ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

MEAFORD REAL ESTATE MARKET REPORT

2017 IN REVIEW

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

www.locationsnorth.com

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

2017 OVERVIEW

RECORD ANNUAL AND Q4 VOLUME SALES, AVERAGE SALE PRICE WAY UP

RECORD ANNUAL VOLUME OF $92,700,525

Up 13% from 2016's record $81,924,839, with units of 223 down 7% from 2016's 239. New listings of 332 up 1% from 2016, with the sales/listings ratio of 67% down 5%.

RECORD FOURTH-QUARTER VOLUME OF $17,667,900

Up 10% from 2016's $16,068,007. Q4 units of 38 down 14% from Q4-2016's 44. New listings of 37 up 6%. The high sales/listing ratio of 103% down 23% from Q4-2016's super-high 126%.

RECORD ANNUAL AVERAGE SALE PRICE OF $415,697

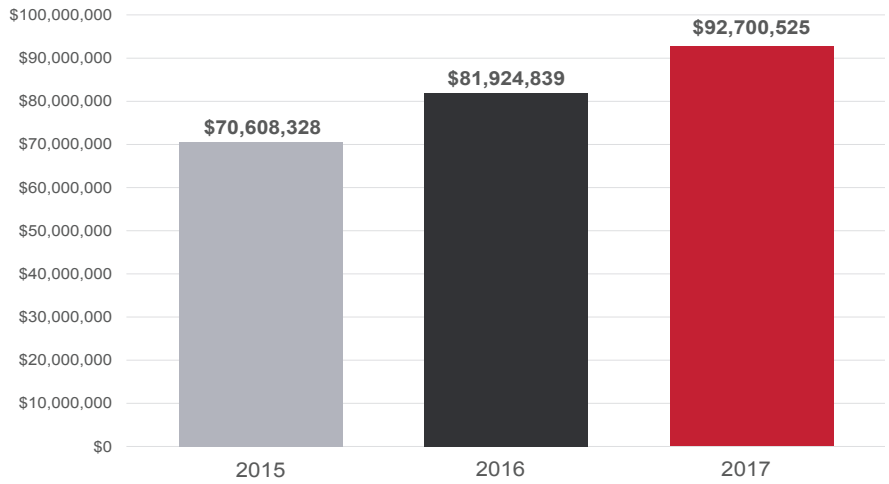
Up 21% from 2016's $342,782. Average days-on-market of 51 was down 27 days.

OVERVIEW (cont'd)

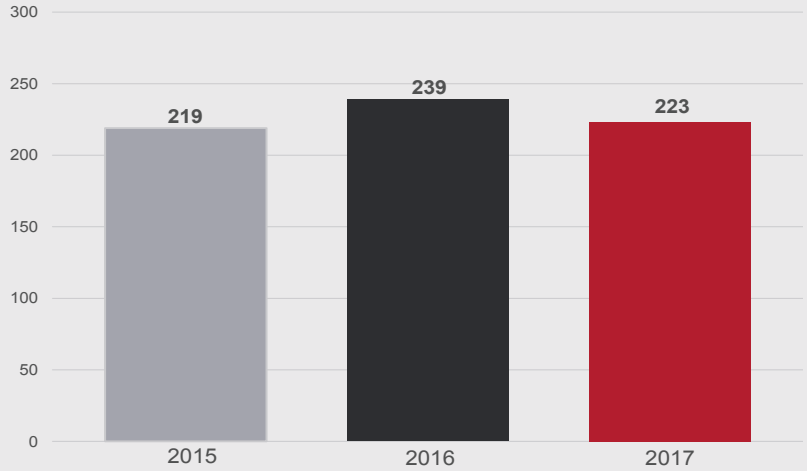
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Although its unit sales were down from Q4-2016's records, Q4-2017 still had a very high 103% sales/listings ratio. That, along with 2017's record volume sales, second-best ever unit sales, shorter sale times and 21% average price increase all indicate a strong sellers' market.

Graph 1:
Meaford MLS® Sales
2015 vs. 2016 vs. 2017 (Volume)



Graph 2:
Meaford MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL

Table 1:
Meaford MLS® Sales And Listing Summary
2015 vs. 2016 vs. 2017

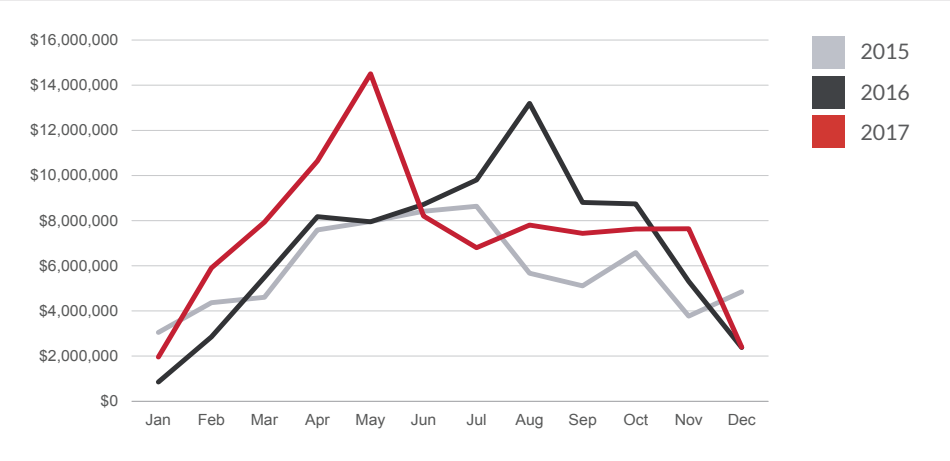
	2015	2016	2017	2016-2017
Volume Sales	$70,608,328	$81,924,839	$92,700,525	+13%
Unit Sales	219	239	223	-7%
New Listings	423	330	332	+1%
Sales/Listings Ratio	52%	72%	67%	-5%
Expired Listings	179	87	81	-7%
4th Quarter (Q4) Volume Sales	$15,206,128	$16,068,007	$17,667,900	+10%
Q4 Unit Sales	41	44	38	-14%
Q4 New Listings	51	35	37	+6%
Q4 Sales/Listings Ratio	80%	126%	103%	-23%
Q4 Expired Listings	75	33	52	+58%
Sales : Under $100K	4	6	3	-50%
Sales : $100K - $299K	119	116	68	-41%
Sales: $300K - $499K	71	82	107	+30%
Sales: $500K - $799K	22	28	33	+18%
Sales: $800K - $999K	1	4	3	-25%
Sales: $1M - $1,499M	1	2	8	+300%
Sales: $1.5M-$1,999	1	1	1	0%
Average Days-On-Market	97	78	51	-35%
Average Sale Price	$322,412	$342,782	$415,697	+21%

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

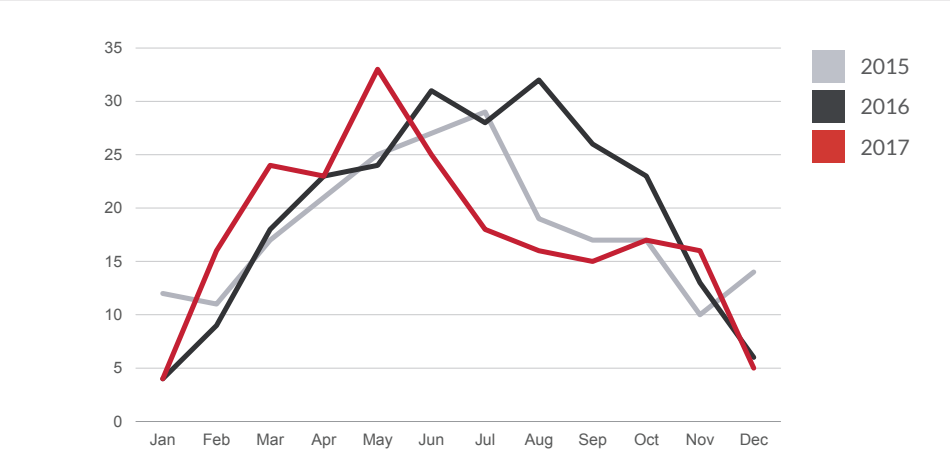
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2017 saw 5 months of record volume sales with particularly big highs from February to May, while June to November was flat, though November was record-breaking. On the units side, **Graph 4** shows the same 5 months setting new high marks, followed by a big drop in Q3, partly due to the influence of a deeply declining Greater Toronto market and the July interest rate hike. The market then recovered to give us a solid Q4 with the average price staying high and the new listings count remaining stable.

Graph 3:
Meaford Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Volume)



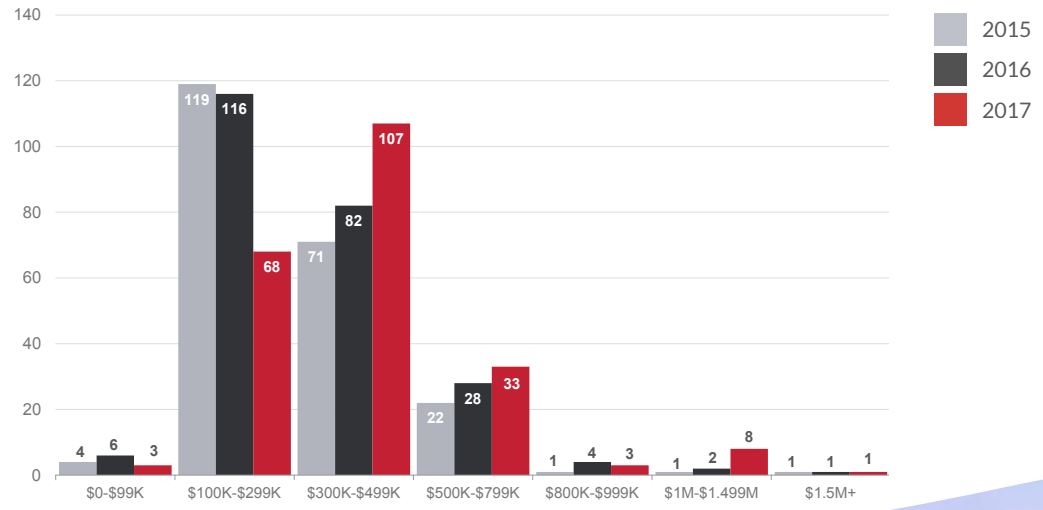
Graph 4:
Meaford Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL (cont'd)

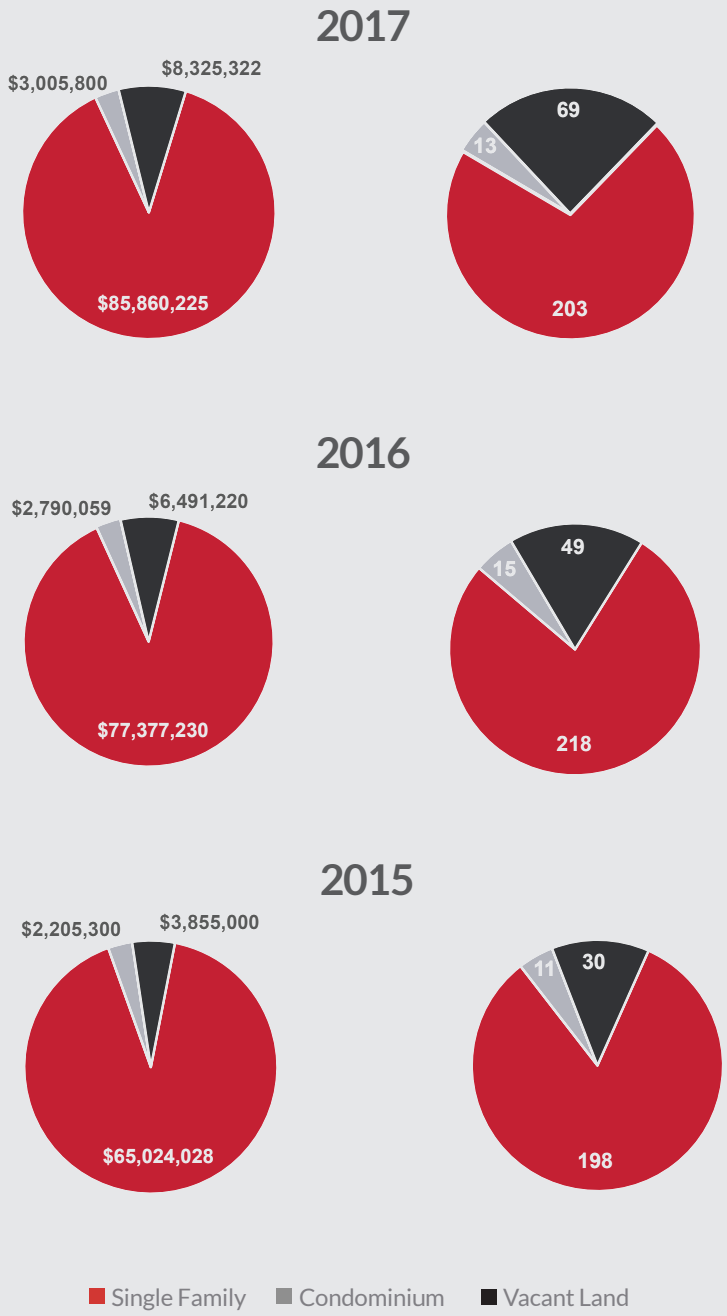
As **Graph 5** shows, 2017 unit sales were down 42% from 2016 in the high-volume under-$300K range, partly due to 2017's average price increase of 21% and far fewer homes being listed in that price range. That said, 2017 was up in the $300K-$499K, $500K-$799K and $1M-$1.499M ranges by 30%, 18% and 300% respectively. In the $800K-$999K range, 2017 was down from 2016 by 1 sale, while in the $2M+ range it tied 2016 with 1 sale.

Graph 5:
Meaford MLS® Sales By Price
2015 vs. 2016 vs. 2017 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
2015 vs. 2016 vs. 2017 (Dollars and Units)



2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: $85,860,225
UP 11% from 2016

UNIT SALES: 203
DOWN 7% from 2016

AV. DAYS-ON-MARKET: 52
DOWN 27 days from 2016

AV. SALE PRICE: $422,957
UP 19% from 2016

CONDOMINIUMS

DOLLAR SALES: $3,005,800
UP 8% from 2016

UNIT SALES: 13
DOWN 13% from 2016

AV. DAYS-ON-MARKET: 51
DOWN 5 days from 2016

AV. SALE PRICE: $231,215
UP 24% from 2016

VACANT LAND

DOLLAR SALES: $8,325,322
UP 28% from 2016

UNIT SALES: 69
UP 41% from 2016

AV. DAYS-ON-MARKET: 143
DOWN 2 days from 2016

AV. SALE PRICE: $120,657
DOWN 9% from 2016

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

ROYAL LEPAGE LOCATIONS NORTH IN 2017

ANOTHER RECORD-BREAKING YEAR

WE BROKE OUR OWN GEORGIAN TRIANGLE RECORD FOR ANNUAL MLS SALES VOLUME

With $265,629,772 – up 23% from 2016 and quintupling our 2011 sales!

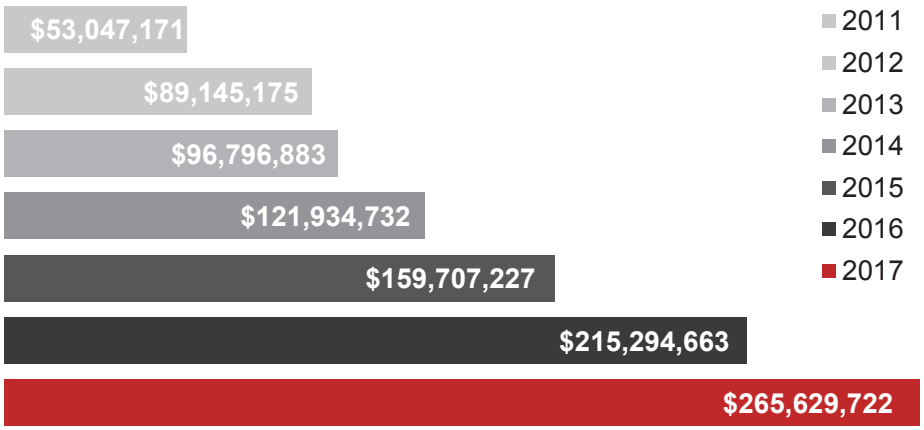
WE HAD MORE THAN DOUBLE THE SALES VOLUME OF OUR NEAREST COMPETITOR

WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS, MEAFORD AND CLEARVIEW; #2 IN GREY HIGHLANDS

And we're #3 in Wasaga Beach after opening an office in mid-2015.

WE WERE #1 IN LUXURY HOME SALES VOLUME, MORE THAN DOUBLING OUR NEAREST COMPETITOR

Locations North Sales Volume, 2011 - 2017



ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

2017 UNIT SALES

Collingwood

	UNITS*	PERCENTAGE
ROYAL LePAGE Locations North	**270**	21.1%
ROYAL LePAGE Trinity	215	16.7%
Re/Max Four Seasons	192	15%
Century 21 Millenium	121	9.5%
Chestnut Park	102	8%
Clairwood	75	5.9%
RE/MAX Wasaga Beach	53	4.1%
Engels & Volker	37	2.9%
Pace Global	26	2%
Other	80	6.3%
Non-SGBAR	109	8.5%

The Blue Mountains

	UNITS*	PERCENTAGE
ROYAL LePAGE Locations North	**243**	32%
Re/Max Four Seasons	105	13.7%
Century 21 Millenium	86	11.2%
RE/MAX At Blue	83	10.8%
Chestnut Park	61	8%
Royal LePage Trinity	38	5%
Clairwood	17	2.2%
Sotheby's	15	2%
Engels & Volker	9	1.2%
Other	13	1.7%
Non-SGBAR	95	12.4%

Meaford

	UNITS*	PERCENTAGE
ROYAL LePAGE Locations North	**132**	33.4%
Century 21 Millenium	51	12.9%
RE/MAX Grey Bruce	35	8.8%
Royal LePage RCR	34	8.6%
Chestnut Park	29	7.3%
Wilfred McIntee	20	5.1%
RE/MAX Four Seasons	18	4.6%
Homelife Bayside	17	4.3%
Royal LePage Trinity	9	2.3%
Other	26	6.6%
Non-SGBAR	24	6.1%

Clearview

	UNITS*	PERCENTAGE
ROYAL LePAGE Locations North	**53**	14.9%
RE/MAX Four Seasons	44	12.4%
Royal LePage Trinity	43	12.1%
RE/MAX Wasaga Beach	32	9%
Chestnut Park	30	8.4%
Sotheby's	20	5.6%
Century 21 Millenium	14	3.9%
Exit Realty Welcome Home	9	2.5%
Pace Realty	8	2.2%
Other	25	7%
Non-SGBAR	78	21.9%

Georgian Triangle Luxury Homes**

	UNITS*	PERCENTAGE
ROYAL LePAGE Locations North	**68**	36.2%
RE/MAX Four Seasons	29	15.4%
Century 21 Millenium	17	9%
Chestnut Park	21	11.2%
Engels & Volker	7	3.7%
Royal LePage Trinity	7	3.7%
Clairwood	6	3.2%
RE/MAX Wasaga Beach	5	2.7%
Sotheby's	4	2.1%
Other	3	1.6%
Non-SGBAR	21	11.2%

* *'Units' refers to the combined number of Listing and Selling Sides*

** *$1,000,000+*

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

BROKERAGE OF THE YEAR 2016 A. E. LePage AWARD ONTARIO

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