

WASAGA BEACH 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

STRONG Q1 VOLUME SALES, AVERAGE SALE PRICE UP, NEW LISTINGS DOWN



Q1-2020 SALES VOLUME OF \$45,321,431

Up 22% from Q1-2019's \$37,043,800, with units of 93 up 11% from Q1-2019's 84. New listings of 199 down 1% from a year ago, with the sales/listings ratio of 47% up 5%.



MARCH SALES VOLUME OF \$21,531,375

Up 18% from March 2019's \$18,198,500. Units of 44 up 7% from last March's 41, with new listings of 88 down 7% and the sales/listings ratio of 50% up 7%.



RECORD Q1 AVERAGE SALE PRICE OF \$487,327

Up 11% from the \$440,980 of Q1-2019. Average days-on-market of 48 down 16 days.



OVERVIEW (cont'd)

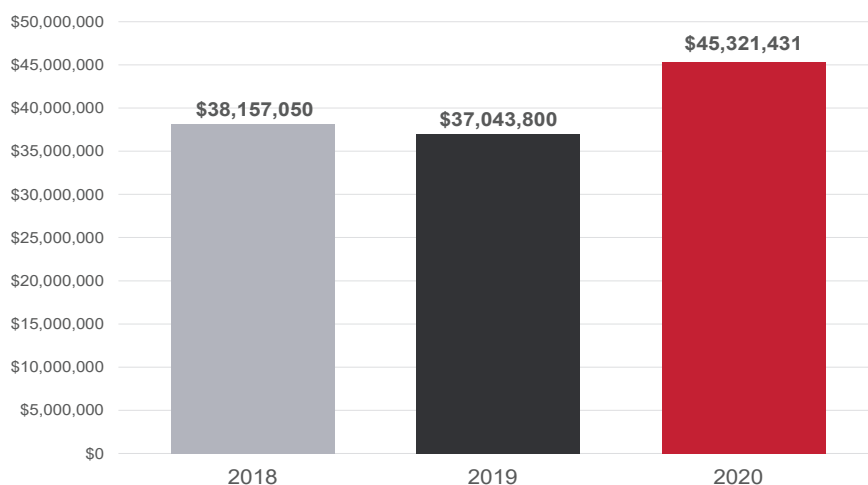


THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

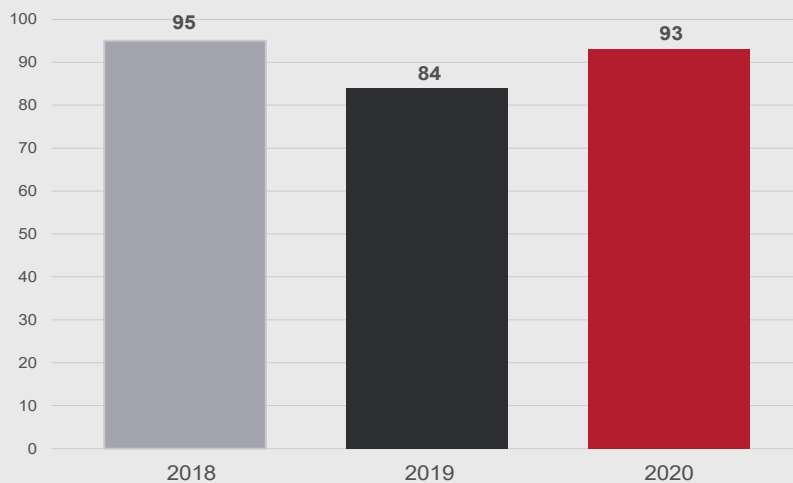
March volume was the third best ever, down **27%** from 2017's record. Units – up **7%** from last March – were down **41%** from 2017's high. Listings were down **7%** from 2019 and expireds were the most since 2014. March had a **50%** sales/listings ratio, but COVID-19's influence has brought on a **buyers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary

Q1 – 2018 vs. 2019 vs. 2020

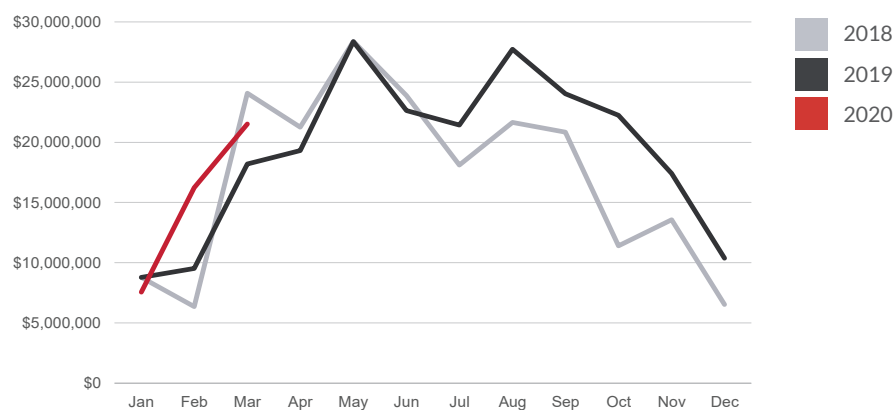
	2018	2019	2020	2019-2020
Volume Sales	\$38,157,050	\$37,043,800	\$45,321,431	+22%
Unit Sales	95	84	93	+11%
New Listings	189	202	199	-1%
Sales/Listings Ratio	50%	42%	47%	+5%
Expired Listings	25	30	33	+10%
Sales: Under \$100K	3	0	0	0%
Sales: \$100K - \$299K	21	11	9	-18%
Sales: \$300K - \$499K	54	44	48	+9%
Sales: \$500K - \$799K	15	29	31	+7%
Sales: \$800K - \$999K	1	0	2	+200%
Sales: \$1M - \$1.499M	1	0	3	+300%
Average Days-On-Market	53	64	48	-25%
Average Sale Price	\$401,653	\$440,980	\$487,327	+11%

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

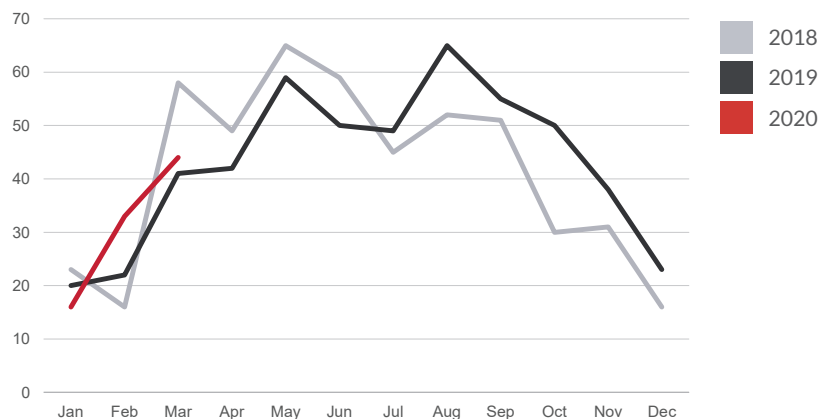
THE MARKET IN DETAIL (cont'd)

Wasaga Beach saw strong volume sales in Q1, but they were down **16%** from 2017's record. **Graph 3** shows a slow January, a jump in February (second-best ever) and another in March (third-best ever, despite COVID-19). That said, Q1-2020's volume was largely due to climbing prices. For while **Graph 4** shows a similar pattern, this year's **93** sales were the second fewest since 2014, and down **38%** from 2016's record **149**. Still, the rising average sale price shows an ever-increasing appreciation for what Wasaga has to offer: it's up **55%**, **28%**, **21%** and **11%** from 2016-19 respectively.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



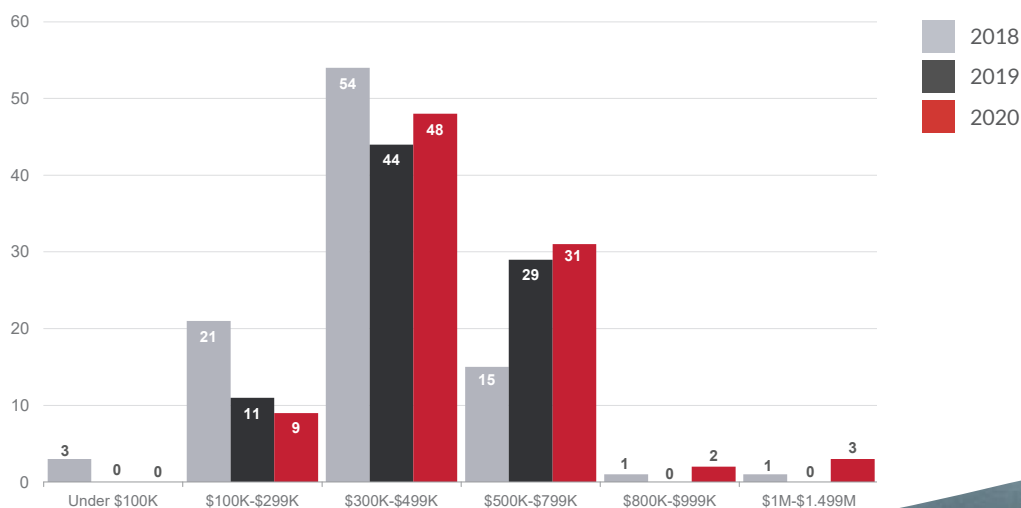
Graph 4:
Wasaga Beach Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 unit sales were up from Q1-2019 in four price ranges, down in one and equal in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges were up **9%**, **7%**, **200%** and **300%** respectively; the \$100K-\$299K range was down **18%**; and the Under-\$100K range was **equal** (with no sales). More generally, the Under-\$500K price bracket – which accounted for **61%** of Q1-2020's sales – was up **4%** from Q1-2019, while the \$500K-\$999K bracket was up **14%**, and the \$1M+ range was up **300%**.

Graph 5:
Wasaga Beach MLS® Sales By Price
Q1 – 2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type
Q1 – 2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$44,471,431
UP 22% from 2019

UNIT SALES: 90
UP 10% from 2019

AV. DAYS-ON-MARKET: 47
DOWN 15 days from 2019

AV. SALE PRICE: \$494,127
UP 11% from 2019

CONDOMINIUMS

DOLLAR SALES: \$850,000
UP 33% from 2019

UNIT SALES: 3
UP 50% from 2019

AV. DAYS-ON-MARKET: 66
DOWN 94 days from 2019

AV. SALE PRICE: \$283,333
DOWN 12% from 2019

VACANT LAND

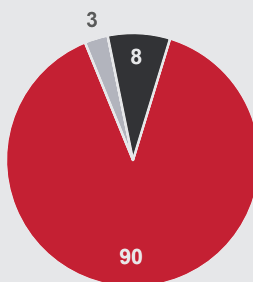
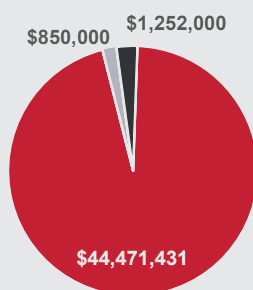
DOLLAR SALES: \$1,252,000
UP 381% from 2019

UNIT SALES: 8
UP 166% from 2019

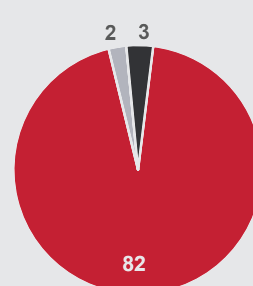
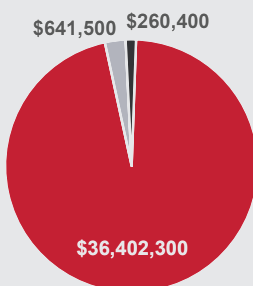
AV. DAYS-ON-MARKET: 87
UP 71 days from 2019

AV. SALE PRICE: \$156,500
UP 80% from 2019

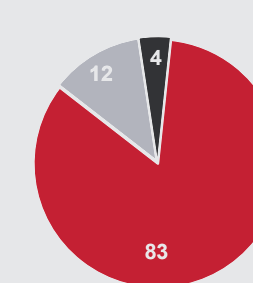
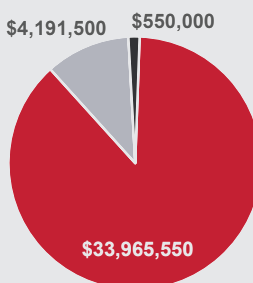
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

SOUTHERN GEORGIAN BAY'S #1 SELLING BROKERAGE

IN 2019:



WE HAD OUR 7TH STRAIGHT RECORD YEAR FOR REGIONAL MLS SALES VOLUME










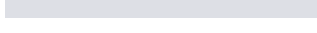
With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



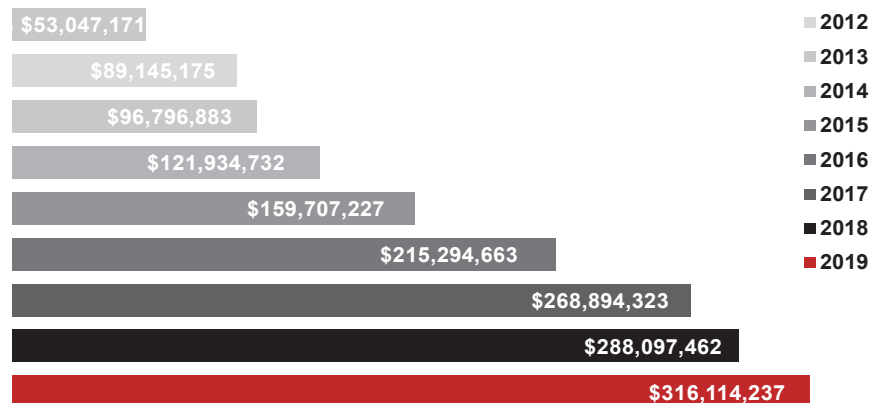
WE HAD NEARLY 3 TIMES THE SALES VOLUME, AND MORE THAN 2 TIMES THE SALES UNITS OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR

	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%	

Locations North Sales Volume, 2011 - 2019



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



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

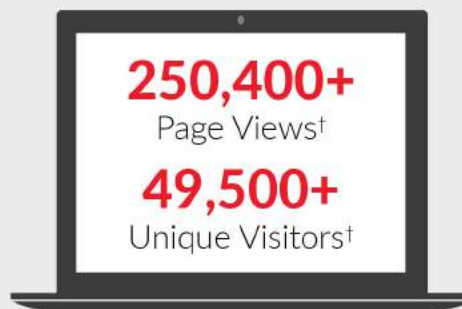
300+

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

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2020 to March 31st, 2020). ‡Based on social media channels (January 1st, 2020 to March 31st, 2020). §Based on Lead Assign (Jan. 1st, 2020 to Mar. 31st, 2020)



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

