

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JULY 2019

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



OVERVIEW

BEST JULY VOLUME SALES EVER, WITH PRICES, LISTINGS AND EXPIREDS UP



YEAR-TO-DATE SALES VOLUME OF \$627,519,530

Up 17% from 2018's \$538,682,075, with units of 1162 up 8% from 2018's 1110. New listings of 2212 up 11% from 2018, with the sales/listings ratio of 53% down 3%.



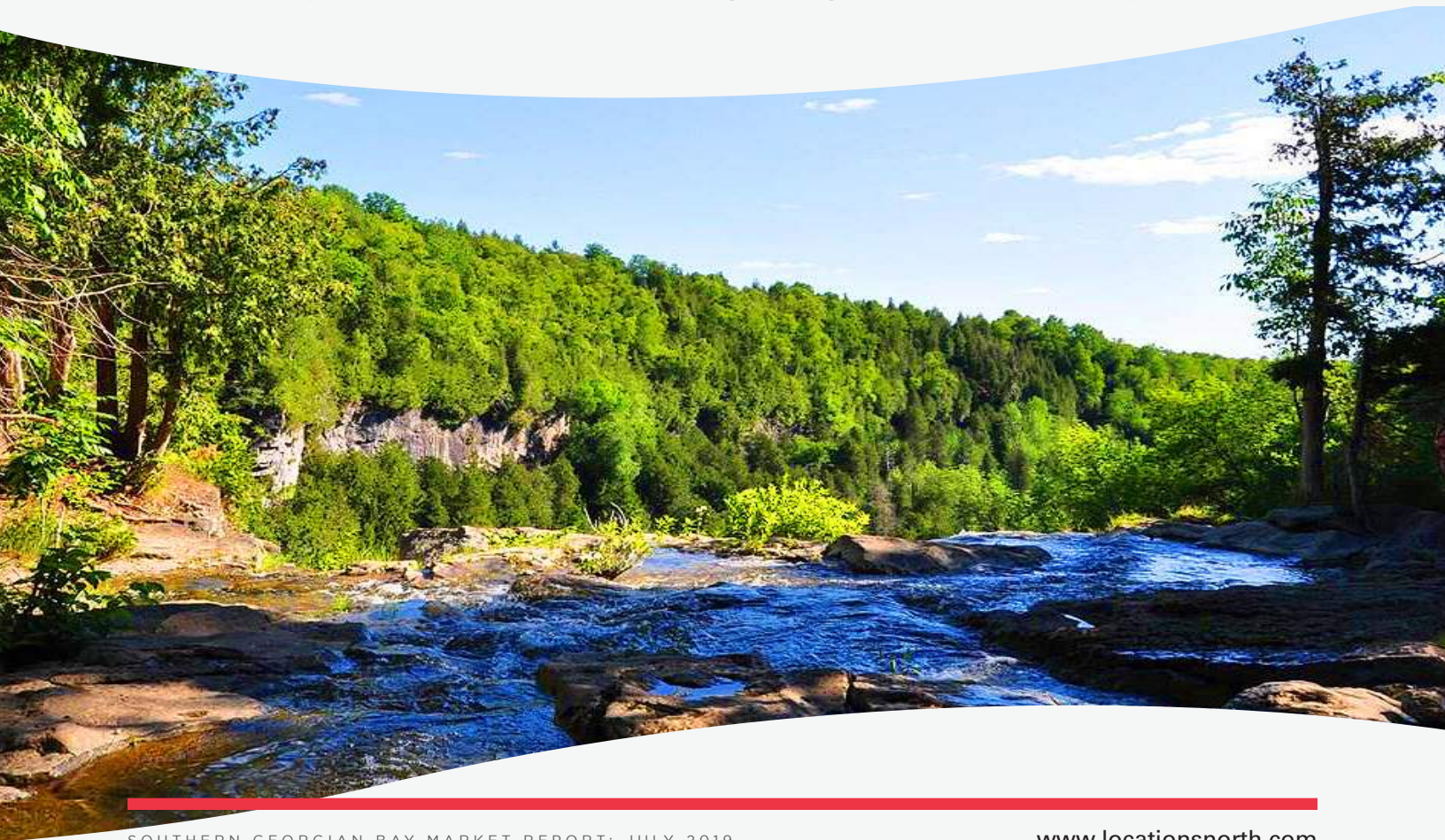
RECORD JULY SALES VOLUME OF \$117,556,988

Up 52% from 2018's \$77,250,065. Units of 214 up 31% from last July's 163. New listings of 336 were up 12% from last July, while the sales/listing ratio of 64% was up 13%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$540,034

Up 11% from the \$485,299 of one year ago. Average days-on-market of 53 is up 8 days.



OVERVIEW (cont'd)

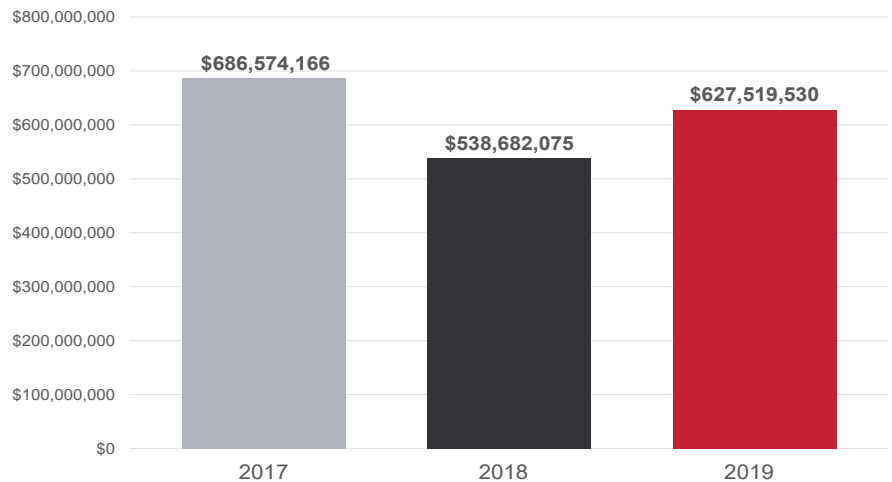


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

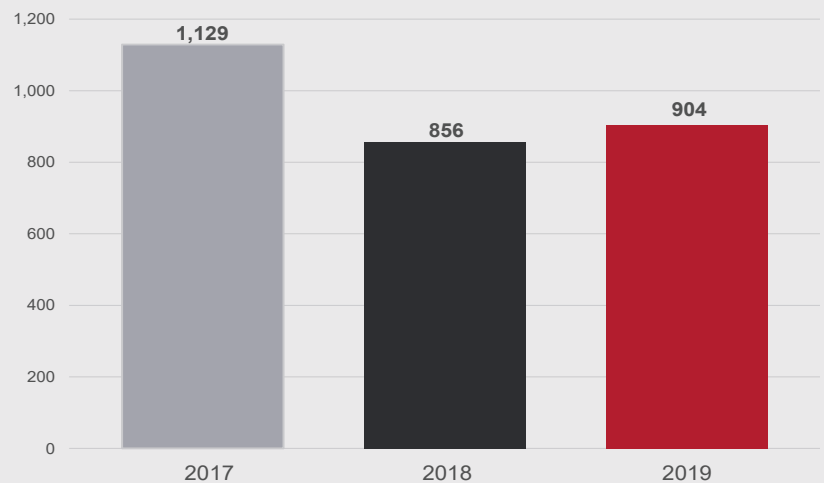
July's volume was up a whopping **17%** from July's prior record, set in 2016, although unit sales were down **15%** from 2016's high. That said, July's new and expired listings were also their highest since 2015. Bottom line: the month's sales/listing ratio jumped to **64%**, so it's a solid **sellers' 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

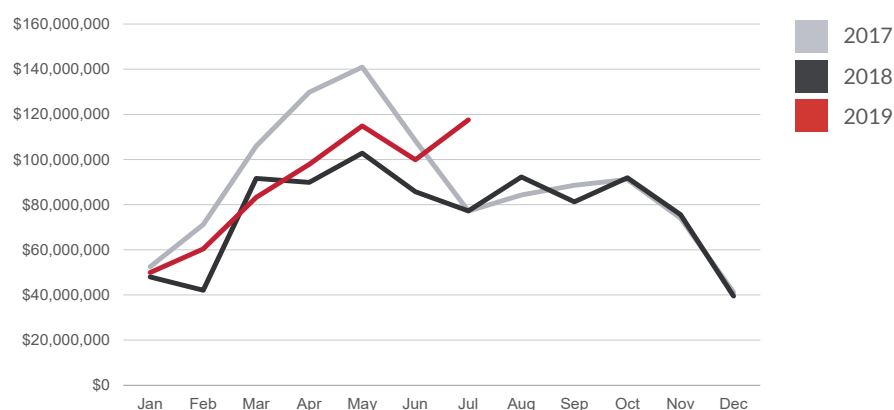
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$686,574,166	\$538,682,075	\$627,519,530	+17%
YTD Unit Sales	1442	1110	1162	+8%
YTD New Listings	2145	1997	2212	+11%
YTD Sales/Listings Ratio	67%	56%	53%	-3%
YTD Expired Listings	192	314	364	+16%
July Volume Sales	\$77,184,162	\$77,250,065	\$117,556,988	+52%
July Unit Sales	167	163	214	+31%
July New Listings	307	317	336	+12%
July Sales/Listing Ratio	54%	51%	64%	+13%
July Expired Listings	33	53	72	+36%
July Average Sale Price	\$462,181	\$473,927	\$549,332	+16%
YTD Sales: Under \$100K	11	7	6	-14%
YTD Sales : \$100K - \$299K	333	200	138	-31%
YTD Sales: \$300K - \$499K	648	525	527	+4%
YTD Sales: \$500K - \$799K	325	277	354	+28%
YTD Sales: \$800K - \$999K	57	53	64	+21%
YTD Sales: \$1M - \$1.499M	42	36	47	+31%
YTD Sales: \$1.5M - \$1.999M	18	7	19	+171%
YTD Sales: \$2M+	8	5	7	+40%
YTD Average Days-On-Market	39	45	53	+18%
YTD Average Sale Price	\$476,126	\$485,299	\$540,034	+11%

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

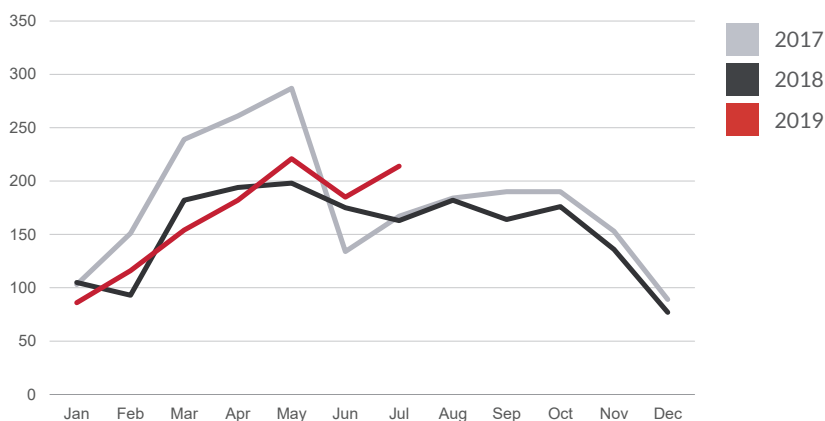
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 volume sales have, with the exception of June, trended upwards. The year has given us the second-best January, February, May and June ever, as well as a record July. However, those numbers are mainly due to average sale price gains: 2019's YTD average price is up a rather incredible **71%, 57%, 48%, 13%** and **11%** from 2014-18. And as **Graph 4** shows, 2019 unit sales more or less mirror volume. That said, with the exception of 2018's **1110** sales, 2019's **1162** sales YTD are the fewest since 2013's **1162**, and are down **28%** from 2016's record **1621**. So market activity has settled since 2015-17's record years, but we'll see if this summer's sales surge continues.

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)



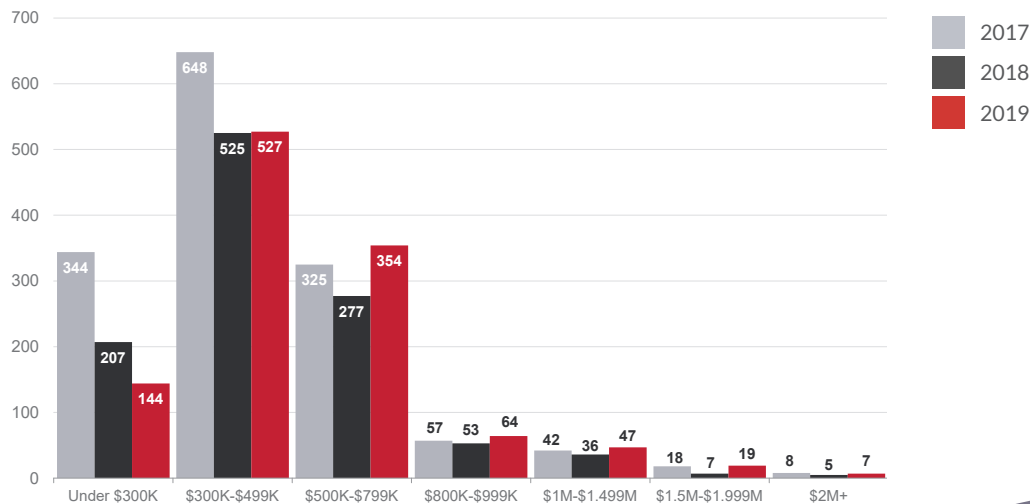
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **.4%**, **28%**, **21%**, **31%**, **171%** and **40%** respectively; while the Under-\$300K range is down **41%**. More generally, sales in the Under-\$800K bracket – which account for **88%** of 2019's sales – are up **2%** from one year ago, while sales in the high-end \$800K+ bracket are up **36%**.

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

SINGLE-FAMILY HOMES

DOLLAR SALES: \$514,820,322
UP 16% from 2018

UNIT SALES: 904
UP 6% from 2018

AV. DAYS-ON-MARKET: 52
UP 6 days from 2018

AV. SALE PRICE: \$569,492
UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$112,699,208
UP 21% from 2018

UNIT SALES: 258
UP 2% from 2018

AV. DAYS-ON-MARKET: 55
UP 11 days from 2018

AV. SALE PRICE: \$436,819
UP 19% from 2018

VACANT LAND

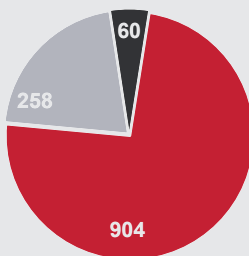
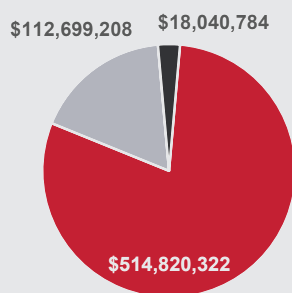
DOLLAR SALES: \$18,040,784
UP 19% from 2018

UNIT SALES: 60
DOWN 19% from 2018

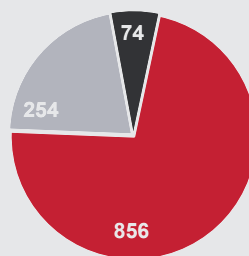
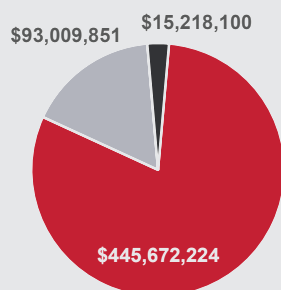
AV. DAYS-ON-MARKET: 97
DOWN 7 days from 2018

AV. SALE PRICE: \$300,680
UP 46% from 2018

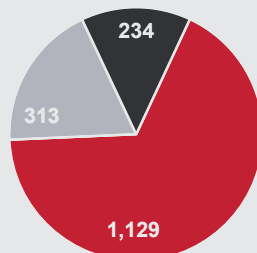
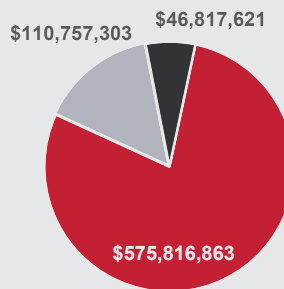
2019



2018



2017



■ 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)

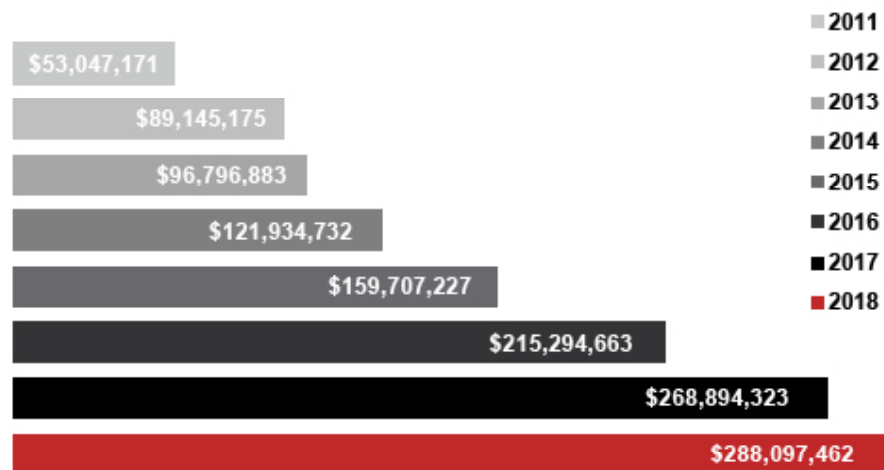
And we were #3 in Wasaga Beach after opening an office in 2015.



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

