

MEAFORD 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 VOLUME SALES DOWN SLIGHTLY, PRICES UP



ANNUAL SALES VOLUME OF \$80,049,312

Down .01% from 2018's \$80,057,605, with units of 176 down 8% from 2018's 191. New listings of 278 up .7% from a year ago, with the sales/listings ratio of 63% down 6%.



Q4-2019 SALES VOLUME OF \$15,427,800

Down 2% from Q4-2018's \$15,747,400. Units of 34 down 3% from a year ago, with new listings of 41 up 28% and the sales/listings ratio of 83% down 26%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$454,826

Up 9% from the \$419,150 of 2018, with the average days-on-market of 50 down 6 days.



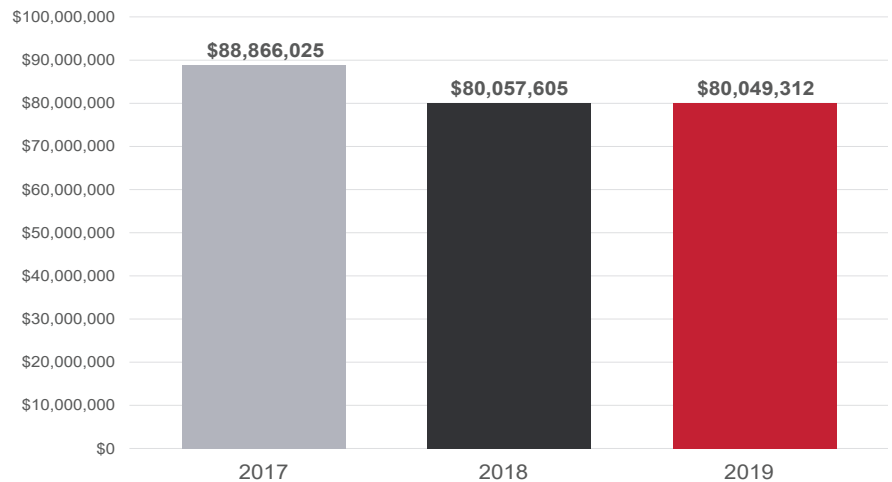
OVERVIEW (cont'd)



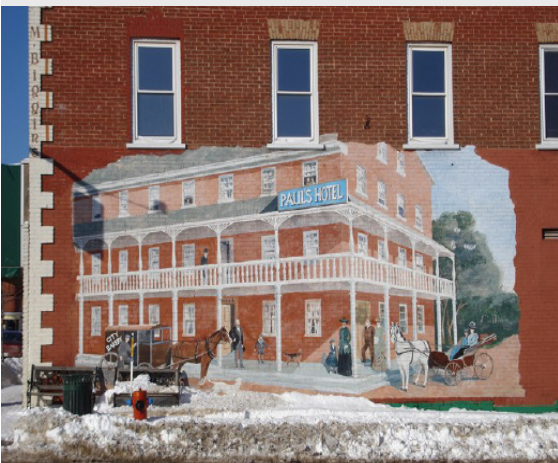
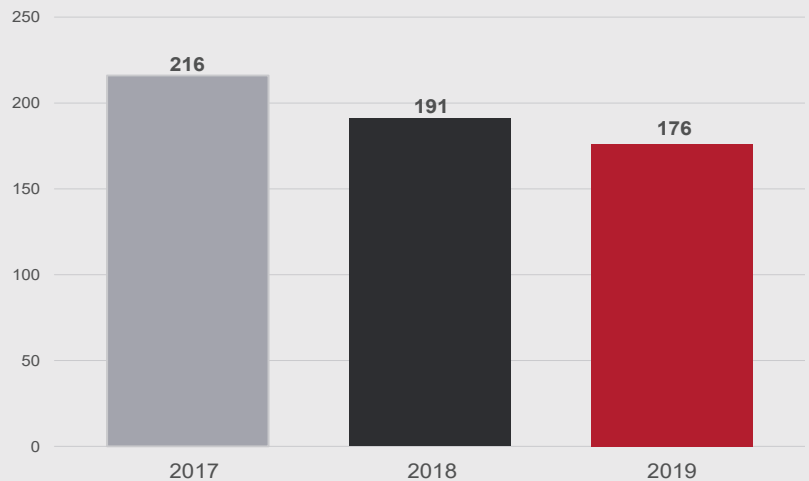
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume of **\$1,507,500** was down **49%** from last December, and its **4** sales were the least since 2011. New and expired listings were up **14%** and **22%** respectively from a year ago, The month's sales/listings ratio was **50%** (and part of Q4's strong **83%** ratio). So Meaford still has a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2017 vs. 2018 vs. 2019

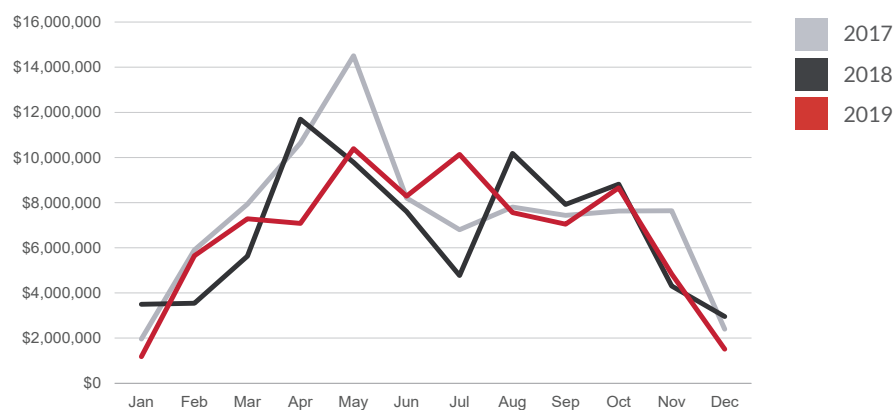
	2017	2018	2019	2018-2019
Annual Volume Sales	\$88,866,025	\$80,057,605	\$80,049,312	-01%
Annual Unit Sales	216	191	176	-8%
Annual New Listings	328	276	278	+7%
Annual Sales/Listings Ratio	66%	69%	63%	-6%
Annual Expired Listings	77	59	49	-17%
Fourth Quarter (Q4) Volume Sales	\$17,667,900	\$15,747,400	\$15,427,800	-2%
Q4 Unit Sales	38	35	34	-3%
Q4 New Listings	36	32	41	+28%
Q4 Sales/Listings Ratio	106%	109%	83%	-26%
Q4 Expired Listings	47	22	22	0%
Q4 Average Sale price	\$464,945	\$449,926	\$453,759	+1%
December Volume Sales	\$2,394,000	\$2,954,500	\$1,507,500	-49%
December Unit Sales	5	7	4	-43%
December New Listings	5	7	8	+14%
December Sales/Listings Ratio	100%	100%	50%	-50%
December Expired Listings	13	9	11	+22%
December Average Sale Price	\$478,800	\$422,071	\$376,875	-11%
Annual Sales: Under \$100K	3	3	2	-33%
Annual Sales: \$100K - \$299K	68	49	24	-51%
Annual Sales: \$300K - \$499K	104	88	103	+17%
Annual Sales: \$500K - \$799K	30	41	36	-12%
Annual Sales: \$800K - \$999K	2	7	5	-29%
Annual Sales: \$1M - \$1.499M	8	3	6	+100%
Annual Sales: \$1.5M - \$1.999M	1	0	0	0%
Annual Average Days-On-Market	52	56	50	-11%
Annual Average Sale Price	\$411,417	\$419,150	\$454,826	+9%

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

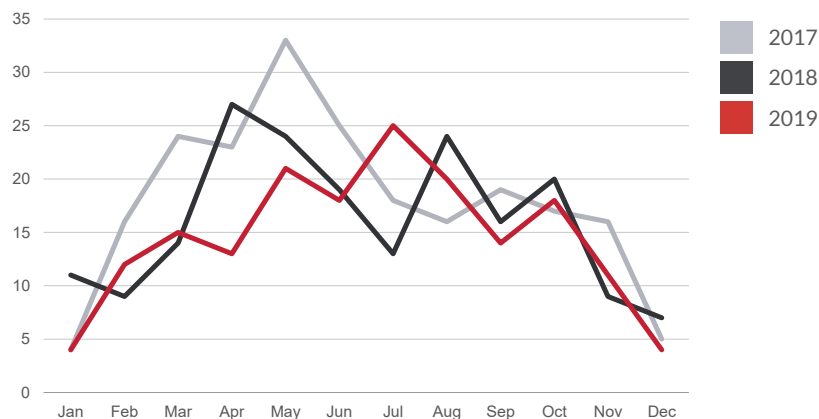
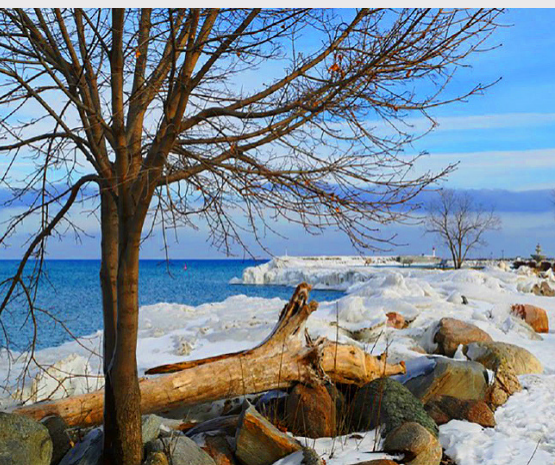
THE MARKET IN DETAIL (cont'd)

Given the Southern Georgian Bay market's record sales in 2019 – with volume up **20%** from 2018 – the year was a relatively slow one for Meaford. Volume was down slightly from 2018, and unit sales of **176** were down a surprising **8%**, with the fewest since 2012 and well below 2016's record of **239**. That said, those middling sales numbers weren't reflected in: Meaford's **63%** annual sales/listing ratio (the highest of all Southern Georgian Bay communities in 2019); or in Meaford's average sales price increase (which was just **1%** less than the regional average). *So go figure.* The good news for Meaford owners: 2019's average sales price is up **59%**, **41%**, **33%**, **11%** and **9%** from 2014-18 respectively.

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



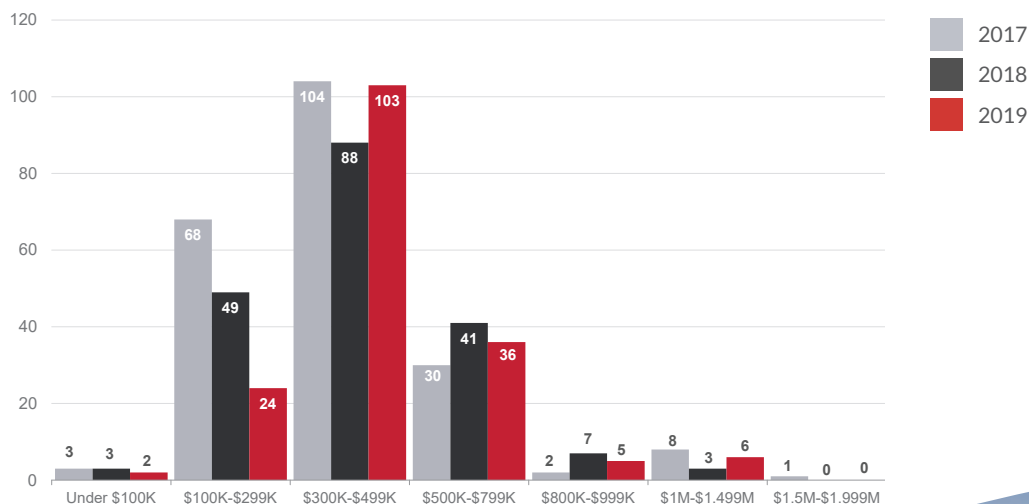
Graph 4:
Meaford Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Meaford sales were up from 2018 in two price ranges and down in four. The \$300K-\$499K and \$1M-\$1.499M ranges were up **17%** and **100%** respectively; while the the Under-\$100K, \$100K-\$299K, \$500K-\$799K and \$800K-\$999K ranges were down **33%**, **51%**, **12%** and **29%** respectively. More generally, the high-volume Under-\$500K bracket – which accounted for **73%** of Meaford's sales in 2019 – was down **8%** from 2018; the median \$500K-\$999K bracket was down **15%**; and the luxury \$1M+ bracket was up **100%**.

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



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$77,396,312
 UP 1% from 2018

UNIT SALES: 167
 DOWN 6% from 2018

AV. DAYS-ON-MARKET: 51
 DOWN 7 days from 2018

AV. SALE PRICE: \$463,451
 UP 7% from 2018

CONDOMINIUMS

DOLLAR SALES: \$2,653,000
 DOWN 28% from 2018

UNIT SALES: 9
 DOWN 36% from 2018

AV. DAYS-ON-MARKET: 45
 DOWN 4 days from 2018

AV. SALE PRICE: \$294,778
 UP 8% from 2018

VACANT LAND

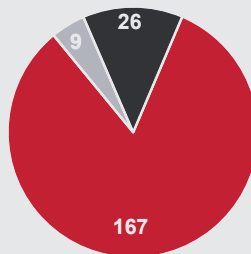
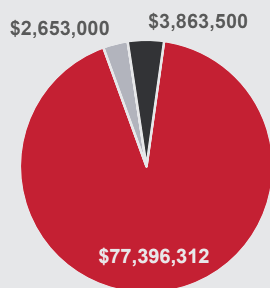
DOLLAR SALES: \$3,863,500
 DOWN 34% from 2018

UNIT SALES: 26
 DOWN 13% from 2018

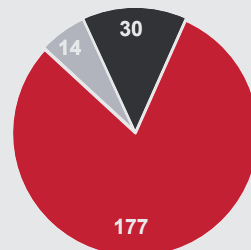
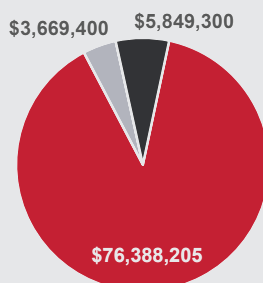
AV. DAYS-ON-MARKET: 102
 DOWN 121 days from 2018

AV. SALE PRICE: \$148,596
 DOWN 24% from 2018

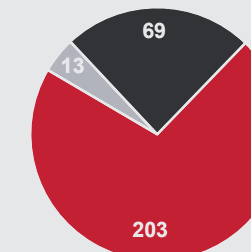
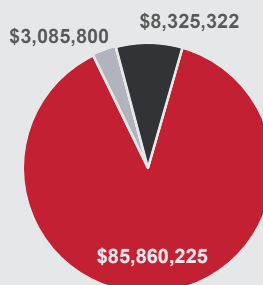
2019



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)

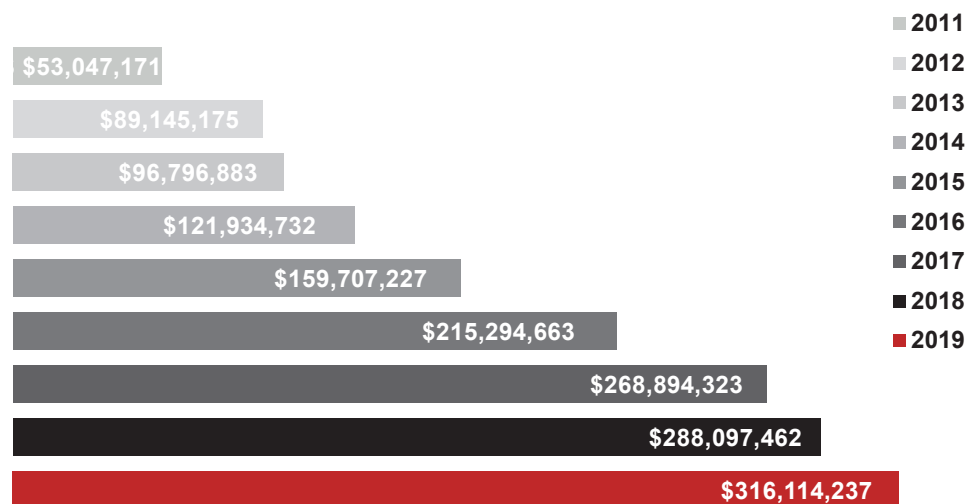
And #2 in Wasaga Beach after opening an office there in mid-2015.



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>



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

