

GEORGIAN TRIANGLE REAL ESTATE MARKET REPORT

FEBRUARY 2019

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



OVERVIEW

SOLID FEBRUARY SALES, HIGHER PRICES, FEWER LISTINGS



YEAR-TO-DATE SALES VOLUME OF \$110,324,686

Up 22% from 2018's \$90,094,398, with units of 202 up 2% from 2018's 198. New listings of 386 were down 3% from 2018, with the sales/listings ratio of 52% up 2%.



FEBRUARY SALES VOLUME OF \$60,385,236

Up 43% from 2018's \$42,114,643. Units of 116 up 25% from last February's 93. New listings of 192 were down 11% from last February, while the sales/listing ratio of 60% was up 17%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$546,162

Up 20% from the \$455,022 of one year ago. Average days-on-market of 69 is up 11 days.



OVERVIEW (cont'd)

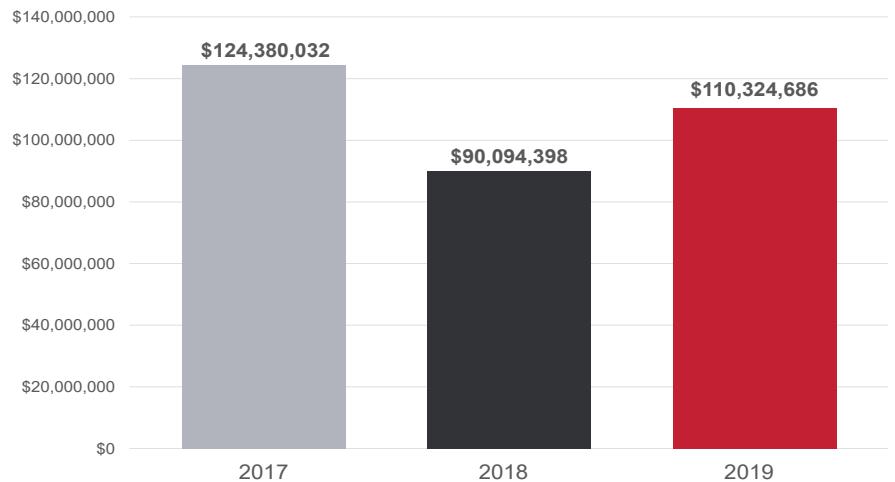


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

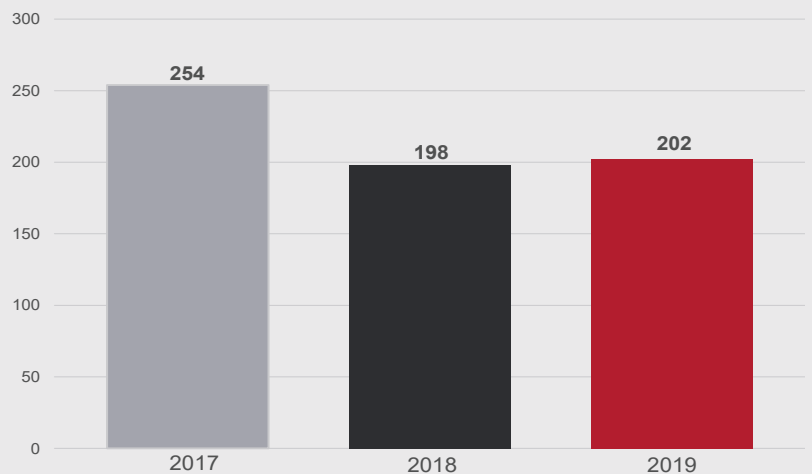
February saw its third-best volume sales ever, with a **15%** average price gain over last February and expired listings down **10%**. That said, the average days-on-market of **68** was up **20** days from last February. All things considered, we're looking at a healthy **sellers' market**.



Graph 1:
Georgian Triangle MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:
Georgian Triangle MLS® Sales And Listing Summary
 2017 vs. 2018 vs. 2019

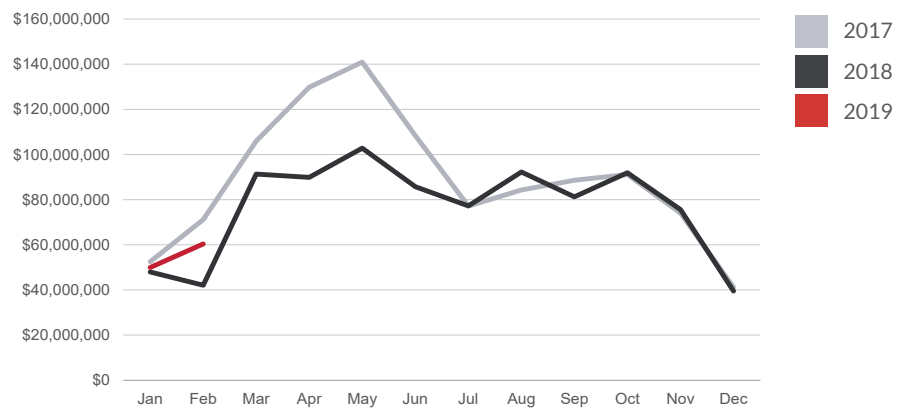
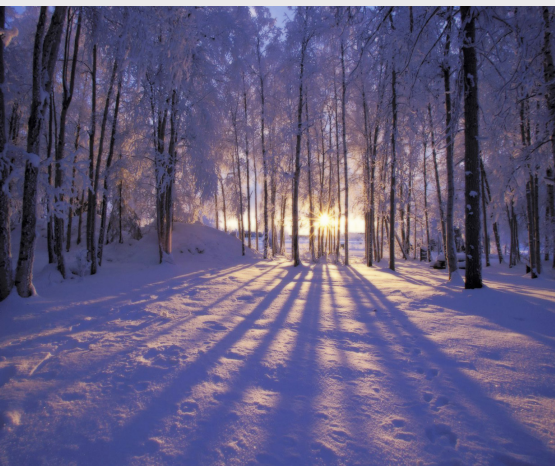
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$124,380,032	\$90,094,398	\$110,324,686	+22%
YTD Unit Sales	254	198	202	+2%
YTD New Listings	380	396	386	-3%
YTD Sales/Listings Ratio	69%	50%	52%	+2%
YTD Expired Listings	50	100	94	-6%
February Volume Sales	\$71,156,986	\$42,114,643	\$60,385,236	+43%
February Unit Sales	151	93	116	+25%
February New Listings	215	215	192	-11%
February Sales/Listings Ratio	70%	43%	60%	+17%
February Expired Listings	12	39	35	-10%
February Average Sale Price	\$471,238	\$452,846	\$520,562	+15%
YTD Sales: Under \$100K	2	3	3	0%
YTD Sales: \$100K - \$299K	63	43	25	-42%
YTD Sales: \$300K - \$499K	111	96	85	-11%
YTD Sales: \$500K - \$799K	53	38	64	+68%
YTD Sales: \$800K - \$999K	10	11	12	+9%
YTD Sales: \$1M - \$1.499M	9	6	6	0%
YTD Sales: \$1.5M - \$1.999M	3	1	4	+300%
YTD Sales: \$2M+	3	0	3	+300%
YTD Average Days-On-Market	65	58	69	+19%
YTD Average Sale Price	\$489,685	\$455,022	\$546,162	+20%

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

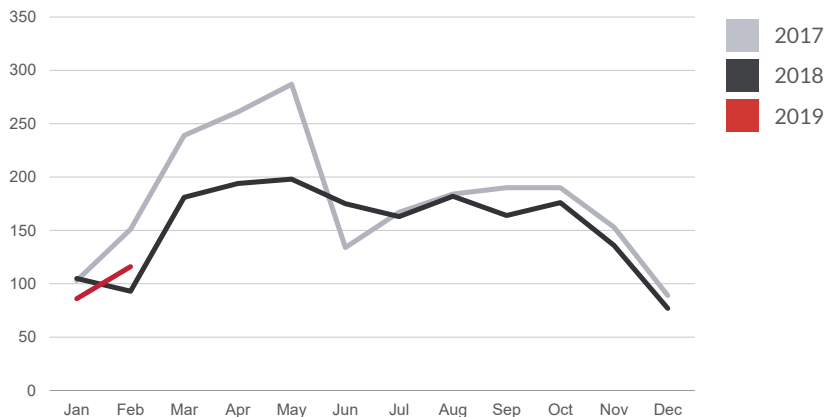
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after January's solid volume sales, February's sales – partly due to heightened activity in the luxury home market – were well up from February 2018's slow sales, and not too far below 2017's high-water mark. Similarly, as **Graph 4** shows, February's unit sales, after a relatively slow January, were actually up **25%** from last February's slow sales, despite there being **11%** fewer new listings. It is really too early to tell how the 2019 market will turn out, but it is off to a promising start.

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



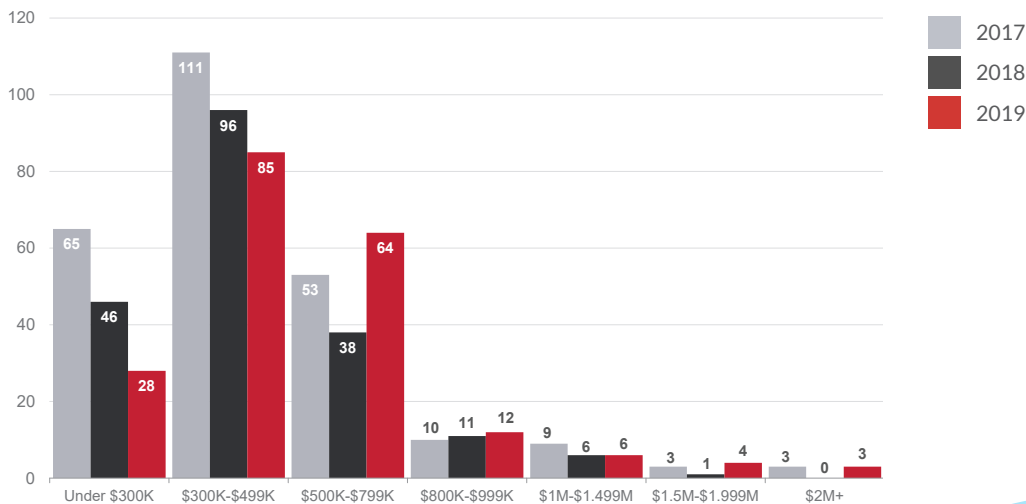
Graph 4:
Georgian Triangle Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from last February in four price ranges, down in two, and equal in one. And so, the \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **68%**, **9%**, **300%** and **300%** respectively; the Under \$300K and \$300K-\$499K ranges are down **39%** and **11%** respectively; and the \$1M-\$1.499M range is equal. Further, sales in the Under \$800K bracket - which account for **88%** of 2019's sales - are down **2%**, while the luxury \$1M+ price range is up **86%** from one year ago.

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



SALES BY PROPERTY TYPE

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$94,219,686
UP 25% from 2018

UNIT SALES: 160
UP 7% from 2018

AV. DAYS-ON-MARKET: 68
UP 5 days from 2018

AV. SALE PRICE: \$588,873
UP 16% from 2018

CONDOMINIUMS

DOLLAR SALES: \$16,105,000
DOWN 9% from 2018

UNIT SALES: 42
DOWN 21% from 2018

AV. DAYS-ON-MARKET: 70
UP 23 days from 2018

AV. SALE PRICE: \$383,452
UP 15% from 2018

VACANT LAND

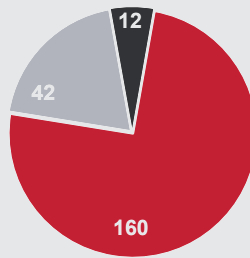
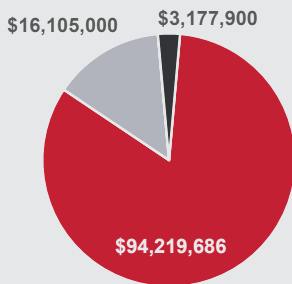
DOLLAR SALES: \$3,177,900
DOWN 10% from 2018

UNIT SALES: 12
DOWN 48% from 2018

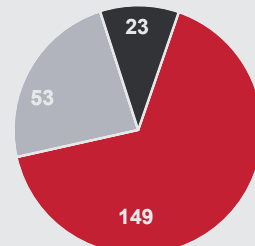
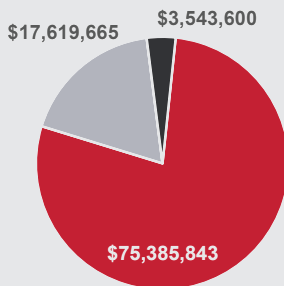
AV. DAYS-ON-MARKET: 118
DOWN 2 days from 2018

AV. SALE PRICE: \$264,825
UP 52% from 2018

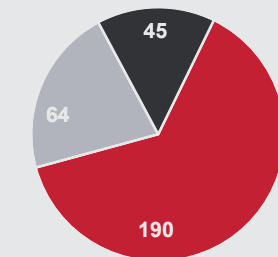
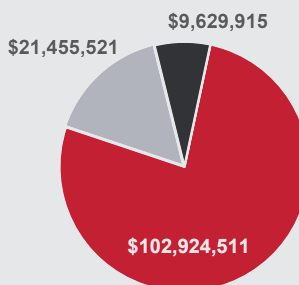
2019



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)

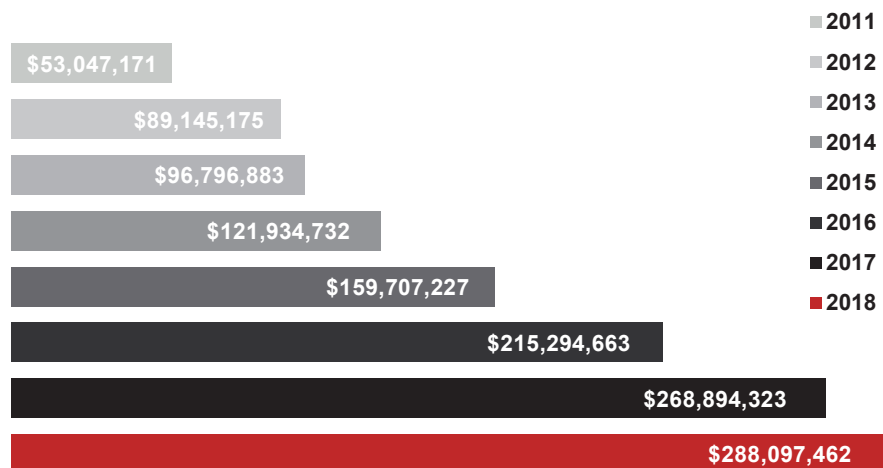
And we were #3 in Wasaga Beach after opening an office in 2015.



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