

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## NOVEMBER 2019

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



# OVERVIEW

## SECOND-BEST NOVEMBER VOLUME EVER, WITH LISTINGS UP, PRICES DOWN SLIGHTLY

**↑ RECORD YEAR-TO-DATE SALES VOLUME OF \$1,043,181,063**  
 Up 19% from 2018's \$880,103,119, with units of 1924 up 9% from 2018's 1765. New listings of 3373 up 11% from 2018, with the sales/listings ratio of 57% down 1%.

**↑ NOVEMBER SALES VOLUME OF \$77,177,871**  
 Up 3% from last November's \$75,265,937. Units of 142 up 6% from 2018's 134. New listings of 173 were down 5% from one year ago, while the sales/listing ratio of 82% was up 9%.

**↑ YEAR-TO-DATE AVERAGE SALE PRICE OF \$539,761**  
 Up 8% from the \$498,387 of a year ago. Average days-on-market of 53 up 5 days.



# OVERVIEW (cont'd)

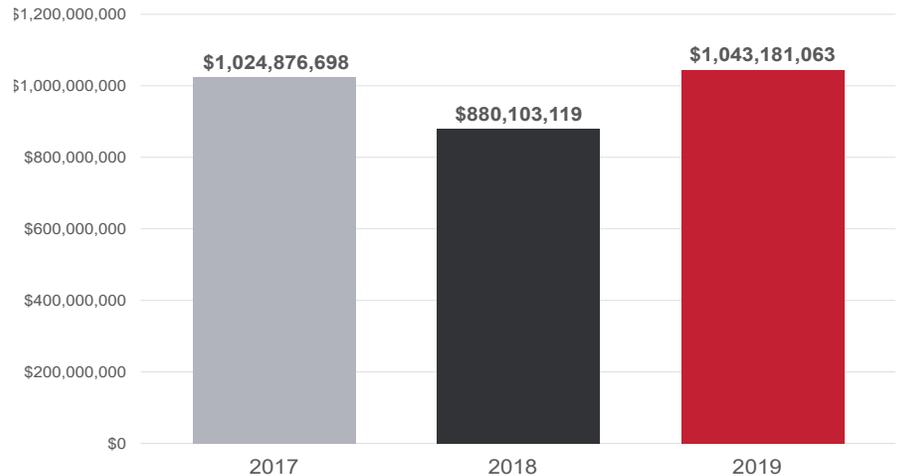


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

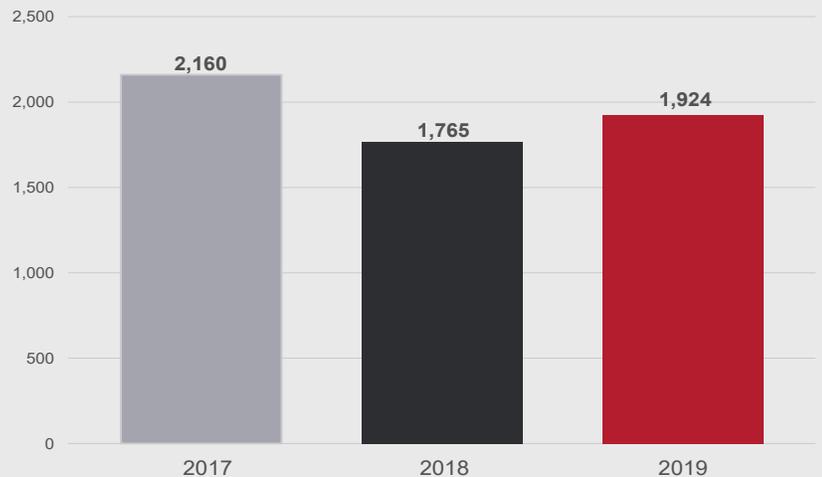
November volume was down just **.3%** (about **\$230**) from the month's previous record, set in 2016, while its **142** sales were down **19%** from 2016's record **176**. That said, November new listings were down **5%** from one year ago, giving the month a **82%** sales/listings ratio: a strong **sellers' market**.



Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL



Table 1:  
**Southern Georgian Bay MLS® Sales And Listing Summary**  
 2017 vs. 2018 vs. 2019

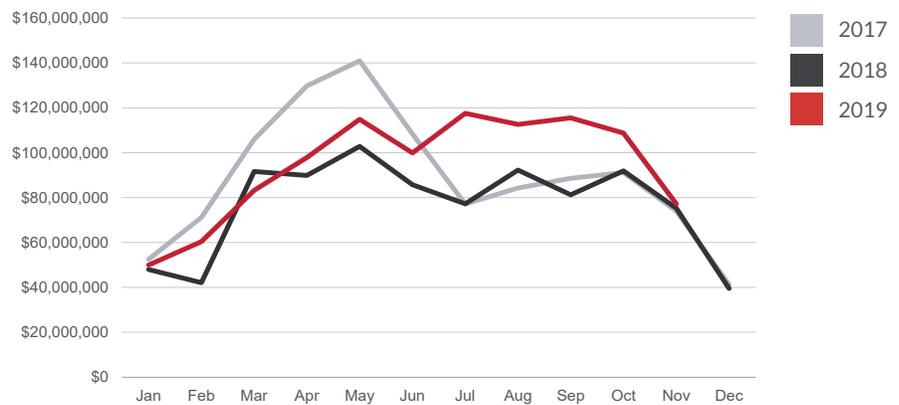
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$1,024,876,698	\$880,103,119	\$1,043,181,063	<b>+19%</b>
YTD Unit Sales	2160	1765	1924	<b>+9%</b>
YTD New Listings	3179	3032	3373	<b>+11%</b>
YTD Sales/Listings Ratio	68%	58%	57%	<b>-1%</b>
November Volume Sales	\$73,997,120	\$75,265,937	\$77,177,871	<b>+3%</b>
November Unit Sales	153	134	142	<b>+6%</b>
November New Listings	170	183	173	<b>-5%</b>
November Sales/Listings Ratio	87%	73%	82%	<b>+9%</b>
November Average Sale Price	\$483,641	\$561,682	\$543,506	<b>-3%</b>
YTD Sales: Under \$100K	13	9	6	<b>-33%</b>
YTD Sales: \$100K - \$299K	504	306	231	<b>-25%</b>
YTD Sales: \$300K - \$499K	974	827	853	<b>+3%</b>
YTD Sales: \$500K - \$799K	480	442	599	<b>+36%</b>
YTD Sales: \$800K - \$999K	87	91	116	<b>+27%</b>
YTD Sales: \$1M - \$1.499M	70	63	78	<b>+24%</b>
YTD Sales: \$1.5M - \$1.999M	21	13	30	<b>+131%</b>
YTD Sales: \$2M+	11	14	11	<b>-21%</b>
YTD Average Days-On-Market	42	48	53	<b>+10%</b>
YTD Average Sale Price	\$474,480	\$498,387	\$539,761	<b>+8%</b>

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

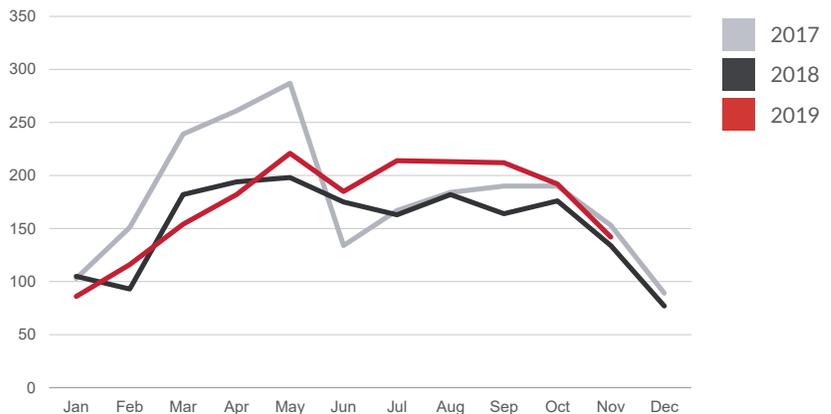
# THE MARKET IN DETAIL (cont'd)

Well, barring some unforeseen event that brings Southern Georgian Bay sales to a halt, the region will set a new, volume record in 2019. The current year-to-date total – **\$1,043,181,063** – is just **\$23M** shy of 2017’s annual record **\$1,066,094,268**, and the average December volume for 2015-18 has been more than **\$41M**. So – knock on wood – the odds look pretty good. Still, although 2019’s unit sales could reach **2000** – and so, be up nicely from 2018’s **1765** – they’d be well below 2015-2018’s average of **2,257**. The good news: the average sale price is up **58%** since 2015.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



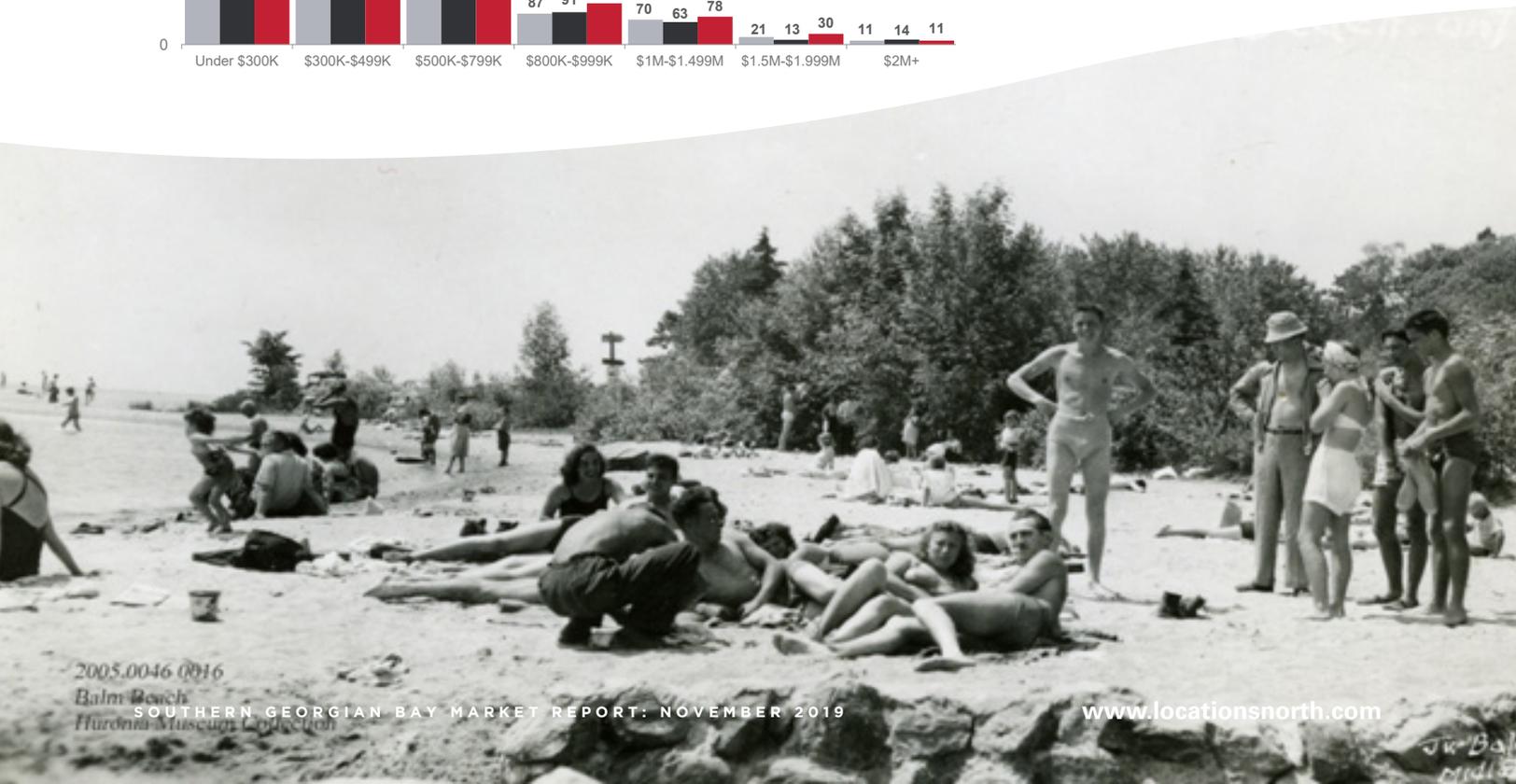
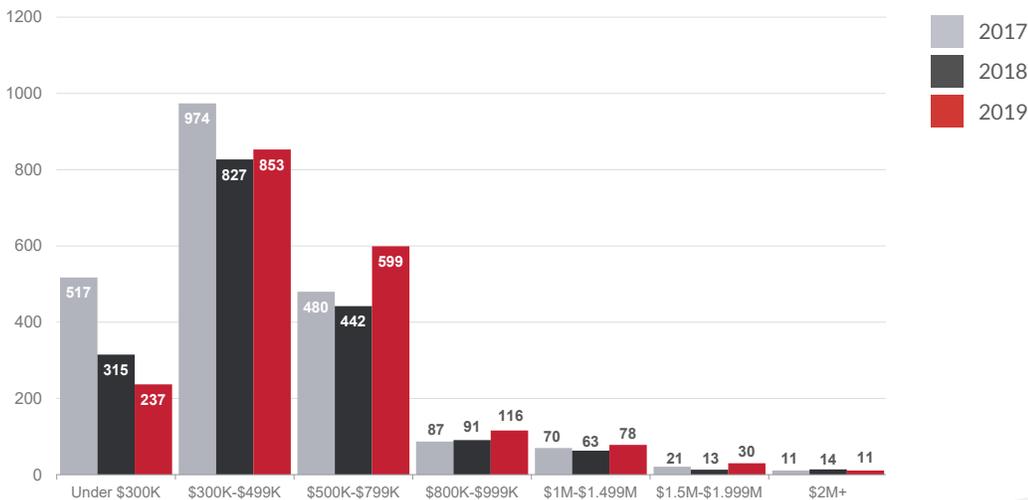
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in five price ranges, down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **3%**, **36%**, **27%**, **24%** and **131%** respectively; while the Under-\$300K range is down **25%** and the 2M+ range is down **21%**. More generally, sales in the high-volume Under-\$500K bracket – which account for **57%** of 2019's sales – are down **5%** from one year ago, while sales in the median \$500K-\$999K bracket are up **34%**, and sales in the luxury \$1M+ bracket are up **32%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
2017 vs. 2018 vs. 2019 (Units)

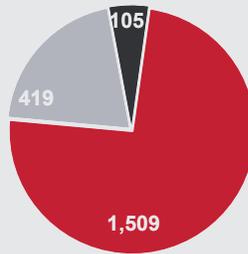
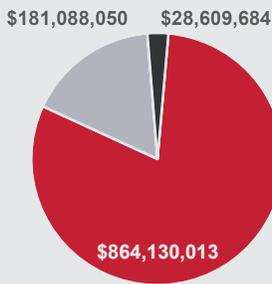


# SALES BY PROPERTY TYPE

Graph 6:  
Southern Georgian Bay MLS® Sales By Property Type  
2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

### 2019



### SINGLE-FAMILY HOMES

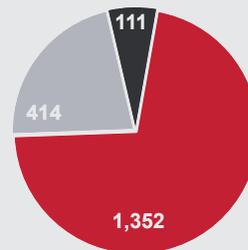
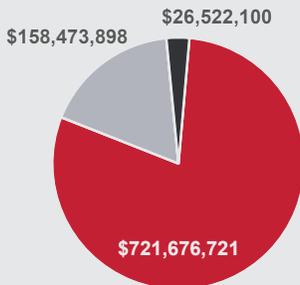
**DOLLAR SALES:** \$864,130,013  
UP 20% from 2018

**UNIT SALES:** 1,509  
UP 12% from 2018

**AV. DAYS-ON-MARKET:** 53  
UP 5 days from 2018

**AV. SALE PRICE:** \$572,651  
UP 7% from 2018

### 2018



### CONDOMINIUMS

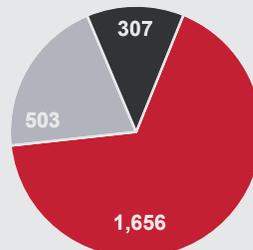
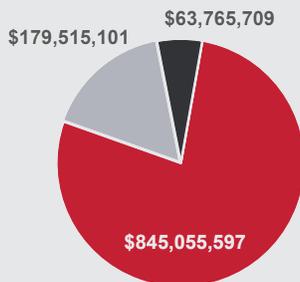
**DOLLAR SALES:** \$181,088,050  
UP 14% from 2018

**UNIT SALES:** 419  
UP 1% from 2018

**AV. DAYS-ON-MARKET:** 55  
UP 9 days from 2018

**AV. SALE PRICE:** \$432,191  
UP 13% from 2018

### 2017



### VACANT LAND

**DOLLAR SALES:** \$28,609,684  
UP 8% from 2018

**UNIT SALES:** 105  
DOWN 5% from 2018

**AV. DAYS-ON-MARKET:** 94  
DOWN 27 days from 2018

**AV. SALE PRICE:** \$272,473  
UP 14% from 2018

■ Single Family ■ Condominium ■ Vacant Land