



LOCATIONS **NORTH**
BROKERAGE

GEORGIAN TRIANGLE REAL ESTATE MARKET REPORT: Q3-2017

WE'RE PROUD AND GRATEFUL TO HAVE BEEN CHOSEN AS
ROYAL LEPAGE'S 2016
BROKERAGE OF THE YEAR FOR ONTARIO



www.locationsnorth.com

OVERVIEW:

SECOND-BEST Q3 DOLLAR SALES EVER, BUT DOWN FROM 2016

SEPTEMBER AND Q3 SALES

Monthly sales of **\$82,336,860** were down **12%** from September 2016's record of **\$93,236,667**. Units of **185** were down **23%** from last year's **240**. New listings of **292** were down by **1**, with a sales/listings ratio of **63%** down **19%** from one year ago. Q3 volume of **\$247,229,444** and units of **552** were down **20%** and **31%** respectively from 2016's **310,513,326** and **805**.

YEAR-TO-DATE SALES

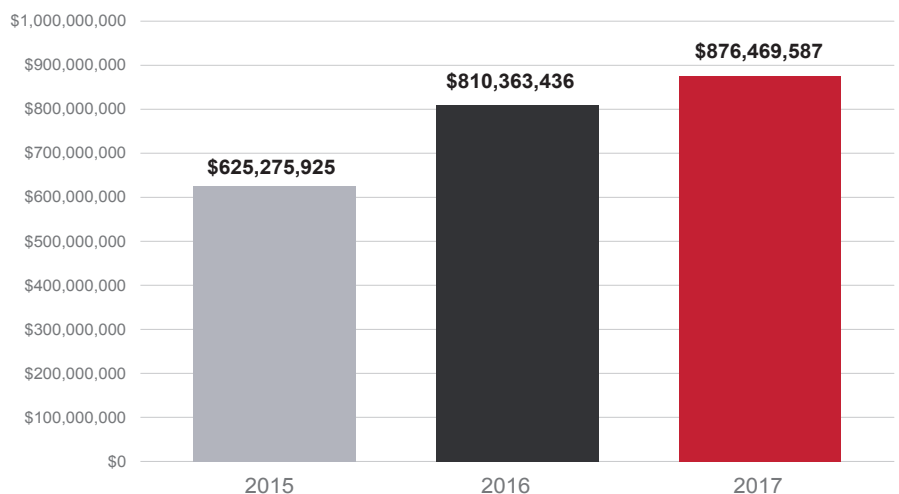
2017's record volume of **\$876,469,587** is up **8%** from 2016's prior record of **\$810,363,436**. Units of **1933** – the second highest YTD total ever – are down **11%** from 2016's record **2183**. New listings of **2950** are down **11%** from last year, giving 2017 a solid **66%** sales/listings ratio, equal to 2016. Lastly, the average sale price of **\$453,425** is up **22%** from one year ago.



Graph 1:

Georgian Triangle MLS® Sales

January-September, 2015 vs. 2016 vs. 2017 (Dollars)



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

OVERVIEW (cont'd):

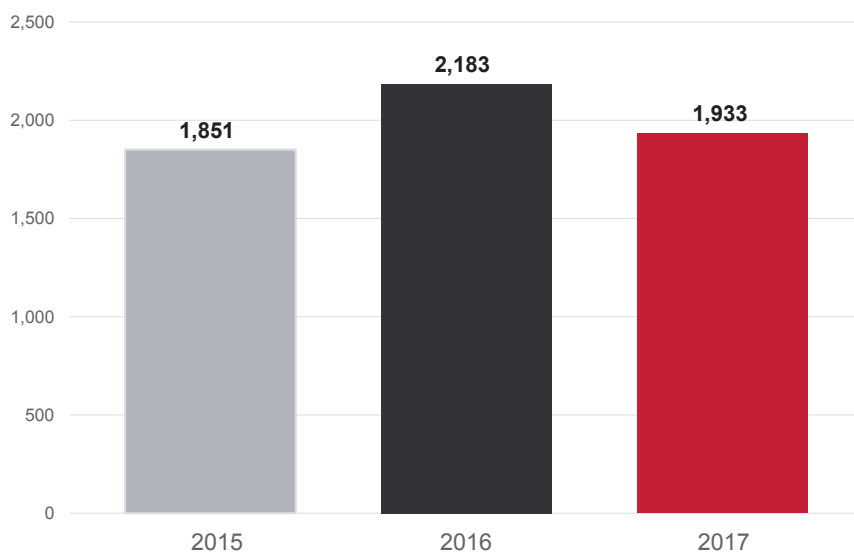
PRICES WAY UP, TOTAL LISTINGS DOWN FROM 2016

Despite September's sales drop from 2016's high-water mark, it was still the region's second-best September ever for dollar sales and third-best for units. With a healthy sales/listings ratio of **63%**, total listings down **16%** from one year ago, and the average sales price up **22%**, the regional demand for listings still exceeds the supply.

Graph 2:

Georgian Triangle MLS® Sales

January-September, 2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL

Table 1:

Georgian Triangle MLS® Sales And Listings Summary

2015 vs. 2016 vs. 2017

	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$625,275,925	\$810,363,436	\$876,469,587	+8%
YTD Unit Sales	1851	2183	1933	-11%
YTD New Listings	3639	3314	2950	-11%
YTD Sales/Listings Ratio	51%	66%	66%	0%
YTD Expired Listings	1183	755	427	-43%
Third Quarter (Q3) Volume Sales	\$241,888,015	\$310,513,326	\$247,229,444	-20%
Q3 Unit Sales	710	805	552	-31%
Q3 New Listings	1127	930	936	+6%
Q3 Sales/Listings Ratio	63%	87%	59%	-28%
Q3 Expired Listings	370	230	175	-24%
September Volume Sales	\$80,019,127	\$93,236,667	\$82,336,860	-12%
September Unit Sales	249	240	185	-23%
September New Listings	399	293	292	-3%
September Sales/Listing Ratio	62%	82%	63%	-19%
September Expired Listings	145	75	70	-7%
YTD Sales: Under \$100K	85	98	81	-17%
YTD Sales : \$100K - \$299K	921	913	546	-40%
YTD Sales: \$300K - \$499K	581	781	750	-4%
YTD Sales: \$500K - \$799K	188	278	381	+37%
YTD Sales: \$800K - \$999K	40	60	76	+27%
YTD Sales: \$1M - \$1,999M	29	42	85	+102%
YTD Sales: \$2M +	5	11	14	+27%
YTD Average Sale Price	\$337,804	\$371,215	\$453,425	+22%

THE MARKET IN DETAIL (cont'd)

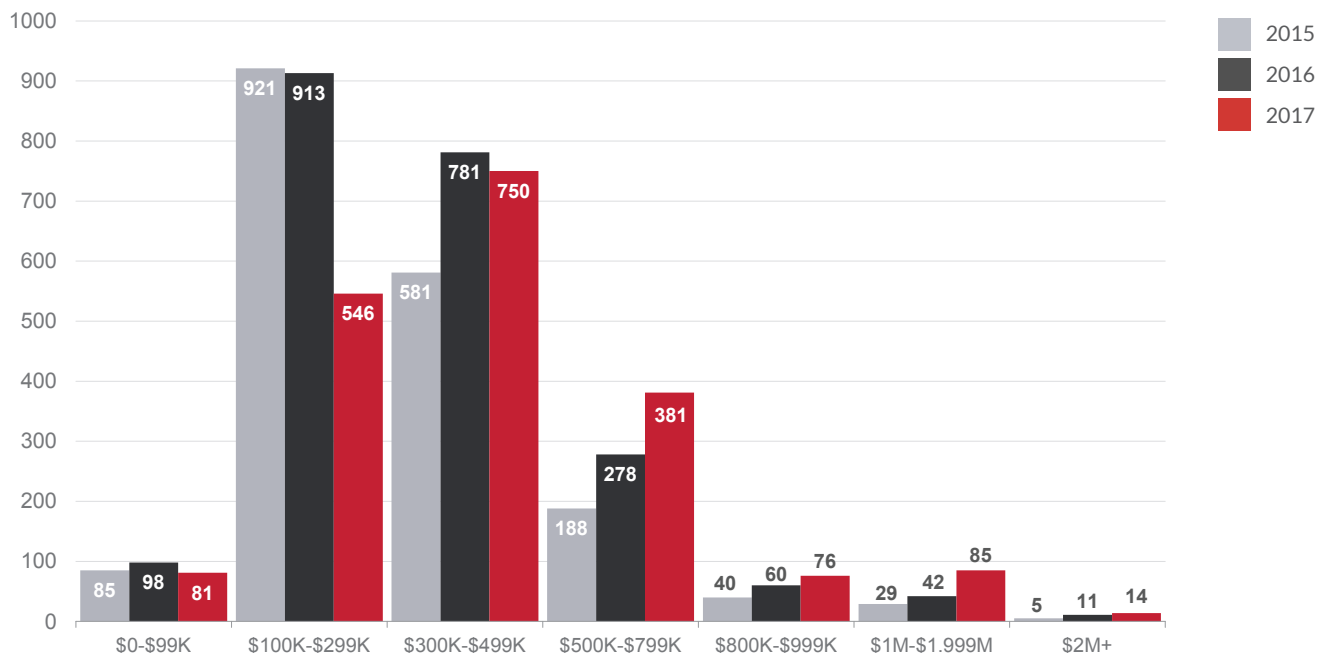
As Table 1 (see previous page) and Graph 3 show, 2017's year-to-date **11%** drop in units from last year is mainly due to slowing sales in the lower-priced home segments, a development which is partly the result of the region's big **22%** jump in the average sale price from September 2016.

While unit sales are down **17%** in the under \$100K range, down **40%** in the \$100K-\$299K range and down **4%** in the \$300K-\$499K range, they're still way up in all other ranges. The entire \$500K+ bracket is up **42%** from 2016, with the \$500K-\$799K, \$800K-\$999K, \$1M-\$1.999M and \$2M+ ranges up **37%**, **27%**, **102%** and **27%** respectively. As well, sales in the luxury \$1M+ market are up **87%** from a year ago. That said, 2017's unit sale increases over 2016 in the \$500K+ bracket have gradually decreased since the late spring. So it will be interesting to see whether high-end sales – and sales in general – slow further or rebound in the autumn.

Graph 3:

Georgian Triangle MLS® Sales By Price

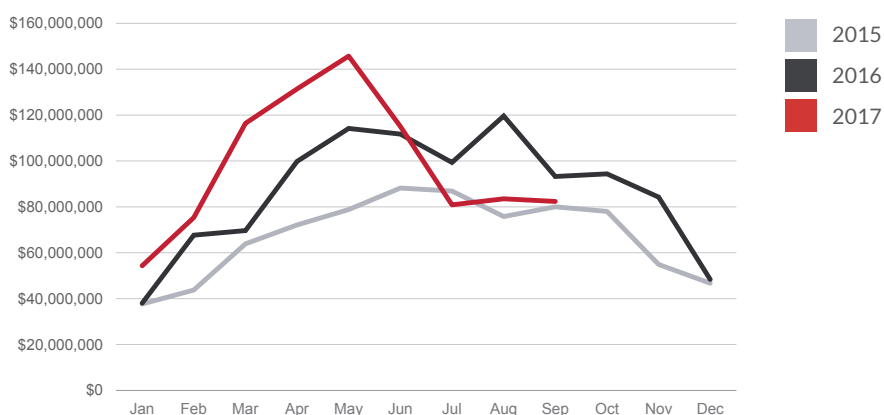
January-September, 2015 vs. 2016 vs. 2017 (Units)



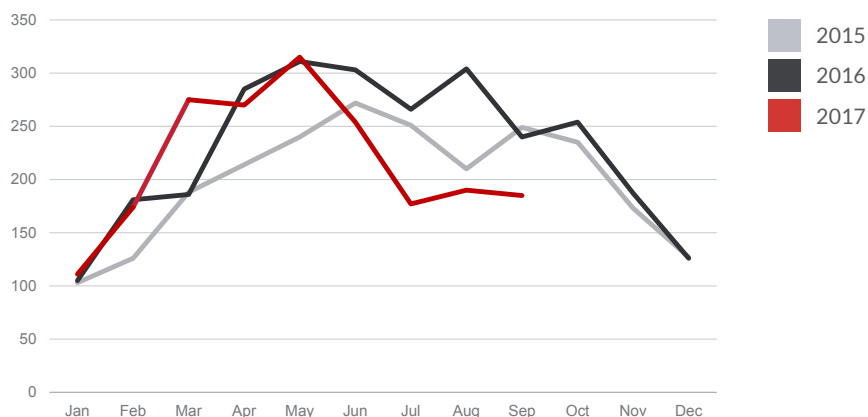
THE MARKET IN DETAIL (cont'd)

As Graph 4 shows, September's dollar sales, while down **12%** from 2016's record, represent the second-best September ever and indicate that the market might be stabilizing in the aftermath of **39** record sales months which ended in June. On the units side, Graph 5 shows September down from the last two years, but it was still the third-best September ever.

Graph 4:
Georgian Triangle MLS® Monthly Sales
2015 vs. 2016 vs. 2017 (Dollars)



Graph 5:
Georgian Triangle MLS® Monthly Sales
2015 vs. 2016 vs. 2017 (Units)



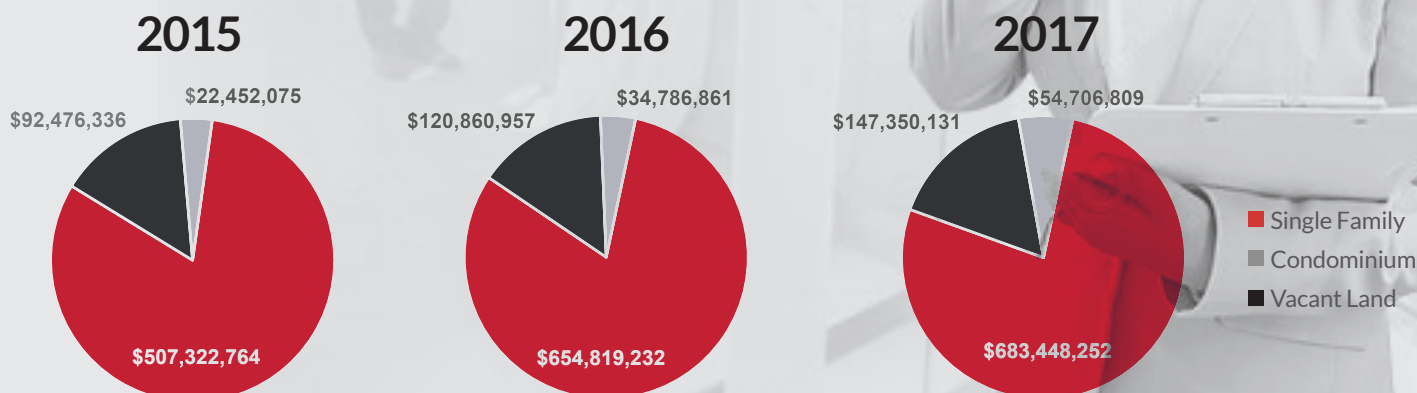
SALES BY PROPERTY TYPE

As Graph 6 and 7 (see next page) show, although unit sales have slowed, 2017's volume sales for all property types remain at record levels. Given that total listings are down **16%** from 2016, **the demand for listings exceeds the supply.**

Graph 6:

Georgian Triangle MLS® Sales By Property Type

January-September, 2015 vs. 2016 vs. 2017 (Dollars)



SINGLE-FAMILY HOMES

DOLLAR SALES: \$683,448,252
UP **4%** from 2016

UNIT SALES: 1310
DOWN **17%** from 2016

AV. DAYS-ON-MARKET: 42
DOWN **29%** from 2016

AV. SALE PRICE: \$521,716
UP **26%** from 2016

CONDOMINIUMS

DOLLAR SALES: \$147,350,131
UP **22%** from 2016

UNIT SALES: 413
DOWN **4%** from 2016

AV. DAYS-ON-MARKET: 42
DOWN **36%** from 2016

AV. SALE PRICE: \$356,780
UP **28%** from 2016

VACANT LAND

DOLLAR SALES: \$54,706,809
UP **57%** from 2016

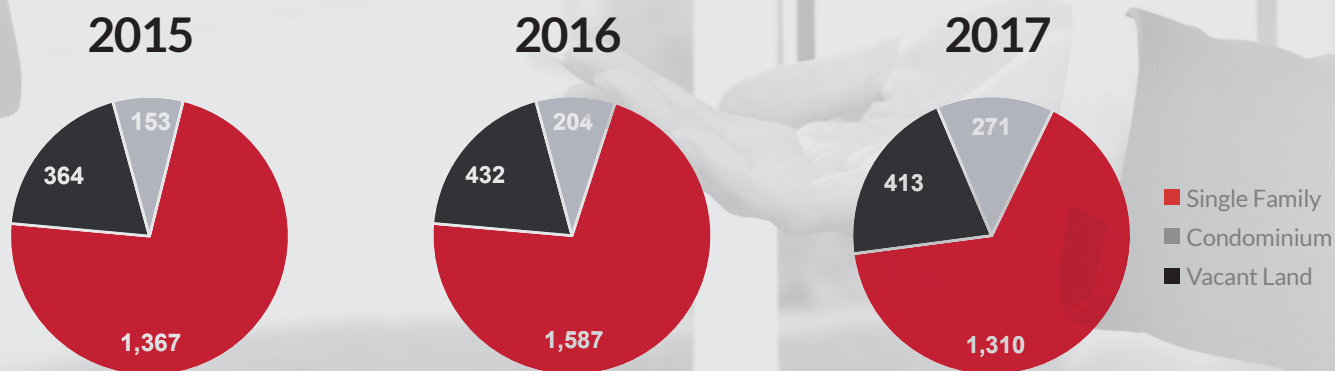
UNIT SALES: 271
UP **33%** from 2016

AV. DAYS-ON-MARKET: 191
DOWN **10%** from 2016

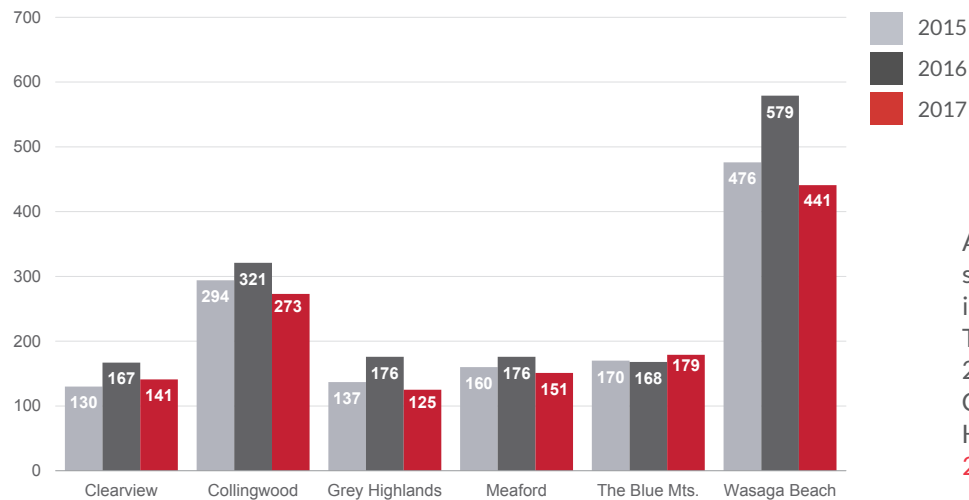
AV. SALE PRICE: \$201,870
UP **18%** from 2016

SALES BY PROPERTY TYPE (cont'd)

Graph 7:
Georgian Triangle MLS® Sales By Property Type
January-September, 2015 vs. 2016 vs. 2017 (Units)



Graph 8:
Georgian Triangle MLS® Single-Family Home Sales
January-September, 2015 vs. 2016 vs. 2017 (Units)



As Graph 8 shows, 2017's drop in single-family home sales translates into drops for all but one community. The Blue Mountains is up **7%** from 2016, while Meaford, Collingwood, Clearview, Wasaga Beach and Grey Highlands are down **14%**, **15%**, **20%**, **24%** and **29%** respectively.

THE TAKEAWAY

After **3+** years of record-shattering sales, rapidly rising prices and a steadily dropping new listings count, the Georgian Triangle market seems to be settling into a new phase. Since July (i.e. throughout the third quarter) the region's volume sales, unit sales and average sales prices have flattened, while the new listings count has risen again to where it was this time last year.

These changes have been attributed in part to the slowing Greater Toronto Area market and the Bank Of Canada's July interest rate hike. However, one main difference between the GTA market and ours is that while the GTA's slowdown involves a high overall listings count, our count is actually down **16%** from one year ago. **We are still in a sellers' market.** Demand remains strong.

ONE MAIN DIFFERENCE BETWEEN THE GTA MARKET AND OURS IS THAT IN OUR MARKET THE OVERALL LISTINGS COUNT IS STILL DOWN 16% FROM A YEAR AGO.

Our agents still have plenty of clients looking to buy, and they say that sales would be higher if there were more homes on the market.

As we've repeatedly noted, our region's stellar sales since 2014 have been, and continue to be, driven by demographics – along with the fact that we live in an incredibly beautiful place that offers a wonderful, four-season lifestyle. **So if you have considered selling your home your chances of getting a good price in a timely manner are excellent.**



ROYAL LEPAGE LOCATIONS NORTH IN 2016

YET 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



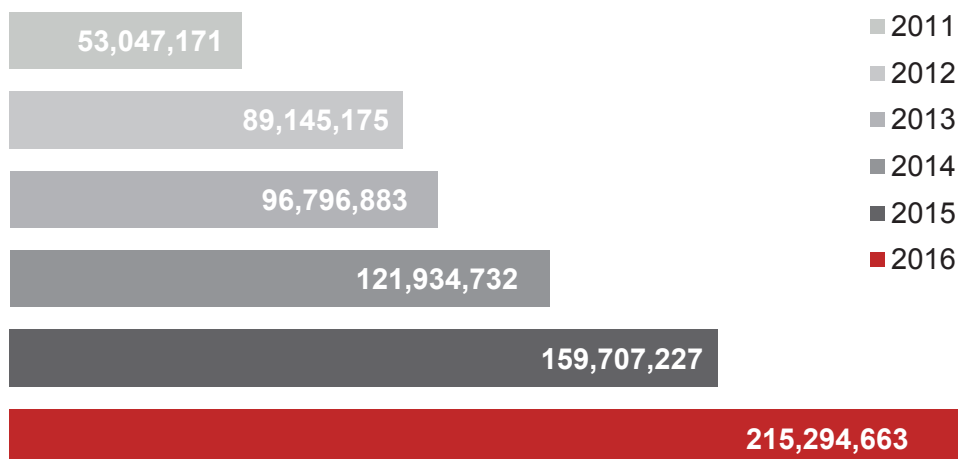
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

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!**



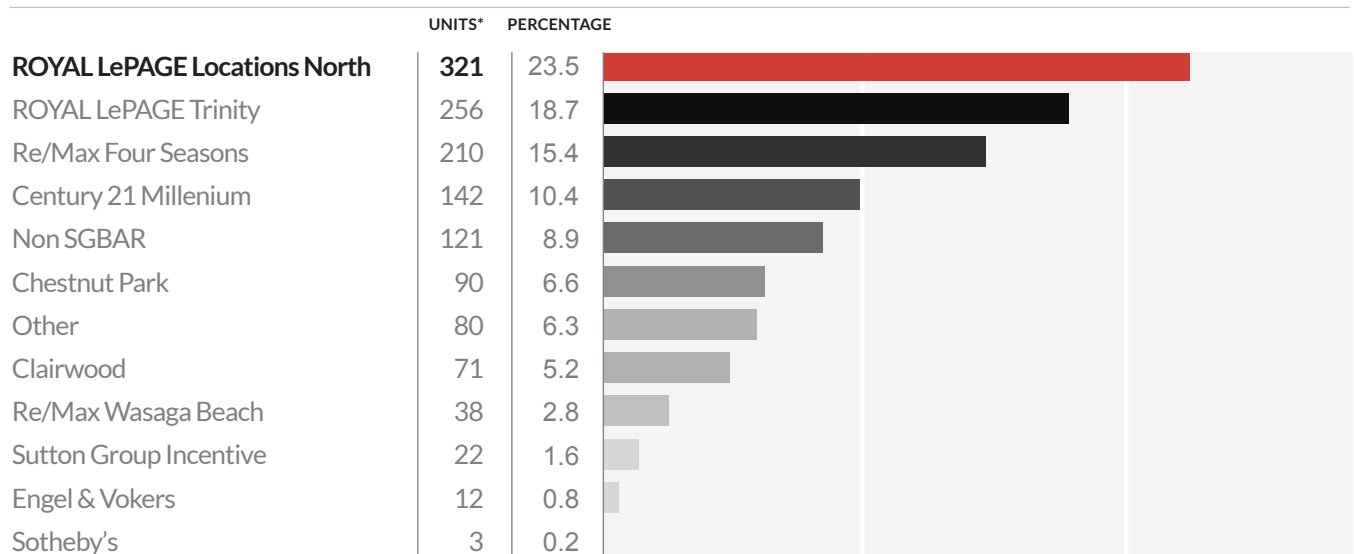
Locations North Sales Volume, 2011-2016





UNIT SALES

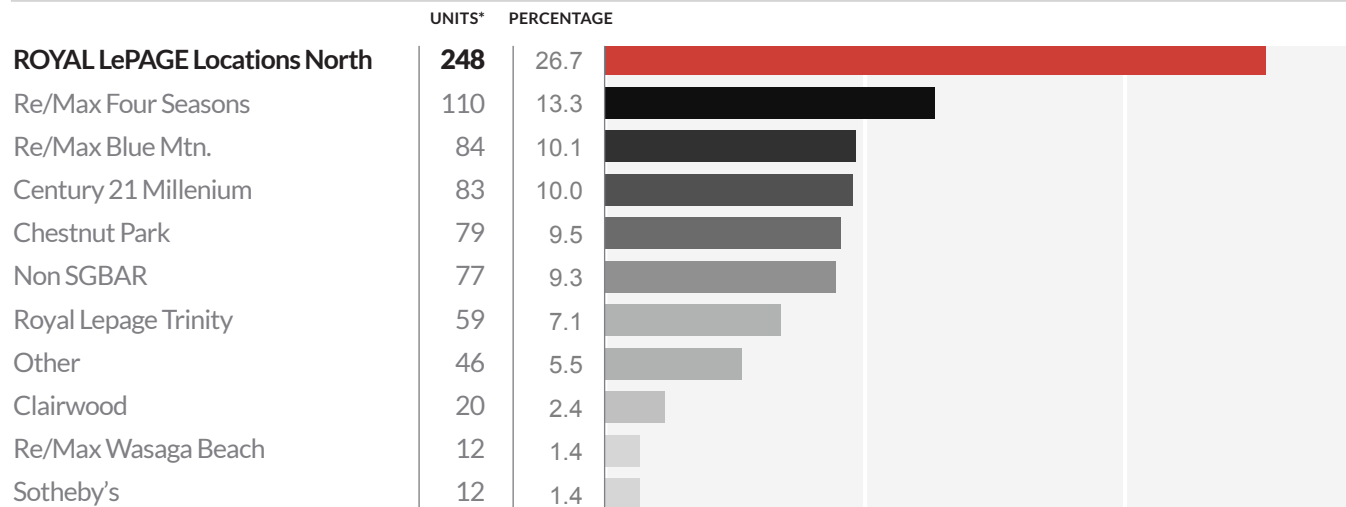
Collingwood Unit Sales 2016



* 'Units' refers to the combined number of Listing and Selling Sides

UNIT SALES

The Blue Mountains Unit Sales 2016



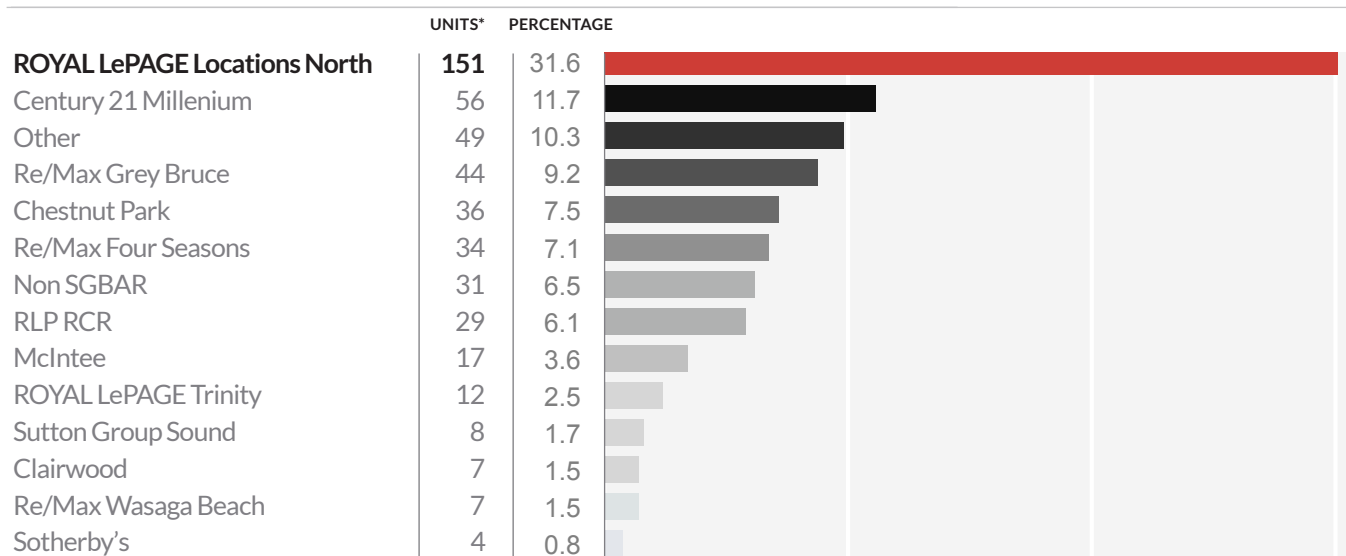
* 'Units' refers to the combined number of Listing and Selling Sides





UNIT SALES

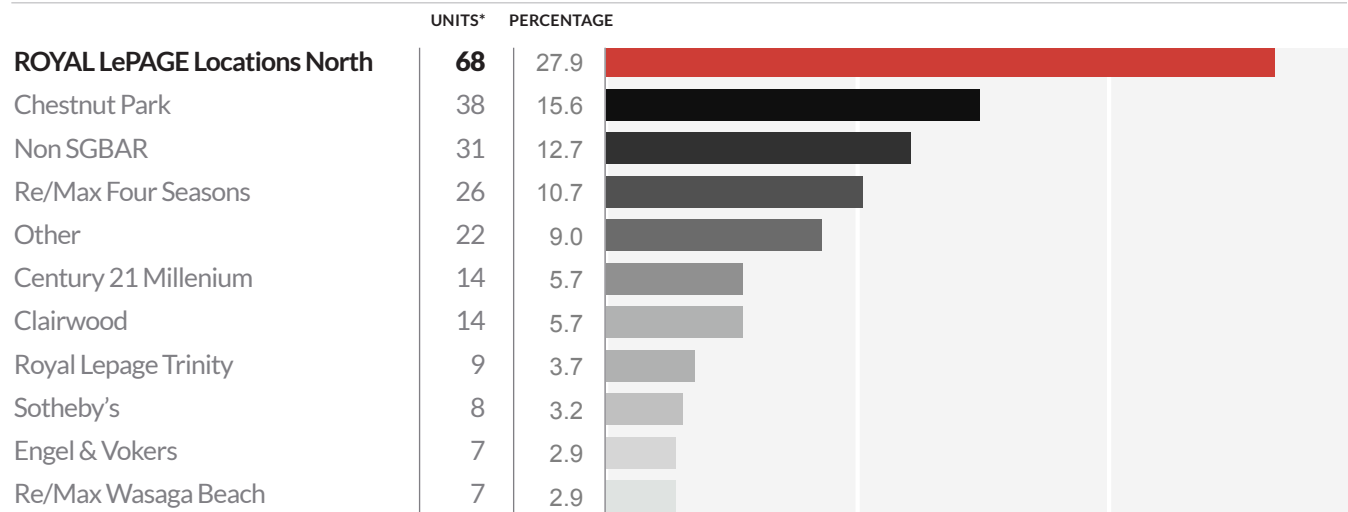
Meaford Unit Sales 2016



* 'Units' refers to the combined number of Listing and Selling Sides

UNIT SALES

Georgian Triangle Luxury Homes \$800,000+ Unit Sales 2016



* 'Units' refers to the combined number of Listing and Selling Sides



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