

COLLINGWOOD 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

SLOW Q1 SALES, PRICES DOWN SLIGHTLY



FIRST-QUARTER SALES VOLUME OF \$37,956,970

Down **31%** from Q1-2017's record **\$55,200,057**, with sales units of **86** down **29%** from Q1-2017's record **122**.



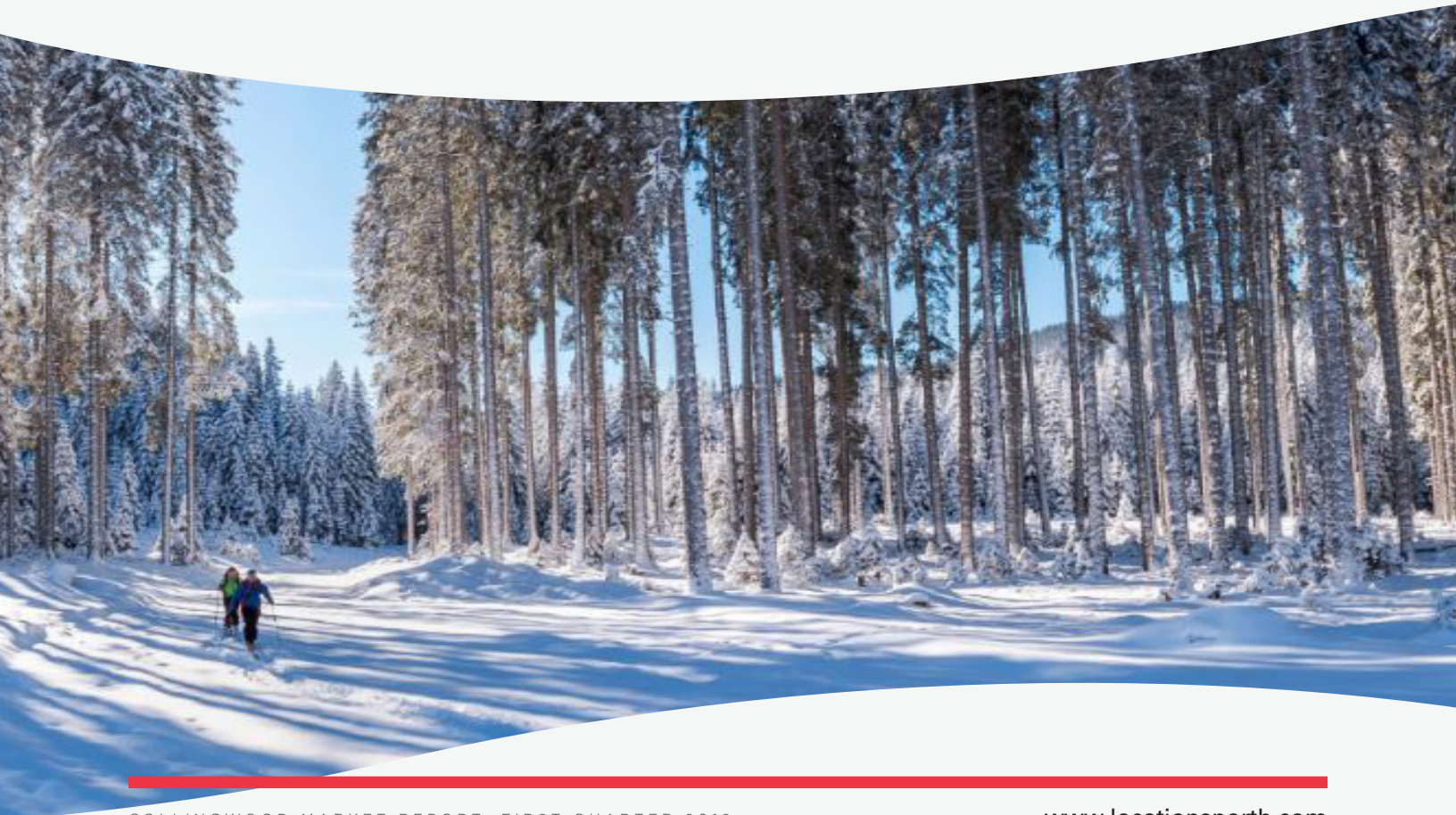
FIRST-QUARTER SALES/LISTINGS RATIO OF 55%

Down **20%** from Q1-2017's **75%**. New listings of **155** were down **5%** from Q1-2017's **163**, while expired listings of **35** were up **288%** from last year's **9**.



FIRST-QUARTER AVERAGE SALE PRICE OF \$441,360

Down **2%** from Q1-2017's **\$452,459**. Average days-on-market of **35** was up by **1** day.



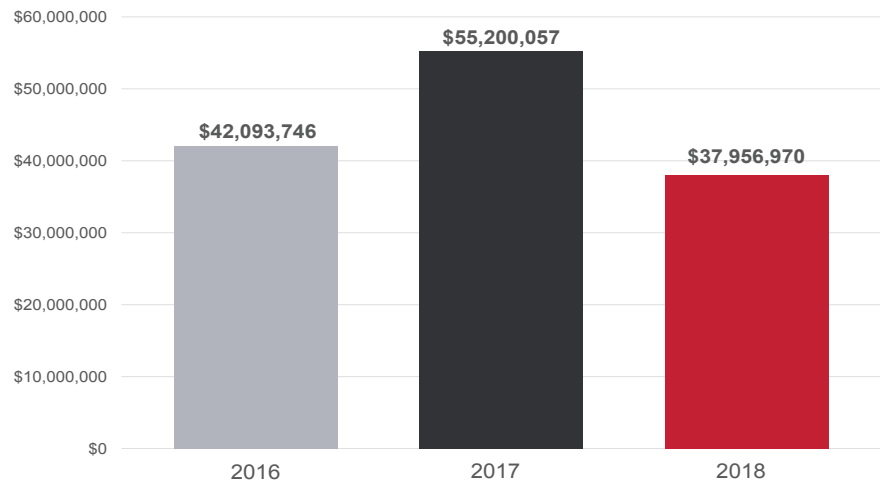
OVERVIEW (cont'd)



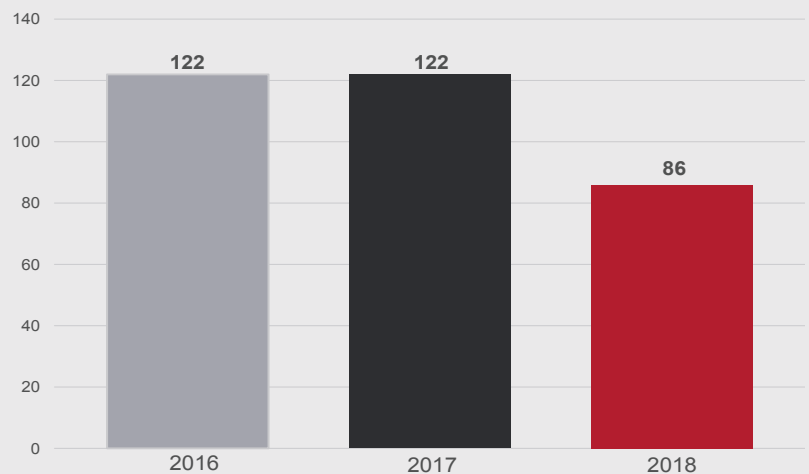
THE DEMAND FOR LISTINGS IS SLIGHTLY GREATER THAN THE SUPPLY

March saw slumping sales, with the sales/listings ratio dipping below 50% to 49% for the first time since 2014. Also, homes on average took 15 days longer to sell than last March. It's too soon to tell if we're entering a balanced market, so tentatively we'll say that we're in a slowing sellers' market.

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



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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Sales And Listing Summary

Q1 - 2016 vs. 2017 vs. 2018

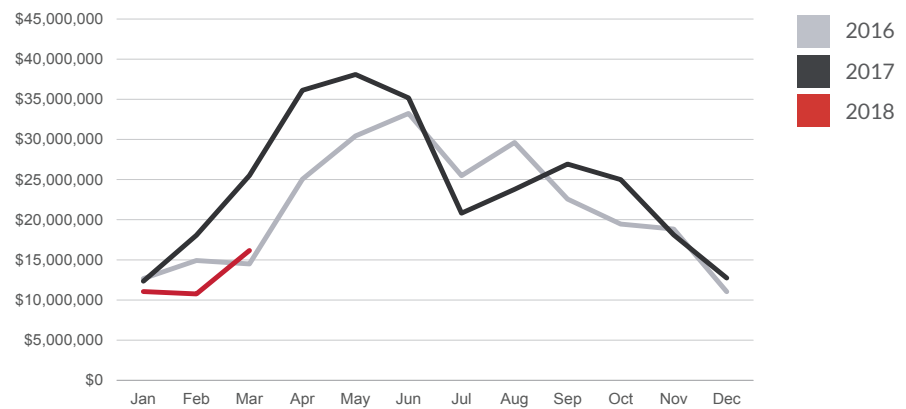
	2016	2017	2018	2017-2018
Volume Sales	\$42,093,746	\$55,200,057	\$37,956,970	-31%
Unit Sales	122	122	86	-29%
New Listings	176	163	155	-5%
Sales/Listings Ratio	69%	75%	55%	-20%
Expired Listings	26	9	35	+288%
Sales: \$100K - \$299K	63	33	13	-61%
Sales: \$300K - \$499K	40	58	51	-12%
Sales: \$500K - \$799K	16	26	18	-31%
Sales: \$800K - \$999K	1	2	3	+50%
Sales: \$1M - \$1.499M	2	1	1	0%
Sales: \$1.5M - \$1.999M	0	1	0	-100%
Sales: \$2M+	0	1	0	-100%
Average Days-On-Market	50	34	35	+3%
Average Sale Price	\$345,031	\$452,459	\$441,360	-2%

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

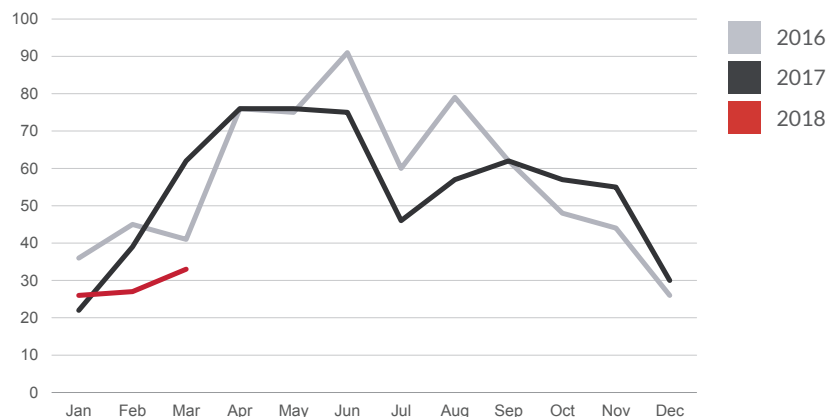
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow January/February, March saw an uptick in dollar sales, but it was mainly due to a **20%** increase in the average sales price from March 2017. Also, that increase had more to do with the specific homes sold than with overall market appreciation given that Q1-2018's average sale price was down **2%** from Q1-2017's. On the units side, **Graph 4** shows how slow sales have been, especially in February and March. Still, Q1-2018's average days-on-market of **35** was just **1** day more than Q1-2017's, so well-priced homes sold fast.

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



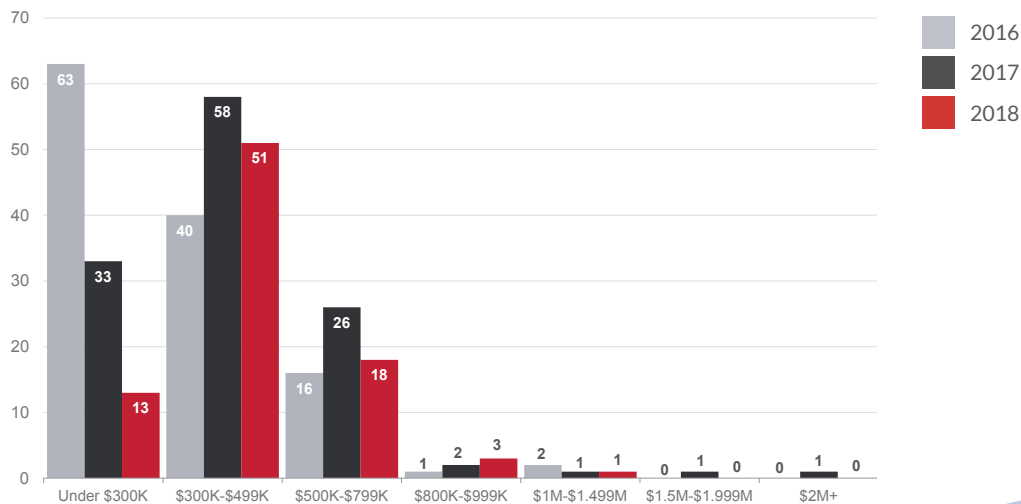
Graph 4:
Collingwood Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales are down – in some case, significantly – from this time last year in all price ranges except \$800K-\$999K where they are up by **1** sale, and \$1M-\$1.499M where they are even. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K, \$1.5M-\$1.999M and \$2M+ ranges are down **61%**, **12%**, **31%**, **100%** and **100%** respectively from Q1-2017. It will be interesting to see how this year's market and prices go, given that 2017's record volume was largely due to elevated sales in the high-end market.

Graph 5:
Collingwood MLS® Sales By Price
Q1 – 2016 vs. 2017 vs. 2018 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$25,144,805
DOWN 31% from 2017

UNIT SALES: 50
DOWN 28% from 2017

AV. DAYS-ON-MARKET: 40
UP 1 day from 2017

AV. SALE PRICE: \$502,896
DOWN 5% from 2017

CONDOMINIUMS

DOLLAR SALES: \$12,812,165
DOWN 31% from 2017

UNIT SALES: 36
DOWN 32% from 2017

AV. DAYS-ON-MARKET: 28
UP 2 days from 2017

AV. SALE PRICE: \$355,893
UP 2% from 2017

VACANT LAND

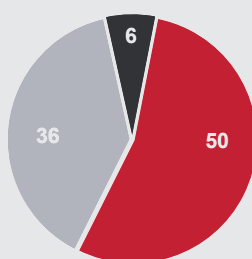
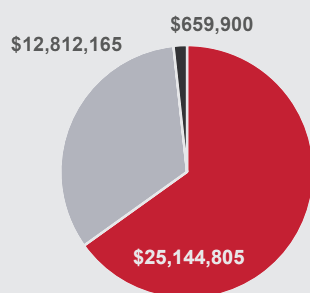
DOLLAR SALES: \$659,900
UP 36% from 2017

UNIT SALES: 6
UP 50% from 2017

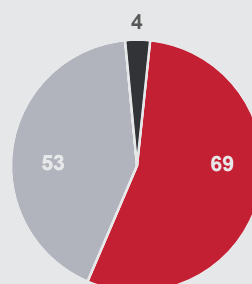
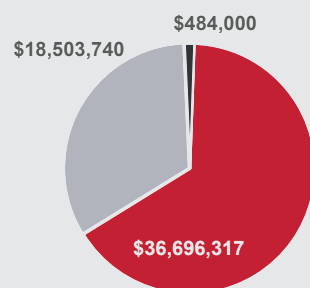
AV. DAYS-ON-MARKET: 95
UP 9 days from 2017

AV. SALE PRICE: \$109,983
DOWN 9% from 2017

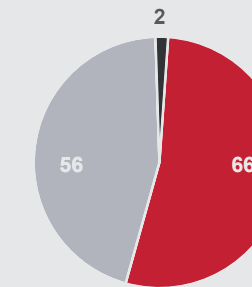
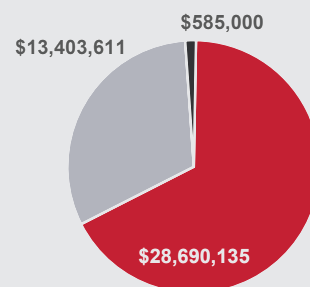
2018



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

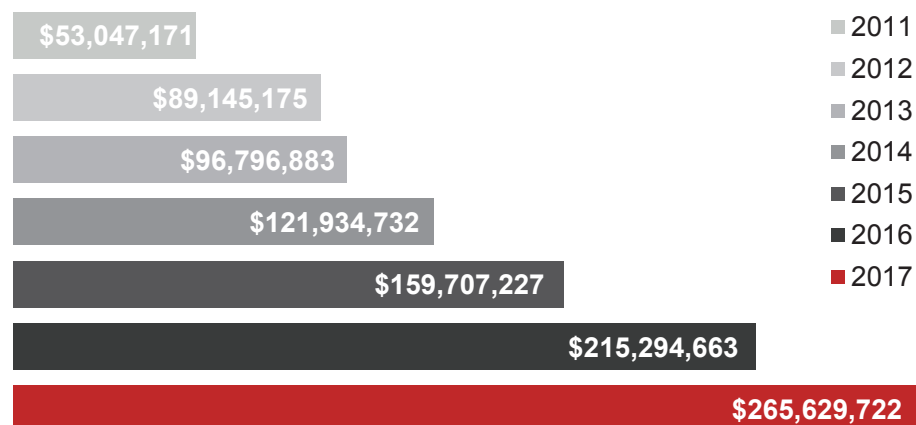
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

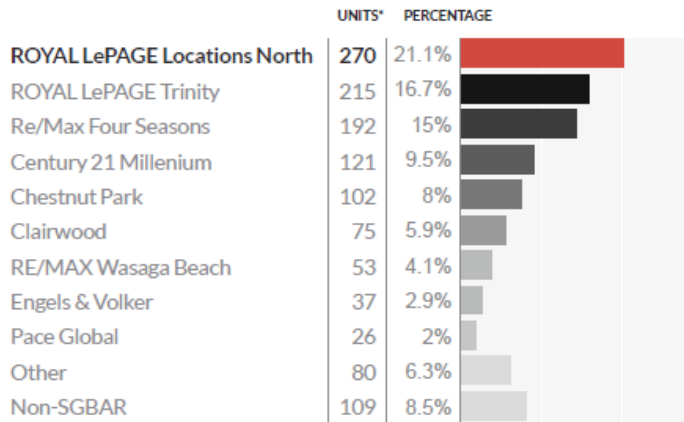


Locations North Sales Volume, 2011 - 2017

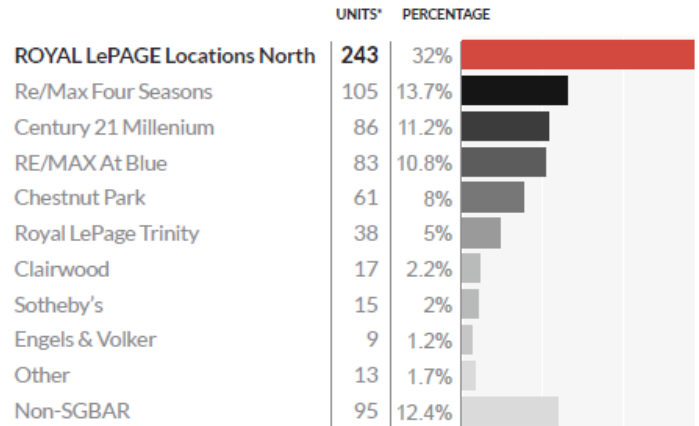


2017 UNIT SALES

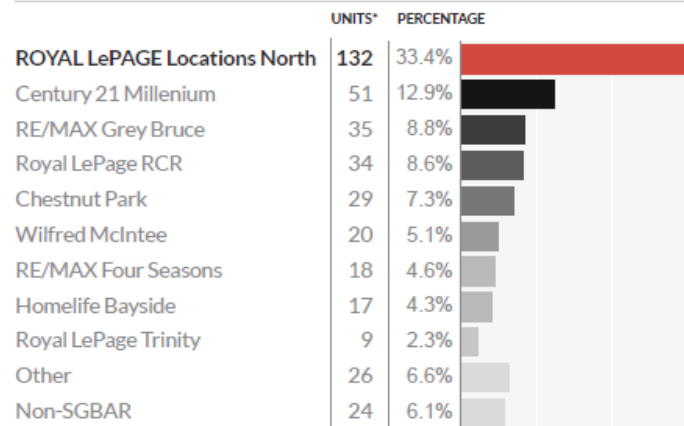
Collingwood



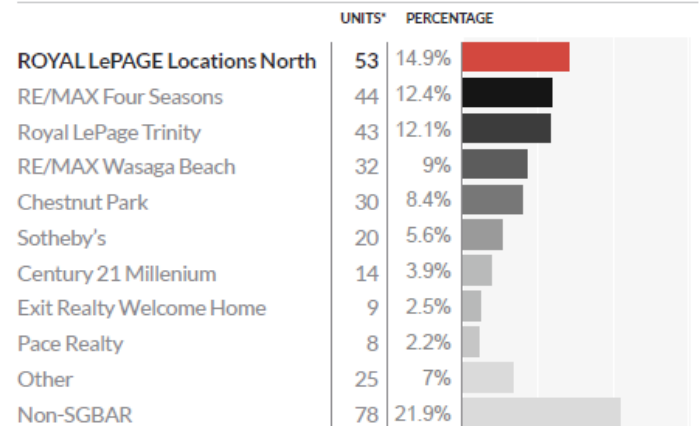
The Blue Mountains



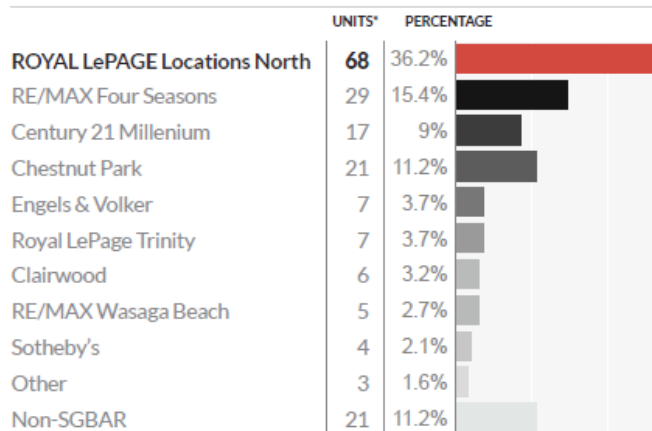
Meaford



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

