

COLLINGWOOD 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, 2ND BEST Q2 EVER, PRICES AND LISTINGS UP



YEAR-TO-DATE SALES VOLUME OF \$158,751,877

Up 36% from 2018's \$117,030,499, with units of 299 up 25% from 2018's 240. New listings of 523 up 24% from a year ago, with the sales/listings ratio of 57% even with last year.



Q2-2019 SALES VOLUME OF \$104,589,041

Up 31% from Q2-2018's \$80,053,529. Units of 195 were up 25% from Q2-2018's 156, with new listings of 318 up 19%, and the sales/listings ratio of 61% up 3%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$530,943

Up 9% from 2018's \$487,627. Average days-on-market of 42 was up by 12 days.



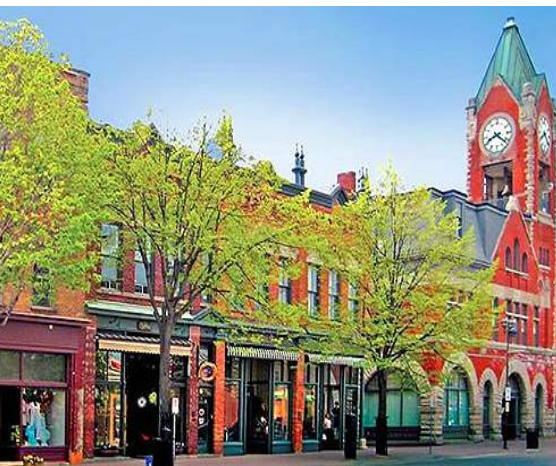
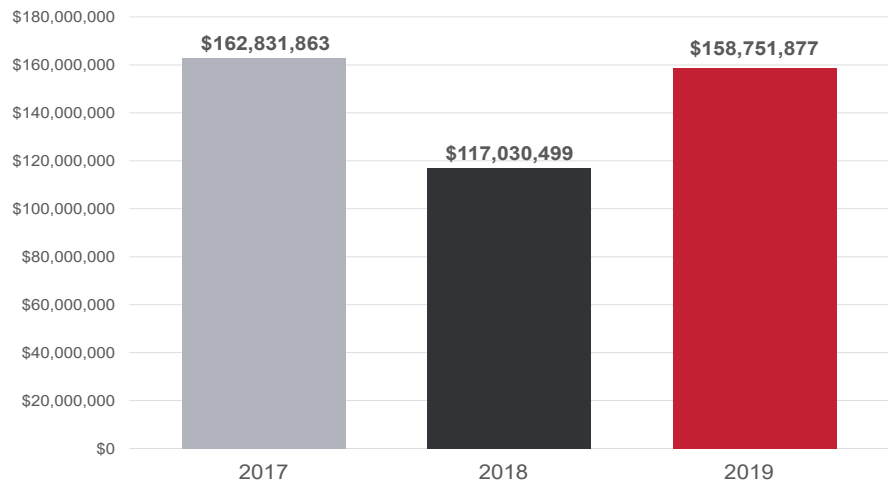
OVERVIEW (cont'd)



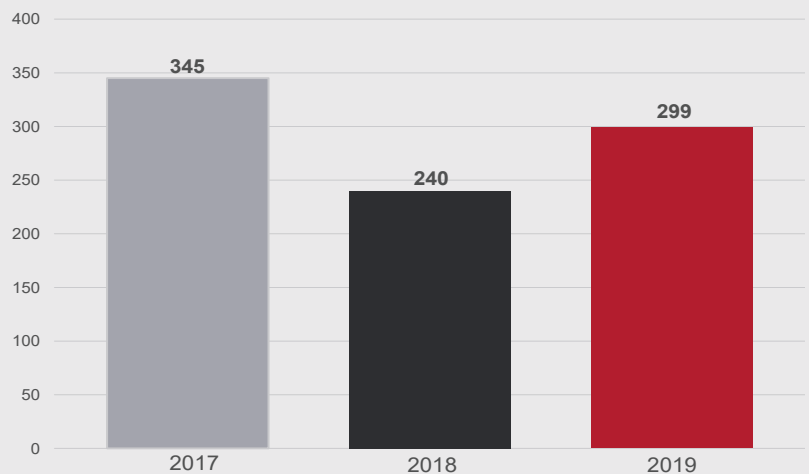
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

June saw record volume sales and a record average sale price, up **18%** from last June. However, both new and expired listings were also up, and the average sale time was up **15** days from a year ago (the highest since 2015). Bottom line: June's **61%** sales/listings ratio means it's an active **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

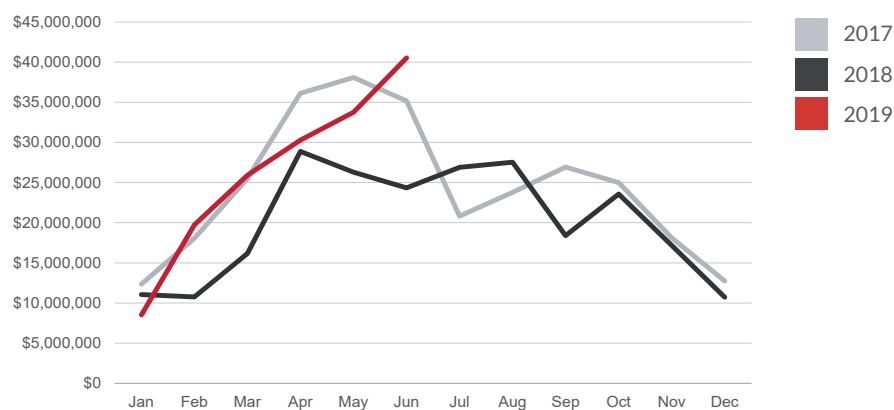
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$162,831,863	\$117,030,499	\$158,751,877	+36%
YTD Unit Sales	345	240	299	+25%
YTD New Listings	482	423	523	+24%
YTD Sales/Listings Ratio	72%	57%	57%	0%
YTD Expired Listings	20	53	89	+68%
Second Quarter (Q2) Volume Sales	\$107,631,806	\$80,053,529	\$104,589,041	+31%
Q2 Unit Sales	223	156	195	+25%
Q2 New Listings	319	268	318	+19%
Q2 Sales/Listings Ratio	70%	58%	61%	+3%
Q2 Expired Listings	11	17	37	+118%
June Volume Sales	\$34,860,100	\$23,840,499	\$40,537,708	+70%
June Unit Sales	74	47	68	+45%
June New Listings	97	97	112	+15%
June Sales/Listings Ratio	76%	48%	61%	+13%
June Expired Listings	7	12	15	+25%
June Average Price	\$471,082	\$507,245	\$596,143	+18%
YTD Sales: Under \$300K	73	23	26	+13%
YTD Sales: \$300K - \$499K	162	131	131	0%
YTD Sales: \$500K - \$799K	91	68	113	+66%
YTD Sales: \$800K - \$999K	10	12	19	+58%
YTD Sales: \$1M - \$1.499M	4	5	8	+60%
YTD Sales: \$1.5M - \$1.999M	4	0	1	+100%
YTD Sales: \$2M+	1	1	1	0%
YTD Average Days-On-Market	26	30	42	+40%
YTD Average Sale Price	\$471,976	\$487,627	\$530,943	+9%

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

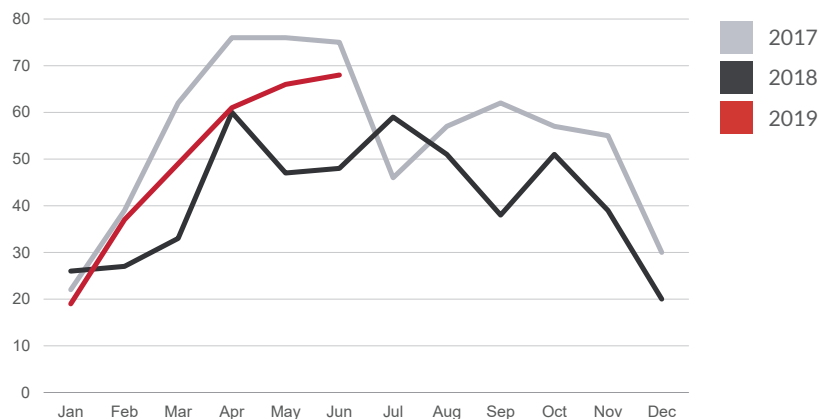
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow January, Collingwood's market saw record February and March dollar sales, followed by a strong April and May, capped with a record June. However, as **Graph 4** shows those volume sales have primarily resulted from big average price increases, not from increased unit sales. In fact, 2019's average sale price was up **9%**, **12%**, **48%**, **68%** and **81%** from 2018-2014. Nonetheless, while 2019's unit sales are down **18%** from 2016's record **364**, they are the fourth best year-to-date total ever and, given the price increases, indicate a very healthy market.

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



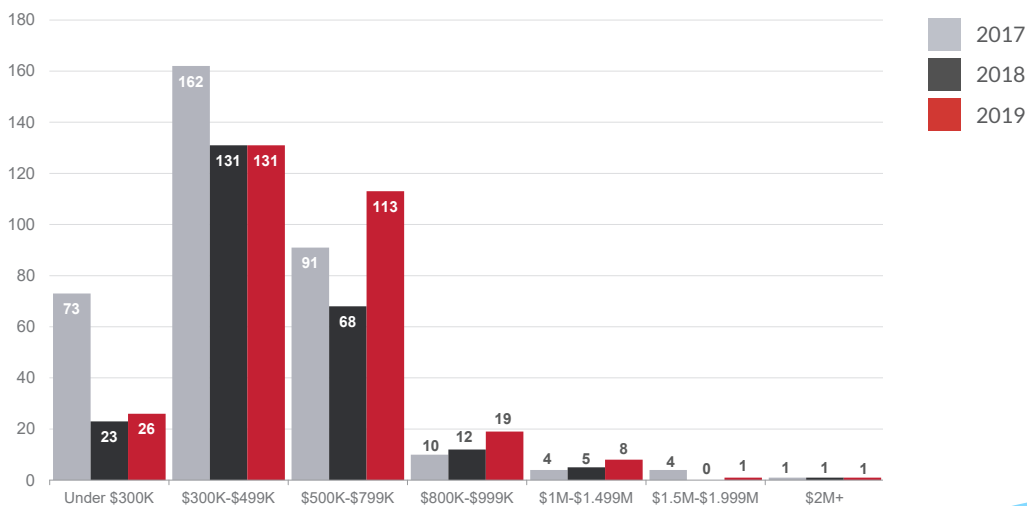
Graph 4:
Collingwood Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Collingwood's year-to-date unit sales are up from 2018 in five price ranges and equal in two. Thus, the Under-\$300K, \$500K-\$799K, \$800K-\$999K, \$1M- \$1.499M and \$1.5M- \$1.999M ranges are up **13%**, **66%**, **50%**, **60%** and **100%** respectively; while the \$300K-\$499K and \$2M+ ranges are **equal**. More generally, the Under-\$500K bracket (which accounted for **53%** of Collingwood's sales) is up **2%** from a 2018; the \$500K-\$999K bracket is up **65%**; and the luxury, \$1M+ bracket is up **40%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$108,295,531
UP 43% from 2018

UNIT SALES: 189
UP 38% from 2018

AV. DAYS-ON-MARKET: 41
UP 9 days from 2018

AV. SALE PRICE: \$572,992
UP 4% from 2018

CONDOMINIUMS

DOLLAR SALES: \$50,456,346
UP 22% from 2018

UNIT SALES: 110
UP 7% from 2018

AV. DAYS-ON-MARKET: 44
UP 17 days from 2018

AV. SALE PRICE: \$458,694
UP 15% from 2018

VACANT LAND

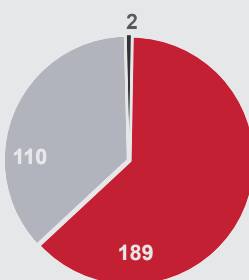
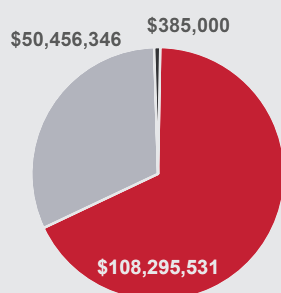
DOLLAR SALES: \$385,000
DOWN 60% from 2018

UNIT SALES: 2
DOWN 71% from 2018

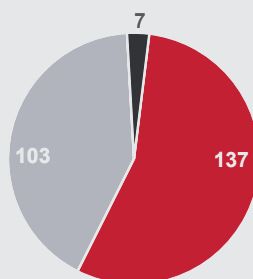
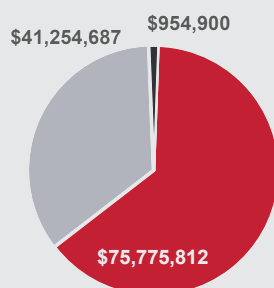
AV. DAYS-ON-MARKET: 140
UP 58 days from 2018

AV. SALE PRICE: \$192,500
UP 41% from 2018

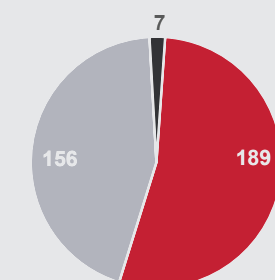
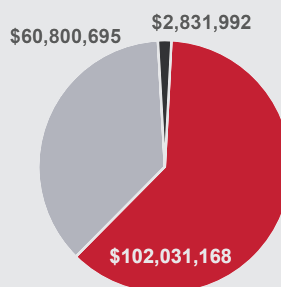
2019



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)

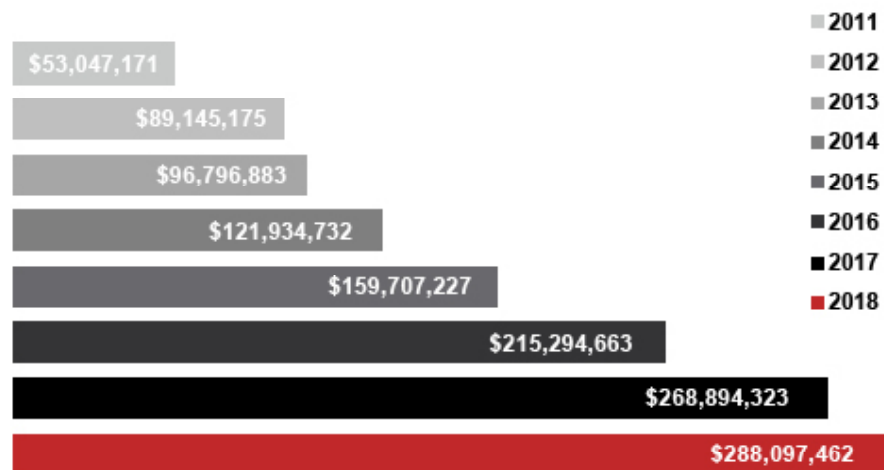
And we were #3 in Wasaga Beach after opening an office in 2015.



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



Locations North Sales Volume, 2011 - 2018

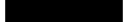


**Southern Georgian Bay Association of REALTORS®*

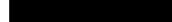
2018 UNIT SALES

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

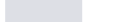
Collingwood

	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%	



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

