

CLEARVIEW REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

RECIPIENT OF ROYAL LEPAGE'S
BROKERAGE OF THE YEAR AWARD FOR ONTARIO



OVERVIEW

RECORD JUNE VOLUME AND UNITS HELP MARKET TURN AROUND



YEAR-TO-DATE SALES VOLUME OF \$49,293,500

Up 8% from 2019's \$45,444,975, with units of 70 down 12% from 2019's 80. New listings of 30 down 6%, with the sales/listings ratio of 56% up 2%.



Q2-2020 SALES VOLUME OF \$28,988,000

Up 18% from Q2-2019's \$24,618,375. Units of 41 were down 15% from Q2-2019's 48, with new listings of 61 down 30% and the sales/listings ratio of 67% up 12%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$704,193

Up 24% from the \$568,062 of a year ago. Average days-on-market of 70 down 8 days.



OVERVIEW (cont'd)

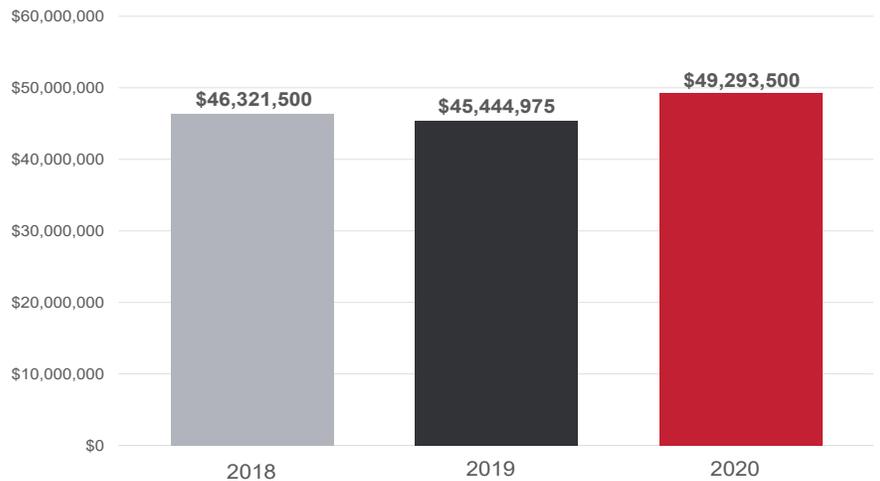


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

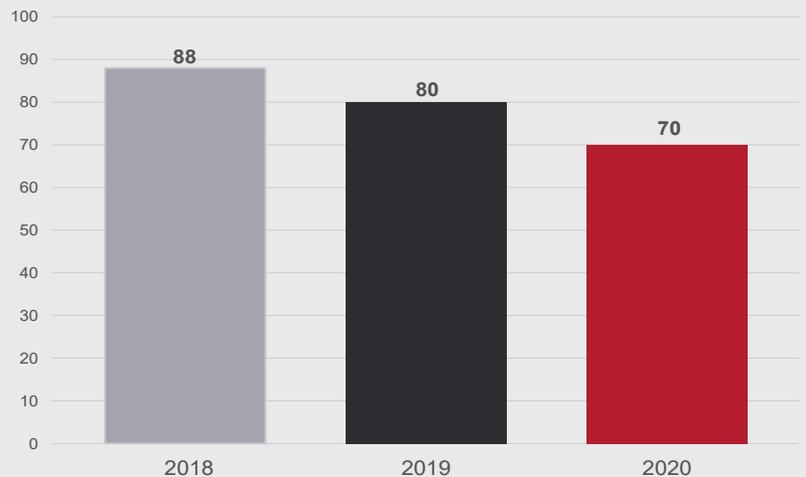
After a very slow April and a slightly better May, Clearview saw record June volume, up **106%** from last year and **62%** from 2017's previous high. June's units also set a new mark, up **20%** from 2016's prior record. Additionally, June's sales/listings ratio of **77%** was up **37%** from last year, giving Clearview a **seller's market**.



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



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



THE MARKET IN DETAIL



Table 1:
Clearview MLS® Residential Sales And Listing Summary
 2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$46,321,500	\$45,444,975	\$49,293,500	+8%
YTD Unit Sales	88	80	70	-12%
YTD New Listings	147	148	125	-16%
YTD Sales/Listings Ratio	60%	54%	56%	+2%
YTD Expired Listings	29	32	30	-6%
Second Quarter (Q2) Volume Sales	\$22,032,000	\$24,618,375	\$28,988,000	+18%
Q2 Unit Sales	41	48	41	-15%
Q2 New Listings	80	87	61	-30%
Q2 Sales/Listings Ratio	51%	55%	67%	+12%
Q2 Expired Listings	12	12	19	+58%
Q2 Average Sale Price	\$537,366	\$512,883	\$707,024	+38%
June Volume Sales	\$6,105,000	\$8,610,000	\$17,748,900	+106%
June Unit Sales	12	16	24	+50%
June New Listings	26	40	31	-22%
June Sales/Listings Ratio	46%	40%	77%	+37%
June Expired Listings	6	10	6	-40%
June Average Sale Price	\$508,750	\$538,125	\$739,538	+37%
YTD Sales: \$100K - \$299K	7	9	1	-89%
YTD Sales: \$300K - \$499K	45	37	33	-11%
YTD Sales: \$500K - \$799K	30	23	21	-9%
YTD Sales: \$800K - \$999K	3	5	5	0%
YTD Sales: \$1M - \$1.499M	2	3	4	+33%
YTD Sales: \$1.5M - \$1.999M	0	3	4	+33%
YTD Sales: \$2M+	1	0	2	+200%
YTD Average Days-On-Market	65	78	70	-10%
YTD Average Sale Price	\$526,381	\$568,062	\$704,193	+24%

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

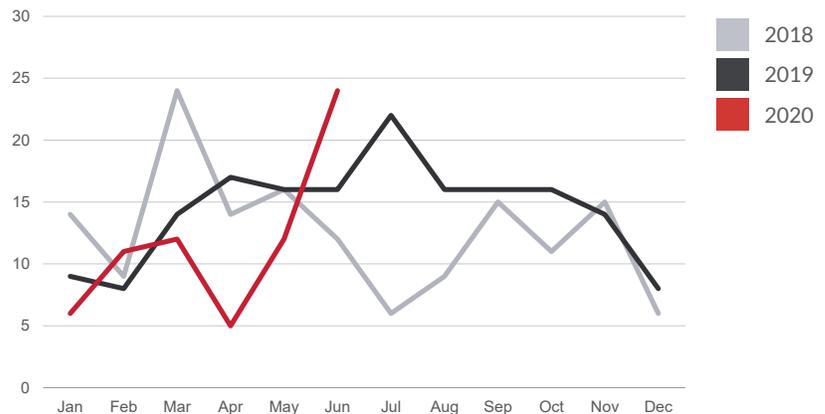
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q2 – after a slow April and May due to COVID-19 – enjoyed a huge volume spike in June. In fact, June was Clearview’s biggest month ever for volume, up **7%** from April 2016’s previous high. Also, Clearview’s year-to-date volume is the third-best ever, down **22%** from 2017’s record. On the units side, **Graph 4** shows a corresponding June sales spike: its **24** sales, although a record for June, were down **29%** from April 2016’s record of **34**. The good news is that Clearview’s 2020 average sale price of **\$704,193** is up **121%**, **50%**, **22%**, **34%** and **24%** from that of 2015-2019 respectively.

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



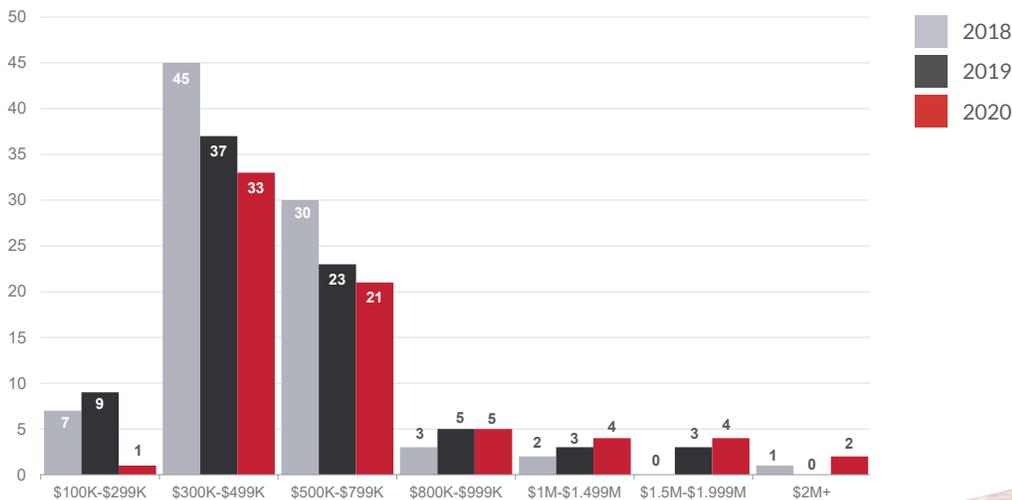
Graph 4:
Clearview Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

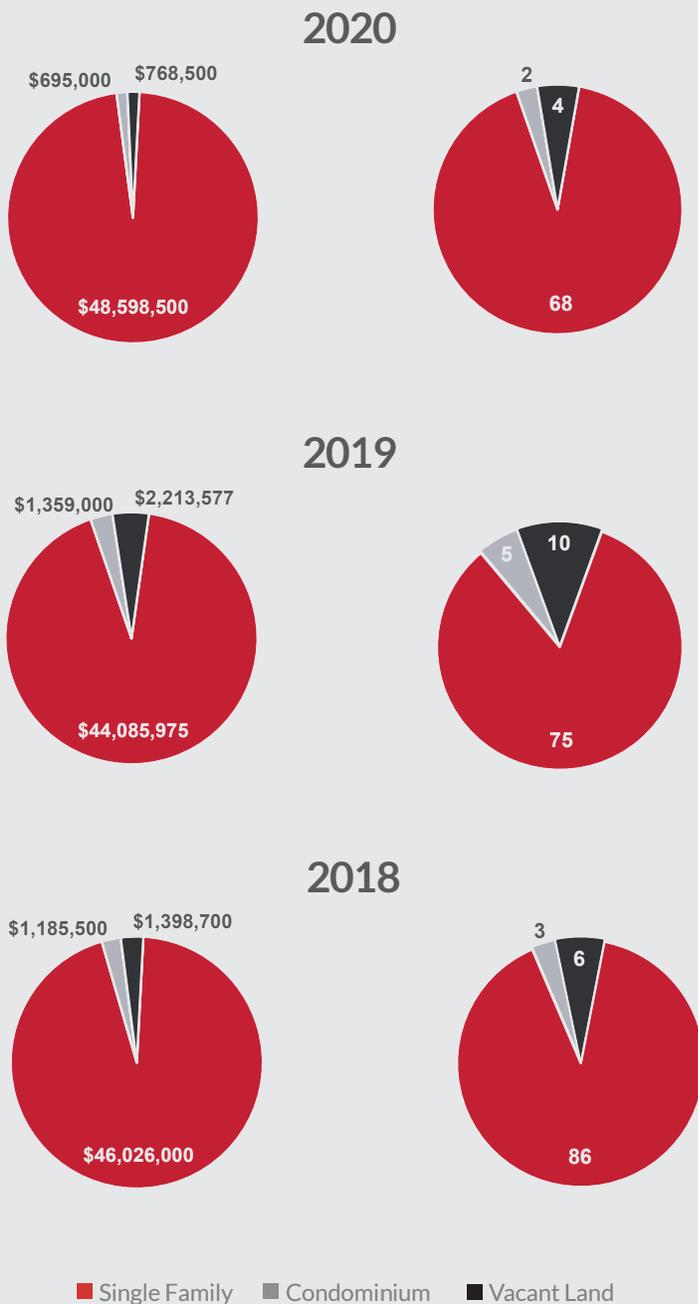
As **Graph 5** shows, 2020's units are up from 2019 in three price ranges, down in three and even in one. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges are both up **33%**, while the \$2M+ range is up **200%**. The \$100K-\$299K, \$300K-\$499K and \$500K-\$799K ranges are down **89%**, **11%** and **9%** respectively. And the \$800K-\$999K range is **even**. More generally, sales in the Under \$500K bracket - which account for **49%** of all sales - are down **26%**. Sales in the \$500K-\$999K range - which account for **37%** of all sales - are down **9%**. And sales in the \$1M+ range - which account for **14%** of all sales - are up **67%**.

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



SALES BY PROPERTY TYPE

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



2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$48,598,500
UP 10% from 2019

UNIT SALES: 68
DOWN 9% from 2019

AV. DAYS-ON-MARKET: 68
DOWN 13 days from 2019

AV. SALE PRICE: \$714,684
UP 22% from 2019

CONDOMINIUMS

DOLLAR SALES: \$695,000
DOWN 49% from 2019

UNIT SALES: 2
DOWN 60% from 2019

AV. DAYS-ON-MARKET: 125
UP 95 days from 2019

AV. SALE PRICE: \$347,500
UP 28% from 2019

VACANT LAND

DOLLAR SALES: \$768,500
DOWN 65% from 2019

UNIT SALES: 4
DOWN 60% from 2019

AV. DAYS-ON-MARKET: 98
UP 61 days from 2019

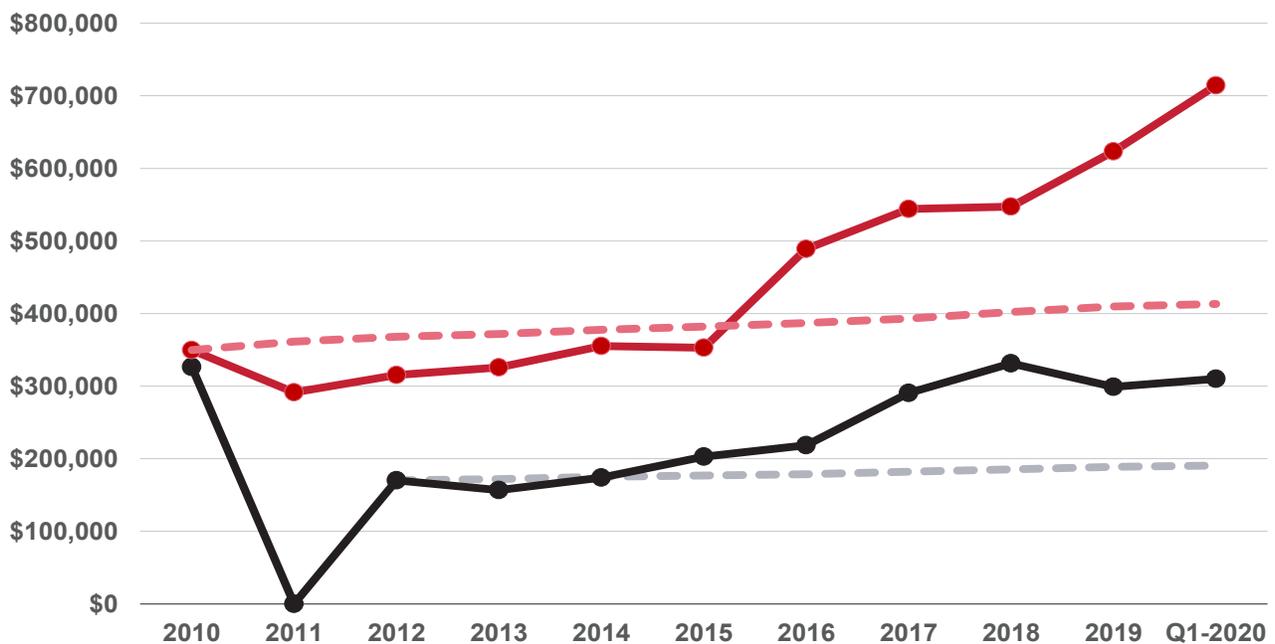
AV. SALE PRICE: \$192,125
DOWN 13% from 2019

CLEARVIEW AVERAGE SALE PRICES: 2010-2020

BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q1-2020 was **\$714,125**: that's up **15%**, **30%**, **31%**, **46%** and **104%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$310,000** was down **6%** from 2018 and **5%** from 2010's anomaly, but up **4%** from 2019 and **7%** from 2017.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q1-2020 the average price rose to **78%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **82%** rise above the inflation rate by Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Clearview's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Clearview's 2012 Condominium Average Sale Price

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)

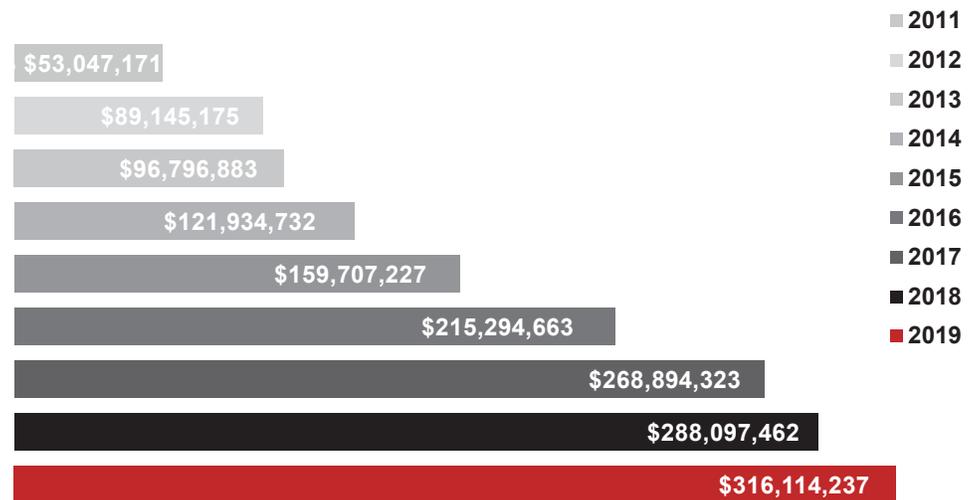
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	

Southern Georgian Bay 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



47,600+

People Reached†

11,300+

Clicks, Shares, Views, & Likes‡

Q2 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



187,000+

Social Media Impressions

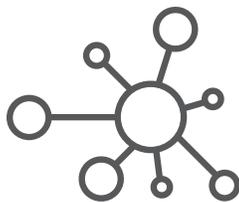
Clicks, Views, Shares,
Likes, Tweets‡

We average

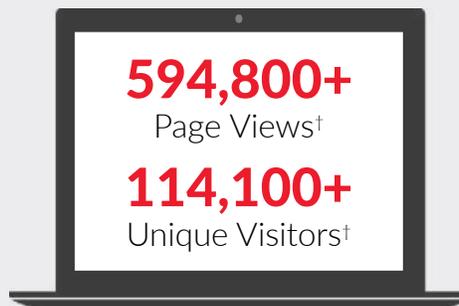
600

Buyer leads/month^s

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



LocationsNorth.com



594,800+

Page Views†

114,100+

Unique Visitors†



\$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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore