

## COLLINGWOOD REAL ESTATE MARKET REPORT: FIRST QUARTER 2017



## COLLINGWOOD REAL ESTATE MARKET REPORT: FIRST QUARTER 2017

### Overview: Record-Setting Sales And A Big Average Price Increase

- Thanks mainly to a very strong March market, record dollar sales of **\$55,910,057** and unit sales of **123** were up **33%** and **1%** respectively from 2016's previous Q1 records.
- New listings of **189** were down **7%** from last year, while expired listings of **9** were down **62%**. There was a Q1 record **65%** sales/listings ratio, up **5%** from one year ago.
- The area saw a big **32%** jump in the average sale price to **\$454,553**, while the average days-on-market dropped **2+ weeks** to **35 days**. The higher prices and shorter sales times were partly due to many multiple offer and overprice offer situations.

Table 1: Collingwood MLS® Sales And Listing Summary – First Quarter, 2015 vs 2016 vs 2017

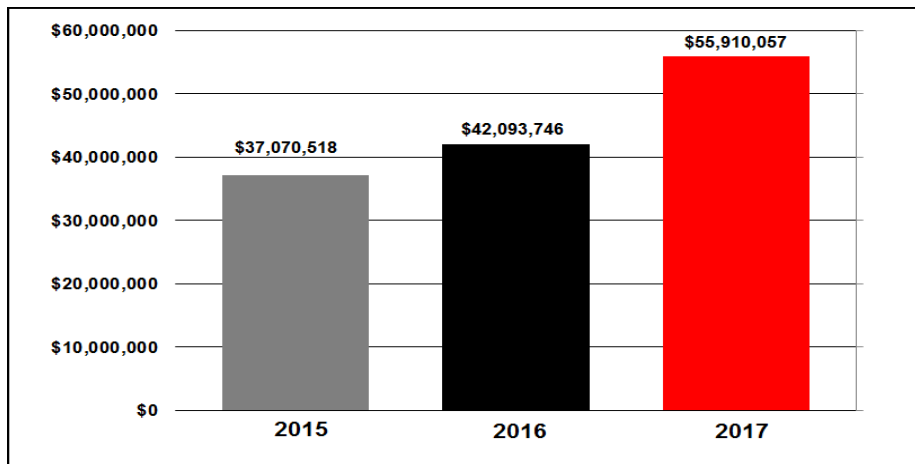
	2015	2016	2017	2016-2017
Volume Sales	\$37,070,518	\$42,093,746	\$55,910,057	<b>+33%</b>
Unit Sales	120	122	123	<b>+1%</b>
New Listings	233	204	189	<b>-7%</b>
Sales/Listings Ratio	52%	60%	65%	<b>+5%</b>
Expired Listings	67	24	9	<b>-62%</b>
Sales: Under \$100K	0	0	0	<b>0%</b>
Sales: \$100K – \$299K	70	63	33	<b>-48%</b>
Sales: \$300K - \$499K	35	40	58	<b>+45%</b>
Sales: \$500K - \$799K	15	16	27	<b>+69%</b>
Sales: \$800K - \$999K	0	1	2	<b>+100%</b>
Sales: \$1M - \$1.999M	0	2	2	<b>0%</b>
Sales: \$2M +	0	0	1	<b>+100%</b>
Average Days-On-Market	89	51	35	<b>-31%</b>
Average Sale Price	\$308,921	\$345,031	\$454,553	<b>+32%</b>

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

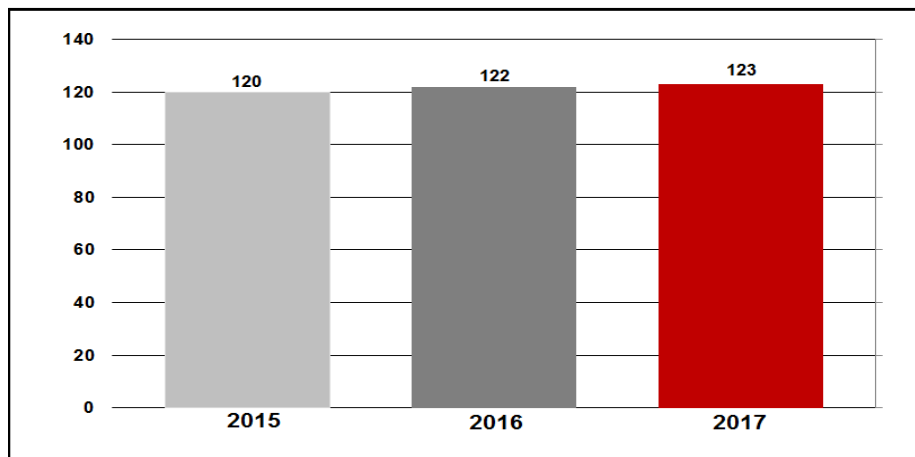


- The record sales, high sales/listing ratio, huge drop in expireds, shorter sale times and big average price jump all indicate that the **demand for listings greatly exceeds the supply**. In fact, agents say that **sales would've been even higher if there had been more listings**.

Graph 1: Collingwood MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)

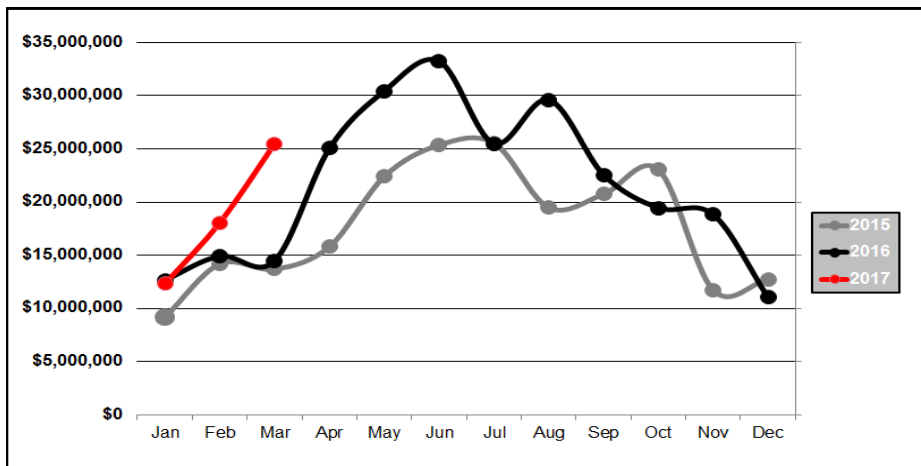


Graph 2: Collingwood MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)

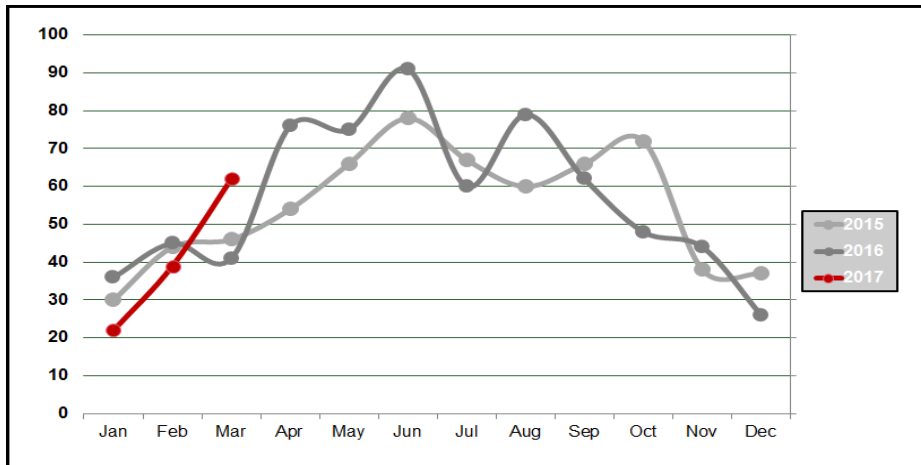


- As **Graph 3** shows, Q1-2017's record dollar sales were due to a big March spike, up **76%** from last March's record. On the units side, **Graph 4** shows that after being down from 2016's January and February totals, March's rebound gave 2017 a new Q1 record.

**Graph 3: Collingwood Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)**

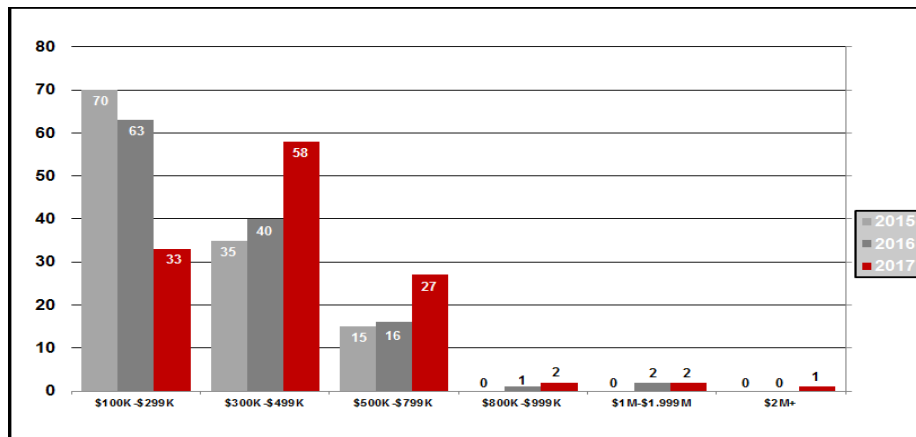


**Graph 4: Collingwood Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)**



- As **Graph 5** shows, 2017 unit sales were down **48%** from 2016 in the under \$300K range largely due to rising average sale prices. The \$300K-\$499K and \$500K-\$799K ranges were up **45%** and **69%** respectively, while the \$800K+ luxury home range was up **67%**.

**Graph 5: Collingwood MLS® Sales By Price – First Quarter, 2015 vs 2016 vs 2017 (Units)**



## Sales By Property Type

As **Graphs 6** and **7** show, 2017 sales indicate the **demand for listings greatly exceeds supply**, except for vacant land where there are so many factors involved that it's difficult to generalize.

### Single-Family Homes:

- Q1-2017 dollar sales of **\$36,942,317** up **32%** from Q1-2016; unit sales of **69** up **8%**. Average sale price of **\$535,396** up **23%**; average days-on-market of **41** down **1** day.

### Condominiums:

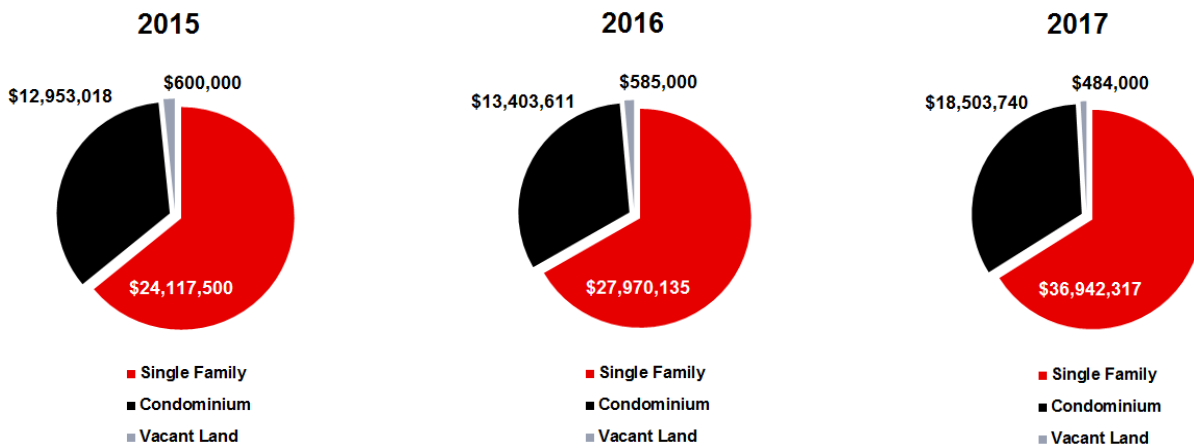
- Q1-2017 dollar sales of **\$18,503,740** up **38%** from Q1-2016; unit sales of **53** down **5%**. Average sale price of **\$349,127** up **49%**; average days-on-market of **27** down **28** days.

### Vacant Land:

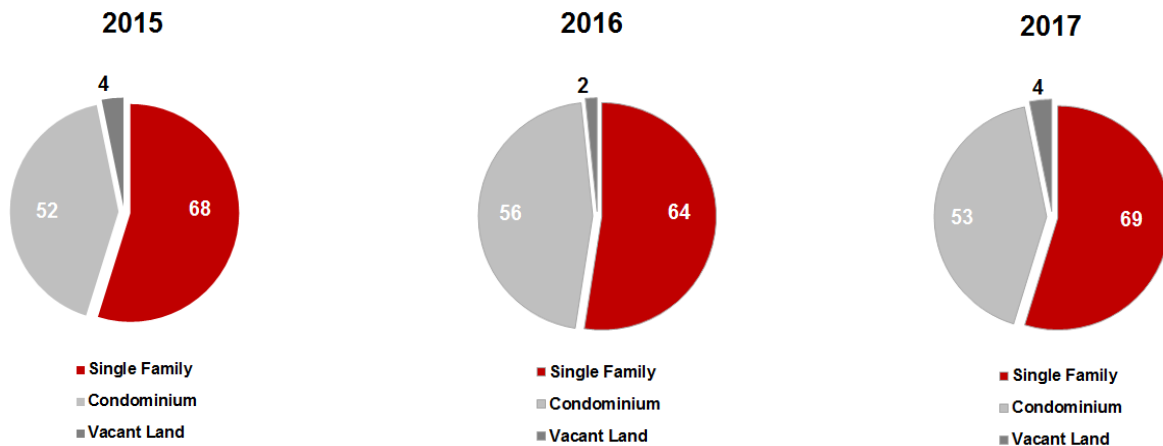
- Q1-2017 dollar sales of **\$484,000** down **17%** from Q1-2016; unit sales of **4** up **100%**. Average sale price of **\$121,000** down **59%**; average days-on-market of **87** up **19** days.



Graph 6: Collingwood MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Dollars)



Graph 7: Collingwood MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Units)



As to whether Collingwood's record sales will continue through 2017, time will tell. Please stay tuned as we provide **Market Reports** to help you make **better-informed decisions**.



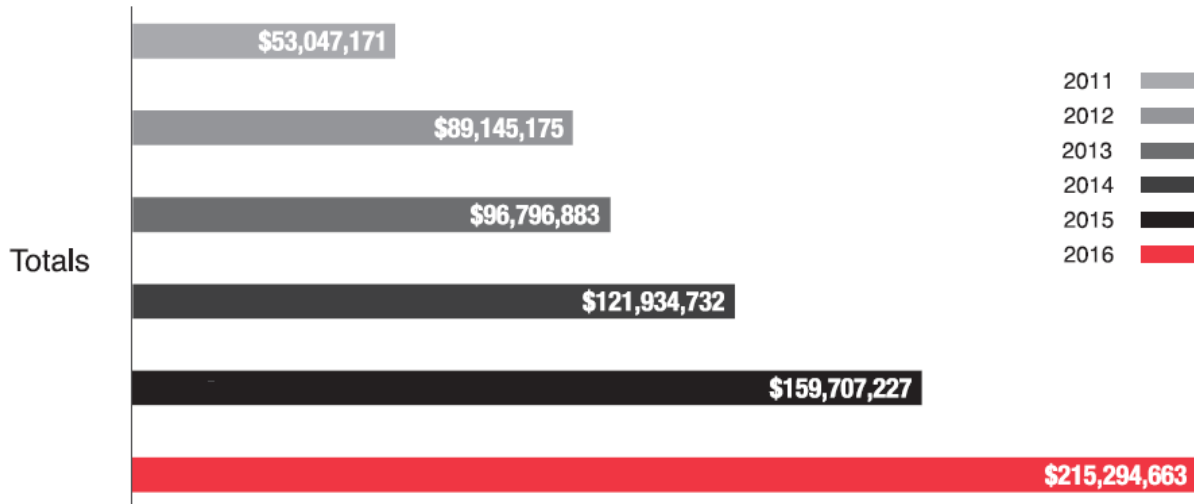
## Royal LePage Locations North In 2016

2016 was **yet another record-breaking year** for Royal LePage Locations North. We:

- **Broke our own Georgian Triangle record** for annual MLS sales (set in 2015) with **\$215,294,663** – up **35%** from 2015 and **more than quadrupling** our 2011 sales!
- **Sold 61% more real estate** than our nearest competitor.
- **Were #1 in** Collingwood, The Blue Mountains and Meaford. And we've already jumped to **#2 in Clearview** and **#3 in Wasaga Beach** after opening offices there in mid to late 2015.

**Also, as of March 31<sup>st</sup> our sales are up 44% over 2016 and 87% more than our nearest competitor!**

Locations North Sales Volume, 2011 - 2016



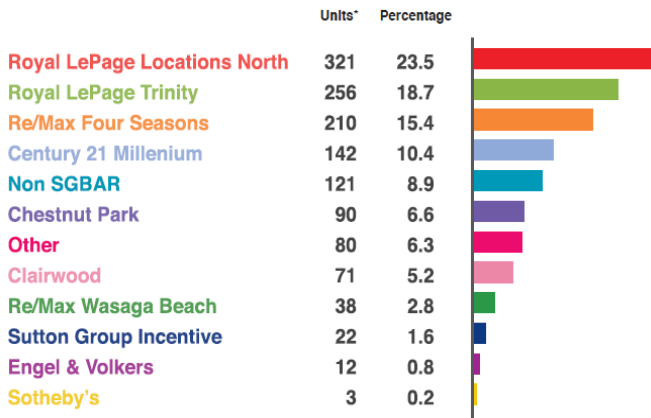
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



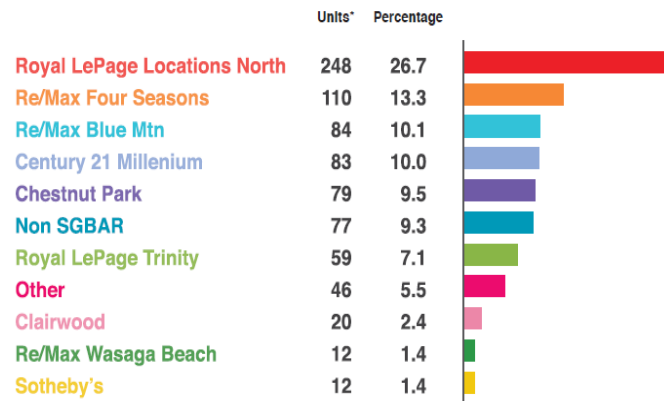
# LOCATIONS NORTH

BROKERAGE

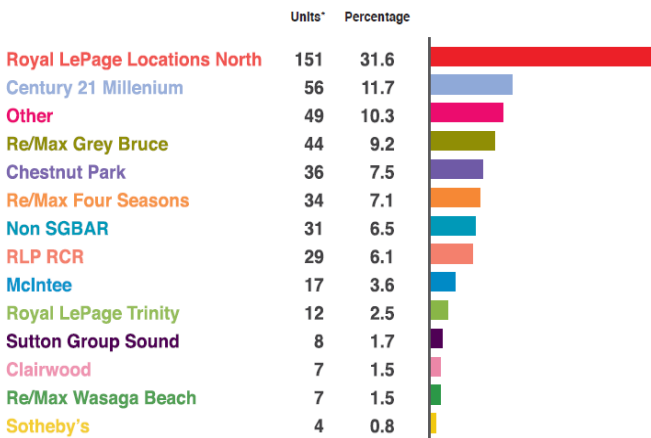
## Collingwood Unit Sales, 2016



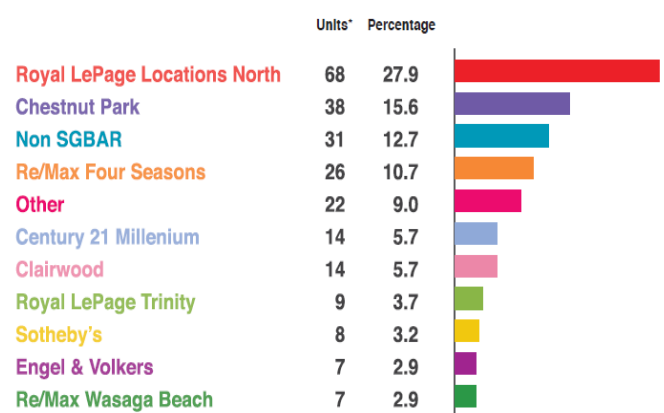
## The Blue Mountains Unit Sales, 2016



## Meaford Unit Sales, 2016



## Georgian Triangle Luxury Homes \$800,000+ Unit Sales, 2016



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





## We Give YOU Options

At Locations North, we do everything we can to put **YOU** first – **and that includes respecting your privacy by enabling you to choose your level of engagement.**

[Please check out our video to see how we do it.](#)

### **Collingwood Office**

330 First St.,  
Collingwood ON  
705-445-5520

### **The Blue Mountains Office**

27 Arthur St.,  
Thornbury ON  
519-599-2136

### **Meaford Office**

96 Sykes St.  
Meaford, ON  
519-538-5755

### **Wasaga Beach Office**

1288 Mosley St., Unit 7  
Wasaga Beach, ON  
705-617-9969

### **Clearview Office**

143 Mill St.  
Creemore, ON  
705-881-9005

