

CLEARVIEW REAL ESTATE MARKET REPORT

SECOND QUARTER 2018

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



OVERVIEW

SLOW Q2 SALES, LISTINGS DOWN, PRICES DOWN



YEAR-TO-DATE SALES VOLUME OF \$47,211,500

Down 26% from 2017's record \$63,468,000, with units of 89 down 19% from 2017's 110. New listings of 147 down 2% from 2017, with the sales/listings ratio of 61% down 12%.



JUNE SALES VOLUME OF \$6,105,000

Down 44% from last June's \$10,982,450. Units of 12 were down 14% from last June's 14, with new listings of 26 down 19% and the sales/listings ratio of 46% up 2%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$530,446

Down 8% from the \$576,982 of one year ago. Average days-on-market of 64 is up 14 days.



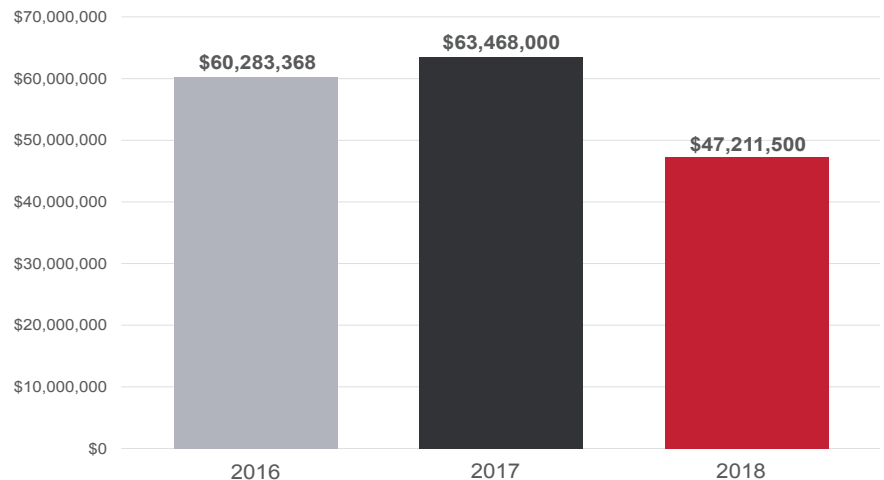
OVERVIEW (cont'd)



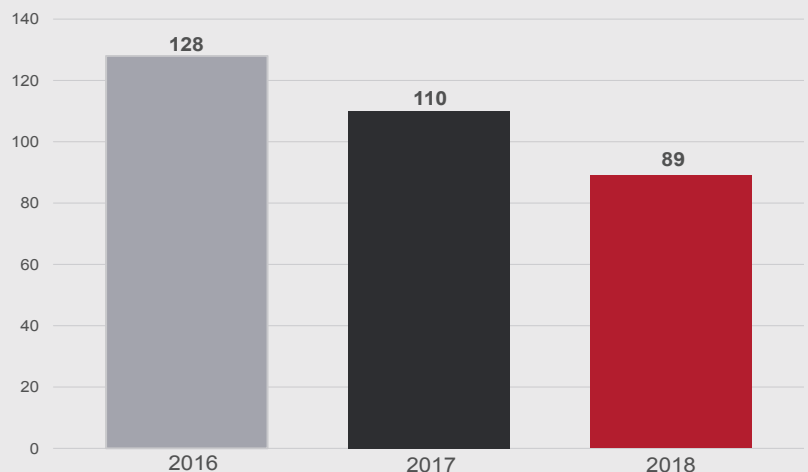
THE DEMAND FOR LISTINGS IS SLIGHTLY GREATER THAN THE SUPPLY

Compared to last June, this June saw: a **44%** drop in dollar sales mainly because of a **35%** drop in this year's average sale price (due to many high-price sales last June); **14%** fewer units, but with **19%** fewer new listings; and a **2%** sales/listings ratio increase. *Tentatively, it is a slowing sellers' market.*

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



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



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Residential Sales And Listing Summary
2016 vs. 2017 vs. 2018

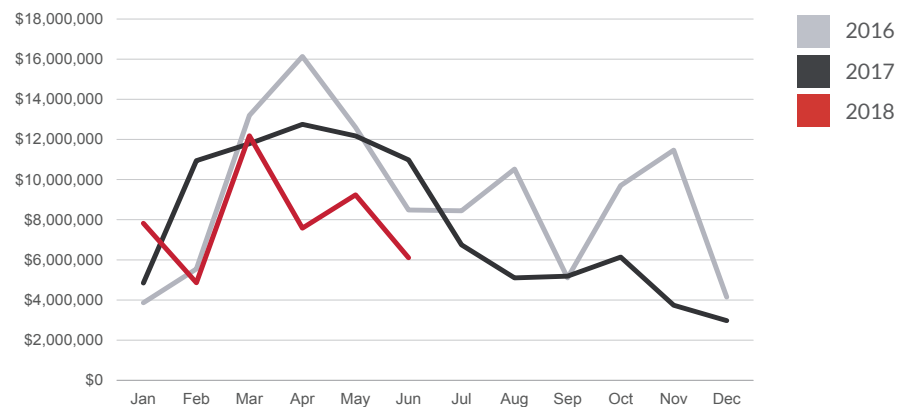
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$60,283,368	\$63,468,000	\$47,211,500	-26%
YTD Unit Sales	128	110	89	-19%
YTD New Listings	187	150	147	-2%
YTD Sales/Listings Ratio	68%	73%	61%	-12%
YTD Expired Listings	38	28	29	+4%
Second Quarter (Q2) Volume Sales	\$37,667,800	\$35,908,000	\$22,922,000	-36%
Q2 Unit Sales	78	62	42	-32%
Q2 New Listings	106	101	80	-21%
Q2 Sales/Listings Ratio	74%	61%	53%	-8%
Q2 Expired Listings	17	11	12	+9%
Q2 Average Sale Price	\$482,921	\$579,161	\$545,762	-6%
June Volume Sales	\$8,468,500	\$10,982,450	\$6,105,000	-44%
June Unit Sales	20	14	12	-14%
June New Listings	31	32	26	-19%
June Sales/Listings Ratio	65%	44%	46%	+2%
June Expired Listings	7	1	6	+500%
June Average Sale Price	\$424,325	\$784,464	\$508,750	-35%
YTD Sales: \$100K - \$299K	48	15	7	-53%
YTD Sales: \$300K - \$499K	48	51	45	-12%
YTD Sales: \$500K - \$799K	17	25	30	+20%
YTD Sales: \$800K - \$999K	7	9	4	-56%
YTD Sales: \$1M - \$1.499M	4	6	2	-67%
YTD Sales: \$1.5M - \$1.999M	1	2	0	-200%
YTD Sales: \$2M+	3	2	1	-100%
YTD Average Days-On-Market	70	50	64	+28%
YTD Average Sale Price	\$470,964	\$576,982	\$530,446	-8%

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

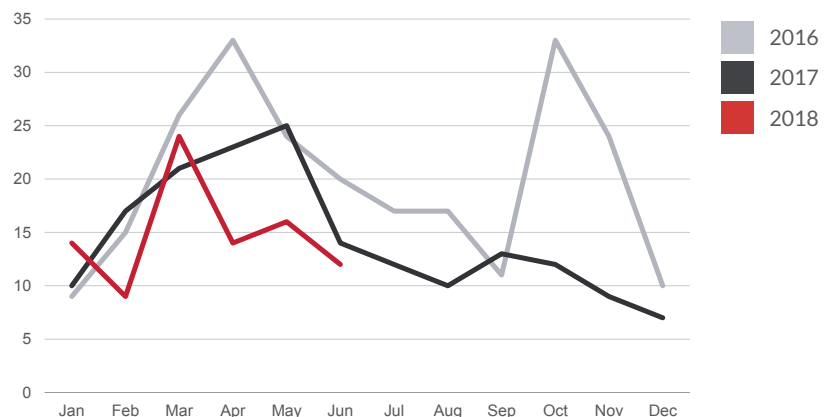
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after the second-best Q1 ever with a March spike, Q2's dollar sales were down **36%** from Q2-2017 and **39%** from Q2-2016. In fact, Q2's volume of **\$22,922,000** was closer to Q2-2015's **\$18,789,400**, despite Q2's average sale price being up **74%**. On the units side there was a similar pattern. As **Graph 4** shows, Q2's **42** sales were down **32%** and **54%** from Q2-2017 and Q2-2016 respectively. In fact, Q2's total was the lowest since Q2-2012's **38**; or in other words, since well before the Clearview market's 2016-2017 boom years.

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



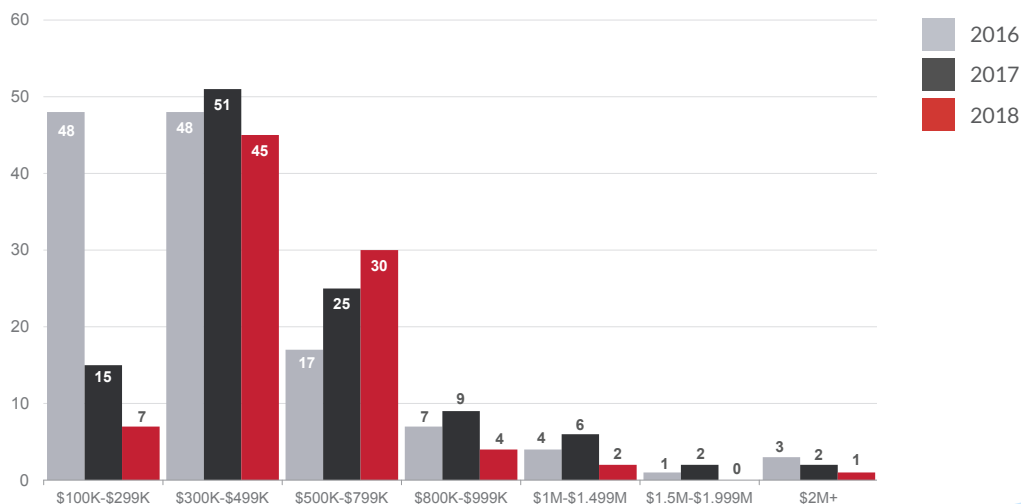
Graph 4:
Clearview Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, year-to-date sales are down from this time last year in all price ranges except \$500K-\$799K, where they're up **20%**. And so, the \$100K-\$299K, \$300K-\$499K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **53%, 12%, 56%, 67%, 200%** and **100%** respectively from one year ago. More generally, sales in the high-volume \$300K-\$799K bracket – which accounts for **84%** of Clearview's sales this year – are down just **1%** from 2017, while the luxury \$1M+ range is down **70%**.

Graph 5:
Clearview MLS® Sales By Price
2016 vs. 2017 vs. 2018 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Clearview MLS® Sales By Property Type
2016 vs. 2017 vs. 2018 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$46,026,000
DOWN 26% from 2017

UNIT SALES: 86
DOWN 20% from 2017

AV. DAYS-ON-MARKET: 63
UP 12 days from 2017

AV. SALE PRICE: \$535,186
DOWN 9% from 2017

CONDOMINIUMS

DOLLAR SALES: \$1,185,500
UP 36% from 2017

UNIT SALES: 3
EQUAL to 2017

AV. DAYS-ON-MARKET: 105
UP 90 days from 2017

AV. SALE PRICE: \$395,167
UP 36% from 2017

VACANT LAND

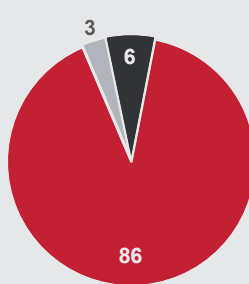
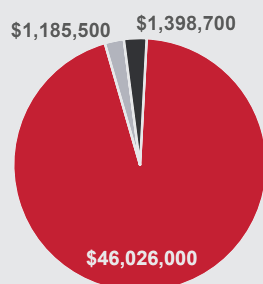
DOLLAR SALES: \$1,398,700
DOWN 56% from 2017

UNIT SALES: 6
DOWN 65% from 2017

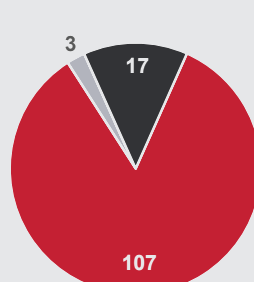
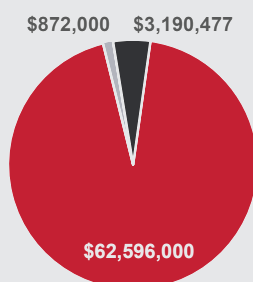
AV. DAYS-ON-MARKET: 124
UP 15 days from 2017

AV. SALE PRICE: \$233,117
UP 24% from 2017

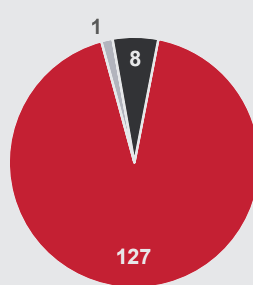
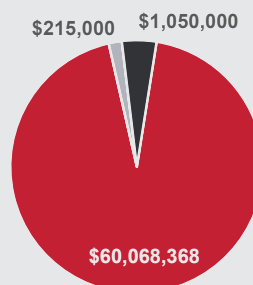
2018



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

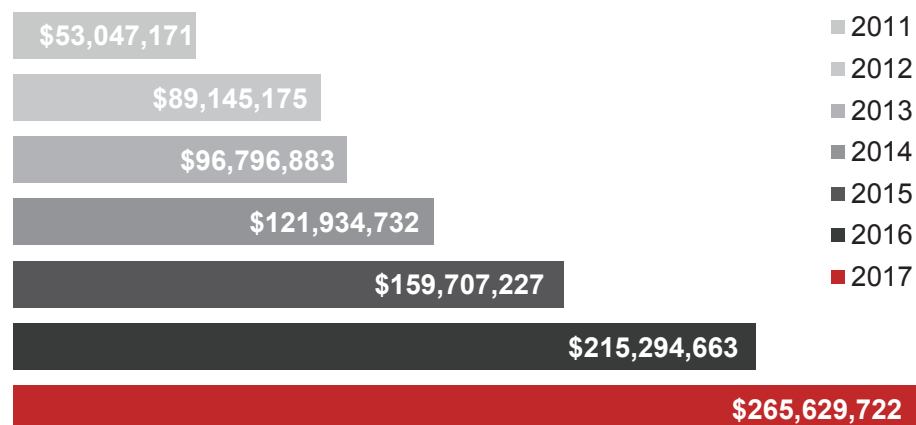
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

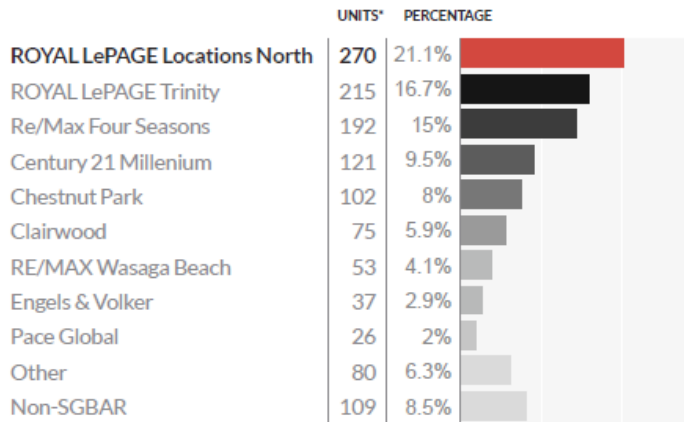


Locations North Sales Volume, 2011 - 2017

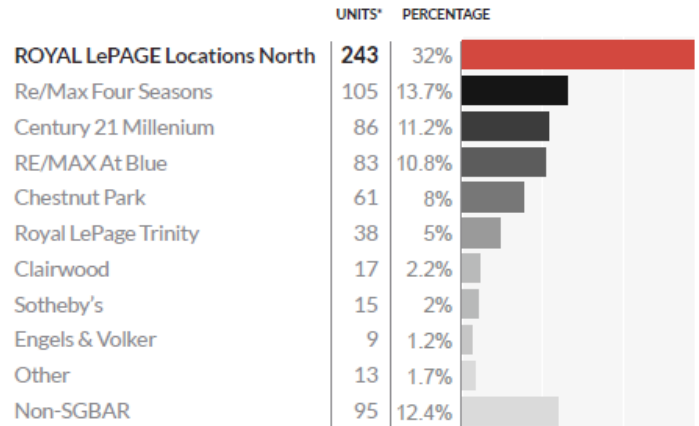


2017 UNIT SALES

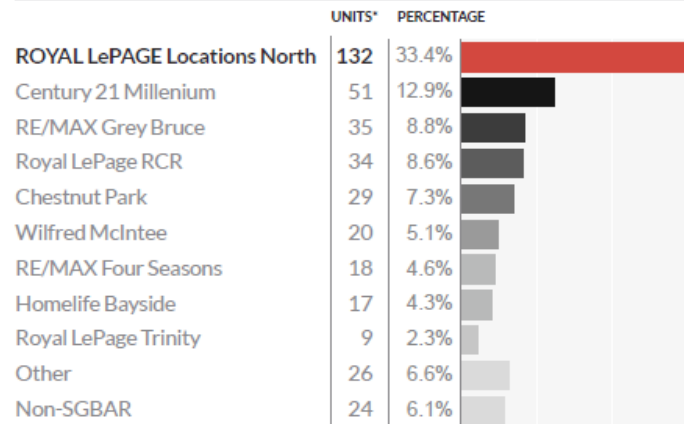
Collingwood



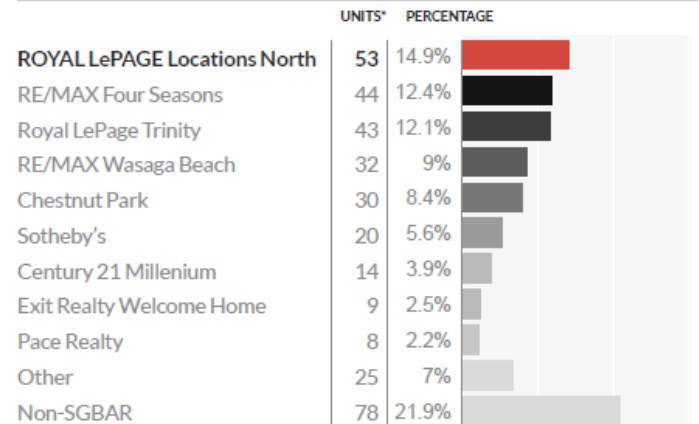
The Blue Mountains



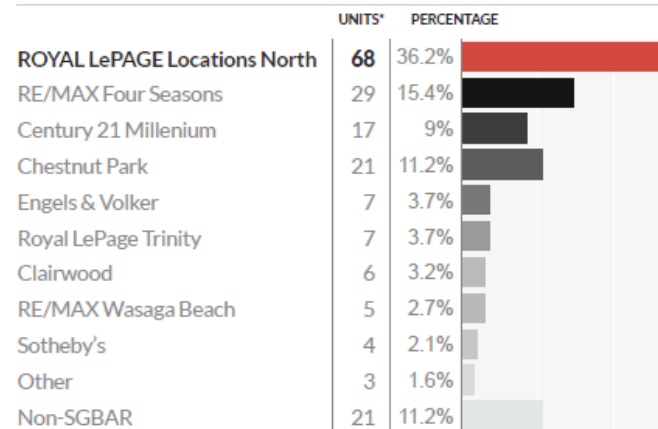
Meaford



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

