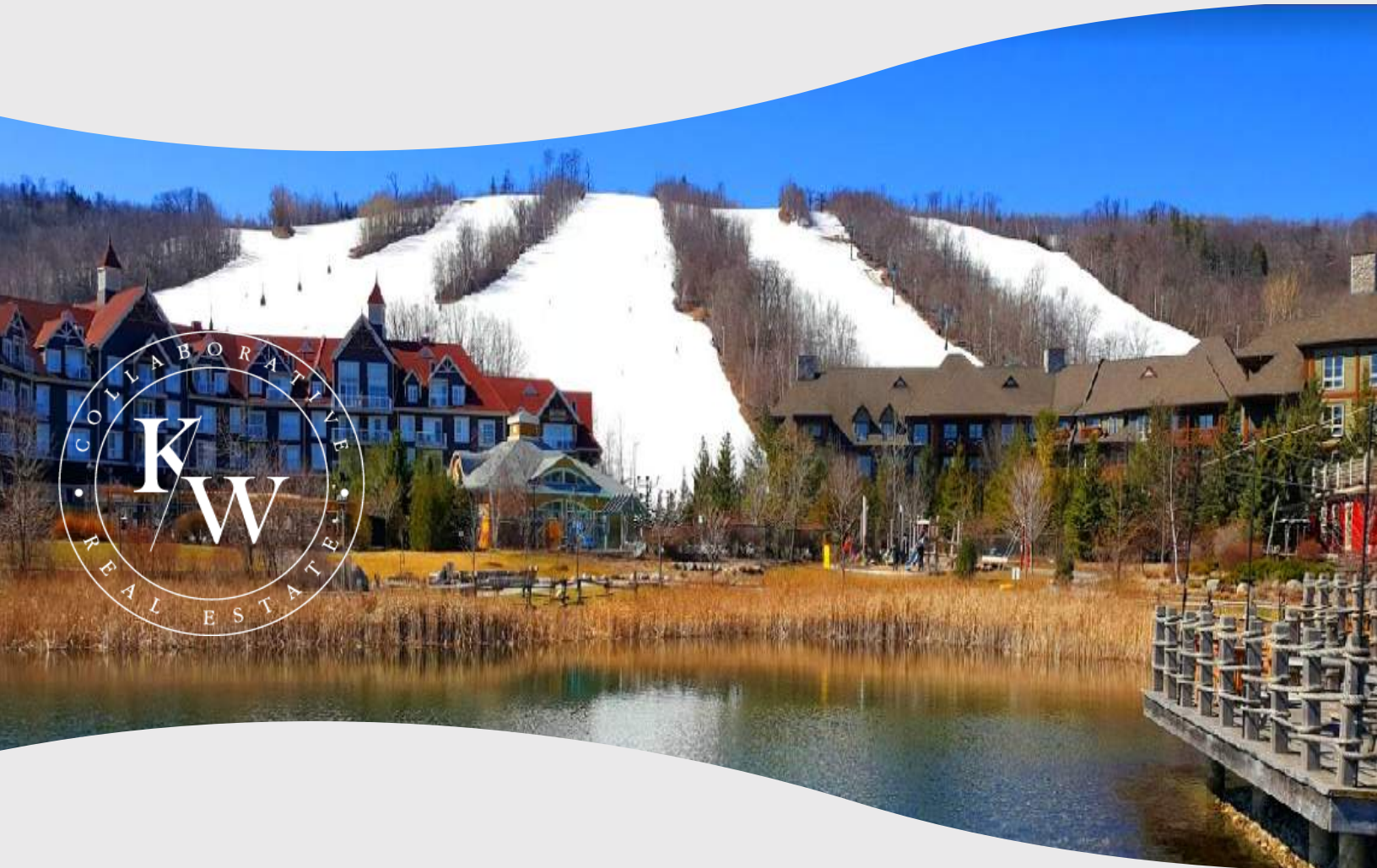


SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

FIRST QUARTER 2020

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



OVERVIEW

RECORD Q1 VOLUME AND AVERAGE PRICES, WITH NEW LISTINGS AND EXPIREDS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$229,486,902

Up 19% from 2019's \$193,543,586, with units of 385 up 8% from 2019's 356. New listings of 747 up 9%, with the sales/listings ratio of 52% equal to last year.



MARCH SALES VOLUME OF \$83,132,186

Down .1% from last March's \$83,218,400. Units of 144 down 6% from last year's 154. New listings of 303 were up 3% from a year ago, while the sales/listing ratio of 48% was down 4%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$596,070

Up 10% from the \$543,662 of one year ago. Average days-on-market of 56 is down 5 days.



OVERVIEW (cont'd)

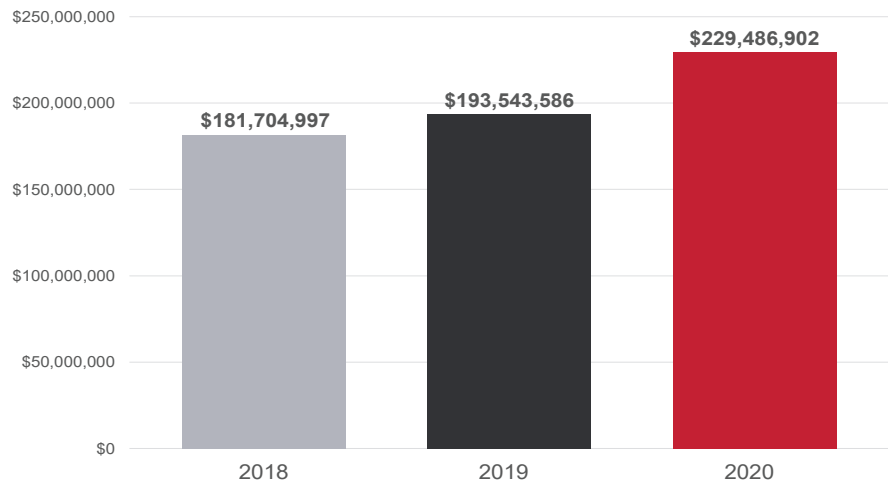


THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

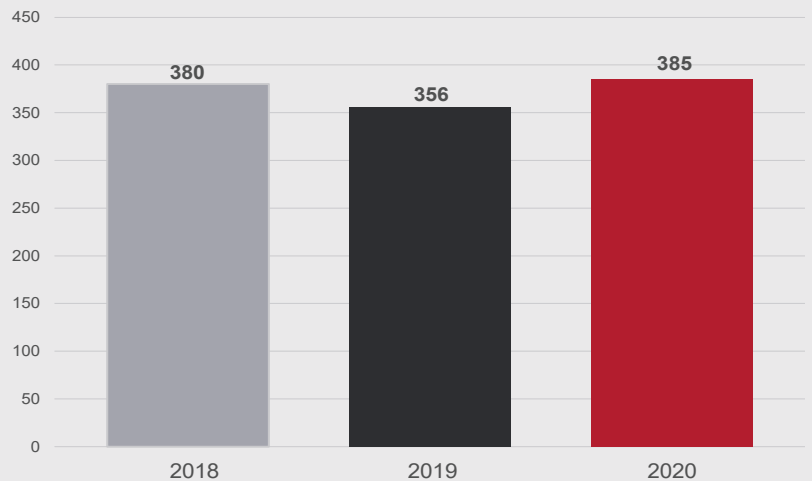
March unit sales were the least since 2014 and down 40% from 2017's high. Volume was the fourth-best ever, mainly due to the record average price. New listings and expirds were up 2% and 36% respectively from last March. Average sale times were down 7 days. The sales/listings ratio was 48%: a buyers' market.



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



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



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
 2018 vs. 2019 vs. 2020

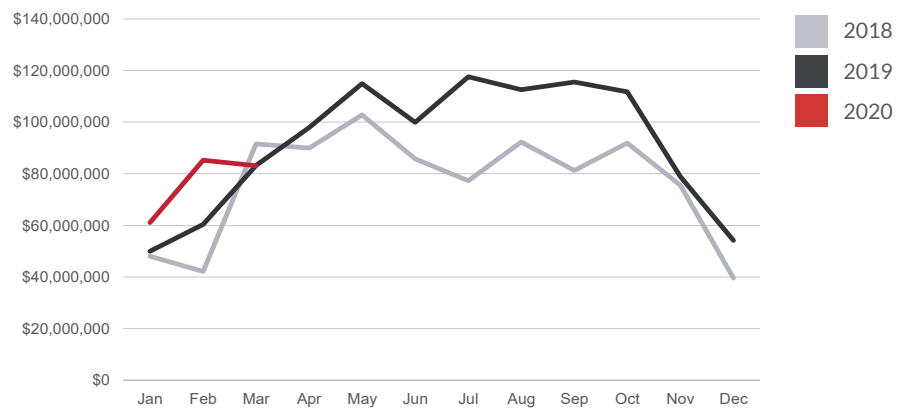
	2018	2019	2020	2019-2020
First Quarter (Q1) Volume Sales	\$181,704,997	\$193,543,586	\$229,486,902	+19%
Q1 Unit Sales	380	356	385	+8%
Q1 New Listings	686	685	747	+9%
Q1 Sales/Listings Ratio	55%	52%	52%	0%
Q1 Expired Listings	122	143	180	+26%
March Volume Sales	\$91,610,599	\$83,218,400	\$83,132,186	-1%
March Unit Sales	182	154	144	-6%
March New Listings	288	297	303	+2%
March Sales/Listing Ratio	63%	52%	48%	-4%
March Expired Listings	40	50	68	+36%
March Average Sale Price	\$503,355	\$540,379	\$577,307	+7%
Q1 Sales: Under \$100K	4	4	0	-400%
Q1 Sales: \$100K - \$299K	74	41	39	-5%
Q1 Sales: \$300K - \$499K	182	154	157	+2%
Q1 Sales: \$500K - \$799K	82	111	116	+5%
Q1 Sales: \$800K - \$999K	22	23	36	+57%
Q1 Sales: \$1M - \$1.499M	12	13	21	+62%
Q1 Sales: \$1.5M - \$1.999M	3	7	14	+100%
Q1 Sales: \$2M+	1	3	2	-33%
Q1 Average Days-On-Market	52	61	56	-8%
Q1 Average Sale Price	\$478,171	\$543,662	\$596,070	+10%

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

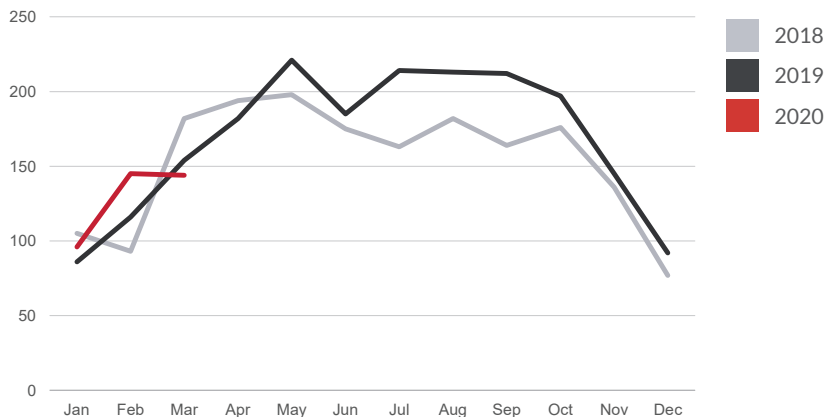
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2020 had an exceptional first two months, with volume up **32%** from 2019 and **17%** from 2017's previous record. The first half of March was also record-breaking, up **9%** from 2017's prior high. However, with the onset of COVID-19, March became a tale of two markets, with second-half volume down **16%** from last year and down **47%** from 2017. As **Graph 4** shows, March's second-half units followed the same pattern, down **32%** from last year and **58%** from 2017's high. On a brighter note, March's second-half, average sale price was up **24%** from the first half, and March's overall average price was up **7%** from last March. Time will tell what prices do in the coming months.

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



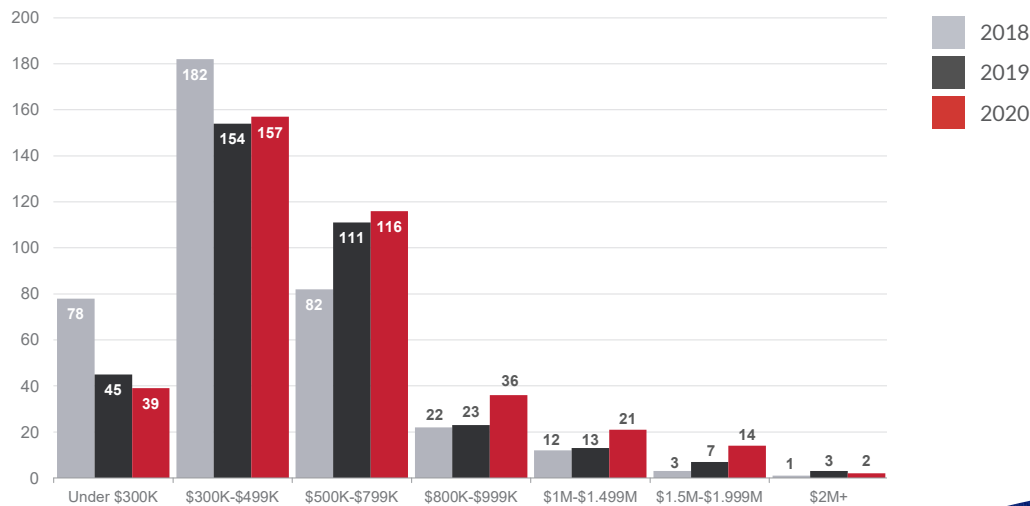
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 unit sales are up from Q1-2019 in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M ranges are up **2%**, **5%**, **57%**, **62%** and **100%** respectively; the Under-\$300K and \$2M+ ranges are down **13%** and **33%** respectively. More generally, sales in the Under-\$500K bracket are down **2%** from one year ago, while the \$500K-\$999K bracket is up **13%** and the \$1M+ bracket is up **61%**.

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



SALES BY PROPERTY TYPE

Graph 6:
Southern Georgian Bay MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$191,155,181
UP 14% from 2019

UNIT SALES: 292
UP 2% from 2019

AV. DAYS-ON-MARKET: 58
DOWN 2 days from 2019

AV. SALE PRICE: \$654,641
UP 13% from 2019

CONDOMINIUMS

DOLLAR SALES: \$38,331,721
UP 40% from 2019

UNIT SALES: 93
UP 35% from 2019

AV. DAYS-ON-MARKET: 49
DOWN 18 days from 2019

AV. SALE PRICE: \$412,169
UP 4% from 2019

VACANT LAND

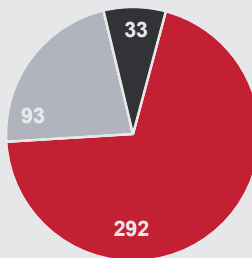
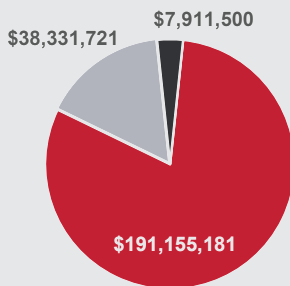
DOLLAR SALES: \$7,911,500
UP 1% from 2019

UNIT SALES: 33
UP 50% from 2019

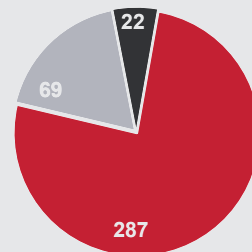
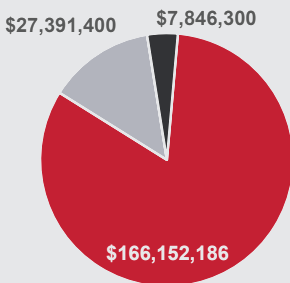
AV. DAYS-ON-MARKET: 89
DOWN 23 days from 2019

AV. SALE PRICE: \$239,742
DOWN 33% from 2019

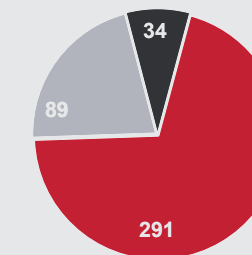
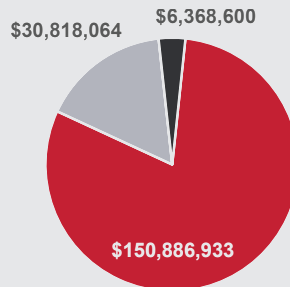
2020



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)

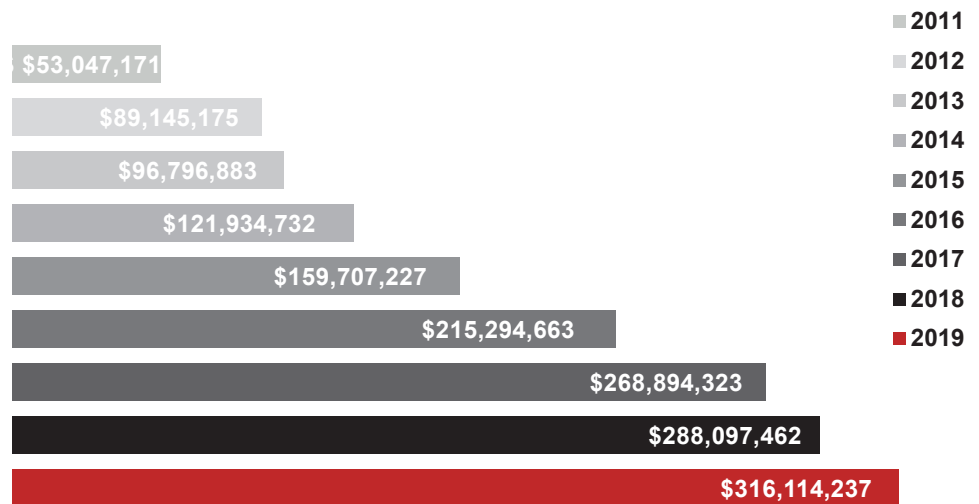
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	



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