ROYAL LEPAGE LOCATIONS NORTH



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



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# **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.

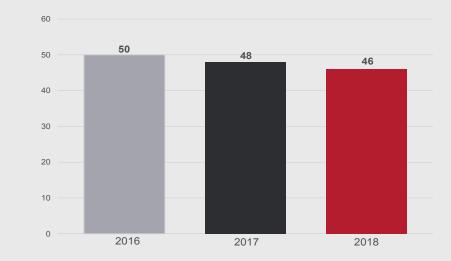


### Graph 1: **Clearview MLS® Sales** Q1 - 2016 vs. 2017 vs. 2018 (Volume)

\$30,000,000 \$27,560,000 \$25,000,000 \$23,839,500 \$22,615,568 \$20,000,000 \$15,000,000 \$10.000.000 \$5,000,000 \$0 2016 2017 2018

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





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# 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%

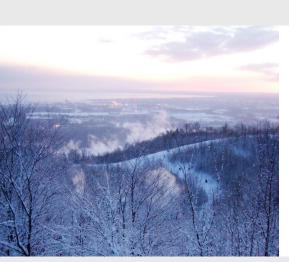
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.

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# 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.

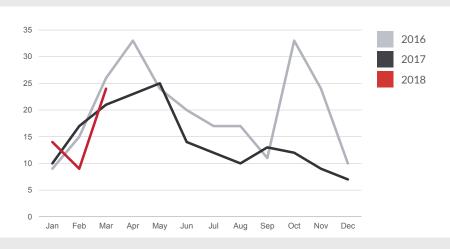


### Graph 3: Clearview Monthly MLS<sup>®</sup> Sales 2016 vs. 2017 vs. 2018 (Volume)



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





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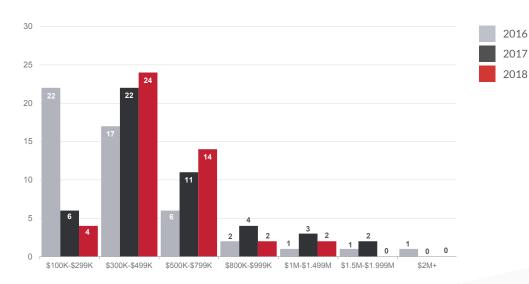
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THE MARKET IN DETAIL (cont'd)

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<sup>®</sup> Sales By Price



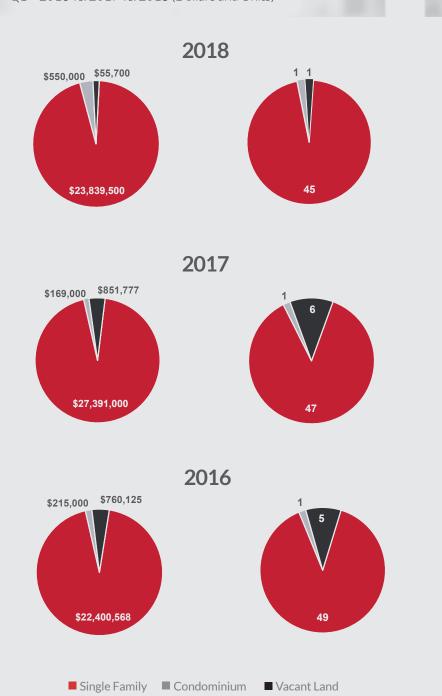
Q1 - 2016 vs. 2017 vs. 2018 (Units)

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#### Graph 6:

**Clearview MLS<sup>®</sup> Sales By Property Type** Q1 – 2016 vs. 2017 vs. 2018 (Dollars and Units)



# 2018 IN DETAIL

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### **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

### 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

### **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 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!

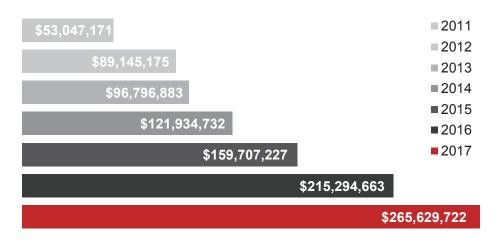
WE HAD MORE THAN DOUBLE THE SALES VOLUME OF OUR NEAREST COMPETITOR

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





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# **2017 UNIT SALES**

# Collingwood

	UNITS	PERCENT	AGE
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%	

## 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%
<b>RE/MAX Four Seasons</b>	18	4.6%
Homelife Bayside	17	4.3%
Royal LePage Trinity	9	2.3%
Other	26	6.6%
Non-SGBAR	24	6.1%

# Georgian Triangle Luxury Homes\*\*

	UNITS*	PERCEN	TAGE
ROYAL LePAGE Locations North	68	36.2%	
<b>RE/MAX Four Seasons</b>	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%	

## The Blue Mountains

	UNITS*	PERCENT
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%

## Clearview

ROYAL LePAGE Locations North	53	14.9%
<b>RE/MAX Four Seasons</b>	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%

UNITS\* PERCENTAGE

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

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

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# 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



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