

WASAGA BEACH 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 SALES YEAR ENDS WITH STRONG Q4



ANNUAL SALES VOLUME OF \$230,586,967

Up 13% from 2018's \$203,786,548, with units of 515 up 4% from 2018's 493. New listings of 971 up 10% from a year ago, with the sales/listings ratio of 53% down 3%.



RECORD Q4-2019 SALES VOLUME OF \$50,026,430

Up 59% from Q4-2018's \$31,498,050. Units of 111 up 44% from Q4-2018's 77, with new listings of 122 down 2% and the sales/listings ratio of 91% up 29%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$447,742

Up 8% from the \$413,360 of Q4-2018. Average days-on-market of 55 up 10 days.



OVERVIEW (cont'd)

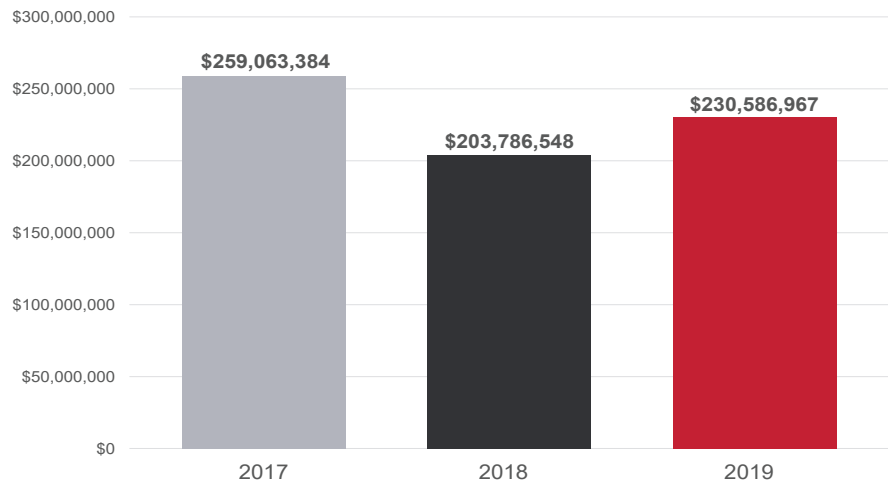


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

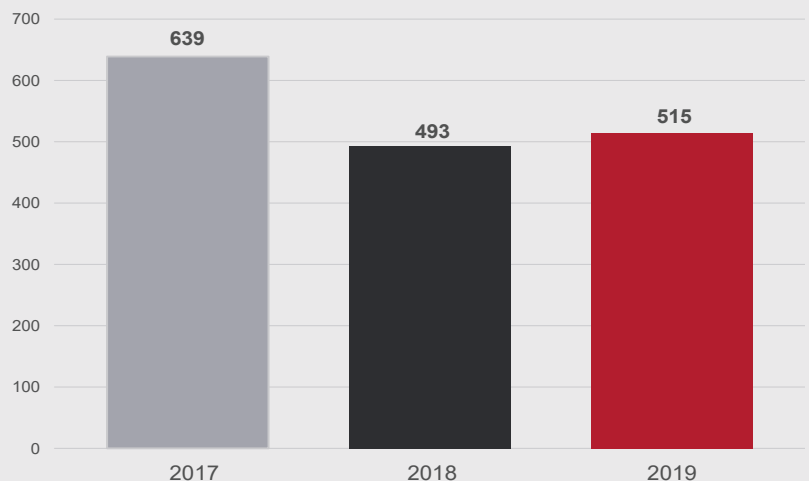
December's volume – up **59%** from last December – was the second best ever, but down **15%** from 2015's record. Units – up **44%** – were down **45%** from 2015's high. New and expired listings were down **29%** and **23%** from a year ago. The **115%** sales/listings ratio signaled a very active **sellers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary
2017 vs. 2018 vs. 2019

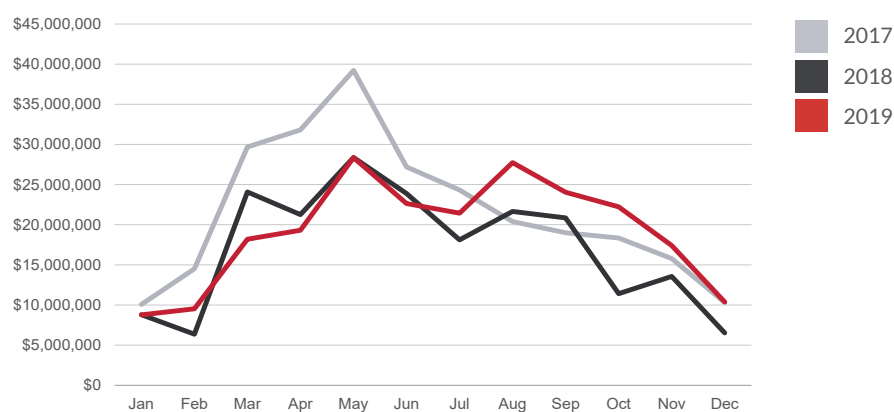
	2017	2018	2019	2018-2019
Annual Volume Sales	\$259,063,384	\$203,786,548	\$230,586,967	+13%
Annual Unit Sales	639	493	515	+4%
Annual New Listings	936	881	971	+10%
Annual Sales/Listings Ratio	68%	56%	53%	-3%
Annual Expired Listings	156	202	262	+30%
Fourth Quarter (Q4) Volume Sales	\$44,436,120	\$31,498,050	\$50,026,430	+59%
Q4 Unit Sales	110	77	111	+44%
Q4 New Listings	128	124	122	-2%
Q4 Sales/Listings Ratio	86%	62%	91%	+29%
Q4 Expired Listings	82	107	108	+1%
Q4 Average Sale Price	\$403,965	\$409,066	\$450,689	+10%
December Volume Sales	\$10,307,400	\$6,530,000	\$10,381,980	+59%
December Unit Sales	26	16	23	+44%
December New Listings	18	28	20	-29%
December Sales/Listings Ratio	144%	57%	115%	+58%
December Expired Listings	32	35	27	-23%
December Average Sale Price	\$396,438	\$408,125	\$451,390	+11%
Annual Sales: Under \$100K	8	6	2	-67%
Annual Sales: \$100K - \$299K	145	93	82	-12%
Annual Sales: \$300K - \$499K	337	280	258	-8%
Annual Sales: \$500K - \$799K	133	106	152	+43%
Annual Sales: \$800K - \$999K	13	5	14	+180%
Annual Sales: \$1M - \$1.499M	3	3	7	+133%
Annual Average Days-On-Market	29	45	55	+22%
Annual Average Sale Price	\$405,858	\$413,360	\$447,742	+8%

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

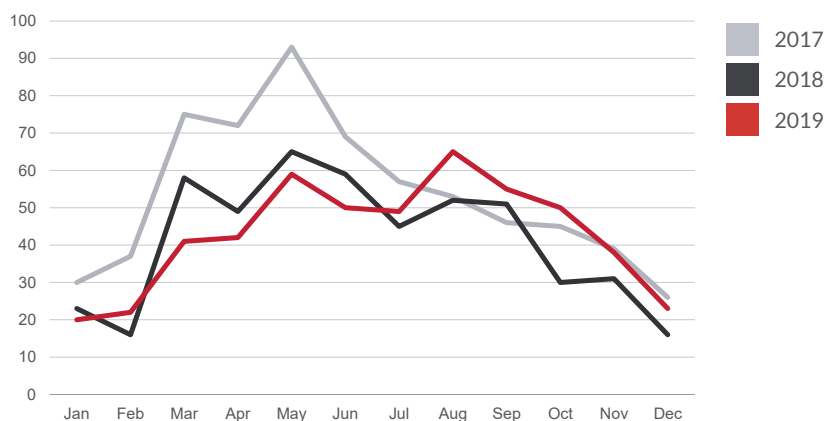
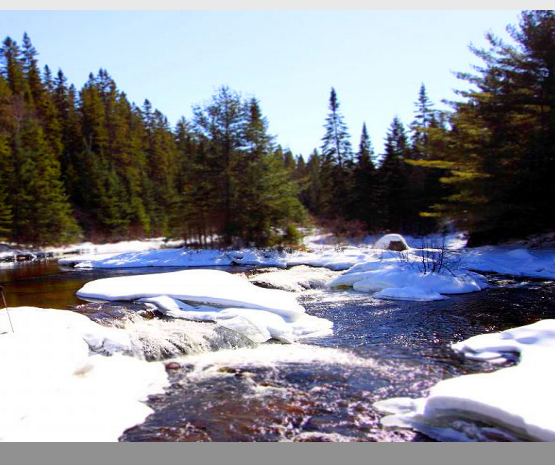
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after relatively slow sales from January to July – all of which were buyers' markets – sales picked up nicely and gave Wasaga Beach a sellers' market for the remainder of 2019. In fact, Q3's volume was Wasaga's second best ever for the quarter, And Wasaga then had its best August-to-December volume sales ever, mainly due to average sale price increases during that five-month period of **62%, 49%, 28%, 10%** and **7%** from 2014-18 respectively. It will be interesting to see whether Wasaga carries 2019's second-half, sales rebound into 2020.

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



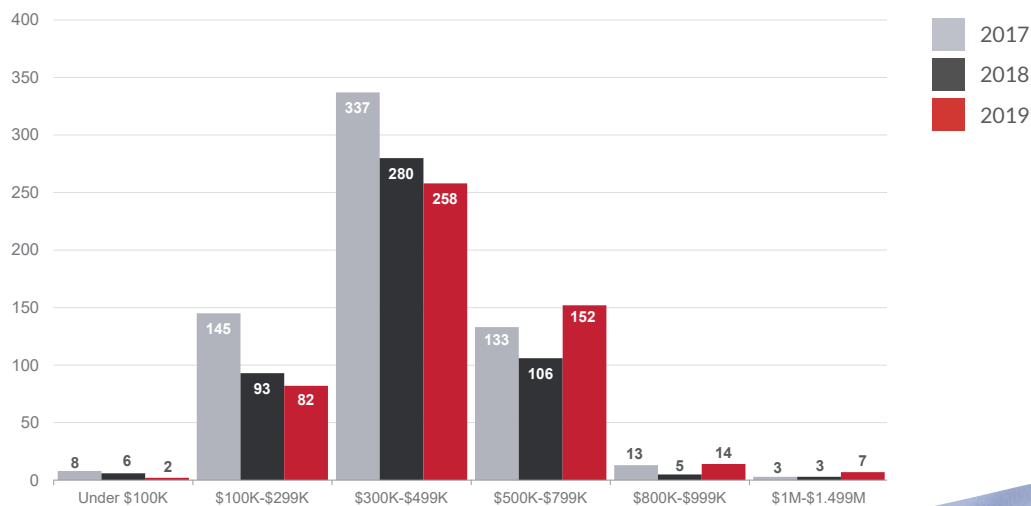
Graph 4:
Wasaga Beach Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q4-2019 unit sales were up from Q4-2018 in three price ranges and down in three ranges. The \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges were up **43%**, **180%** and **133%** respectively from one year ago; while the Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges were down **67%**, **12%** and **8%** respectively. More generally, the Under-\$500K bracket – which accounted for **66%** of Wasaga Beach's sales in Q4-2019 – was down **10%** from Q4-2018, while the \$500K+ market was up **52%**.

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



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type
Q1 – 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$219,452,167
UP 14% from 2018

UNIT SALES: 482
UP 5% from 2018

AV. DAYS-ON-MARKET: 54
UP 10 days from 2018

AV. SALE PRICE: \$455,295
UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$11,134,800
DOWN 2% from 2018

UNIT SALES: 33
DOWN 3% from 2018

AV. DAYS-ON-MARKET: 63
UP 11 days from 2018

AV. SALE PRICE: \$337,418
UP 1% from 2018

VACANT LAND

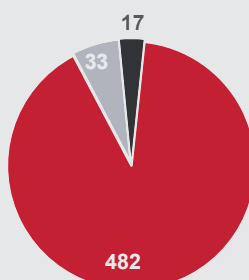
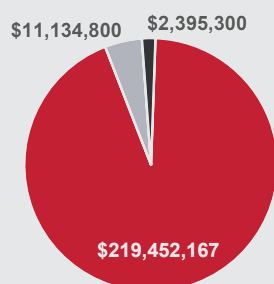
DOLLAR SALES: \$2,395,300
DOWN 35% from 2018

UNIT SALES: 17
DOWN 11% from 2018

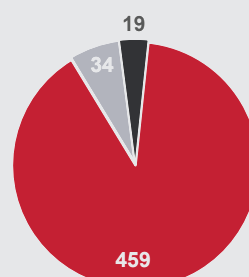
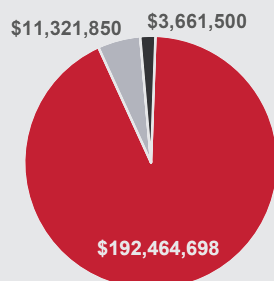
AV. DAYS-ON-MARKET: 55
UP 9 days from 2018

AV. SALE PRICE: \$140,900
DOWN 27% from 2018

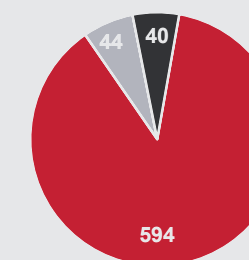
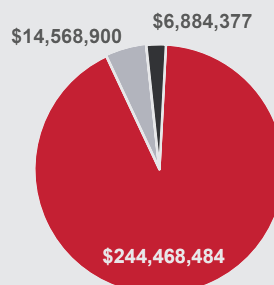
2019



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)

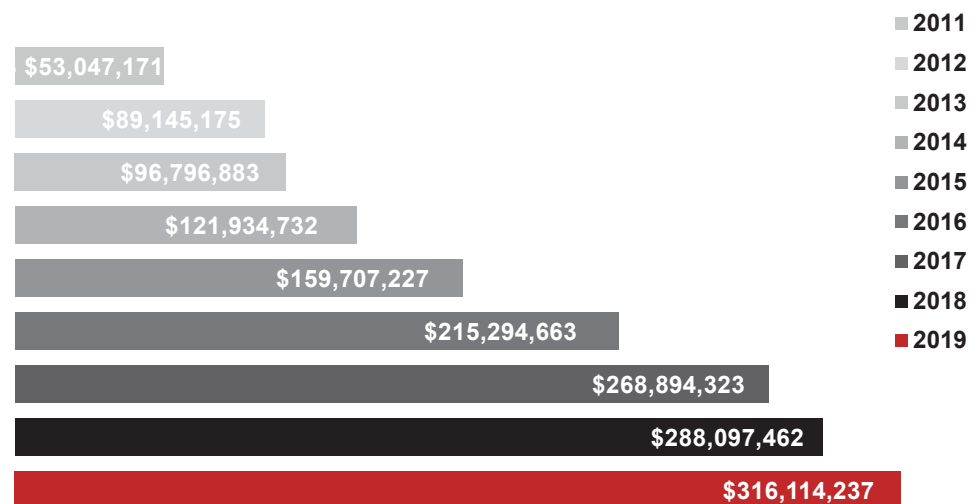
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

