



COLLINGWOOD 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

RECORD YEAR-TO-DATE VOLUME, STRONG THIRD QUARTER, BIG AVERAGE PRICE GAINS



RECORD YEAR-TO-DATE VOLUME OF \$234,923,997

Up **13%** from 2016's record. YTD units of **511**, the second best ever, down **10%** from 2016's **565**. New listings of **702** down **15%** from last year, with the sales/listings ratio of **73%** up **5%**.



THIRD-QUARTER VOLUME OF \$71,574,134, THE SECOND-BEST EVER

Down **8%** from 2016's record **\$77,690,500**. Q3 units of **165** down **18%** from 2016's **201**. New listings of **221** down **20%** from last year's **275**, with the sales/listing ratio of **75%** up **2%**.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$459,739

Up **25%** from **\$369,075** of one year ago. The average days-on-market of **29** is down **2** weeks.



OVERVIEW (cont'd)



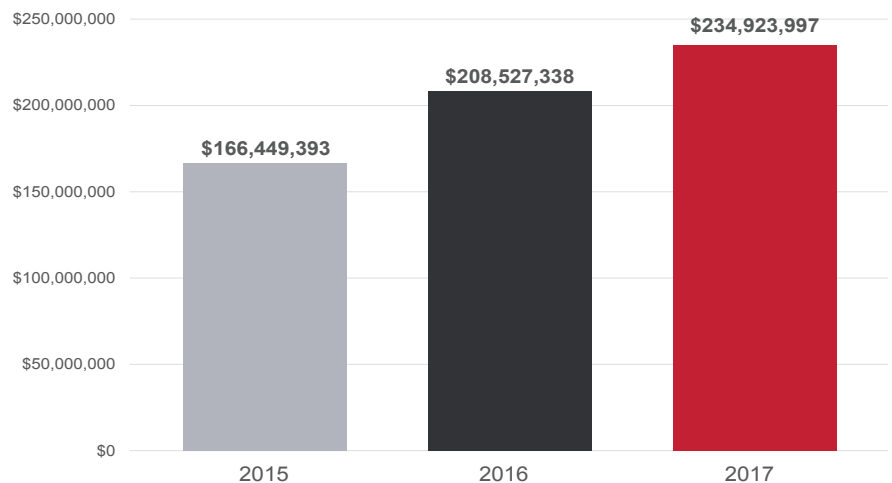
THE DEMAND FOR LISTINGS EXCEEDS THE SUPPLY

Although YTD and Q3 units were down from 2016's records, Collingwood is still enjoying strong sales. With YTD and Q3 sales/listings ratios of **73%** and **75%** respectively, the average sales price up **25%** and the average days-on market down **14** days, **it's still a sellers' market**. Agents say that sales would be higher if there were more listings available.

Graph 1:

Collingwood MLS® Sales

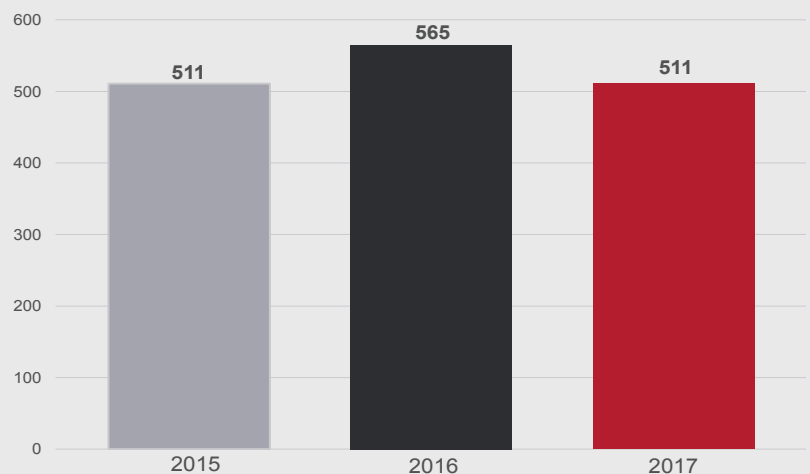
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

Collingwood MLS® Sales

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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Sales And Listing Summary

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

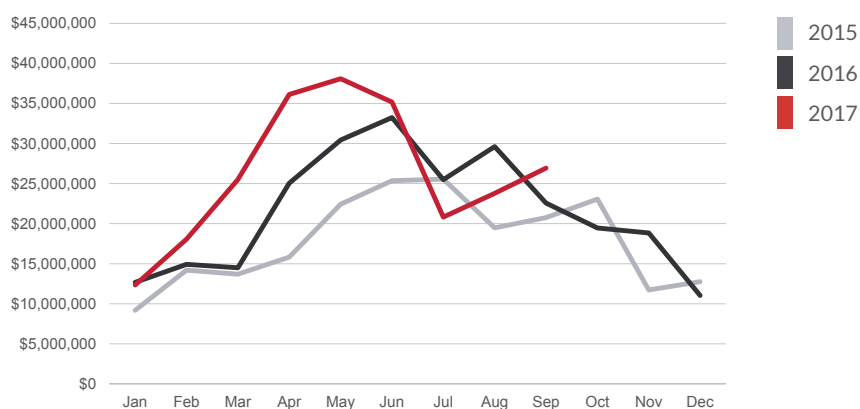
	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$166,449,393	\$208,527,338	\$234,923,997	+13%
YTD Unit Sales	511	565	511	-10%
YTD New Listings	937	826	702	-15%
YTD Sales/Listings Ratio	55%	68%	73%	+5%
YTD Expired Listings	168	69	42	-39%
3rd Quarter (Q3) Volume Sales	\$65,486,252	\$77,690,500	\$71,574,134	-8%
Q3 Unit Sales	192	201	165	-18%
Q3 New Listings	351	275	221	-20%
Q3 Sales/Listings Ratio	55%	73%	75%	+2%
Q3 Expired Listings	51	24	24	0%
YTD Sales: Under \$100K	3	1	0	-100%
YTD Sales: \$100K - \$299K	279	250	118	-53%
YTD Sales: \$300K - \$499K	167	210	237	+13%
YTD Sales: \$500K - \$799K	49	86	129	+50%
YTD Sales: \$800K - \$999K	8	13	15	+15%
YTD Sales: \$1M - \$1,999M	4	4	11	+175%
YTD Sales: \$2M+	1	1	1	0%
YTD Average Days-On-Market	66	43	29	+33%
YTD Average Sale Price	\$325,733	\$369,075	\$459,739	+25%

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

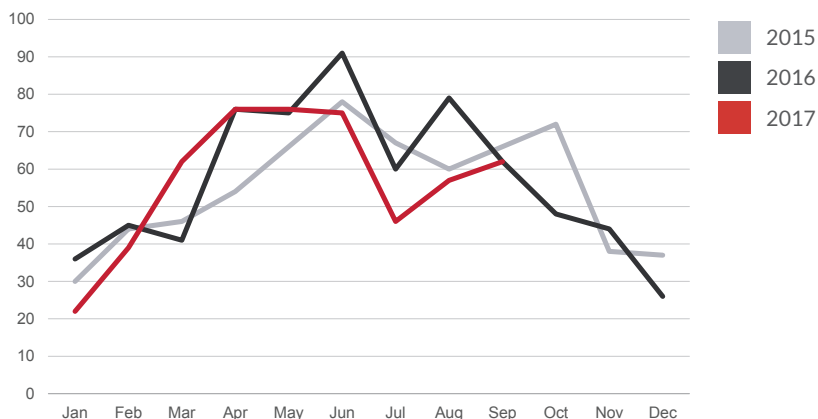
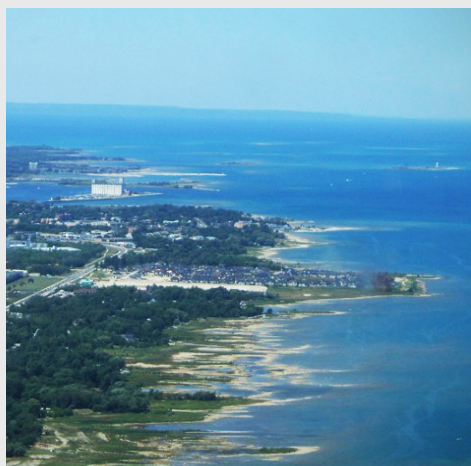
THE MARKET IN DETAIL (cont'd)

As Graph 3 shows, Collingwood saw record September volume sales of **\$26,941,234**, up **19%** from 2016's prior record of **\$22,572,200**. On the units side, Graph 4 shows that September's **62** sales tied last year for the second-best September ever, down **6%** from 2015's record **66**. It's also notable that September gave Q3 a small rebound from July's precipitous drop. It will be interesting to see whether the rebound is sustained for the remainder of 2017.

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



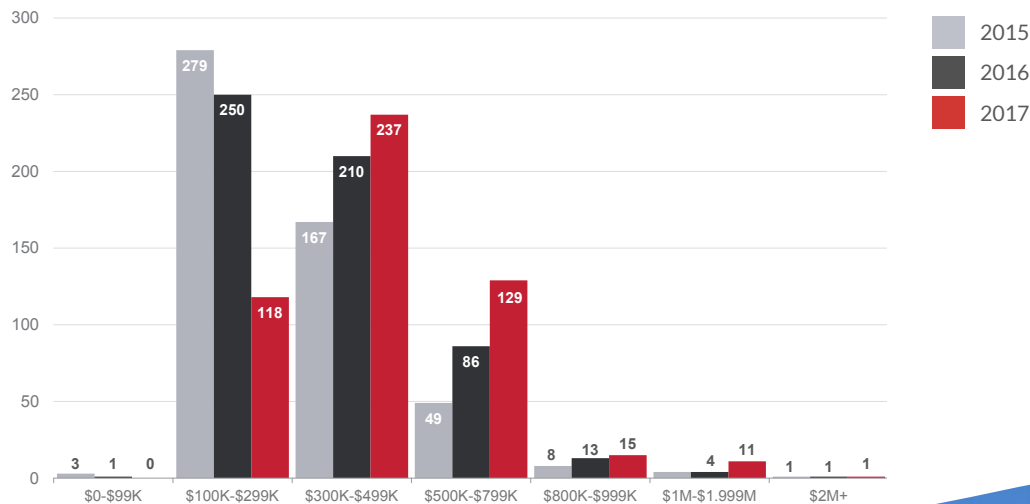
Graph 4:
Collingwood Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 unit sales are down **53%** from 2016 in the high-volume \$299K-and-under range, partly due to the **25%** average sale price increase from a year ago. That said, 2017 is up in every other price range except the \$2M+ range, where it's tied with 2016 and 2015 at **1** sale. And so, the entire \$300K-\$1.999M range is up **25%** from last year, with the \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$1M-\$1.999 ranges up **13%**, **50%**, **15%** and **175%** respectively.

Graph 5:
Collingwood MLS® Sales By Price
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Collingwood MLS® Sales By Property Type
 Jan.-Sept., 2015 vs. 2016 vs. 2017 (Dollars and Units)

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$142,131,421
 UP 1% from 2016

UNIT SALES: 273
 DOWN 15% from 2016

AV. DAYS-ON-MARKET: 31
 DOWN 7 days from 2016

AV. SALE PRICE: \$520,628
 UP 19% from 2016

CONDOMINIUMS

DOLLAR SALES: \$90,684,945
 UP 36% from 2016

UNIT SALES: 233
 DOWN 4% from 2016

AV. DAYS-ON-MARKET: 27
 DOWN 21 days from 2016

AV. SALE PRICE: \$389,206
 UP 41% from 2016

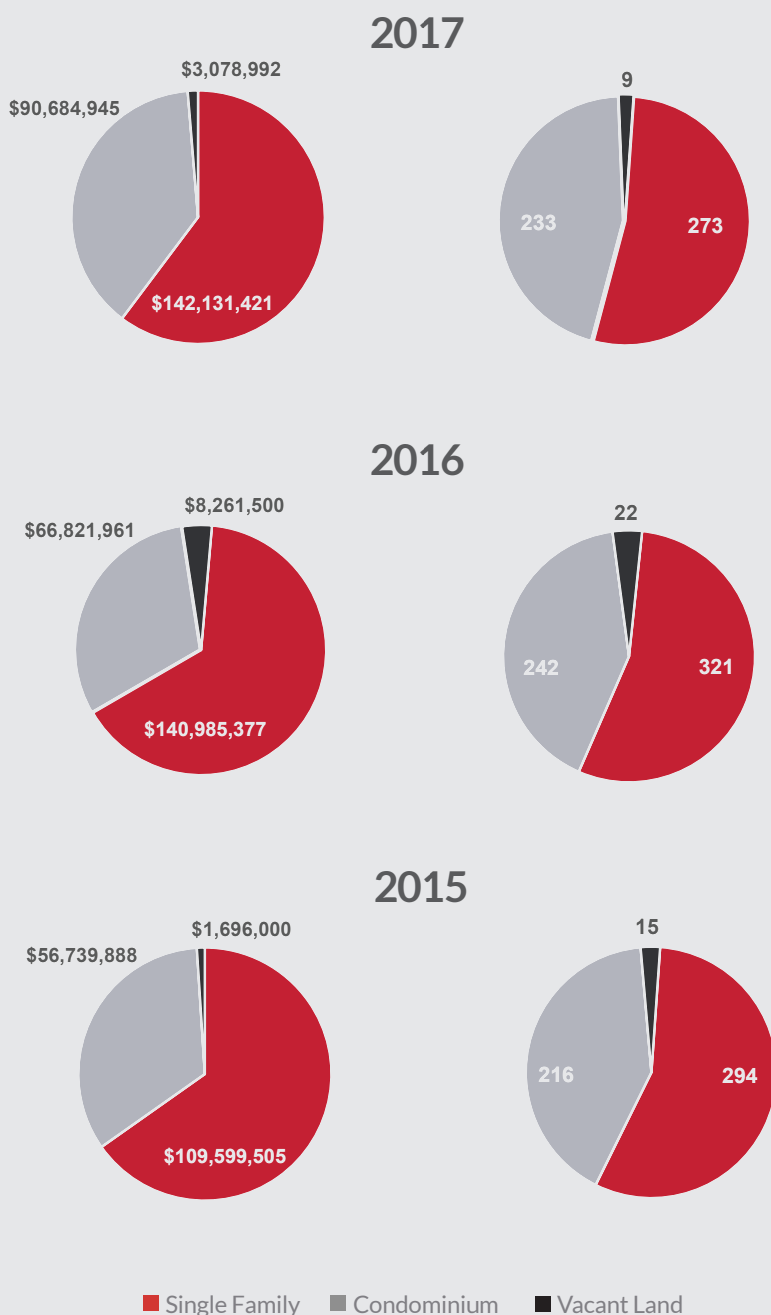
VACANT LAND

DOLLAR SALES: \$3,078,992
 DOWN 63% from 2016

UNIT SALES: 9
 DOWN 59% from 2016

AV. DAYS-ON-MARKET: 122
 UP 40 days from 2016

AV. SALE PRICE: \$342,110
 DOWN 9% from 2016



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



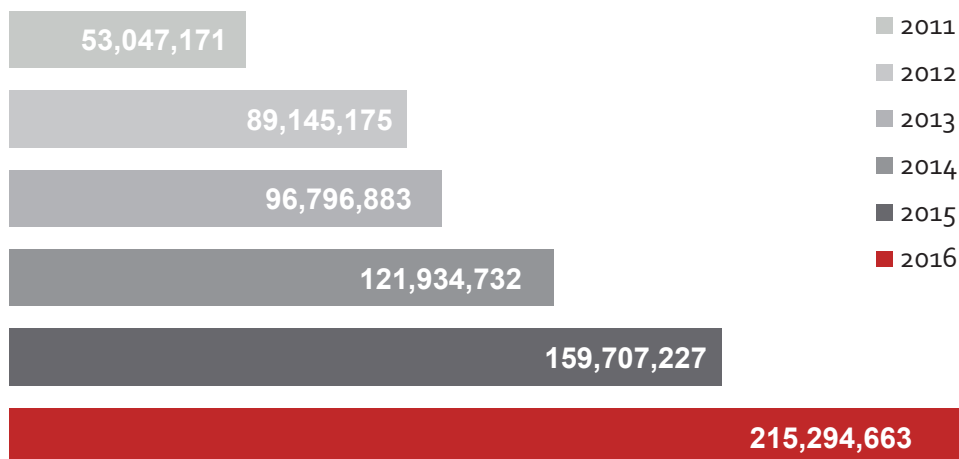
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

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

