

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

MAY 2020

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



OVERVIEW

VOLUME, UNITS AND LISTINGS DOWN, WITH THE AVERAGE SALE PRICE UP



YEAR-TO-DATE SALES VOLUME OF \$339,944,252

Down 17% from 2019's \$408,390,540, with units of 581 down 24% from 2019's 760. New listings of 1200 were down 18% from a year ago, with the sales/listings ratio of 48% down 4%.



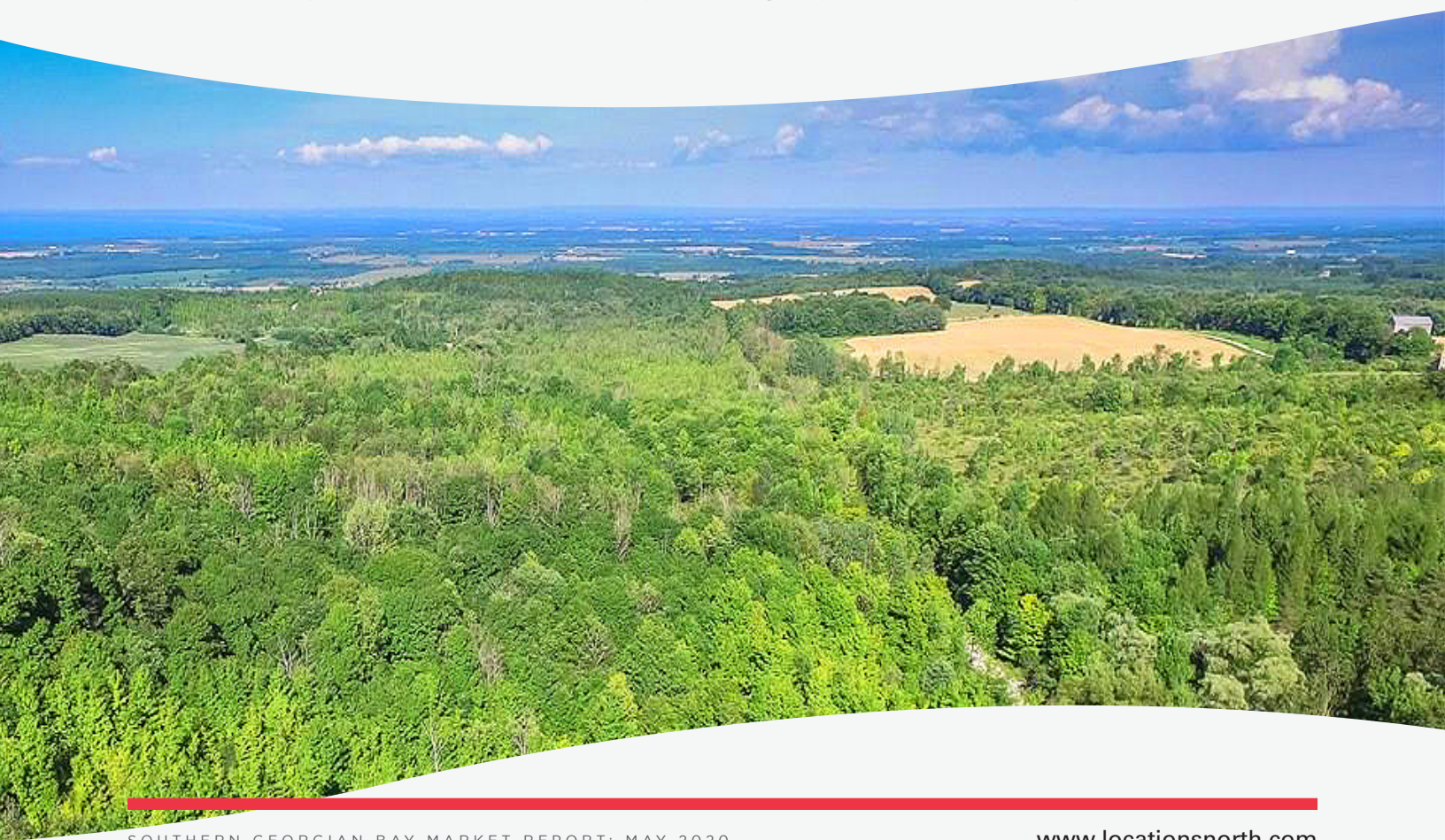
MAY SALES VOLUME OF \$77,681,650

Down 33% from last May's \$115,641,107. Units of 131 down 41% from last year's 222. New listings of 286 were down 32%, while the sales/listing ratio of 46% was down 7%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$585,102

Up 9% from the \$537,356 of last year. Average days-on-market of 54 is equal to 2019.



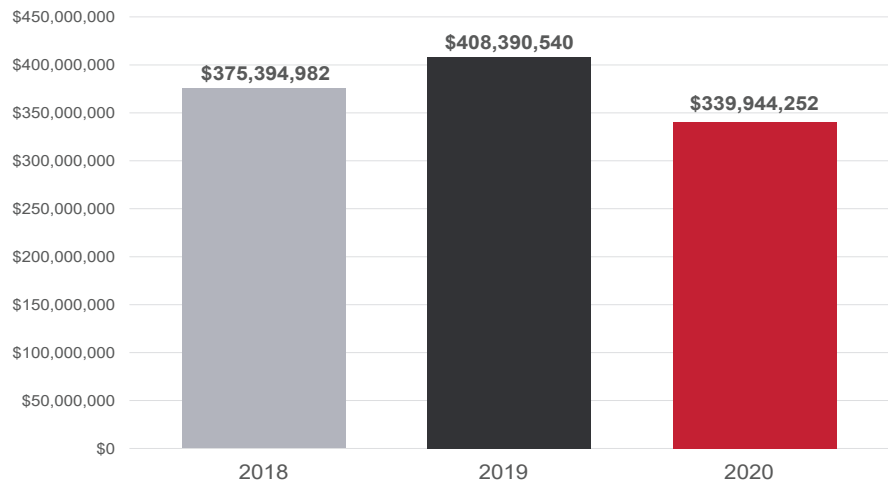
OVERVIEW (cont'd)



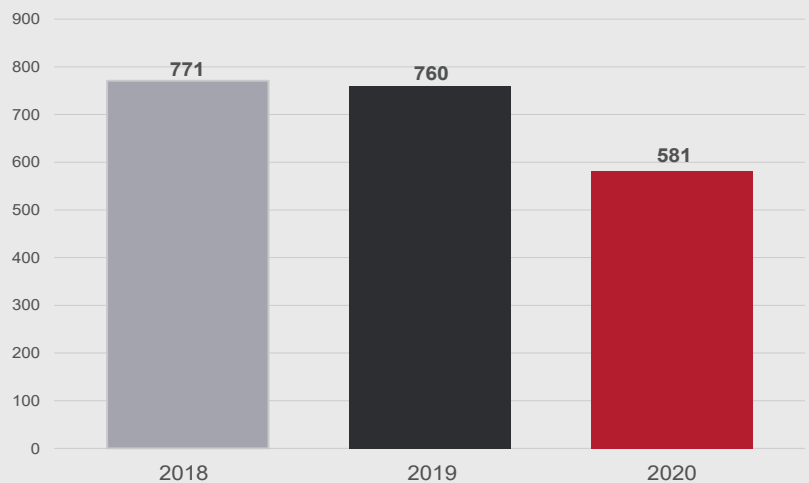
THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

After just **67** sales and volume of **\$34,170,700** in April, May bounced back with **131** sales and **\$77,681,650** in volume. Still, May's units and volume were down **41%** and **33%** respectively from last May, with new listings down **32%** and the average sale price up **14%**. May's **46%** sales/listings ratio means it's a **buyers' market**.

Graph 1:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Georgian Triangle MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

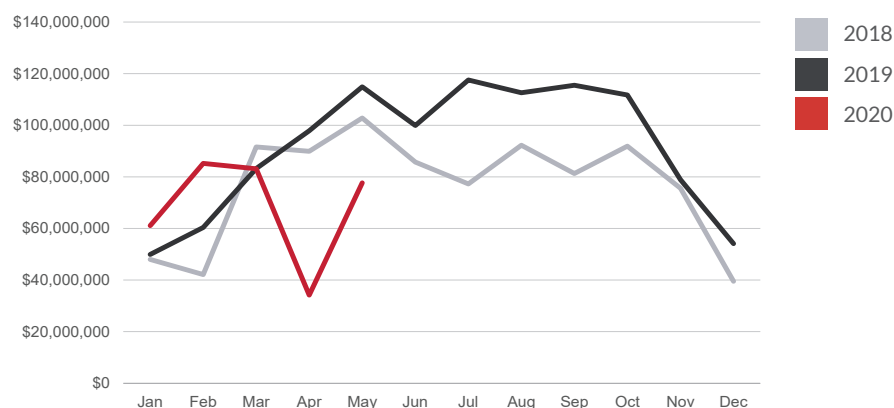
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$375,394,982	\$408,390,540	\$339,944,252	-17%
YTD Unit Sales	771	760	581	-24%
YTD New Listings	1327	1465	1200	-18%
YTD Sales/Listings Ratio	58%	52%	48%	-4%
YTD Expired Listings	207	235	299	+27%
May Volume Sales	\$103,741,736	\$115,641,107	\$77,681,650	-33%
May Unit Sales	197	222	131	-41%
May New Listings	372	418	286	-32%
May Sales/Listing Ratio	52%	53%	46%	-7%
May Expired Listings	25	51	56	+10%
May Average Sale Price	\$526,608	\$520,906	\$592,990	+14%
YTD Sales: Under \$100K	4	3	0	-300%
YTD Sales: \$100K - \$299K	144	84	56	-33%
YTD Sales: \$300K - \$499K	364	342	236	-31%
YTD Sales: \$500K - \$799K	185	245	199	-19%
YTD Sales: \$800K - \$999K	40	45	42	-7%
YTD Sales: \$1M - \$1.499M	25	25	29	+16%
YTD Sales: \$1.5M - \$1.999M	4	11	15	+36%
YTD Sales: \$2M+	5	5	4	-20%
YTD Average Days-On-Market	46	54	54	0%
YTD Average Sale Price	\$486,894	\$537,356	\$585,102	+9%

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

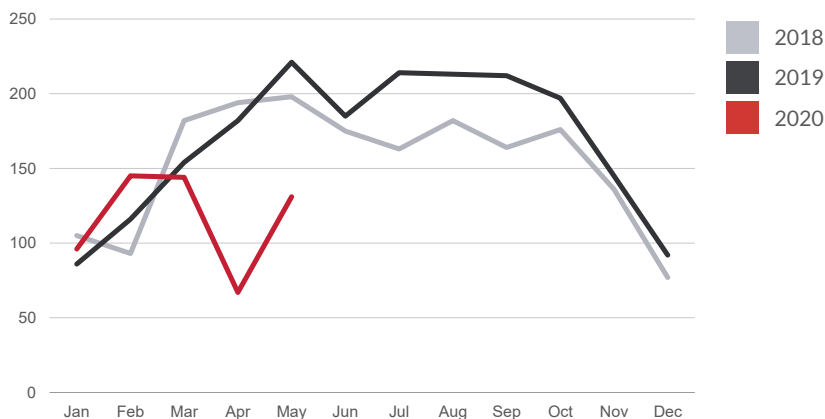
THE MARKET IN DETAIL (cont'd)

The effects of COVID-19 continued to be felt throughout the Southern Georgian Bay market in May, with unit and volume sales down from 2019, as well as new listings. However, **Graph 3** shows that after a very slow April, May volume rebounded to nearly March levels despite new listings being down **32%** from last May. And as **Graph 4** shows, the same is true for unit sales. While it is still unclear how long a full recovery will take, the bottom line is that the regional market's fundamentals are solid: average prices are up slightly from April and up **9%** from last May, the region's star is rising and demand will continue to grow. For a detailed look at what area prices have done, see **Southern Georgian Bay's Average Sale Prices: 2010-2020** on page 8.

Graph 3:
Georgian Triangle Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



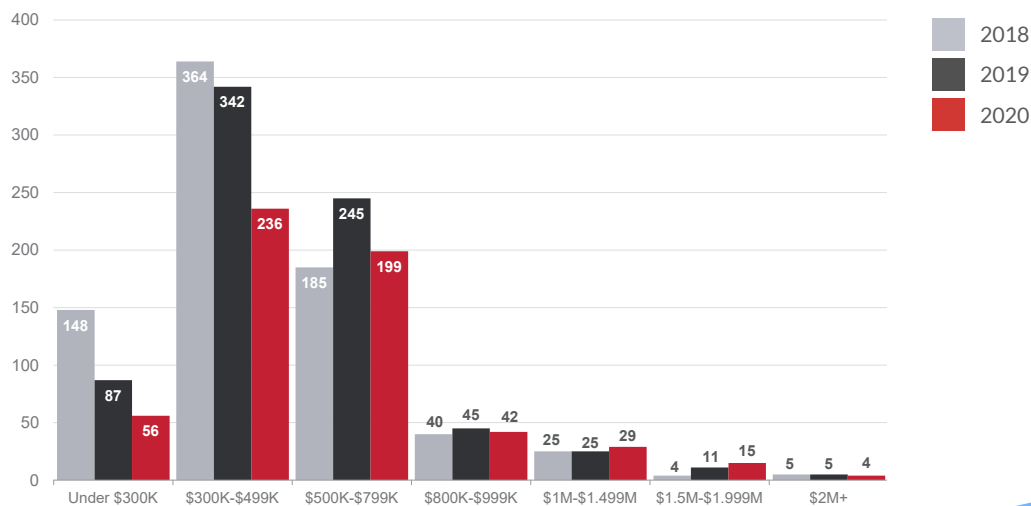
Graph 4:
Georgian Triangle Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in two price ranges and down in five. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **16%** and **36%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **36%**, **31%**, **19%**, **7%** and **20%** respectively. More generally, sales in the Under-\$500K price bracket – which account for **50%** of 2020's sales – are down **32%** from 2019, while the \$500K-\$999K bracket is down **17%** and the \$1M+ bracket is up **17%**.

Graph 5:
Georgian Triangle MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Georgian Triangle MLS® Sales By Property Type
 2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$285,400,681
 DOWN 17% from 2019

UNIT SALES: 452
 DOWN 25% from 2019

AV. DAYS-ON-MARKET: 56
 UP 3 days from 2019

AV. SALE PRICE: \$631,417
 UP 11% from 2019

CONDOMINIUMS

DOLLAR SALES: \$54,543,571
 DOWN 15% from 2019

UNIT SALES: 129
 DOWN 18% from 2019

AV. DAYS-ON-MARKET: 46
 DOWN 15 days from 2019

AV. SALE PRICE: \$422,818
 UP 5% from 2019

VACANT LAND

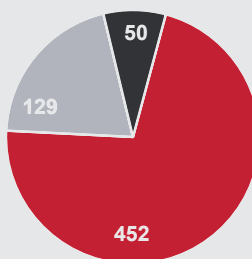
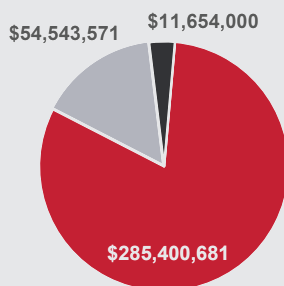
DOLLAR SALES: \$11,654,000
 DOWN 22% from 2019

UNIT SALES: 50
 UP 11% from 2019

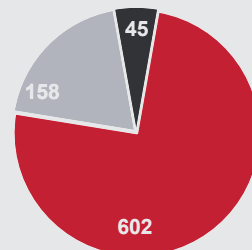
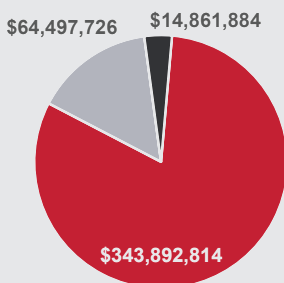
AV. DAYS-ON-MARKET: 87
 DOWN 19 days from 2019

AV. SALE PRICE: \$233,080
 DOWN 28% from 2019

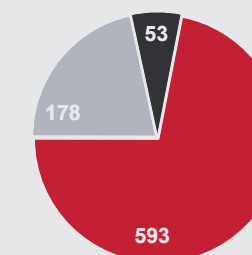
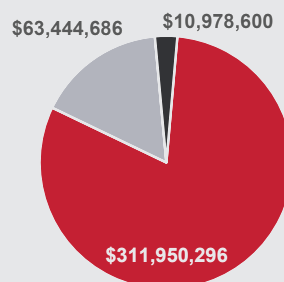
2020



2019



2018



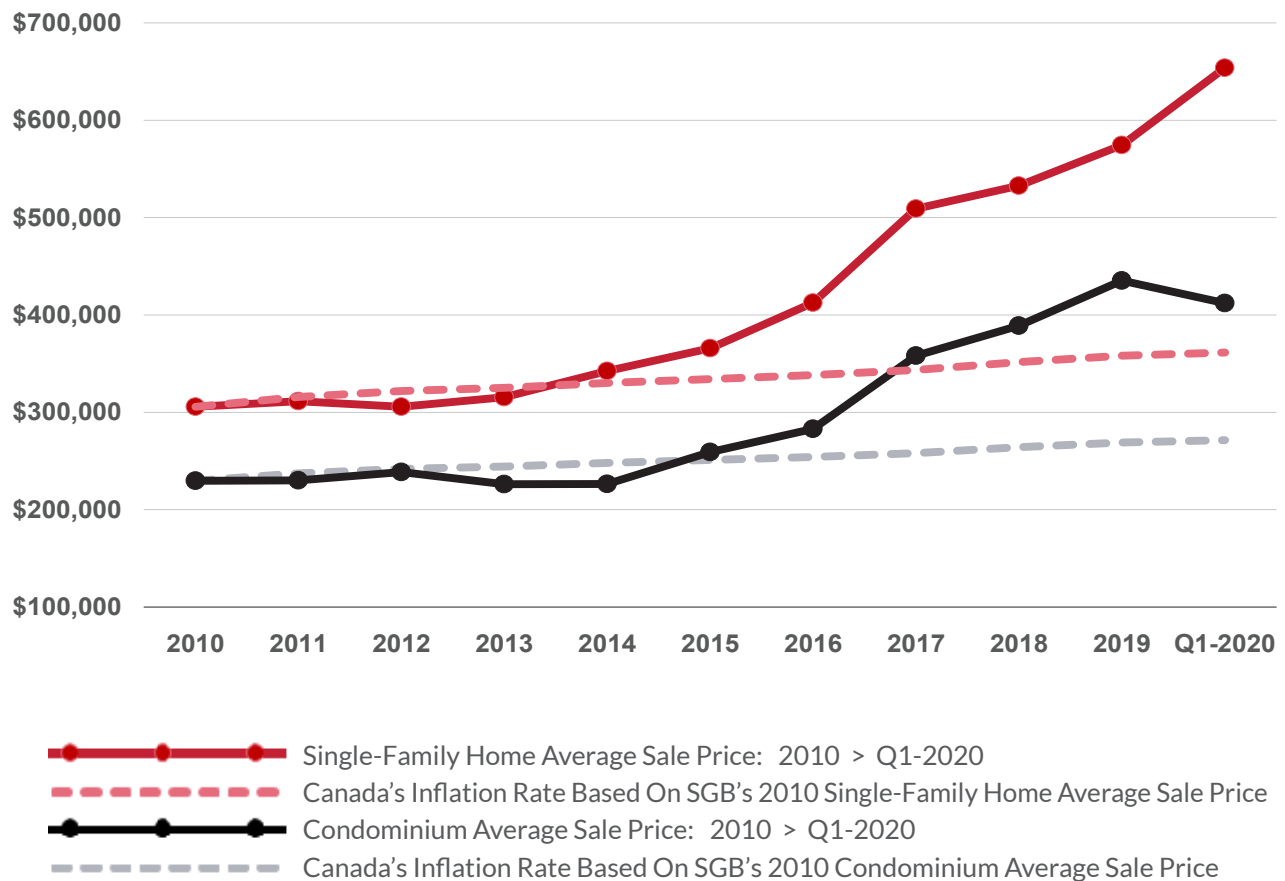
■ Single Family ■ Condominium ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2020 was **\$653,880**: that's up **14%, 23%, 28%, 59%** and **139%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$412,169** was down **5%** from 2019, but up **6%, 15%** and **79%** from 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **91%** above inflation by Q1-2020. Condo prices were under the inflation rate until 2014 before climbing to **62%** above inflation in 2019, and then settling at **52%** above inflation in Q1-2020.



ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

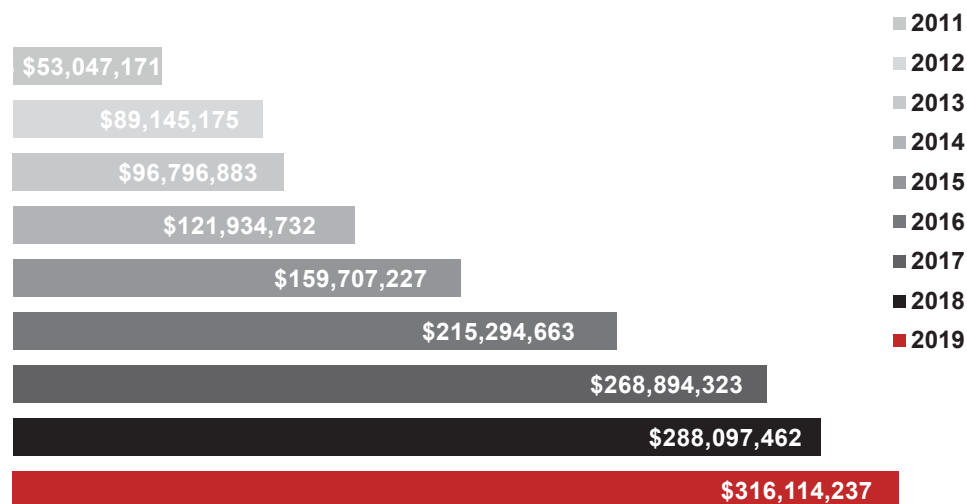
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



**Southern Georgian Bay Association of REALTORS®*

2019 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

Georgian Triangle Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$800,000+

Raised for local causes &
Community Sponsorships
from 2013-2019

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



21,400+

People Reached†

6,100+

Clicks, Shares, Views, & Likes‡

Q1 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



40 Detailed **Market Reports**
Per Year FOR YOU

Annual Sales Volume
2019 Sales Up 10%
from 2018



**Almost
3 TIMES
MORE**

than our closest regional competitor†



Award Winning Service

Socially Connected



92,500+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

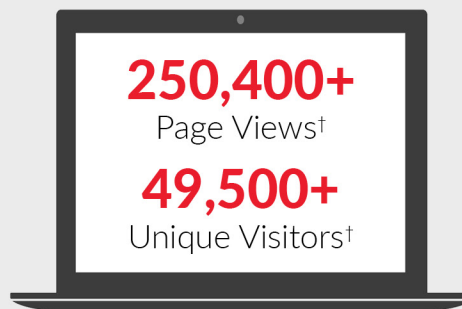
300+

Buyer leads/month^s

With over **4X** the average
industry conversion rate



LocationsNorth.com



250,400+

Page Views†

49,500+

Unique Visitors†



\$32,465

Giving back and working
in our community

**Raised for Local Charities
in 2019**

WINBLAST \$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2020 to March 31st, 2020). ‡Based on social media channels (January 1st, 2020 to March 31st, 2020). §Based on Lead Assign (Jan. 1st, 2020 to Mar. 31st, 2020)



LOCATIONS NORTH
BROKERAGE

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

1344 Mosley Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

