

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2019

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



# OVERVIEW

## SLOW Q1 SALES, LISTINGS UP, AVERAGE SALE PRICE UP



### YEAR-TO-DATE SALES VOLUME OF \$107,344,189

Down 4% from 2018's \$111,674,398, with units of 235 down 12% from 2018's 268. New listings of 543 up 12% from a year ago, with the sales/listings ratio of 43% down 12%.



### Q2-2019 SALES VOLUME OF \$70,300,389

Down 4% from Q2-2018's \$73,517,348. Units of 151 down 13% from Q2-2018's 173, with new listings of 340 up 14% and the sales/listings ratio of 44% down 14%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$456,784

Up 10% from the \$416,696 of Q2-2018. Average days-on-market of 52 up 9 days.





# OVERVIEW (cont'd)

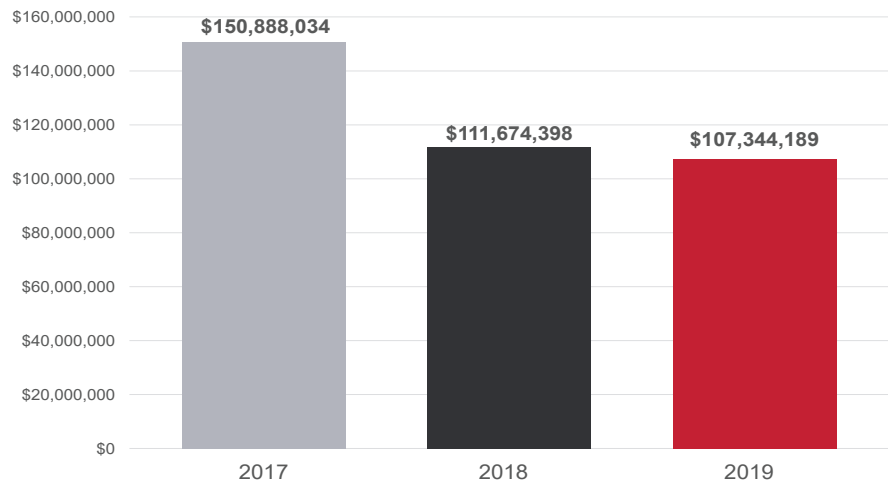


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

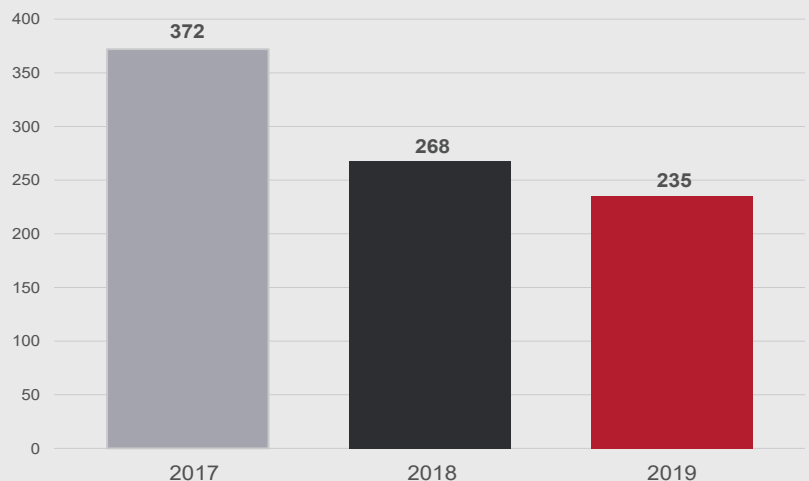
June's average sale price of **\$452,640** was up **12%** from a year ago. However, its **50** sales were June's fewest since 2012, and its volume of **\$22,631,988** was the month's lowest since 2014. With listings also up **23%**, and a **43%** sales/listings ratio, Wasaga has been a **buyers' market** for two quarters now.



Graph 1:  
**Wasaga Beach MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Wasaga Beach MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2017 vs. 2018 vs. 2019

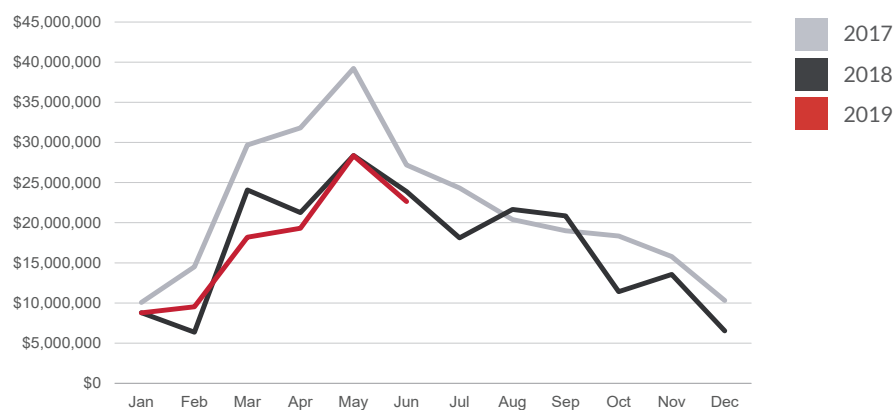
|                                  | 2017          | 2018          | 2019          | 2018-2019 |
|----------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales  | \$150,888,034 | \$111,674,398 | \$107,344,189 | -4%       |
| YTD Unit Sales                   | 372           | 268           | 235           | -12%      |
| YTD New Listings                 | 526           | 486           | 543           | +12%      |
| YTD Sales/Listings Ratio         | 71%           | 55%           | 43%           | -12%      |
| YTD Expired Listings             | 26            | 56            | 72            | +29%      |
| Second Quarter (Q2) Volume Sales | \$96,624,194  | \$73,517,348  | \$70,300,389  | -4%       |
| Q2 Unit Sales                    | 230           | 173           | 151           | -13%      |
| Q2 New Listings                  | 353           | 297           | 340           | +14%      |
| Q2 Sales/Listings Ratio          | 65%           | 58%           | 44%           | -14%      |
| Q2 Expired Listings              | 16            | 28            | 42            | +50%      |
| Q2 Average Sale Price            | \$420,105     | \$424,956     | \$465,565     | +10%      |
| June Volume Sales                | \$27,192,599  | \$23,879,158  | \$22,631,988  | -5%       |
| June Unit Sales                  | 69            | 59            | 50            | -15%      |
| June New Listings                | 130           | 94            | 116           | +23%      |
| June Sales/Listings Ratio        | 53%           | 63%           | 43%           | -20%      |
| June Expired Listings            | 7             | 17            | 15            | -12%      |
| June Average Sale Price          | \$394,036     | \$404,731     | \$452,640     | +12%      |
| YTD Sales: Under \$100K          | 5             | 5             | 1             | -80%      |
| YTD Sales: \$100K - \$299K       | 83            | 51            | 25            | -51%      |
| YTD Sales: \$300K - \$499K       | 200           | 149           | 124           | -17%      |
| YTD Sales: \$500K - \$799K       | 76            | 58            | 78            | +34%      |
| YTD Sales: \$800K - \$999K       | 7             | 3             | 4             | +33%      |
| YTD Sales: \$1M - \$1.499M       | 1             | 2             | 3             | +50%      |
| YTD Average Days-On-Market       | 21            | 43            | 52            | +21%      |
| YTD Average Sale Price           | \$405,613     | \$416,696     | \$456,784     | +10%      |

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

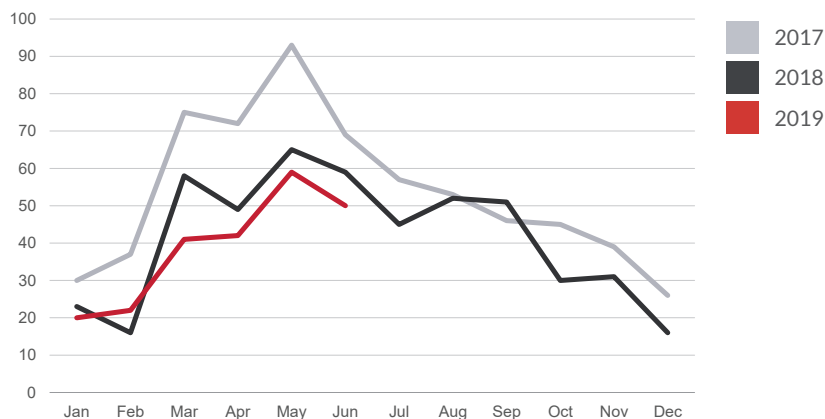
# THE MARKET IN DETAIL (cont'd)

After witnessing three stellar years and one great year from 2015-18 – i.e. years with months of record volume and transactions numbers, high monthly sales/listings ratios, short sale times and big demand generally – it's been interesting to see Wasaga Beach gradually revert to a buyers' market in Q1 and Q2 of 2019. Given real estate's cyclic nature (not to mention that the Q2-2019 average sale price is up **69%** from Q2-2014), it was perhaps inevitable. Now, throw in the multiple interest rate hikes and 'stress test' and you have the present situation. That said, Wasaga still offers a beautiful setting, good value, and has huge potential. So it probably won't be a buyers' market for long.

Graph 3:  
**Wasaga Beach Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 4:  
**Wasaga Beach Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)

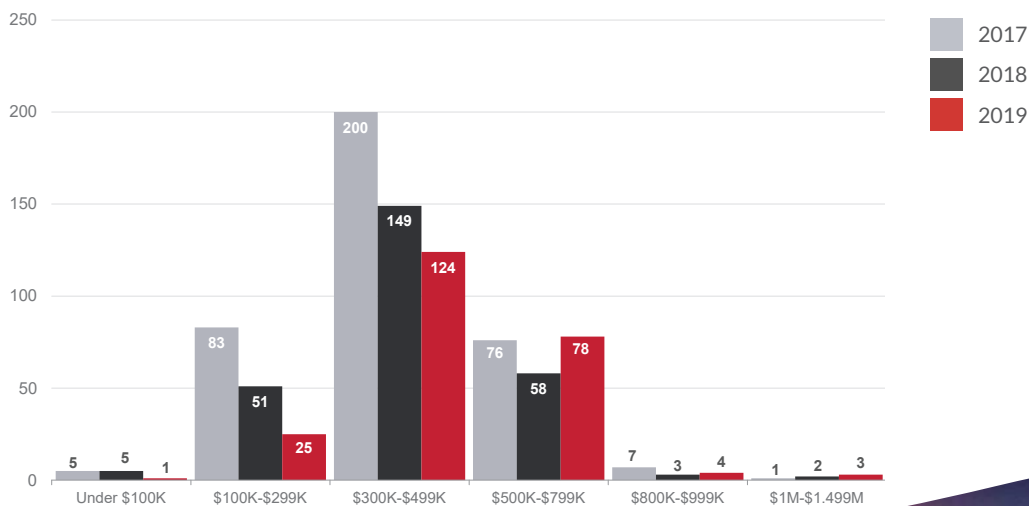




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q2-2019 unit sales were up from Q2-2018 in three price ranges and down in three ranges. And so, the \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499K ranges were up **34%**, **33%** and **50%** respectively from Q2-2018; and the Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges were down **80%**, **51%** and **17%** respectively. More generally, the Under-\$500K bracket – which accounted for **64%** of Wasaga Beach's sales in Q2-2019 – was down **27%** from Q2-2018, while the \$500K+ market was up **35%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

**Wasaga Beach MLS® Sales By Property Type**  
Q1 – 2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$102,390,289  
DOWN 1% from 2018

**UNIT SALES:** 221  
DOWN 9% from 2018

**AV. DAYS-ON-MARKET:** 51  
UP 8 days from 2018

**AV. SALE PRICE:** \$463,304  
UP 9% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$4,953,900  
DOWN 37% from 2018

**UNIT SALES:** 14  
DOWN 42% from 2018

**AV. DAYS-ON-MARKET:** 66  
UP 17 days from 2018

**AV. SALE PRICE:** \$353,850  
UP 8% from 2018

### VACANT LAND

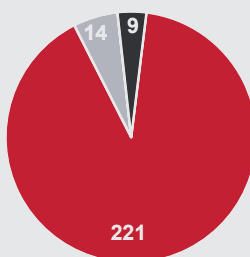
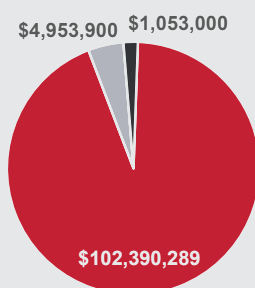
**DOLLAR SALES:** \$1,053,000  
DOWN 25% from 2018

**UNIT SALES:** 9  
EQUAL to 2018

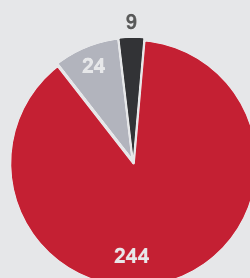
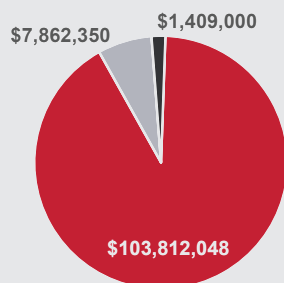
**AV. DAYS-ON-MARKET:** 28  
DOWN 5 days from 2018

**AV. SALE PRICE:** \$117,033  
DOWN 25% from 2018

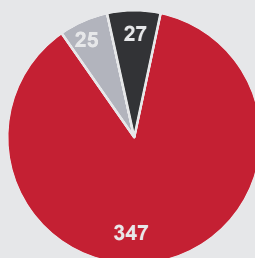
2019



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)**

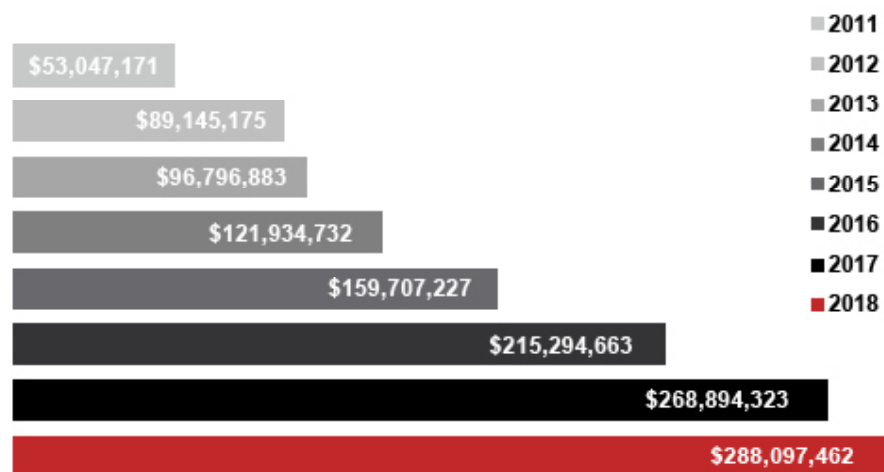
And we were #3 in Wasaga Beach after opening an office in 2015.



**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®*












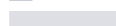
# 2018 UNIT SALES

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









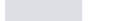

## Collingwood

|                             | 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

1344 Mosley Sreet, Unit 5



## **CLEARVIEW**

705-881-9005

143 Mill St., Creemore

