

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

AUGUST 2019

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



OVERVIEW

RECORD AUGUST VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS ALSO UP



YEAR-TO-DATE SALES VOLUME OF \$737,324,507

Up 17% from 2018's \$630,620,585, with units of 1372 up 6% from 2018's 1291. New listings of 2546 up 12% from 2018, with the sales/listings ratio of 54% down 3%.



RECORD AUGUST SALES VOLUME OF \$112,592,077

Up 23% from 2018's \$91,938,510. Units of 213 up 18% from last August's 181. New listings of 331 were up 18% from one year ago, while the sales/listing ratio of 64% was down 1%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$537,409

Up 10% from the \$488,475 of a year ago. Average days-on-market of 52 up 6 days.

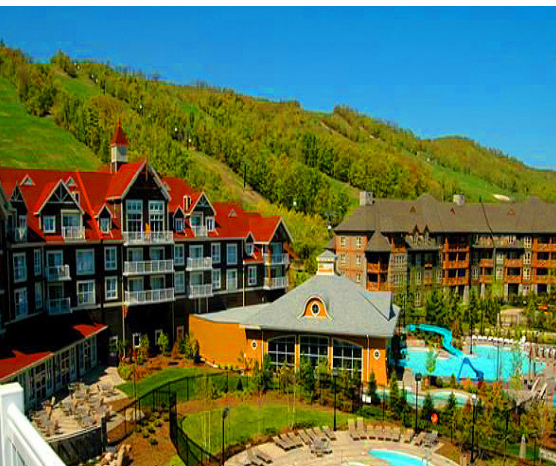


OVERVIEW (cont'd)

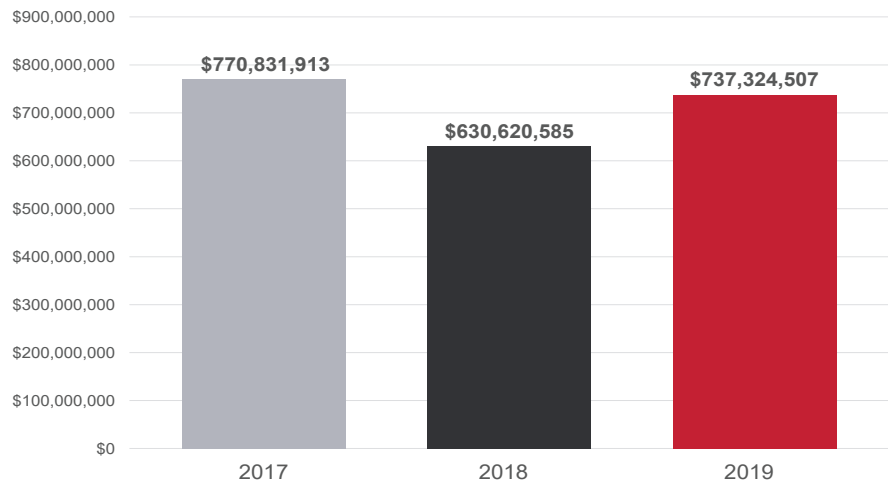


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

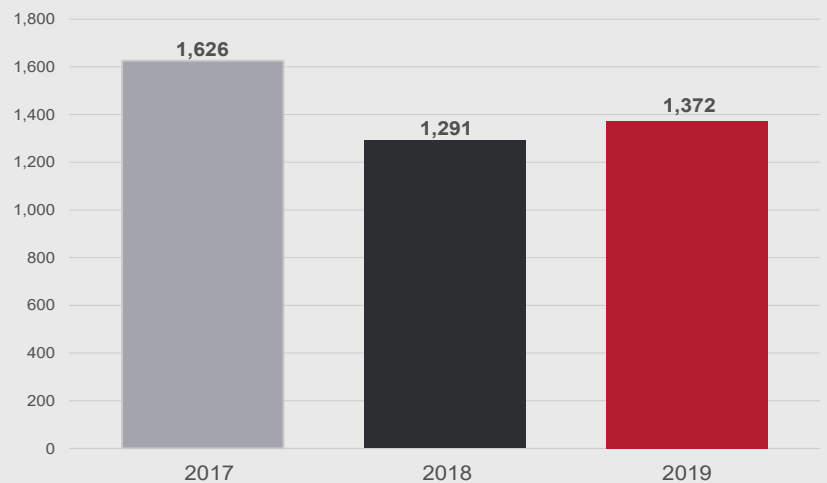
August's volume was up **1%** from the month's prior record, set in 2016, though units were down **24%** from 2016's high. August also had plenty of inventory, with new and expired listings up **18%** and **11%** respectively from 2018. Still, the month had a healthy **64%** sales/listing ratio, so it's 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

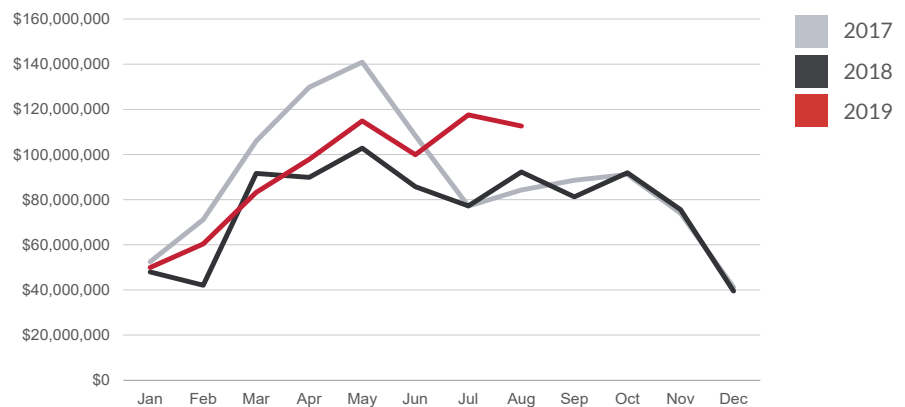
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$770,831,913	\$630,620,585	\$737,324,507	+17%
YTD Unit Sales	1626	1291	1372	+6%
YTD New Listings	2459	2281	2546	+12%
YTD Sales/Listings Ratio	66%	57%	54%	-3%
YTD Expired Listings	254	372	433	+16%
August Volume Sales	\$84,257,747	\$91,938,510	\$112,592,077	+23%
August Unit Sales	184	181	213	+18%
August New Listings	314	280	331	+18%
August Sales/Listing Ratio	59%	65%	64%	-1%
August Expired Listings	62	62	69	+11%
August Average Sale Price	\$457,923	\$507,948	\$528,601	+4%
YTD Sales: Under \$100K	11	7	7	0%
YTD Sales: \$100K - \$299K	381	231	168	-27%
YTD Sales: \$300K - \$499K	731	616	616	0%
YTD Sales: \$500K - \$799K	361	320	416	+30%
YTD Sales: \$800K - \$999K	65	61	78	+28%
YTD Sales: \$1M - \$1.499M	51	41	59	+44%
YTD Sales: \$1.5M - \$1.999M	18	7	20	+186%
YTD Sales: \$2M+	8	8	8	0%
YTD Average Days-On-Market	40	46	52	+13%
YTD Average Sale Price	\$474,066	\$488,475	\$537,409	+10%

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

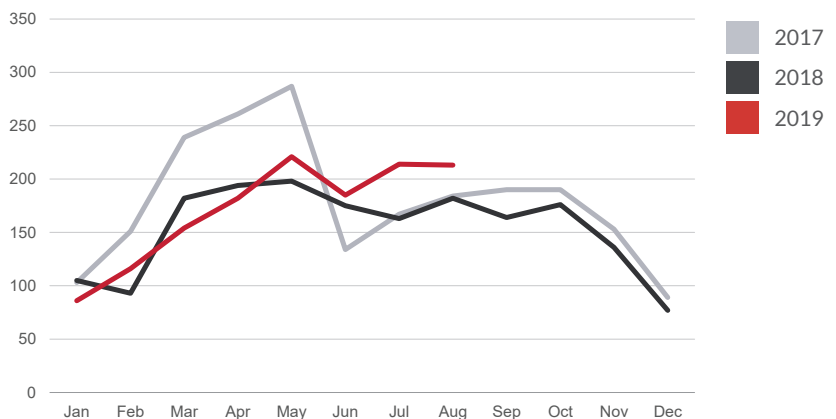
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019's year-to-date volume sales continued to strengthen with another record month in August. And so, barring something unforeseen, we're likely to see a huge third-quarter record on top of six solid months from January to June. However, as we've noted all year, those big numbers have not been due to record unit sales, but to rising sale prices – not that that's a bad thing! Still, it's notable that our region is on track for \$1+ Billion in sales this year for the third time, after falling short last year. In fact, 2019 might even surpass 2017's record **\$1.066 Billion**.

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



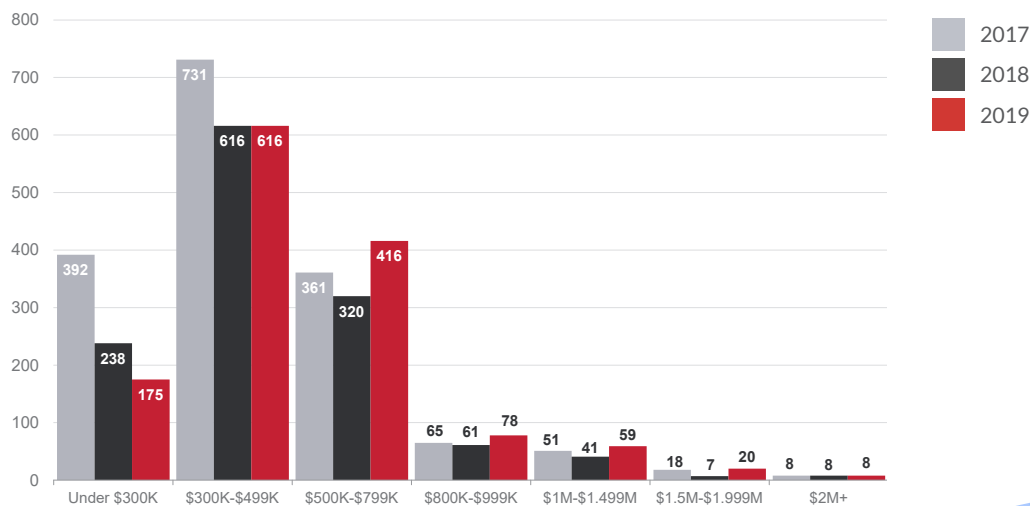
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in four price ranges, down in one and even in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **30%**, **28%**, **44%** and **186%** respectively; the Under-\$300K range is down **26%**; and the \$300K-\$499K and \$2M+ ranges are even. More generally, sales in the high-volume Under-\$500K bracket – which account for **58%** of 2019's sales – are down **7%** from one year ago, while sales in the median \$500K-\$999K bracket are up **30%**, and sales in the luxury \$1M+ bracket are up **55%**.

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: \$608,438,799
UP 17% from 2018

UNIT SALES: 1074
UP 8% from 2018

AV. DAYS-ON-MARKET: 51
UP 5 days from 2018

AV. SALE PRICE: \$566,517
UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$128,885,708
UP 16% from 2018

UNIT SALES: 298
UP 1% from 2018

AV. DAYS-ON-MARKET: 56
UP 10 days from 2018

AV. SALE PRICE: \$432,502
UP 15% from 2018

VACANT LAND

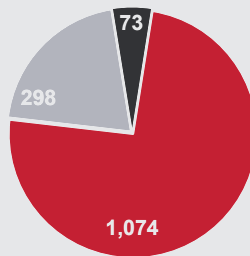
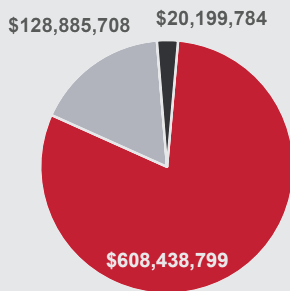
DOLLAR SALES: \$20,199,784
UP 18% from 2018

UNIT SALES: 73
DOWN 10% from 2018

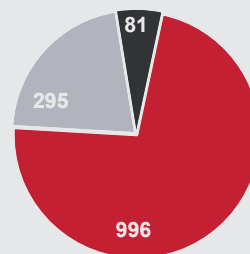
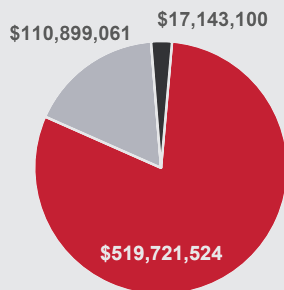
AV. DAYS-ON-MARKET: 93
UP 12 days from 2018

AV. SALE PRICE: \$276,709
UP 31% from 2018

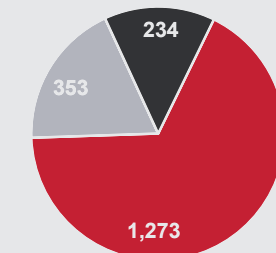
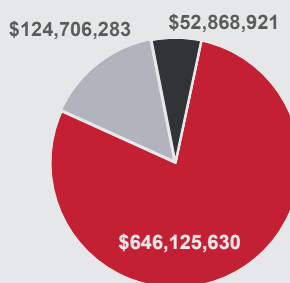
2019



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)

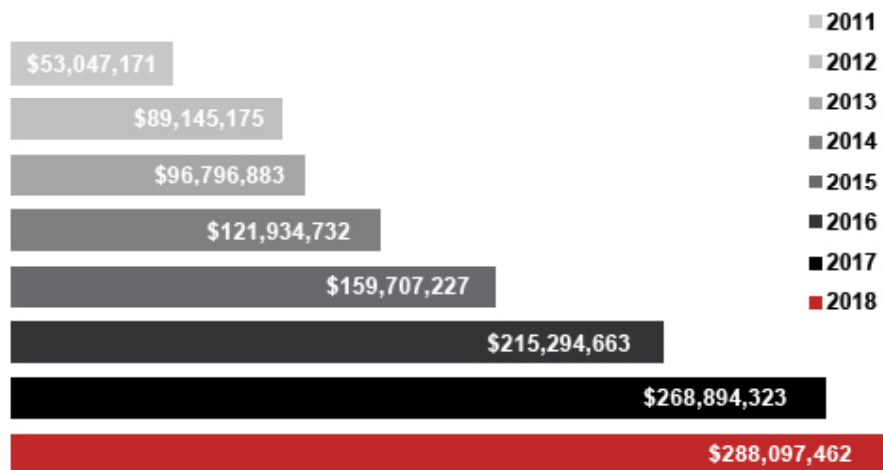
And we were #3 in Wasaga Beach after opening an office in 2015.



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