

COLLINGWOOD 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

SLOWING Q2 SALES, FEWER LISTINGS, HIGHER PRICES



YEAR-TO-DATE SALES VOLUME OF \$117,540,499

Down 28% from 2017's record \$162,831,863, with units of 241 down 30% from 2017's 345. New listings of 423 down 12% from 2017, with the sales/listings ratio of 57% down 15%.



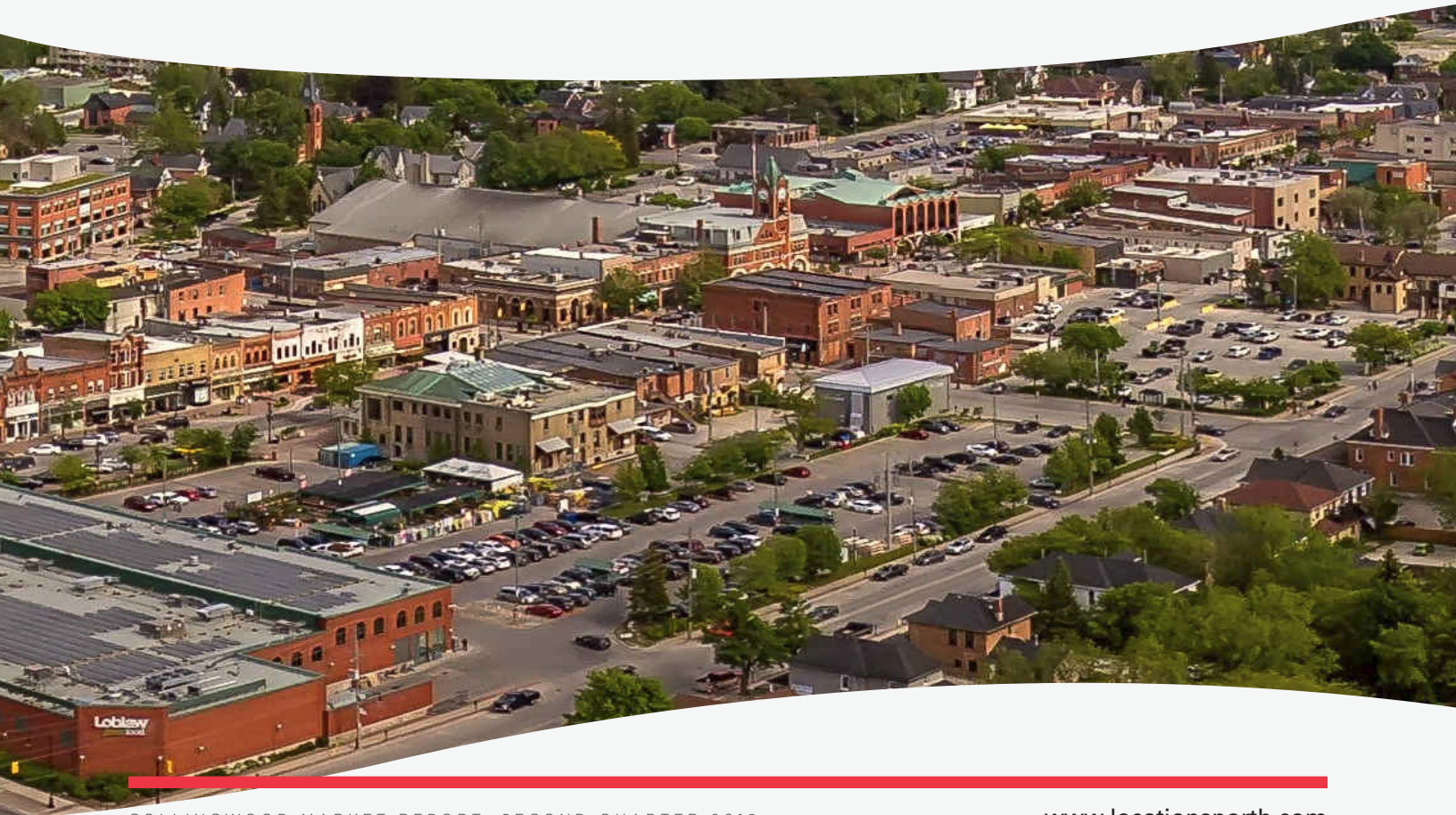
JUNE SALES VOLUME OF \$24,350,499

Down 30% from last June's record \$34,860,100. Units of 48 were down 35% from last June's 74, with new listings of 97 equal, and the sales/listings ratio of 49% down 27%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$487,720

Up 3% from the \$471,976 of one year ago. Average days-on-market of 30 was up by 4 days.



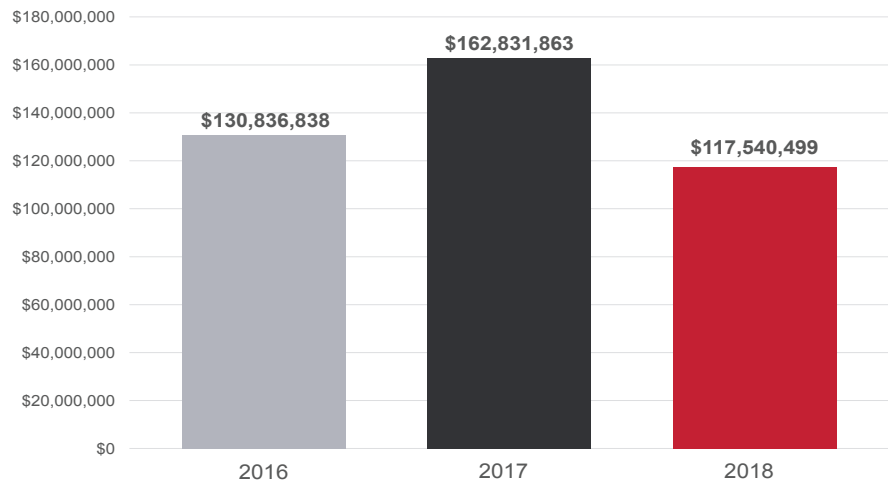
OVERVIEW (cont'd)



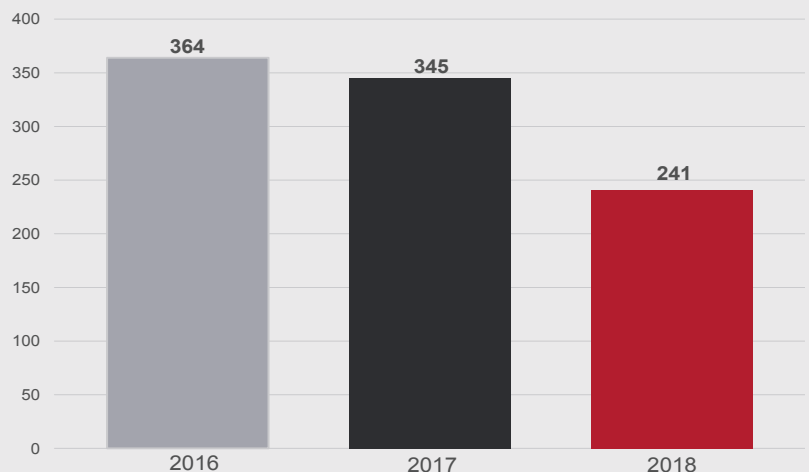
THE DEMAND FOR LISTINGS IS SLIGHTLY GREATER THAN THE SUPPLY

June saw unit sales of **48** – the slowest June since 2012's **40** – with a **49%** sales/listings ratio and expired listings up **71%** from last June. However, the average sale price was up **8%** from last June and average days-on-market was just **32**. So we'll tentatively say **we're in a slowing sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

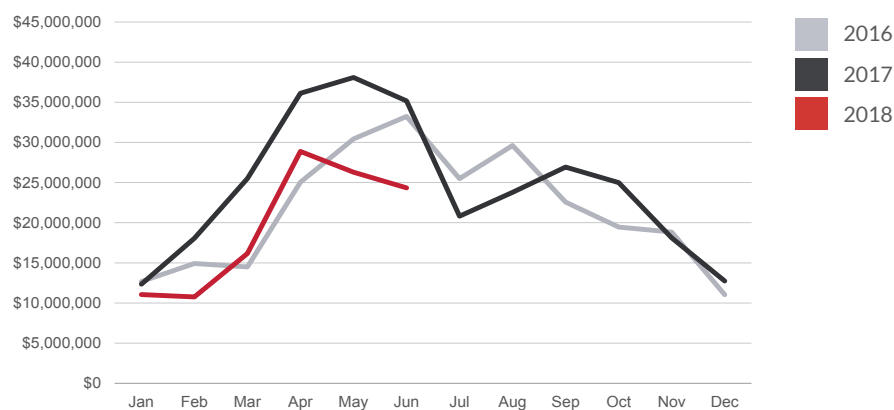
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$130,836,838	\$162,831,863	\$117,540,499	-28%
YTD Unit Sales	364	345	241	-30%
YTD New Listings	485	482	423	-12%
YTD Sales/Listings Ratio	75%	72%	57%	-15%
YTD Expired Listings	48	20	53	+165%
Second Quarter (Q2) Volume Sales	\$88,743,092	\$107,631,806	\$80,053,529	-26%
Q2 Unit Sales	242	223	156	-30%
Q2 New Listings	309	319	268	-16%
Q2 Sales/Listings Ratio	78%	70%	58%	-12%
Q2 Expired Listings	22	11	17	+55%
June Volume Sales	\$33,240,753	\$34,860,100	\$24,350,499	-30%
June Unit Sales	91	74	48	-35%
June New Listings	107	97	97	0%
June Sales/Listings Ratio	85%	76%	49%	-27%
June Expired Listings	7	7	12	+71%
YTD Sales: \$100K - \$299K	167	73	23	-68%
YTD Sales: \$300K - \$499K	132	162	131	-19%
YTD Sales: \$500K - \$799K	57	91	69	-24%
YTD Sales: \$800K - \$999K	4	10	12	+20%
YTD Sales: \$1M - \$1.499M	4	4	5	+25%
YTD Sales: \$1.5M - \$1.999M	0	4	0	-400%
YTD Sales: \$2M+	0	1	1	0%
YTD Average Days-On-Market	42	26	30	+15%
YTD Average Sale Price	\$359,442	\$471,976	\$487,720	+3%

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

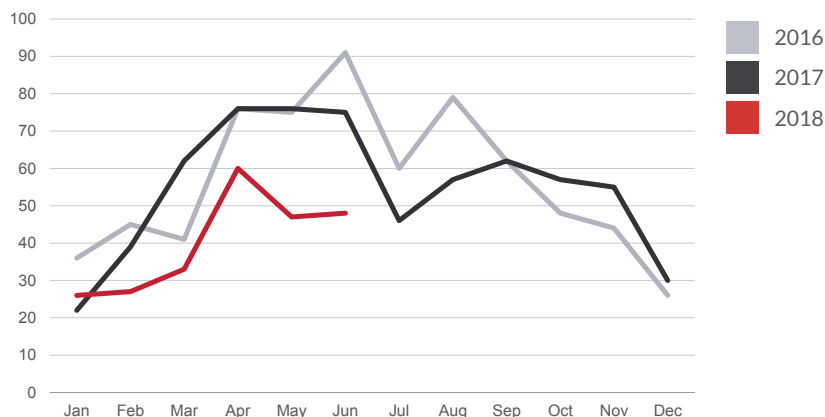
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after the second-best April ever for volume sales, Q2 tailed off in May and June; but it was still enough for Collingwood to register its third-best Q2 volume total. However, as **Graph 4** shows, that position was not due to strong unit sales. It was due to Q2-2018's average sale price being up **60%, 71%, 83% and 85%** from the Q2s of 2015, 2014, 2013 and 2012 respectively. To put Q2-2018's **156** unit sales in perspective, *the last time Collingwood had such slow Q2 sales was 2012* when it also had **156**, two years before the 2014-2017 boom.

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



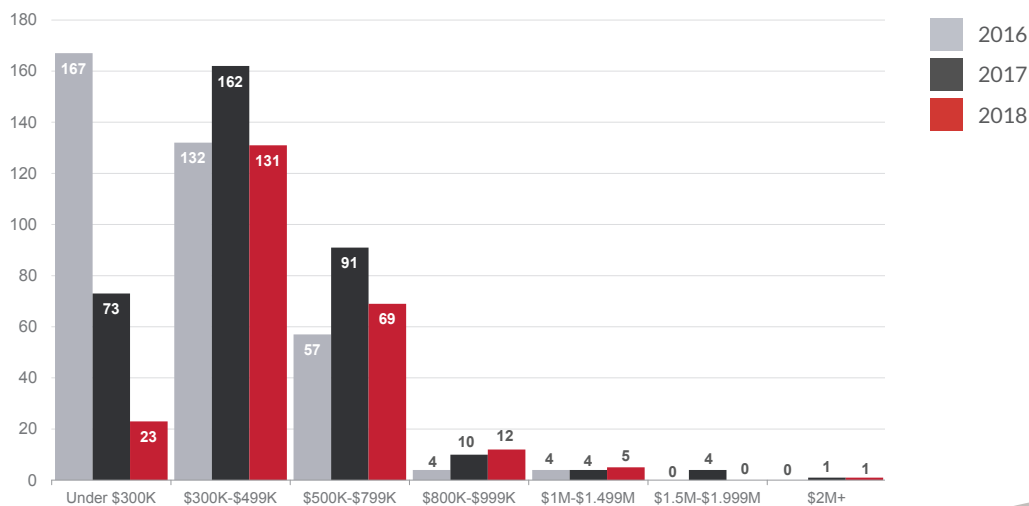
Graph 4:
Collingwood Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 sales are down significantly from this time last year in four price ranges, up slightly in two, and even in one. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K and \$1.5M-\$1.999M ranges are down **68%**, **19%**, **24%** and **400%** respectively from 2017; while the \$800K-\$999K and \$1M-\$1.499M ranges are up **20%** and **25%** respectively, and the \$2M+ is even. More generally, while the high-volume Under-\$800K bracket is down a big **32%**, the high-end, \$800K+ home market is down just **5%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$76,285,812
DOWN 25% from 2017

UNIT SALES: 138
DOWN 27% from 2017

AV. DAYS-ON-MARKET: 32
UP 4 days from 2017

AV. SALE PRICE: \$552,796
UP 2% from 2017

CONDOMINIUMS

DOLLAR SALES: \$41,254,687
DOWN 32% from 2017

UNIT SALES: 103
DOWN 34% from 2017

AV. DAYS-ON-MARKET: 27
UP 4 days from 2017

AV. SALE PRICE: \$400,531
UP 3% from 2017

VACANT LAND

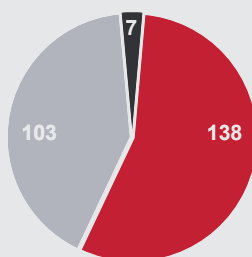
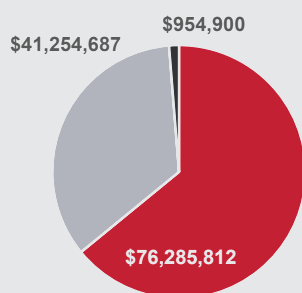
DOLLAR SALES: \$954,900
DOWN 66% from 2017

UNIT SALES: 7
EQUAL to 2017

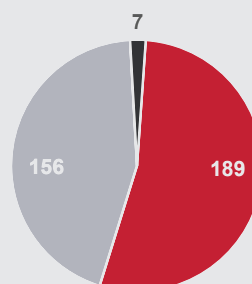
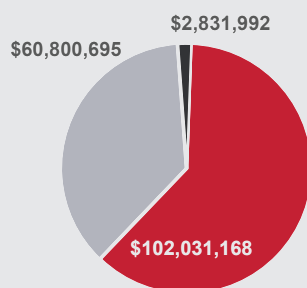
AV. DAYS-ON-MARKET: 82
DOWN 47 days from 2017

AV. SALE PRICE: \$136,414
DOWN 66% from 2017

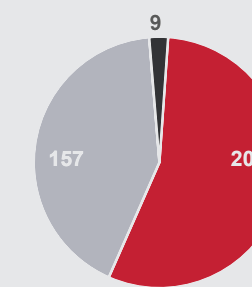
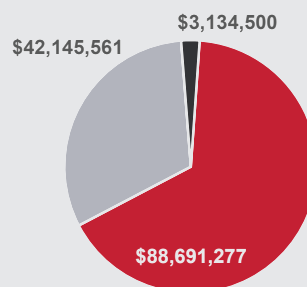
2018



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

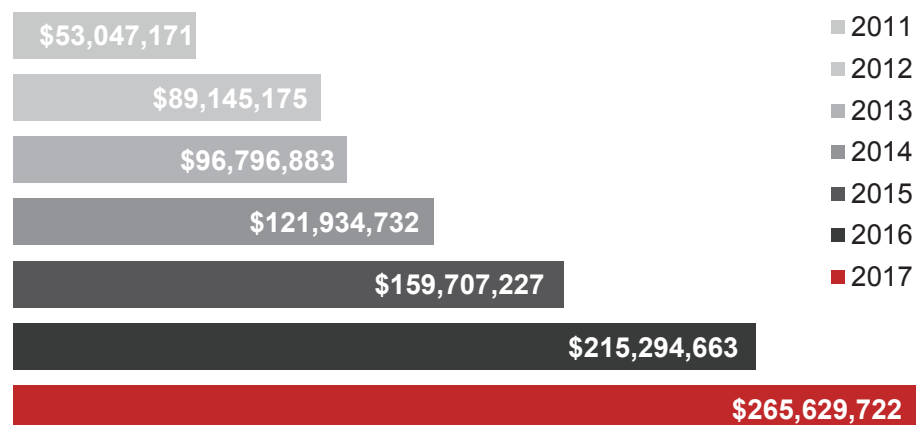
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

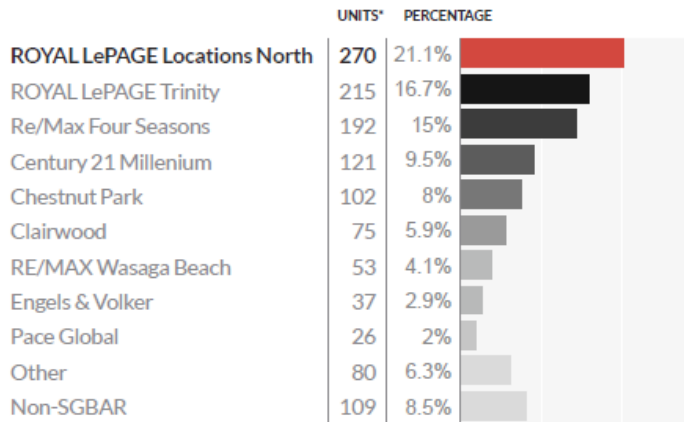


Locations North Sales Volume, 2011 - 2017

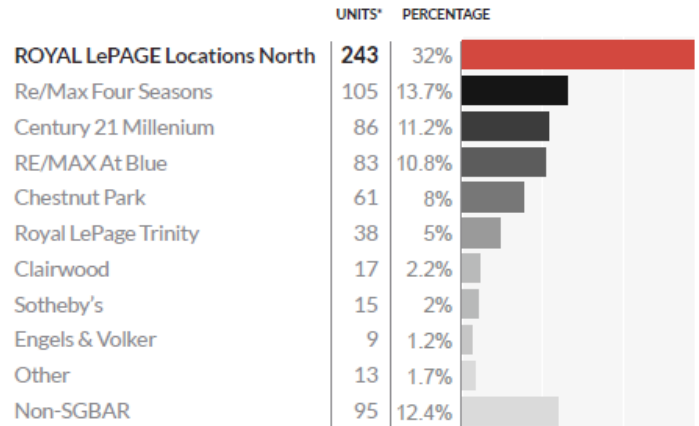


2017 UNIT SALES

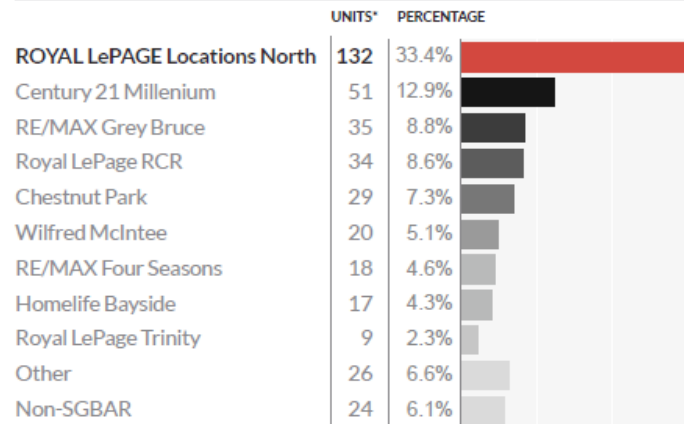
Collingwood



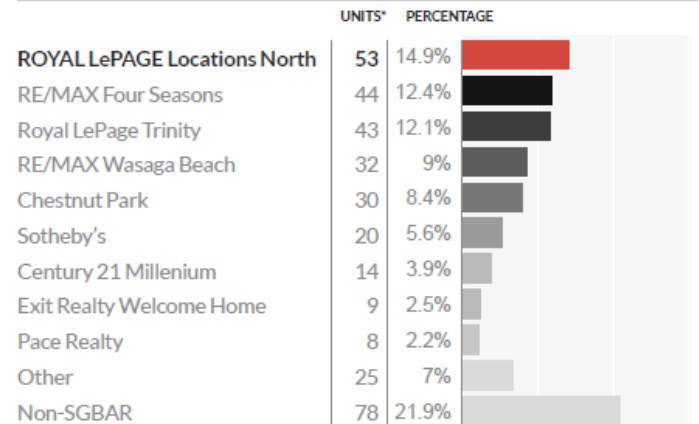
The Blue Mountains



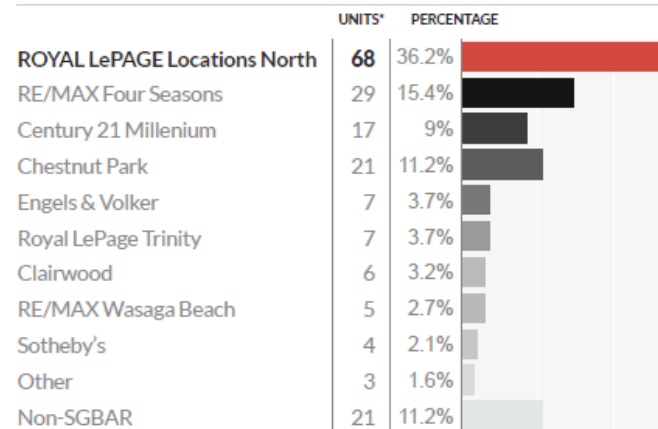
Meaford



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

