

A thick, solid red wavy line that starts at the top left and curves across the top of the page towards the right.

MEAFORD REAL ESTATE MARKET REPORT

FIRST QUARTER 2019

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



OVERVIEW

2ND BEST Q1 VOLUME SALES EVER, AVERAGE PRICE UP, LISTINGS DOWN



Q1-2019 SALES VOLUME OF \$14,112,900

Up 14% from Q1-2018's \$12,334,850, with units of 31 down 6% from Q1-2018's 33. New listings of 48 down 27% from a year ago, with the sales/listings ratio of 65% up 15%.



MARCH SALES VOLUME OF \$7,287,400

Up 29% from March 2018. Units of 15 up 7% from a year ago, with new listings of 23 down 23% and the sales/listings ratio of 70% up 25%.



Q1-2019 AVERAGE SALE PRICE OF \$455,255

Up 22% from the \$373,783 of Q1-2018, with the average days-on-market of 71 up 30 days.



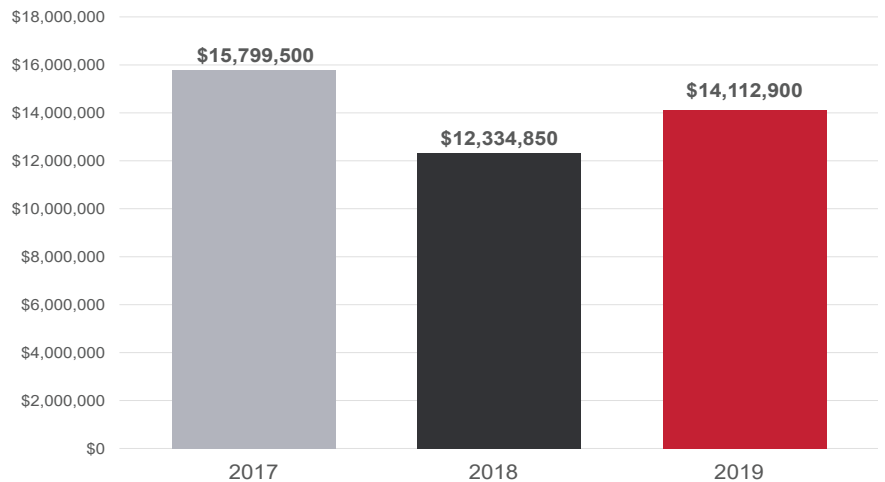
OVERVIEW (cont'd)



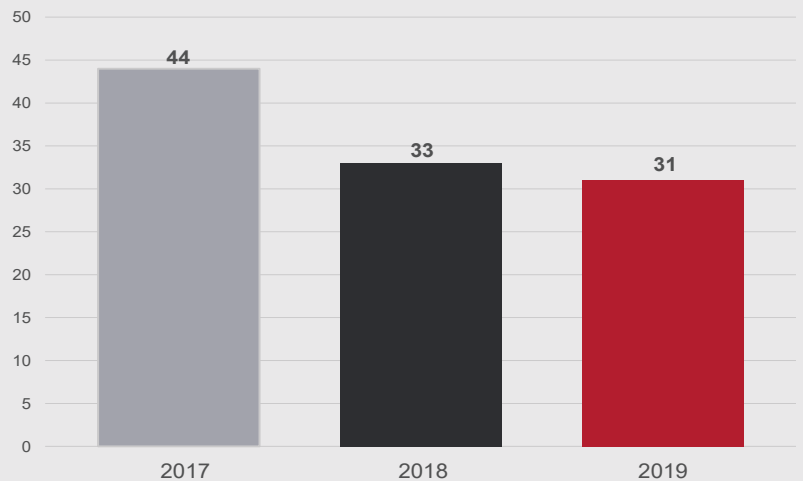
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

March's average sale price set a new monthly record of **\$485,827**, its volume sales were the second best ever, and its average sale time of **41** days was the second lowest after last March's **29**. With its listings count down and a **70%** sales/listings ratio, Meaford is enjoying a strong **sellers' market**.

Graph 1:
Meaford MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Meaford MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

Q1 - 2017 vs. 2018 vs. 2019

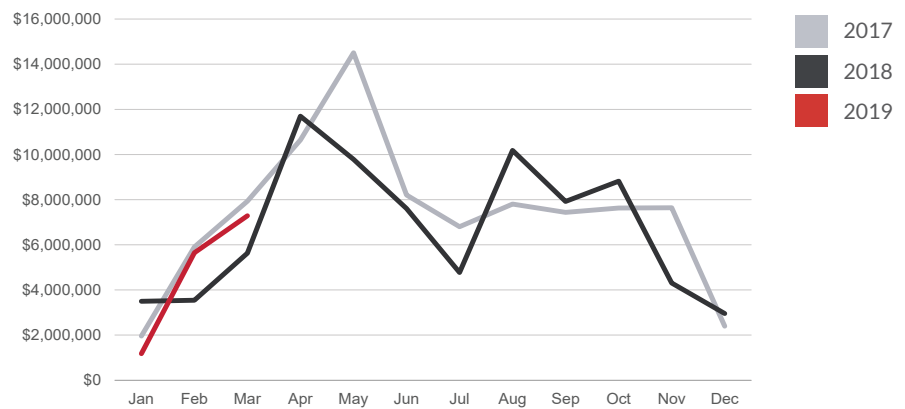
	2017	2018	2019	2018-2019
Volume Sales	\$15,799,500	\$12,334,850	\$14,112,900	+14%
Unit Sales	44	33	31	-6%
New Listings	72	66	48	-27%
Sales/Listings Ratio	61%	50%	65%	+15%
Expired Listings	4	7	4	-43%
Sales: Under \$100K	0	1	2	+100%
Sales: \$100K - \$299K	17	10	5	-50%
Sales: \$300K - \$499K	22	16	15	-6%
Sales: \$500K - \$799K	5	6	6	0%
Sales: \$800K - \$999K	0	0	1	+100%
Sales: \$1M - \$1.499M	0	0	2	+200%
Average Days-On-Market	65	41	71	+27%
Average Sale Price	\$359,080	\$373,783	\$455,255	+22%

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 April 15, 2019..

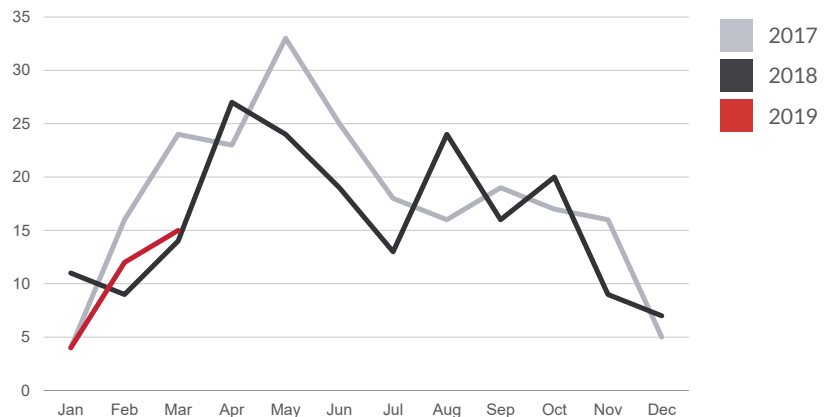
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, the Meaford market, after a slow January, rebounded with near record volume sales that resulted in the second best Q1 ever after 2017. That said, as **Graph 4** shows, Meaford's volume sales were not the result of correspondingly high unit sales, but of a significant increase in the average sale price. In fact, Q1-2019's average price of **\$455,255** was up **22%**, **27%** and **53%** from the Q1s of 2018, 2017 and 2016 respectively. And that big average price uptick, along with Q1-2018's **65%** sales/listings ratio, indicates strong demand and a healthy market.

Graph 3:
Meaford Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Volume)



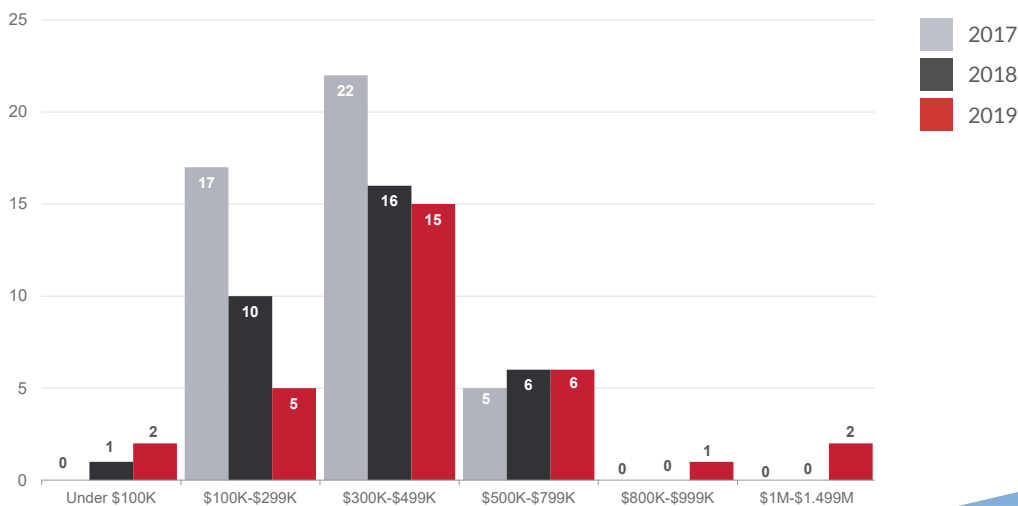
Graph 4:
Meaford Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 units were up from Q1-2018 in three price ranges, down in two and even in one. And so, the Under-\$100K, \$800K-\$999K and \$1M-\$1.499M ranges were up **100%**, **100%** and **200%** respectively; the \$100K-\$299K and \$300K-\$499K were down **50%** and **6%** respectively; and the \$500K- \$799K range was **even**. More generally, the high-volume, Under-\$500K bracket - which accounted for **71%** of Meaford's sales in Q1-2019 - was down **19%** from Q1-2018, while the high-end, \$800K+ bracket was up **300%**.

Graph 5:
Meaford MLS® Sales By Price
 Q1 - 2017 vs. 2018 vs. 2019 (Units)

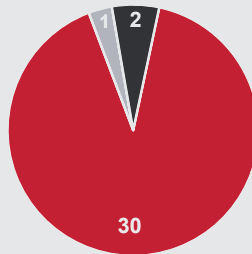
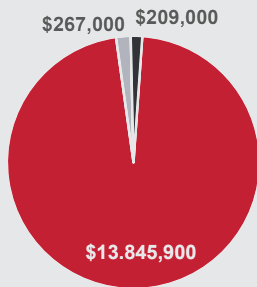


SALES BY PROPERTY TYPE

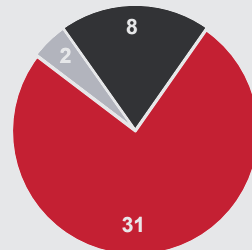
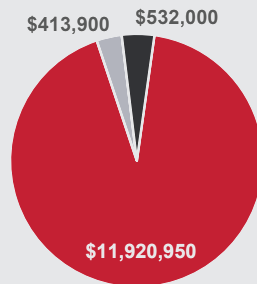
Graph 6:
Meaford MLS® Sales By Property Type
 Q1 - 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

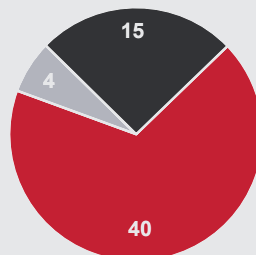
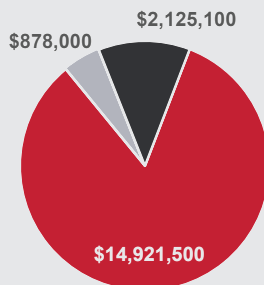
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$13,845,900
 UP 16% from 2018

UNIT SALES: 30
 DOWN 3% from 2018

AV. DAYS-ON-MARKET: 73
 UP 31 days from 2018

AV. SALE PRICE: \$461,530
 UP 20% from 2018

CONDOMINIUMS

DOLLAR SALES: \$267,000
 DOWN 35% from 2018

UNIT SALES: 1
 DOWN 100% from 2018

AV. DAYS-ON-MARKET: 14
 DOWN 11 days from 2018

AV. SALE PRICE: \$267,000
 UP 29% from 2018

VACANT LAND

DOLLAR SALES: \$209,000
 DOWN 61% from 2018

UNIT SALES: 2
 DOWN 75% from 2018

AV. DAYS-ON-MARKET: 252
 UP 178 days from 2018

AV. SALE PRICE: \$104,500
 UP 57% 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)

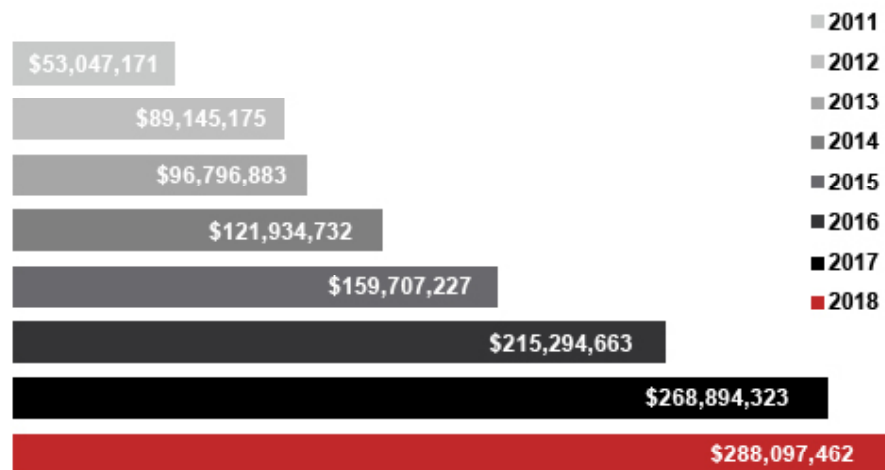
And we were #3 in Wasaga Beach after opening an office in 2015.



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 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%	
Wiltfred 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	1.7%	
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