

# THE BLUE MOUNTAINS 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 ANNUAL VOLUME SALES, WITH PRICES AND LISTINGS UP



### RECORD ANNUAL SALES VOLUME OF \$252,241,612

Up 9% from 2018's \$232,013,126, with units of 354 up 2% from 2018's 346. New listings of 657 up 11% from a year ago, with the sales/listings ratio of 54% down 4%.



### Q4-2019 SALES VOLUME OF \$61,655,036

Down 15% from Q4-2018's record \$72,601,930. Units of 85 were down 15% from the 100 of a year ago, with new listings of 149 down 3% and the sales/listings ratio of 57% down 8%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$712,547

Up 6% from 2018's \$670,558. Average days-on-market of 65 was up 7 days.



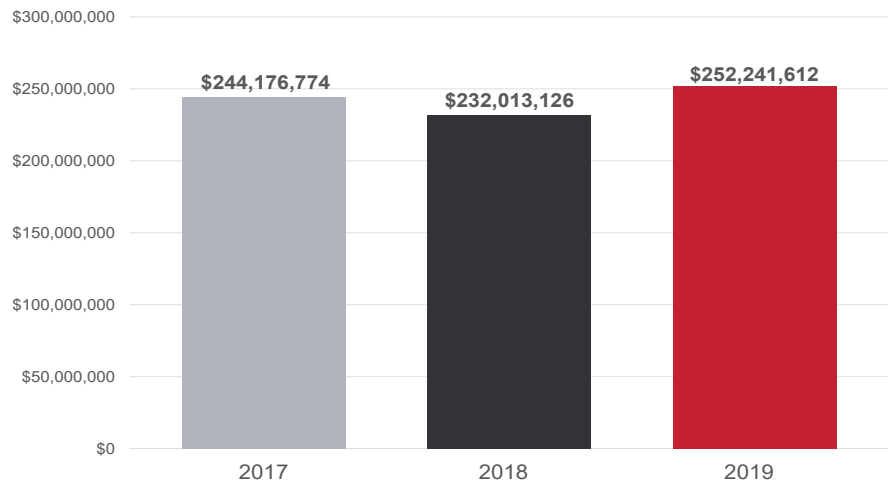
# OVERVIEW (cont'd)



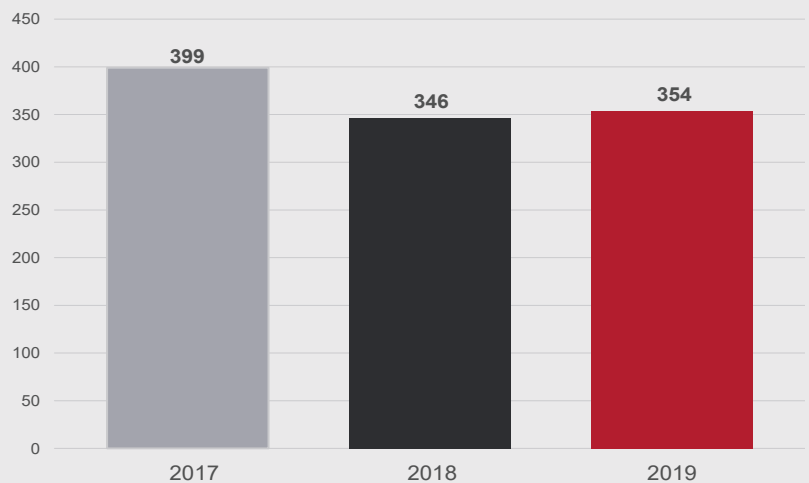
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume – the second best ever – was down **4%** from last December's record, while units were down **15%** from last year and **26%** from 2016's record. New and expired listings were up **23%** and **26%** respectively from a year ago. The **53%** sales/listings ratio means it was a **sellers' market**.

Graph 1:  
**The Blue Mts. MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL



Table 1:

**The Blue Mts. MLS® Residential Sales And Listing Summary**  
2017 vs. 2018 vs. 2019

	2017	2018	2019	2018-2019
Annual Volume Sales	\$244,176,774	\$232,013,126	\$252,241,612	+9%
Annual Unit Sales	399	346	354	+2%
Annual New Listings	628	592	657	+11%
Annual Sales/Listings Ratio	64%	58%	54%	-4%
Annual Expired Listings	163	182	198	+9%
Fourth Quarter (Q4) Volume Sales	\$54,702,500	\$72,601,930	\$61,655,036	-15%
Q4 Unit Sales	91	100	85	-15%
Q4 New Listings	132	153	149	-3%
Q4 Sales/Listings Ratio	69%	65%	57%	-8%
Q4 Expired Listings	76	62	68	+10%
Q4 Average Sale Price	\$601,126	\$726,019	\$725,353	-1%
December Volume Sales	\$9,149,400	\$12,567,250	\$12,124,400	-4%
December Unit Sales	15	20	17	-15%
December New Listings	34	26	32	+23%
December Sales/Listings Ratio	44%	77%	53%	-24%
December Expired Listings	22	31	39	+26%
December Average Sale Price	\$609,960	\$628,363	\$713,200	+14%
Annual Sales: \$100K - \$299K	90	63	46	-27%
Annual Sales: \$300K - \$499K	121	83	89	+7%
Annual Sales: \$500K - \$799K	97	105	121	+15%
Annual Sales: \$800K - \$999K	35	41	34	-17%
Annual Sales: \$1M - \$1.499M	38	33	39	+18%
Annual Sales: \$1.5M - \$1.999M	12	12	17	+42%
Annual Sales: \$2M+	6	9	8	-11%
Annual Average Days-On-Market	68	58	65	+12%
Annual Average Sale Price	\$611,972	\$670,558	\$712,547	+6%

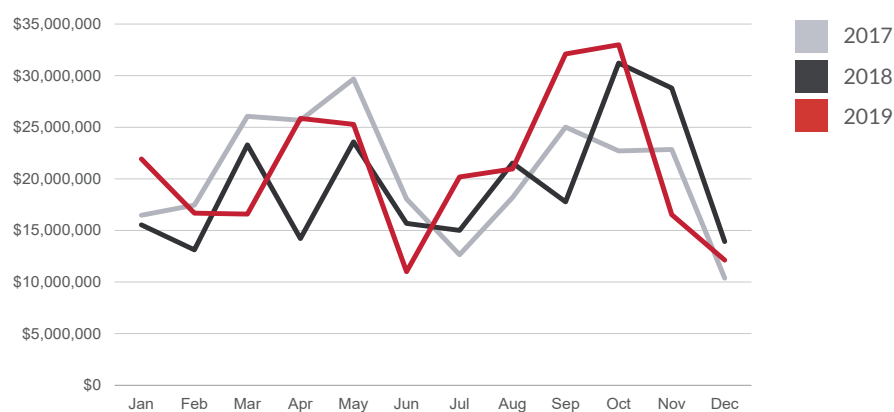
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales..



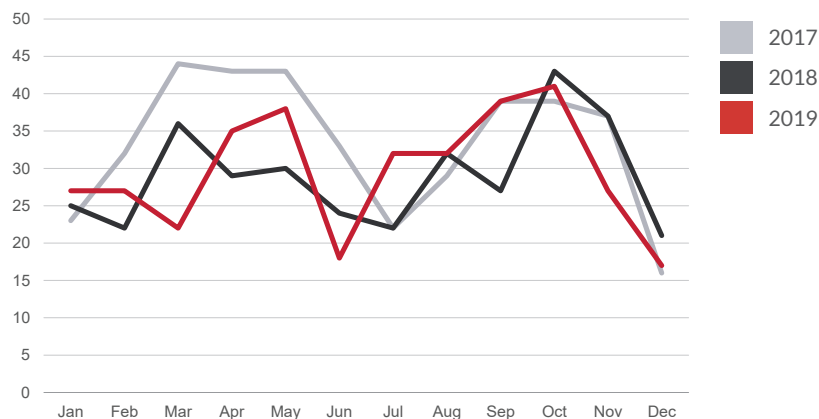
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 was a year of ups, downs and plateaus for The Blue Mts., all adding up to record volume sales. Starting with a record January, Q1 then slowed in February and March, rebounded with a record April and strong May, and then hit bottom in June. This was followed by a record Q3, an even more stratospheric October, and then a sharp decline from November on. As **Graph 4** shows, units generally mirrored volume, although January was the only record month. 2019's average sales price saw a nice increase; it's up **74%**, **45%**, **40%**, **15%** and **9%** from 2014-18 respectively.

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



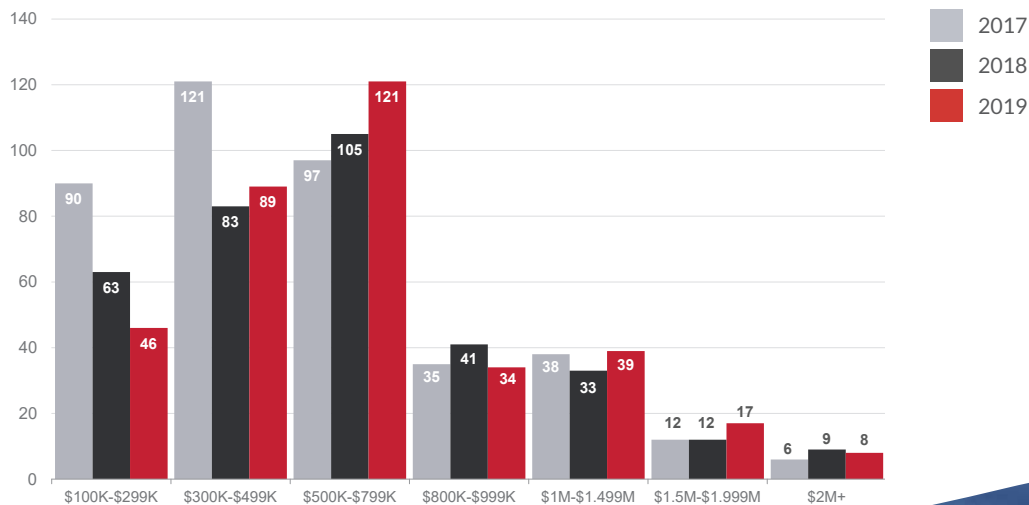
Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in four price ranges and down in three. The \$300K-\$499K, \$500K-\$799K, 1M-\$1.499M and \$1.5M-\$1.999M ranges were up **7%**, **15%**, **18%** and **42%** respectively; while the Under-\$300K, \$800K-\$999K and \$2M+ ranges were down **27%**, **17%** and **11%** respectively. More generally, the Under-\$500K price bracket was down **8%** from 2018; the \$500K-\$999K price bracket was up **6%**; and the \$1M+ price bracket was up **19%**.

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



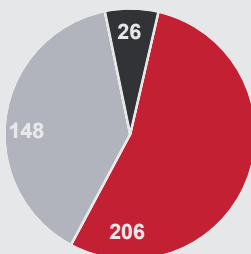
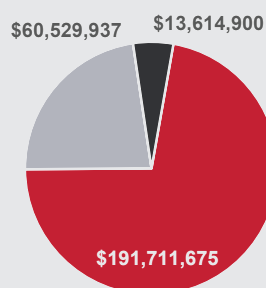
# SALES BY PROPERTY TYPE

Graph 6:

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

## 2019 IN DETAIL

### 2019



### SINGLE-FAMILY HOMES

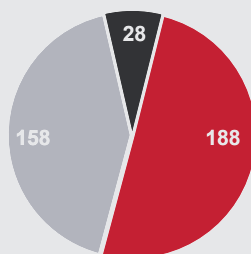
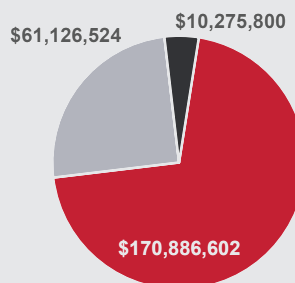
**DOLLAR SALES:** \$191,711,675  
UP 12% from 2018

**UNIT SALES:** 206  
UP 10% from 2018

**AV. DAYS-ON-MARKET:** 61  
UP 4 days from 2018

**AV. SALE PRICE:** \$930,639  
UP 2% from 2018

### 2018



### CONDOMINIUMS

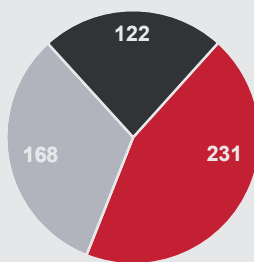
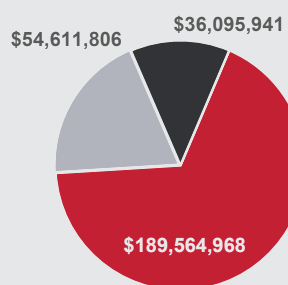
**DOLLAR SALES:** \$60,529,937  
DOWN 1% from 2018

**UNIT SALES:** 148  
DOWN 6% from 2018

**AV. DAYS-ON-MARKET:** 69  
UP 11 days from 2018

**AV. SALE PRICE:** \$408,986  
UP 6% from 2018

### 2017



### VACANT LAND

**DOLLAR SALES:** \$13,614,900  
UP 32% from 2018

**UNIT SALES:** 26  
DOWN 7% from 2018

**AV. DAYS-ON-MARKET:** 107  
DOWN 50 days from 2018

**AV. SALE PRICE:** \$523,650  
UP 43% from 2018

■ 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)**

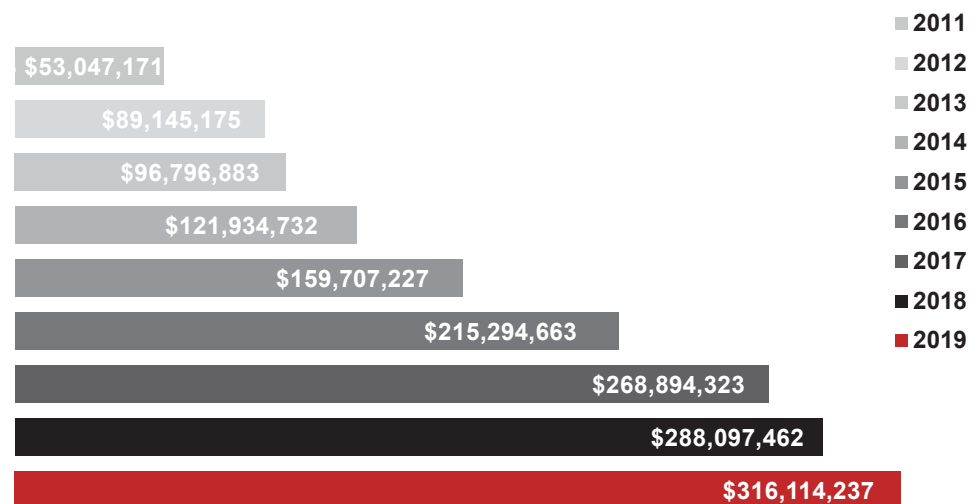
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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

