

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## APRIL 2019

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



# OVERVIEW

## SECOND BEST YEAR-TO-DATE VOLUME EVER, AVERAGE PRICE UP, LISTINGS UP



### YEAR-TO-DATE SALES VOLUME OF \$291,947,433

Up 7% from 2018's \$271,653,246, with units of 537 down 6% from 2018's 574. New listings of 1045 up 9% from 2018, with the sales/listings ratio of 51% down 9%.



### APRIL SALES VOLUME OF \$97,857,297

Up 9% from 2018's \$89,948,249. Units of 182 down 6% from last April's 194. New listings of 357 were up 33% from last April, while the sales/listing ratio of 51% was down 21%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$543,664

Up 15% from the \$473,263 of one year ago. Average days-on-market of 57 is up 8 days.



# OVERVIEW (cont'd)

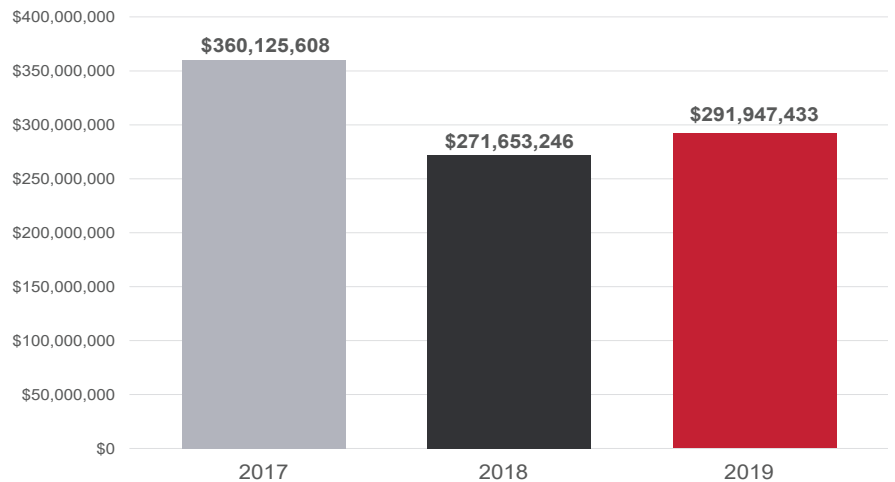


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

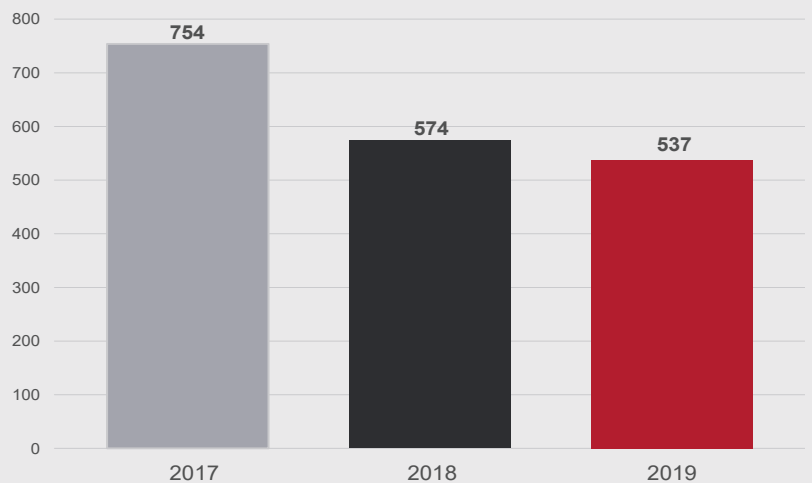
April volume sales were the third-best ever, but that was mainly due to a big average price jump, as unit sales were the month's slowest since 2013. Further, April new listings, expired listings and sale times were up from a year ago. That said, the sales/listings ratio was 51%. So it's still a **sellers' 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

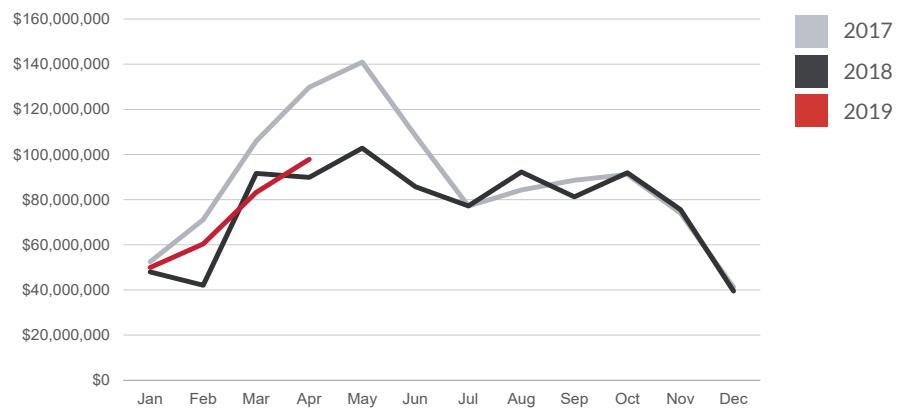
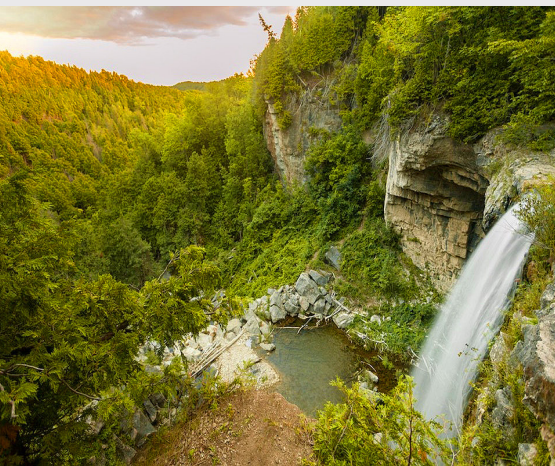
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$360,125,608	\$271,653,246	\$291,947,433	+7%
YTD Unit Sales	754	574	537	-6%
YTD New Listings	999	955	1045	+9%
YTD Sales/Listings Ratio	75%	60%	51%	-9%
YTD Expired Listings	111	160	185	+16%
April Volume Sales	\$129,805,169	\$89,948,249	\$97,857,297	+9%
April Unit Sales	261	194	182	-6%
April New Listings	353	269	357	+33%
April Sales/Listing Ratio	74%	72%	51%	-21%
April Expired Listings	43	38	46	+21%
April Average Sale Price	\$497,338	\$463,651	\$537,667	+7%
YTD Sales: Under \$100K	4	4	2	-200%
YTD Sales: \$100K - \$299K	175	112	61	-46%
YTD Sales: \$300K - \$499K	340	276	238	-15%
YTD Sales: \$500K - \$799K	167	129	174	+35%
YTD Sales: \$800K - \$999K	32	32	32	0%
YTD Sales: \$1M - \$1.499M	22	16	16	0%
YTD Sales: \$1.5M - \$1.999M	10	3	9	+200%
YTD Sales: \$2M+	4	2	5	+150%
YTD Average Days-On-Market	47	49	57	+16%
YTD Average Sale Price	\$477,620	\$473,263	\$543,664	+15%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of May 7, 2019..

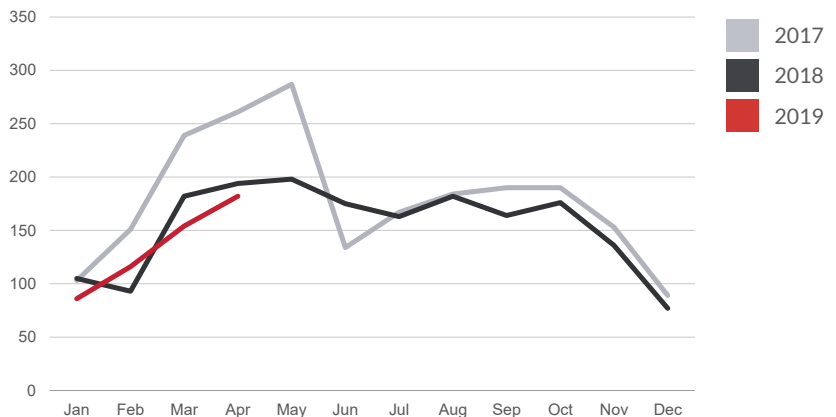
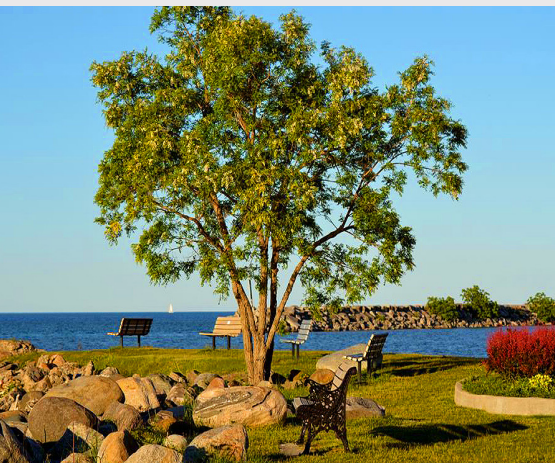
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 is performing well in terms of volume, with the second-best January and February ever, and the third-best March and April. However, those numbers are mainly due to big average sale price increases. In fact, 2019's YTD price is up **73%, 59%, 48%, 14%** and **15%** from 2014-18. On the units side, 2019's **537** is the fewest since 2014's **502**, and well below 2016's record of **764**. That said, the big record sales of 2015-17 could not last, and 2019's price increase – despite 2018's rate hikes and imposed 'stress test' – shows healthy demand in the regional market.

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



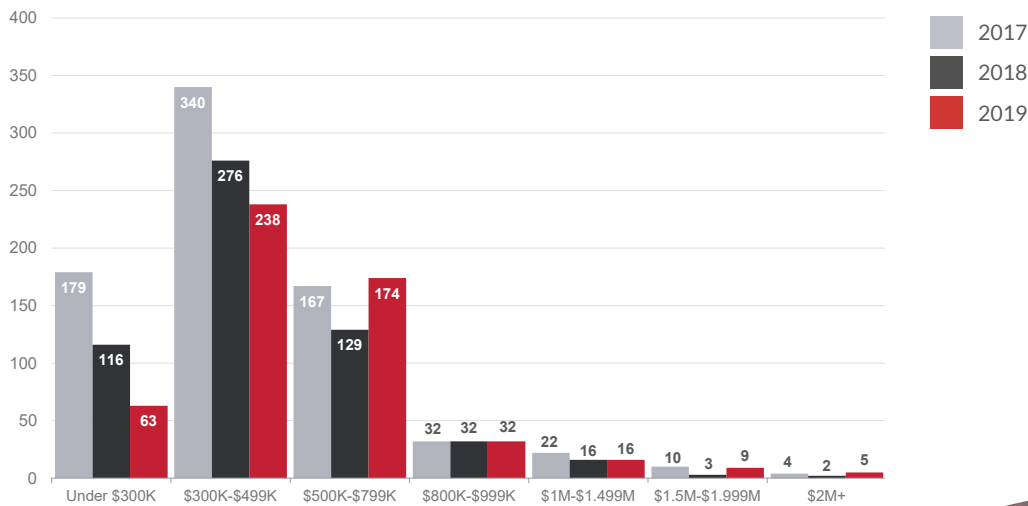
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in three price ranges, down in two, and equal in two. And so, the \$500K-\$799K, \$1.5M-\$1.999M and \$2M+ ranges are up **35%**, **200%** and **150%** respectively; the Under-\$300K and \$300K-\$499K ranges are down **46%** and **15%** respectively; and the \$800K-\$999K and, \$1M-\$1.499M ranges are **equal**. More generally, sales in the Under-\$800K bracket – which account for **88%** of 2019's sales – are down **9%** from one year ago, while the luxury \$1M+ price range is up **43%**.

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: \$246,857,857**  
 UP 11% from 2018

**UNIT SALES: 426**  
 DOWN 2% from 2018

**AV. DAYS-ON-MARKET: 56**  
 UP 5 days from 2018

**AV. SALE PRICE: \$579,479**  
 UP 13% from 2018

### CONDOMINIUMS

**DOLLAR SALES: \$45,089,576**  
 DOWN 8% from 2018

**UNIT SALES: 111**  
 DOWN 21% from 2018

**AV. DAYS-ON-MARKET: 61**  
 UP 17 days from 2018

**AV. SALE PRICE: \$406,212**  
 UP 16% from 2018

### VACANT LAND

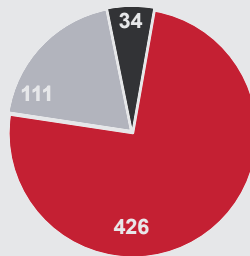
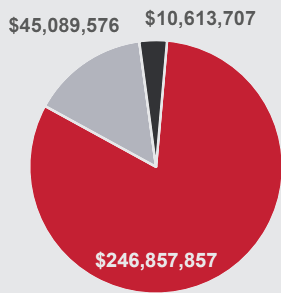
**DOLLAR SALES: \$10,613,707**  
 UP 34% from 2018

**UNIT SALES: 34**  
 DOWN 17% from 2018

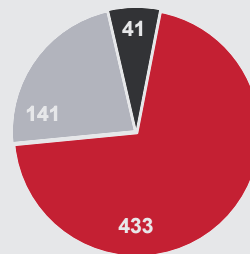
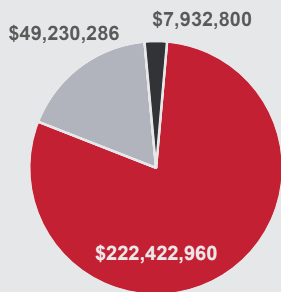
**AV. DAYS-ON-MARKET: 110**  
 UP 4 days from 2018

**AV. SALE PRICE: \$312,168**  
 UP 61% from 2018

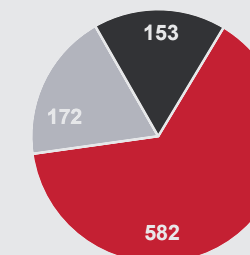
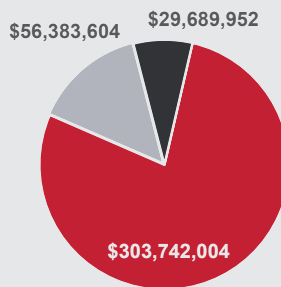
## 2019



## 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)**

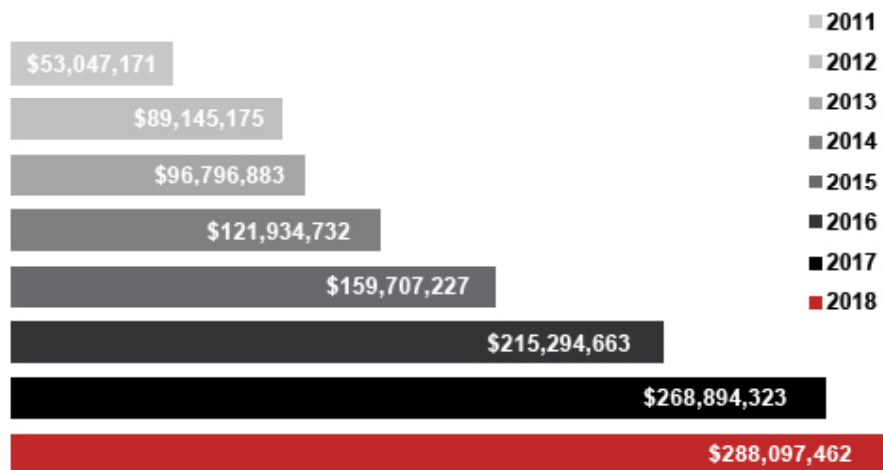
And we were #3 in Wasaga Beach after opening an office in 2015.



**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