

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

RECORD JUNE VOLUME SALES TURN AROUND AN OTHERWISE SLOW Q2



YEAR-TO-DATE SALES VOLUME OF \$117,808,093

Up .4% from 2019's \$117,338,675, with units of 149 down 11% from 2019's 167. New listings of 122 up 47% from a year ago, with the sales/listings ratio of 46% down 5%.



Q2 SALES VOLUME OF \$55,564,700

Down 11% from Q2-2019's \$62,152,175. Units of 65 were down 29% from Q2-2019's 91, with new listings of 159 down 25% and the sales/listings ratio of 41% down 2% from one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$790,658

Up 13% from 2019's \$702,627. Average days-on-market of 68 was up 1 day.



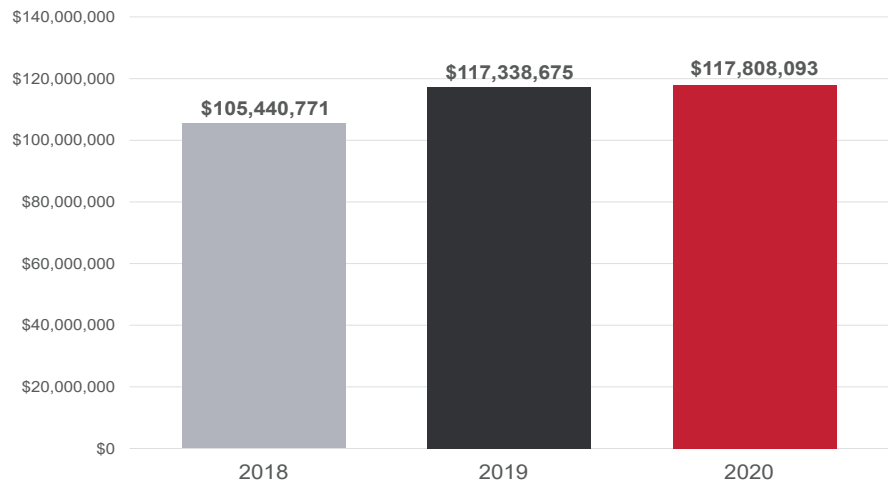
OVERVIEW (cont'd)



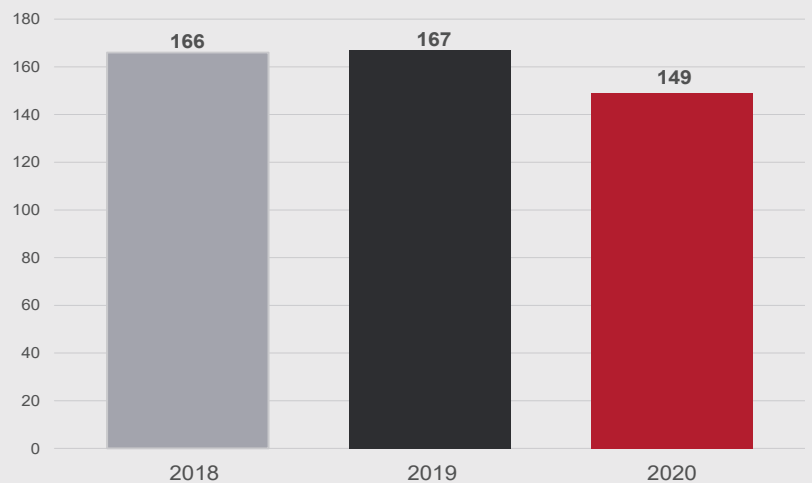
THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

After a brutally slow April –just 6 sales and \$4.1M volume –and a slightly better May, June delivered The Blue Mts.' all-time, best monthly volume of \$36,730,700, up 234% from last June and 13% from last October's previous high. Though 2020's sales/listings ratio is 46%, June's was 55%. The current momentum suggests that it's **seller's market**.

Graph 1:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

The Blue Mts. MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

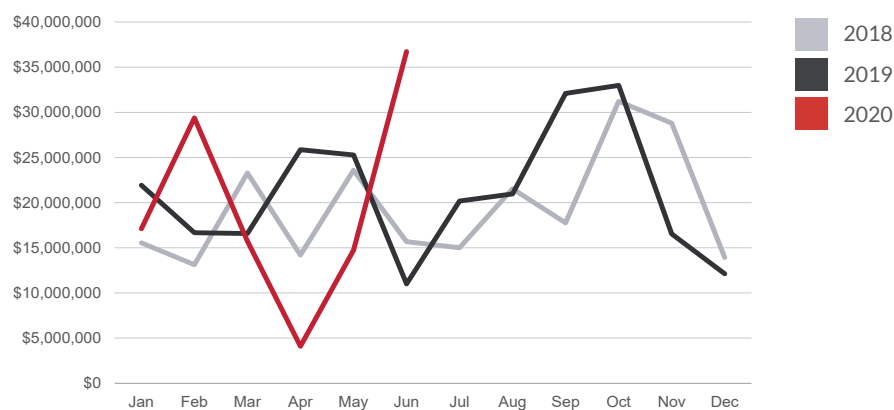
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$105,440,771	\$117,338,675	\$117,808,093	+4%
YTD Unit Sales	166	167	149	-11%
YTD New Listings	294	329	323	-2%
YTD Sales/Listings Ratio	56%	51%	46%	-5%
YTD Expired Listings	86	76	112	+47%
Second Quarter (Q2) Volume Sales	\$53,484,134	\$62,152,175	\$55,564,700	-11%
Q2 Unit Sales	83	91	65	-29%
Q2 New Listings	148	213	159	-25%
Q2 Sales/Listings Ratio	56%	43%	41%	-2%
Q2 Expired Listings	47	45	60	+33%
Q2 Average Sale Price	\$644,387	\$682,991	\$854,842	+25%
June Volume Sales	\$15,680,401	\$11,007,999	\$36,730,700	+234%
June Unit Sales	24	18	42	+133%
June New Listings	59	62	77	+24%
June Sales/Listings Ratio	41%	29%	55%	+26%
June Expired Listings	16	12	19	+58%
June Average Sale Price	\$653,350	\$611,556	\$874,540	+43%
YTD Sales: \$100K - \$299K	34	23	16	-30%
YTD Sales: \$300K - \$499K	42	46	38	-17%
YTD Sales: \$500K - \$799K	46	56	40	-29%
YTD Sales: \$800K - \$999K	20	15	21	+40%
YTD Sales: \$1M - \$1.499M	18	14	18	+29%
YTD Sales: \$1.5M - \$1.999M	3	8	12	+50%
YTD Sales: \$2M+	3	5	4	-20%
YTD Average Days-On-Market	53	67	68	+1%
YTD Average Sale Price	\$635,185	\$702,627	\$790,658	+13%

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

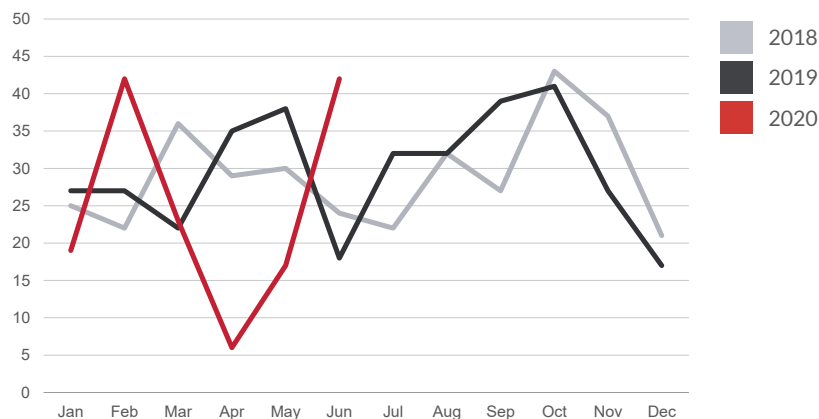
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. market in 2020 has been quite a ride. It began with the second-best January volume ever and a record February. It then fell sharply in March due to COVID-19, but Q1 as a whole still set a new volume record. Q2 was even more extreme: April did a deep dive, with its lowest volume since 2004, while May saw its lowest since 2013. Then came June, releasing all the pent-up energy to set a new, all-time monthly record. On the units side, **Graph 4** shows a slightly different – but just as extreme – pattern. All that said, it'll be interesting to see where prices go from here. Owners can take stock in the fact that 2020's average sale price is up **62%**, **29%**, **24%** and **13%** from 2016-2019 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



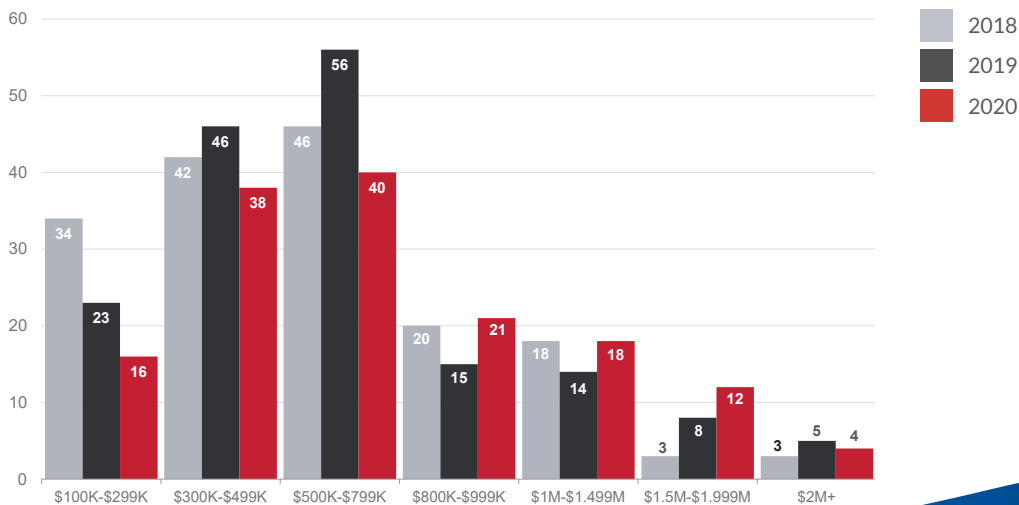
Graph 4:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in three price ranges and down in four. The \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **40%**, **29%** and **50%** respectively. And the \$100K-\$299K, \$300K-\$499K, \$500K-\$799K and \$2M+ ranges are down **30%**, **17%**, **29%** and **20%** respectively. More generally, the Under-\$500K bracket – which accounts for **36%** of the sales – is up **14%** from a year ago. The \$500K-\$999K bracket – which accounts for **41%** of the sales – is up **3%**. And the \$1M+ bracket – which accounts for **23%** of the sales – is up **21%**.

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



SALES BY PROPERTY TYPE

Graph 6:

The Blue Mts. MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$89,010,860
DOWN 1% from 2019

UNIT SALES: 83
DOWN 15% from 2019

AV. DAYS-ON-MARKET: 80
UP 21 days from 2019

AV. SALE PRICE: \$1,072,420
UP 17% from 2019

CONDOMINIUMS

DOLLAR SALES: \$28,797,233
UP 5% from 2019

UNIT SALES: 66
DOWN 4% from 2019

AV. DAYS-ON-MARKET: 53
DOWN 25 days from 2019

AV. SALE PRICE: \$436,322
UP 10% from 2019

VACANT LAND

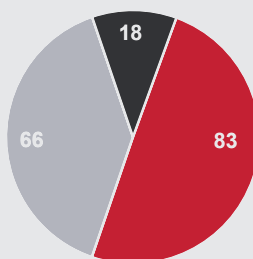
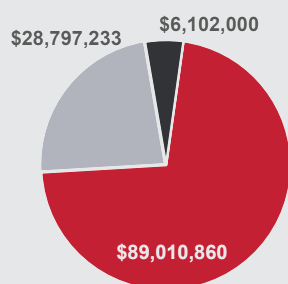
DOLLAR SALES: \$6,102,000
DOWN 32% from 2019

UNIT SALES: 18
UP 29% from 2019

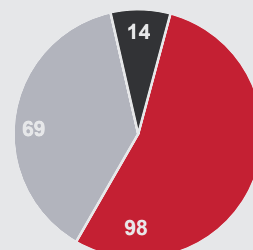
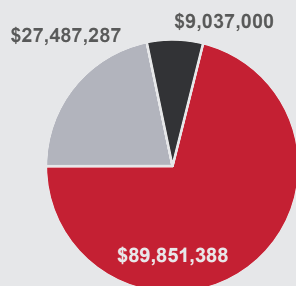
AV. DAYS-ON-MARKET: 80
DOWN 35 days from 2019

AV. SALE PRICE: \$339,000
DOWN 47% from 2019

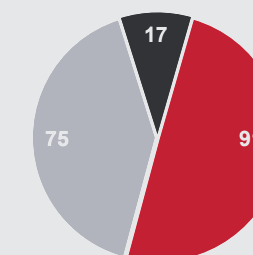
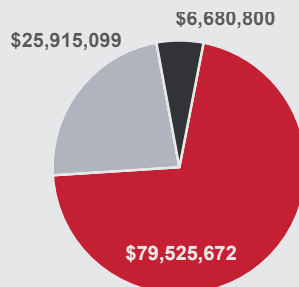
2020



2019



2018



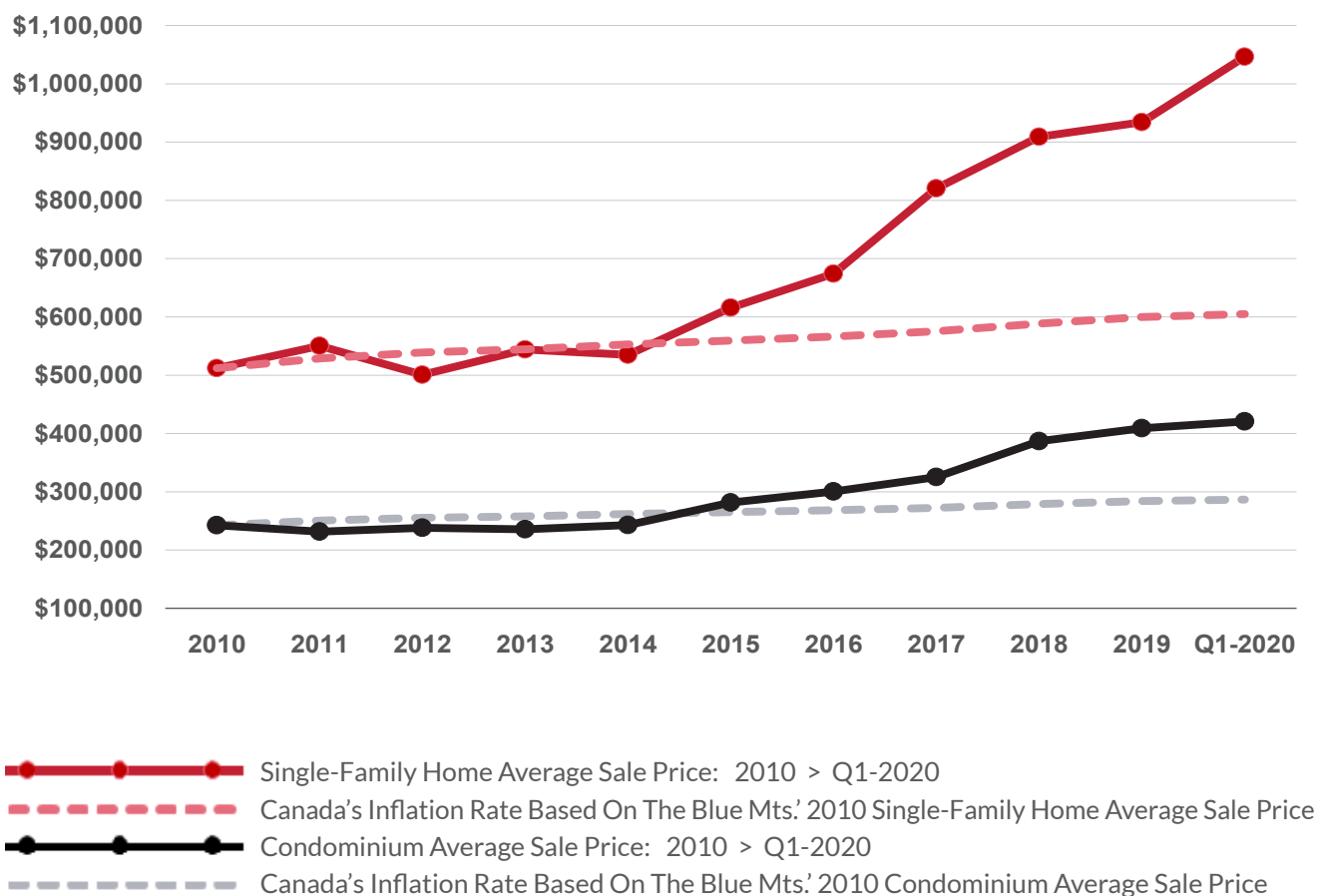
■ Single Family ■ Condominium ■ Vacant Land

THE BLUE MTS. AVERAGE SALE PRICES: 2010-2020

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in Q1-2020 was **\$1,046,380**: that's up **12%, 15%, 28%, 55%** and **104%** from 2019, 2018, 2017, 2016, and 2010 respectively. Q1-2020's average condo price of **\$420,708** was up **3%, 9%, 29%, 40%** and **74%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **73%** above inflation by Q1-2020. Condo prices were flat and under the inflation rate until 2014 and then began to climb in 2015, rising to **47%** 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)

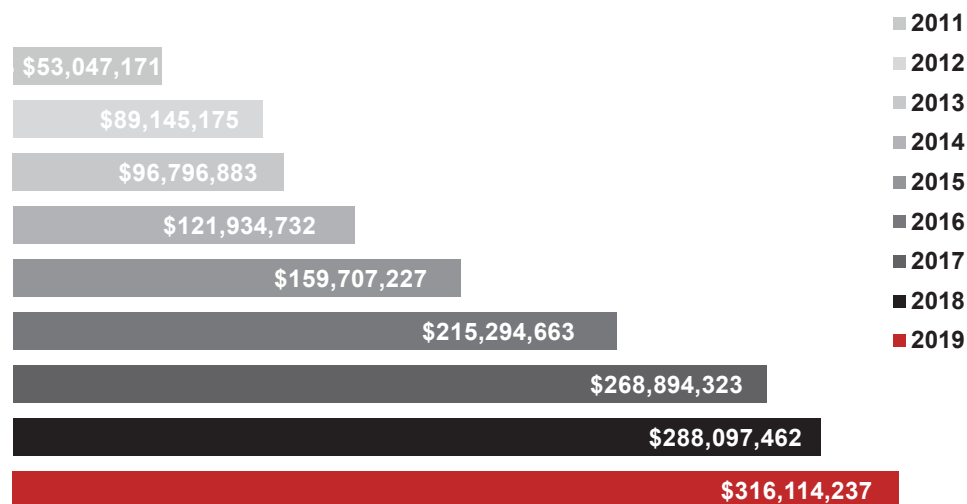
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	<div></div>
RE/MAX Four Seasons	82.5	13.4%	<div></div>
Royal LePage Trinity	60	9.8%	<div></div>
Chestnut Park	53.75	8.6%	<div></div>
Century 21 Millenium	50.5	8.2%	<div></div>
Clairwood	35.5	5.8%	<div></div>
RE/MAX of Wasaga Beach	23.75	3.9%	<div></div>
Engel & Volkers	15.5	2.5%	<div></div>
Other	49.5	8.1%	<div></div>
Non-MLS	67.5	11%	<div></div>

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	<div></div>
RE/MAX at Blue	43	12.3%	<div></div>
RE/MAX Four Seasons	34.75	10%	<div></div>
Century 21 Millenium	30.25	8.7%	<div></div>
Chestnut Park	26.75	7.7%	<div></div>
Royal LePage Trinity	12	3.4%	<div></div>
Clairwood	10	2.9%	<div></div>
Sotheby's	6	1.7%	<div></div>
Other	39	11.2%	<div></div>
Non-MLS	51.75	14.8%	<div></div>

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	<div></div>
Century 21 Millenium	16.5	10.2%	<div></div>
RE/MAX Four Seasons	10.5	6.5%	<div></div>
Royal LePage RCR	9	5.6%	<div></div>
RE/MAX Grey Bruce	7	4.3%	<div></div>
Chestnut Park	6	3.7%	<div></div>
Wilfred McIntee	5.5	3.4%	<div></div>
Royal LePage Trinity	2	1.2%	<div></div>
Other	24.5	15.2%	<div></div>
Non-MLS	13	8.1%	<div></div>

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	<div></div>
Royal LePage Trinity	18.5	12.8%	<div></div>
RE/MAX Four Seasons	17	11.7%	<div></div>
RE/MAX of Wasaga Beach	10.25	7.1%	<div></div>
Chestnut Park	10	6.9%	<div></div>
Century 21 Millenium	5.5	3.8%	<div></div>
Exit	5.5	3.8%	<div></div>
Forest Hill	2.5	1.7%	<div></div>
Other	21	14.5%	<div></div>
Non-MLS	30.25	20.9%	<div></div>

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	<div></div>
RE/MAX of Wasaga Beach	202.75	11.4%	<div></div>
Royal LePage Trinity	153.75	8.6%	<div></div>
RE/MAX Four Seasons	152.25	8.5%	<div></div>
Century 21 Millenium	137.25	7.7%	<div></div>
Chestnut Park	97.5	5.5%	<div></div>
Clairwood	49	2.7%	<div></div>
RE/MAX at Blue	46.5	2.6%	<div></div>
Engel & Volkers	27	1.5%	<div></div>
Other	473.75	26.6%	<div></div>

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	<div></div>
RE/MAX Four Seasons	18.5	13.8%	<div></div>
Chestnut Park	15	11.2%	<div></div>
Century 21 Millenium	9.5	7.3%	<div></div>
RE/MAX of Wasaga Beach	5	3.7%	<div></div>
Engel & Volkers	4.5	3.4%	<div></div>
Sotheby's	4.5	3.4%	<div></div>
Royal LePage Trinity	3.5	2.6%	<div></div>
Clairwood	3	2.2%	<div></div>
Other	23	17.2%	<div></div>

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

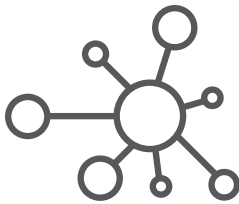
Clicks, Views, Shares,
Likes, Tweets‡

We average

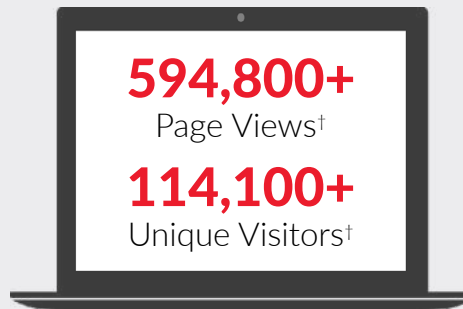
600

Buyer leads/month§

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



LocationsNorth.com



594,800+

Page Views†

114,100+

Unique Visitors†



\$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

