

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2019

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



[www.locationsnorth.com](http://www.locationsnorth.com)

# OVERVIEW

## RECORD-SHATTERING Q3 VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



### YEAR-TO-DATE SALES VOLUME OF \$853,153,667

Up 20% from 2018's \$712,994,385, with units of 1585 up 9% from 2018's 1456. New listings of 2654 up 3% from 2018, with the sales/listings ratio of 60% up 4%.



### RECORD THIRD-QUARTER SALES VOLUME OF \$346,686,125

Up 38% from 2018's \$251,562,375. Units of 641 up 26% from 2018's 509. New listings of 923 were up 2% from one year ago, while the sales/listing ratio of 69% was up 13%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$538,267

Up 10% from the \$489,694 of a year ago. Average days-on-market of 53 up 6 days.





# OVERVIEW (cont'd)

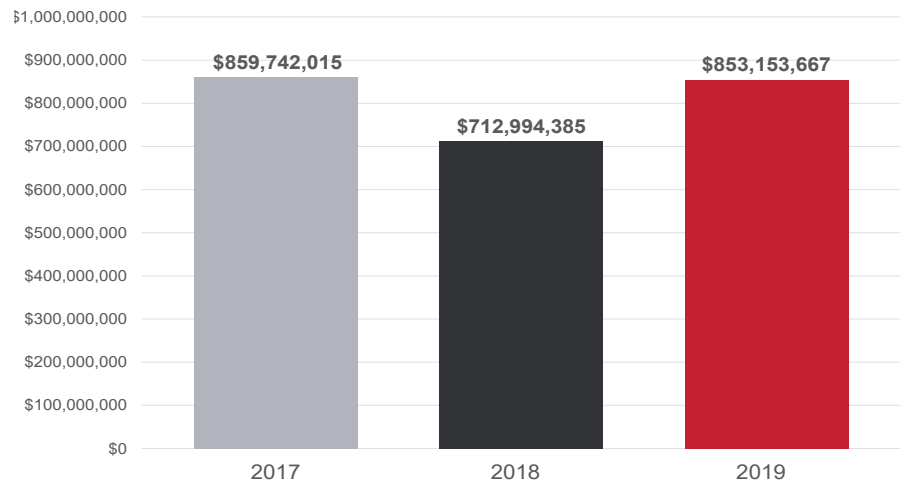


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

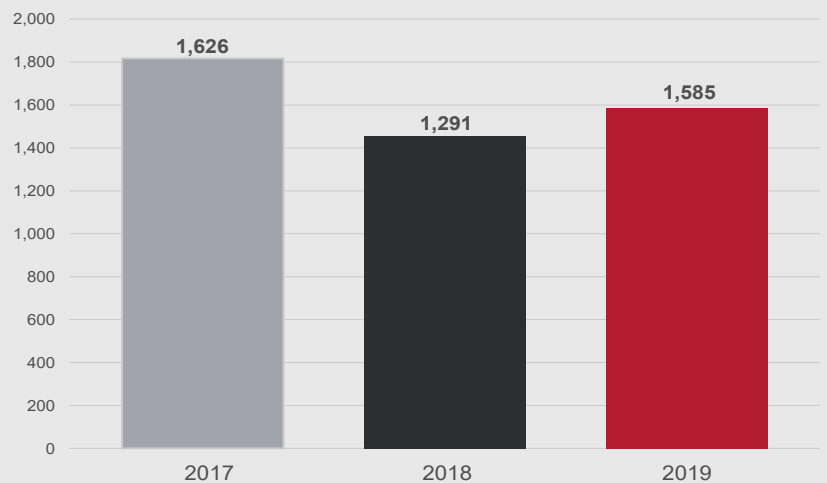
September saw record volume of **\$115,509,160**, up **40%** from last year and **30%** from 2016's prior record. Units - up **28%** from last year - were the most since 2016's **225**. And though new and expired listings were up **5%** and **31%** respectively, the **68%** sales/listing ratio signals a solid **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

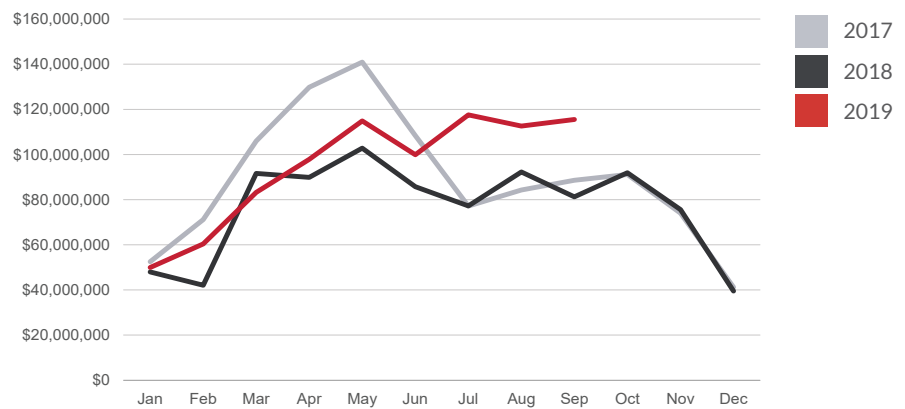
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$859,742,015	\$712,994,385	\$853,153,667	+20%
YTD Unit Sales	1817	1456	1585	+9%
YTD New Listings	2752	2582	2654	+3%
YTD Sales/Listings Ratio	66%	56%	60%	+4%
YTD Expired Listings	332	448	533	+19%
Third Quarter (Q3) Volume Sales	\$250,046,011	\$251,562,375	\$346,686,125	+38%
Q3 Unit Sales	541	509	641	+26%
Q3 New Listings	913	901	923	+2%
Q3 Sales/Listings Ratio	59%	56%	69%	+13%
Q3 Expired Listings	173	188	241	+28%
Q3 Average Sales Price	\$462,192	\$494,229	\$540,852	+9%
September Volume Sales	\$88,604,102	\$82,373,800	\$115,509,160	+40%
September Unit Sales	190	165	212	+28%
September New Listings	291	296	312	+5%
September Sales/Listings Ratio	65%	56%	68%	+12%
September Expired Listings	78	78	102	+31%
September Average Sale Price	\$466,337	\$499,235	\$544,855	+9%
YTD Sales: Under \$100K	13	8	8	0%
YTD Sales: \$100K - \$299K	434	256	192	-25%
YTD Sales: \$300K - \$499K	812	689	710	+3%
YTD Sales: \$500K - \$799K	404	371	488	+32%
YTD Sales: \$800K - \$999K	70	66	91	+38%
YTD Sales: \$1M - \$1.499M	56	49	63	+29%
YTD Sales: \$1.5M - \$1.999M	18	8	24	+200%
YTD Sales: \$2M+	10	9	9	0%
YTD Average Days-On-Market	40	47	53	+13%
YTD Average Sale Price	\$473,166	\$489,694	\$538,267	+10%

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

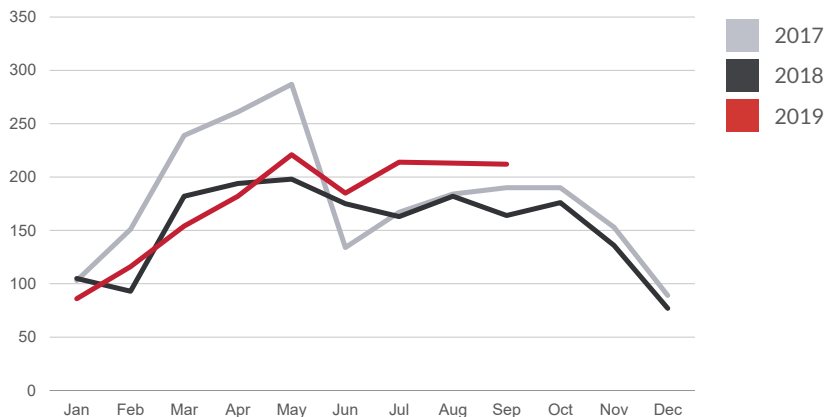
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, regional volume sales went into overdrive in Q3, with three record months. In fact, not only sales, but activity in general was up. There were more new listings; and June's buyers' market, with its low **46%** sales/listing ratio, jumped **23%** to Q3's vibrant sellers' market with a **69%** sales/listings ratio. Also, in our last *Report* we noted how 2019's volume - which in May trailed 2017's record pace by **19%** - was gradually catching up to 2017. Well, 2019's year-to-date volume is now **less than 1%** down from 2017's! So a new annual record is well within reach, particularly given that 2017's market was in decline in Q3 and Q4 of 2017, whereas this year's market has been getting stronger.

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)

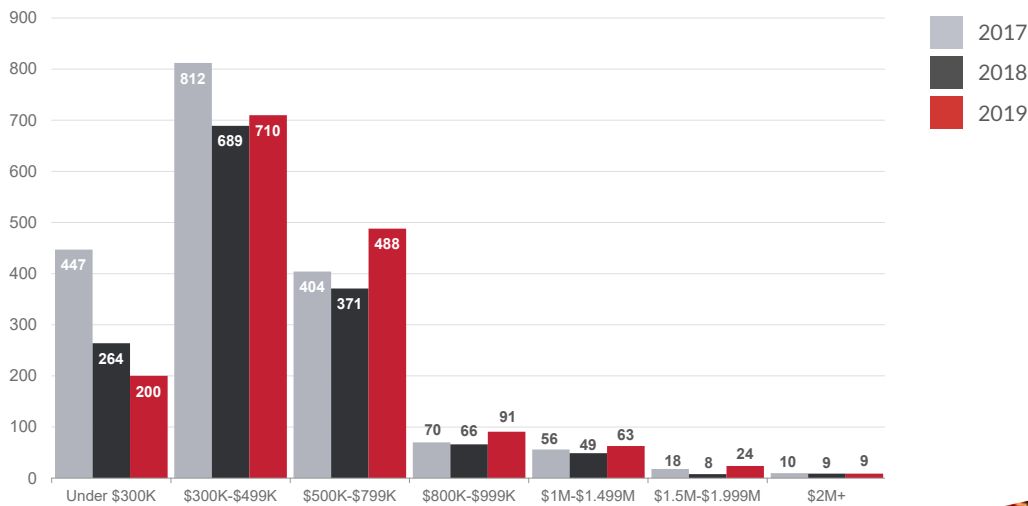




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales are up from 2018 in five price ranges, down in one and even in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **3%**, **32%**, **38%**, **29%** and **200%** respectively; the Under-\$300K range is down **24%**; and the \$2M+ range is even. More generally, sales in the high-volume Under-\$500K bracket – which account for **88%** of 2019's sales – are down **5%** from one year ago, while sales in the median \$500K-\$999K bracket are up **32%**, and sales in the luxury \$1M+ bracket are up **45%**.

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:** \$707,926,167  
 UP 20% from 2018

**UNIT SALES:** 1,247  
 UP 10% from 2018

**AV. DAYS-ON-MARKET:** 52  
 UP 5 days from 2018

**AV. SALE PRICE:** \$567,703  
 UP 9% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$145,227,500  
 UP 17% from 2018

**UNIT SALES:** 338  
 UP 3% from 2018

**AV. DAYS-ON-MARKET:** 55  
 UP 10 days from 2018

**AV. SALE PRICE:** \$429,667  
 UP 14% from 2018

### VACANT LAND

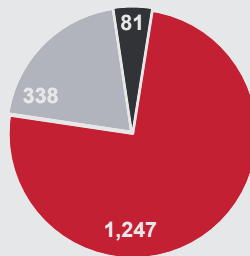
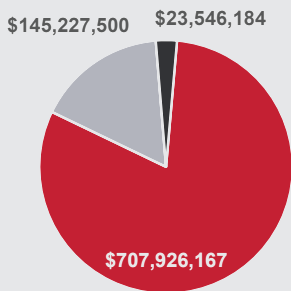
**DOLLAR SALES:** \$23,546,184  
 UP 16% from 2018

**UNIT SALES:** 81  
 DOWN 11% from 2018

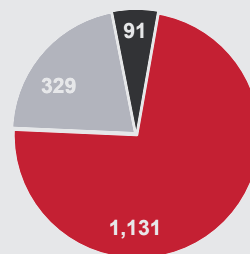
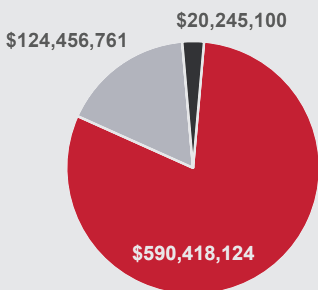
**AV. DAYS-ON-MARKET:** 93  
 DOWN 7 days from 2018

**AV. SALE PRICE:** \$290,694  
 UP 31% from 2018

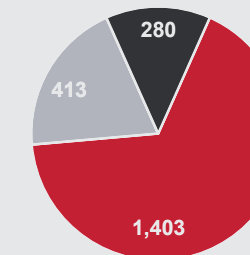
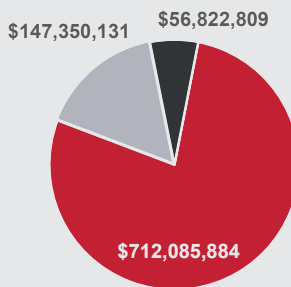
## 2019



## 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)**

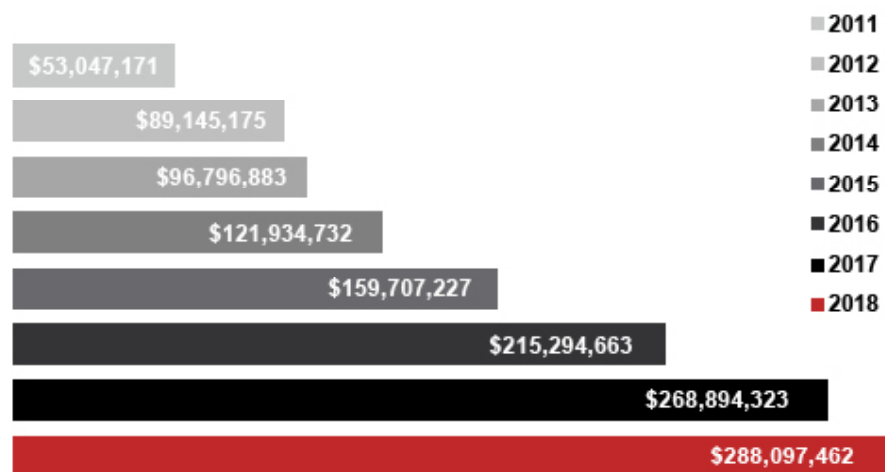
And we were #3 in Wasaga Beach after opening an office in 2015.



**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 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