

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## JULY 2019

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



# OVERVIEW

## BEST JULY VOLUME SALES EVER, WITH PRICES, LISTINGS AND EXPIREDS UP



### YEAR-TO-DATE SALES VOLUME OF \$627,519,530

Up 17% from 2018's \$538,682,075, with units of 1162 up 8% from 2018's 1110. New listings of 2212 up 11% from 2018, with the sales/listings ratio of 53% down 3%.



### RECORD JULY SALES VOLUME OF \$117,556,988

Up 52% from 2018's \$77,250,065. Units of 214 up 31% from last July's 163. New listings of 336 were up 12% from last July, while the sales/listing ratio of 64% was up 13%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$540,034

Up 11% from the \$485,299 of one year ago. Average days-on-market of 53 is up 8 days.

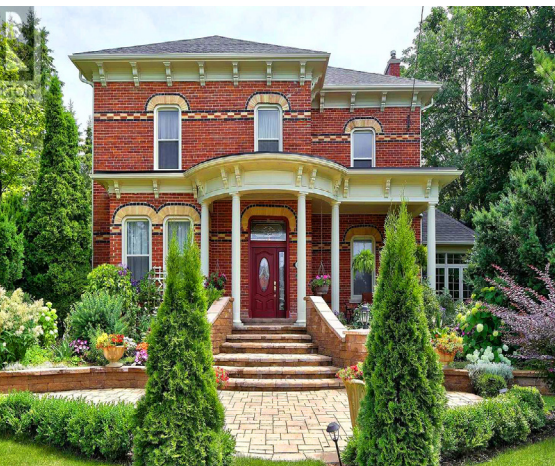


# OVERVIEW (cont'd)

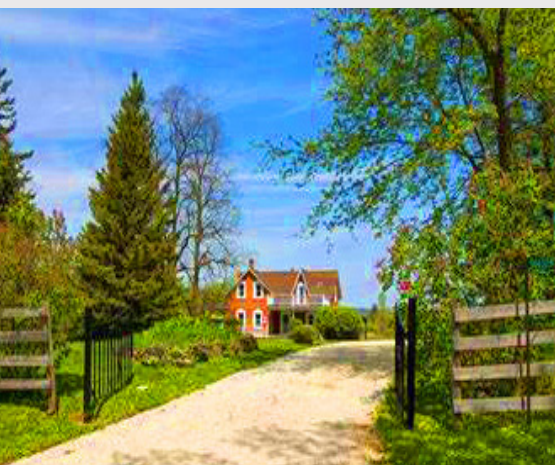
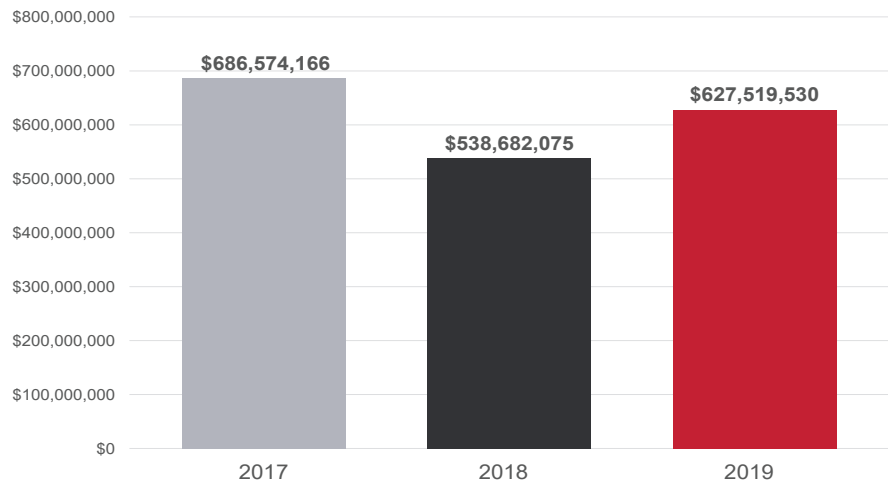


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

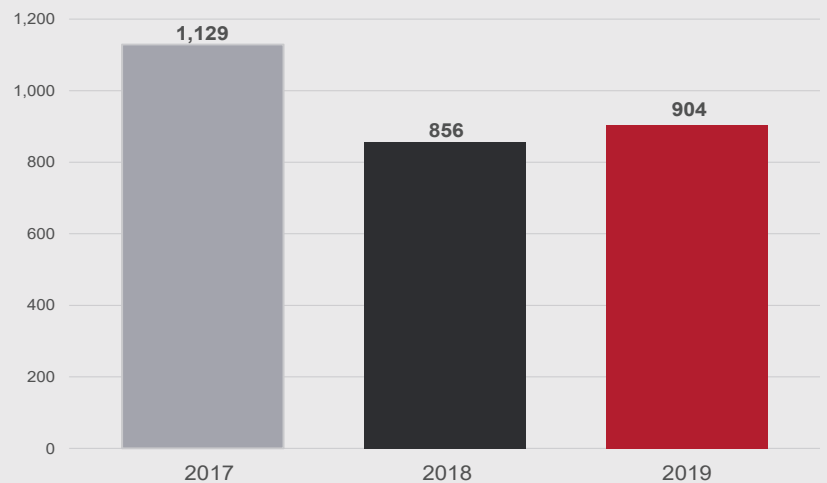
July's volume was up a whopping **17%** from July's prior record, set in 2016, although unit sales were down **15%** from 2016's high. That said, July's new and expired listings were also their highest since 2015. Bottom line: the month's sales/listing ratio jumped to **64%**, so it's a solid **seller's 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

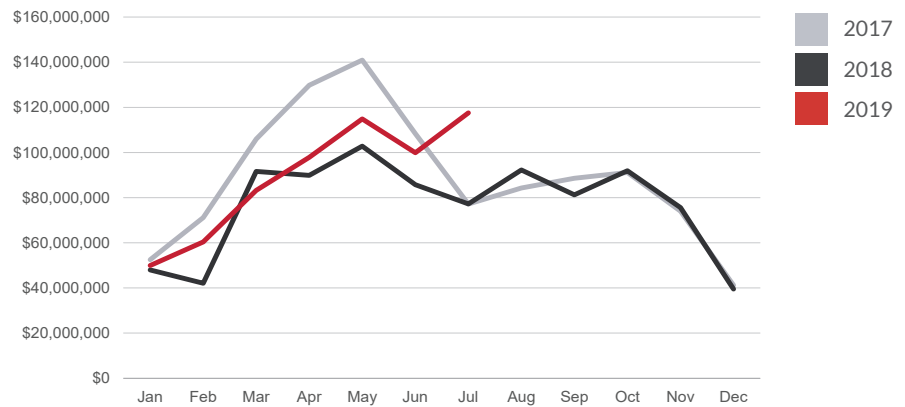
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$686,574,166	\$538,682,075	\$627,519,530	+17%
YTD Unit Sales	1442	1110	1162	+8%
YTD New Listings	2145	1997	2212	+11%
YTD Sales/Listings Ratio	67%	56%	53%	-3%
YTD Expired Listings	192	314	364	+16%
July Volume Sales	\$77,184,162	\$77,250,065	\$117,556,988	+52%
July Unit Sales	167	163	214	+31%
July New Listings	307	317	336	+12%
July Sales/Listing Ratio	54%	51%	64%	+13%
July Expired Listings	33	53	72	+36%
July Average Sale Price	\$462,181	\$473,927	\$549,332	+16%
YTD Sales: Under \$100K	11	7	6	-14%
YTD Sales: \$100K - \$299K	333	200	138	-31%
YTD Sales: \$300K - \$499K	648	525	527	+4%
YTD Sales: \$500K - \$799K	325	277	354	+28%
YTD Sales: \$800K - \$999K	57	53	64	+21%
YTD Sales: \$1M - \$1.499M	42	36	47	+31%
YTD Sales: \$1.5M - \$1.999M	18	7	19	+171%
YTD Sales: \$2M+	8	5	7	+40%
YTD Average Days-On-Market	39	45	53	+18%
YTD Average Sale Price	\$476,126	\$485,299	\$540,034	+11%

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

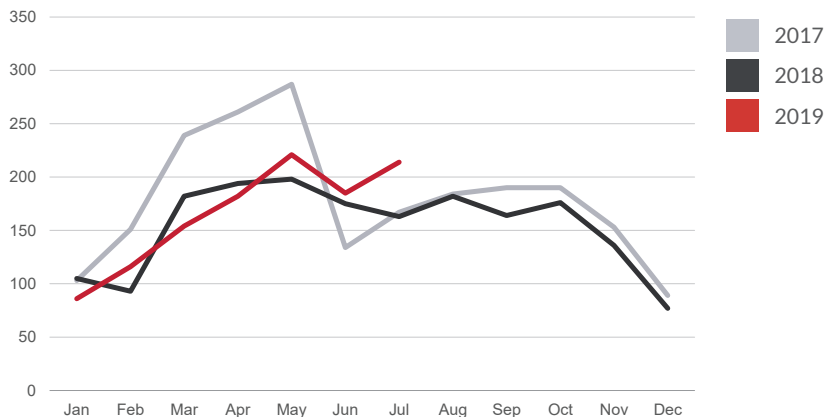
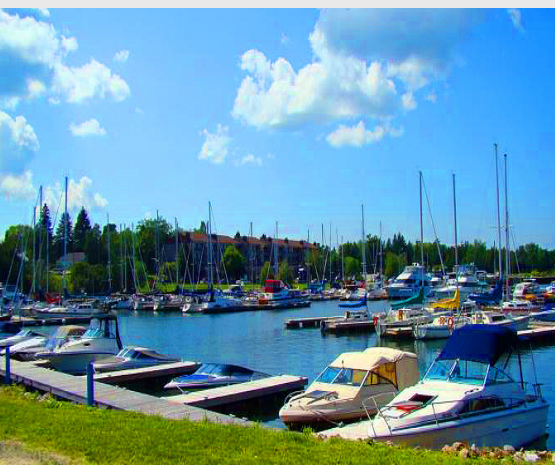
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 volume sales have, with the exception of June, trended upwards. The year has given us the second-best January, February, May and June ever, as well as a record July. However, those numbers are mainly due to average sale price gains: 2019's YTD average price is up a rather incredible **71%, 57%, 48%, 13%** and **11%** from 2014-18. And as **Graph 4** shows, 2019 unit sales more or less mirror volume. That said, with the exception of 2018's **1110** sales, 2019's **1162** sales YTD are the fewest since 2013's **1162**, and are down **28%** from 2016's record **1621**. So market activity has settled since 2015-17's record years, but we'll see if this summer's sales surge continues.

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



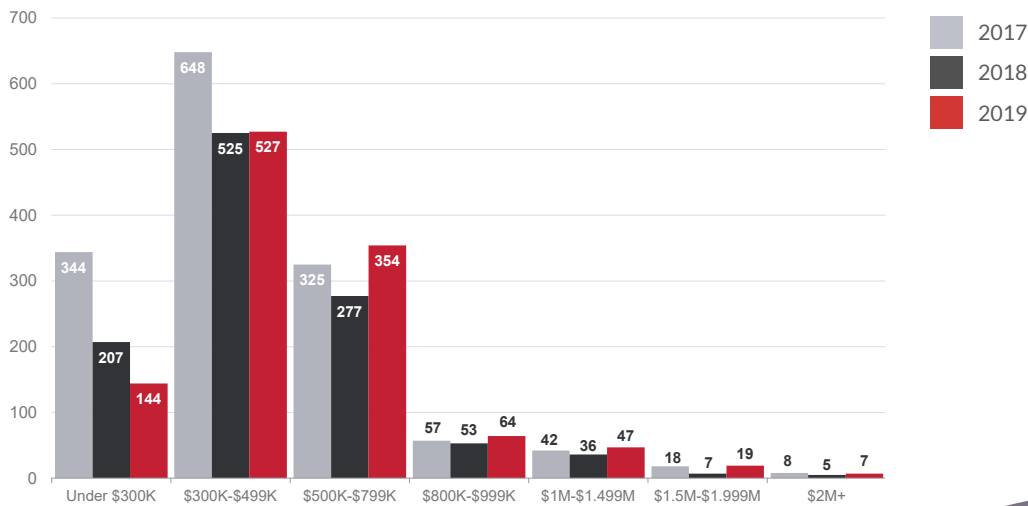
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **.4%**, **28%**, **21%**, **31%**, **171%** and **40%** respectively; while the Under-\$300K range is down **41%**. More generally, sales in the Under-\$800K bracket – which account for **88%** of 2019's sales – are up **2%** from one year ago, while sales in the high-end \$800K+ bracket are up **36%**.

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:** \$514,820,322  
UP 16% from 2018

**UNIT SALES:** 904  
UP 6% from 2018

**AV. DAYS-ON-MARKET:** 52  
UP 6 days from 2018

**AV. SALE PRICE:** \$569,492  
UP 9% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$112,699,208  
UP 21% from 2018

**UNIT SALES:** 258  
UP 2% from 2018

**AV. DAYS-ON-MARKET:** 55  
UP 11 days from 2018

**AV. SALE PRICE:** \$436,819  
UP 19% from 2018

### VACANT LAND

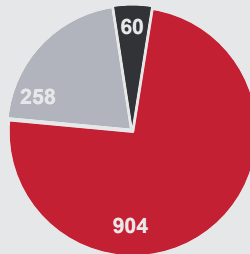
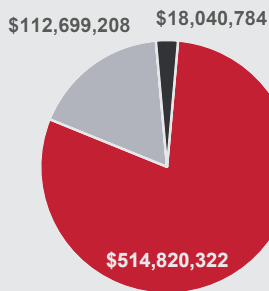
**DOLLAR SALES:** \$18,040,784  
UP 19% from 2018

**UNIT SALES:** 60  
DOWN 19% from 2018

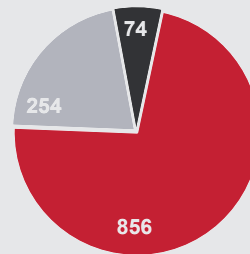
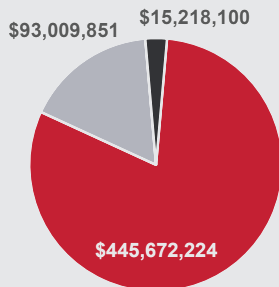
**AV. DAYS-ON-MARKET:** 97  
DOWN 7 days from 2018

**AV. SALE PRICE:** \$300,680  
UP 46% from 2018

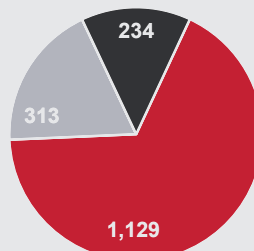
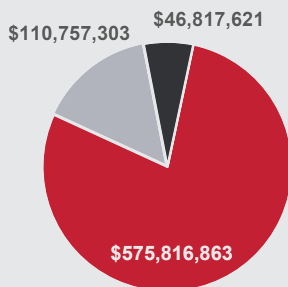
## 2019



## 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)**

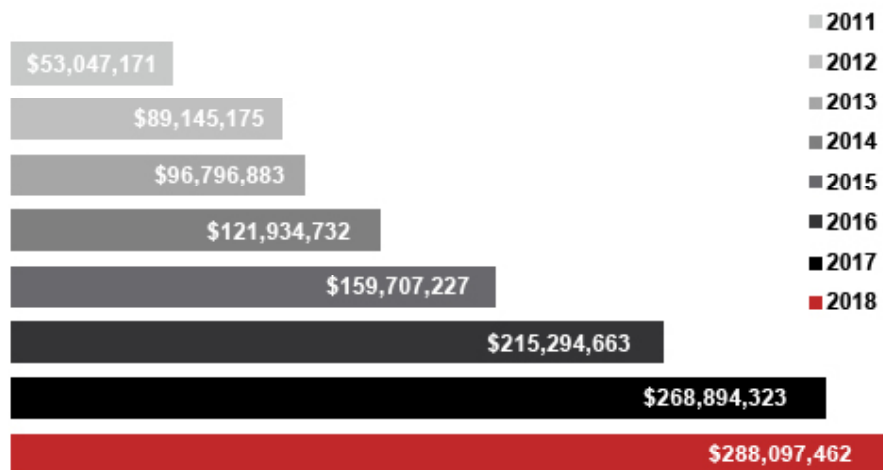
And we were #3 in Wasaga Beach after opening an office in 2015.



**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