

# 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%.



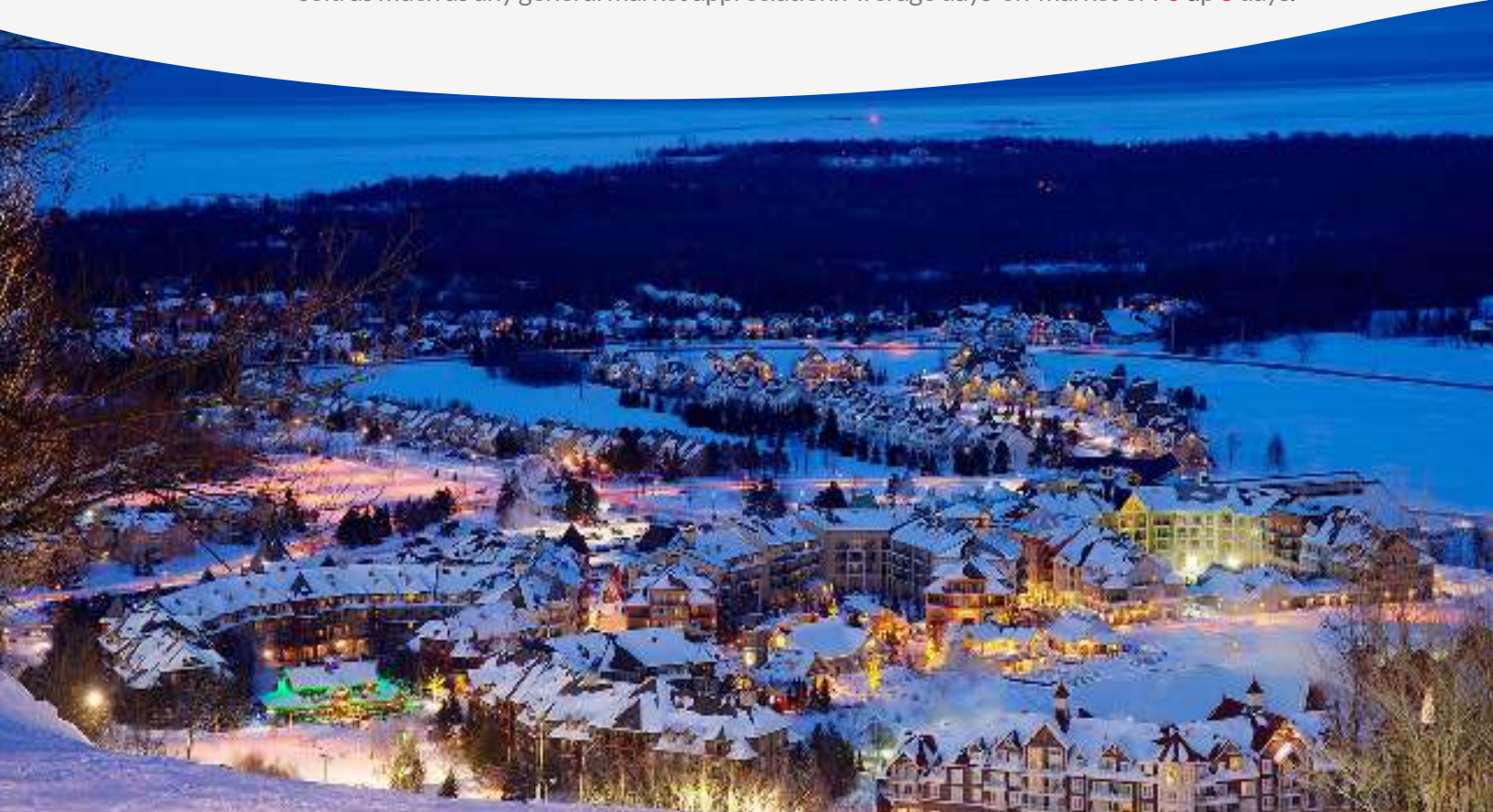
### UNIT SALES DOWN IN FOUR PRICE SEGMENTS, UP IN TWO, EVEN IN ONE

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)

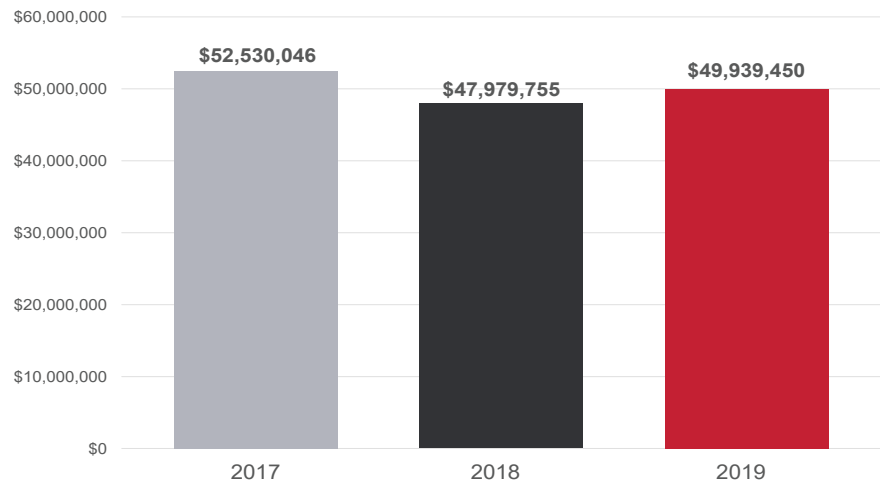


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

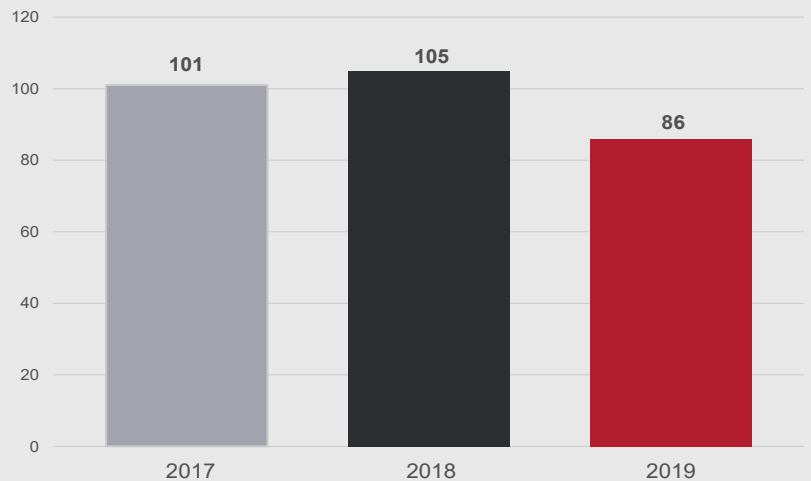
January's new listings were up **9%** from a year ago while its units were down **18%**, yielding a **45%** sales/new listings ratio. Total listings were **660**, yielding a **13%** sales/active listings ratio. So technically January was a **buyers' market**, but it's too early in the year to draw conclusions.



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

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

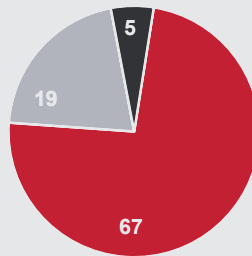
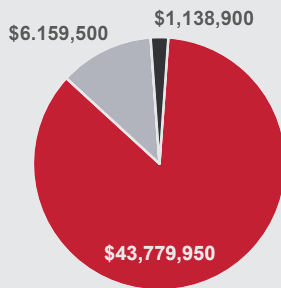
**DOLLAR SALES:** \$1,138,900  
 DOWN 60% from 2018

**UNIT SALES:** 5  
 DOWN 64% from 2018

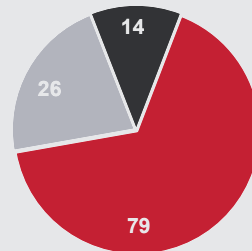
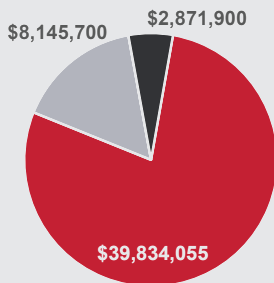
**AV. DAYS-ON-MARKET:** 50  
 DOWN 73 days from 2018

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

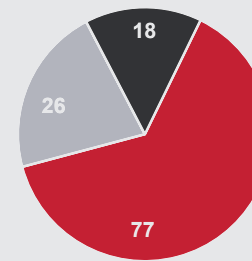
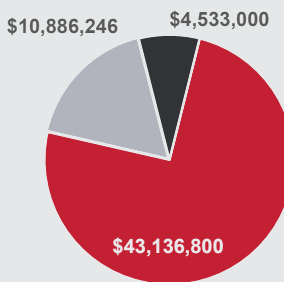
## 2019



## 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)**

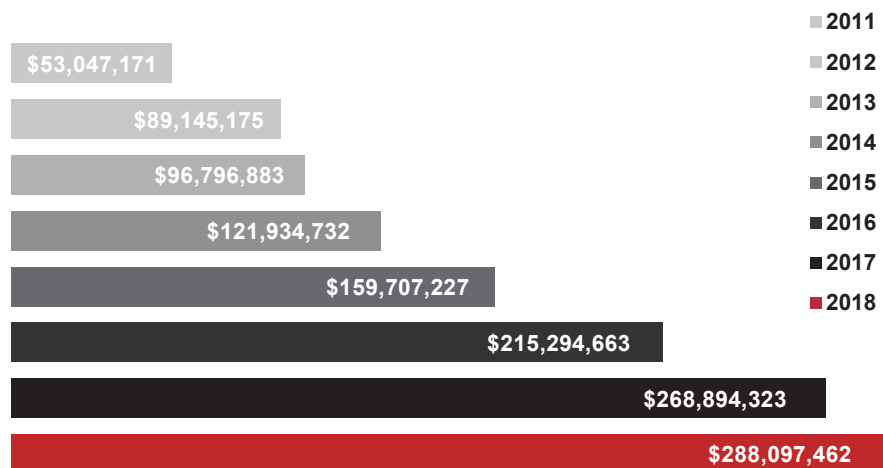
And we were #3 in Wasaga Beach after opening our office in 2015.



**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 Locations North | 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 Locations North | 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 Locations North | 62.5  | 35.7%      |  |
| Century 21 Millenium         | 14.5  | 8.3%       |  |
| Royal LePage RCR             | 10.5  | 6%         |  |
| RE/MAX Four Seasons          | 9     | 5.1%       |  |
| Wiltred 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 Locations North | 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 Locations North | 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 Locations North | 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