

GREY HIGHLANDS REAL ESTATE MARKET REPORT

FIRST QUARTER 2020

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



OVERVIEW

RECORD MARCH AND Q1 VOLUME SALES, NEW LISTINGS AND PRICES UP



RECORD Q1 SALES VOLUME OF \$18,979,890

Up **102%** from Q1-2019's \$9,402,000, with units of **36** up **71%** from Q1-2019's **21**.
New listings of **54** up **29%** from last year, with the sales/listings ratio of **67%** up **17%**.



RECORD MARCH SALES VOLUME OF \$9,685,000

Up **158%** from March 2019's \$3,761,000. Units of **18** up **100%** from last March's **9**,
with new listings of **22** up **16%** and the sales/listings ratio of **82%** up **35%**.



RECORD Q1 AVERAGE SALE PRICE OF \$527,219

Up **18%** from the \$447,714 of Q1-2019. Average days-on-market of **69** up **20** days.



OVERVIEW (cont'd)

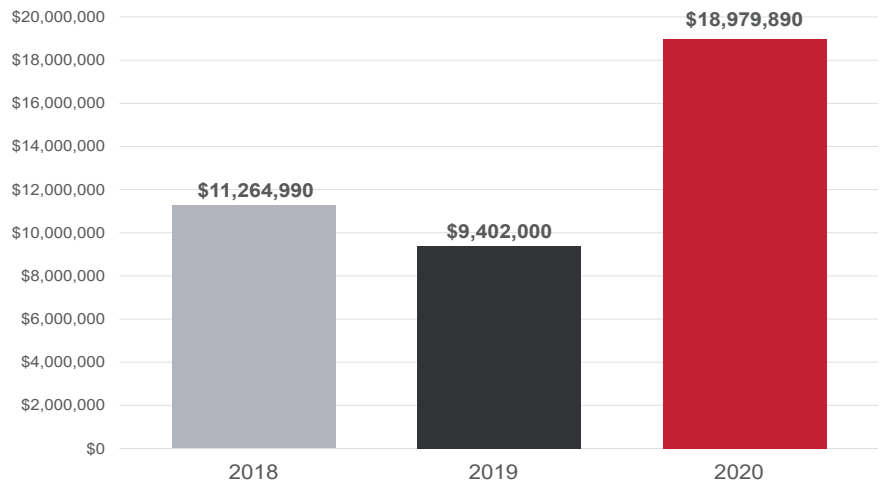


THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

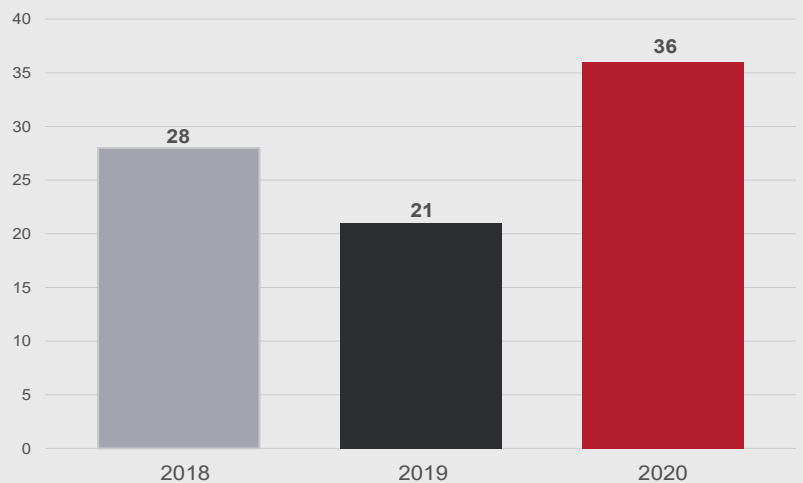
Last March Grey Highlands saw its lowest volume and unit sales since 2009, and its average sale price was down **18%** from March 2018. This year the month had record volume – **2½%** more than last March, despite COVID-19. However, sales dropped sharply in the second half and the forecast is for a **buyers' market**.



Graph 1:
Grey Highlands MLS® Sales
Q1 – 2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Grey Highlands MLS® Sales
Q1 – 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
Grey Highlands MLS® Residential Sales And Listing Summary
 Q1 – 2018 vs. 2019 vs. 2020

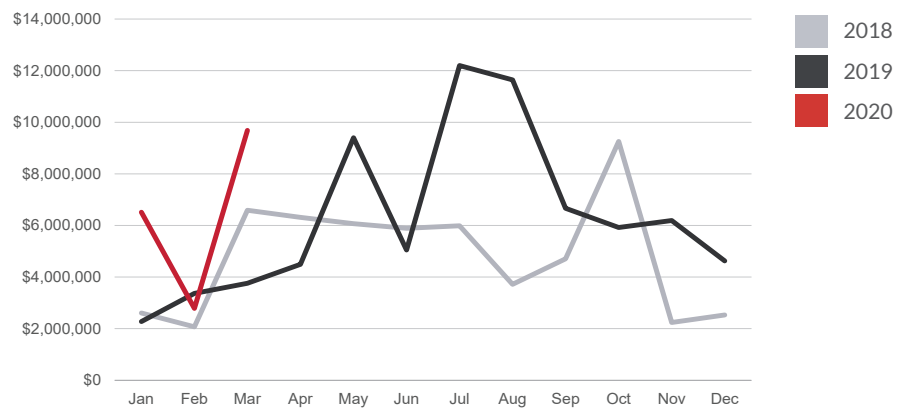
	2018	2019	2020	2019-2020
Volume Sales	\$11,264,990	\$9,402,000	\$18,979,890	+102%
Unit Sales	28	21	36	+71%
New Listings	46	42	54	+29%
Sales/Listings Ratio	61%	50%	67%	+17%
Expired Listings	11	4	11	+175%
Sales: Under \$300K	11	2	5	+150%
Sales: \$300K - \$499K	10	14	15	+7%
Sales: \$500K - \$799K	3	4	11	+175%
Sales: \$800K - \$999K	3	1	4	+300%
Sales: \$1M - \$1.499M	1	0	0	0%
Sales: \$1.5M - \$1.999M	0	0	1	+100%
Average Days-On-Market	75	49	69	+41%
Average Sale Price	\$402,321	\$447,714	\$527,219	+18%

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

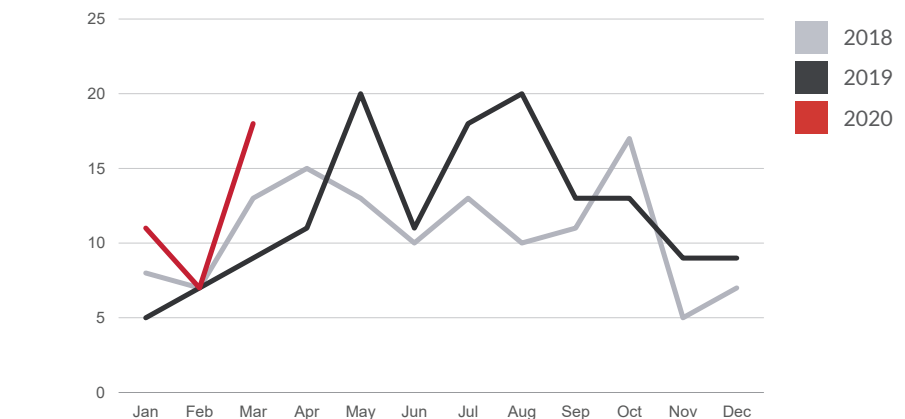
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, volume sales had a record start in January, fell sharply in February, and then saw another record in March despite a slow second half due to COVID-19. Overall, it was Grey Highland's biggest Q1 ever, up **25%** from 2015's previous high. **Graph 4** shows the same pattern for units, although none of the months were record-breaking. Q1's **36** sales, although the most since 2016, were actually the eighth best since 2010, and down **28%** from 2012's record **50**. The good news: Grey Highland's average sale price is up **80%**, **15%**, **31%** and **18%** from the Q1s of 2016-19 respectively.

Graph 3:
Grey Highlands Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Volume)



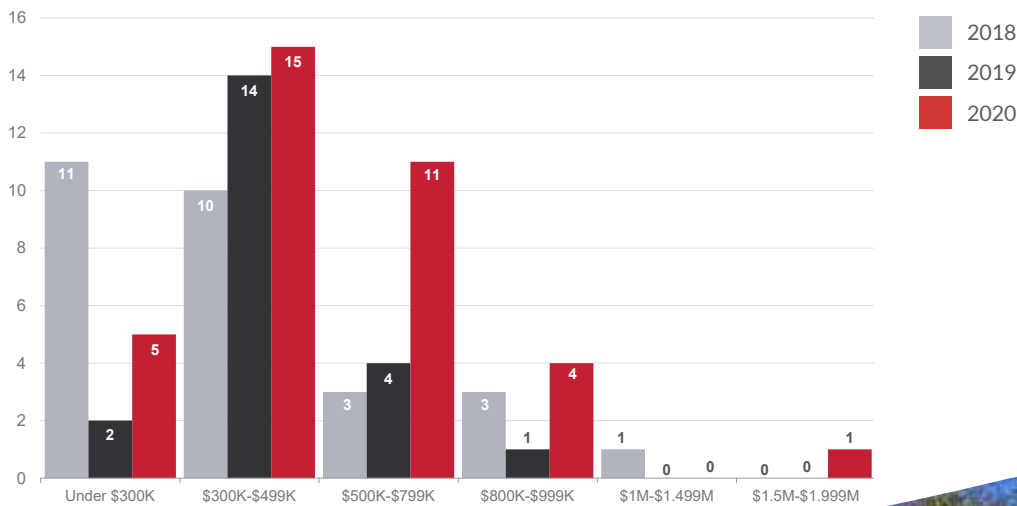
Graph 4:
Grey Highlands Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020's sales were up from Q1-2019 in five price ranges and even in two. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$1.5M-\$1.999M ranges were up **150%**, **7%**, **175%**, **300%** and **100%** respectively; and the \$1M-\$1.499M range was **even** (with no sales). More generally, the high-volume, Under-\$500K bracket - which accounted for **56%** of Q1-2020's sales - was up **25%** from Q1-2019, while the median \$500K-\$800K bracket was up **300%**, and the luxury \$1M+ range was up **100%**.

Graph 5:
Grey Highlands MLS® Sales By Price
Q1 - 2018 vs. 2019 vs. 2020 (Units)



UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

SALES BY PROPERTY TYPE

Graph 6:

Grey Highlands MLS® Sales By Property Type
Q1 - 2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$18,819,990
UP 100% from 2019

UNIT SALES: 35
UP 66% from 2019

AV. DAYS-ON-MARKET: 70
UP 21 days from 2019

AV. SALE PRICE: \$537,714
UP 20% from 2019

CONDOMINIUMS

DOLLAR SALES: \$159,900
UP 100% from 2019

UNIT SALES: 1
UP 100% from 2019

AV. DAYS-ON-MARKET: 28
UP 28 days from 2019

AV. SALE PRICE: \$159,900
UP 100% from 2019

VACANT LAND

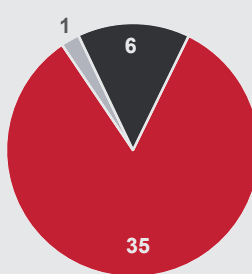
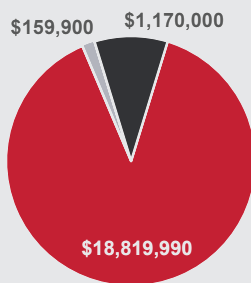
DOLLAR SALES: \$1,170,000
UP 31% from 2019

UNIT SALES: 6
UP 20% from 2019

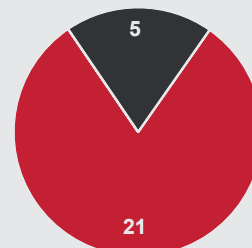
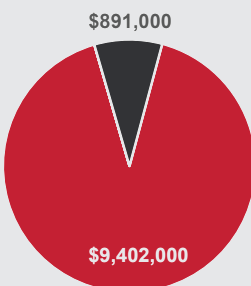
AV. DAYS-ON-MARKET: 38
DOWN 110 days from 2019

AV. SALE PRICE: \$195,000
UP 9% from 2019

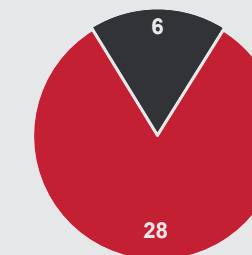
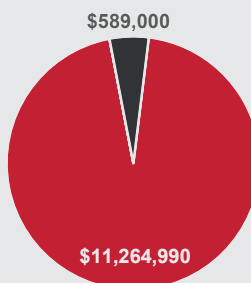
2020



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)

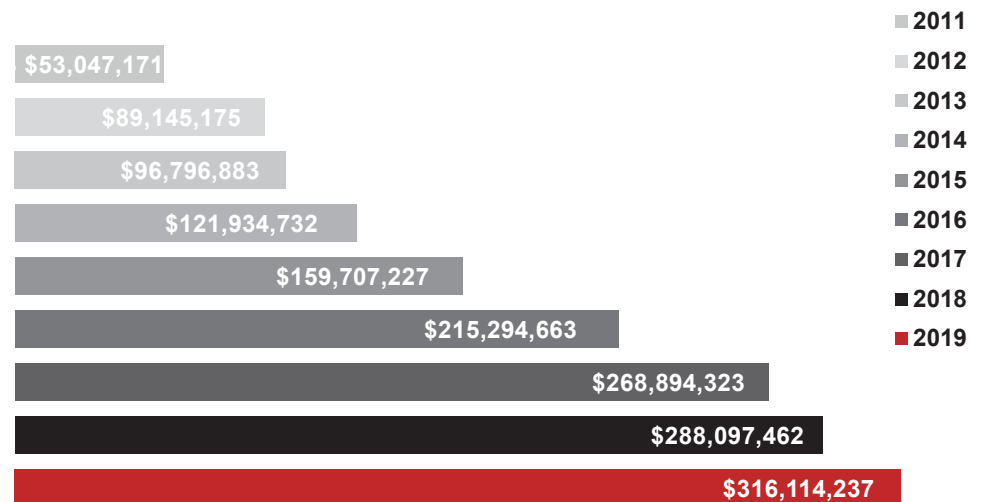
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

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

Georgian Triangle Luxury Homes**

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

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$800,000+

Raised for local causes &
Community Sponsorships
from 2013-2019

#1 Georgian Triangle
BROKERAGE

8
Straight Years*
Of Record Sales!

Featured Listings

21,400+
People Reached†

6,100+ 
Clicks, Shares, Views, & Likes‡

Q1 BY THE
Numbers

ROYAL LEPAGE LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



40 Detailed Market Reports
Per Year FOR YOU

Annual Sales Volume
2019 Sales Up 10%
from 2018

 Almost
3 TIMES
MORE

than our closest regional competitor†



Award Winning Service

Socially Connected



92,500+
Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

300+
Buyer leads/month§

With over **4X** the average
industry conversion rate



LocationsNorth.com



\$32,465

Giving back and working
in our community

Raised for Local Charities
in 2019

WINBLAST \$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969



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