

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

FEBRUARY 2020

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



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OVERVIEW

RECORD FEBRUARY VOLUME SALES, PRICES AND LISTINGS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$146,184,716

Up 32% from 2019's \$110,872,936, with units of 240 up 18% from 2019's 202. New listings of 115 were up 22% from 2019, with the sales/listings ratio of 54% up 2%.



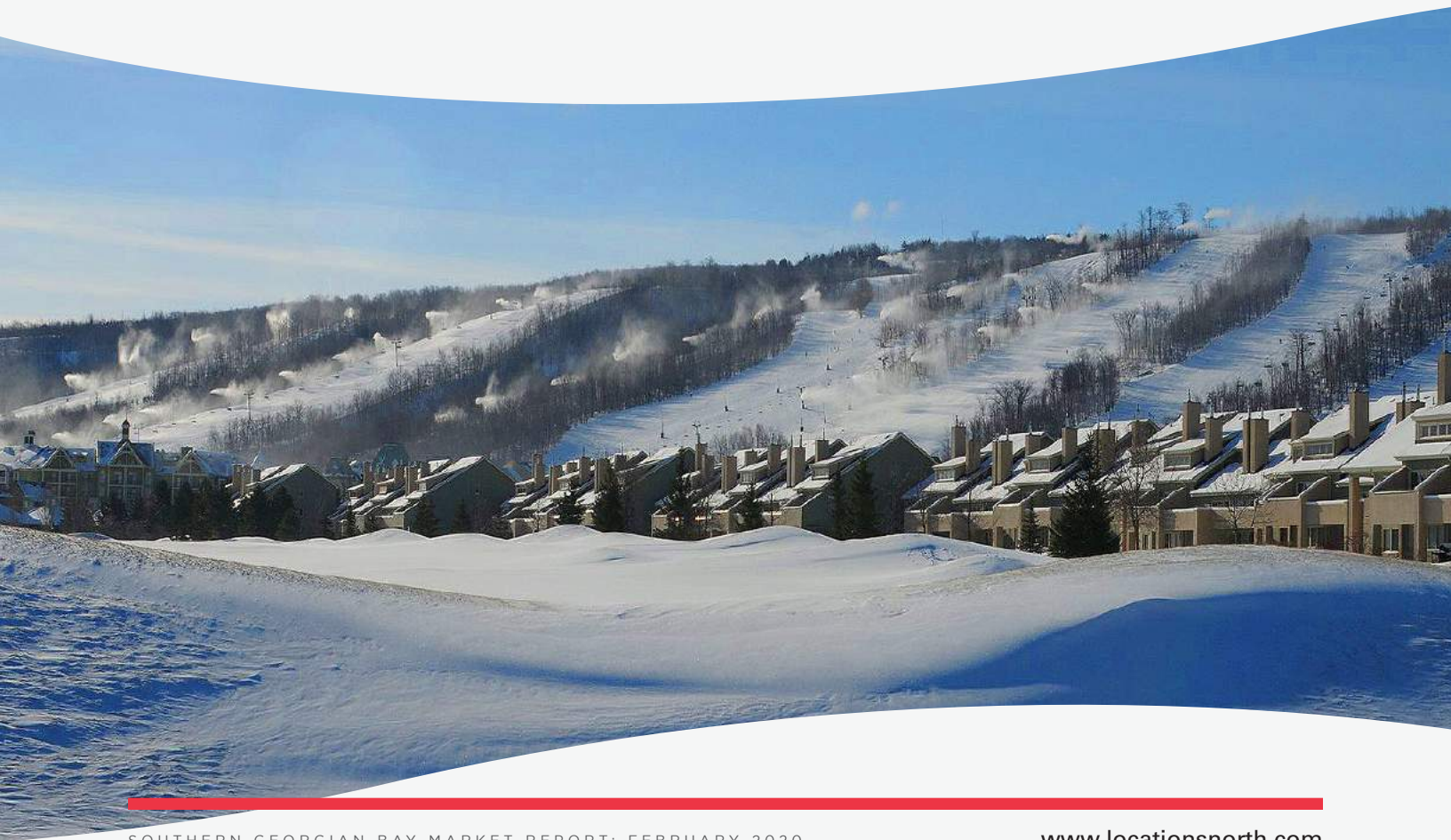
RECORD FEBRUARY SALES VOLUME OF \$85,060,639

Up 40% from last February's \$60,935,236. Units of 144 up 23% from last year's 117. New listings of 44 were up 26%, while the sales/listing ratio of 61% was equal to one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$609,103

Up 11% from the \$548,876 of last year. Average days-on-market of 61 is down 8 days.



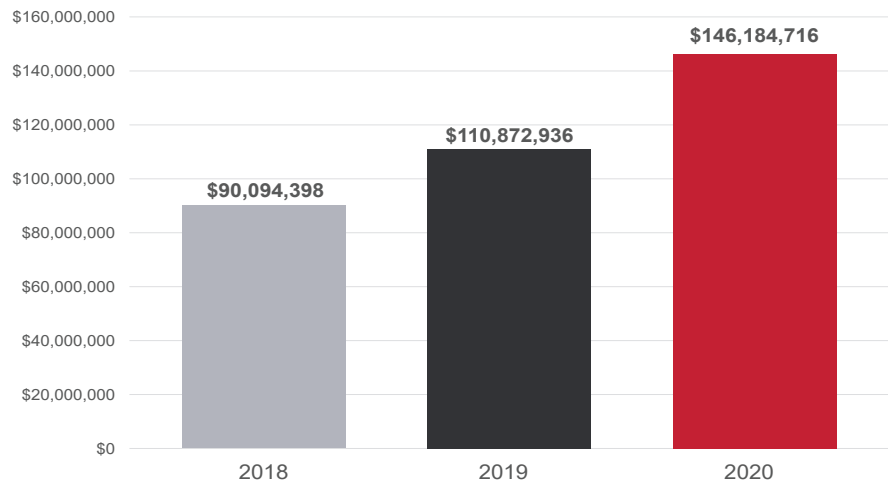
OVERVIEW (cont'd)



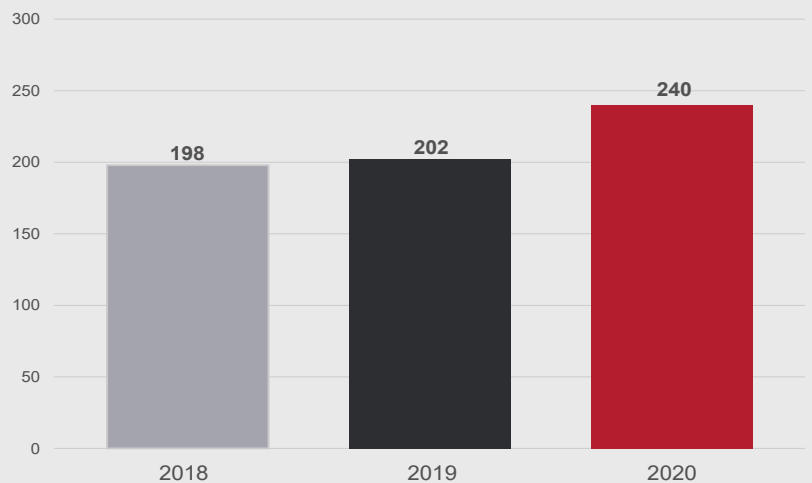
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

February saw record volume, up **40%** from 2019 and **20%** from 2017's prior record. Unit sales – the month's fourth-best ever – were up **23%** from last year, but down **16%** from 2017's high. The average sale price was up **13%**; and February's **61%** sales/listings ratio indicates a healthy **sellers' market**.

Graph 1:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Georgian Triangle MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

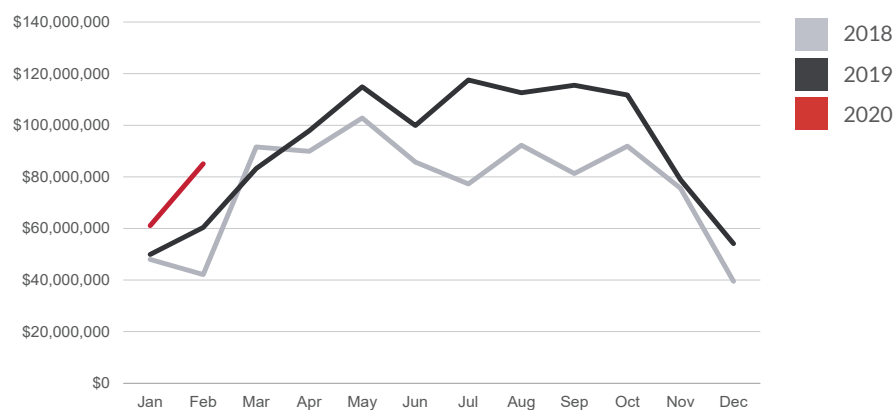
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$90,094,398	\$110,872,936	\$146,184,716	+32%
YTD Unit Sales	198	202	240	+18%
YTD New Listings	396	386	442	+15%
YTD Sales/Listings Ratio	50%	52%	54%	+2%
YTD Expired Listings	100	94	115	+22%
February Volume Sales	\$42,114,643	\$60,935,236	\$85,060,639	+40%
February Unit Sales	93	117	144	+23%
February New Listings	215	192	235	+22%
February Sales/Listings Ratio	43%	61%	61%	0%
February Expired Listings	39	35	44	+26%
February Average Sale Price	\$452,846	\$520,814	\$590,699	+13%
YTD Sales: Under \$100K	3	2	0	-200%
YTD Sales: \$100K - \$299K	43	25	22	-12%
YTD Sales: \$300K - \$499K	96	85	99	+16%
YTD Sales: \$500K - \$799K	38	65	69	+6%
YTD Sales: \$800K - \$999K	11	12	25	+108%
YTD Sales: \$1M - \$1.499M	6	6	14	+133%
YTD Sales: \$1.5M - \$1.999M	1	4	10	+150%
YTD Sales: \$2M+	0	3	1	-67%
YTD Average Days-On-Market	58	69	61	-12%
YTD Average Sale Price	\$455,022	\$548,876	\$609,103	+11%

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

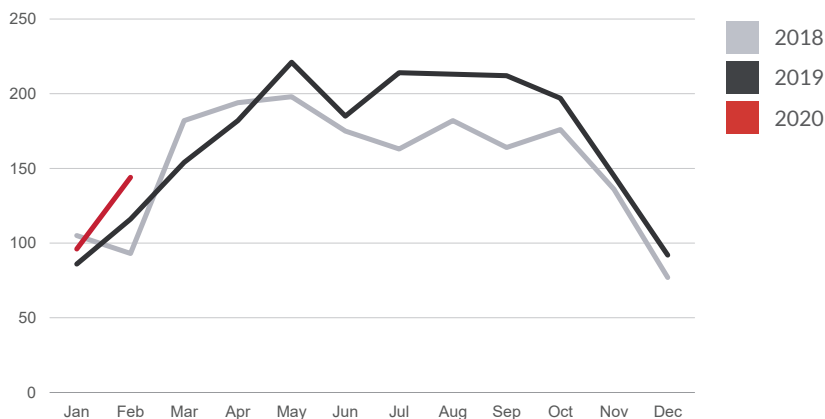
THE MARKET IN DETAIL (cont'd)

Well, the 2020 market is certainly off to a roaring start. As **Graph 3** shows, January and February both saw record volume: that's **eight straight record months** going back to last June. The \$800K-\$1.999M bracket was very active, with volume up a whopping **128%** from 2016's prior record. **Graph 4** shows strong unit sales compared to 2018 and 2019, but they're actually the fourth-best ever, down **16%** from 2016's high. Still, this year's average sale price has more than made up for the difference: it's up **75%, 67%, 24%, 34%** and **11%** from the first two months of 2015-19 respectively.

Graph 3:
Georgian Triangle Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



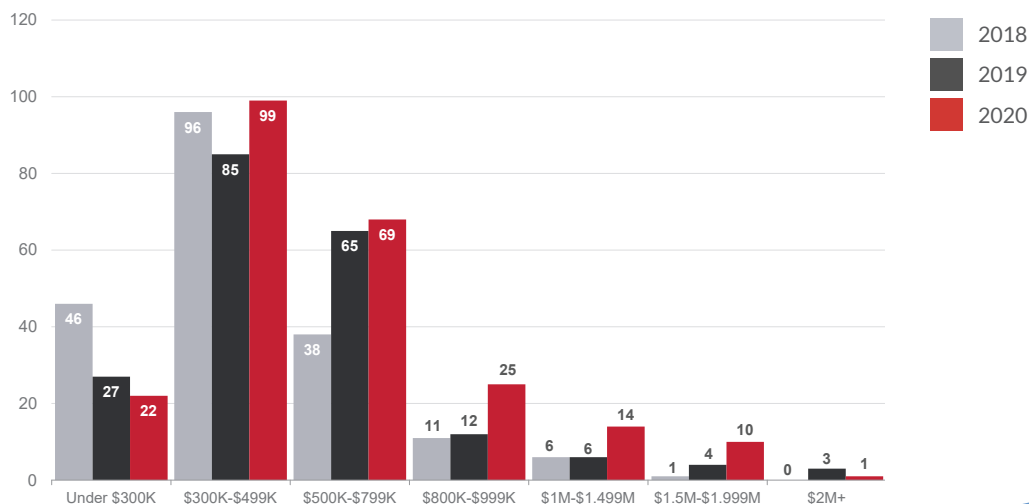
Graph 4:
Georgian Triangle Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **16%**, **6%**, **108%**, **133%** and **150%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **19%** and **67%** respectively. More generally, sales in the Under-\$800K price bracket – which account for **79%** of 2020's sales – are up **7%** from one year ago, while the \$800K+ bracket is up **100%**.

Graph 5:
Georgian Triangle MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Georgian Triangle MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$119,109,106
UP 26% from 2019

UNIT SALES: 175
UP 9% from 2019

AV. DAYS-ON-MARKET: 66
DOWN 2 days from 2019

AV. SALE PRICE: \$680,603
UP 15% from 2019

CONDOMINIUMS

DOLLAR SALES: \$27,065,610
UP 68% from 2019

UNIT SALES: 65
UP 55% from 2019

AV. DAYS-ON-MARKET: 46
DOWN 24 days from 2019

AV. SALE PRICE: \$416,548
UP 9% from 2019

VACANT LAND

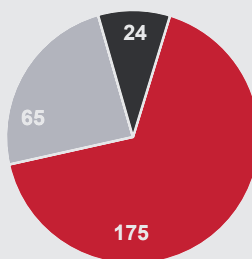
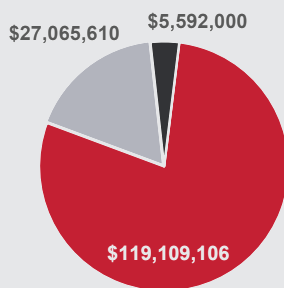
DOLLAR SALES: \$5,592,000
UP 76% from 2019

UNIT SALES: 24
UP 100% from 2019

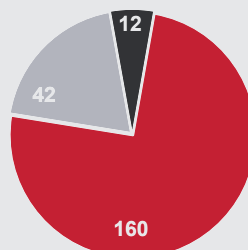
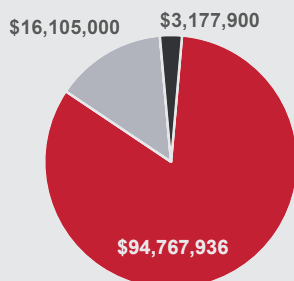
AV. DAYS-ON-MARKET: 88
DOWN 30 days from 2019

AV. SALE PRICE: \$233,000
DOWN 12% from 2019

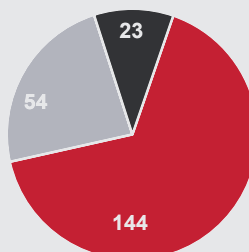
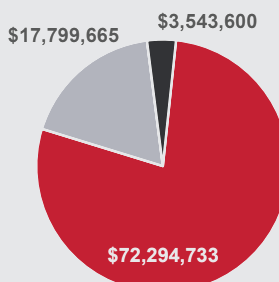
2020



2019



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)

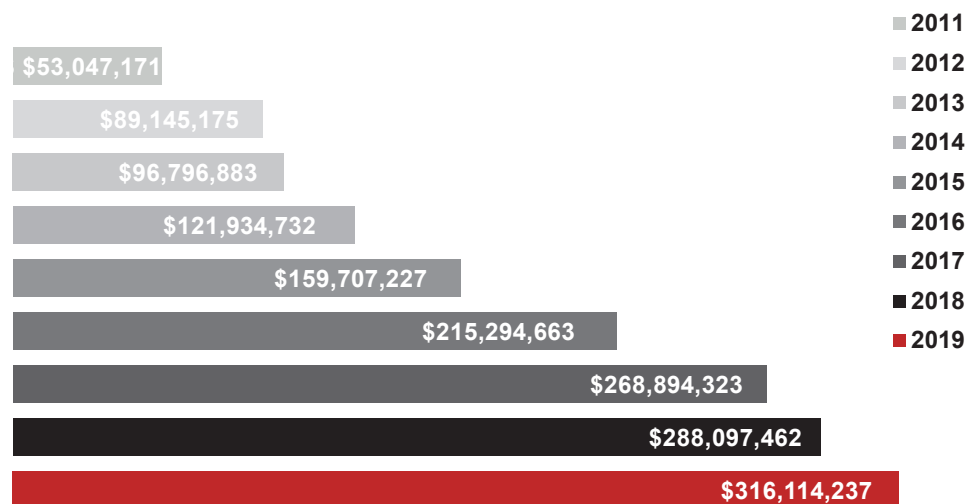
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 (West)*

	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>

Georgian Triangle 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

