

CLEARVIEW REAL ESTATE MARKET REPORT

FIRST QUARTER 2018

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, PRICES WELL UP FROM Q4-2017



FIRST-QUARTER SALES VOLUME OF \$23,839,500

Down 13% from Q1-2017's record \$27,560,000, with unit sales of 46 down 4% from Q1-2017's 48.



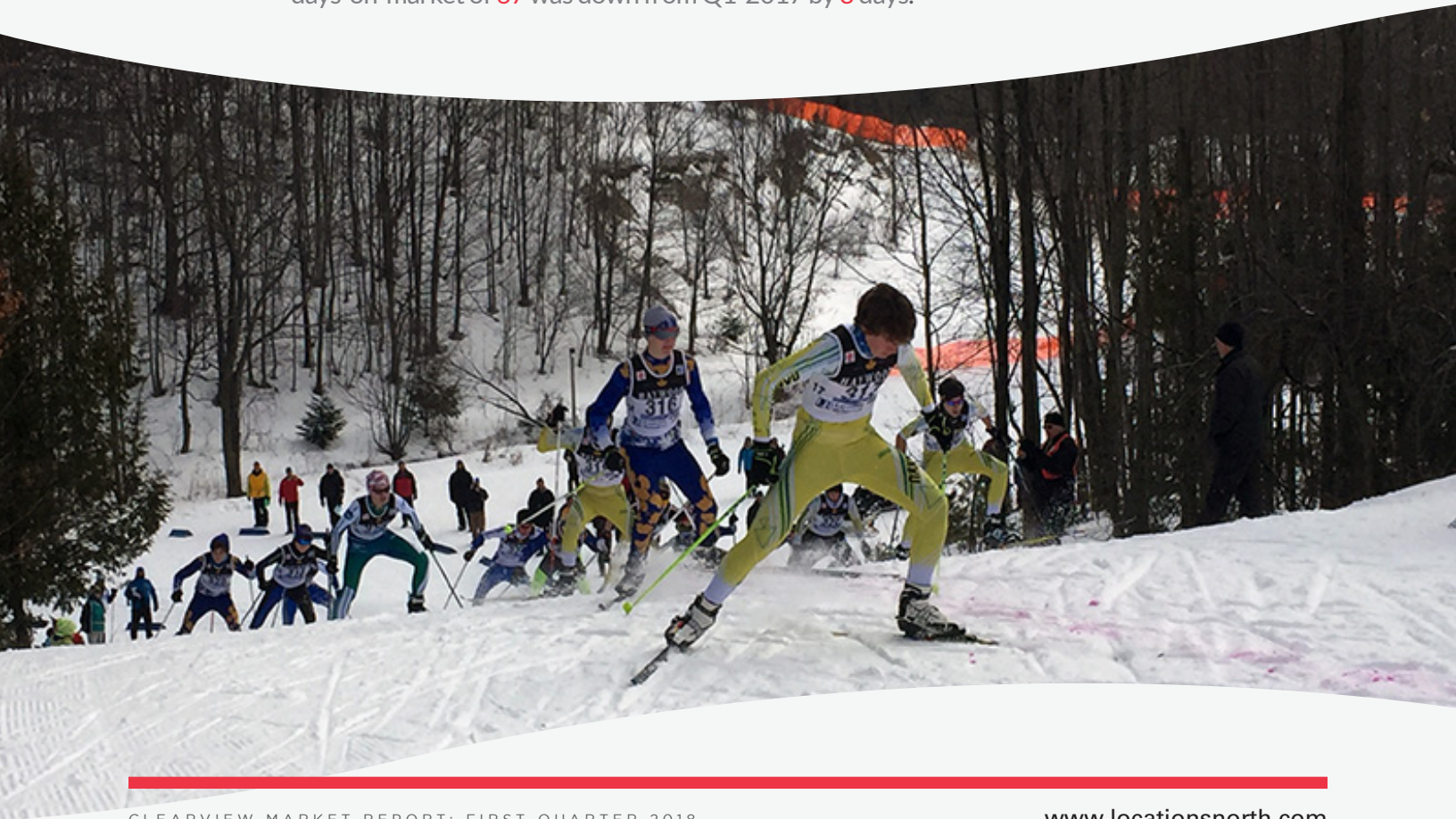
FIRST-QUARTER SALES/LISTINGS RATIO OF 69%

Down 27% from Q1-2017's record 96%. New listings of 67 were up 34% from Q1-2017's 50, while expired listings of 17 were up 6% from last year's 16.



FIRST-QUARTER AVERAGE SALE PRICE OF \$518,250

Down 10% from Q1-2017's \$574,167, but up 13% from Q4-2017's \$459,050. Average days-on-market of 67 was down from Q1-2017 by 3 days.



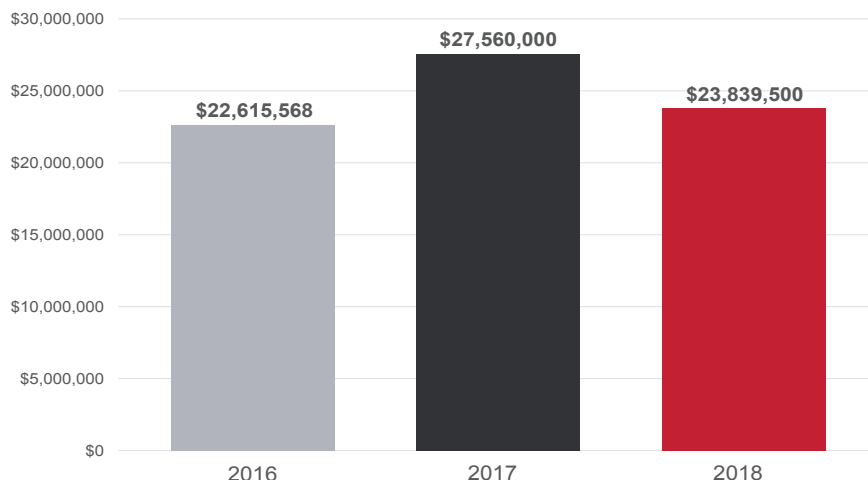
OVERVIEW (cont'd)



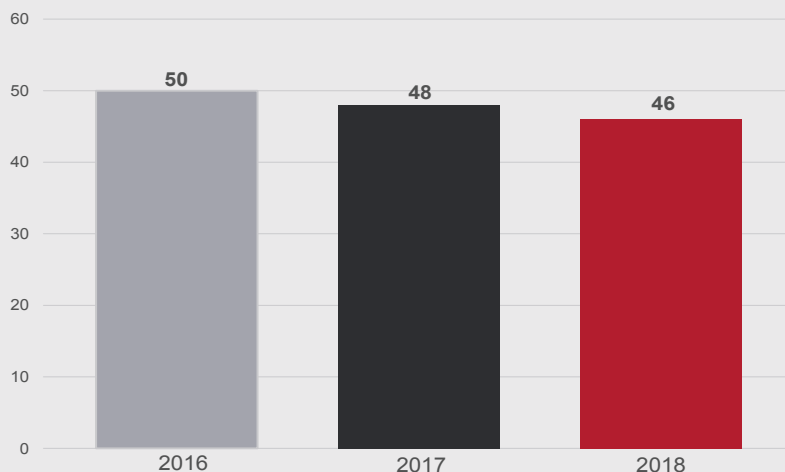
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Overall, Q1-2018 gave us strong dollar and unit sales, a quite high **69%** sales/listings ratio, and a **3-day** drop in the average days-on-market from Q1-2017. Although listings were up from last year they were well below Q1-2016. All signs indicate that Clearview has a **sellers' market**.

Graph 1:
Clearview MLS® Sales
Q1 – 2016 vs. 2017 vs. 2018 (Volume)



Graph 2:
Clearview MLS® Sales
Q1 – 2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Sales And Listing Summary

Q1 - 2016 vs. 2017 vs. 2018

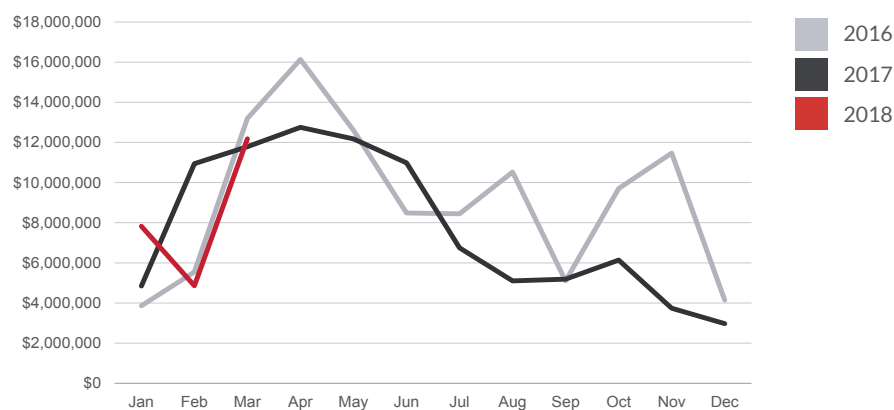
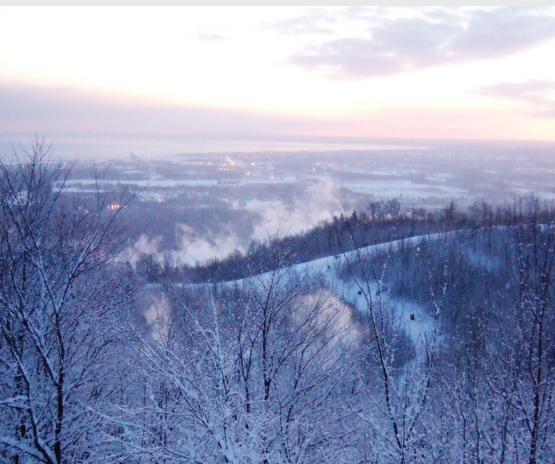
	2016	2017	2018	2017-2018
Volume Sales	\$22,615,558	\$27,560,000	\$23,839,500	-13%
Unit Sales	50	48	46	-4%
New Listings	82	50	67	+34%
Sales/Listings Ratio	61%	96%	69%	-27%
Expired Listings	21	16	17	+6%
Sales: \$100K - \$299K	22	6	4	-33%
Sales: \$300K - \$499K	17	22	24	+9%
Sales: \$500K - \$799K	6	11	14	+27%
Sales: \$800K - \$999K	2	4	2	-50%
Sales: \$1M - \$1.499M	1	3	2	-33%
Sales: \$1.5M - \$1.999M	1	2	0	-200%
Sales: \$2M+	1	0	0	0%
Average Days-On-Market	63	70	67	-4%
Average Sale Price	\$452,311	\$574,167	\$518,250	-10%

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

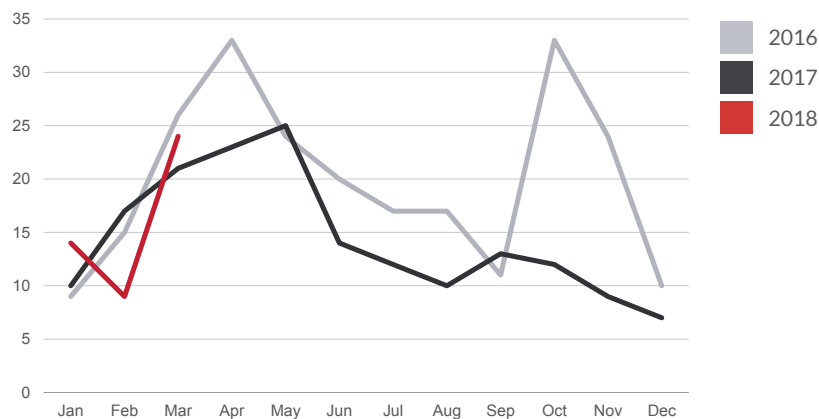
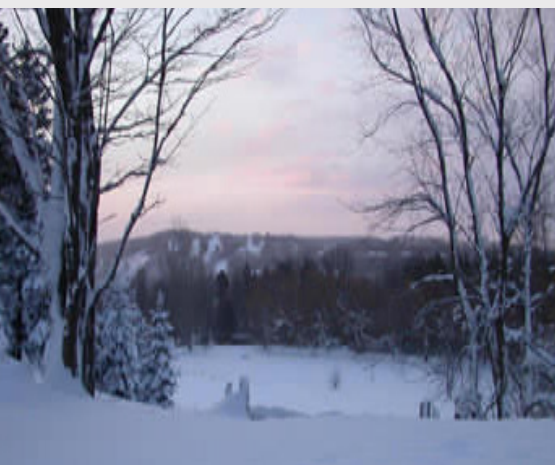
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a record January and a February trough, March saw near-record dollar sales that surpassed Q1-2017 despite the average sales price being down **10%**. That price drop was less due to an overall market depreciation than it was to the specific homes sold, for Q1-2018 was up **13%** from Q4-2017's average. On the units side, **Graph 4** shows a similar pattern, with a record January, slow February and near record March. It will be interesting to see if Clearview can sustain January's and March's strong numbers throughout 2018.

Graph 3:
Clearview Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Volume)



Graph 4:
Clearview Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



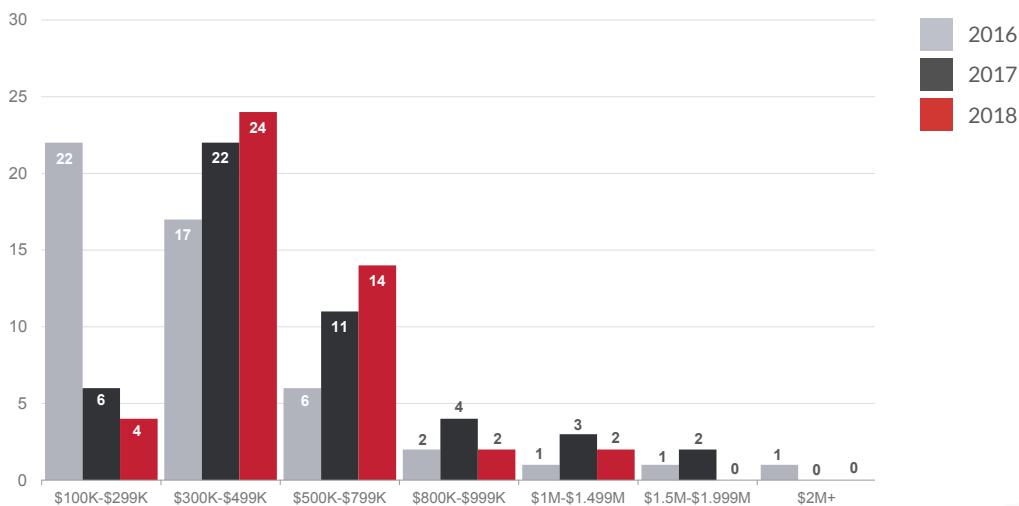
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2018 unit sales were down slightly from Q1-2017 in all price ranges except the high-volume \$300K-\$499K and \$500K-\$799K ranges where they were up **9%** and **27%** respectively, and the \$2M+ range where neither year had any sales. And so, the \$100K-\$299K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were down **33%**, **50%**, **33%** and **200%** respectively from Q1-2017. It will be interesting to see where prices go in 2018 given that 2017 saw record sales in the luxury \$1M+ market.

Graph 5:

Clearview MLS® Sales By Price

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



SALES BY PROPERTY TYPE

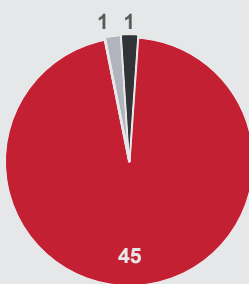
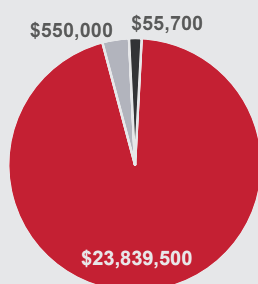
Graph 6:

Clearview MLS® Sales By Property Type

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

2018 IN DETAIL

2018



SINGLE-FAMILY HOMES

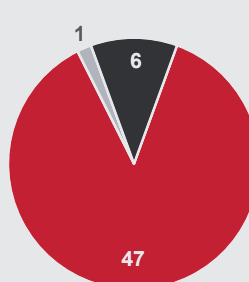
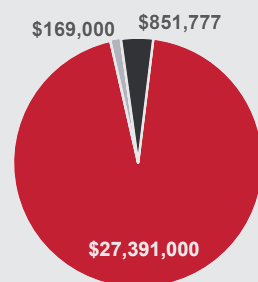
DOLLAR SALES: \$23,289,500
DOWN 15% from 2017

UNIT SALES: 45
DOWN 4% from 2017

AV. DAYS-ON-MARKET: 65
DOWN 6 days from 2017

AV. SALE PRICE: \$517,544
DOWN 11% from 2017

2017



CONDOMINIUMS

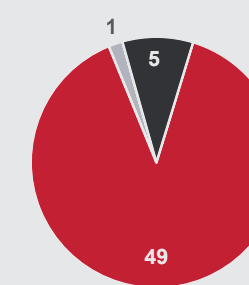
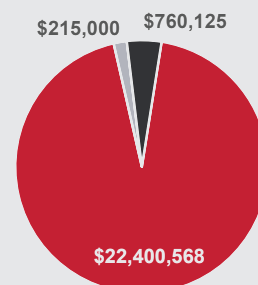
DOLLAR SALES: \$550,000
UP 225% from 2017

UNIT SALES: 1
EQUAL to 2017

AV. DAYS-ON-MARKET: 176
UP 161 days from 2017

AV. SALE PRICE: \$550,000
UP 225% from 2017

2016



VACANT LAND

DOLLAR SALES: \$55,700
DOWN 93% from 2017

UNIT SALES: 1
DOWN 83% from 2017

AV. DAYS-ON-MARKET: 342
DOWN 96 days from 2017

AV. SALE PRICE: \$55,700
DOWN 61% from 2017

■ 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

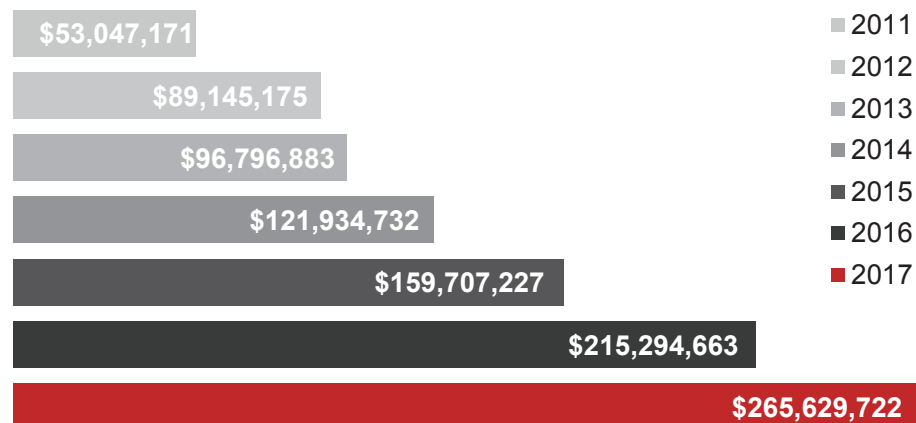
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

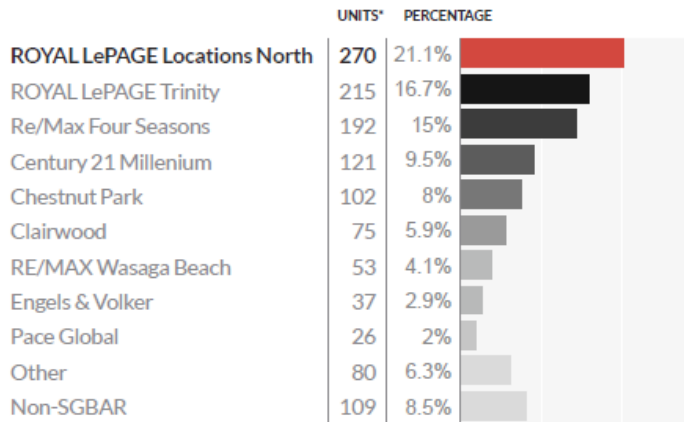


Locations North Sales Volume, 2011 - 2017

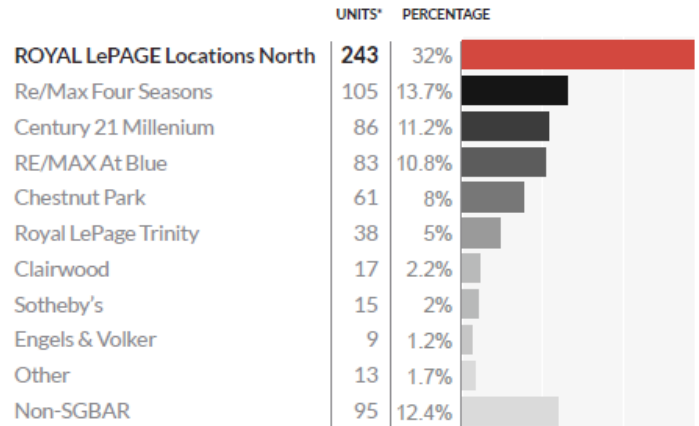


2017 UNIT SALES

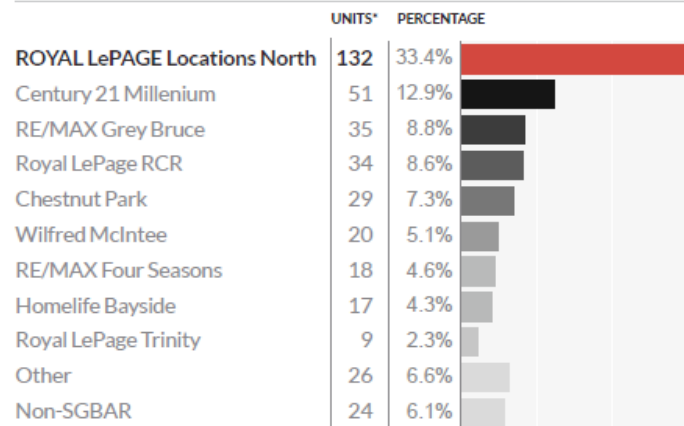
Collingwood



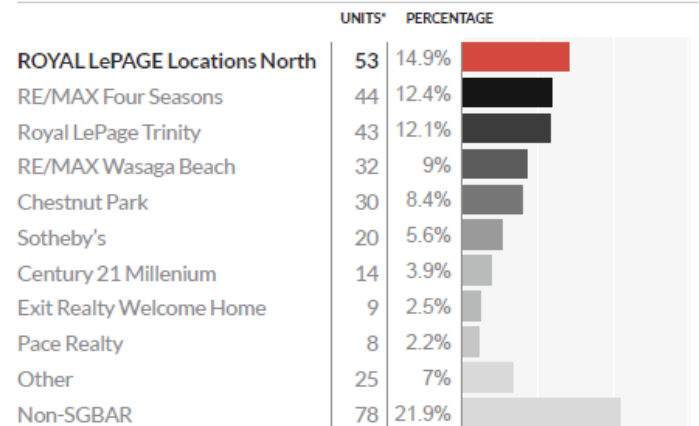
The Blue Mountains



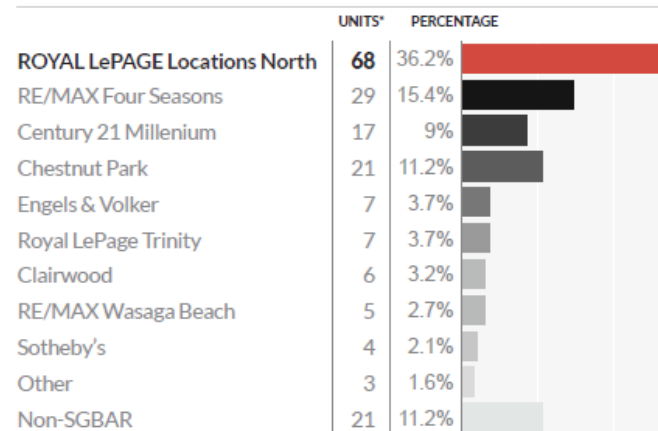
Meaford



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

