

SOUTHERN GEORGIAN BAY 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

SECOND BEST YTD VOLUME EVER, BUT WITH LISTINGS AND EXPIREDS WAY UP



YEAR-TO-DATE SALES VOLUME OF \$509,962,542

Up 11% from 2018's \$461,432,010, with units of 948 up 1 from 2018's 947. New listings of 1874 up 11% from 2018, with the sales/listings ratio of 51% down 5%.



SECOND QUARTER SALES VOLUME OF \$315,070,406

Up 13% from Q2-2018's \$279,727,013. Units of 592 up 4% from Q2-2018's 567, with new listings of 1185 up 19%. The sales/listings ratio of 50% was down 7% from Q2-2018.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$537,935

Up 10% from the \$487,257 of one year ago. Average days-on-market of 54 is up 9 days.



OVERVIEW (cont'd)

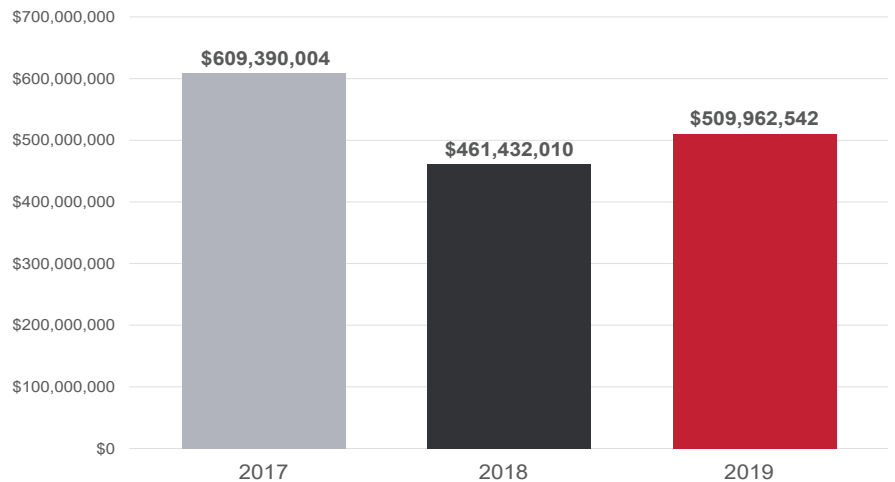


CURRENTLY THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

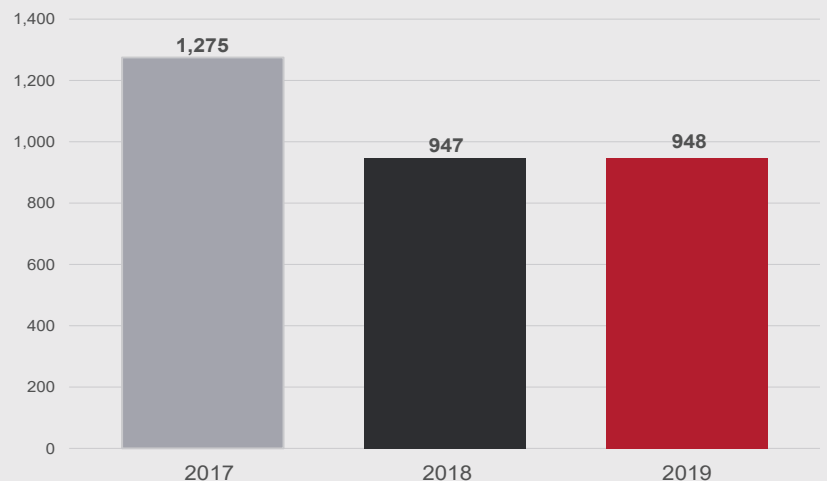
June units, volume and average price were up **16%**, **5%** and **10%** respectively from last June, but the listing inventory was also way up. New and expired listings increased **14%** and **11%** respectively, resulting in a **46%** sales/listing ratio. So as of this writing it's technically a **buyers' 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

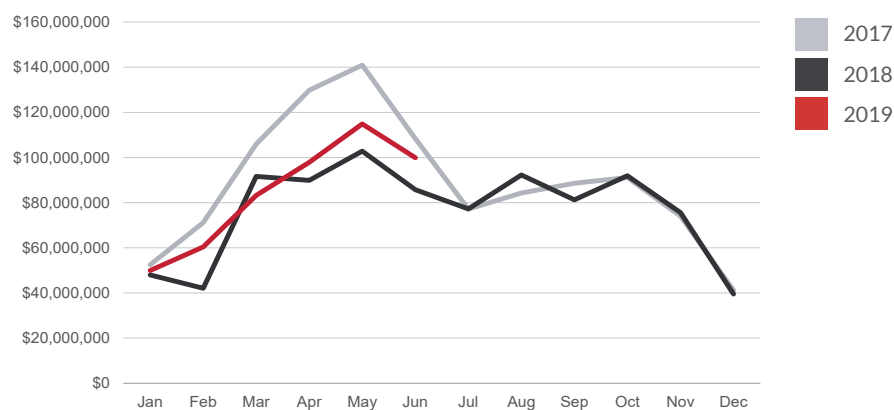
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$609,390,004	\$461,432,010	\$509,962,542	+11%
YTD Unit Sales	1275	947	948	+1%
YTD New Listings	1838	1683	1874	+11%
YTD Sales/Listings Ratio	69%	56%	51%	-5%
YTD Expired Listings	159	237	293	+24%
Second Quarter (Q2) Volume Sales	\$379,069,565	\$279,727,013	\$315,070,406	+13%
Q2 Unit Sales	782	567	592	+4%
Q2 New Listings	1192	997	1185	+19%
Q2 Sales/Listings Ratio	66%	57%	50%	-7%
Q2 Expired Listings	91	115	154	+34%
June Volume Sales	\$108,322,899	\$86,037,028	\$99,887,002	+16%
June Unit Sales	234	176	185	+5%
June New Listings	395	354	402	+14%
June Sales/Listings Ratio	59%	50%	46%	-4%
June Expired Listings	34	54	60	+11%
June Average Price	\$462,918	\$488,847	\$539,930	+10%
YTD Sales: Under \$100K	8	7	5	-29%
YTD Sales: \$100K - \$299K	295	166	103	-38%
YTD Sales: \$300K - \$499K	570	451	428	-5%
YTD Sales: \$500K - \$799K	293	234	307	+31%
YTD Sales: \$800K - \$999K	49	46	52	+13%
YTD Sales: \$1M - \$1.499M	37	34	34	0%
YTD Sales: \$1.5M - \$1.999M	16	4	13	+225%
YTD Sales: \$2M+	7	5	6	+20%
YTD Average Days-On-Market	40	45	54	+20%
YTD Average Sale Price	\$477,953	\$487,257	\$537,935	+10%

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

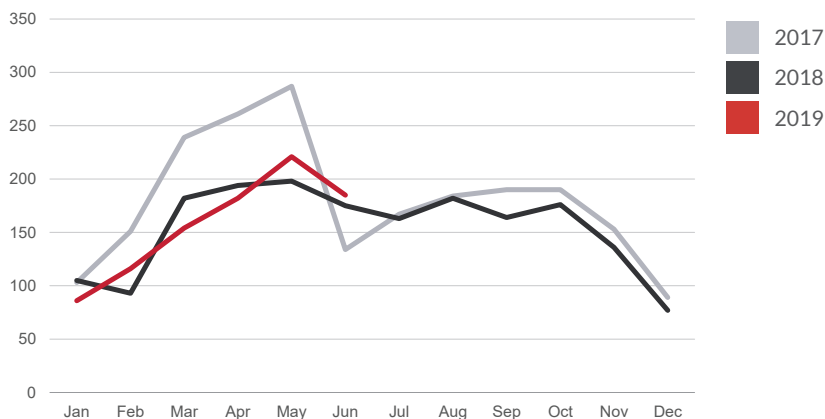
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 volume sales have been relatively strong, giving us the third-best Q1 and Q2 ever. Still, those numbers aren't due to corresponding unit sales, but to average price gains: 2019's YTD average is up **70%, 59%, 47%, 13%** and **10%** from 2014-18 respectively. And while **Graph 4** shows 2019 unit sales mirroring volume, it's notable that, except for 2018's **947** sales, 2019's **948** sales are the fewest since 2012's **925**, and **31%** less than 2016's record **1368**. Given June's **46%** sales/listing ratio, it will be interesting to see if the region regains sellers' market status soon.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



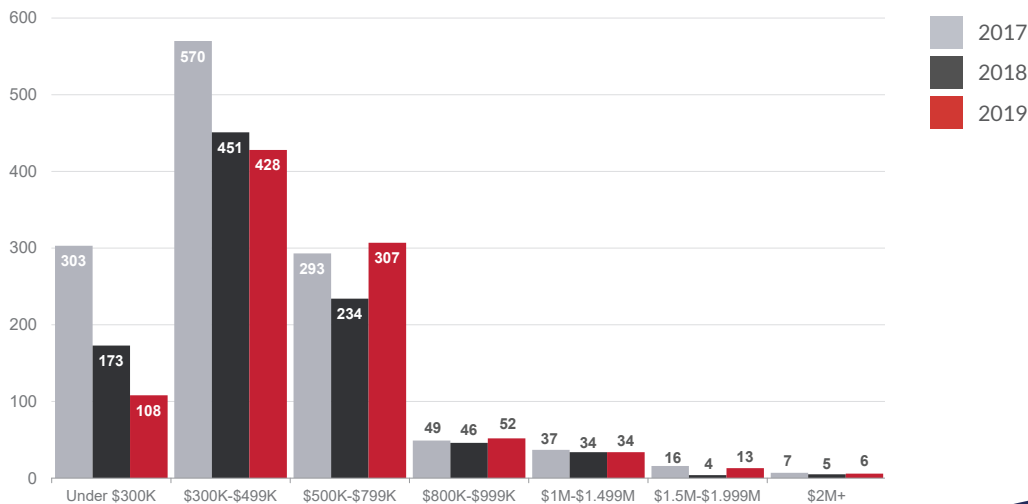
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in four price ranges, down in two, and equal in one. The \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **31%**, **13%**, **225%** and **20%** respectively; the Under-\$300K and \$300K-\$499K ranges are down **38%** and **5%** respectively; and the \$1M- \$1.499M range is **equal** to 2018. More generally, sales in the Under-\$500K bracket are down **14%** from one year ago, while sales in the median \$500K-\$999K bracket are up **28%**, and sales in the luxury \$1M+ bracket are up **23%**.

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



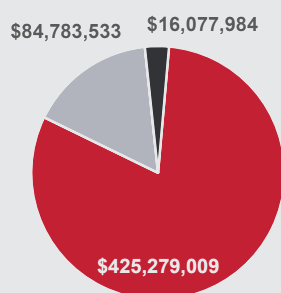
SALES BY PROPERTY TYPE

Graph 6:

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

2019 IN DETAIL

2019



SINGLE-FAMILY HOMES

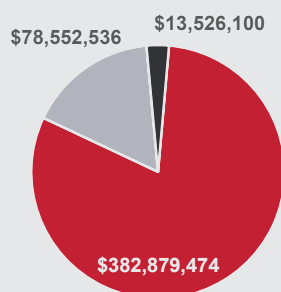
DOLLAR SALES: \$425,279,009
UP 11% from 2018

UNIT SALES: 748
UP 2% from 2018

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

AV. SALE PRICE: \$568,421
UP 9% from 2018

2018



CONDOMINIUMS

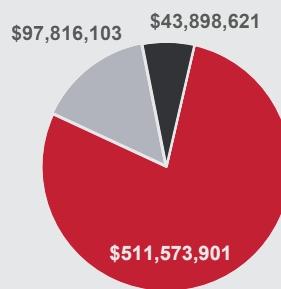
DOLLAR SALES: \$84,783,533
UP 8% from 2018

UNIT SALES: 200
DOWN 7% from 2018

AV. DAYS-ON-MARKET: 56
UP 14 days from 2018

AV. SALE PRICE: \$423,918
UP 15% from 2018

2017



VACANT LAND

DOLLAR SALES: \$16,077,984
UP 19% from 2018

UNIT SALES: 53
DOWN 20% from 2018

AV. DAYS-ON-MARKET: 100
DOWN 5 days from 2018

AV. SALE PRICE: \$303,358
UP 48% from 2018

■ 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)

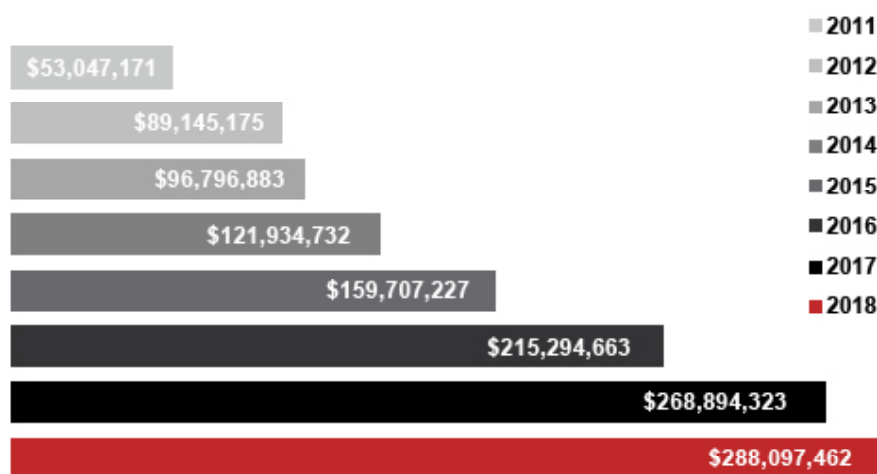
And we were #3 in Wasaga Beach after opening an office in 2015.



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®

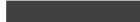
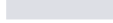
2018 UNIT SALES

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

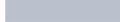
Collingwood

	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%	

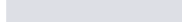
The Blue Mountains

	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

