

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## FIRST QUARTER 2019

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



# OVERVIEW

## SECOND BEST Q1 VOLUME EVER, PRICES UP, BUT LONGER SALE TIMES



### YEAR-TO-DATE SALES VOLUME OF \$193,543,586

Up 7% from 2018's \$181,704,997, with units of 356 down 7% from 2018's 380. New listings of 685 down .1% from 2018, with the sales/listings ratio of 52% down 3%.



### MARCH SALES VOLUME OF \$83,218,400

Down 9% from 2018's \$91,610,599. Units of 154 down 15% from last March's 182. New listings of 297 were up 3% from last March, while the sales/listing ratio of 52% was down 11%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$543,662

Up 14% from the \$478,171 of one year ago. Average days-on-market of 61 is up 9 days.



# OVERVIEW (cont'd)

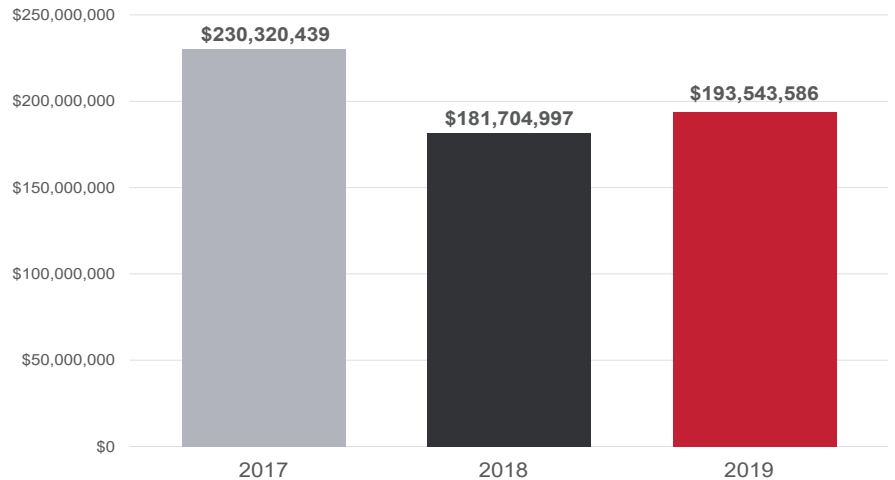


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

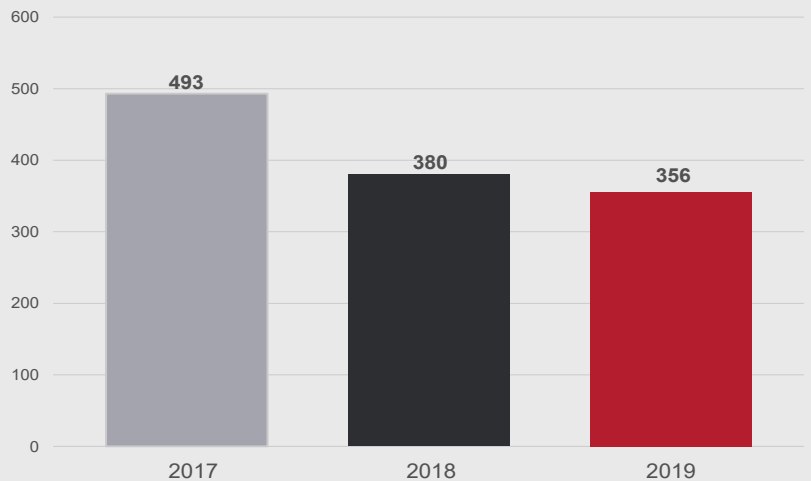
March volume sales were the third-best ever, but that was mainly due to a healthy average price jump, as unit sales were the slowest since 2014. Further, March new listings, expired listings and sale times were up from a year ago. That said, the sales/listings ratio was 52% so it's still a **seller's 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

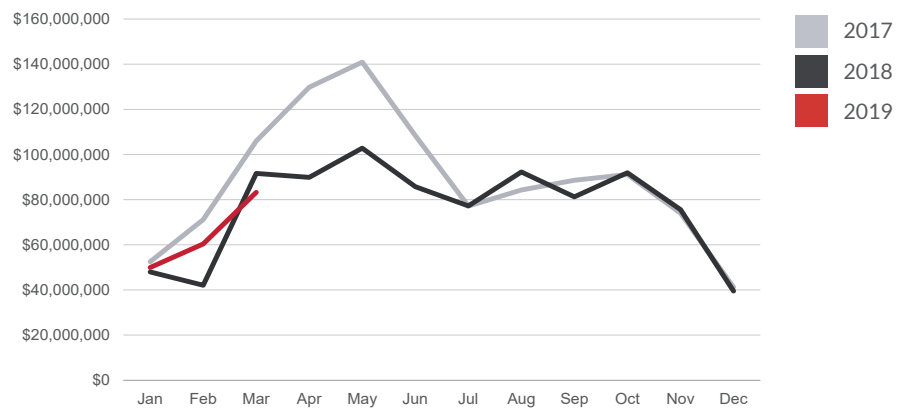
	2017	2018	2019	2018-2019
First Quarter (Q1) Volume Sales	\$230,320,439	\$181,704,997	193,543,586	+7%
Q1 Unit Sales	493	380	356	-7%
Q1 New Listings	646	686	685	-1%
Q1 Sales/Listings Ratio	76%	55%	52%	-3%
Q1 Expired Listings	68	122	143	+17%
March Volume Sales	\$105,940,407	\$91,610,599	\$83,218,400	-9%
March Unit Sales	239	182	154	-15%
March New Listings	301	288	297	+3%
March Sales/Listing Ratio	79%	63%	52%	-11%
March Expired Listings	18	40	50	+25%
March Average Sale Price	\$443,265	\$503,355	\$540,379	+7%
Q1 Sales: Under \$100K	3	4	4	0%
Q1 Sales: \$100K - \$299K	123	74	41	-45%
Q1 Sales: \$300K - \$499K	224	182	154	-15%
Q1 Sales: \$500K - \$799K	102	82	111	+35%
Q1 Sales: \$800K - \$999K	18	22	23	+5%
Q1 Sales: \$1M - \$1.499M	13	12	13	+8%
Q1 Sales: \$1.5M - \$1.999M	7	3	7	+133%
Q1 Sales: \$2M+	3	1	3	+200%
Q1 Average Days-On-Market	54	52	61	+17%
Q1 Average Sale Price	\$467,181	\$478,171	\$543,662	+14%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of April 5, 2019..

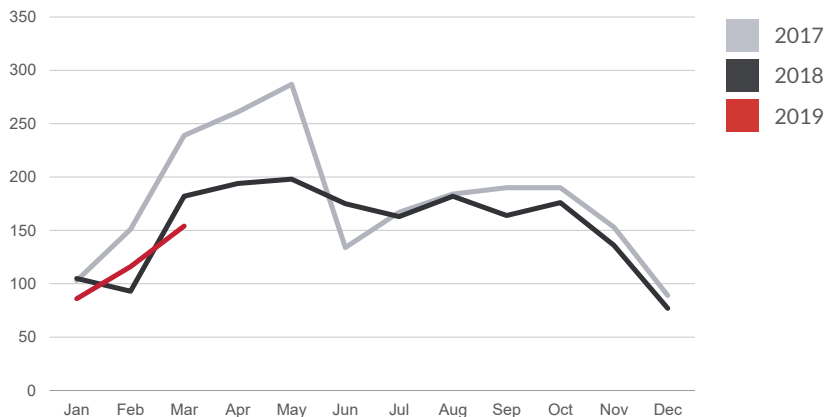
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 is off to a good start in terms of volume sales, with the second-best January and February ever, and the third-best March. However, those numbers are mainly due to big average sale price increases. In fact, Q1-2019's average price is up **72%**, **58%**, **47%**, **16%** and **14%** from the Q1s of 2014-18. On the unit sales side, Q1-2019's **356** is the fewest since 2014, and well down from 2015-17's records, which peaked in 2017 at **493**. That said, 2015-17 sales were unsustainable, and this year's price increases show healthy demand in the region market.

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)

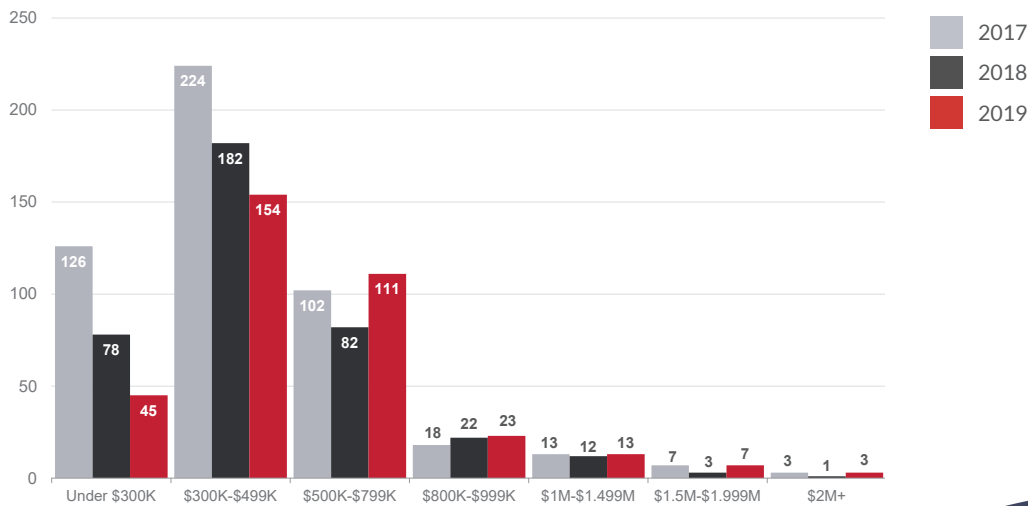




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 unit sales are up from Q1-2018 in five price ranges, down in two, and equal in one. And so, the \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **35%**, **5%**, **8%**, **133%** and **200%** respectively; the Under-\$300K and \$300K-\$499K ranges are down **45%** and **15%** respectively; and the Under-\$100,000 range is **equal**. Further, sales in the Under-\$500K bracket - which account for **56%** of 2019's sales - are down **23%** from one year ago, while the luxury \$1M+ price range is up **44%**.

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

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$166,152,186  
UP 10% from 2018

**UNIT SALES:** 287  
DOWN 1% from 2018

**AV. DAYS-ON-MARKET:** 60  
UP 6 days from 2018

**AV. SALE PRICE:** \$578,927  
UP 12% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$27,391,400  
DOWN 11% from 2018

**UNIT SALES:** 69  
DOWN 22% from 2018

**AV. DAYS-ON-MARKET:** 67  
UP 20 days from 2018

**AV. SALE PRICE:** \$396,977  
UP 15% from 2018

### VACANT LAND

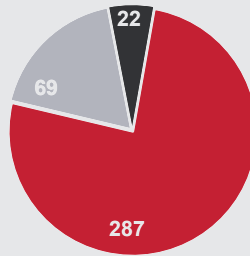
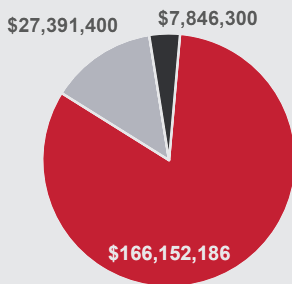
**DOLLAR SALES:** \$7,846,300  
UP 23% from 2018

**UNIT SALES:** 22  
DOWN 35% from 2018

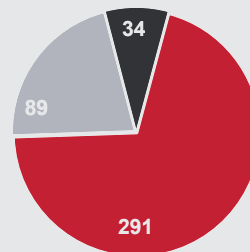
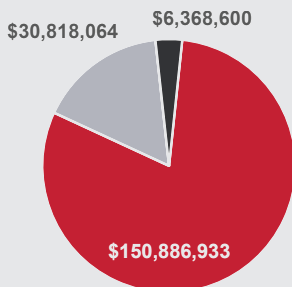
**AV. DAYS-ON-MARKET:** 112  
UP 11 days from 2018

**AV. SALE PRICE:** \$356,650  
UP 90% from 2018

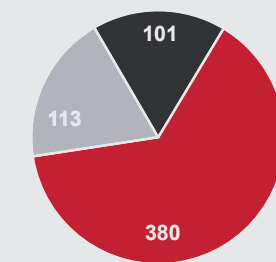
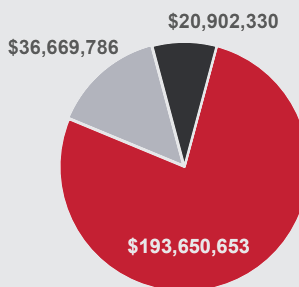
## 2019



## 2018



## 2017



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2018

**OUR SIXTH STRAIGHT RECORD-BREAKING YEAR!**



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$288,097,462 – up 7% from 2017 despite the market being down 14%



**WE HAD MORE THAN 2¼ TIMES THE SALES VOLUME OF OUR NEAREST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

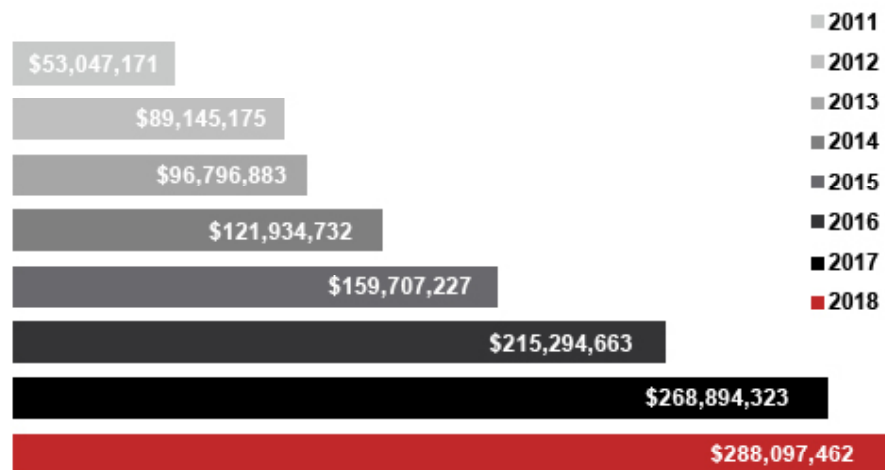
And we were #3 in Wasaga Beach after opening an office in 2015.



**WE WERE #1 IN LUXURY HOME SALES VOLUME, ALMOST TRIPLING OUR NEAREST REGIONAL COMPETITOR**



**Locations North Sales Volume, 2011 - 2018**



*\*Southern Georgian Bay Association of REALTORS®*



# 2018 UNIT SALES

\* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands  
 \*\* \$1,000,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	158.5	31.8%	
RE/MAX Four Seasons	76.5	15.3%	
Royal LePage Trinity	53	10.6%	
Chestnut Park	50.5	10.1%	
Century 21 Millenium	42	8.4%	
Clairwood	20	4%	
Engel & Volkers	14	2.8%	
RE/MAX of Wasaga Beach	12.75	2.6%	
Other	28	5.6%	
Non-SGBAR	43.75	8.8%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	66.5	25.8%	
RE/MAX at Blue	45.5	17.6%	
RE/MAX Four Seasons	37.5	14.5%	
Chestnut Park	24.5	9.5%	
Century 21 Millenium	20	7.8%	
Royal LePage Trinity	14.5	5.6%	
Clairwood	6	2.3%	
Engel & Volkers	5	1.9%	
Other	9	3.5%	
Non-SGBAR	29.5	11.4%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	62.5	35.7%	
Century 21 Millenium	14.5	8.3%	
Royal LePage RCR	10.5	6%	
RE/MAX Four Seasons	9	5.1%	
Wilfred McIntee	9	5.1%	
Chestnut Park	8.5	4.9%	
RE/MAX Grey Bruce	6	3.4%	
Homelife Bayside	5.5	3.1%	
Other	29.75	16.9%	
Non-SGBAR	19.75	11.3%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	11.5	26.1%	
RE/MAX Four Seasons	7	15.9%	
Chestnut Park	3	6.8%	
Royal LePage Trinity	3	6.8%	
RE/MAX of Wasaga Beach	3	6.8%	
Engel & Volkers	1.5	3.4%	
Sotheby's	1.5	3.4%	
Century 21 Millenium	1.5	3.4%	
Other	3.5	8%	
Non-SGBAR	8.5	19.3%	

## Georgian Triangle Overall\*

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	366.5	25.8%	
RE/MAX of Wasaga Beach	167	11.7%	
Royal LePage Trinity	157.5	11.1%	
RE/MAX Four Seasons	144.75	10.2%	
Century 21 Millenium	116.5	8.2%	
Chestnut Park	94	6.6%	
RE/MAX at Blue	48.5	3.4%	
Clairwood	28.5	2%	
Engel & Volkers	24.75	8.2%	
Other	275	19.3%	

## Georgian Triangle Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	39	40.1%	
RE/MAX Four Seasons	14	14.6%	
Chestnut Park	9	9.4%	
Century 21 Millenium	7	7.3%	
Engel & Volkers	6	6.3%	
Clairwood	4.5	4.7%	
Sotheby's	2	2.1%	
Royal LePage RCR	2	2.1%	
Royal LePage Trinity	1.5	1.6%	
Other	11	11.5%	



# 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

1288 Mosley Sreet, Unit 7



## CLEARVIEW

705-881-9005

143 Mill St., Creemore