

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

FEBRUARY 2020

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



OVERVIEW

RECORD FEBRUARY VOLUME SALES, PRICES AND LISTINGS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$146,184,716

Up 32% from 2019's \$110,872,936, with units of 240 up 18% from 2019's 202. New listings of 115 were up 22% from 2019, with the sales/listings ratio of 54% up 2%.



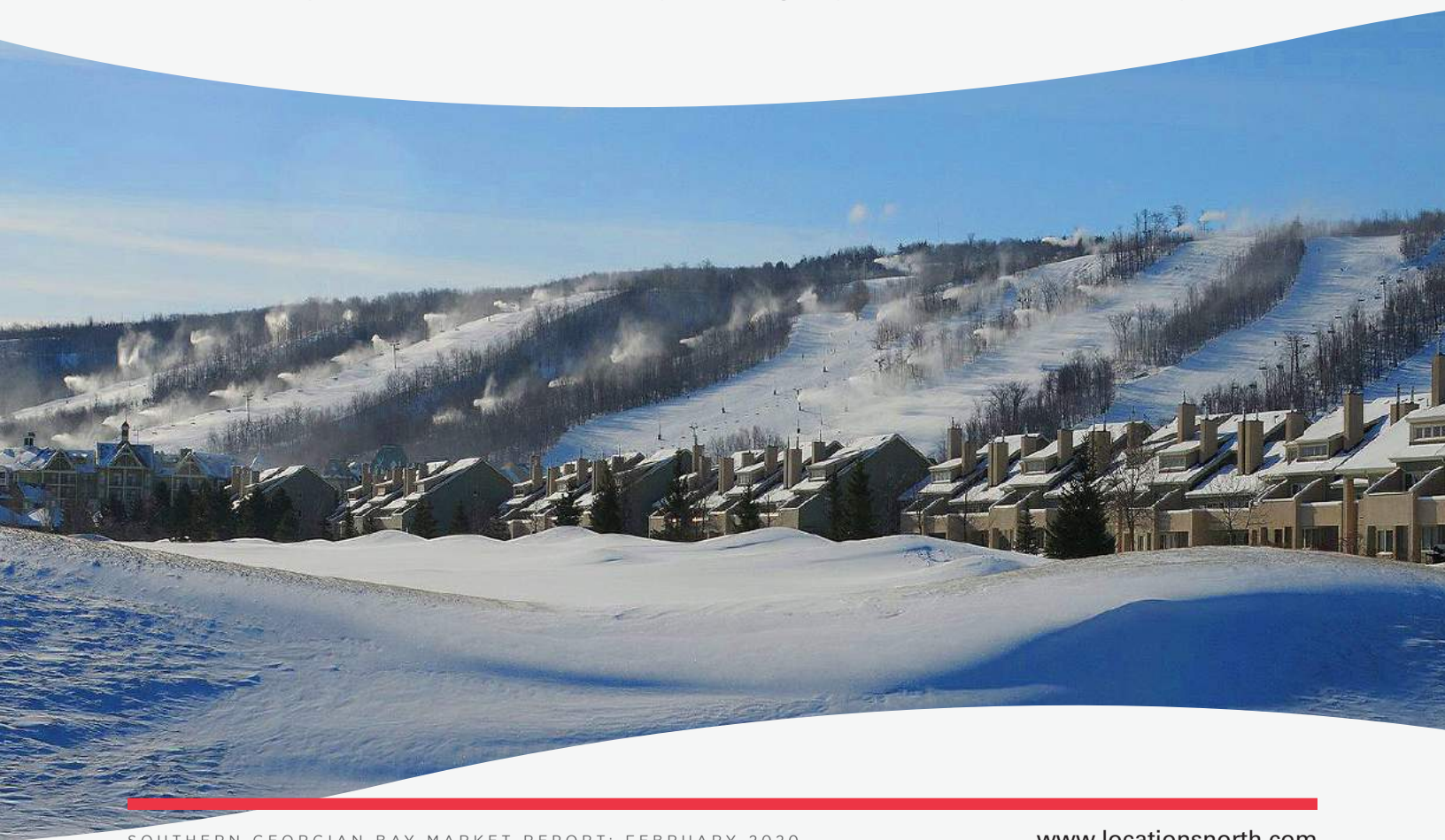
RECORD FEBRUARY SALES VOLUME OF \$85,060,639

Up 40% from last February's \$60,935,236. Units of 144 up 23% from last year's 117. New listings of 44 were up 26%, while the sales/listing ratio of 61% was equal to one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$609,103

Up 11% from the \$548,876 of last year. Average days-on-market of 61 is down 8 days.



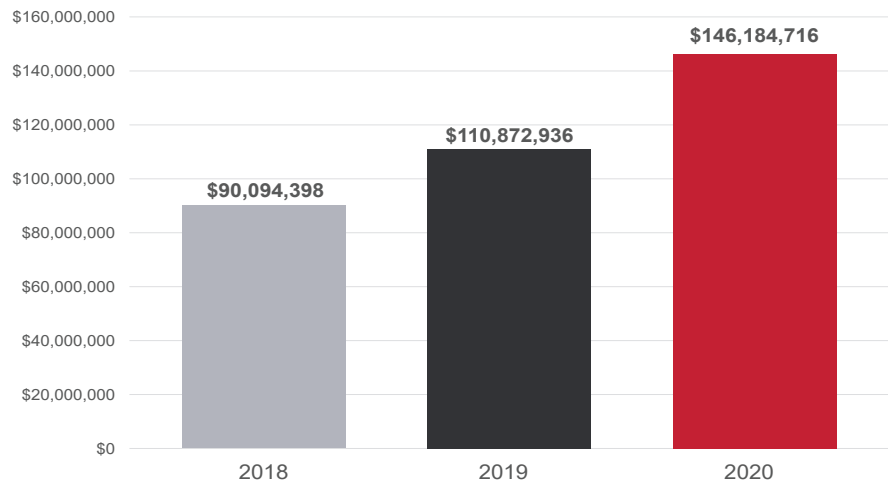
OVERVIEW (cont'd)



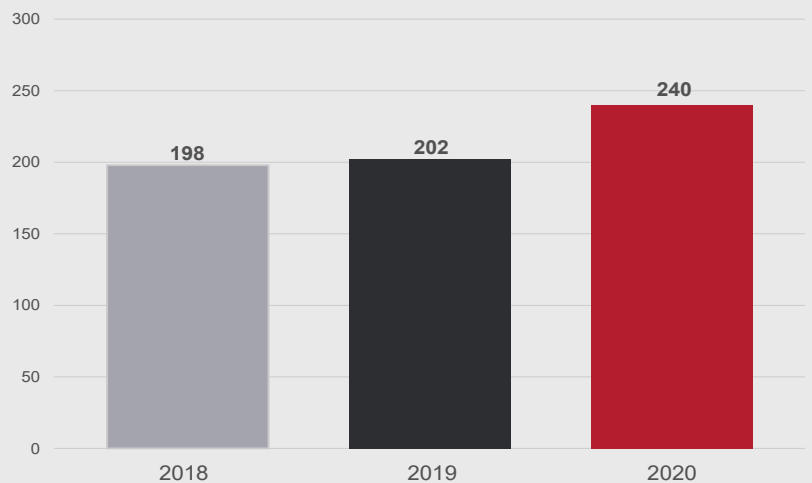
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

February saw record volume, up **40%** from 2019 and **20%** from 2017's prior record. Unit sales – the month's fourth-best ever – were up **23%** from last year, but down **16%** from 2017's high. The average sale price was up **13%**; and February's **61%** sales/listings ratio indicates a healthy **sellers' market**.

Graph 1:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Georgian Triangle MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

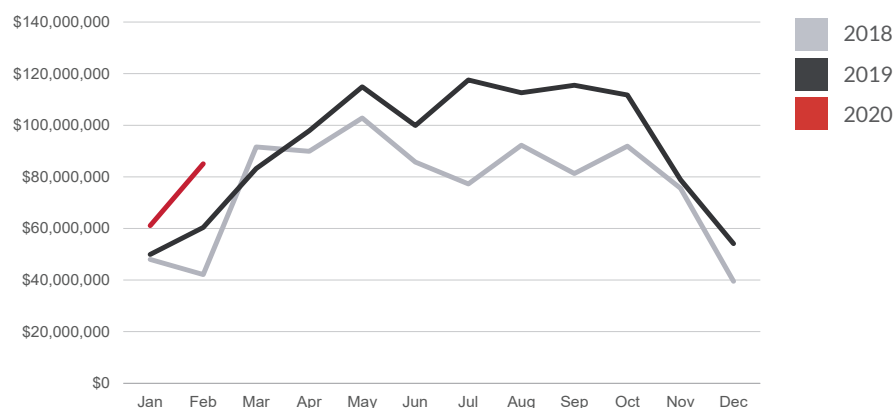
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$90,094,398	\$110,872,936	\$146,184,716	+32%
YTD Unit Sales	198	202	240	+18%
YTD New Listings	396	386	442	+15%
YTD Sales/Listings Ratio	50%	52%	54%	+2%
YTD Expired Listings	100	94	115	+22%
February Volume Sales	\$42,114,643	\$60,935,236	\$85,060,639	+40%
February Unit Sales	93	117	144	+23%
February New Listings	215	192	235	+22%
February Sales/Listings Ratio	43%	61%	61%	0%
February Expired Listings	39	35	44	+26%
February Average Sale Price	\$452,846	\$520,814	\$590,699	+13%
YTD Sales: Under \$100K	3	2	0	-200%
YTD Sales: \$100K - \$299K	43	25	22	-12%
YTD Sales: \$300K - \$499K	96	85	99	+16%
YTD Sales: \$500K - \$799K	38	65	69	+6%
YTD Sales: \$800K - \$999K	11	12	25	+108%
YTD Sales: \$1M - \$1.499M	6	6	14	+133%
YTD Sales: \$1.5M - \$1.999M	1	4	10	+150%
YTD Sales: \$2M+	0	3	1	-67%
YTD Average Days-On-Market	58	69	61	-12%
YTD Average Sale Price	\$455,022	\$548,876	\$609,103	+11%

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

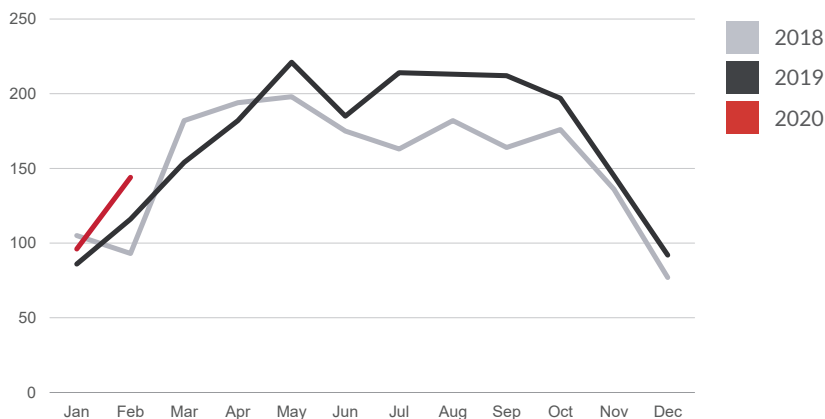
THE MARKET IN DETAIL (cont'd)

Well, the 2020 market is certainly off to a roaring start. As **Graph 3** shows, January and February both saw record volume: that's **eight straight record months** going back to last June. The \$800K-\$1.999M bracket was very active, with volume up a whopping **128%** from 2016's prior record. **Graph 4** shows strong unit sales compared to 2018 and 2019, but they're actually the fourth-best ever, down **16%** from 2016's high. Still, this year's average sale price has more than made up for the difference: it's up **75%, 67%, 24%, 34%** and **11%** from the first two months of 2015-19 respectively.

Graph 3:
Georgian Triangle Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



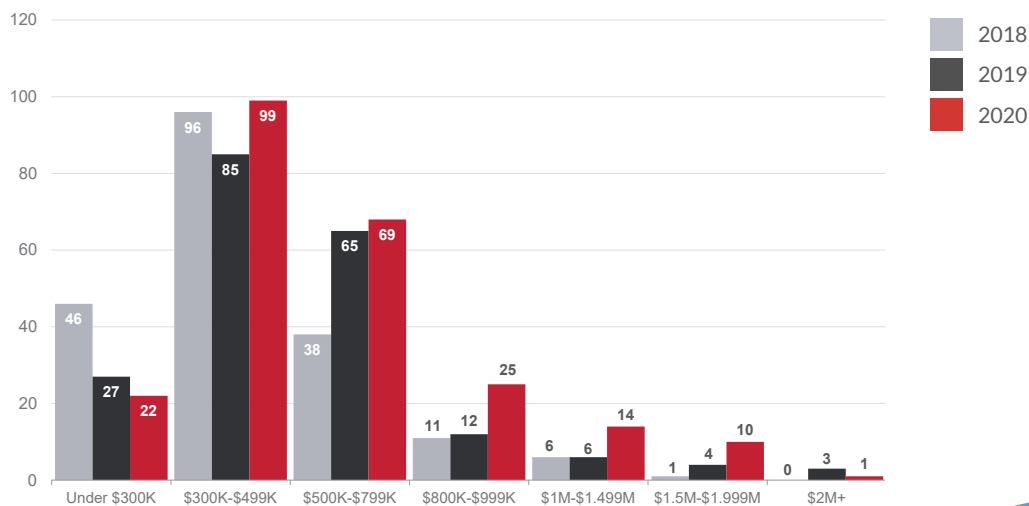
Graph 4:
Georgian Triangle Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **16%**, **6%**, **108%**, **133%** and **150%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **19%** and **67%** respectively. More generally, sales in the Under-\$800K price bracket – which account for **79%** of 2020's sales – are up **7%** from one year ago, while the \$800K+ bracket is up **100%**.

Graph 5:
Georgian Triangle MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Georgian Triangle MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$119,109,106
UP 26% from 2019

UNIT SALES: 175
UP 9% from 2019

AV. DAYS-ON-MARKET: 66
DOWN 2 days from 2019

AV. SALE PRICE: \$680,603
UP 15% from 2019

CONDOMINIUMS

DOLLAR SALES: \$27,065,610
UP 68% from 2019

UNIT SALES: 65
UP 55% from 2019

AV. DAYS-ON-MARKET: 46
DOWN 24 days from 2019

AV. SALE PRICE: \$416,548
UP 9% from 2019

VACANT LAND

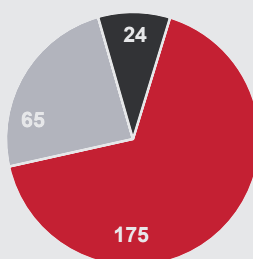
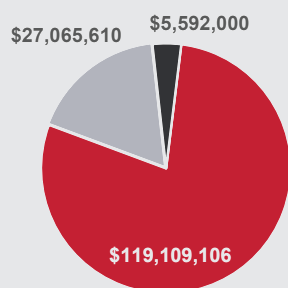
DOLLAR SALES: \$5,592,000
UP 76% from 2019

UNIT SALES: 24
UP 100% from 2019

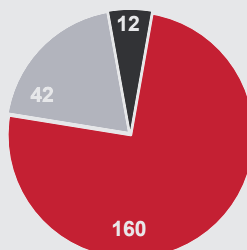
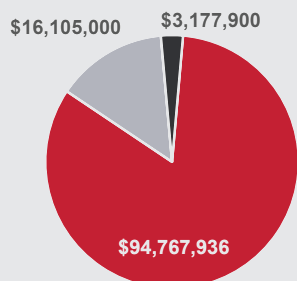
AV. DAYS-ON-MARKET: 88
DOWN 30 days from 2019

AV. SALE PRICE: \$233,000
DOWN 12% from 2019

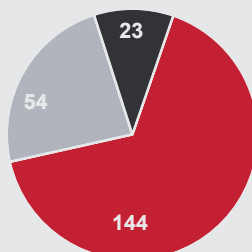
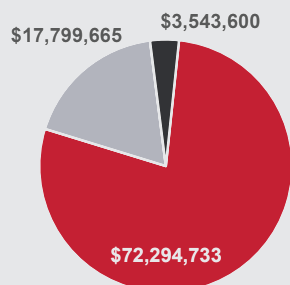
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

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)

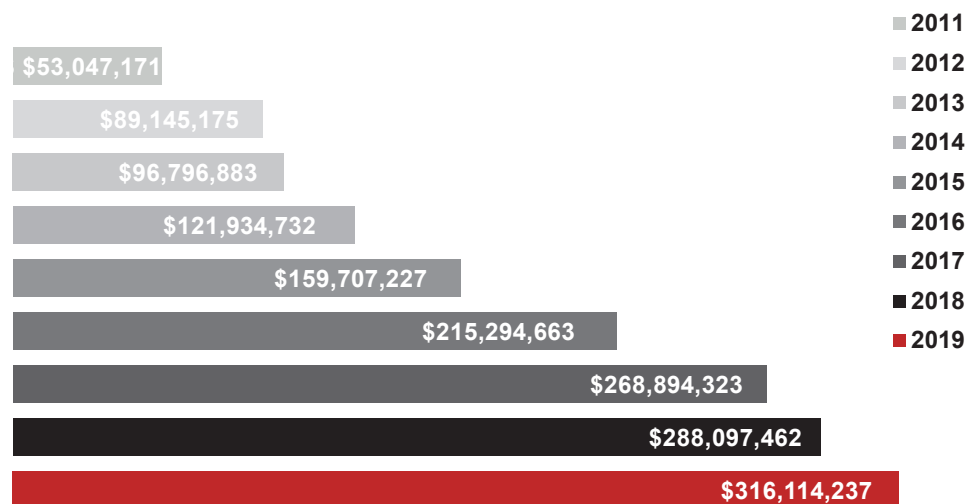
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

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

Georgian Triangle Luxury Homes**

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



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

