

GEORGIAN TRIANGLE 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

STRONG MARCH VOLUME SALES REBOUND FROM SLOW FEBRUARY



FIRST-QUARTER SALES VOLUME OF \$183,657,997

Down 20% from 2017's record \$230,320,439, with units of 383 down 22% from 2017's record 489. New listings of 681 up 5% from last year, with the sales/listings ratio of 56% down 20%.



MARCH SALES VOLUME OF \$91,340,599

Down 14% from 2017's record \$105,940,407. Units of 181 down 24% from last March's 239. New listings of 284 down 6% from last year, while the sales/listing ratio of 64% was down 15%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$479,525

Up 3% from the \$467,181 of a year ago. Average days-on-market of 53 is down by 1 day.



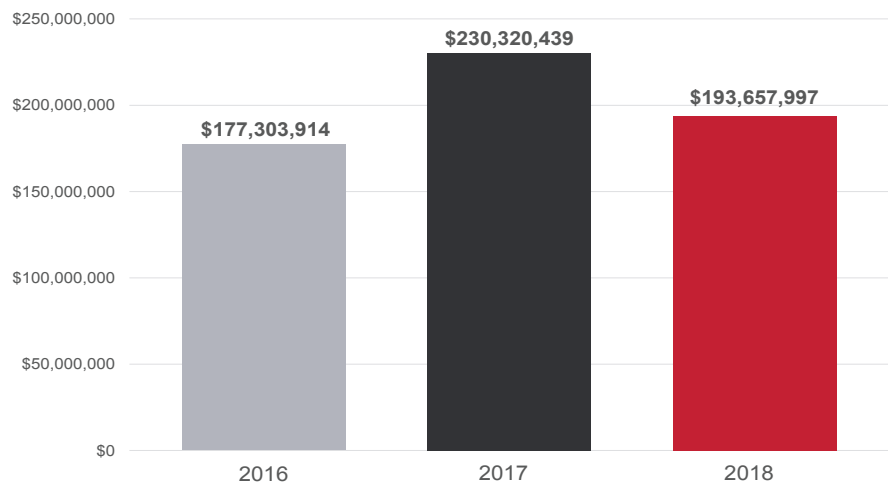
OVERVIEW (cont'd)



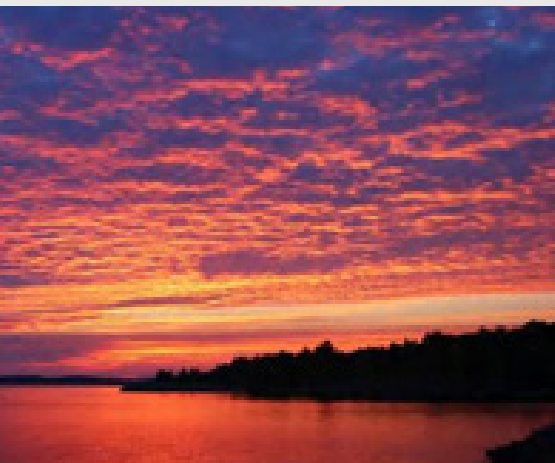
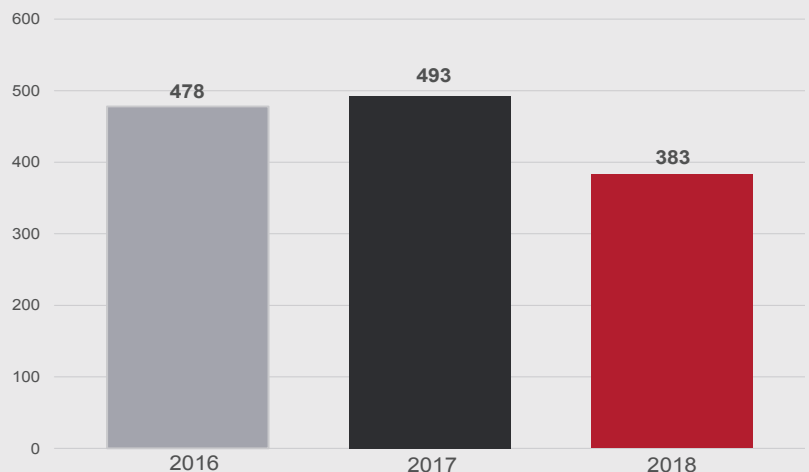
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

After a very slow February with a **43%** sales/listings ratio, March rebounded with a sales/listings ratio of **64%**. As well, March's average sale price of **\$504,644** was up **11%** from February and up **14%** from last March. So while this year's market has so far been in flux, **it's still a sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Georgian Triangle MLS® Sales And Listing Summary
2016 vs. 2017 vs. 2018

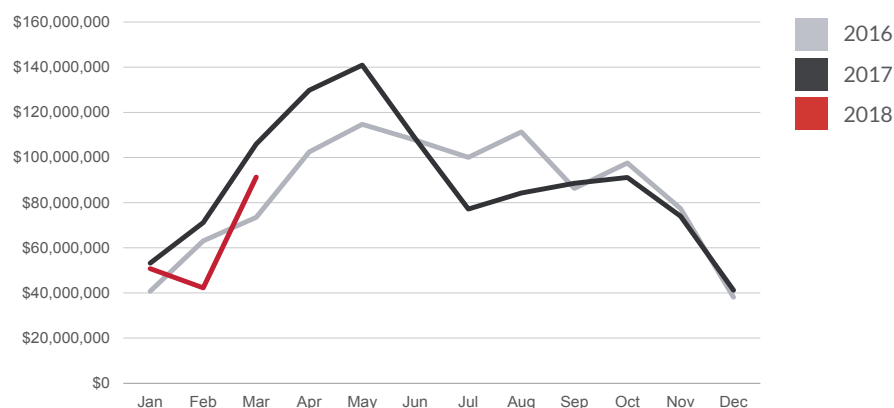
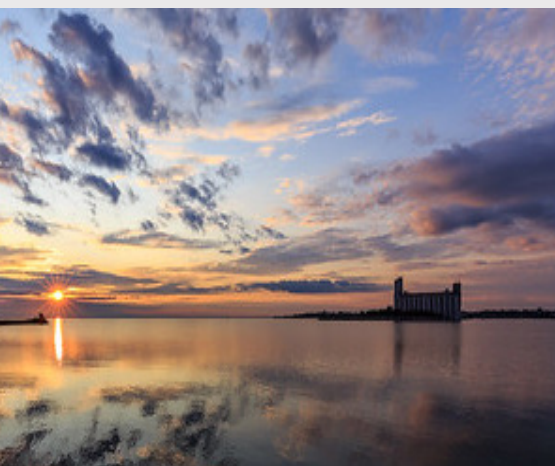
	2016	2017	2018	2017-2018
First Quarter (Q1) Volume Sales	\$177,303,914	\$230,320,439	\$183,657,997	-20%
Q1 Unit Sales	478	493	383	-22%
Q1 New Listings	819	646	681	+5%
Q1 Sales/Listings Ratio	58%	76%	56%	-20%
Q1 Expired Listings	182	68	142	+108%
March Volume Sales	\$73,519,796	\$105,940,407	\$91,340,599	-14%
March Unit Sales	193	239	181	-24%
March New Listings	365	301	284	-6%
March Sales/Listing Ratio	53%	79%	64%	-15%
March Expired Listings	64	18	43	+138%
March Average Sale Price	\$380,932	\$443,265	\$504,644	+14%
Q1 Sales: Under \$100K	6	3	4	+33%
Q1 Sales: \$100K - \$299K	229	123	74	-40%
Q1 Sales: \$300K - \$499K	166	224	183	-18%
Q1 Sales: \$500K - \$799K	53	102	83	-19%
Q1 Sales: \$800K - \$999K	11	18	23	+28%
Q1 Sales: \$1M - \$1.499M	6	13	12	-9%
Q1 Sales: \$1.5M - \$1.999M	3	7	3	-57%
Q1 Sales: \$2M+	4	3	1	-67%
Q1 Average Days-On-Market	74	54	53	-2%
Q1 Average Sale Price	\$370,929	\$467,181	\$479,525	+3%

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

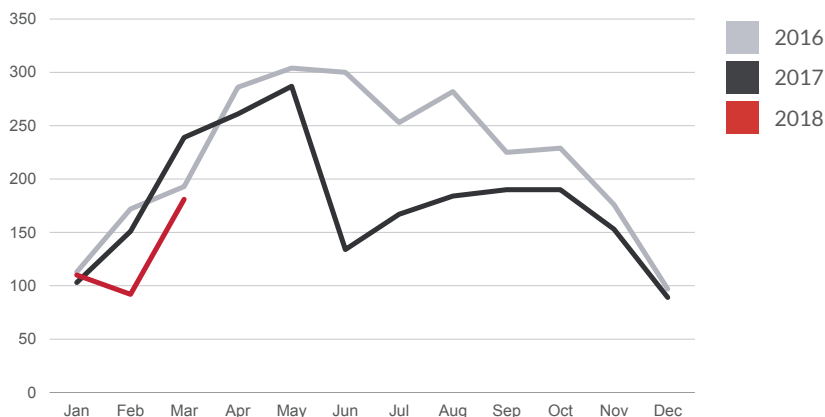
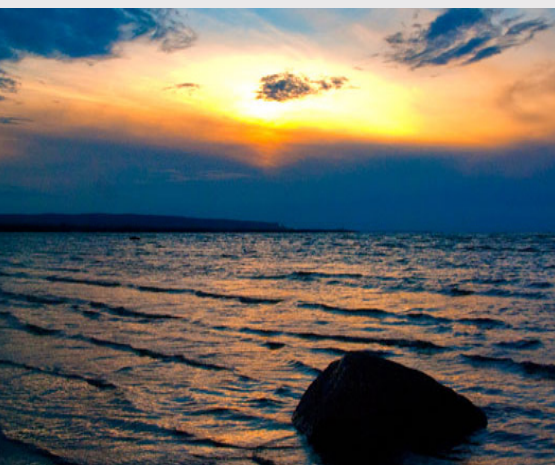
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, March's strong dollar sales – partly due to a **10%** average sales price increase from February and a **14%** increase from last March – provide hope that the market will stabilize after February's surprisingly low sales numbers. On the units side, **Graph 4** shows a similar pattern, although March's unit sales were down **24%** from last March's record (on **6%** fewer listings) and down **9%** from March 2017 (on **22%** fewer listings).

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



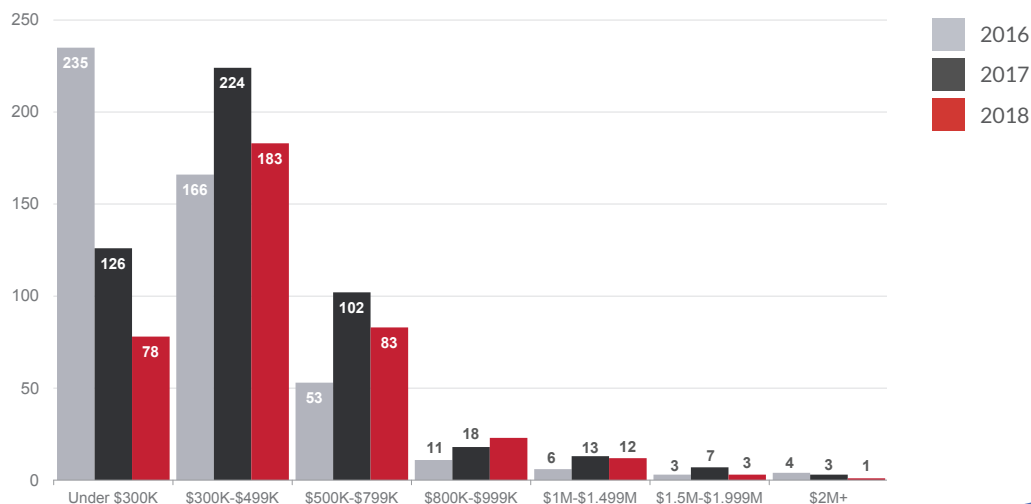
Graph 4:
Georgian Triangle Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales are down significantly from this time last year in all price ranges except \$800K-\$999K, where they are up **28%**. And so, the under-\$300K, \$300K-\$499K, \$500-\$799K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **38%, 18%, 19%, 9%, 57%** and **67%** respectively from last March. Further, sales in the luxury \$1M+ price range – which were very strong and drove the average sales price up throughout 2017 – are down **30%** from this time last year.

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



SALES BY PROPERTY TYPE

Graph 6:
Georgian Triangle MLS® Sales By Property Type
 2016 vs. 2017 vs. 2018 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$153,234,933
 DOWN 21% from 2017

UNIT SALES: 295
 DOWN 22% from 2017

AV. DAYS-ON-MARKET: 54
 EQUAL to 2017

AV. SALE PRICE: \$519,440
 UP 2% from 2017

CONDOMINIUMS

DOLLAR SALES: \$30,423,065
 DOWN 17% from 2017

UNIT SALES: 88
 DOWN 22% from 2017

AV. DAYS-ON-MARKET: 47
 DOWN 9 days from 2017

AV. SALE PRICE: \$345,717
 UP 7% from 2017

VACANT LAND

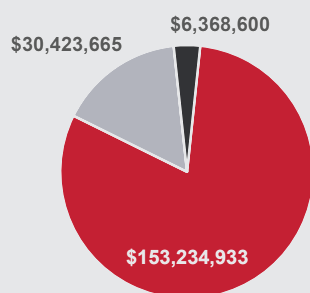
DOLLAR SALES: \$6,368,600
 DOWN 70% from 2017

UNIT SALES: 34
 DOWN 66% from 2017

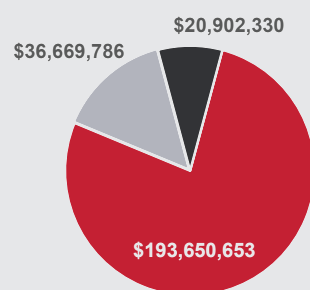
AV. DAYS-ON-MARKET: 101
 DOWN 138 days from 2017

AV. SALE PRICE: \$187,312
 DOWN 9% from 2017

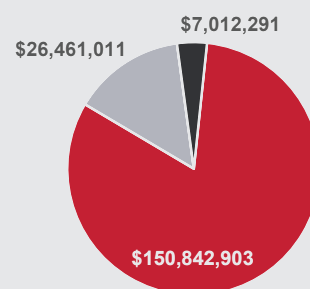
2018



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

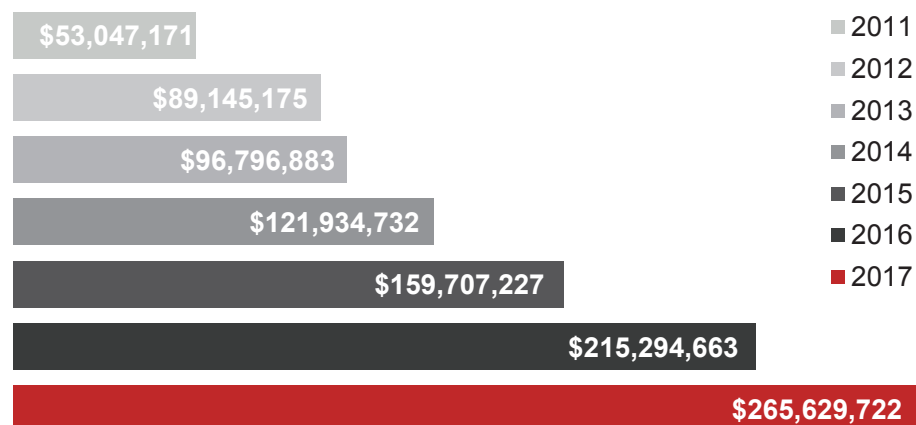
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

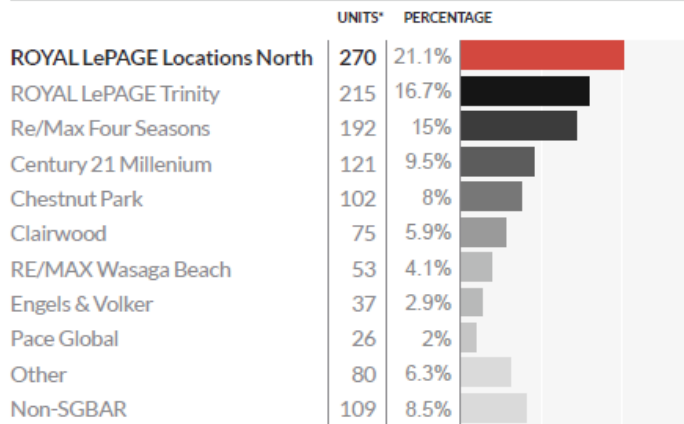


Locations North Sales Volume, 2011 - 2017

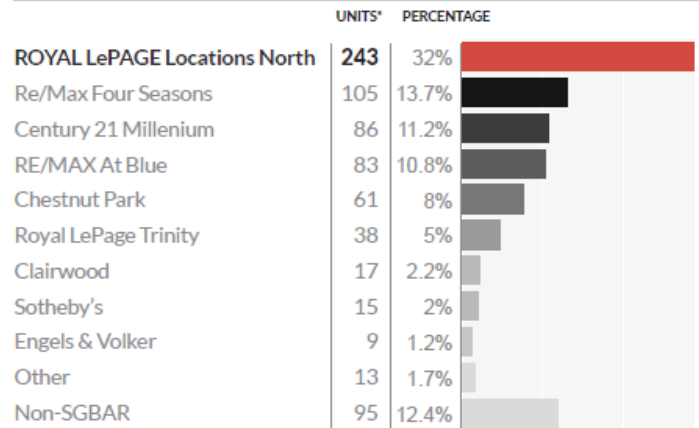


2017 UNIT SALES

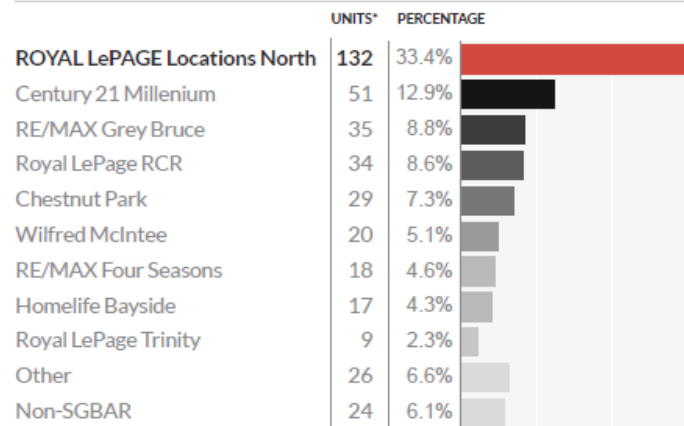
Collingwood



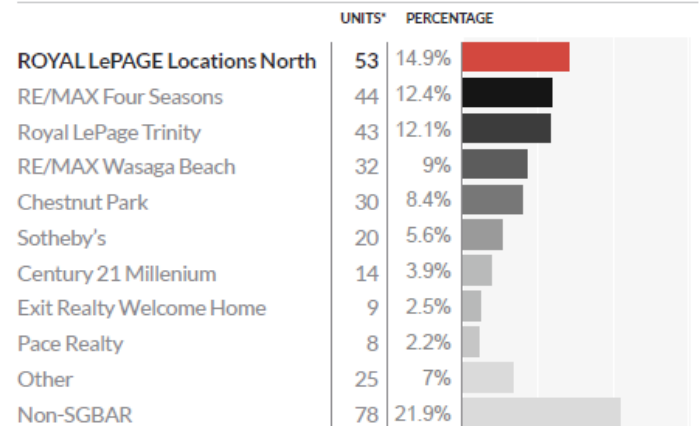
The Blue Mountains



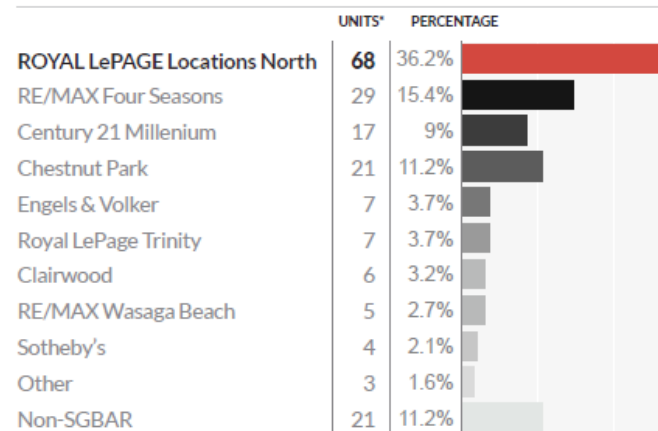
Meaford



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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

