

CLEARVIEW REAL ESTATE MARKET REPORT

SECOND QUARTER 2019

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



OVERVIEW

RECORD JUNE UNIT SALES, PRICES AND LISTINGS UP



YEAR-TO-DATE SALES VOLUME OF \$47,424,975

Up 2% from 2018's \$46,321,500, with units of 82 down 7% from 2018's 88. New listings of 148 up 1%, with the sales/listings ratio of 55% down 5%.



Q2-2019 SALES VOLUME OF \$26,898,385

Up 22% from Q2-2018's \$22,032,000. Units of 50 were up 22% from Q2-2018's 41, with new listings of 87 up 9% and the sales/listings ratio of 57% up 6%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$582,012

Up 11% from the \$526,381 of a year ago. Average days-on-market of 77 up 12 days.



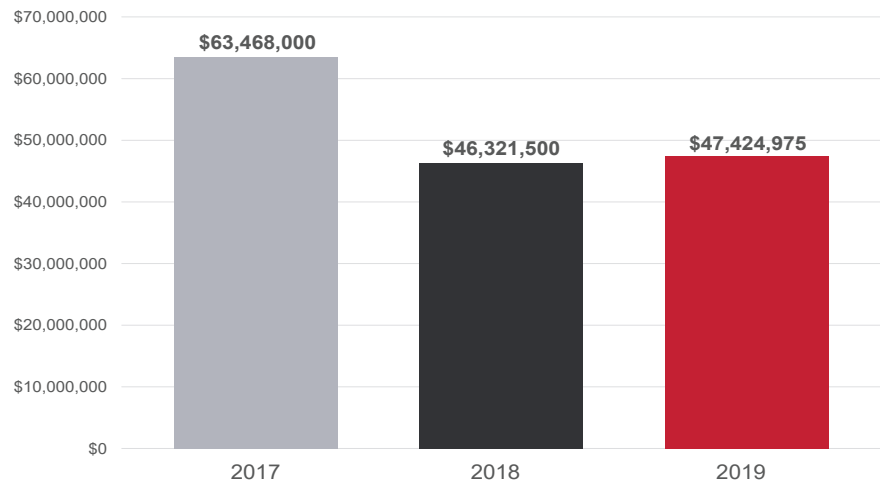
OVERVIEW (cont'd)



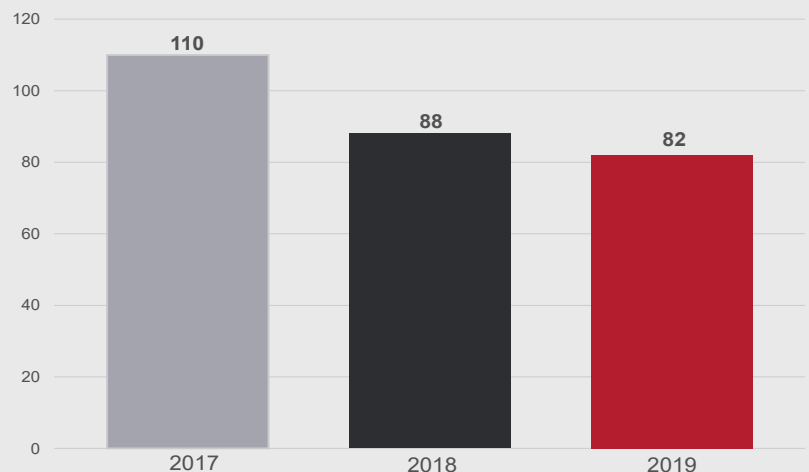
THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

Clearview enjoyed record unit sales for June and a relatively strong Q2. The month's units, volume sales and average sale price were up a big **42%**, **71%** and **20%** respectively from last June. However, new listings were also up **54%**, giving Clearview a **43%** sales/listings ratio. So it's a **buyers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

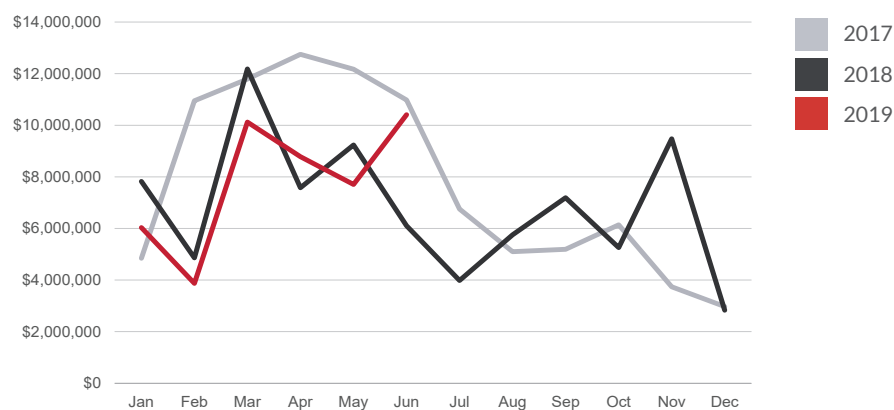
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$63,468,000	\$46,321,500	\$47,424,975	+2%
YTD Unit Sales	110	88	82	-7%
YTD New Listings	150	147	148	+1%
YTD Sales/Listings Ratio	73%	60%	55%	-5%
YTD Expired Listings	28	29	32	+4%
Second Quarter (Q2) Volume Sales	\$35,908,000	\$22,032,000	\$26,898,385	+22%
Q2 Unit Sales	62	41	50	+22%
Q2 New Listings	101	80	87	+9%
Q2 Sales/Listings Ratio	61%	51%	57%	+6%
Q2 Expired Listings	11	12	12	0%
Q2 Average Sale Price	\$579,161	\$537,366	\$537,968	+1%
June Volume Sales	\$10,982,450	\$6,105,000	\$10,410,000	+71%
June Unit Sales	14	12	17	+42%
June New Listings	32	26	40	+54%
June Sales/Listings Ratio	44%	46%	43%	-3%
June Expired Listings	1	6	10	+67%
June Average Sale Price	\$784,464	\$508,750	\$612,353	+20%
YTD Sales: \$100K - \$299K	15	7	9	+29%
YTD Sales: \$300K - \$499K	51	45	38	-16%
YTD Sales: \$500K - \$799K	25	30	23	-23%
YTD Sales: \$800K - \$999K	9	3	5	+67%
YTD Sales: \$1M - \$1.499M	6	2	3	+50%
YTD Sales: \$1.5M - \$1.999M	2	0	4	+400%
YTD Sales: \$2M+	2	1	0	-100%
YTD Average Days-On-Market	50	65	77	+18%
YTD Average Sale Price	\$576,982	\$526,381	\$582,012	+11%

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

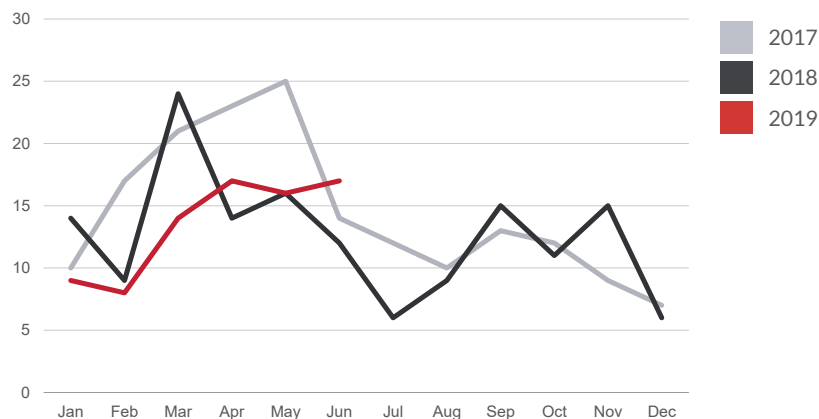
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Clearview's 2019 volume has continued the up-and-down path it had in 2018. After an average January, a slow February and a March rebound, sales fell through April into May before enjoying a near-record June spike. But despite **Graph 4** showing a June high point for unit sales, the month's **17** were still less than the **20, 23** and **21** of June 2014-2016 respectively. June's high dollar sales in 2019 were due to its average sales price being up **56%**, **91%**, and **44%** from 2014-16; and up **20%** from 2018. That said, it was down **22%** from June 2017's record **\$784,464**.

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



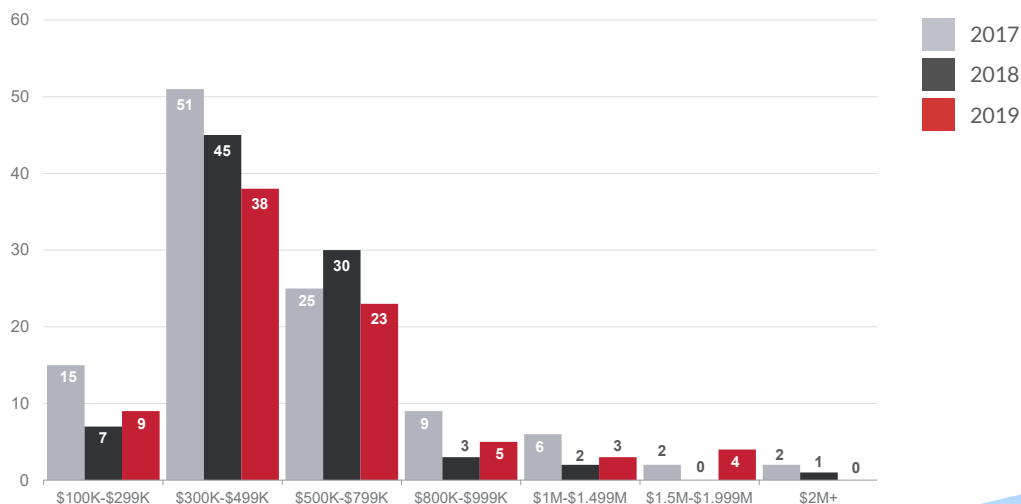
Graph 4:
Clearview Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Clearview's year-to-date unit sales are up from 2018 in four price ranges and down in three. The \$100K-\$299K, \$500K-\$799K, \$1M-\$1.499M and \$1.5M-\$1.999M are up **29%**, **23%**, **50%** and **400%** respectively from one year ago; while the \$300K-\$499K, \$800K-\$999K and \$2M+ ranges are down **16%**, **67%** and **100%** respectively. More generally, sales in the Under \$800K bracket – which account for **85%** of Clearview's sales this year – are down **15%** from 2018, while sales in the high-end, \$800K+ bracket are up **100%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$46,365,975
Up 1% from 2018

UNIT SALES: 77
DOWN 10% from 2018

AV. DAYS-ON-MARKET: 80
UP 17 days from 2018

AV. SALE PRICE: \$602,146
UP 16% from 2018

CONDOMINIUMS

DOLLAR SALES: \$1,359,000
UP 15% from 2018

UNIT SALES: 5
UP 67% from 2018

AV. DAYS-ON-MARKET: 30
DOWN 75 days from 2018

AV. SALE PRICE: \$271,800
DOWN 31% from 2018

VACANT LAND

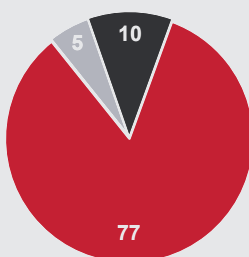
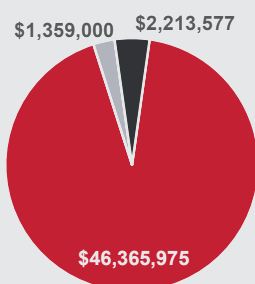
DOLLAR SALES: \$2,213,577
UP 58% from 2018

UNIT SALES: 10
UP 67% from 2018

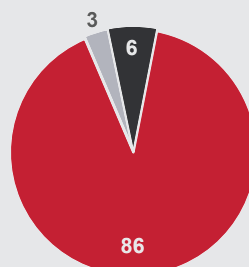
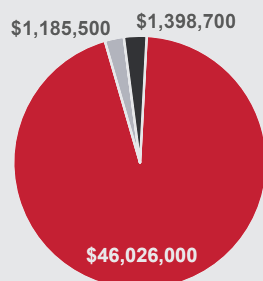
AV. DAYS-ON-MARKET: 37
DOWN 87 days from 2018

AV. SALE PRICE: \$221,358
DOWN 5% from 2018

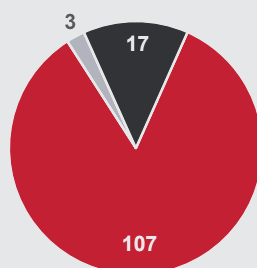
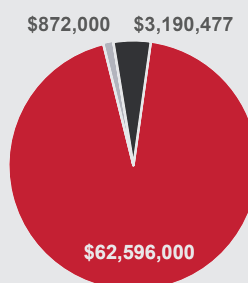
2019



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)

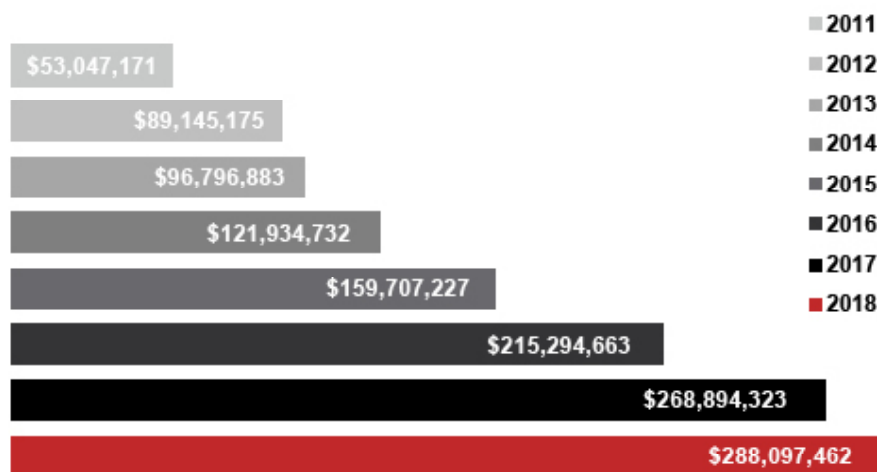
And we were #3 in Wasaga Beach after opening an office in 2015.



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 Locations North	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 Locations North	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 Locations North	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 Locations North	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 Locations North	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 Locations North	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

1344 Mosley Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

