



THE BLUE MTS. REAL ESTATE MARKET REPORT

THIRD QUARTER 2017

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



OVERVIEW

RECORD YEAR-TO-DATE VOLUME, A MIXED THIRD QUARTER AND BIG AVERAGE PRICE GAINS



RECORD YEAR-TO-DATE VOLUME OF \$189,139,174

Up **23%** from 2016's record. YTD units of **308**, the second best ever, down **1%** from 2016's **311**. New listings of **492** down **12%** from last year, with the sales/listings ratio of **63%** up **7%**.



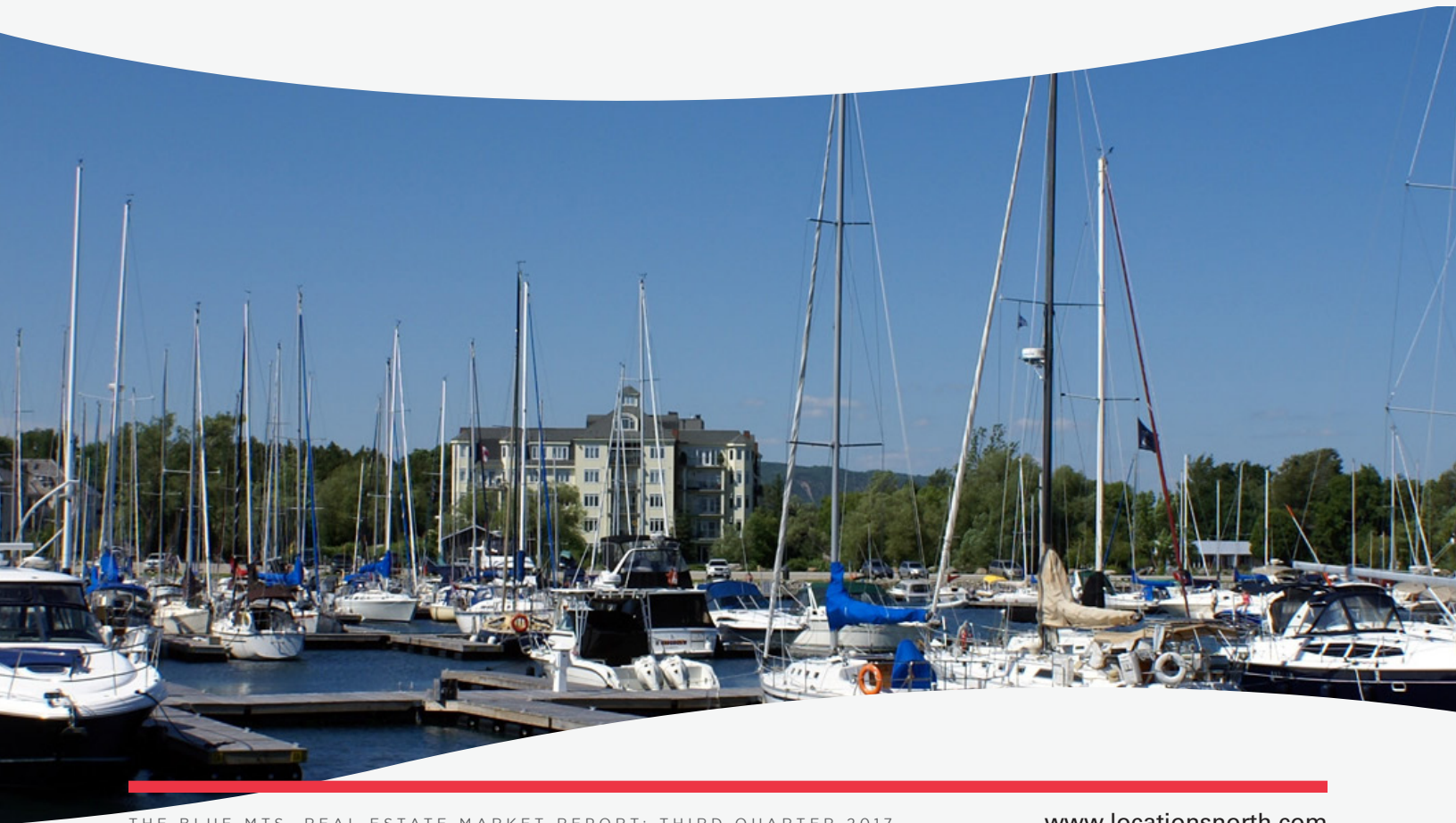
THIRD-QUARTER VOLUME OF \$55,846,855

Down **9%** from 2016's record **\$61,505,287**. Q3 units of **90** down **26%** from 2016's **122**. New listings of **161** down **14%** from last year's **188**, with the sales/listing ratio of **56%** down **11%**.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$614,018

Up **24%** from **\$494,757** of one year ago. The average days-on-market of **67** is down **18** days.



OVERVIEW (cont'd)



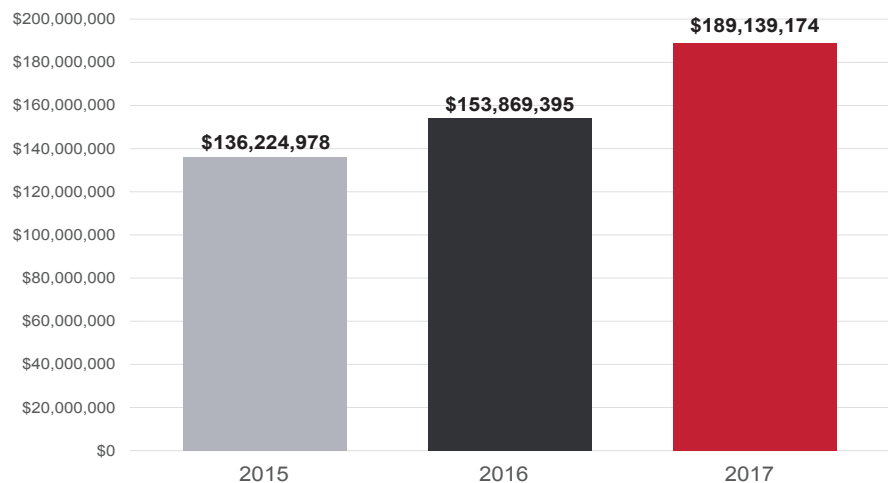
THE DEMAND FOR LISTINGS EXCEEDS THE SUPPLY

While Q3 volume and units were down from 2016's records, this was mainly due to a slow July. Sales have picked up again with a new September volume record, up **31%** from 2016. That spike – along with Q3 new listings being down **14%**, the YTD average days-on-market being down **18** days and the YTD average sale price up **24%** – indicates that **it's still a sellers' market**.

Graph 1:

The Blue Mts. MLS® Sales

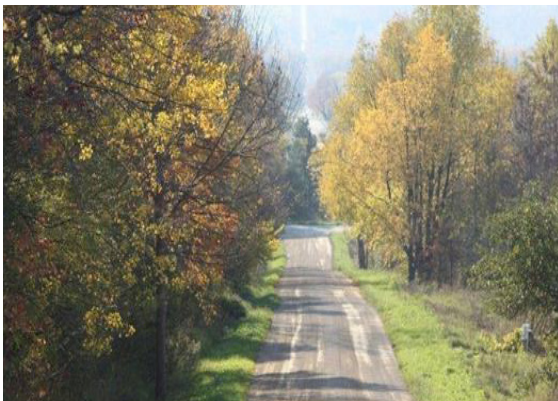
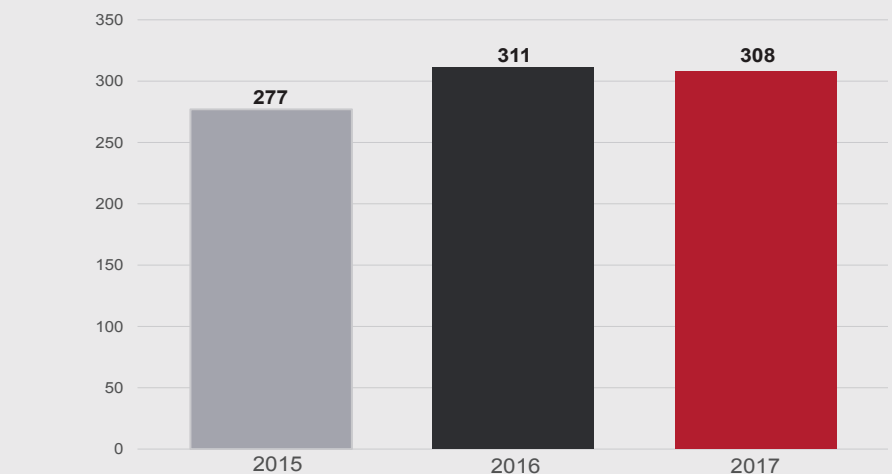
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

The Blue Mts. MLS® Sales

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL



Table 1:

The Blue Mts. MLS® Sales And Listing Summary

Jan.-Sept., 2015 vs. 2016 vs. 2017

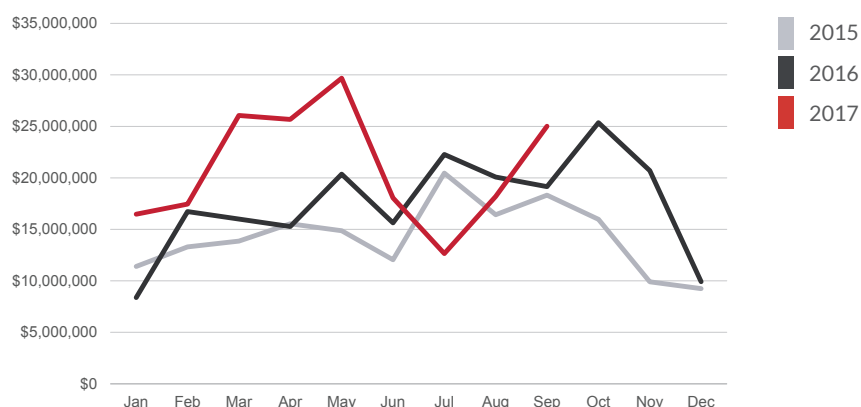
| | 2015 | 2016 | 2017 | 2016-2017 |
|---------------------------------|---------------|---------------|---------------|-----------|
| Year-to-Date (YTD) Volume Sales | \$136,224,978 | \$153,869,395 | \$189,139,174 | +23% |
| YTD Unit Sales | 277 | 311 | 308 | -1% |
| YTD New Listings | 616 | 559 | 492 | -12% |
| YTD Sales/Listings Ratio | 45% | 56% | 63% | +7% |
| YTD Expired Listings | 215 | 145 | 86 | -41% |
| 3rd Quarter (Q3) Volume Sales | \$56,989,502 | \$61,505,287 | \$55,846,855 | -9% |
| Q3 Unit Sales | 122 | 122 | 90 | -26% |
| Q3 New Listings | 198 | 188 | 161 | -14% |
| Q3 Sales/Listings Ratio | 62% | 65% | 56% | -11% |
| Q3 Expired Listings | 73 | 47 | 25 | -47% |
| YTD Sales: Under \$100K | 1 | 1 | 0 | -100% |
| YTD Sales: \$100K - \$299K | 91 | 92 | 71 | -23% |
| YTD Sales: \$300K - \$499K | 84 | 106 | 89 | -16% |
| YTD Sales: \$500K - \$799K | 61 | 73 | 80 | +10% |
| YTD Sales: \$800K - \$999K | 21 | 19 | 25 | +32% |
| YTD Sales: \$1M - \$1,999M | 17 | 16 | 38 | +138% |
| YTD Sales: \$2M+ | 3 | 4 | 5 | +25% |
| YTD Average Days-On-Market | 109 | 85 | 67 | -21% |
| YTD Average Sale Price | \$491,787 | \$494,757 | \$614,018 | +24% |

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

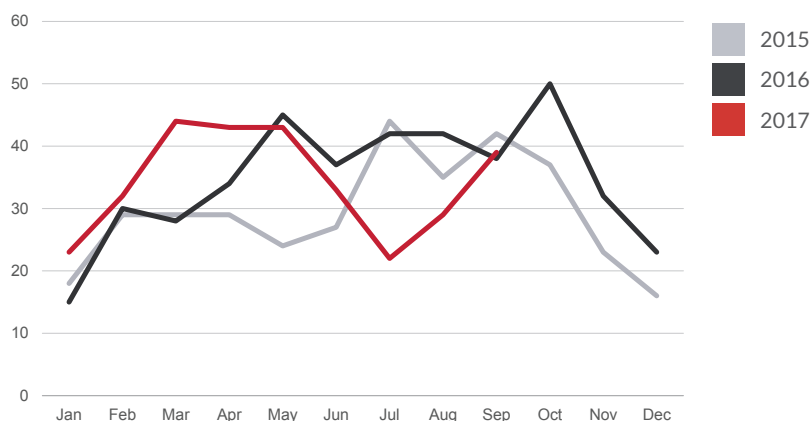
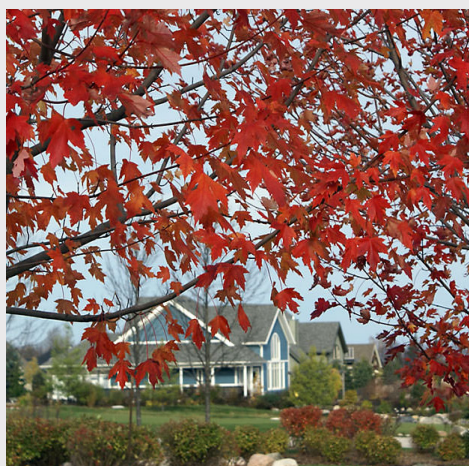
THE MARKET IN DETAIL (cont'd)

As Graph 3 shows, The Blue Mts. saw record September volume sales of **\$25,009,375**, up **31%** from 2016's prior record of **\$19,147,199**. On the units side, Graph 4 shows that September's **39** sales were the second-best September ever, down **6%** from 2015's record **42**. Both August and September gave Q3 a big rebound from the steep June/July drop that was brought on by the slowing GTA market, the Bank of Canada's interest rate hike and burn-out from our region's super high-volume spring market.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Volume)



Graph 4:
The Blue Mts. Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



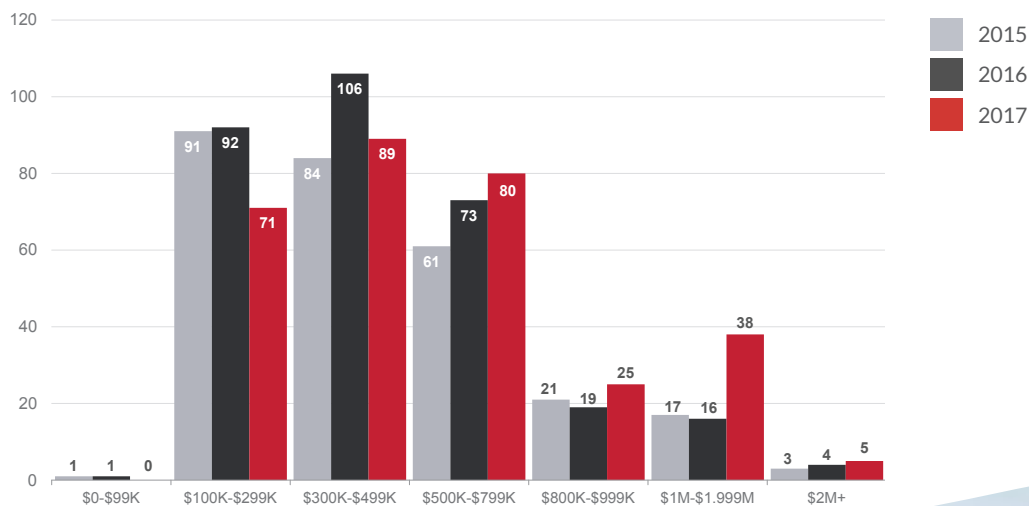
THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 unit sales are down **24%** from 2016 in the high-volume \$499K-and-under range, partly due to a **24%** jump in the average sale price. That said, 2017 is up in every other price range. The entire \$500K+ bracket is up **32%** from last year, with the \$500K-\$799K, \$800K-\$999K, \$1M-\$1.999 and \$2M+ ranges up **10%**, **32%**, **138%** and **25%** respectively.

Graph 5:

The Blue Mts. MLS® Sales By Price

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



SALES BY PROPERTY TYPE

Graph 6:

The Blue Mts. MLS® Sales By Property Type

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Dollars and Units)

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$147,661,368
UP 35% from 2016

UNIT SALES: 179
UP 6% from 2016

AV. DAYS-ON-MARKET: 68
DOWN 5 days from 2016

AV. SALE PRICE: \$824,924
UP 27% from 2016

CONDOMINIUMS

DOLLAR SALES: \$40,288,906
DOWN 5% from 2016

UNIT SALES: 126
DOWN 9% from 2016

AV. DAYS-ON-MARKET: 67
DOWN 34 days from 2016

AV. SALE PRICE: \$319,753
UP 4% from 2016

VACANT LAND

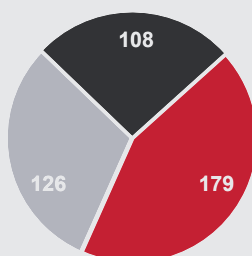
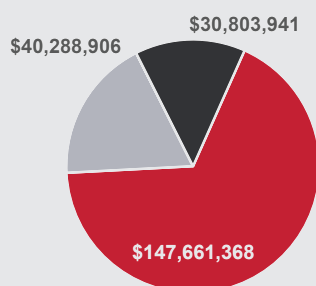
DOLLAR SALES: \$30,803,941
UP 103% from 2016

UNIT SALES: 108
UP 61% from 2016

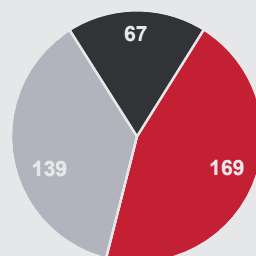
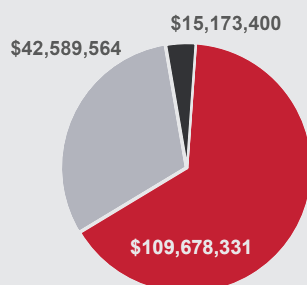
AV. DAYS-ON-MARKET: 292
DOWN 117 days from 2016

AV. SALE PRICE: \$285,212
UP 26% from 2016

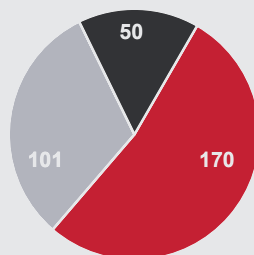
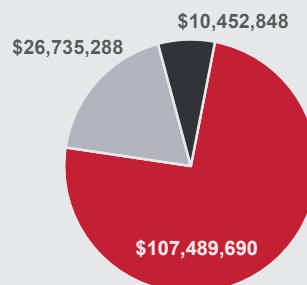
2017



2016



2015



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2016

ANOTHER RECORD-BREAKING YEAR



WE BROKE OUR OWN GEORGIAN TRIANGLE RECORD FOR ANNUAL MLS SALES

With \$215,294,663 – up 35% from 2015 and **quadrupling** our 2011 sales!



WE SOLD 61% MORE REAL ESTATE THAN OUR NEAREST COMPETITOR



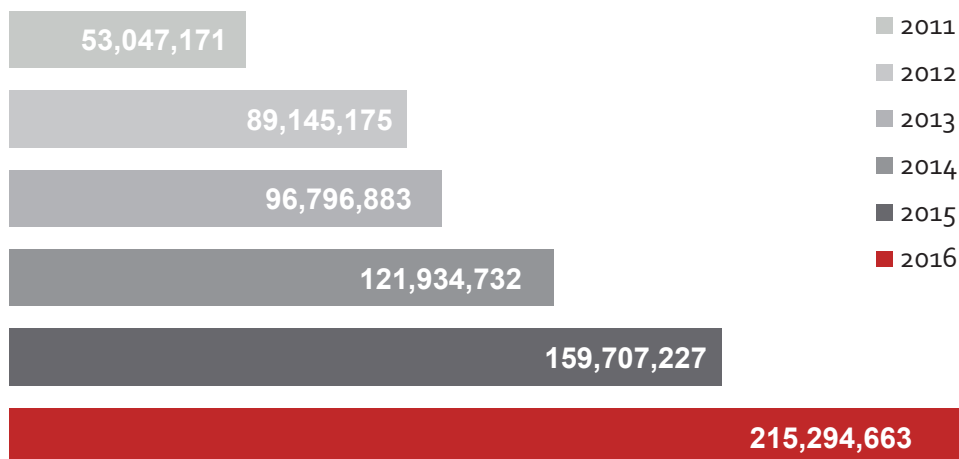
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

And jumped to #2 in Clearview and #3 in Wasaga Beach after opening offices in 2015.

AND AS OF SEPT. 30 **WE'VE SOLD 102% MORE REAL ESTATE THAN OUR NEAREST COMPETITOR IN 2017!**



Locations North Sales Volume, 2011 - 2016



2016 UNIT SALES

Collingwood

| | UNITS* | PERCENTAGE | |
|-------------------------------------|------------|-------------|--|
| Royal LePage Locations North | 321 | 23.5 | |
| Royal LePage Trinity | 256 | 18.7 | |
| Re/Max Four Seasons | 210 | 15.4 | |
| Century 21 Millenium | 142 | 10.4 | |
| Non-SGBAR | 121 | 8.9 | |
| Chestnut Park | 90 | 6.6 | |
| Other | 80 | 6.3 | |
| Clairwood | 71 | 5.2 | |
| Re/Max Wasaga Beach | 38 | 2.8 | |
| Sutton Group Incentive | 22 | 1.6 | |
| Engel & Volkers | 12 | 0.8 | |
| Sotheby's | 3 | 0.2 | |

The Blue Mountains

| | UNITS* | PERCENTAGE | |
|-------------------------------------|------------|-------------|--|
| Royal LePage Locations North | 248 | 26.7 | |
| Re/Max Four Seasons | 110 | 13.3 | |
| Re/Max Blue Mtn. | 84 | 10.1 | |
| Century 21 Millenium | 83 | 10.0 | |
| Chestnut Park | 79 | 9.5 | |
| Non-SGBAR | 77 | 9.3 | |
| Royal LePage Trinity | 59 | 7.1 | |
| Other | 46 | 5.5 | |
| Clairwood | 20 | 2.4 | |
| Re/Max Wasaga Beach | 12 | 1.4 | |
| Sotheby's | 12 | 1.4 | |

Meaford

| | UNITS* | PERCENTAGE | |
|-------------------------------------|------------|-------------|--|
| Royal LePage Locations North | 151 | 31.6 | |
| Century 21 Millenium | 56 | 11.7 | |
| Other | 49 | 10.3 | |
| Re/Max Grey Bruce | 44 | 9.2 | |
| Chestnut Park | 36 | 7.5 | |
| Re/Max Four Seasons | 34 | 7.1 | |
| Non-SGBAR | 31 | 6.5 | |
| Royal LePage RCR | 29 | 6.1 | |
| McIntee | 17 | 3.6 | |
| Royal LePage Trinity | 12 | 2.5 | |
| Sutton Group Sound | 8 | 1.7 | |
| Clairwood | 7 | 1.5 | |
| Re/Max Wasaga Beach | 7 | 1.5 | |
| Sotheby's | 4 | 0.8 | |

Georgian Triangle Luxury Homes \$800,000+

| | UNITS* | PERCENTAGE | |
|-------------------------------------|-----------|-------------|--|
| Royal LePage Locations North | 68 | 27.9 | |
| Chestnut Park | 38 | 15.6 | |
| Non-SGBAR | 31 | 12.7 | |
| Re/Max Four Seasons | 26 | 10.7 | |
| Other | 22 | 9.0 | |
| Century 21 Millenium | 14 | 5.7 | |
| Clairwood | 14 | 5.7 | |
| Royal LePage Trinity | 9 | 3.7 | |
| Sotheby's | 8 | 3.2 | |
| Engel & Volkers | 7 | 2.9 | |
| Re/Max Wasaga Beach | 7 | 2.9 | |

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





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 OFFICE

705-445-5520

330 First St., Collingwood ON



THE BLUE MOUNTAINS OFFICE

519-599-2136

27 Arthur St., Thornbury ON



MEAFORD OFFICE

519-538-5755

96 Sykes St., Meaford, ON



WASAGA BEACH OFFICE

705-617-9969

1288 Mosley St., Unit 7 Wasaga Beach, ON



CLEARVIEW OFFICE

705-881-9005

143 Mill St., Creemore, ON

