

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

OCTOBER 2019

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



OVERVIEW

RECORD-BREAKING OCTOBER VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$962,927,692

Up 20% from 2018's \$803,958,182, with units of 1776 up 9% from 2018's 1631. New listings of 3198 up 12% from 2018, with the sales/listings ratio of 56% down 1%.



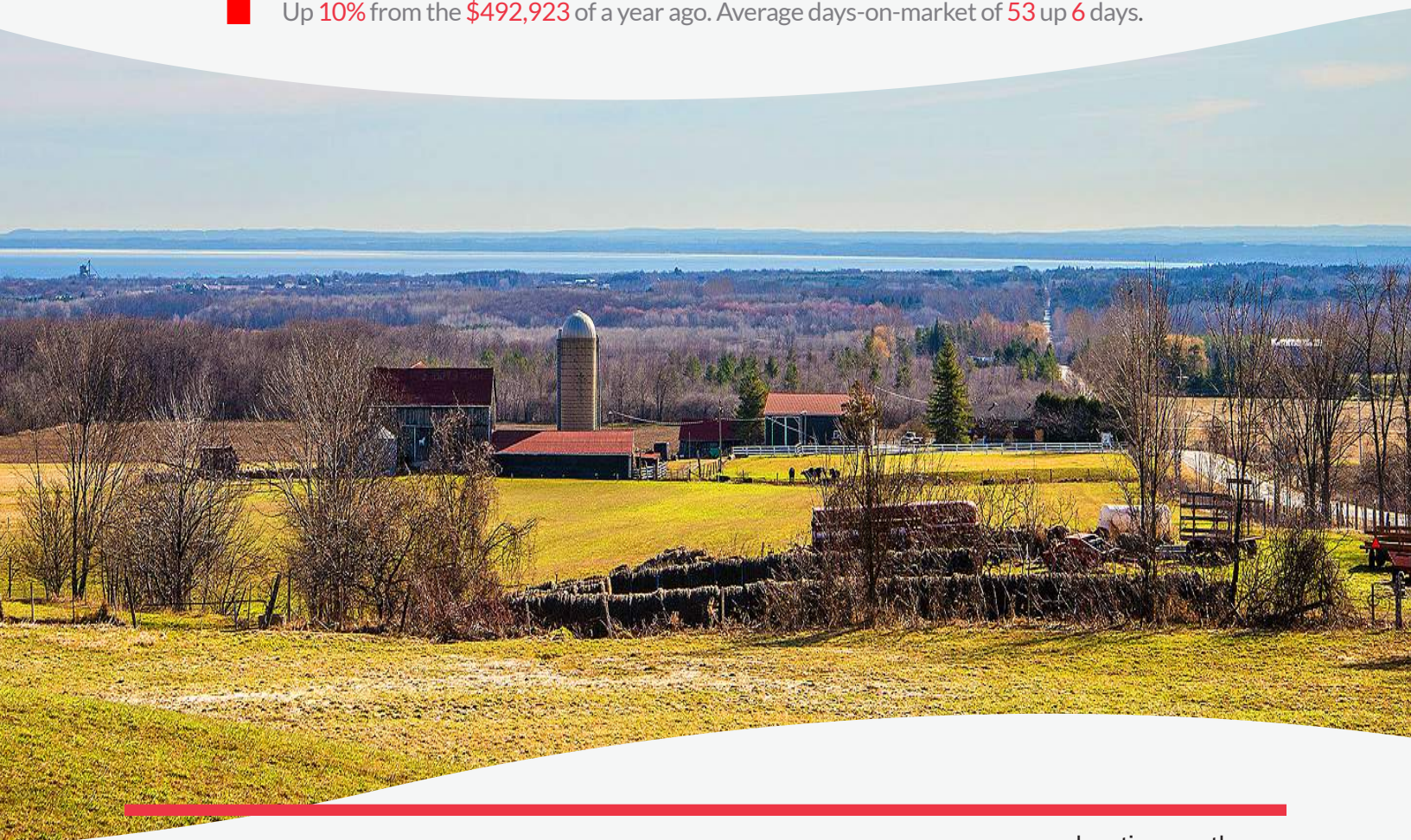
RECORD OCTOBER SALES VOLUME OF \$108,771,625

Up 20% from last October's \$90,623,297. Units of 192 up 10% from 2018's 174. New listings of 312 were up 20% from one year ago, while the sales/listing ratio of 62% was down 5%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$542,189

Up 10% from the \$492,923 of a year ago. Average days-on-market of 53 up 6 days.



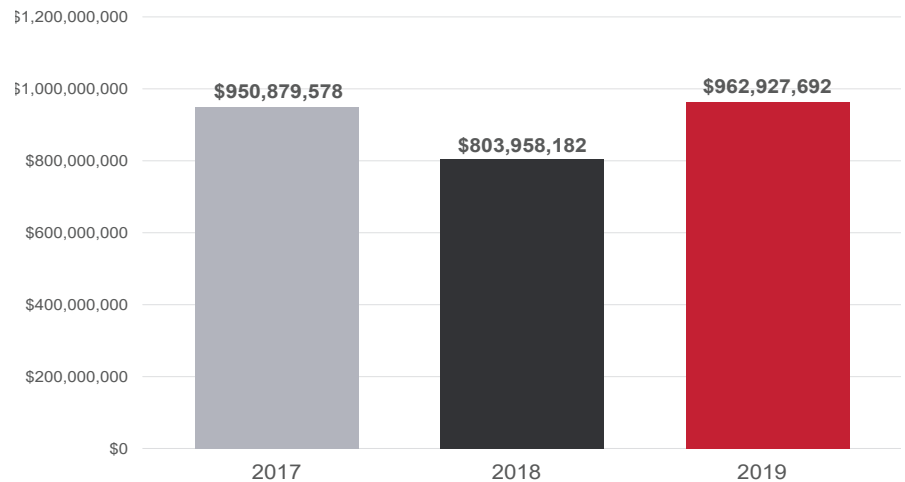
OVERVIEW (cont'd)



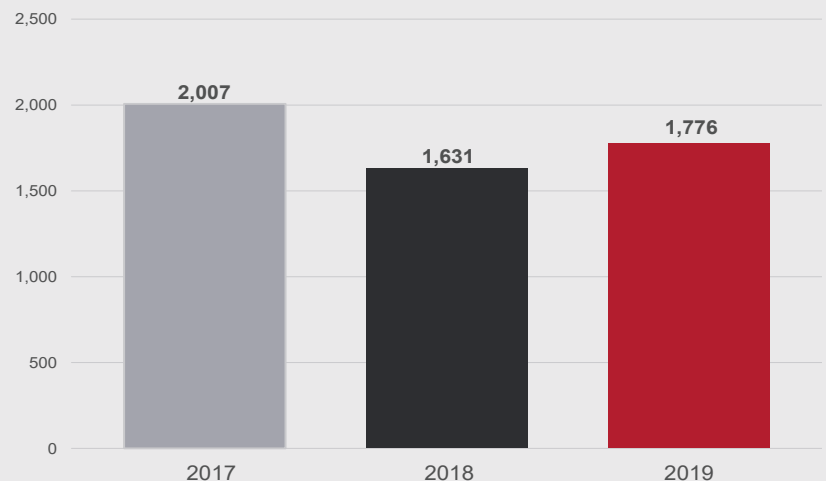
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

October's record volume was up **12%** from the month's previous record, set in 2016, while its **192** sales were the most since 2016's record **229**. And although new listings and expireds were up **20%** and **8%** respectively from last year, the **62%** sales/listing ratio means it's a healthy **sellers' market**.

Graph 1:
Southern Georgian Bay MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:

Southern Georgian Bay MLS® Sales And Listing Summary

2017 vs. 2018 vs. 2019

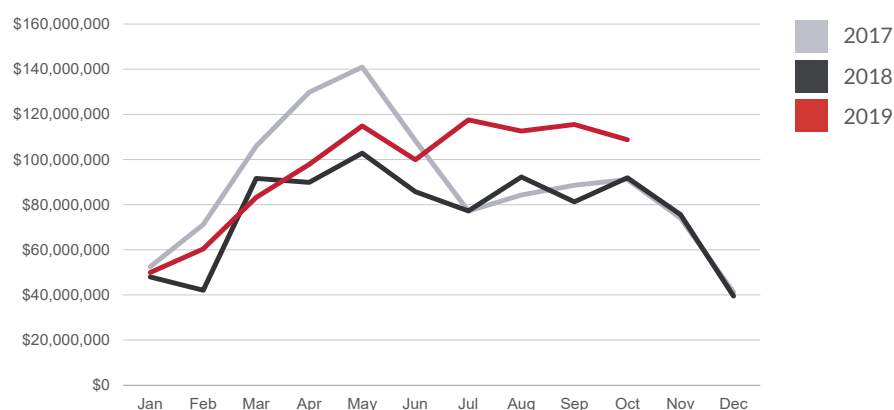
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$950,879,578	\$803,958,182	\$962,927,692	+20%
YTD Unit Sales	2007	1631	1776	+9%
YTD New Listings	3009	2843	3198	+12%
YTD Sales/Listings Ratio	67%	57%	56%	-1%
YTD Expired Listings	408	522	422	-19%
October Volume Sales	\$91,137,563	\$90,623,297	\$108,771,625	+20%
October Unit Sales	190	174	192	+10%
October New Listings	257	259	312	+20%
October Sales/Listings Ratio	74%	67%	62%	-5%
October Expired Listings	76	104	112	+8%
October Average Sale Price	\$479,671	\$520,824	\$566,519	+9%
YTD Sales: Under \$100K	13	9	6	-33%
YTD Sales: \$100K - \$299K	478	290	216	-26%
YTD Sales: \$300K - \$499K	898	765	792	+4%
YTD Sales: \$500K - \$799K	444	408	545	+34%
YTD Sales: \$800K - \$999K	78	79	107	+35%
YTD Sales: \$1M - \$1.499M	66	57	72	+26%
YTD Sales: \$1.5M - \$1.999M	20	12	27	+125%
YTD Sales: \$2M+	10	11	11	0%
YTD Average Days-On-Market	41	47	53	+13%
YTD Average Sale Price	\$473,782	\$492,923	\$542,189	+10%

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

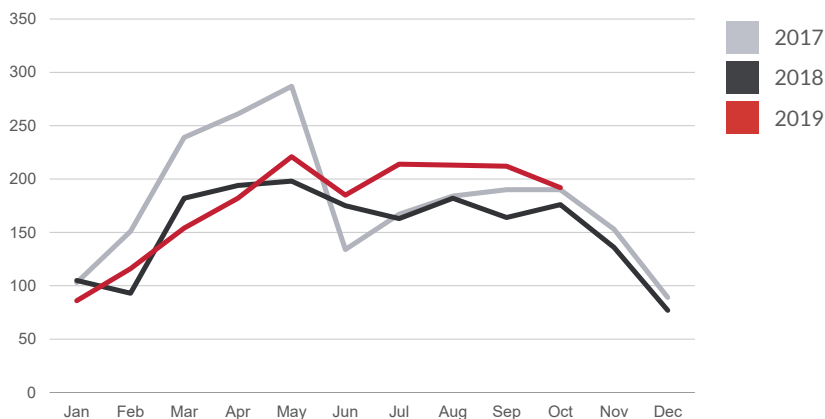
THE MARKET IN DETAIL (cont'd)

Last month we noted that this year's Southern Georgian Bay market was on track to surpass 2017's previous dollar sales record. Well, in October this year's sales finally overtook 2017's. As **Graph 3** shows, the region saw its fourth straight record month in October, pushing the year-to-date volume to a new high. Moreover, the market is showing no signs of slowing, with unit sales still relatively strong. Indeed, it is the combination of sustained demand and rising prices that has elevated the market, with the average sale price up **10%**, **14%**, **42%** and **58%** from the last four years.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



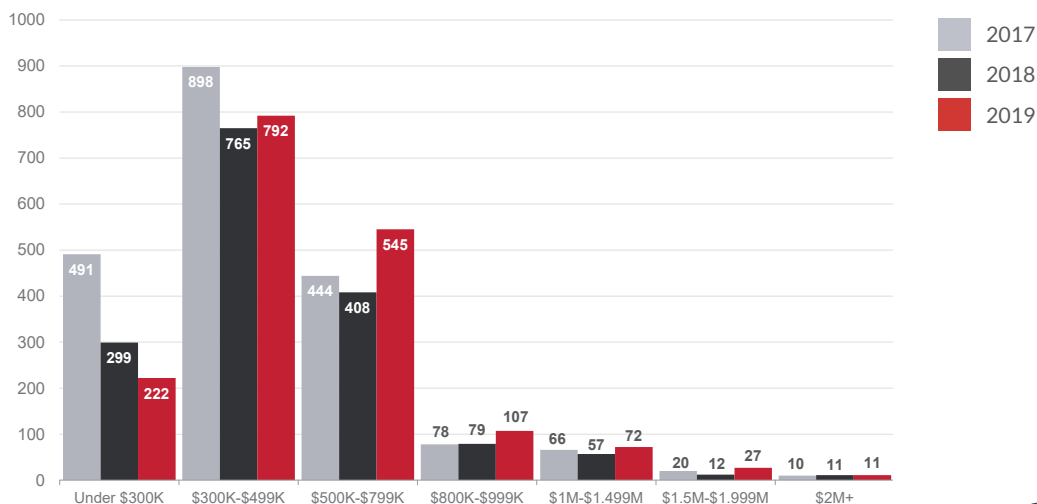
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in five price ranges, down in one and even in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **4%**, **34%**, **35%**, **26%** and **125%** respectively; the Under-\$300K range is down **26%**; and the \$2M+ range is even. More generally, sales in the high-volume Under-\$500K bracket – which account for **57%** of 2019's sales – are down **5%** from one year ago, while sales in the median \$500K-\$999K bracket are up **34%**, and sales in the luxury \$1M+ bracket are up **38%**.

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



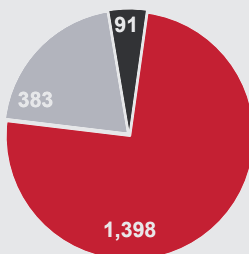
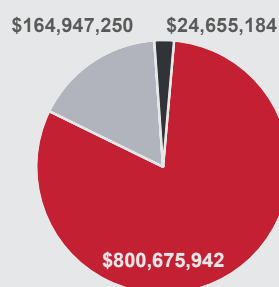
SALES BY PROPERTY TYPE

Graph 6:

Southern Georgian Bay MLS® Sales By Property Type
2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

2019



SINGLE-FAMILY HOMES

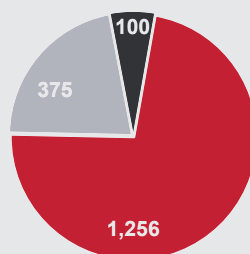
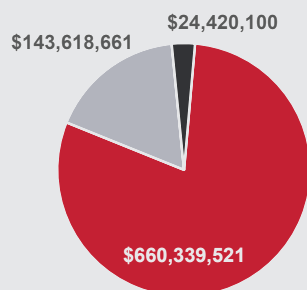
DOLLAR SALES: \$800,675,942
UP 21% from 2018

UNIT SALES: 1,398
UP 11% from 2018

AV. DAYS-ON-MARKET: 52
UP 5 days from 2018

AV. SALE PRICE: \$572,730
UP 8% from 2018

2018



CONDOMINIUMS

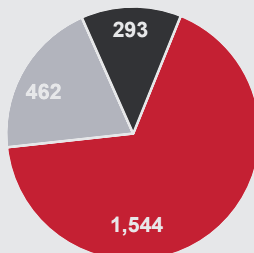
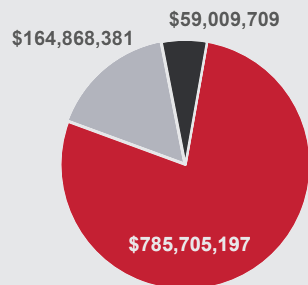
DOLLAR SALES: \$164,947,250
UP 15% from 2018

UNIT SALES: 383
UP 2% from 2018

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

AV. SALE PRICE: \$430,672
UP 12% from 2018

2017



VACANT LAND

DOLLAR SALES: \$24,655,184
UP 1% from 2018

UNIT SALES: 91
DOWN 9% from 2018

AV. DAYS-ON-MARKET: 89
DOWN 21 days from 2018

AV. SALE PRICE: \$270,936
UP 11% from 2018

■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2018

OUR SIXTH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$288,097,462 – up 7% from 2017 despite the market being down 14%



WE HAD MORE THAN 2¼ TIMES THE SALES VOLUME OF OUR NEAREST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

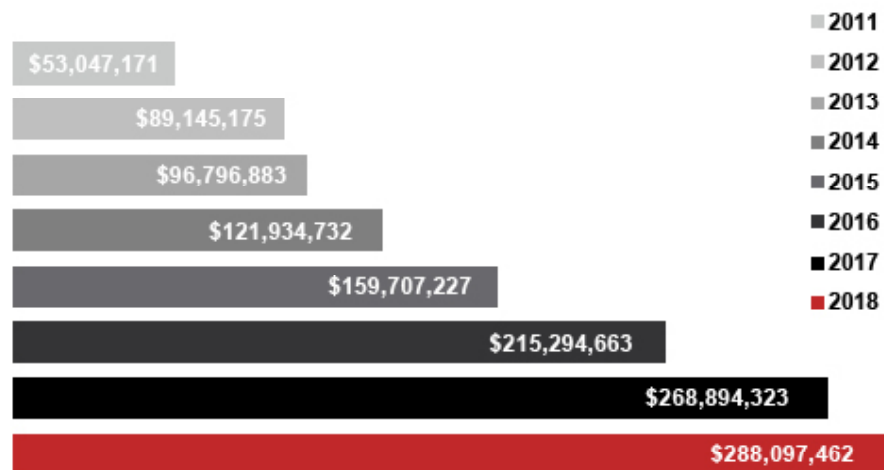
And we were #3 in Wasaga Beach after opening an office in 2015.



WE WERE #1 IN LUXURY HOME SALES VOLUME, ALMOST TRIPLING OUR NEAREST REGIONAL COMPETITOR



Locations North Sales Volume, 2011 - 2018













**Southern Georgian Bay Association of REALTORS®*










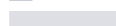
2018 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+









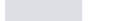

Collingwood

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	158.5	31.8%	
RE/MAX Four Seasons	76.5	15.3%	
Royal LePage Trinity	53	10.6%	
Chestnut Park	50.5	10.1%	
Century 21 Millenium	42	8.4%	
Clairwood	20	4%	
Engel & Volkers	14	2.8%	
RE/MAX of Wasaga Beach	12.75	2.6%	
Other	28	5.6%	
Non-SGBAR	43.75	8.8%	











The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	66.5	25.8%	
RE/MAX at Blue	45.5	17.6%	
RE/MAX Four Seasons	37.5	14.5%	
Chestnut Park	24.5	9.5%	
Century 21 Millenium	20	7.8%	
Royal LePage Trinity	14.5	5.6%	
Clairwood	6	2.3%	
Engel & Volkers	5	1.9%	
Other	9	3.5%	
Non-SGBAR	29.5	11.4%	











Meaford

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	62.5	35.7%	
Century 21 Millenium	14.5	8.3%	
Royal LePage RCR	10.5	6%	
RE/MAX Four Seasons	9	5.1%	
Wilfred McIntee	9	5.1%	
Chestnut Park	8.5	4.9%	
RE/MAX Grey Bruce	6	3.4%	
Homelife Bayside	5.5	3.1%	
Other	29.75	16.9%	
Non-SGBAR	19.75	11.3%	











Clearview

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	11.5	26.1%	
RE/MAX Four Seasons	7	15.9%	
Chestnut Park	3	6.8%	
Royal LePage Trinity	3	6.8%	
RE/MAX of Wasaga Beach	3	6.8%	
Engel & Volkers	1.5	3.4%	
Sotheby's	1.5	3.4%	
Century 21 Millenium	1.5	3.4%	
Other	3.5	8%	
Non-SGBAR	8.5	19.3%	

Georgian Triangle Overall*

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	366.5	25.8%	
RE/MAX of Wasaga Beach	167	11.7%	
Royal LePage Trinity	157.5	11.1%	
RE/MAX Four Seasons	144.75	10.2%	
Century 21 Millenium	116.5	8.2%	
Chestnut Park	94	6.6%	
RE/MAX at Blue	48.5	3.4%	
Clairwood	28.5	2%	
Engel & Volkers	24.75	8.2%	
Other	275	19.3%	

Georgian Triangle Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	39	40.1%	
RE/MAX Four Seasons	14	14.6%	
Chestnut Park	9	9.4%	
Century 21 Millenium	7	7.3%	
Engel & Volkers	6	6.3%	
Clairwood	4.5	4.7%	
Sotheby's	2	2.1%	
Royal LePage RCR	2	2.1%	
Royal LePage Trinity	1.5	1.6%	
Other	11	11.5%	



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

1288 Mosley Sreet, Unit 7



CLEARVIEW

705-881-9005

143 Mill St., Creemore

