

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

NOVEMBER 2019

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



OVERVIEW

SECOND-BEST NOVEMBER VOLUME EVER, WITH LISTINGS UP, PRICES DOWN SLIGHTLY

↑ RECORD YEAR-TO-DATE SALES VOLUME OF \$1,043,181,063
Up 19% from 2018's \$880,103,119, with units of 1924 up 9% from 2018's 1765. New listings of 3373 up 11% from 2018, with the sales/listings ratio of 57% down 1%.

↑ NOVEMBER SALES VOLUME OF \$77,177,871
Up 3% from last November's \$75,265,937. Units of 142 up 6% from 2018's 134. New listings of 173 were down 5% from one year ago, while the sales/listing ratio of 82% was up 9%.

↑ YEAR-TO-DATE AVERAGE SALE PRICE OF \$539,761
Up 8% from the \$498,387 of a year ago. Average days-on-market of 53 up 5 days.



OVERVIEW (cont'd)

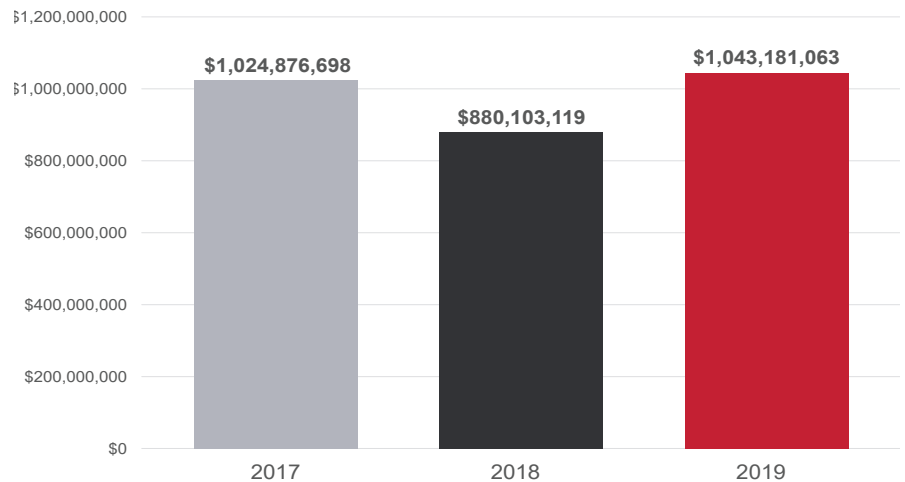


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

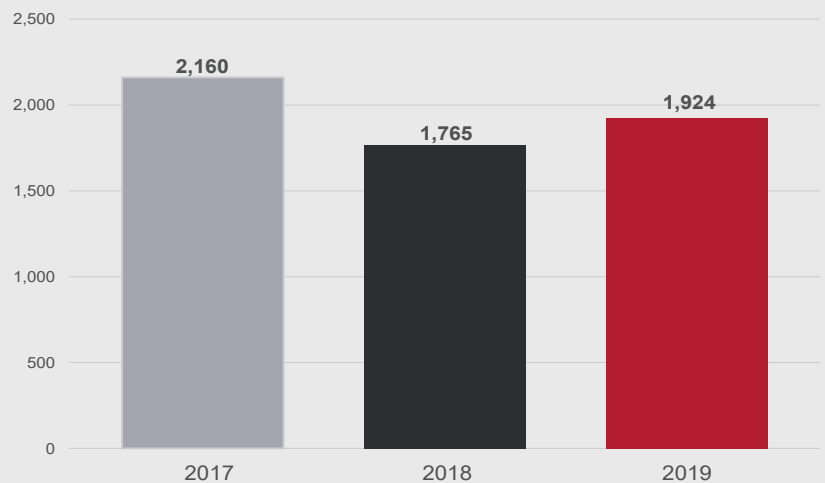
November volume was down just **.3%** (about **\$230**) from the month's previous record, set in 2016, while its **142** sales were down **19%** from 2016's record **176**. That said, November new listings were down **5%** from one year ago, giving the month a **82%** sales/listings ratio: a strong **sellers' 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

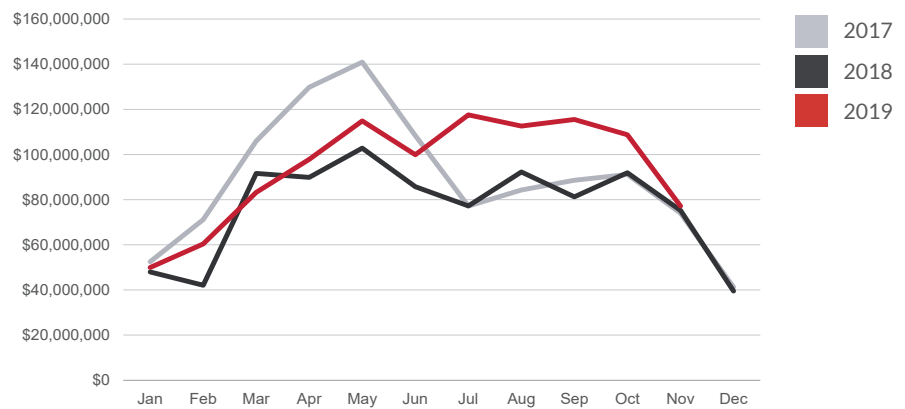
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$1,024,876,698	\$880,103,119	\$1,043,181,063	+19%
YTD Unit Sales	2160	1765	1924	+9%
YTD New Listings	3179	3032	3373	+11%
YTD Sales/Listings Ratio	68%	58%	57%	-1%
November Volume Sales	\$73,997,120	\$75,265,937	\$77,177,871	+3%
November Unit Sales	153	134	142	+6%
November New Listings	170	183	173	-5%
November Sales/Listings Ratio	87%	73%	82%	+9%
November Average Sale Price	\$483,641	\$561,682	\$543,506	-3%
YTD Sales: Under \$100K	13	9	6	-33%
YTD Sales: \$100K - \$299K	504	306	231	-25%
YTD Sales: \$300K - \$499K	974	827	853	+3%
YTD Sales: \$500K - \$799K	480	442	599	+36%
YTD Sales: \$800K - \$999K	87	91	116	+27%
YTD Sales: \$1M - \$1.499M	70	63	78	+24%
YTD Sales: \$1.5M - \$1.999M	21	13	30	+131%
YTD Sales: \$2M+	11	14	11	-21%
YTD Average Days-On-Market	42	48	53	+10%
YTD Average Sale Price	\$474,480	\$498,387	\$539,761	+8%

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

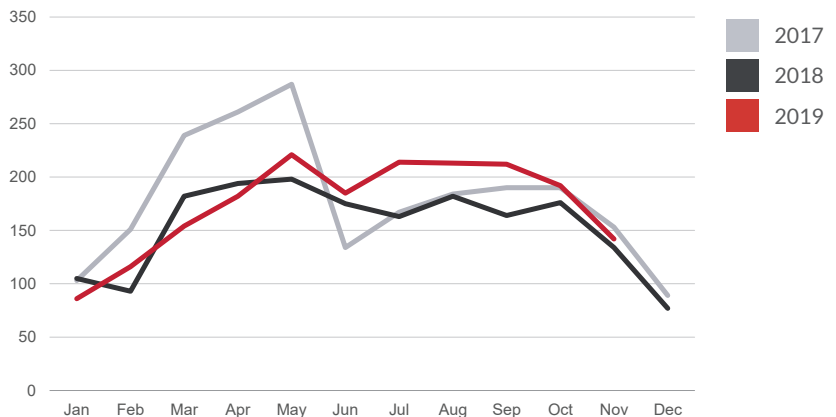
THE MARKET IN DETAIL (cont'd)

Well, barring some unforeseen event that brings Southern Georgian Bay sales to a halt, the region will set a new, volume record in 2019. The current year-to-date total – **\$1,043,181,063** – is just **\$23M** shy of 2017’s annual record **\$1,066,094,268**, and the average December volume for 2015-18 has been more than **\$41M**. So – knock on wood – the odds look pretty good. Still, although 2019’s unit sales could reach **2000** – and so, be up nicely from 2018’s **1765** – they’d be well below 2015-2018’s average of **2,257**. The good news: the average sale price is up **58%** since 2015.

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



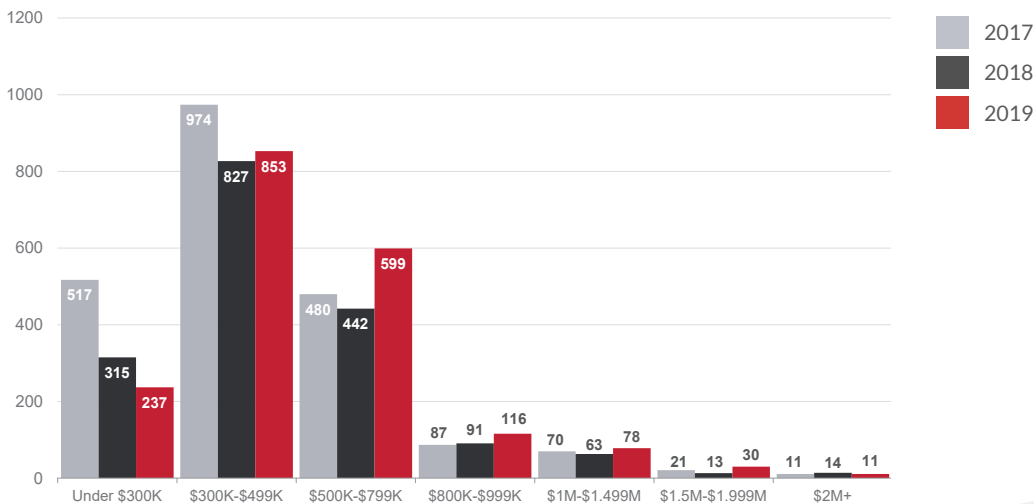
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in five price ranges, down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **3%**, **36%**, **27%**, **24%** and **131%** respectively; while the Under-\$300K range is down **25%** and the 2M+ range is down **21%**. 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 **32%**.

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

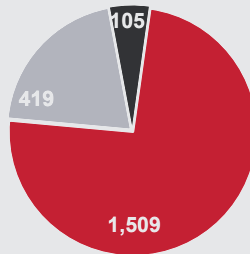
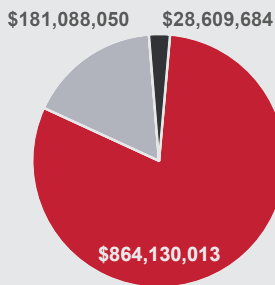


SALES BY PROPERTY TYPE

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

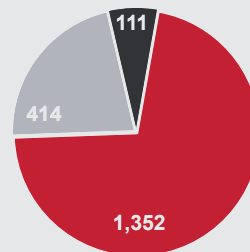
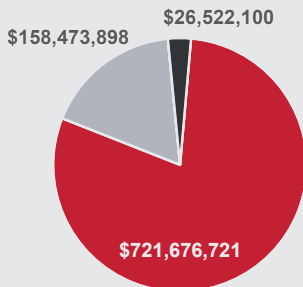
DOLLAR SALES: \$864,130,013
UP 20% from 2018

UNIT SALES: 1,509
UP 12% from 2018

AV. DAYS-ON-MARKET: 53
UP 5 days from 2018

AV. SALE PRICE: \$572,651
UP 7% from 2018

2018



CONDOMINIUMS

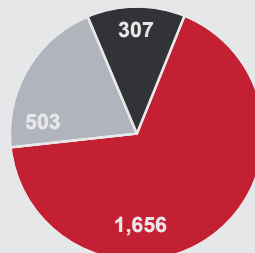
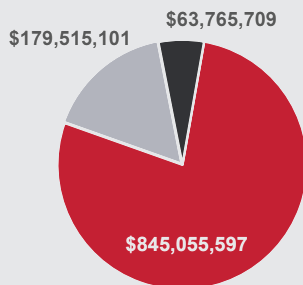
DOLLAR SALES: \$181,088,050
UP 14% from 2018

UNIT SALES: 419
UP 1% from 2018

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

AV. SALE PRICE: \$432,191
UP 13% from 2018

2017



VACANT LAND

DOLLAR SALES: \$28,609,684
UP 8% from 2018

UNIT SALES: 105
DOWN 5% from 2018

AV. DAYS-ON-MARKET: 94
DOWN 27 days from 2018

AV. SALE PRICE: \$272,473
UP 14% 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)

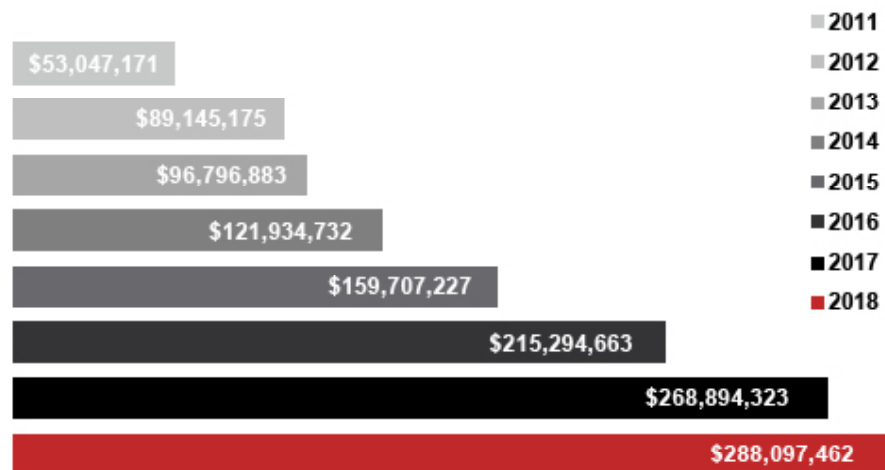
And we were #3 in Wasaga Beach after opening an office in 2015.



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