

GREY HIGHLANDS 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

STRONG VOLUME SALES, WITH AVERAGE PRICES AND LISTINGS UP



ANNUAL SALES VOLUME OF \$75,590,552

Up 30% from 2018's \$57,975,054, with units of 145 up 12% from 2018's 129. New listings of 233 up 26% from a year ago, with the sales/listings ratio of 62% down 8%.



FOURTH-QUARTER SALES VOLUME OF \$16,739,900

Up 19% from Q4-2018's \$14,027,067. Units of 31 up 7% from Q4-2018's 29, with new listings of 37 up 76% and the sales/listings ratio of 84% down 54%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$521,314

Up 16% from the \$449,419 of 2018. Average days-on-market of 53 down 11 days.



OVERVIEW (cont'd)

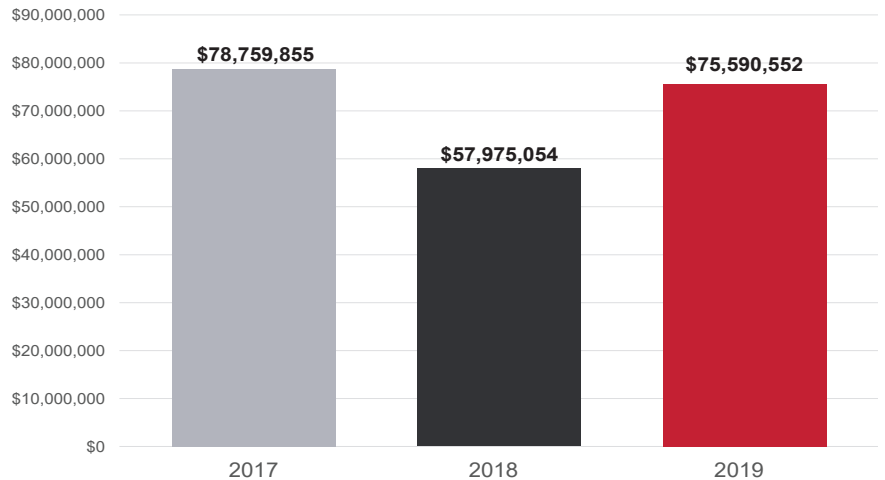


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

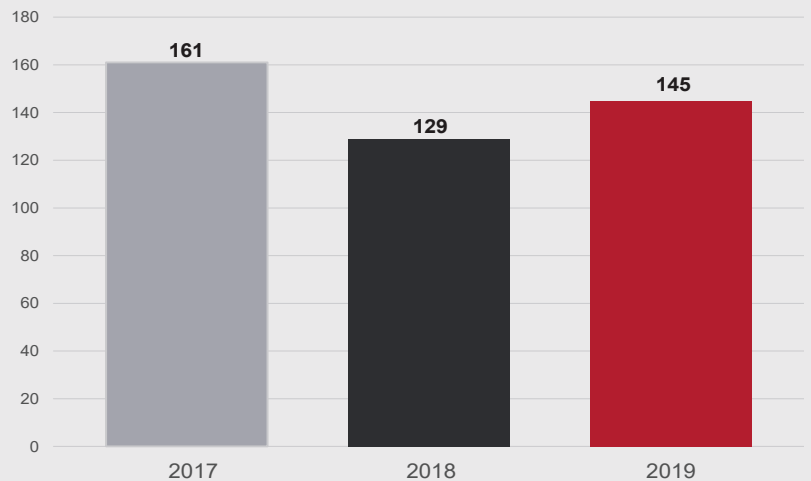
December saw record volume of **\$4,628,500**, up **83%** from 2018 and up **67%** from 2017's prior high. Units were up **29%**, but there were **3+** times the listings of last year.. That's why December's high **90%** sales/listings ratio was down **143%** from a year ago. Bottom line: Grey Highlands is a **seller's market**.



Graph 1:
Grey Highlands MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Grey Highlands MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:
Grey Highlands MLS® Residential Sales And Listing Summary
 2017 vs. 2018 vs. 2019

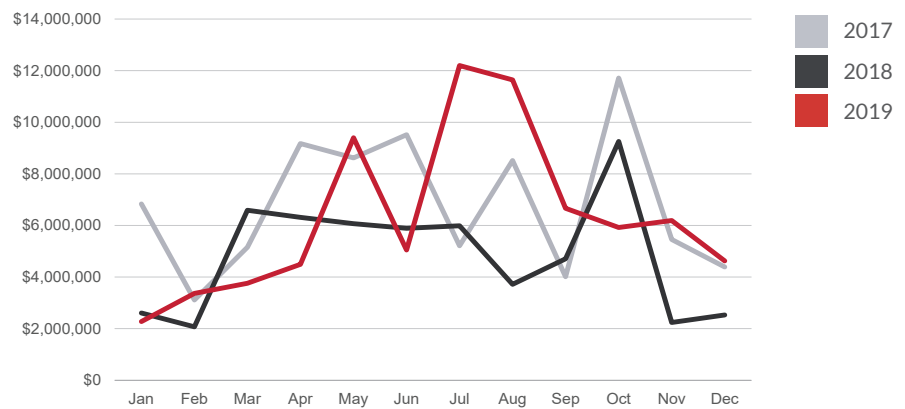
	2017	2018	2019	2018-2019
Annual Volume Sales	\$78,759,855	\$57,975,054	\$75,590,552	+30%
Annual Unit Sales	161	129	145	+12%
Annual New Listings	203	185	233	+26%
Annual Sales/Listings Ratio	79%	70%	62%	-8%
Annual Expired Listings	43	48	50	+4%
Fourth Quarter (Q4) Volume Sales	\$18,604,600	\$14,027,067	\$16,739,900	+19%
Q4 Unit Sales	33	29	31	+7%
Q4 New Listings	24	21	37	+76%
Q4 Sales/Listings Ratio	138%	138%	84%	-54%
Q4 Expired Listings	14	17	29	+71%
Q4 Average Sale Price	\$563,776	\$483,692	\$539,997	+12%
December Volume Sales	\$2,802,500	\$2,531,500	\$4,628,500	+83%
December Unit Sales	4	7	9	+29%
December New Listings	5	3	10	+233%
December Sales/Listings Ratio	80%	233%	90%	-143%
December Expired Listings	5	9	9	0%
December Average Sale Price	\$700,625	\$361,643	\$514,728	+42%
Annual Sales: Under \$300K	46	37	21	-43%
Annual Sales: \$300K - \$499K	59	53	71	+34%
Annual Sales: \$500K - \$799K	38	24	37	+54%
Annual Sales: \$800K - \$999K	7	7	9	+29%
Annual Sales: \$1M - \$1.499M	7	8	5	-37%
Annual Sales: \$1.5M - \$1.999M	3	0	1	+100%
Annual Sales: \$2M+	1	0	1	+100%
Annual Average Days-On-Market	76	64	53	-17%
Annual Average Sale Price	\$489,192	\$449,419	\$521,314	+16%

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

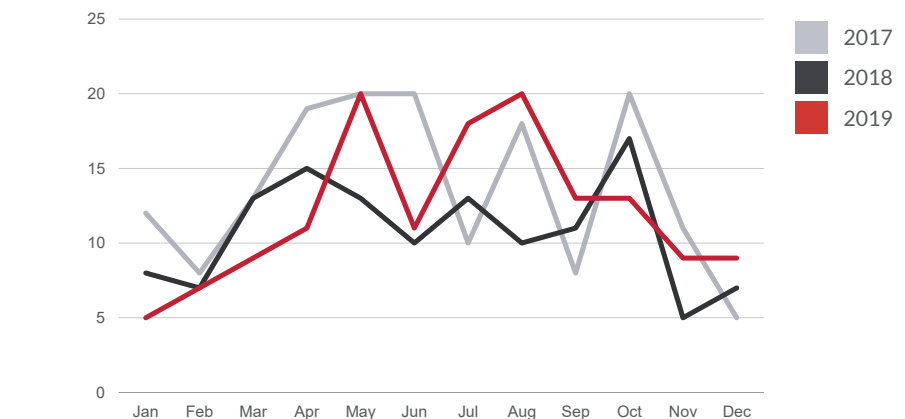
THE MARKET IN DETAIL (cont'd)

After a very slow 2018, Grey Highlands enjoyed something of a rebound in 2019. The community's third-best ever volume of **\$75,590,552** was up **30%** from 2018, while its **145** units were up **12%**. However, to put that in perspective, those **145** sales were down a big **30%** from Grey Highlands' average of **207** sales/year from 2010-2016, with the high point being 2012's **241**. So at the end of the decade, one has to wonder what became of the market, given that Grey Highlands offers some of the region's most beautiful scenery and opportunities? On a positive note, Grey Highland's average sale price in 2019 was **\$521,314** – up **16%** from 2018, up **58%** from 2015, and up **87%** from 2010.

Graph 3:
Grey Highlands Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Volume)



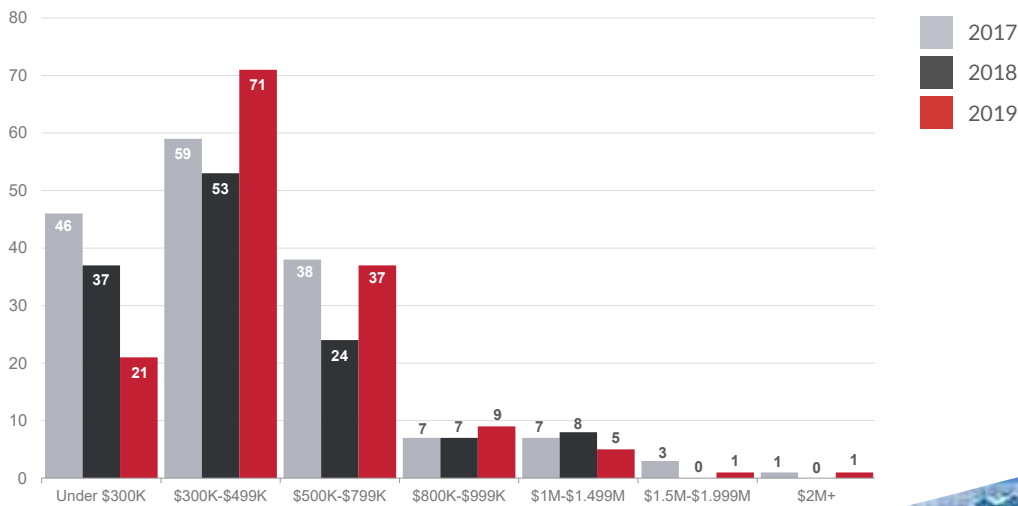
Graph 4:
Grey Highlands Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 sales were up from 2018 in five price range and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges were up **34%**, **54%**, **29%**, **100%** and **100%** respectively; and the Under-\$300K and \$1M-\$1.499M ranges were down **43%** and **37%** respectively. More generally, sales in the high-volume, Under-\$500K bracket (which accounted for **63%** of 2019's transactions) was up **2%** from 2018; sales in the median \$550K-\$999K bracket were up **48%**; and sales in the luxury, \$1M+ bracket were down **12%**.

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

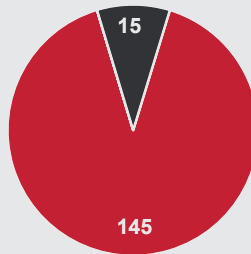
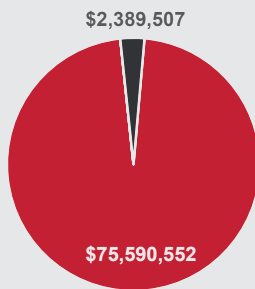


SALES BY PROPERTY TYPE

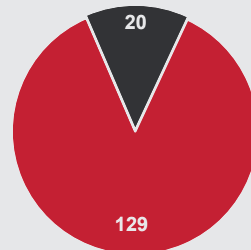
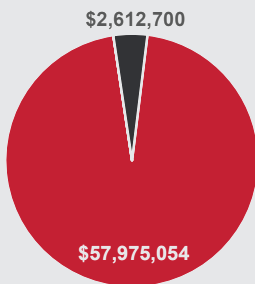
Graph 6:
Grey Highlands MLS® Sales By Property Type
2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

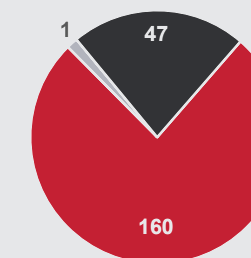
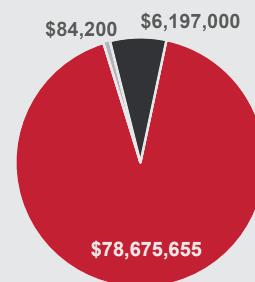
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$75,590,552
UP 30% from 2018

UNIT SALES: 145
UP 12% from 2018

AV. DAYS-ON-MARKET: 53
DOWN 11 days from 2018

AV. SALE PRICE: \$521,314
UP 16% from 2018

CONDOMINIUMS

DOLLAR SALES: 0

UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

VACANT LAND

DOLLAR SALES: \$2,389,507
DOWN 9% from 2018

UNIT SALES: 15
DOWN 25% from 2018

AV. DAYS-ON-MARKET: 131
UP 15 days from 2018

AV. SALE PRICE: \$159,300
UP 22% from 2018

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)

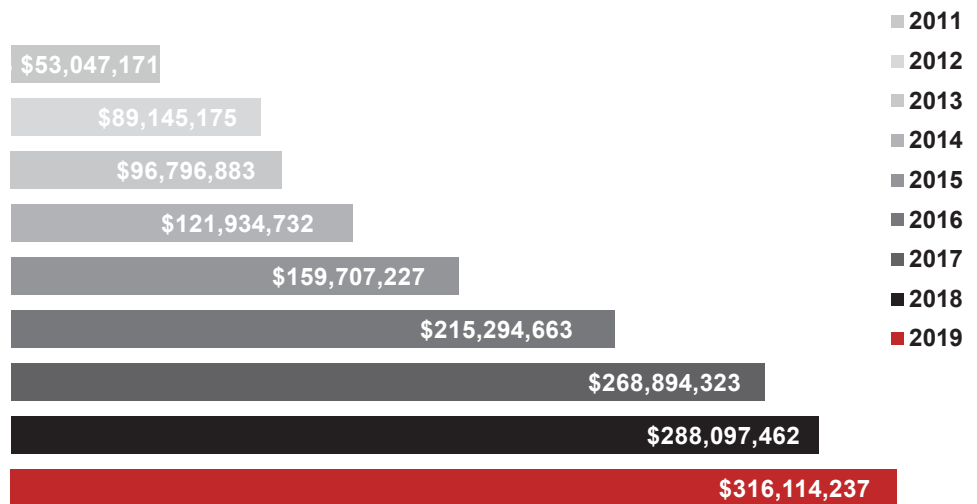
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

Southern Georgian Bay Overview*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	



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