

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

2019 IN REVIEW

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



OVERVIEW

2019 DELIVERS RECORD VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



RECORD ANNUAL SALES VOLUME OF \$1,097,926,031

Up 20% from 2018's \$918,265,869, with units of 2017 up 10% from 2018's 1841. New listings of 3491 up 11% from 2018, with the sales/listings ratio of 58% down 1%.



RECORD FOURTH-QUARTER SALES VOLUME OF \$244,712,964

Up 19% from Q4-2018's \$205,271,964. Units of 434 up 13% from 385. New listings of 604 were up 10% from Q4-2018's 548, while the sales/listing ratio of 72% was up 2%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$544,336

Up 9% from 2018's \$498,786. Average days-on-market of 54 up 6 days.



OVERVIEW (cont'd)

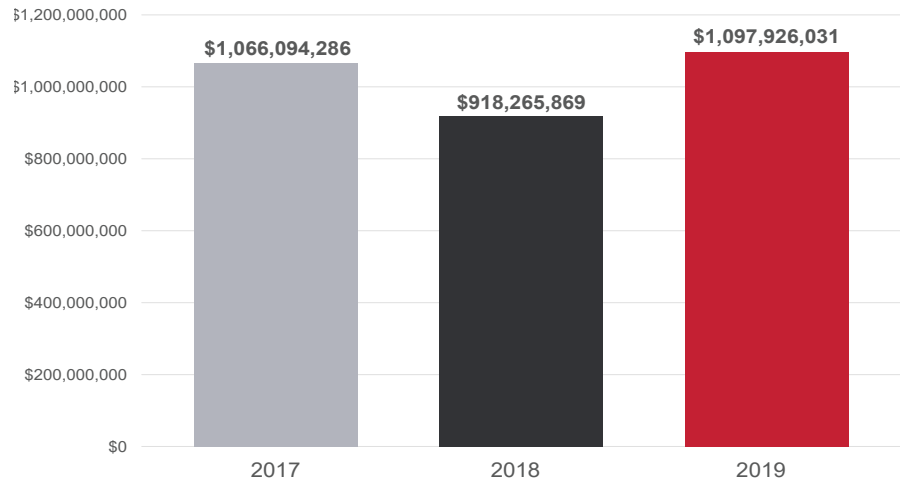


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

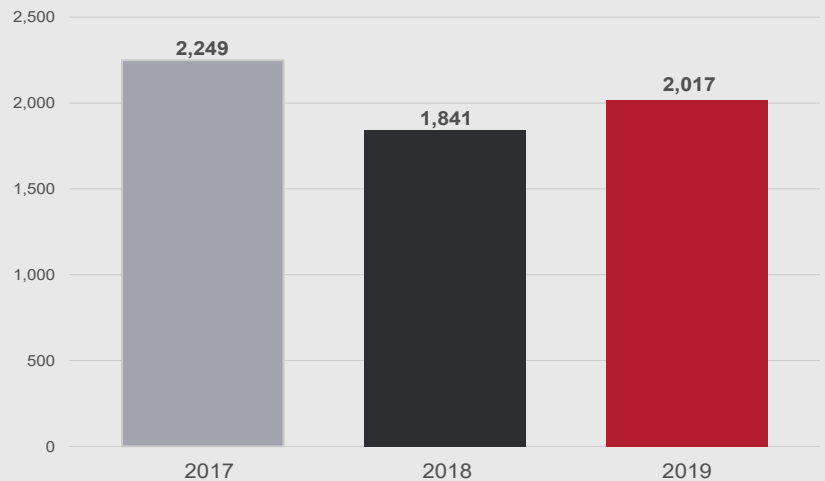
December's record volume of **\$54,104,968** was up **42%** from last year and **15%** from 2015's prior record. Units were up **21%**, with new and expired listings up **14%** and **7%** respectively. December's average sale price was up **17%** from a year ago, while its **74%** sales/listing ratio signals a **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 |
|----------------------------------|-----------------|---------------|-----------------|-----------|
| Annual Volume Sales | \$1,066,094,286 | \$918,265,869 | \$1,097,926,031 | +20% |
| Annual Unit Sales | 2249 | 1841 | 2017 | +10% |
| Annual New Listings | 3263 | 3133 | 3491 | +11% |
| Annual Sales/Listings Ratio | 69% | 59% | 58% | -1% |
| Annual Expired Listings | 613 | 752 | 884 | +18% |
| Fourth Quarter (Q4) Volume Sales | \$206,352,271 | \$205,271,484 | \$244,712,964 | +19% |
| Q4 Unit Sales | 432 | 385 | 434 | +13% |
| Q4 New Listings | 511 | 548 | 604 | +10% |
| Q4 Sales/Listings Ratio | 85% | 70% | 72% | +2% |
| Q4 Expired Listings | 281 | 334 | 355 | +6% |
| Q4 Average Sales Price | \$477,677 | \$533,173 | \$563,855 | +6% |
| December Volume Sales | \$41,217,588 | \$38,144,750 | \$54,104,968 | +42% |
| December Unit Sales | 89 | 76 | 92 | +21% |
| December New Listings | 84 | 102 | 116 | +14% |
| December Sales/Listings Ratio | 106% | 74% | 79% | +5% |
| December Expired Listings | 99 | 137 | 147 | +7% |
| December Average Sale Price | \$463,119 | \$501,905 | \$588,097 | +17% |
| Annual Sales: Under \$100K | 13 | 9 | 6 | -33% |
| Annual Sales: \$100K - \$299K | 523 | 318 | 236 | -26% |
| Annual Sales: \$300K - \$499K | 1018 | 860 | 891 | +4% |
| Annual Sales: \$500K - \$799K | 498 | 465 | 635 | +37% |
| Annual Sales: \$800K - \$999K | 91 | 95 | 120 | +26% |
| Annual Sales: \$1M - \$1.499M | 72 | 66 | 88 | +33% |
| Annual Sales: \$1.5M - \$1.999M | 23 | 14 | 30 | +114% |
| Annual Sales: \$2M+ | 11 | 14 | 11 | -21% |
| Annual Average Days-On-Market | 44 | 48 | 54 | +13% |
| Annual Average Sale Price | \$474,030 | \$498,786 | \$544,336 | +9% |

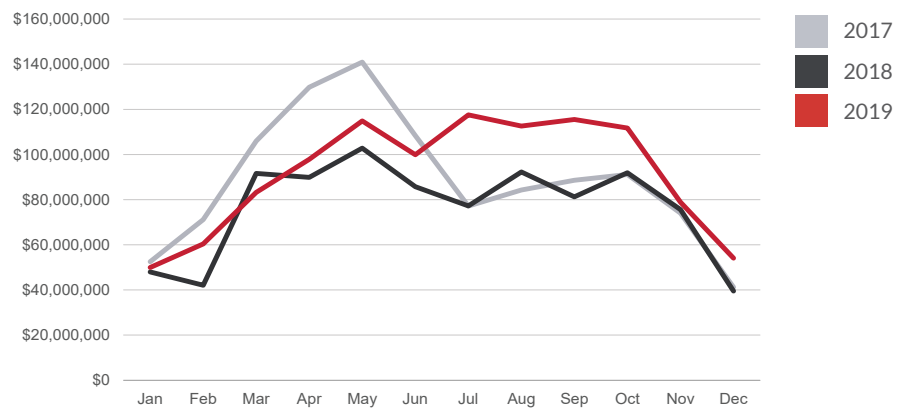
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales..

THE MARKET IN DETAIL (cont'd)

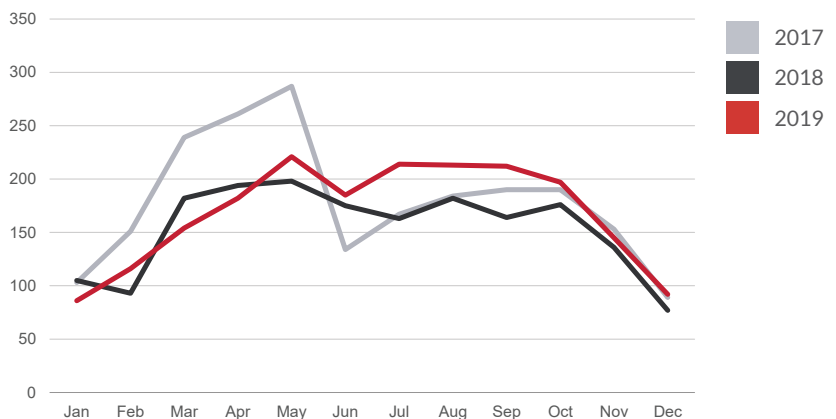
What a year . . . As **Graphs 3 and 4** show, it actually started unremarkably with rather middling – and in some cases, relatively slow – volume and unit sales through June. In fact, volume for the first half of 2019, while up from the very slow 2018, was nearly \$100M less that of 2017. No one was thinking about records. And then the switch flipped, with the market generating **six straight months of record volume sales***. That said, unit sales were generally well below the records of 2015 and 2016, with 2019's increased volume due to the average sale price being up **58%, 41%, 15% and 9%** from 2015-2018 respectively. It will be interesting to see whether the record volume sales continue into 2020.

*We previously reported that November 2019's volume was less than November 2016's. However, the MLS has since adjusted November 2019's total upward such that it too was record-breaking.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



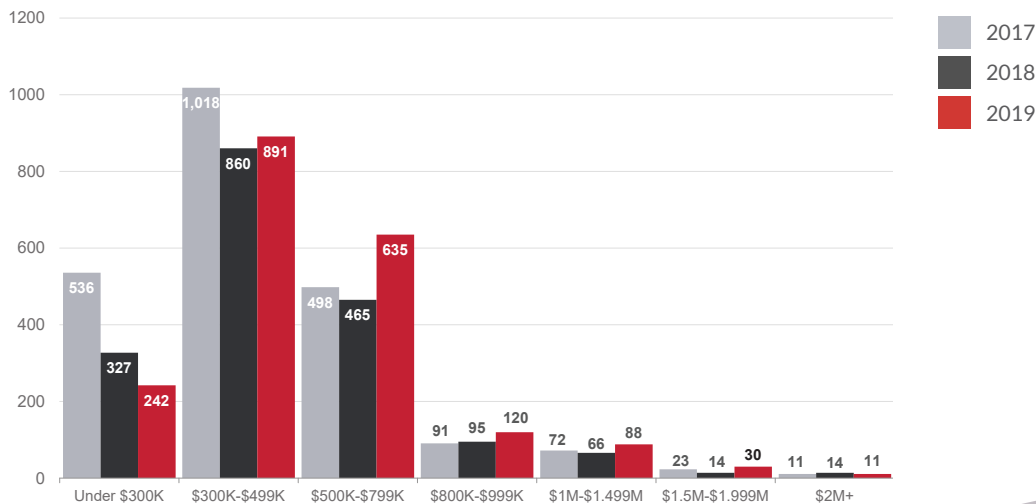
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

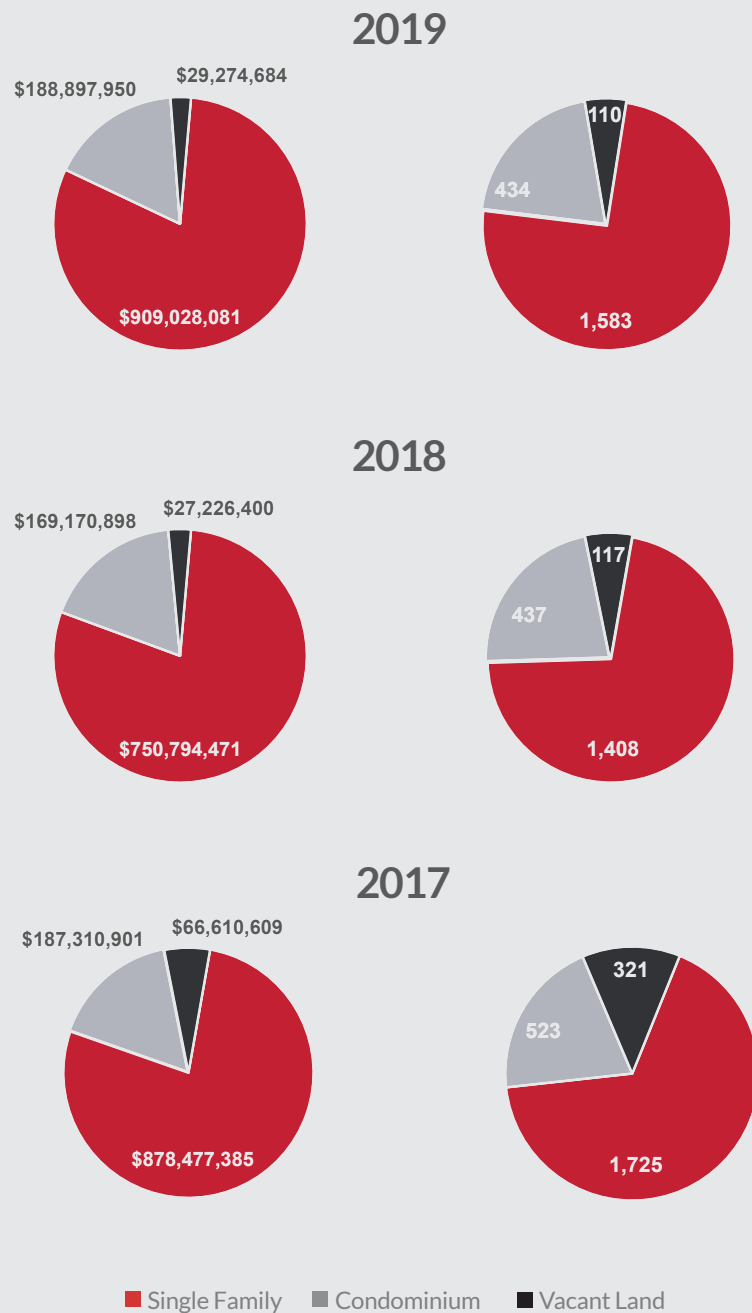
As **Graph 5** shows, 2019 unit sales were up from 2018 in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **4%**, **37%**, **26%**, **33%** and **114%** respectively; while the Under-\$300K and \$2M+ ranges were down **26%** and **21%** respectively. More generally, sales in the high-volume, Under-\$500K bracket – which accounted for **56%** of 2019's sales – were down **5%** from 2018, while sales in the median, \$500K-\$999K bracket were up **35%**, and sales in the luxury \$1M+ bracket were up **37%**.

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: \$909,028,081
 UP 21% from 2018
UNIT SALES: 1,583
 UP 13% from 2018
AV. DAYS-ON-MARKET: 53
 UP 4 days from 2018
AV. SALE PRICE: \$574,244
 UP 8% from 2018

CONDOMINIUMS

DOLLAR SALES: \$188,897,950
 UP 12% from 2018
UNIT SALES: 434
 DOWN 1% from 2018
AV. DAYS-ON-MARKET: 55
 UP 9 days from 2018
AV. SALE PRICE: \$435,249
 UP 12% from 2018

VACANT LAND

DOLLAR SALES: \$29,274,684
 UP 9% from 2018
UNIT SALES: 110
 DOWN 5% from 2018
AV. DAYS-ON-MARKET: 93
 DOWN 52 days from 2018
AV. SALE PRICE: \$266,133
 UP 15% from 2018

ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

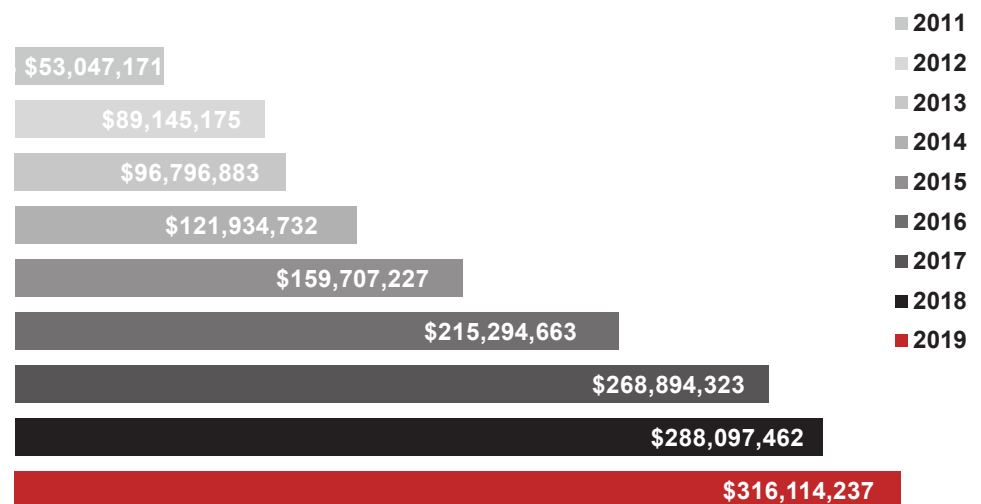
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



*Southern Georgian Bay Association of REALTORS®

2019 UNIT SALES

* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands
 ** \$1,000,000+

Collingwood

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 175.5 | 28.0% | |
| RE/MAX Four Seasons | 82.5 | 13.4% | |
| Royal LePage Trinity | 60 | 9.8% | |
| Chestnut Park | 53.75 | 8.6% | |
| Century 21 Millennium | 50.5 | 8.2% | |
| Clairwood | 33.5 | 5.0% | |
| RE/MAX of Wasaga Beach | 23.75 | 3.9% | |
| Engel & Volkers | 15.5 | 2.5% | |
| Other | 40.5 | 6.1% | |
| Non MLS | 67.5 | 11% | |

The Blue Mountains

| | UNITS | PERCENTAGE | |
|------------------------------|--------|------------|--|
| Royal LePage Locations North | 133.75 | 25.3% | |
| RE/MAX at Blue | 43 | 12.3% | |
| RE/MAX Four Seasons | 34.75 | 10% | |
| Century 21 Millennium | 30.25 | 8.7% | |
| Chestnut Park | 26.75 | 7.7% | |
| Royal LePage Trinity | 17 | 5.4% | |
| Clairwood | 10 | 2.9% | |
| Sotheby's | 6 | 1.7% | |
| Other | 30 | 11.2% | |
| Non MLS | 51.75 | 14.8% | |

Meaford

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 57.5 | 25.7% | |
| Century 21 Millennium | 16.5 | 10.2% | |
| RE/MAX Four Seasons | 10.5 | 6.5% | |
| Royal LePage RCR | 9 | 5.6% | |
| RE/MAX Grey Bruce | 7 | 4.3% | |
| Chestnut Park | 4 | 2.7% | |
| Wilfred McIntee | 5.5 | 3.4% | |
| Royal LePage Trinity | 2 | 1.2% | |
| Other | 24.5 | 15.2% | |
| Non MLS | 13 | 8.1% | |

Clearview

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 24.5 | 16.9% | |
| Royal LePage Trinity | 18.5 | 12.8% | |
| RE/MAX Four Seasons | 17 | 11.7% | |
| RE/MAX of Wasaga Beach | 10.25 | 7.1% | |
| Chestnut Park | 10 | 6.9% | |
| Century 21 Millennium | 5.5 | 3.8% | |
| Exit | 5.5 | 3.8% | |
| Forest Hill | 2.5 | 1.7% | |
| Other | 21 | 14.5% | |
| Non-MLS | 30.25 | 20.9% | |

Southern Georgian Bay (West)*

| | UNITS | PERCENTAGE | |
|------------------------------|--------|------------|--|
| Royal LePage Locations North | 443.25 | 24.9% | |
| RE/MAX of Wasaga Beach | 202.75 | 11.4% | |
| Royal LePage Trinity | 153.75 | 8.6% | |
| RE/MAX Four Seasons | 152.25 | 8.5% | |
| Century 21 Millennium | 137.25 | 7.7% | |
| Chestnut Park | 97.5 | 5.5% | |
| Clairwood | 49 | 2.7% | |
| RE/MAX at Blue | 46.5 | 2.6% | |
| Engel & Volkers | 27 | 1.5% | |
| Other | 473.75 | 26.6% | |

Georgian Triangle Luxury Homes**

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 44.5 | 33.2% | |
| RE/MAX Four Seasons | 18.5 | 13.8% | |
| Chestnut Park | 15 | 11.2% | |
| Century 21 Millennium | 9.5 | 7.3% | |
| RE/MAX of Wasaga Beach | 5 | 3.7% | |
| Engel & Volkers | 4.5 | 3.4% | |
| Sotheby's | 4.5 | 3.4% | |
| Royal LePage Trinity | 3.5 | 2.6% | |
| Clairwood | 3 | 2.2% | |
| Other | 23 | 17.2% | |



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