

GEORGIAN TRIANGLE REAL ESTATE MARKET REPORT

JANUARY 2019

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



OVERVIEW

STRONG VOLUME SALES, AVERAGE SALE PRICE WAY UP



SECOND-BEST EVER JANUARY VOLUME OF \$49,939,450

Up 4% from last January's \$47,979,755, with units of 86 down 18% from last January's 105. New listings of 190 up 9%, with the sales/listings ratio of 45% down 17%.



UNIT SALES DOWN IN FOUR PRICE SEGMENTS, UP IN TWO, EVEN IN ONE

The Under-\$300K, \$300K-\$499K, \$800K-\$999K and \$1M-\$1.499M segments were down 48%, 24%, 14% and 25% respectively; the \$1.5M-\$1.999M and \$2M+ segments were up 400% and 200% respectively; and the \$500-\$799K segment was even.



AVERAGE SALE PRICE OF \$580,691

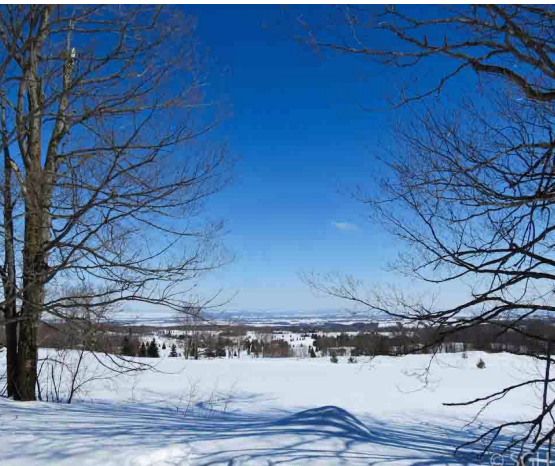
Up 27% from January 2018's \$456,950, although that jump likely reflects the specific homes sold as much as any general market appreciation. Average days-on-market of 70 up 3 days.

OVERVIEW (cont'd)

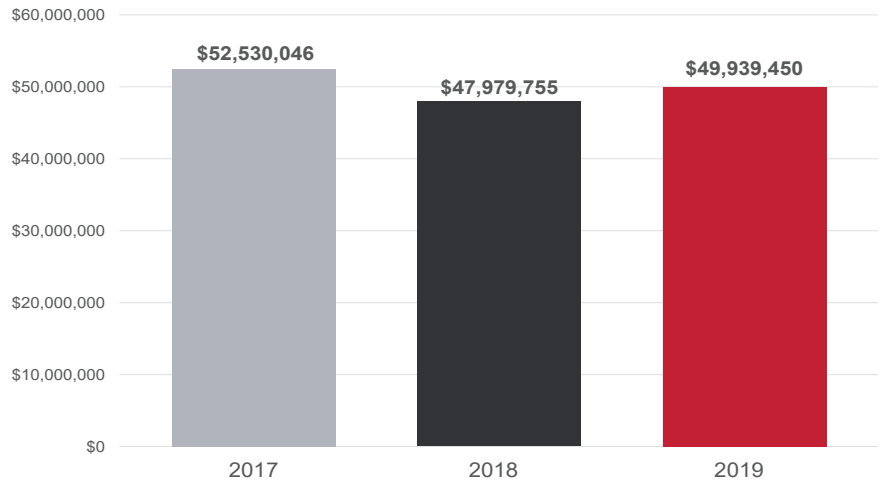


THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

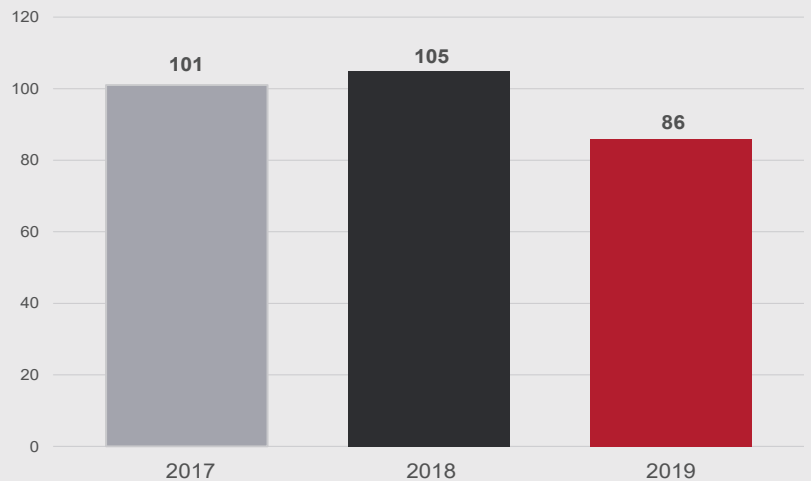
January's new listings were up **9%** from a year ago while its units were down **18%**, yielding a **45%** sales/new listings ratio. Total listings were **660**, yielding a **13%** sales/active listings ratio. So technically January was a **buyers' market**, but it's too early in the year to draw conclusions.



Graph 1:
Georgian Triangle MLS® Sales
January 2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
January 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL

Table 1:
Georgian Triangle MLS® Sales And Listing Summary
 January 2017 vs. 2018 vs. 2019

	2017	2018	2019	2018-2019
Volume Sales	\$52,530,046	\$47,979,755	\$49,939,450	+4%
Unit Sales	101	105	86	-18%
New Listings	158	175	190	+9%
Sales/Listings Ratio	64%	62%	45%	-17%
Expired Listings	37	61	61	0%
Sales: Under \$300K	26	27	14	-48%
Sales: \$300K - \$499K	46	50	38	-24%
Sales: \$500K - \$799K	17	19	19	0%
Sales: \$800K - \$999K	4	7	6	-14%
Sales: \$1M - \$1.499M	4	4	3	-25%
Sales: \$1.5M-\$1.999M	4	0	4	+400%
Sales: \$2M+	0	0	2	+200%
Average Days-On-Market	75	67	70	+4%
Average Sale Price	\$520,099	\$456,950	\$580,691	+27%

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



SALES BY PROPERTY TYPE

Graph 3:
Georgian Triangle MLS® Sales By Property Type
 January 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$43,779,950
 UP 10% from 2018

UNIT SALES: 67
 DOWN 15% from 2018

AV. DAYS-ON-MARKET: 72
 UP 1 day from 2018

AV. SALE PRICE: \$653,432
 UP 30% from 2018

CONDOMINIUMS

DOLLAR SALES: \$6,159,500
 DOWN 24% from 2018

UNIT SALES: 19
 DOWN 27% from 2018

AV. DAYS-ON-MARKET: 62
 UP 8 days from 2018

AV. SALE PRICE: \$324,184
 UP 3% from 2018

VACANT LAND

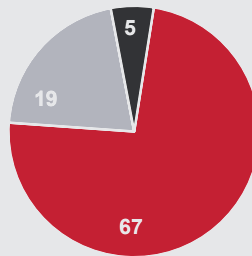
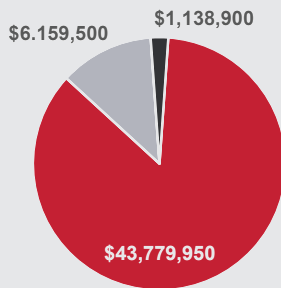
DOLLAR SALES: \$1,138,900
 DOWN 60% from 2018

UNIT SALES: 5
 DOWN 64% from 2018

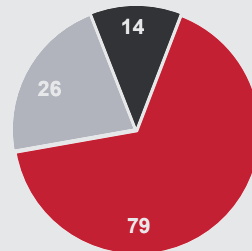
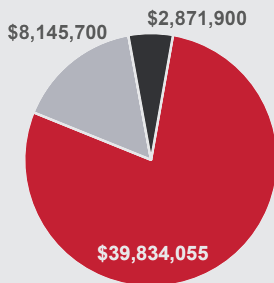
AV. DAYS-ON-MARKET: 50
 DOWN 73 days from 2018

AV. SALE PRICE: \$227,780
 UP 11% from 2018

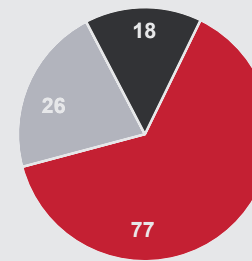
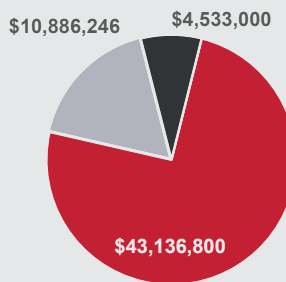
2019



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)

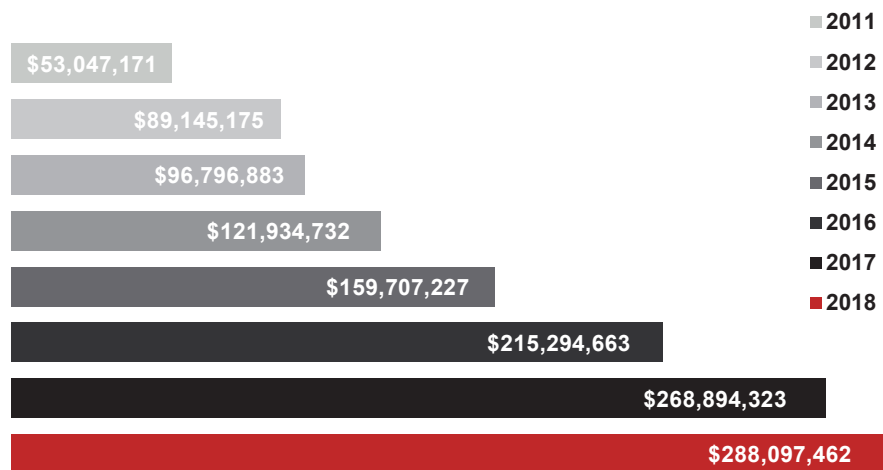
And we were #3 in Wasaga Beach after opening our office in 2015.



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

1344 Mosley Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

