



CLEARVIEW 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

SLOWING YEAR-TO-DATE AND THIRD-QUARTER SALES, AVERAGE PRICES UP



YEAR-TO-DATE VOLUME OF \$80,509,200

Down 4% from 2016's record \$84,259,138, with units of 145 down 16% from 2016's 173. New listings of 224 down 18% from last year, with the sales/listings ratio of 65% up 1%.



THIRD-QUARTER VOLUME OF \$17,041,200

Down 29% from 2016's record \$24,075,770. Q3 units of 35 down 22% from 2016's 45. New listings of 74 are down 9% from last year, while the sales/listing ratio of 47% is down 9%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$555,236

Up 14% from \$487,625 of one year ago. Average days-on-market of 50 is down 20 days.



OVERVIEW (cont'd)



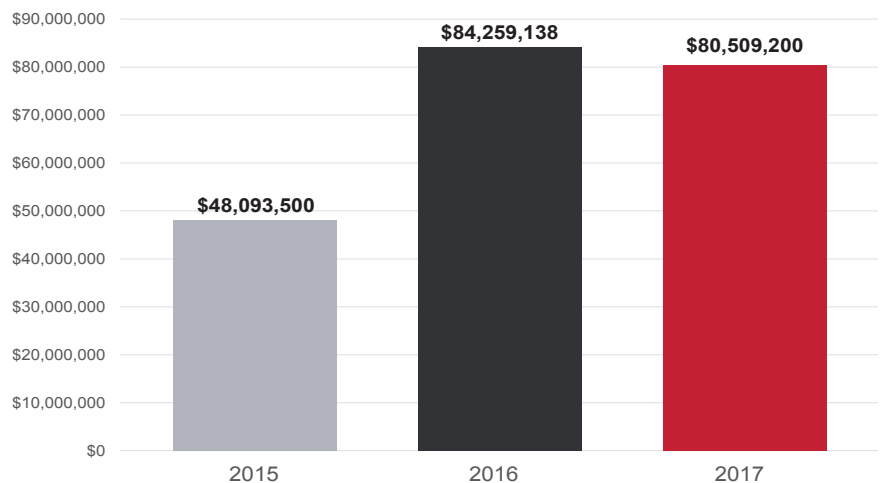
THE DEMAND FOR LISTINGS EQUALS THE SUPPLY

Though Q3-2017 sales were slow compared to Q3-2016's record pace, that was partly due to there being **9%** fewer new listings. That said, the quarterly sales/listings ratio dipped below **50%** for the first time since 2015. **So Clearview now has a 'stable' or borderline buyers'/sellers' market.**

Graph 1:

Clearview MLS® Sales

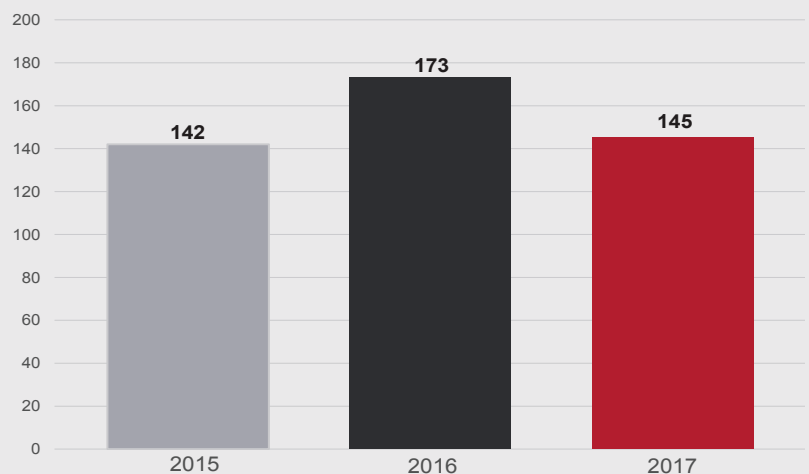
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

Clearview MLS® Sales

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



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Sales And Listing Summary

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

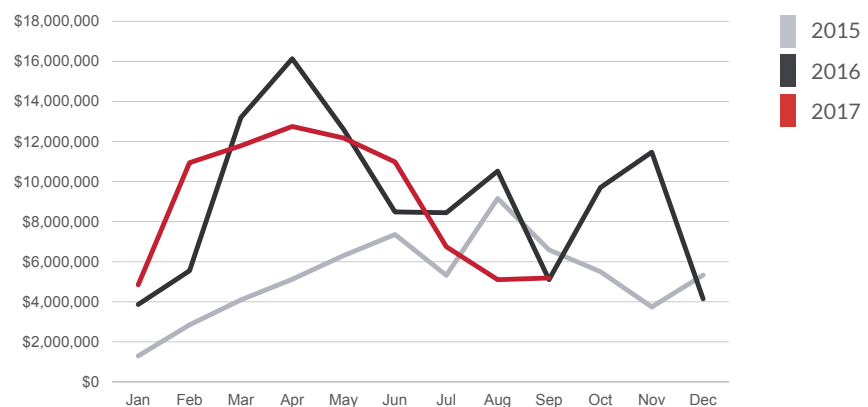
	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$48,093,500	\$84,259,138	\$80,509,200	-4%
YTD Unit Sales	142	173	145	-16%
YTD New Listings	264	272	224	-18%
YTD Sales/Listings Ratio	47%	64%	65%	+1%
YTD Expired Listings	71	55	52	-5%
3rd Quarter (Q3) Volume Sales	\$18,789,400	\$24,075,770	\$17,041,200	-29%
Q3 Unit Sales	60	45	35	-22%
Q3 New Listings	112	81	74	-9%
Q3 Sales/Listings Ratio	54%	56%	47%	-9%
Q3 Expired Listings	17	17	26	+53%
YTD Sales: \$100K - \$299K	84	63	20	-68%
YTD Sales: \$300K - \$499K	44	68	72	+6%
YTD Sales: \$500K - \$799K	9	22	32	+45%
YTD Sales: \$800K - \$999K	1	7	9	+29%
YTD Sales: \$1M - \$1,999M	4	8	9	+13%
YTD Sales: \$2M+	0	5	3	-40%
YTD Average Days-On-Market	71	70	50	-29%
YTD Average Sale Price	\$338,687	\$487,625	\$555,236	+14%

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

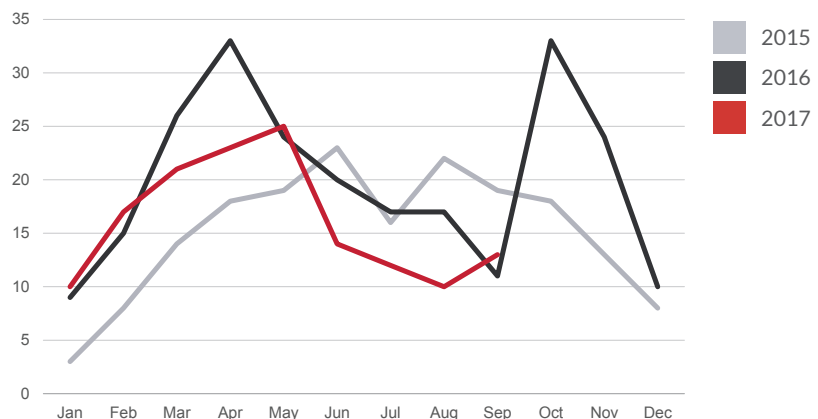
THE MARKET IN DETAIL (cont'd)

As Graph 3 shows, although Q3-2017's volume was down **29%** from Q3-2016, September's volume of **\$5,190,000** was up **2%** from last September. Similarly, on the units side Graph 4 shows that although Q3-2017 was down **22%** from Q2-2016, September's **13** sales were up **18%** from the **11** of one year ago. That said, September's average sales price of **\$399,231** was actually down **14%** from last September's **\$463,788**. So it will be interesting to see how the sales numbers and prices develop in the autumn market.

Graph 3:
Clearview Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Volume)



Graph 4:
Clearview Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



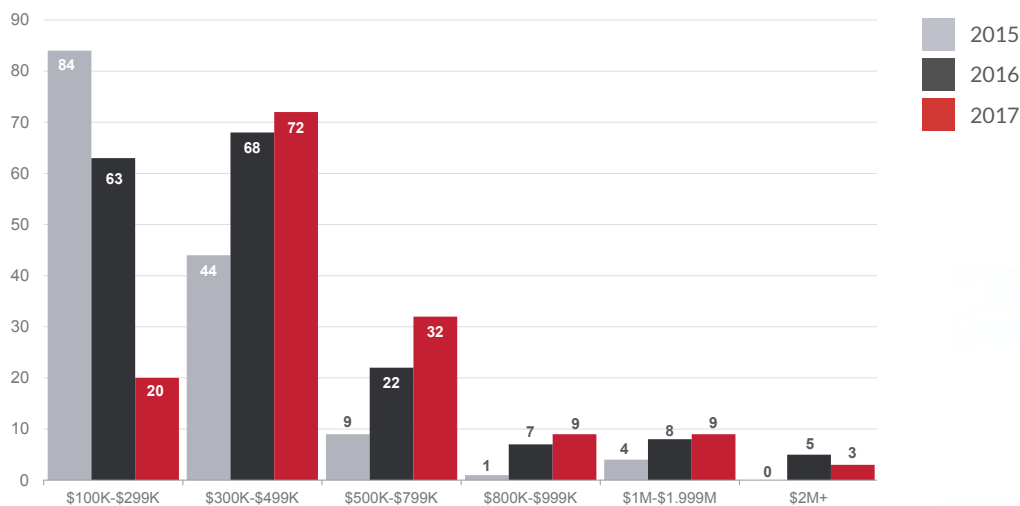
THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 unit sales are down **76%** from 2016 in the high-volume \$100K-\$299K range, partly due to the **14%** average sale price increase from a year ago. That said, 2017 is up in every other price range except the \$2M+, where it is down by **60%** or **2** sales. And so, the entire \$300K-\$1.999M bracket is up **16%** from last year, with the \$300K-\$499K, 500K-\$799K, \$800K-\$999K and \$1M-\$1.999M ranges up **6%**, **45%**, **29%** and **13%** respectively.

Graph 5:

Clearview MLS® Sales By Price

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



SALES BY PROPERTY TYPE

Graph 6:

Clearview MLS® Sales By Property Type

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

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$79,337,200
DOWN 4% from 2016

UNIT SALES: 141
DOWN 16% from 2016

AV. DAYS-ON-MARKET: 51
DOWN 19 days from 2016

AV. SALE PRICE: \$562,675
UP 13% from 2016

CONDOMINIUMS

DOLLAR SALES: \$872,000
UP 96% from 2016

UNIT SALES: 3
UP 50% from 2016

AV. DAYS-ON-MARKET: 16
DOWN 65 days from 2016

AV. SALE PRICE: \$290,667
UP 30% from 2016

VACANT LAND

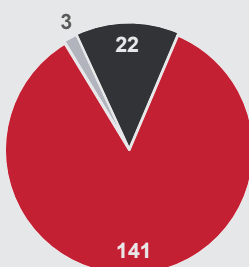
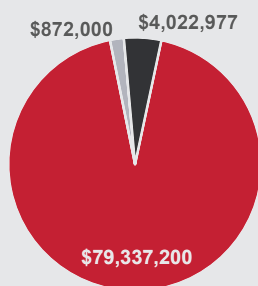
DOLLAR SALES: \$3,612,977
UP 244% from 2016

UNIT SALES: 21
UP 163% from 2016

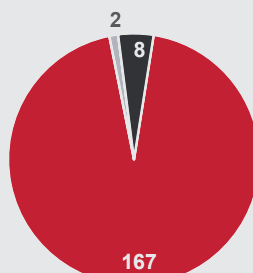
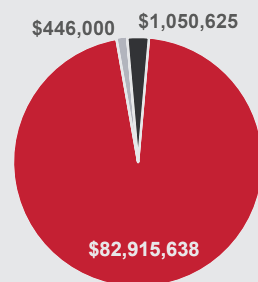
AV. DAYS-ON-MARKET: 109
DOWN 1 day from 2016

AV. SALE PRICE: \$172,047
UP 31% from 2016

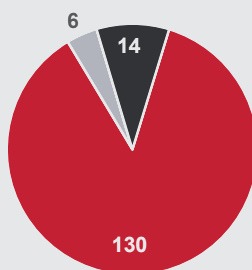
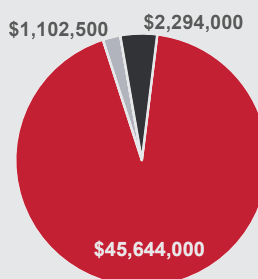
2017



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



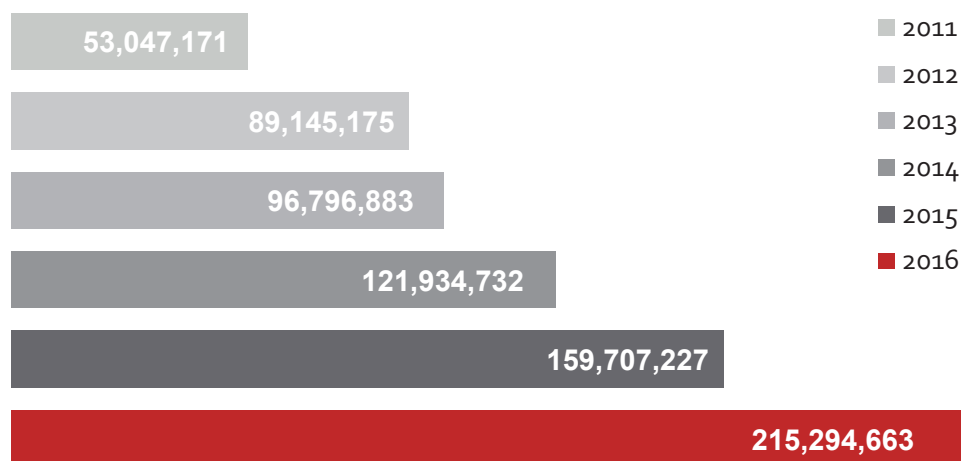
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

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

