

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)

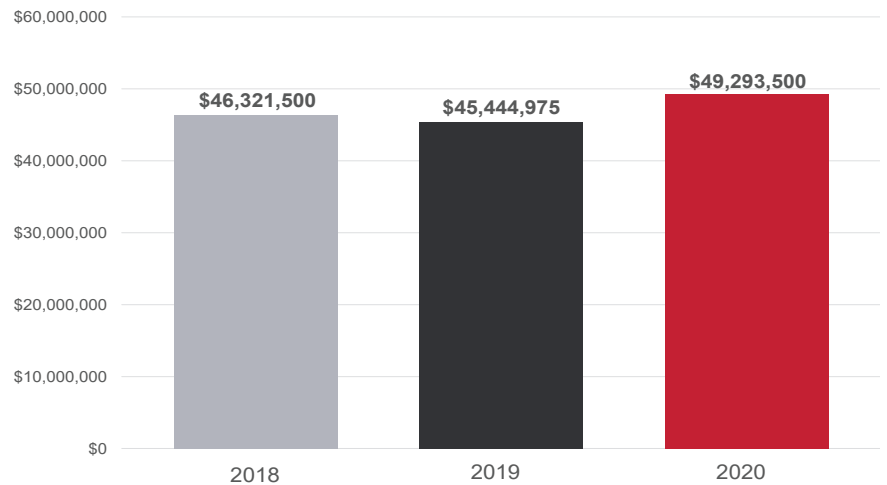


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

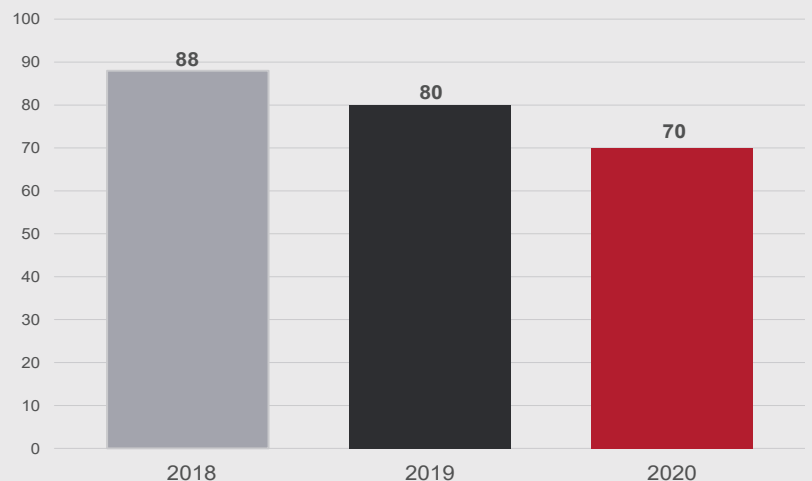
After a very slow April and a slightly better May, Clearview saw record June volume, up **106%** from last year and **62%** from 2017's previous high. June's units also set a new mark, up **20%** from 2016's prior record. Additionally, June's sales/listings ratio of **77%** was up **37%** from last year,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

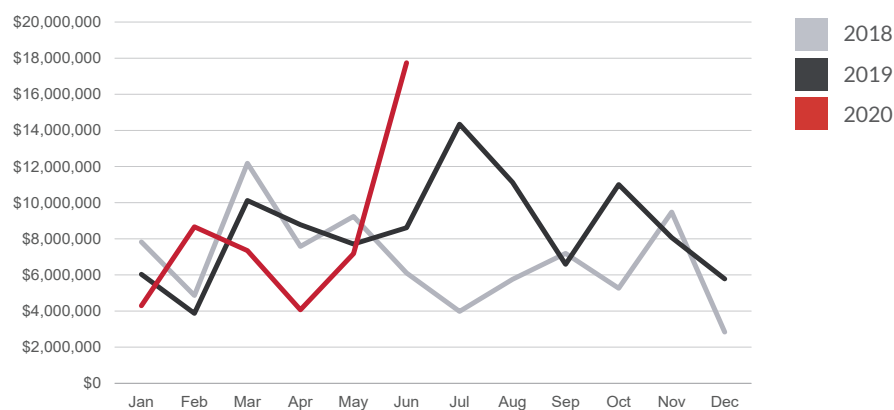
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$46,321,500	\$45,444,975	\$49,293,500	+8%
YTD Unit Sales	88	80	70	-12%
YTD New Listings	147	148	125	-16%
YTD Sales/Listings Ratio	60%	54%	56%	+2%
YTD Expired Listings	29	32	30	-6%
Second Quarter (Q2) Volume Sales	\$22,032,000	\$24,618,375	\$28,988,000	+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.

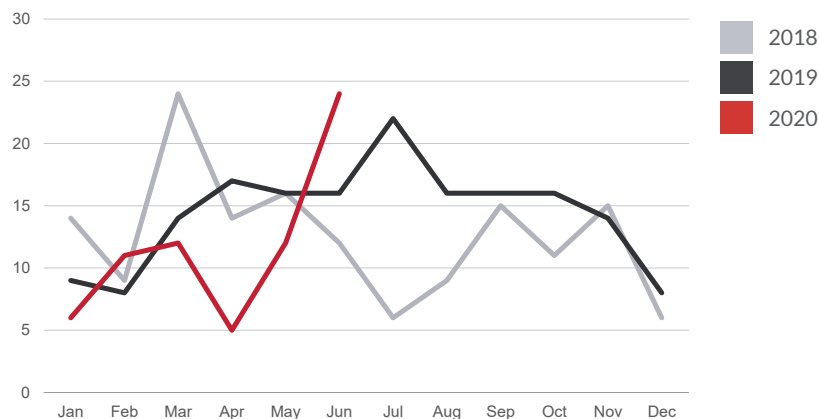
THE MARKET IN DETAIL (cont'd)

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)



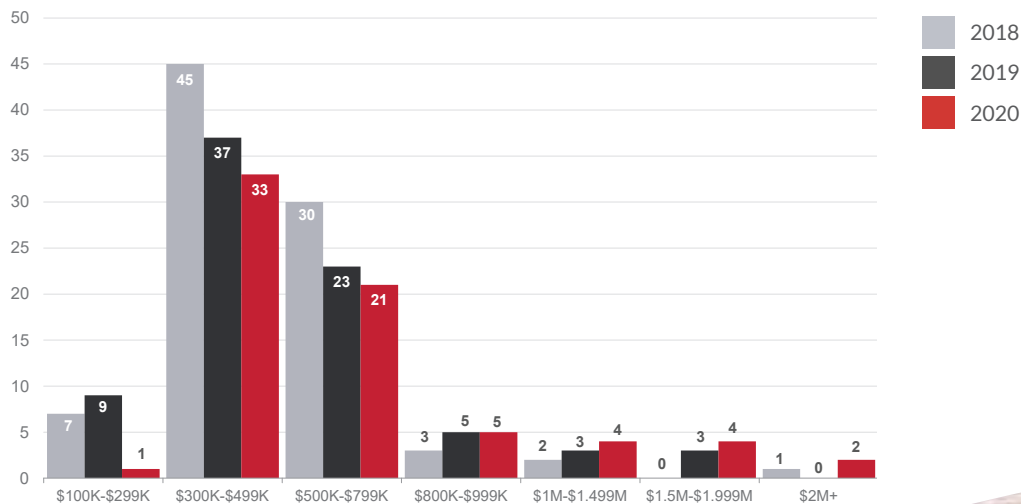
Graph 4:
Clearview Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



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

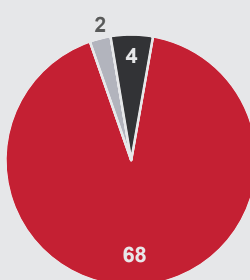
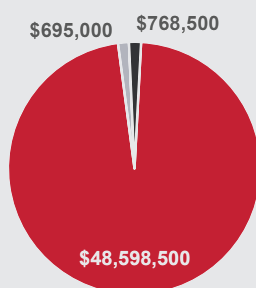
DOLLAR SALES: \$768,500
DOWN 65% from 2019

UNIT SALES: 4
DOWN 60% from 2019

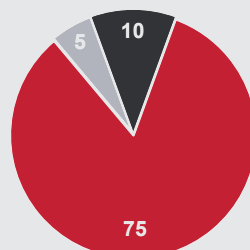
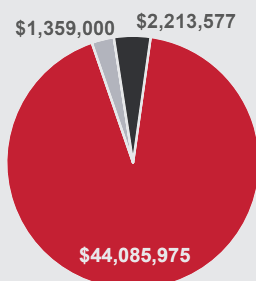
AV. DAYS-ON-MARKET: 98
UP 61 days from 2019

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

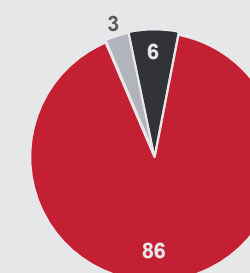
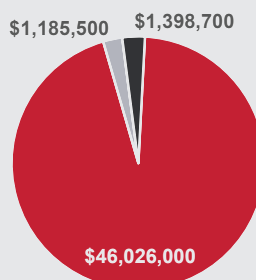
2020



2019



2018



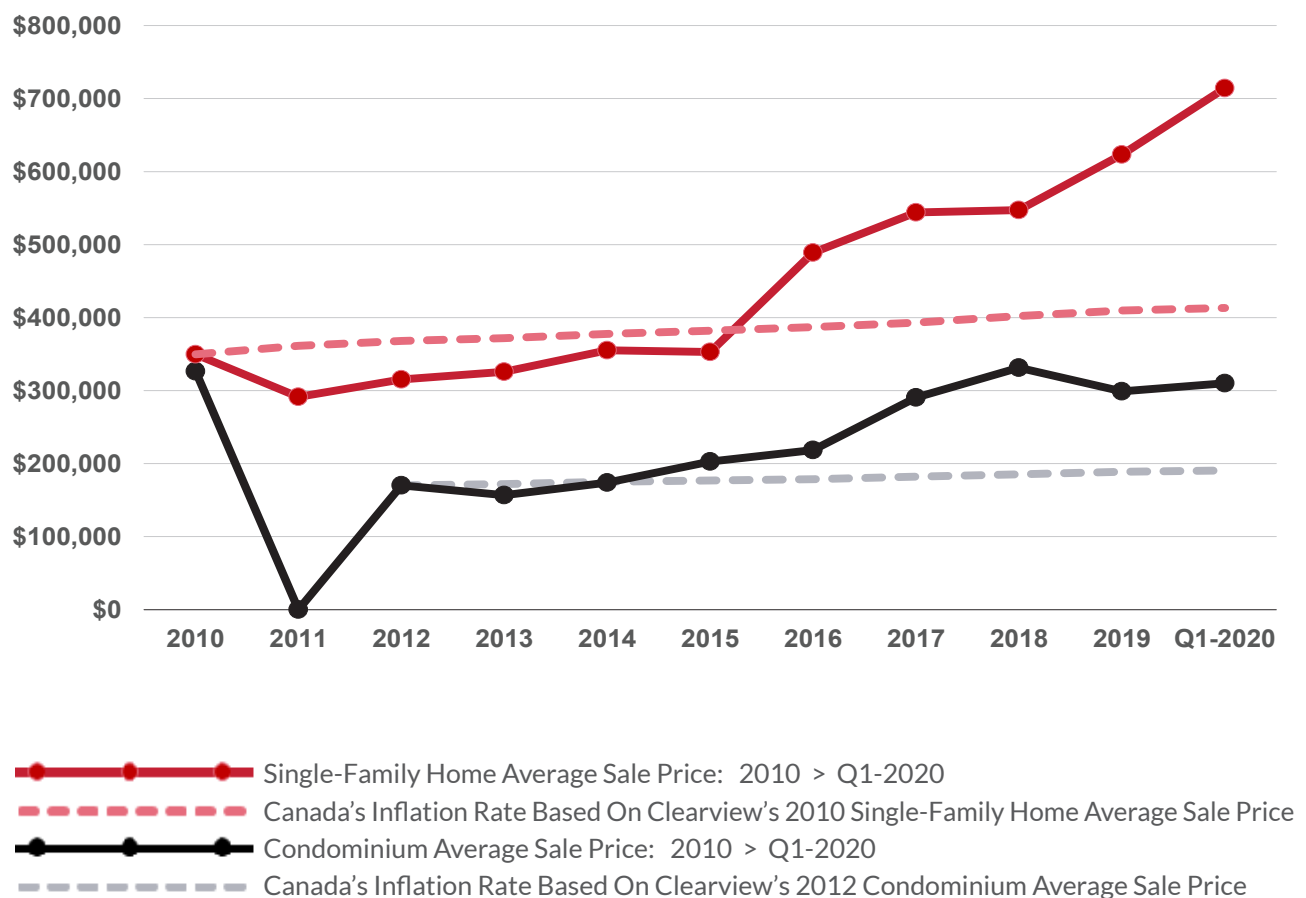
■ Single Family ■ Condominium ■ Vacant Land

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.



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)

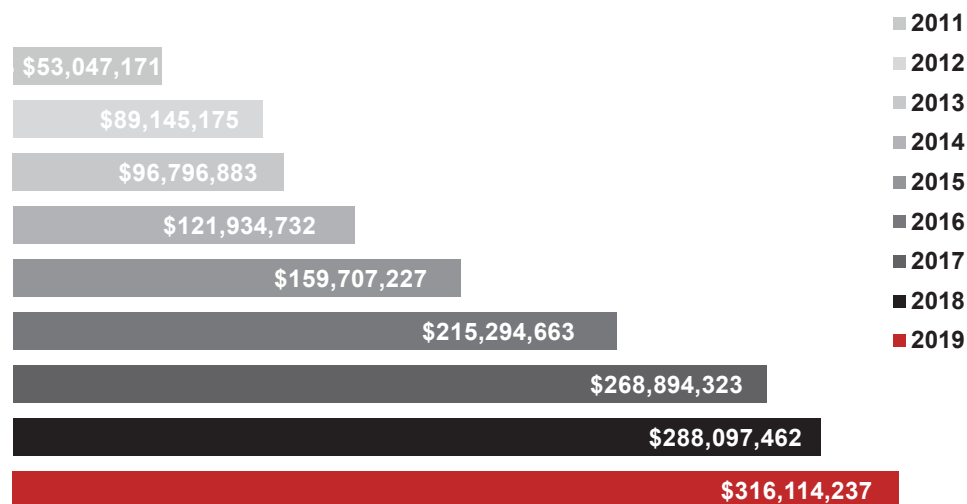
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

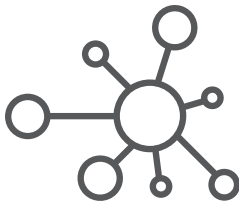
Clicks, Views, Shares,
Likes, Tweets‡

We average

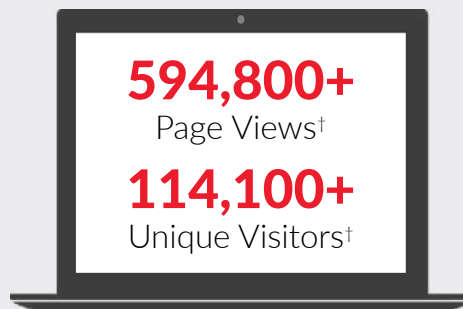
600

Buyer leads/month§

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**



\$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 June 30th, 2020). ‡Based on social media channels (January 1st, 2020 to June 30th, 2020). §Based on June 2020 lead volume



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

