

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

SECOND QUARTER 2019

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



OVERVIEW

SECOND BEST YTD VOLUME EVER, BUT WITH LISTINGS AND EXPIREDS WAY UP



YEAR-TO-DATE SALES VOLUME OF \$509,962,542

Up 11% from 2018's \$461,432,010, with units of 948 up 1 from 2018's 947. New listings of 1874 up 11% from 2018, with the sales/listings ratio of 51% down 5%.



SECOND QUARTER SALES VOLUME OF \$315,070,406

Up 13% from Q2-2018's \$279,727,013. Units of 592 up 4% from Q2-2018's 567, with new listings of 1185 up 19%. The sales/listings ratio of 50% was down 7% from Q2-2018.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$537,935

Up 10% from the \$487,257 of one year ago. Average days-on-market of 54 is up 9 days.



OVERVIEW (cont'd)

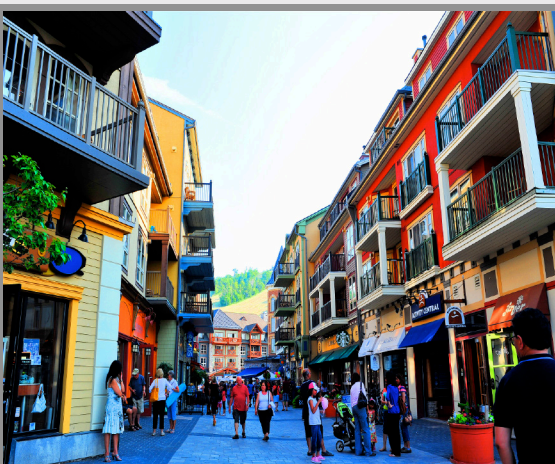
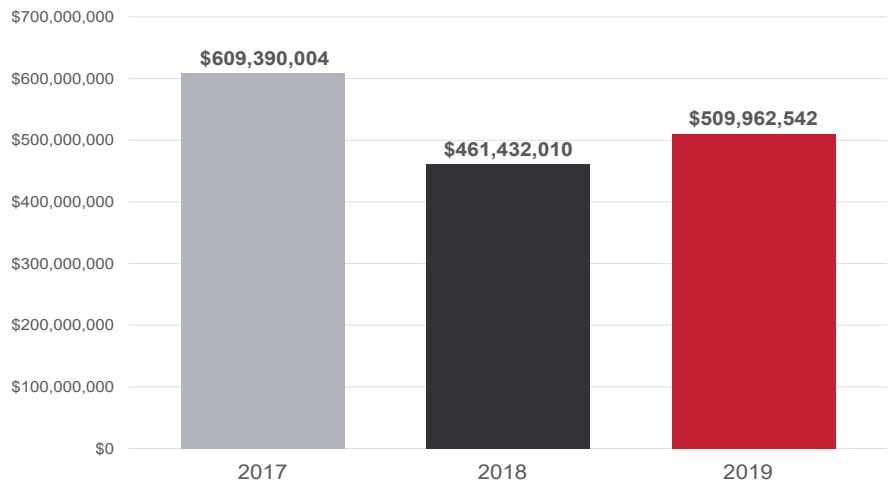


CURRENTLY THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

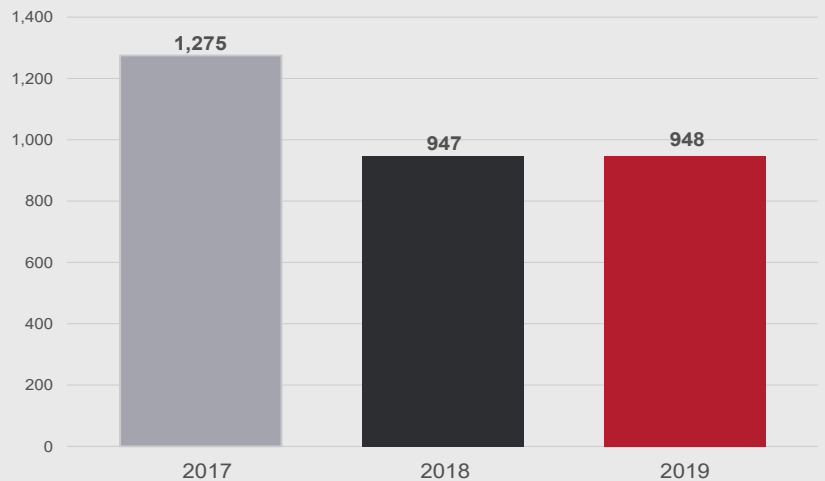
June units, volume and average price were up **16%**, **5%** and **10%** respectively from last June, but the listing inventory was also way up. New and expired listings increased **14%** and **11%** respectively, resulting in a **46%** sales/listing ratio. So as of this writing it's technically a **buyers' 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

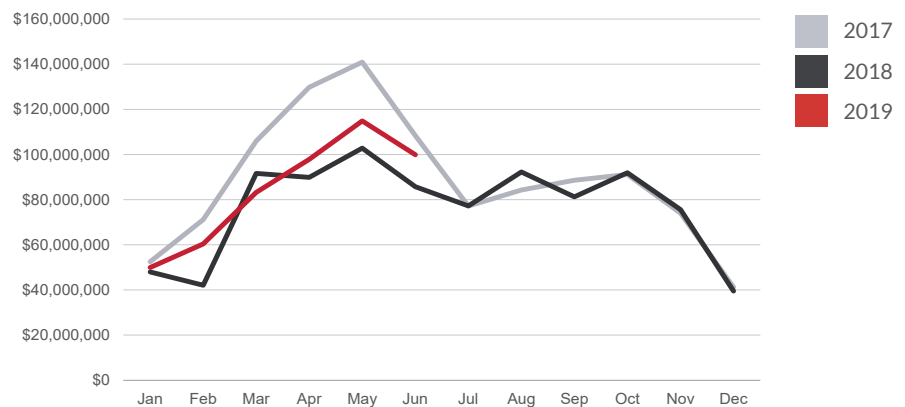
| | 2017 | 2018 | 2019 | 2018-2019 |
|----------------------------------|---------------|---------------|---------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$609,390,004 | \$461,432,010 | \$509,962,542 | +11% |
| YTD Unit Sales | 1275 | 947 | 948 | +1% |
| YTD New Listings | 1838 | 1683 | 1874 | +11% |
| YTD Sales/Listings Ratio | 69% | 56% | 51% | -5% |
| YTD Expired Listings | 159 | 237 | 293 | +24% |
| Second Quarter (Q2) Volume Sales | \$379,069,565 | \$279,727,013 | \$315,070,406 | +13% |
| Q2 Unit Sales | 782 | 567 | 592 | +4% |
| Q2 New Listings | 1192 | 997 | 1185 | +19% |
| Q2 Sales/Listings Ratio | 66% | 57% | 50% | -7% |
| Q2 Expired Listings | 91 | 115 | 154 | +34% |
| June Volume Sales | \$108,322,899 | \$86,037,028 | \$99,887,002 | +16% |
| June Unit Sales | 234 | 176 | 185 | +5% |
| June New Listings | 395 | 354 | 402 | +14% |
| June Sales/Listings Ratio | 59% | 50% | 46% | -4% |
| June Expired Listings | 34 | 54 | 60 | +11% |
| June Average Price | \$462,918 | \$488,847 | \$539,930 | +10% |
| YTD Sales: Under \$100K | 8 | 7 | 5 | -29% |
| YTD Sales: \$100K - \$299K | 295 | 166 | 103 | -38% |
| YTD Sales: \$300K - \$499K | 570 | 451 | 428 | -5% |
| YTD Sales: \$500K - \$799K | 293 | 234 | 307 | +31% |
| YTD Sales: \$800K - \$999K | 49 | 46 | 52 | +13% |
| YTD Sales: \$1M - \$1.499M | 37 | 34 | 34 | 0% |
| YTD Sales: \$1.5M - \$1.999M | 16 | 4 | 13 | +225% |
| YTD Sales: \$2M+ | 7 | 5 | 6 | +20% |
| YTD Average Days-On-Market | 40 | 45 | 54 | +20% |
| YTD Average Sale Price | \$477,953 | \$487,257 | \$537,935 | +10% |

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

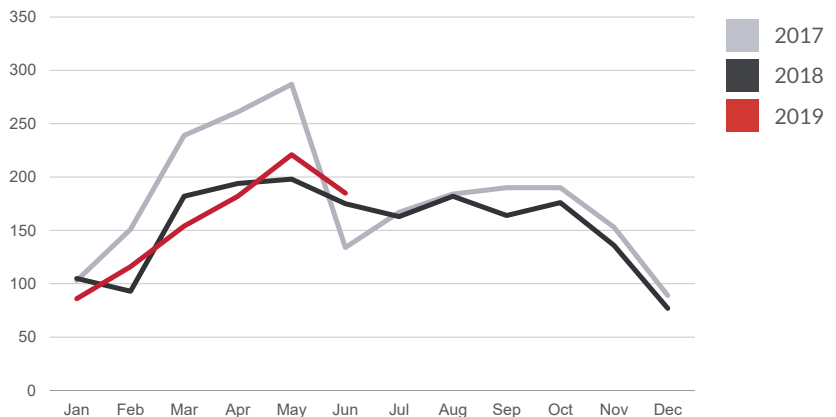
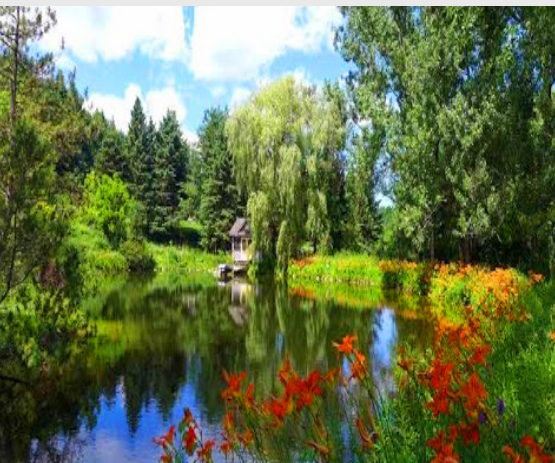
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 volume sales have been relatively strong, giving us the third-best Q1 and Q2 ever. Still, those numbers aren't due to corresponding unit sales, but to average price gains: 2019's YTD average is up **70%, 59%, 47%, 13%** and **10%** from 2014-18 respectively. And while **Graph 4** shows 2019 unit sales mirroring volume, it's notable that, except for 2018's **947** sales, 2019's **948** sales are the fewest since 2012's **925**, and **31%** less than 2016's record **1368**. Given June's **46%** sales/listing ratio, it will be interesting to see if the region regains sellers' market status soon.

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



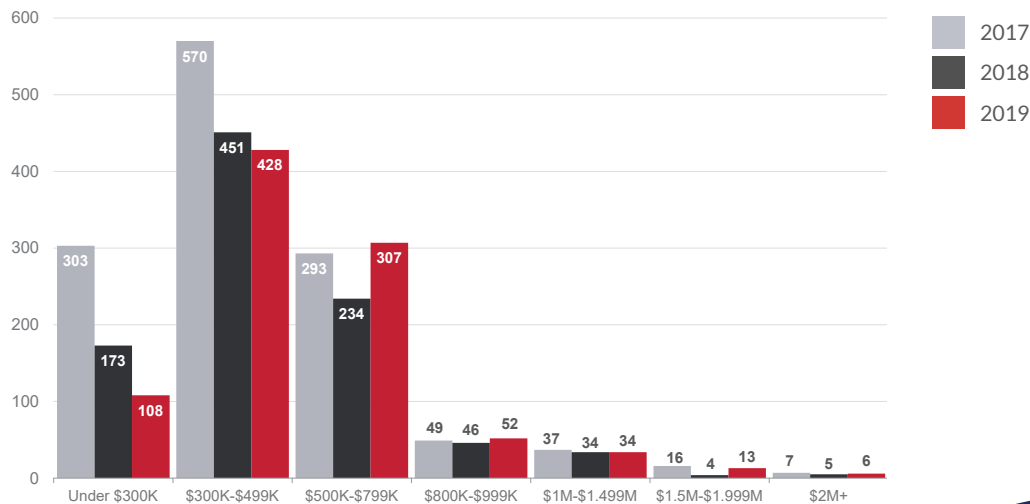
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in four price ranges, down in two, and equal in one. The \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **31%**, **13%**, **225%** and **20%** respectively; the Under-\$300K and \$300K-\$499K ranges are down **38%** and **5%** respectively; and the \$1M- \$1.499M range is **equal** to 2018. More generally, sales in the Under-\$500K bracket are down **14%** from one year ago, while sales in the median \$500K-\$999K bracket are up **28%**, and sales in the luxury \$1M+ bracket are up **23%**.

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

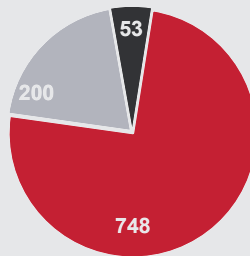
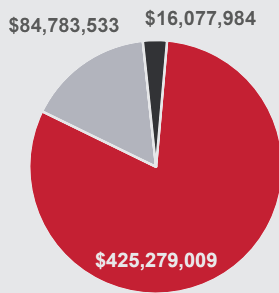


SALES BY PROPERTY TYPE

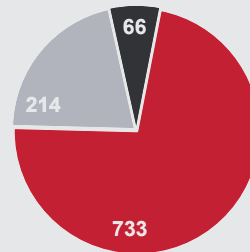
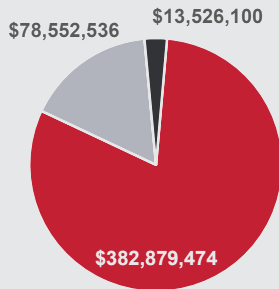
Graph 6:
Southern Georgian Bay MLS® Sales By Property Type
 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

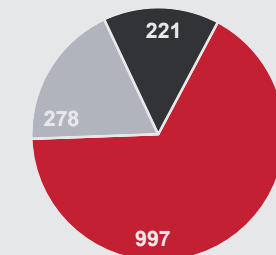
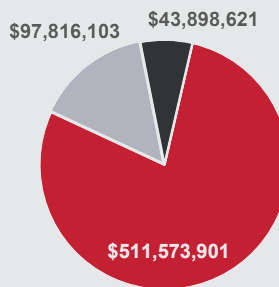
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$425,279,009
 UP 11% from 2018

UNIT SALES: 748
 UP 2% from 2018

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

AV. SALE PRICE: \$568,421
 UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$84,783,533
 UP 8% from 2018

UNIT SALES: 200
 DOWN 7% from 2018

AV. DAYS-ON-MARKET: 56
 UP 14 days from 2018

AV. SALE PRICE: \$423,918
 UP 15% from 2018

VACANT LAND

DOLLAR SALES: \$16,077,984
 UP 19% from 2018

UNIT SALES: 53
 DOWN 20% from 2018

AV. DAYS-ON-MARKET: 100
 DOWN 5 days from 2018

AV. SALE PRICE: \$303,358
 UP 48% from 2018

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)

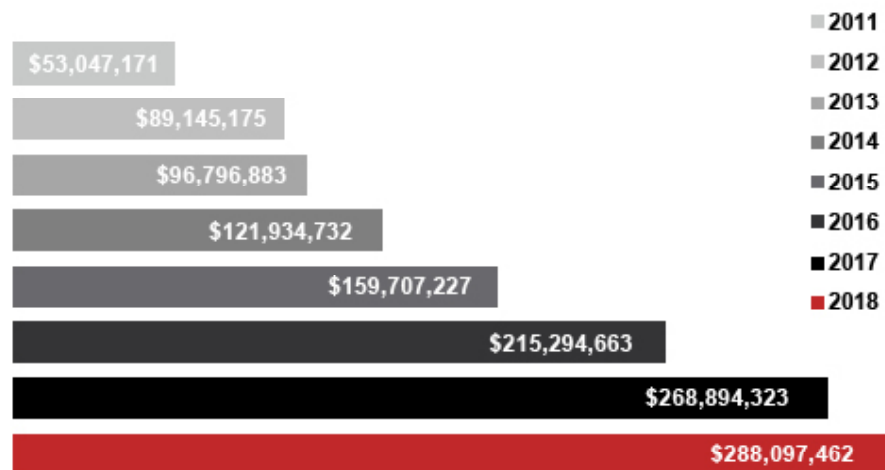
And we were #3 in Wasaga Beach after opening an office in 2015.



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