

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

OCTOBER 2019

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



OVERVIEW

RECORD-BREAKING OCTOBER VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$962,927,692

Up 20% from 2018's \$803,958,182, with units of 1776 up 9% from 2018's 1631. New listings of 3198 up 12% from 2018, with the sales/listings ratio of 56% down 1%.



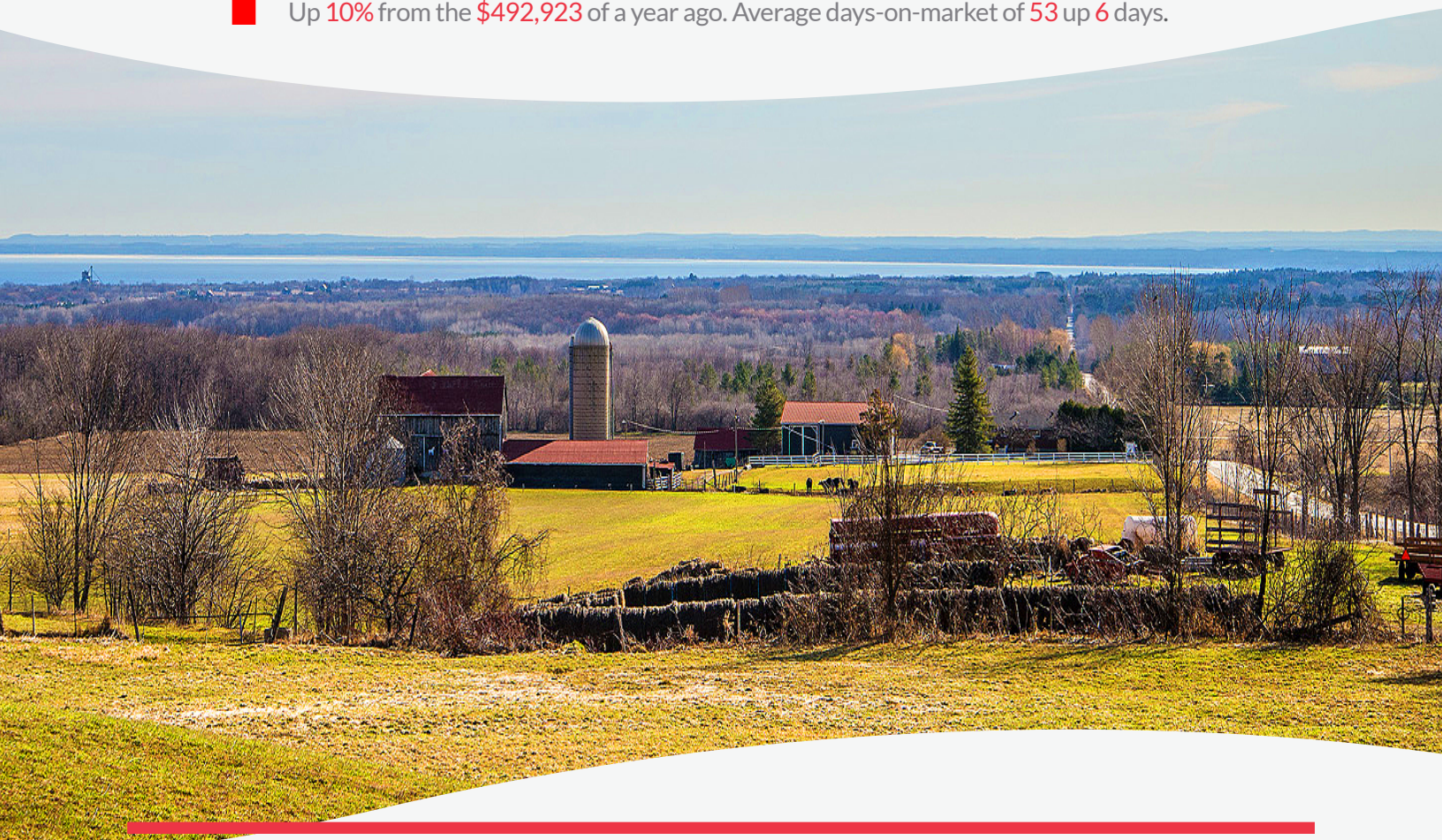
RECORD OCTOBER SALES VOLUME OF \$108,771,625

Up 20% from last October's \$90,623,297. Units of 192 up 10% from 2018's 174. New listings of 312 were up 20% from one year ago, while the sales/listing ratio of 62% was down 5%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$542,189

Up 10% from the \$492,923 of a year ago. Average days-on-market of 53 up 6 days.



OVERVIEW (cont'd)

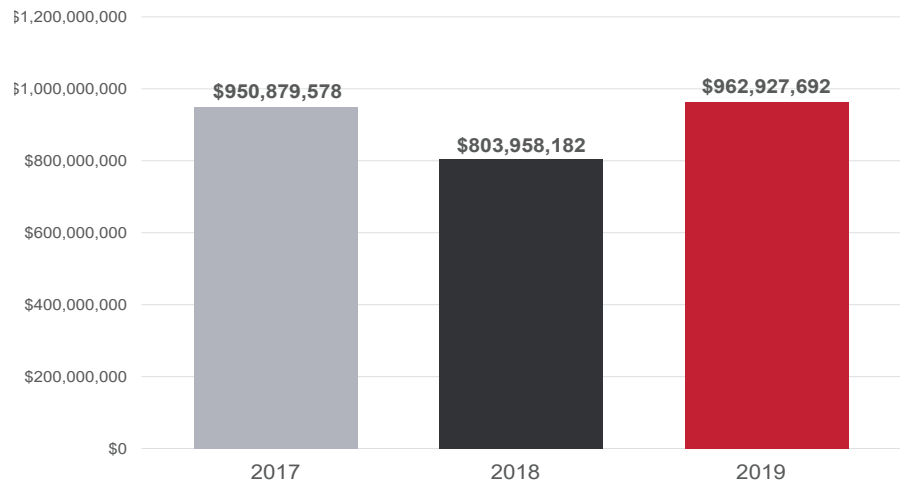


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

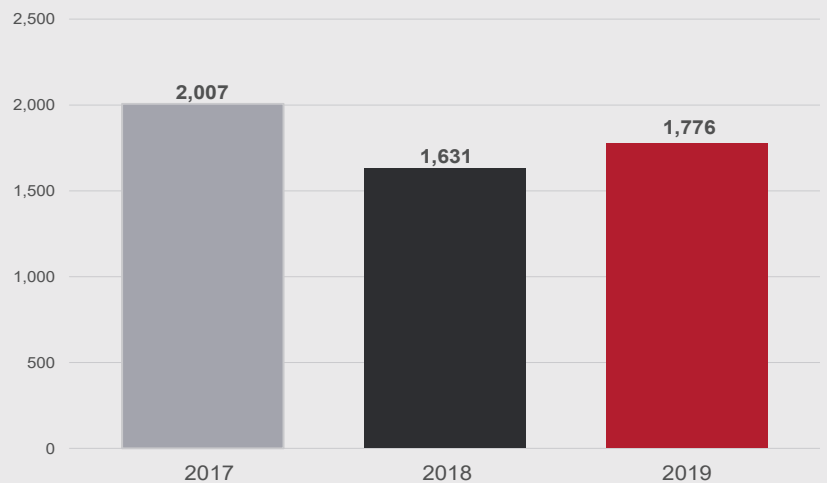
October's record volume was up **12%** from the month's previous record, set in 2016, while its **192** sales were the most since 2016's record **229**. And although new listings and expireds were up **20%** and **8%** respectively from last year, the **62%** sales/listing ratio means it's a healthy **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

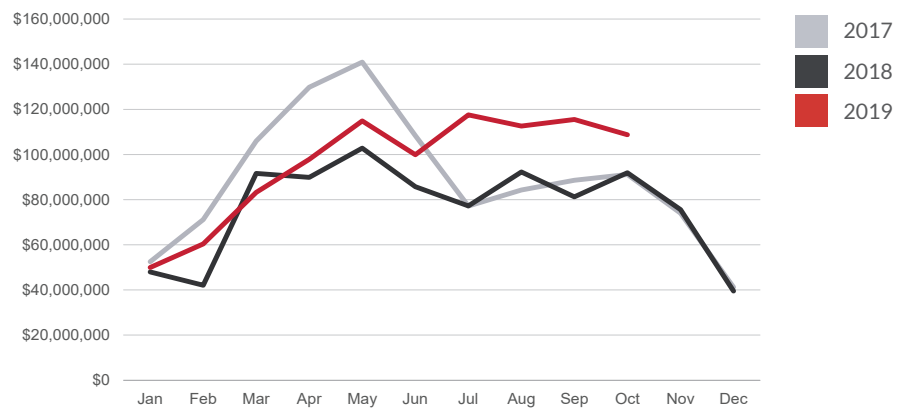
| | 2017 | 2018 | 2019 | 2018-2019 |
|---------------------------------|---------------|---------------|---------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$950,879,578 | \$803,958,182 | \$962,927,692 | +20% |
| YTD Unit Sales | 2007 | 1631 | 1776 | +9% |
| YTD New Listings | 3009 | 2843 | 3198 | +12% |
| YTD Sales/Listings Ratio | 67% | 57% | 56% | -1% |
| YTD Expired Listings | 408 | 522 | 422 | -19% |
| October Volume Sales | \$91,137,563 | \$90,623,297 | \$108,771,625 | +20% |
| October Unit Sales | 190 | 174 | 192 | +10% |
| October New Listings | 257 | 259 | 312 | +20% |
| October Sales/Listings Ratio | 74% | 67% | 62% | -5% |
| October Expired Listings | 76 | 104 | 112 | +8% |
| October Average Sale Price | \$479,671 | \$520,824 | \$566,519 | +9% |
| YTD Sales: Under \$100K | 13 | 9 | 6 | -33% |
| YTD Sales: \$100K - \$299K | 478 | 290 | 216 | -26% |
| YTD Sales: \$300K - \$499K | 898 | 765 | 792 | +4% |
| YTD Sales: \$500K - \$799K | 444 | 408 | 545 | +34% |
| YTD Sales: \$800K - \$999K | 78 | 79 | 107 | +35% |
| YTD Sales: \$1M - \$1.499M | 66 | 57 | 72 | +26% |
| YTD Sales: \$1.5M - \$1.999M | 20 | 12 | 27 | +125% |
| YTD Sales: \$2M+ | 10 | 11 | 11 | 0% |
| YTD Average Days-On-Market | 41 | 47 | 53 | +13% |
| YTD Average Sale Price | \$473,782 | \$492,923 | \$542,189 | +10% |

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

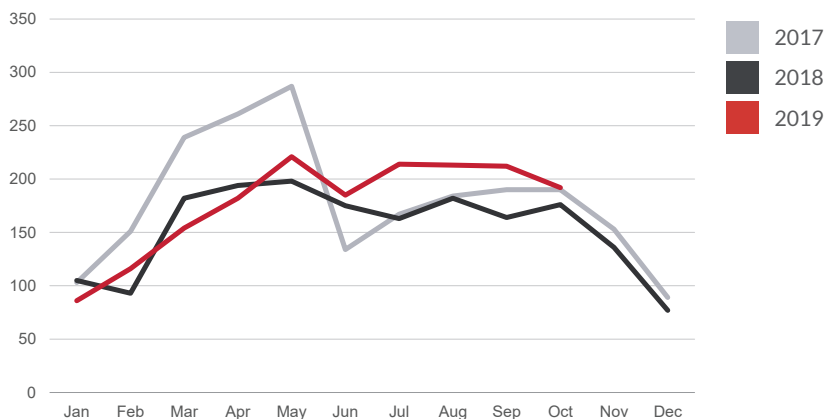
THE MARKET IN DETAIL (cont'd)

Last month we noted that this year's Southern Georgian Bay market was on track to surpass 2017's previous dollar sales record. Well, in October this year's sales finally overtook 2017's. As **Graph 3** shows, the region saw its fourth straight record month in October, pushing the year-to-date volume to a new high. Moreover, the market is showing no signs of slowing, with unit sales still relatively strong. Indeed, it is the combination of sustained demand and rising prices that has elevated the market, with the average sale price up **10%**, **14%**, **42%** and **58%** from the last four years.

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



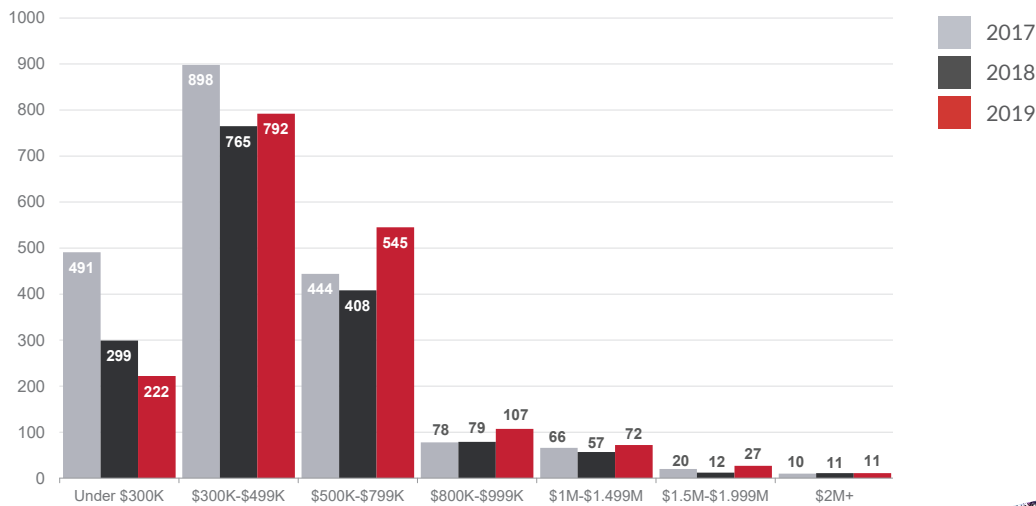
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in five price ranges, down in one and even in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **4%**, **34%**, **35%**, **26%** and **125%** respectively; the Under-\$300K range is down **26%**; and the \$2M+ range is even. More generally, sales in the high-volume Under-\$500K bracket – which account for **57%** of 2019's sales – are down **5%** from one year ago, while sales in the median \$500K-\$999K bracket are up **34%**, and sales in the luxury \$1M+ bracket are up **38%**.

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

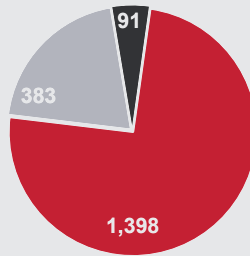
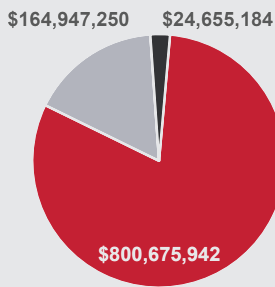


SALES BY PROPERTY TYPE

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

2019 IN DETAIL

2019



SINGLE-FAMILY HOMES

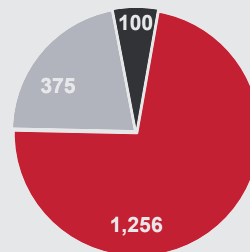
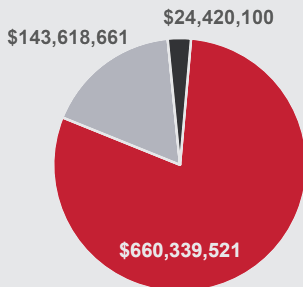
DOLLAR SALES: \$800,675,942
 UP 21% from 2018

UNIT SALES: 1,398
 UP 11% from 2018

AV. DAYS-ON-MARKET: 52
 UP 5 days from 2018

AV. SALE PRICE: \$572,730
 UP 8% from 2018

2018



CONDOMINIUMS

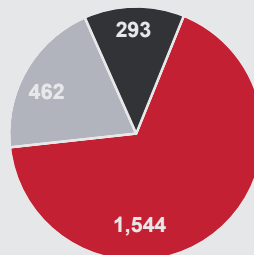
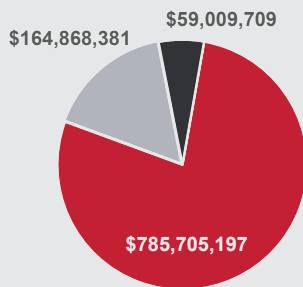
DOLLAR SALES: \$143,618,661
 UP 15% from 2018

UNIT SALES: 383
 UP 2% from 2018

AV. DAYS-ON-MARKET: 55
 UP 9 days from 2018

AV. SALE PRICE: \$430,672
 UP 12% from 2018

2017



VACANT LAND

DOLLAR SALES: \$24,655,184
 UP 1% from 2018

UNIT SALES: 91
 DOWN 9% from 2018

AV. DAYS-ON-MARKET: 89
 DOWN 21 days from 2018

AV. SALE PRICE: \$270,936
 UP 11% from 2018

■ 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)

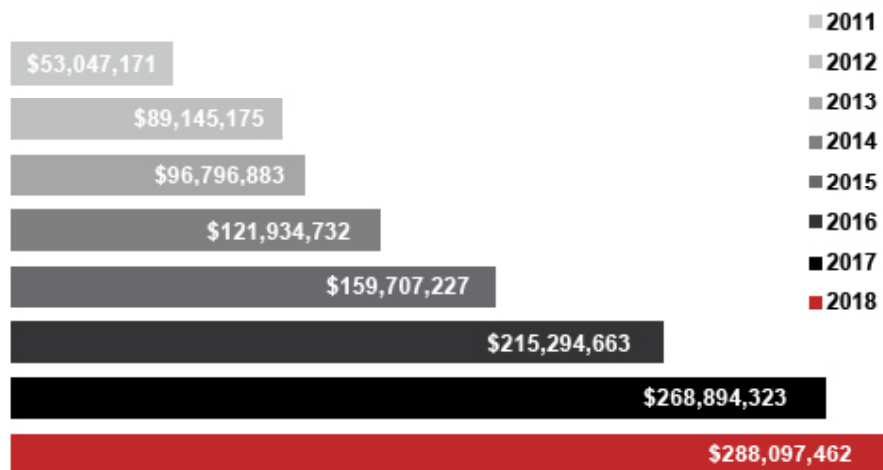
And we were #3 in Wasaga Beach after opening an office in 2015.



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