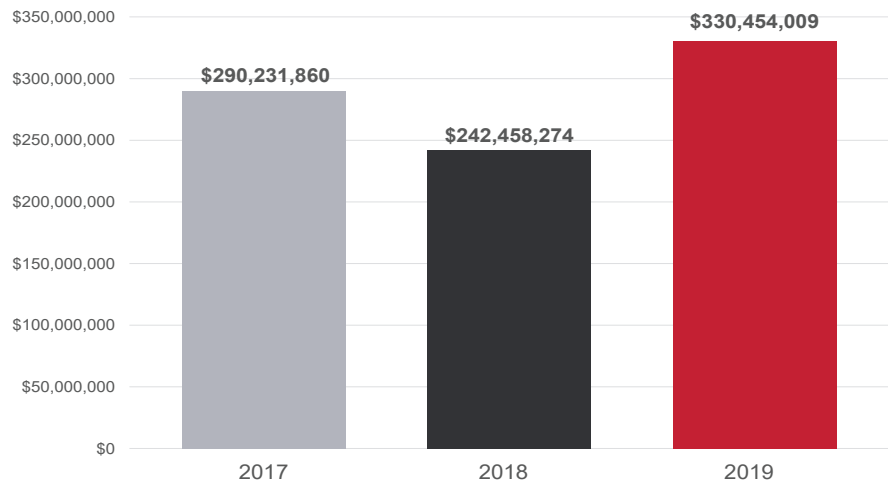


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

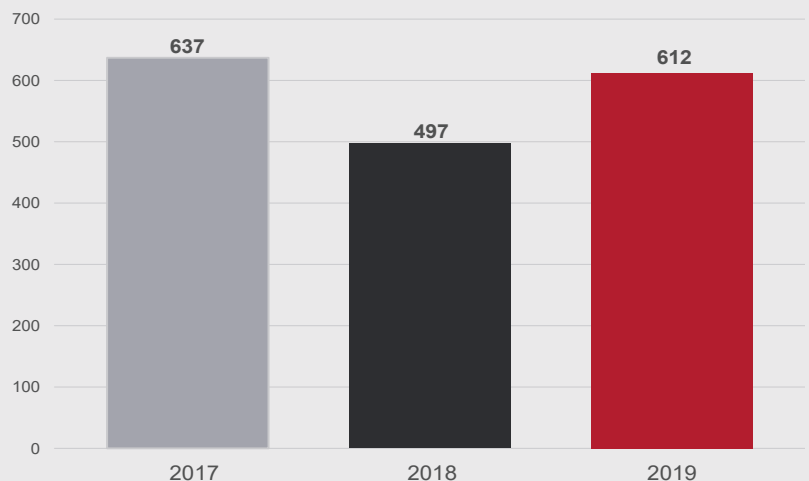
December saw record volume sales, up **60%** from last December and **35%** from 2017's prior record. Units were up **35%** from a year ago. However, new and expired listings were also up **13%** and **22%** respectively. All that said, December's **77%** sales/listings ratio means that it's a strong **sellers' market**.



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



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





# THE MARKET IN DETAIL



Table 1:

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

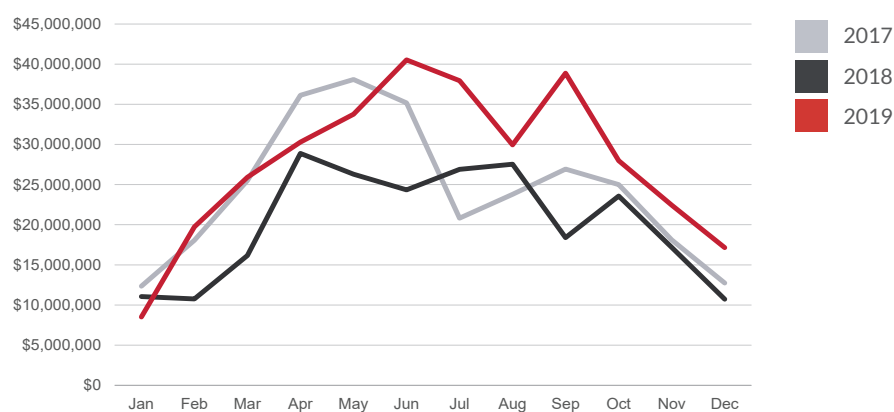
	2017	2018	2019	2018-2019
Annual Volume Sales	\$290,231,860	\$242,458,274	\$330,454,009	<b>+36%</b>
Annual Unit Sales	637	497	612	<b>+23%</b>
Annual New Listings	848	818	980	<b>+20%</b>
Annual Sales/Listings Ratio	75%	61%	62%	<b>+1%</b>
Annual Expired Listings	82	160	225	<b>+41%</b>
Fourth Quarter (Q4) Volume Sales	\$55,852,863	\$51,475,925	\$67,567,535	<b>+31%</b>
Q4 Unit Sales	127	108	122	<b>+13%</b>
Q4 New Listings	138	153	185	<b>+21%</b>
Q4 Sales/Listings Ratio	92%	71%	66%	<b>-5%</b>
Q4 Expired Listings	34	82	89	<b>+9%</b>
Q4 Average Sale Price	\$439,786	\$476,629	\$553,932	<b>+16%</b>
December Volume Sales	\$12,730,900	\$10,729,000	\$17,151,700	<b>+60%</b>
December Unit Sales	30	20	27	<b>+35%</b>
December New Listings	13	31	35	<b>+13%</b>
December Sales/Listings Ratio	231%	65%	77%	<b>+12%</b>
December Expired Listings	18	36	44	<b>+22%</b>
December Average Sale Price	\$424,363	\$536,450	\$635,248	<b>+18%</b>
Annual Sales: Under \$300K	146	60	47	<b>-22%</b>
Annual Sales: \$300K - \$499K	303	265	276	<b>+4%</b>
Annual Sales: \$500K - \$799K	151	132	226	<b>+71%</b>
Annual Sales: \$800K - \$999K	23	24	38	<b>+58%</b>
Annual Sales: \$1M - \$1.499M	8	13	20	<b>+54%</b>
Annual Sales: \$1.5M - \$1.999M	5	1	4	<b>+300%</b>
Annual Sales: \$2M+	1	2	1	<b>-50%</b>
Annual Average Days-On-Market	31	34	43	<b>+26%</b>
Annual Average Sale Price	\$455,623	\$487,844	\$539,958	<b>+11%</b>

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

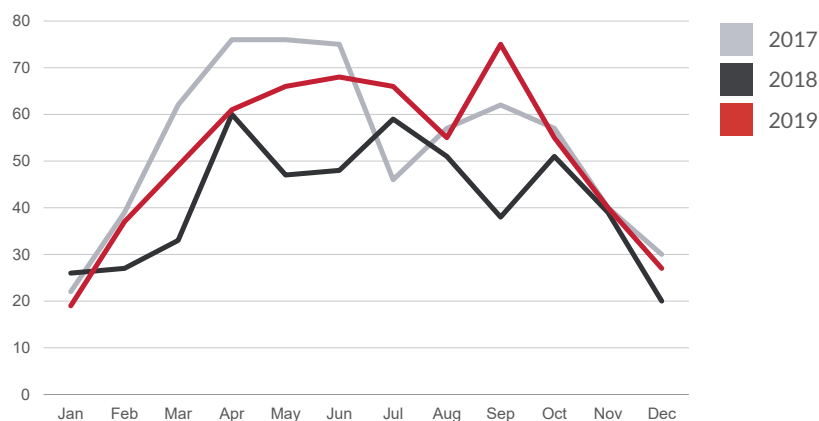
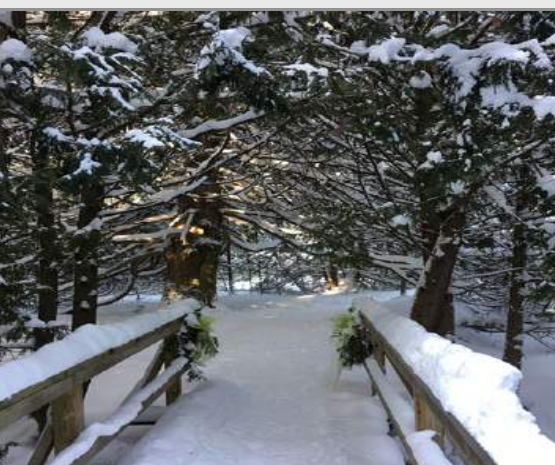
# THE MARKET IN DETAIL (cont'd)

2019 was a big year for Collingwood. As **Graph 3** shows, a slow January turned into a relatively strong Spring, which was then followed by **7** straight months of record volume, resulting in annual sales that were up **14%** from 2017's previous record. However, while **Graph 4** shows some very impressive unit sales, only September's **75** were record-breaking. Still, the combination of a strong market and notably higher sale prices is surely welcome news for sellers. Indeed, 2019's average sale price of **\$539,958** was up **83%, 78%, 43%, 19%** and **11%** from 2014-2018 respectively.

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



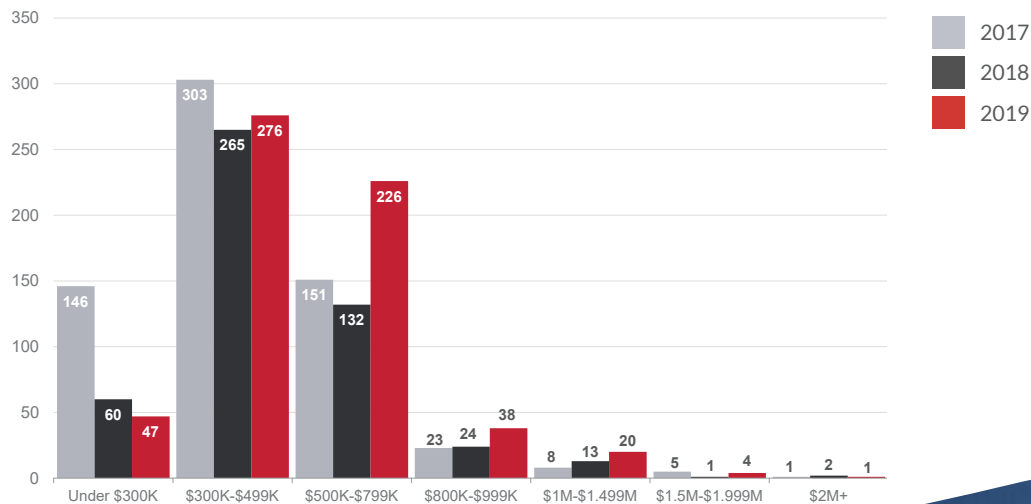
Graph 4:  
**Collingwood Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Collingwood's annual 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%**, **71%**, **58%**, **54%** and **300%** respectively; while the Under-\$300K and \$2M+ ranges were down **22%** and **50%** respectively. More generally, the high-volume, Under-\$500K bracket (which accounted for **53%** of Collingwood's sales) was up **8%** from a 2018; the median \$500K-\$999K bracket was up **69%**; and the luxury \$1M+ bracket was up **56%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$219,452,796  
UP 45% from 2018

**UNIT SALES:** 380  
UP 38% from 2018

**AV. DAYS-ON-MARKET:** 43  
UP 10 days from 2018

**AV. SALE PRICE:** \$577,507  
UP 5% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$111,001,213  
UP 22% from 2018

**UNIT SALES:** 232  
UP 5% from 2018

**AV. DAYS-ON-MARKET:** 43  
UP 7 days from 2018

**AV. SALE PRICE:** \$478,454  
UP 17% from 2018

### VACANT LAND

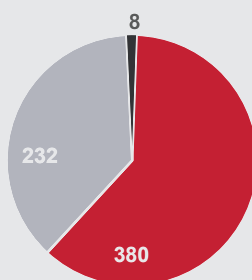
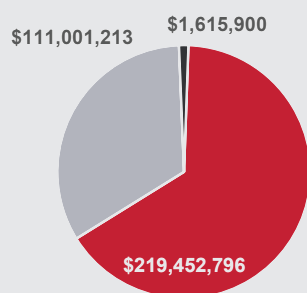
**DOLLAR SALES:** \$1,615,900  
DOWN 39% from 2018

**UNIT SALES:** 8  
DOWN 27% from 2018

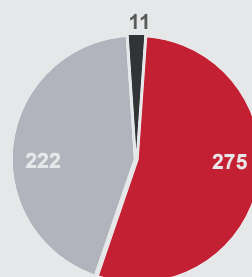
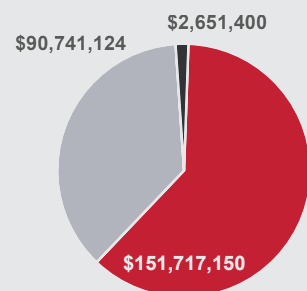
**AV. DAYS-ON-MARKET:** 98  
DOWN 12 days from 2018

**AV. SALE PRICE:** \$201,988  
DOWN 16% from 2018

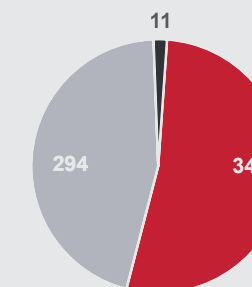
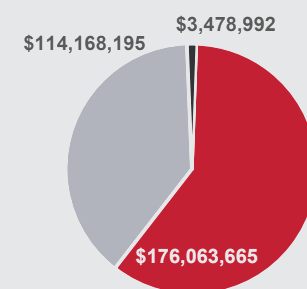
2019



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)**

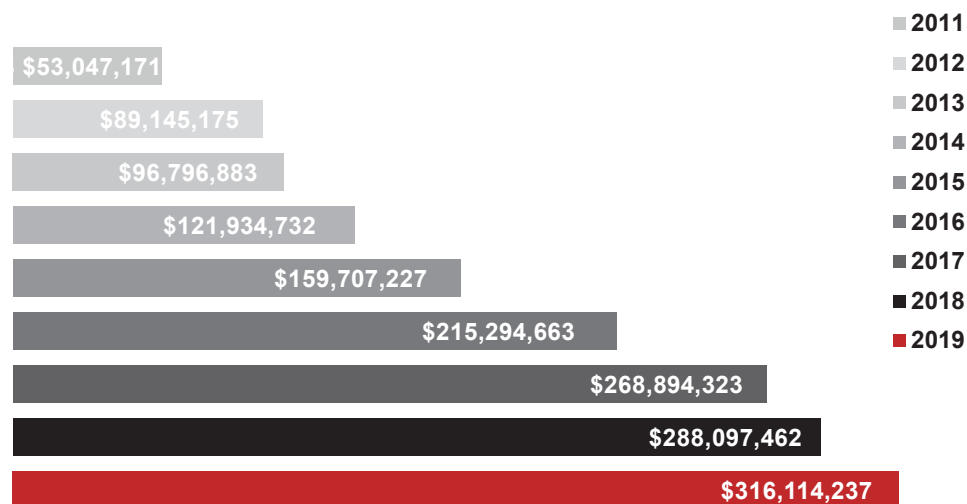
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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 Overview\*

	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>

## Southern Georgian Bay 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

