

GEORGIAN TRIANGLE 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

SLOW Q2 SALES, FEWER LISTINGS, SLIGHTLY HIGHER PRICES



YEAR-TO-DATE SALES VOLUME OF \$463,327,010

Down 24% from 2017's record \$609,390,004, with units of 949 down 26% from 2017's 1275. New listings of 1675 down 9% from 2017, with the sales/listings ratio of 57% down 12%.



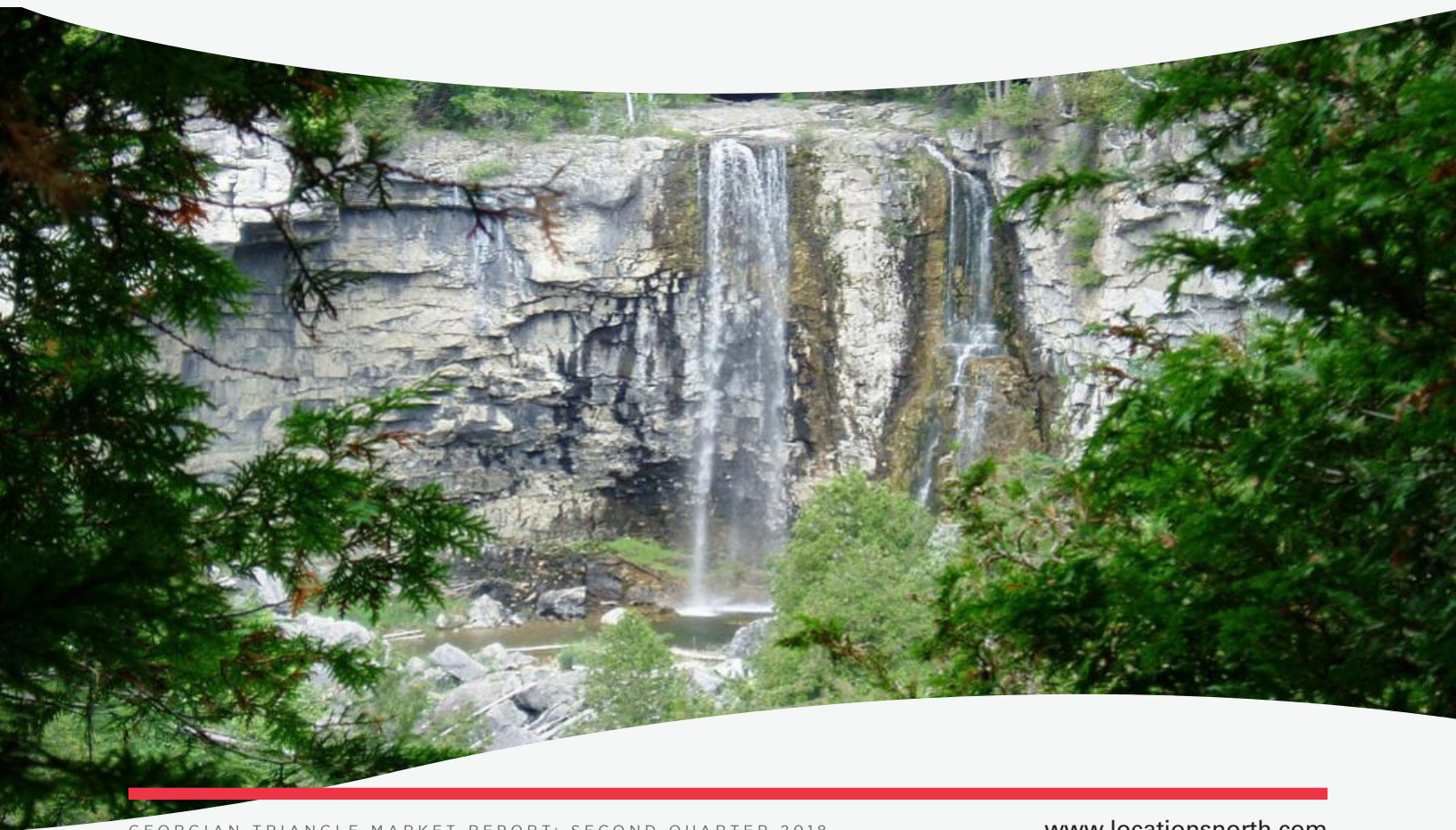
JUNE SALES VOLUME OF \$85,727,028

Down 21% from last June's record \$108,322,899. Units of 175 were down 25% from last June's 234, with listings of 349 down 12%, and the sales/listings ratio of 50% down 9%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$488,227

Up 2% from the \$477,953 of one year ago. Average days-on-market of 45 is up 5 days.



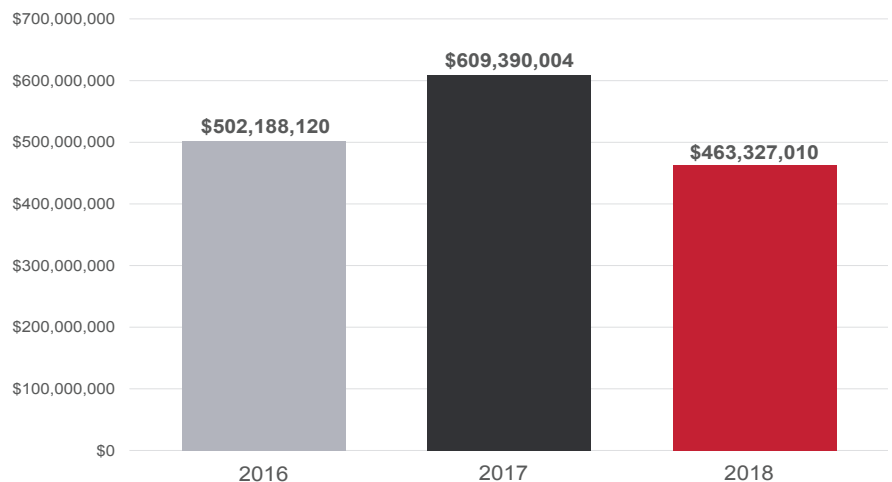
OVERVIEW (cont'd)



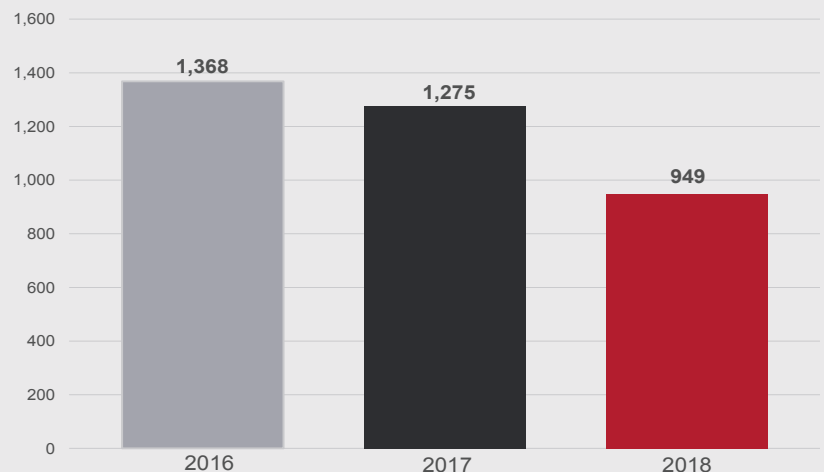
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

June's dollar and unit sales were down **21%** and **25%** respectively from last June, average days-on-market was up **39%**, and there were **76%** more expired listings. That said, the average sale price was up **6%**. So with June's sales/listings ratio at **50%**, we'll tentatively say that 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

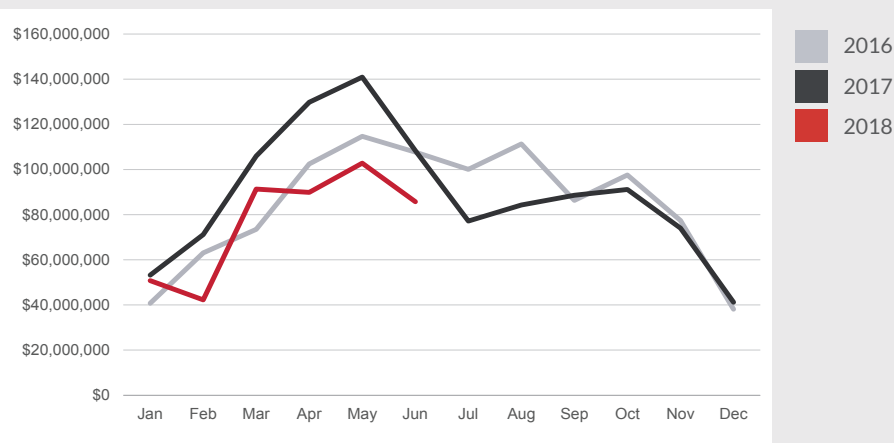
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$502,188,120	\$609,390,004	\$463,327,010	-24%
YTD Unit Sales	1368	1275	949	-26%
YTD New Listings	2017	1838	1675	-9%
YTD Sales/Listings Ratio	68%	69%	57%	-12%
YTD Expired Listings	359	159	266	+67%
Second Quarter (Q2) Volume Sales	\$324,884,246	\$379,069,565	\$280,357,013	-26%
Q2 Unit Sales	890	782	567	-27%
Q2 New Listings	1252	1192	989	-17%
Q2 Sales/Listings Ratio	71%	66%	57%	-9%
Q2 Expired Listings	177	91	123	+35%
June Volume Sales	\$107,715,180	\$108,322,899	\$85,727,028	-21%
June Unit Sales	300	234	175	-25%
June New Listings	405	395	349	-12%
June Sales/Listings Ratio	74%	59%	50%	-9%
June Expired Listings	48	34	60	+76%
YTD Sales: Under \$100K	15	8	7	-12%
YTD Sales: \$100K - \$299K	618	295	166	-44%
YTD Sales: \$300K - \$499K	502	570	450	-21%
YTD Sales: \$500K - \$799K	176	293	235	-20%
YTD Sales: \$800K - \$999K	31	49	48	-2%
YTD Sales: \$1M - \$1.499M	15	37	34	-8%
YTD Sales: \$1.5M - \$1.999M	5	16	4	-75%
YTD Sales: \$2M+	6	7	5	-29%
YTD Average Days-On-Market	61	40	45	+13%
YTD Average Sale Price	\$367,097	\$477,953	\$488,227	+2%

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

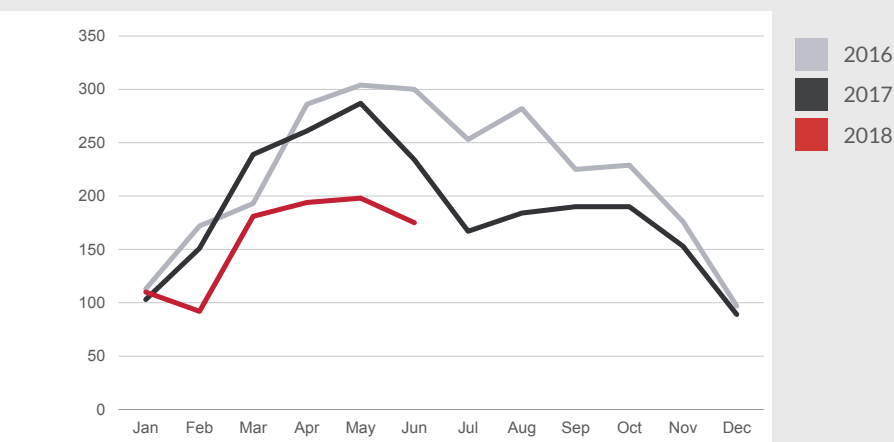
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a fairly strong Q1, Q2 volume sales were well below the last two record years. In fact, Q2 volume was closer to Q2-2015 than Q2-2016, despite its average sale price being up **48%** from Q2-2015. And as **Graph 4** shows, Q2 unit sales of **567** were very slow – **64%** less than Q2-2016's record **890**, and even **1** sale less than Q2-2013's **568**. Still, Q2-2018 had a healthy **57%** sales/listings ratio, and had **17%**, **21%**, **26%**, **40%** and **43%** fewer new listings than the last five Q2s. So *both listing and sales activity* were quite slow in Q2-2018.

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)



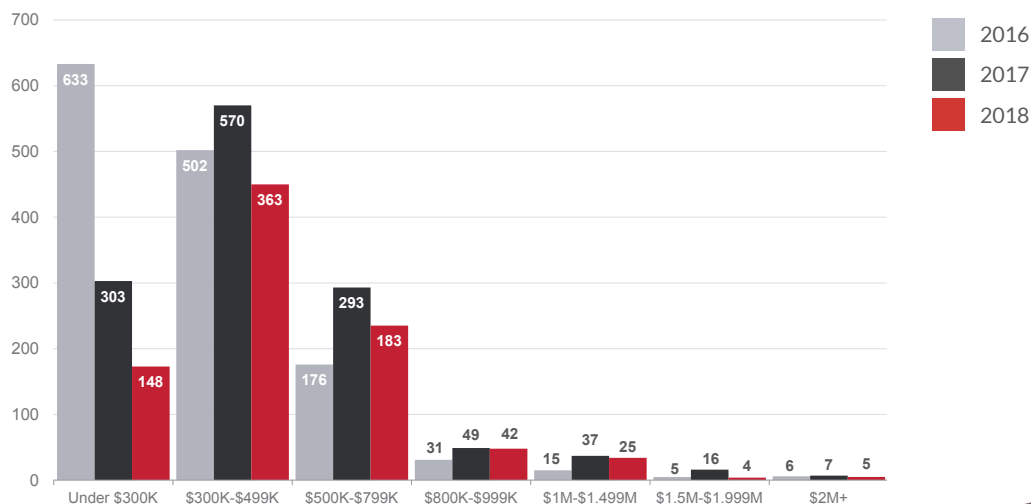
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales are down from this time last year in all price ranges. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **43%**, **21%**, **20%**, **2%**, **8%**, **75%** and **29%** respectively from a year ago. Further, sales in the high-volume, Under-\$800K bracket are down **26%**, while sales in the luxury \$1M+ bracket are down **28%** – in both cases, partly due to a shortage of homes on the market.

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: \$385,544,474
DOWN 25% from 2017

UNIT SALES: 737
DOWN 26% from 2017

AV. DAYS-ON-MARKET: 46
UP 6 days from 2017

AV. SALE PRICE: \$523,127
UP 2% from 2017

CONDOMINIUMS

DOLLAR SALES: \$77,782,536
DOWN 20% from 2017

UNIT SALES: 212
DOWN 24% from 2017

AV. DAYS-ON-MARKET: 42
UP 2 days from 2017

AV. SALE PRICE: \$366,899
UP 4% from 2017

VACANT LAND

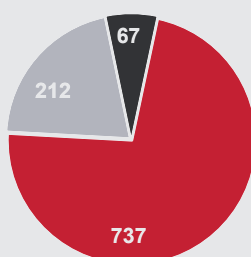
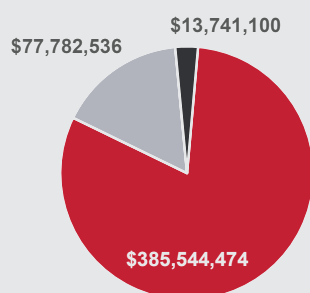
DOLLAR SALES: \$13,741,100
DOWN 69% from 2017

UNIT SALES: 67
DOWN 70% from 2017

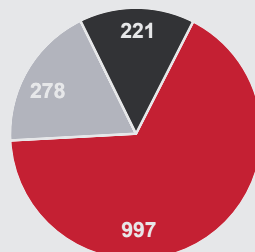
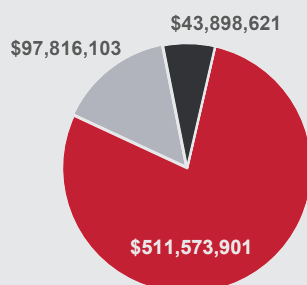
AV. DAYS-ON-MARKET: 104
DOWN 102 days from 2017

AV. SALE PRICE: \$205,091
UP 3% from 2017

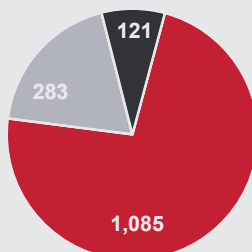
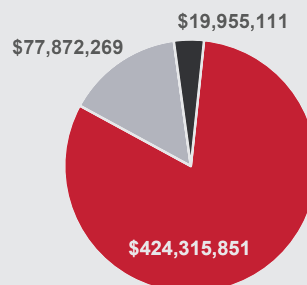
2018



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

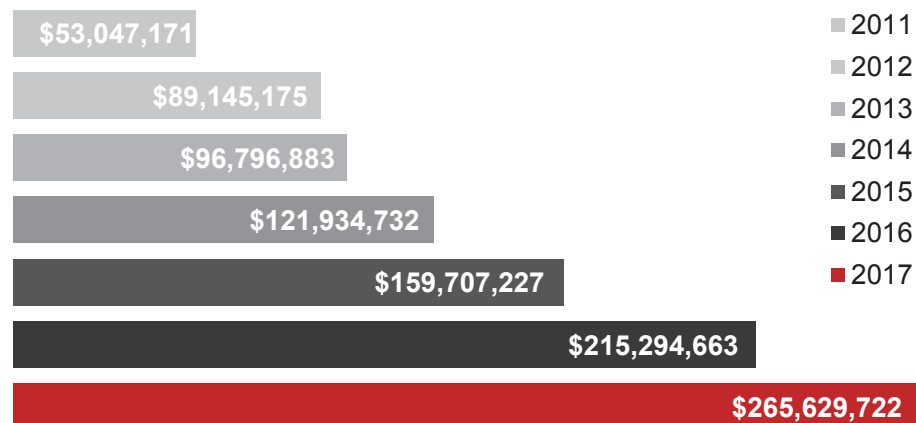
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

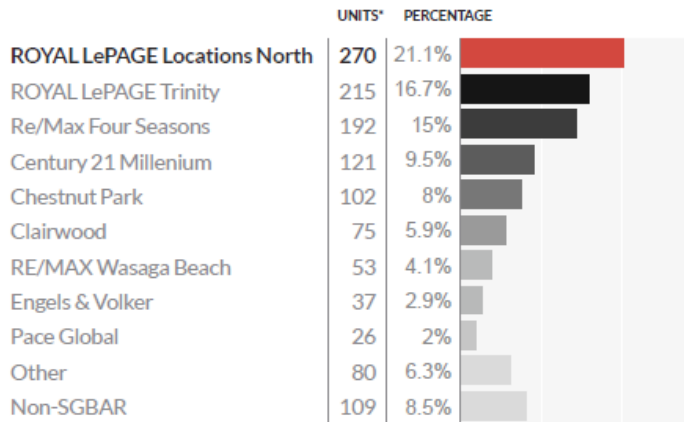


Locations North Sales Volume, 2011 - 2017

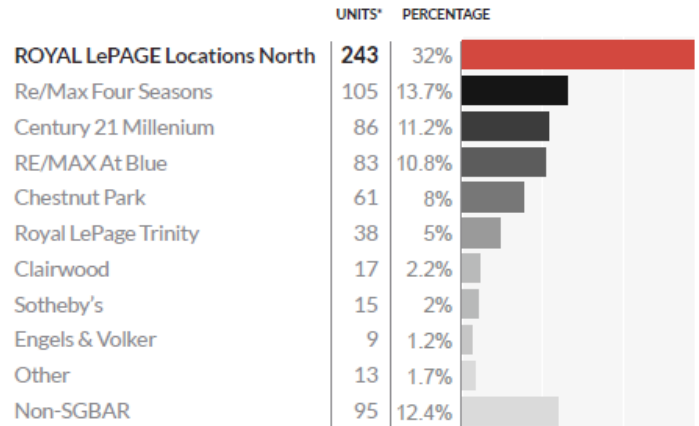


2017 UNIT SALES

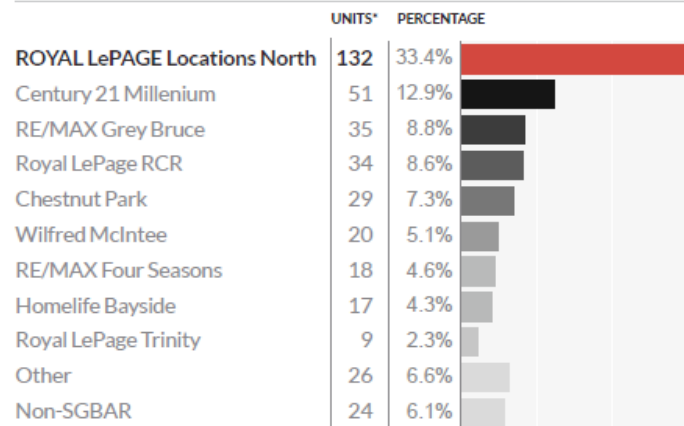
Collingwood



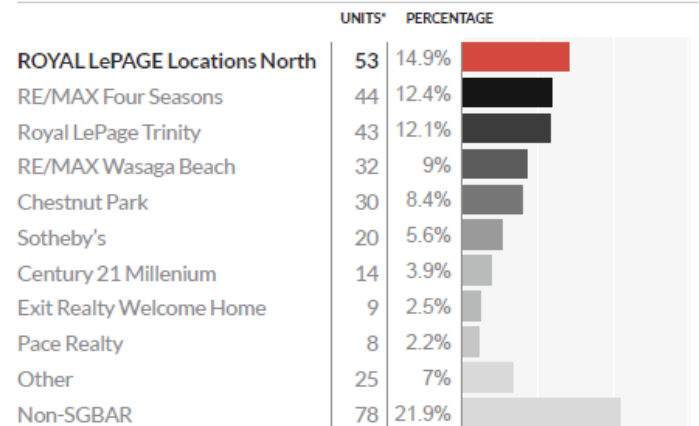
The Blue Mountains



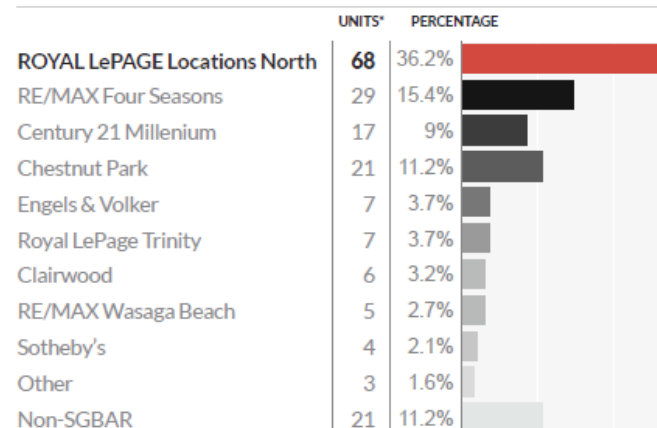
Meaford



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

