

# THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2018

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



# OVERVIEW

## SECOND BEST Q1 SALES EVER, HIGHER PRICES, FASTER SALE TIMES



### FIRST-QUARTER SALES VOLUME OF \$51,956,637

Down **13%** from Q1-2017's record **\$60,001,454**, with unit sales of **83** down **16%** from Q1-2017's record **99**.



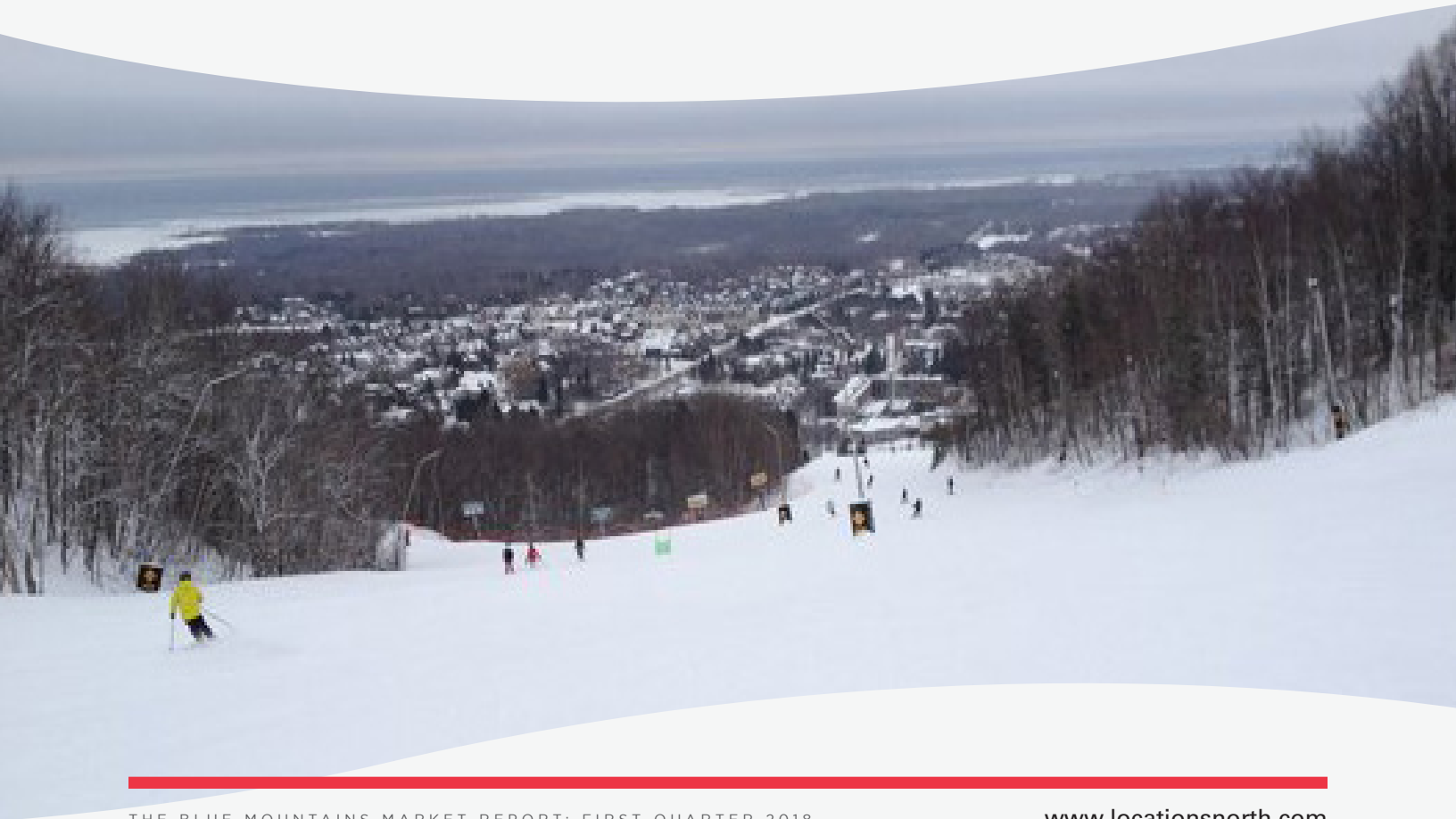
### FIRST-QUARTER SALES/LISTINGS RATIO OF 57%

Down **7%** from Q1-2017's **64%**. New listings of **145** were down **6%** from Q1-2017's **154**, while expired listings of **39** were up **50%** from last year's **26**.



### FIRST-QUARTER AVERAGE SALE PRICE OF \$625,984

Up **3%** from Q1-2017's **\$606,075**. Average days-on-market of **59** was down by **30** days.



# OVERVIEW (cont'd)



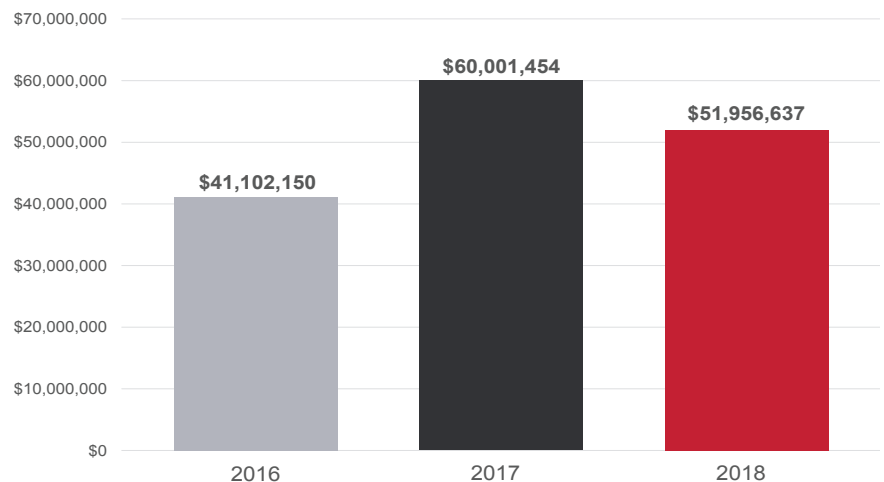
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Q1-2018 gave us strong dollar and unit sales, a **6%** drop in new listings from Q1-2017, a relatively high **57%** sales/listings ratio, and a big **30-day** drop in the average days-on-market from one year ago. All signs indicate that The Blue Mountains has a **healthy sellers' market**.

Graph 1:

### The Blue Mts. MLS® Sales

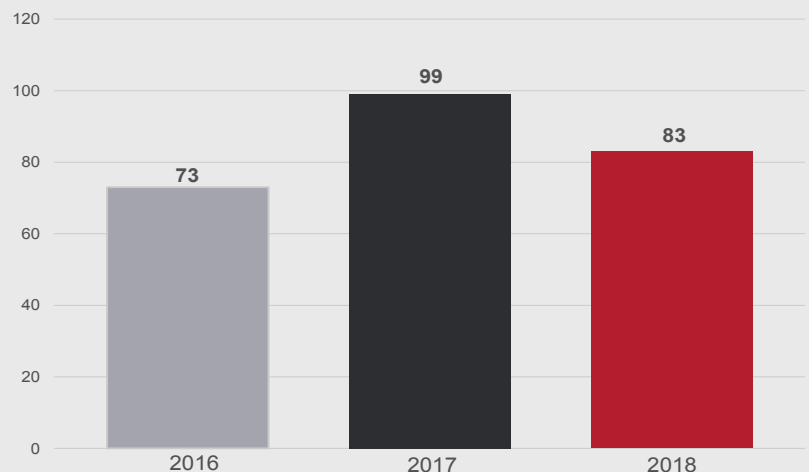
Q1 - 2016 vs. 2017 vs. 2018 (Volume)



Graph 2:

### The Blue Mts. MLS® Sales

Q1 - 2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

## The Blue Mts. MLS® Sales And Listing Summary

Q1 – 2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Volume Sales	\$41,102,150	\$60,001,454	\$51,956,637	-13%
Unit Sales	73	99	83	-16%
New Listings	149	154	145	-6%
Sales/Listings Ratio	49%	64%	57%	-7%
Expired Listings	41	26	39	+50%
Sales: \$100K - \$299K	22	19	15	-21%
Sales: \$300K - \$499K	23	31	22	-29%
Sales: \$500K - \$799K	15	27	24	-11%
Sales: \$800K - \$999K	5	8	13	+63%
Sales: \$1M - \$1.499M	3	4	6	+50%
Sales: \$1.5M - \$1.999M	2	9	2	-78%
Sales: \$2M+	3	1	1	0%
Average Days-On-Market	99	89	59	-34%
Average Sale Price	\$563,043	\$606,075	\$625,984	+3%

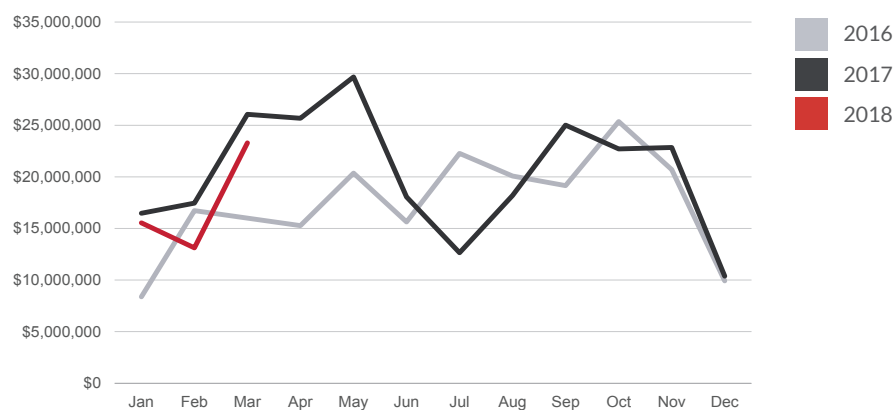
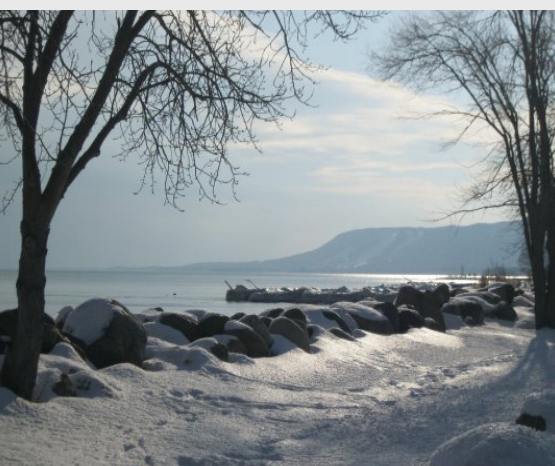
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



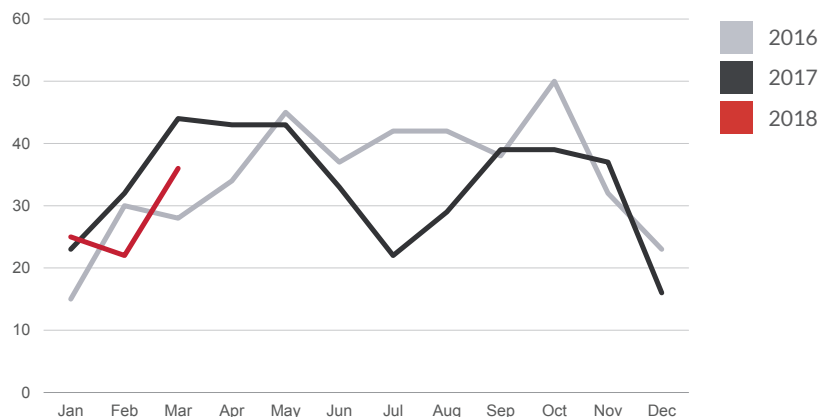
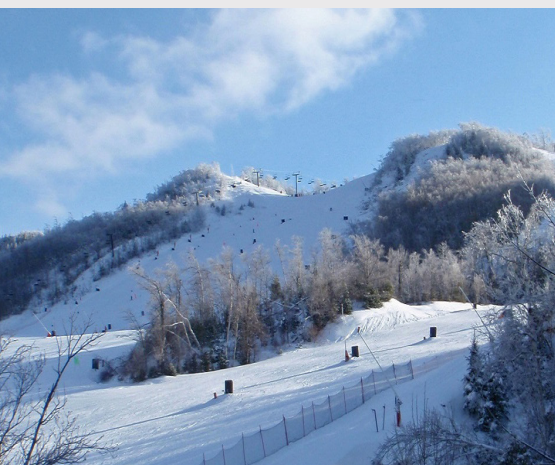
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow February, March saw a big jump in dollar sales, almost equalling March 2017's record. That jump was due in part to an **8%** increase in the average sales price from February and a **9%** increase from last March. On the units side, **Graph 4** shows a record January and a similar – but less pronounced – March spike, also notable for the fact that March's average days-on-market of **49** was down **24** days from last March.

Graph 3:  
**The Blue Mts. Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



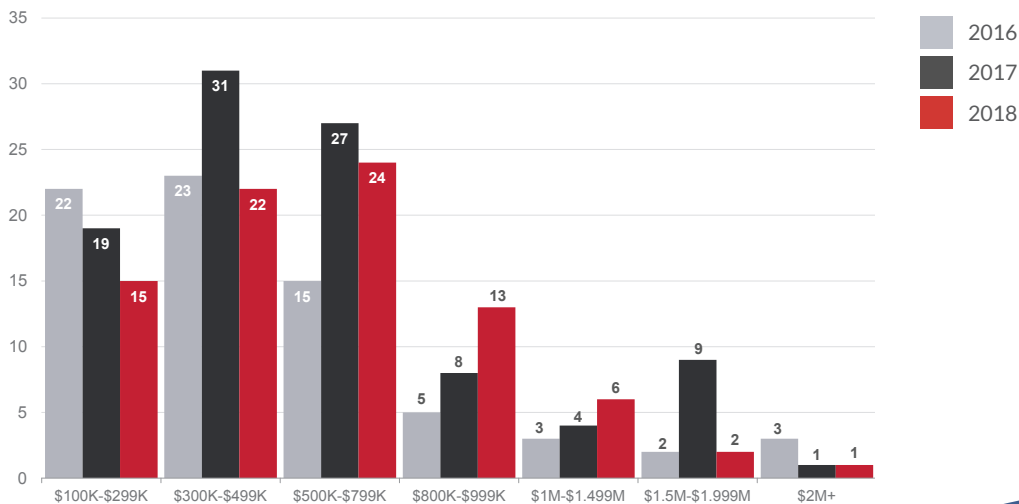
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2018 units were down from this time last year in all ranges except: \$800K-\$999K where they were up by **63%**; \$1M-\$1.499M where they were up by **50%**; and \$2M+ where they were even. And so, the Under-\$300K, \$300K-\$499K and \$500-\$799K ranges were down **21%**, **29%** and **11%** respectively from 2017, while the \$1.5M-\$1.999M range was down a big **78%**. It will be interesting to see how sales go in 2018 given that 2017's record volume was in considerable measure due to a booming luxury home market.

Graph 5:

**The Blue Mts. MLS® Sales By Price**

Q1 - 2016 vs. 2017 vs. 2018 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**The Blue Mts. MLS® Sales By Property Type**

Q1 - 2016 vs. 2017 vs. 2018 (Dollars and Units)

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$39,106,138  
DOWN 16% from 2017

**UNIT SALES:** 45  
DOWN 21% from 2017

**AV. DAYS-ON-MARKET:** 59  
DOWN 30 days from 2017

**AV. SALE PRICE:** \$869,025  
UP 6% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$12,850,499  
DOWN 14% from 2017

**UNIT SALES:** 38  
DOWN 10% from 2017

**AV. DAYS-ON-MARKET:** 60  
DOWN 30 days from 2017

**AV. SALE PRICE:** \$338,171  
UP 8% from 2017

### VACANT LAND

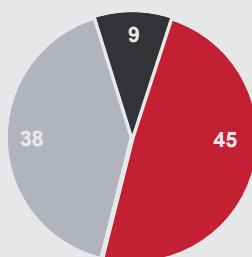
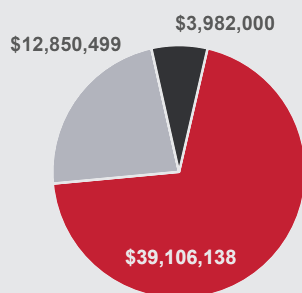
**DOLLAR SALES:** \$3,982,000  
DOWN 74% from 2017

**UNIT SALES:** 9  
DOWN 84% from 2017

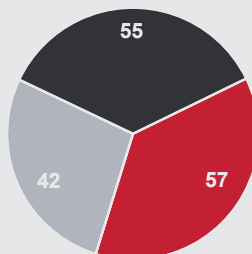
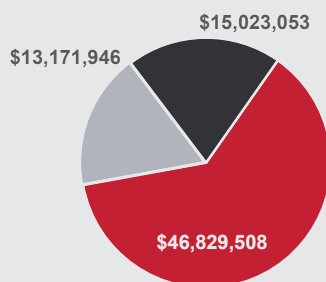
**AV. DAYS-ON-MARKET:** 152  
DOWN 132 days from 2017

**AV. SALE PRICE:** \$442,444  
UP 62% from 2017

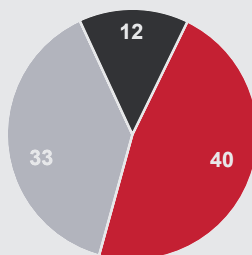
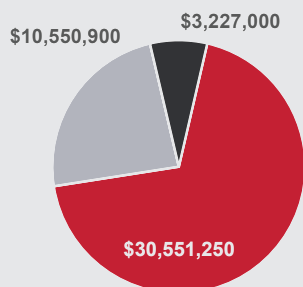
2018



2017



2016



■ Single Family ■ Condominium ■ Vacant Land



# ROYAL LEPAGE LOCATIONS NORTH IN 2017

## ANOTHER RECORD-BREAKING YEAR



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

With \$265,629,722 – 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**

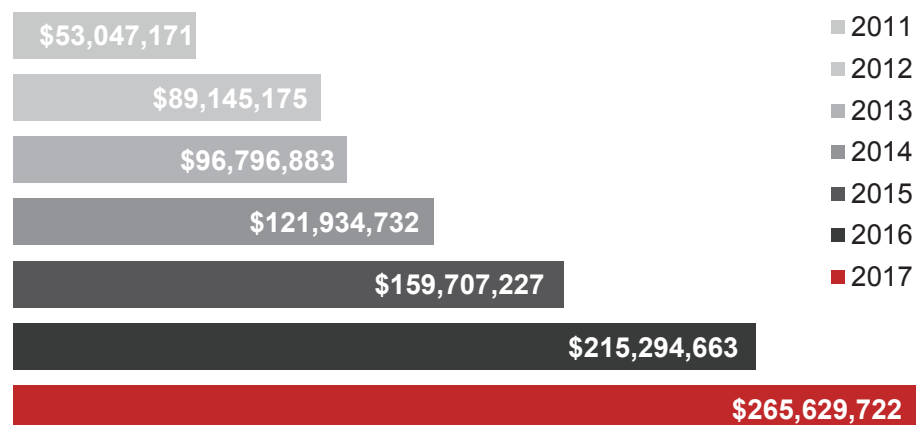
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



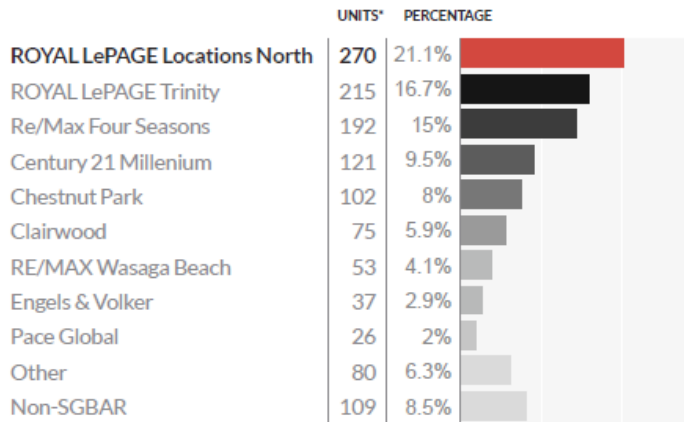
### Locations North Sales Volume, 2011 - 2017



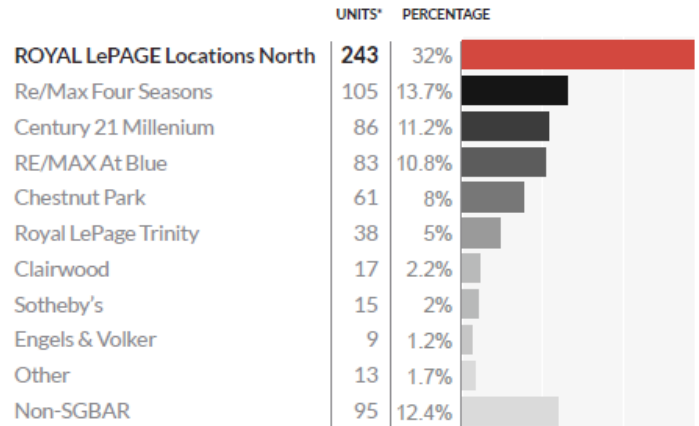


# 2017 UNIT SALES

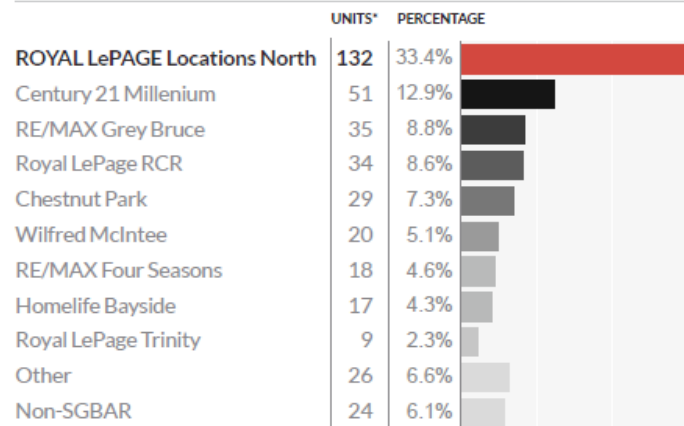
## Collingwood



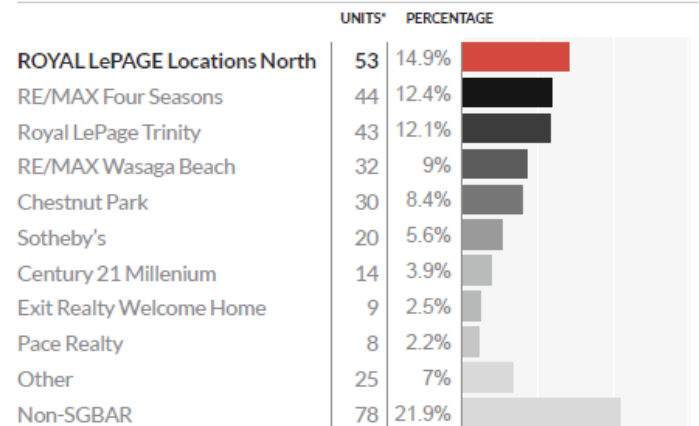
## The Blue Mountains



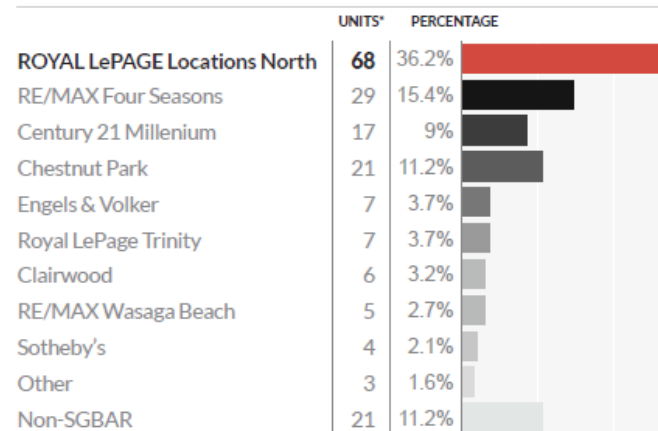
## Meaford



## Clearview



## Georgian Triangle Luxury Homes\*\*



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

\*\* \$1,000,000+



**LOCATIONS NORTH**  
BROKERAGE

# 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

