

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2019

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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)

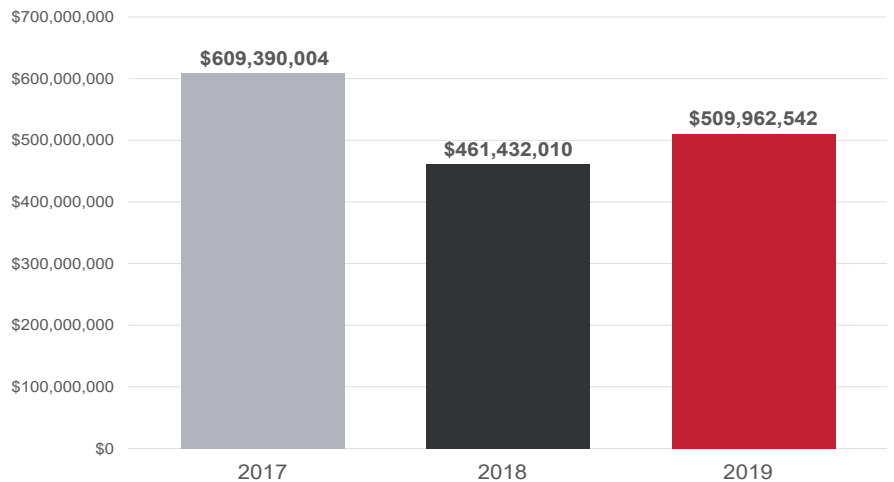


## CURRENTLY THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

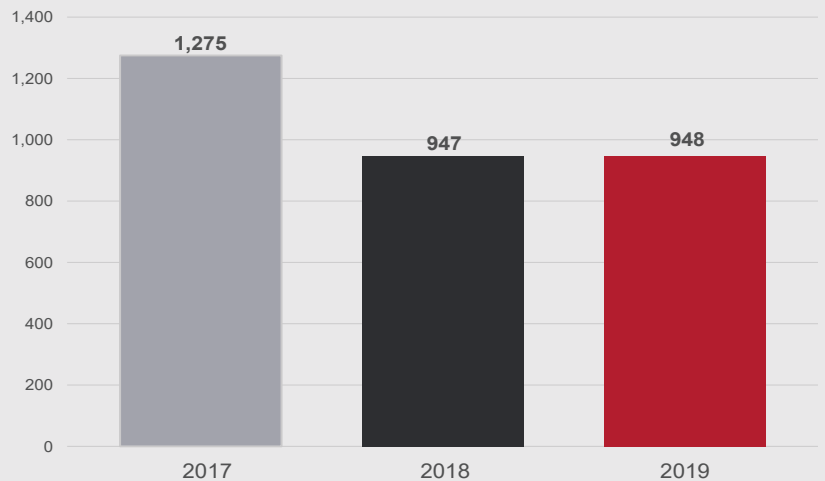
June units, volume and average price were up **16%**, **5%** and **10%** respectively from last June, but the listing inventory was also way up. New and expired listings increased **14%** and **11%** respectively, resulting in a **46%** sales/listing ratio. So as of this writing it's technically a **buyers'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

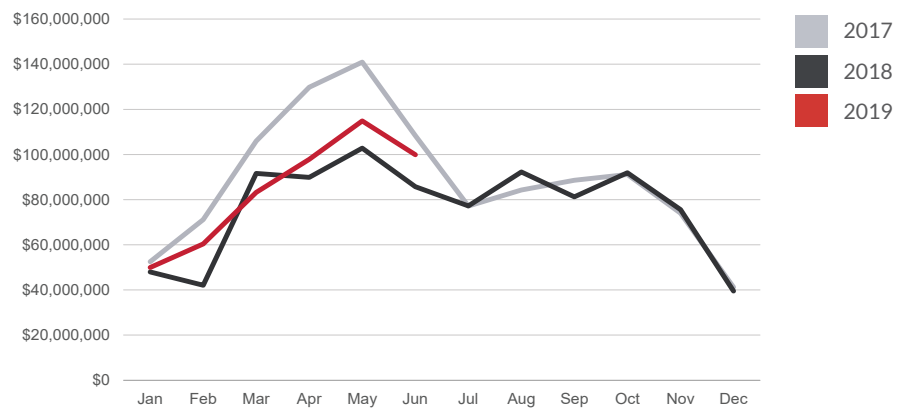
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$609,390,004	\$461,432,010	\$509,962,542	<b>+11%</b>
YTD Unit Sales	1275	947	948	<b>+1%</b>
YTD New Listings	1838	1683	1874	<b>+11%</b>
YTD Sales/Listings Ratio	69%	56%	51%	<b>-5%</b>
YTD Expired Listings	159	237	293	<b>+24%</b>
Second Quarter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

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

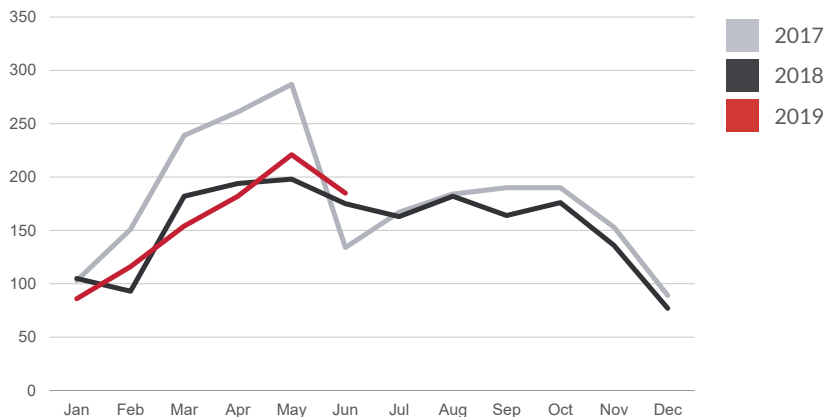
# THE MARKET IN DETAIL (cont'd)

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)



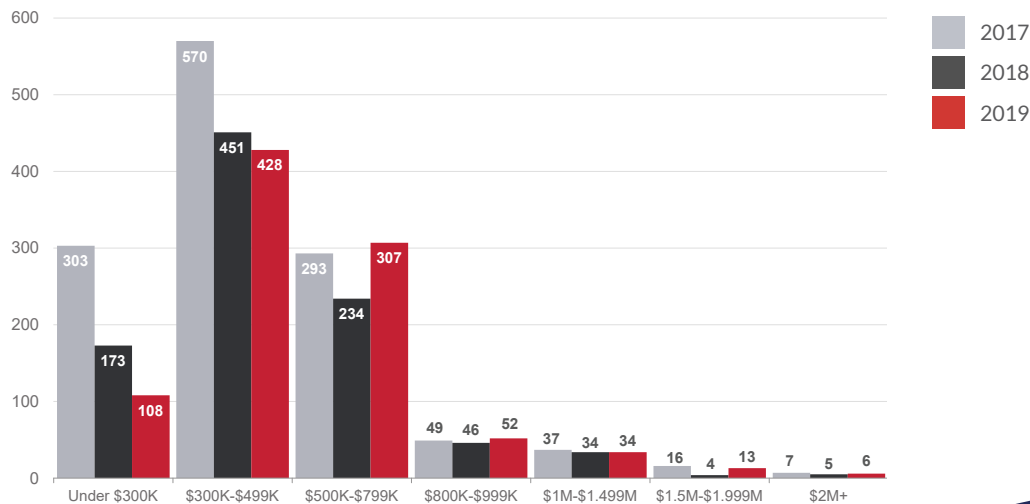
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2017 vs. 2018 vs. 2019 (Units)



# 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)

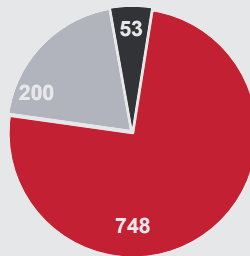
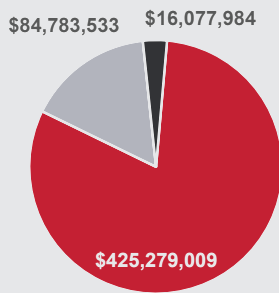


# SALES BY PROPERTY TYPE

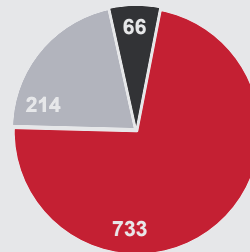
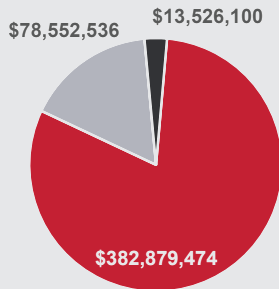
Graph 6:  
**Southern Georgian Bay MLS® Sales By Property Type**  
 2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

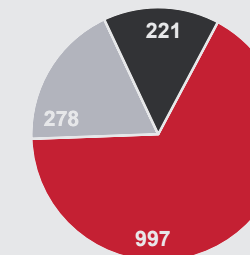
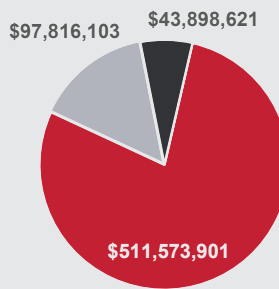
### 2019



### 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)**

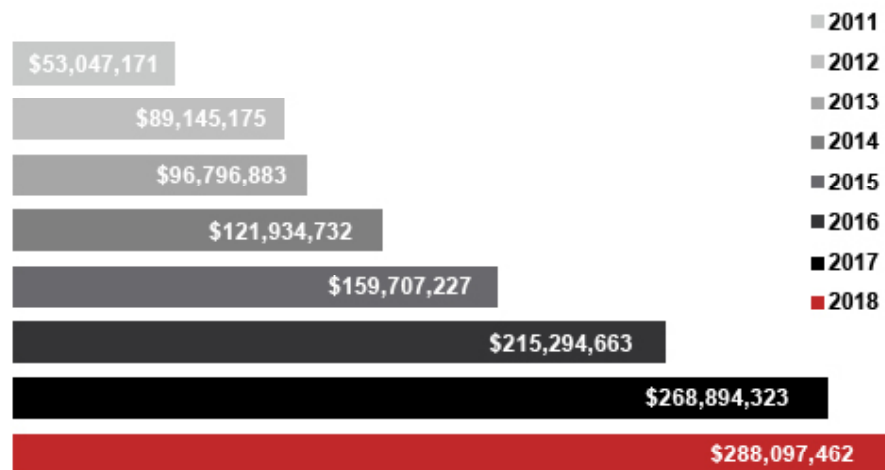
And we were #3 in Wasaga Beach after opening an office in 2015.



**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 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

1288 Mosley Sreet, Unit 7



## CLEARVIEW

705-881-9005

143 Mill St., Creemore