

# THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

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## SECOND 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 Q2 VOLUME SALES EVER, HIGHER PRICES, FASTER SALE TIMES



### YEAR-TO-DATE SALES VOLUME OF \$105,440,771

Down 21% from 2017's record \$133,142,419, with units of 166 down 24% from 2017's 217. New listings of 294 down 11% from 2017, with the sales/listings ratio of 56% down 10%.



### JUNE SALES VOLUME OF \$15,680,401

Down 7% from last June's record \$16,893,700. Units of 24 were down 20% from last June's 30, with new listings of 59 down by 1 and the sales/listings ratio of 41% down 9%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$635,185

Up 4% from the \$613,560 of one year ago. Average days-on-market of 53 was up down 16 days.





# OVERVIEW (cont'd)

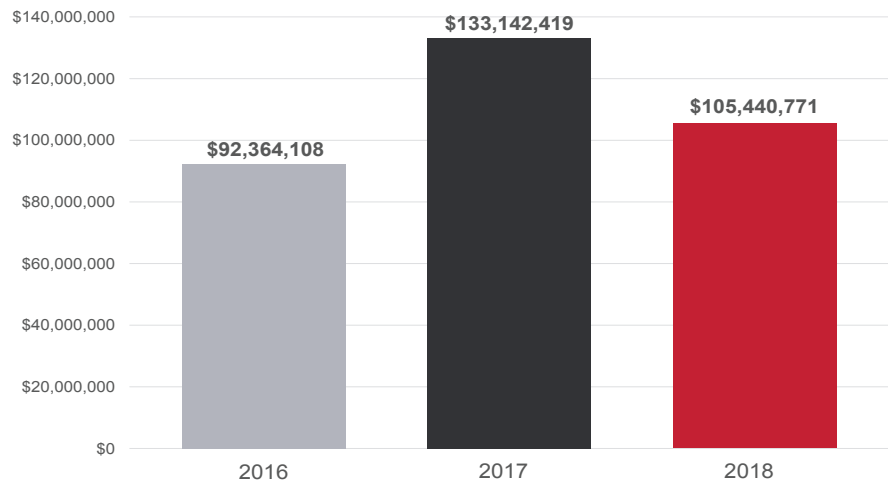


## THE DEMAND FOR LISTINGS IS SLIGHTLY GREATER THAN THE SUPPLY

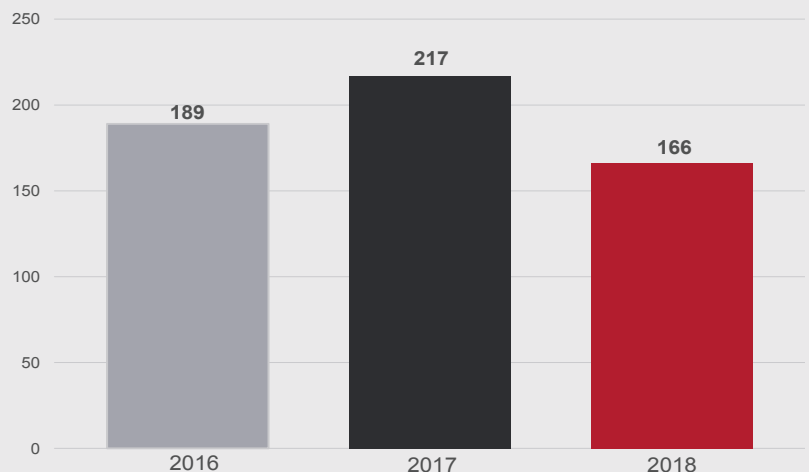
The Blue Mts. had its second-best ever June volume sales, as well as a **2%** drop in new listings, an **8%** drop in average days-on-market and a **4%** average price hike from last June. However, its sales/listing ratio was a low **41%**. So tentatively we'll say that **we're in a slowing sellers' market.**



Graph 1:  
**The Blue Mts. MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

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

2016 vs. 2017 vs. 2018

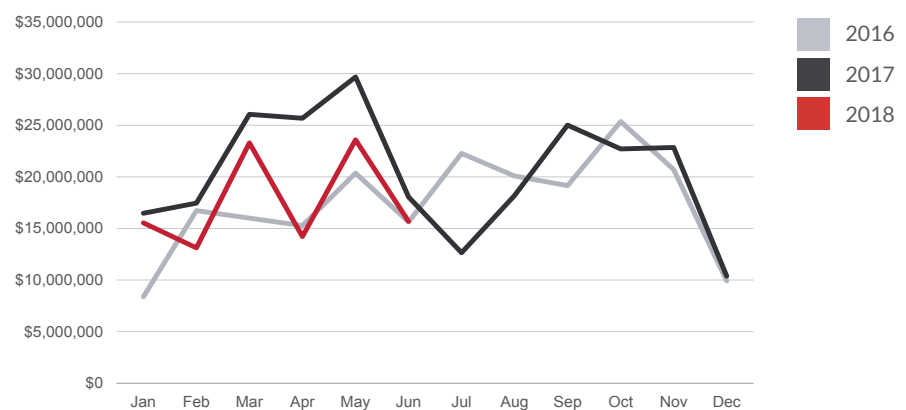
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$92,364,108	\$133,142,419	\$105,440,771	-21%
YTD Unit Sales	189	217	166	-24%
YTD New Listings	348	331	294	-11%
YTD Sales/Listings Ratio	54%	66%	56%	-10%
YTD Expired Listings	99	61	86	+41%
Second Quarter (Q2) Volume Sales	\$51,261,958	\$73,140,965	\$53,484,134	-27%
Q2 Unit Sales	116	118	83	-30%
Q2 New Listings	206	186	148	-20%
Q2 Sales/Listings Ratio	56%	63%	56%	-7%
Q2 Expired Listings	58	36	47	+31%
June Volume Sales	\$15,631,276	\$16,893,700	\$15,680,401	-7%
June Unit Sales	37	30	24	-20%
June New Listings	72	60	59	-2%
June Sales/Listings Ratio	51%	50%	41%	-9%
June Expired Listings	12	10	16	+60%
YTD Sales: \$100K - \$299K	61	49	34	-31%
YTD Sales: \$300K - \$499K	61	61	42	-31%
YTD Sales: \$500K - \$799K	43	58	46	-21%
YTD Sales: \$800K - \$999K	12	17	20	+18%
YTD Sales: \$1M - \$1.499M	6	21	18	-14%
YTD Sales: \$1.5M - \$1.999M	3	8	3	-63%
YTD Sales: \$2M+	3	3	3	0%
YTD Average Days-On-Market	90	69	53	-23%
YTD Average Sale Price	\$488,699	\$613,560	\$635,185	+4%

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

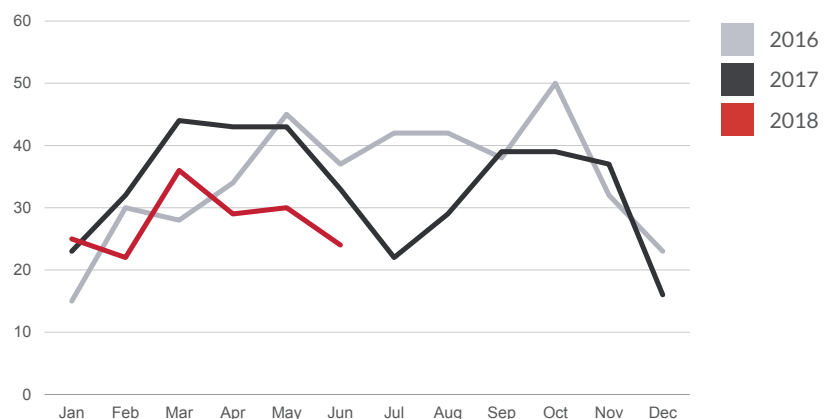
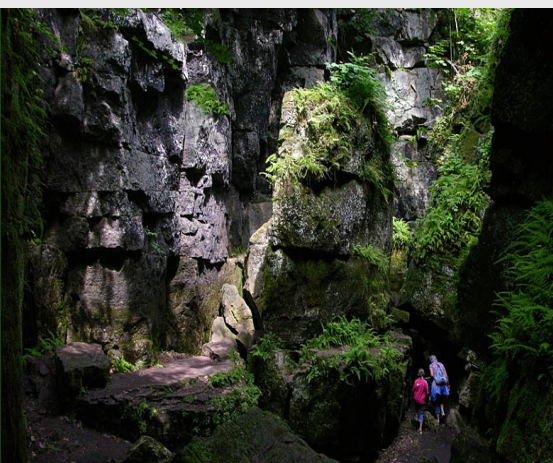
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, dollar sales have been up-and-down the entire year, the net result being that The Blue Mts. registered its second-best ever Q1 and Q2. However, focusing now on Q2, the high volume was mainly due to the average sale price being up **4%**, **46%** and **21%** from the Q2s of 2017, 2016 and 2015 respectively. **Graph 4** shows a relatively slow Q2-2018, with its **83** unit sales the lowest since Q2-2015's **80**, and June units of **24** the lowest since June 2013's **16**. So it will be interesting to see if June was just a glitch and if unit sales rebound.

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)

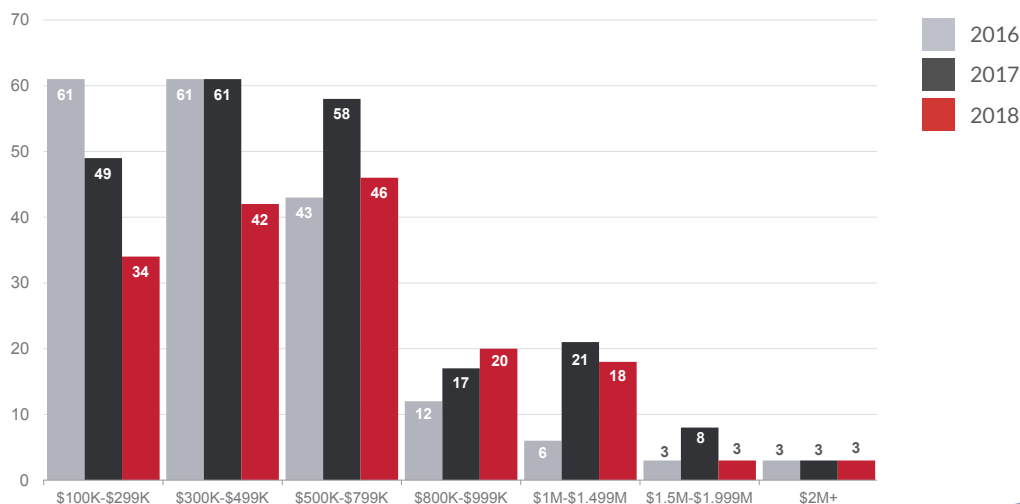




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 units are down from this time last year in all ranges except \$800K-\$999K where they are up by **18%**, and \$2M+ where they are **even**. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are down **31%**, **31%**, **21%**, **14%** and **63%** respectively from 2017. More generally, the high-volume Under-\$800K bracket – where **86%** of The Blue Mountains' sales have been in 2018 – is down **27%**, while the luxury \$1M+ home market is down **25%**.

Graph 5:  
**The Blue Mts. MLS® Sales By Price**  
2016 vs. 2017 vs. 2018 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**The Blue Mts. MLS® Sales By Property Type**  
2016 vs. 2017 vs. 2018 (Dollars and Units)

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$79,525,672  
DOWN 26% from 2017

**UNIT SALES:** 91  
DOWN 31% from 2017

**AV. DAYS-ON-MARKET:** 51  
DOWN 17 days from 2017

**AV. SALE PRICE:** \$873,908  
UP 7% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$25,915,099  
DOWN 4% from 2017

**UNIT SALES:** 75  
DOWN 13% from 2017

**AV. DAYS-ON-MARKET:** 57  
DOWN 13 days from 2017

**AV. SALE PRICE:** \$345,535  
UP 13% from 2017

### VACANT LAND

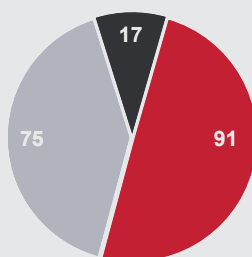
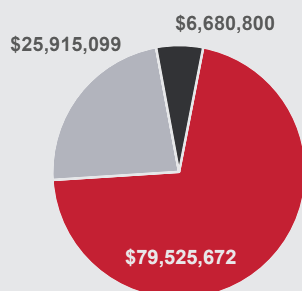
**DOLLAR SALES:** \$6,680,800  
DOWN 72% from 2017

**UNIT SALES:** 17  
DOWN 81% from 2017

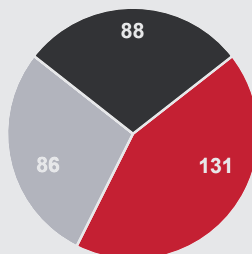
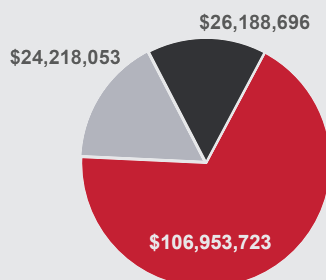
**AV. DAYS-ON-MARKET:** 130  
DOWN 196 days from 2017

**AV. SALE PRICE:** \$392,988  
UP 43% from 2017

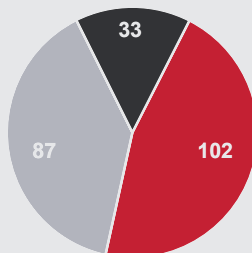
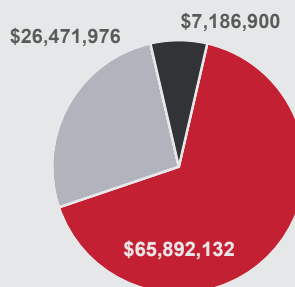
2018



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**

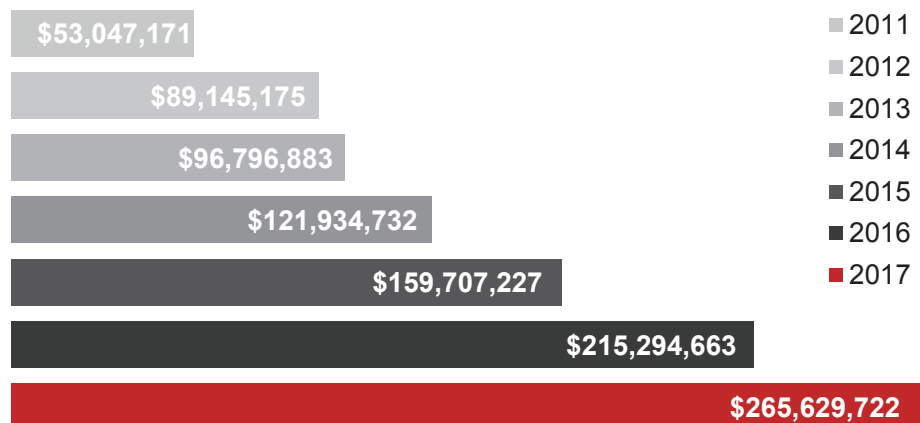
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



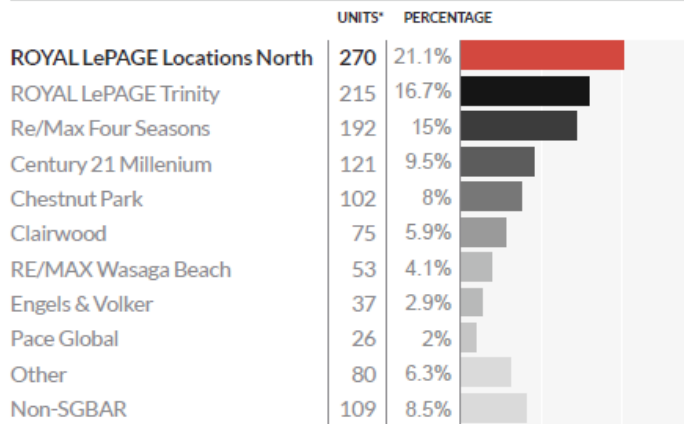
**Locations North Sales Volume, 2011 - 2017**



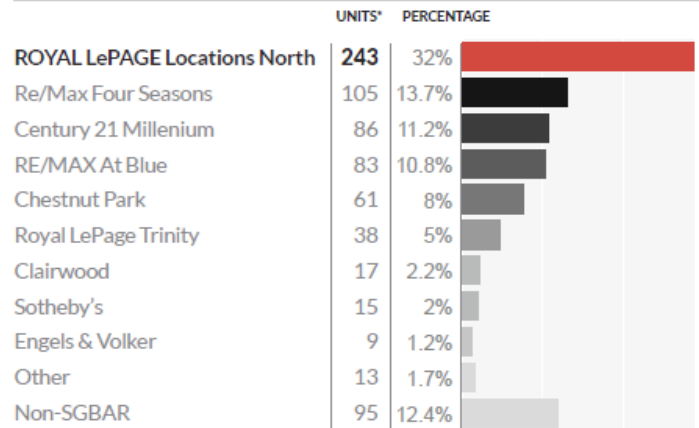


# 2017 UNIT SALES

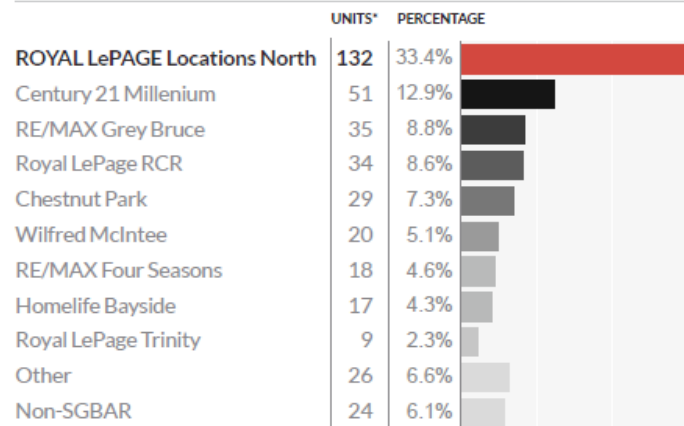
## Collingwood



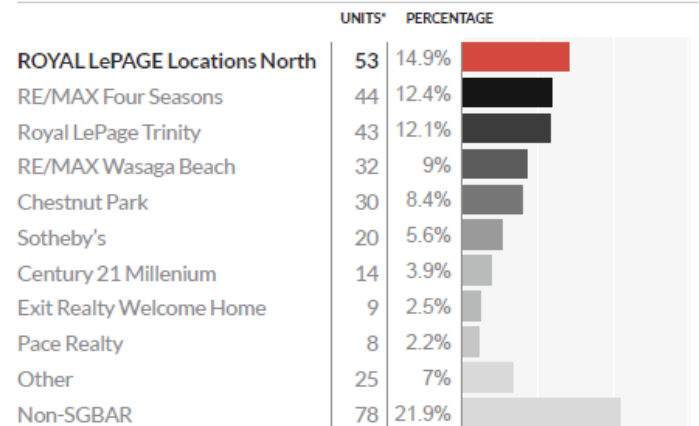
## The Blue Mountains



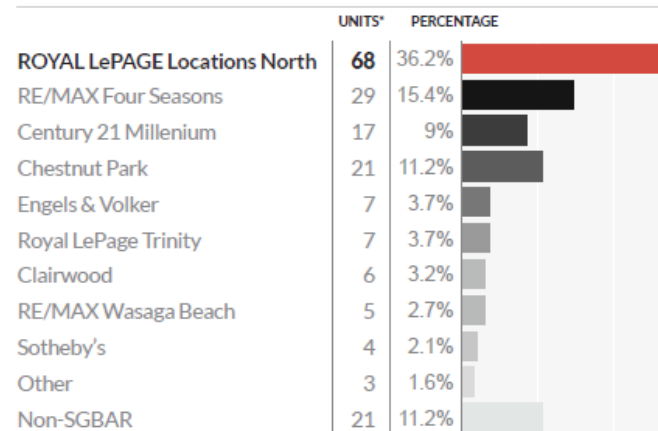
## Meaford



## 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

