

GREY HIGHLANDS REAL ESTATE MARKET REPORT: FIRST QUARTER 2017

in-house training
 record-setting sales
strategic marketing
 state of the art
Can you reach your goals faster?
 maximum efficiency
 excellence
 BIGGEST AD PRESENCE
 friendly & collegial
 INTEGRITY

well-connected
 best social media
 fastest growing brokerage
 TOP LOCAL WEBSITE
 technologically advanced
 integrated technologies
 focus
 PROGRESSIVE
 professional

PERSONAL VISION

Royal LePage Locations North
 Sales Growth

Year	Sales Growth
2014	~\$100,000
2015	~\$200,000
2016	~\$400,000
2017	~\$800,000



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Overview: Near Record Sales, Huge Price Jump, Big Listings Shortage

- Dollar sales of **\$15,101,588** were up **12%** from Q1-2016 and just under Q1-2015's record of **\$15,169,800**. Units of **33** were down **28%** from last year and **30%** from two years ago.
- Q1-2017's near record dollar sales came despite new listings of **33** being down **45%** from Q1-2015's **74**, while expired listings of **2** were down **96%** from Q1-2015's **45**. This year's sales/listing ratio was **100%** – super-high at any time, but unheard of for a first quarter.
- The area saw an unprecedented **56%** jump in the average sale price to **\$457,624**. The higher prices were partly due to multiple offer and overprice offer situations.

Table 1: Grey Highlands MLS® Sales And Listing Summary – First Quarter, 2015 vs 2016 vs 2017

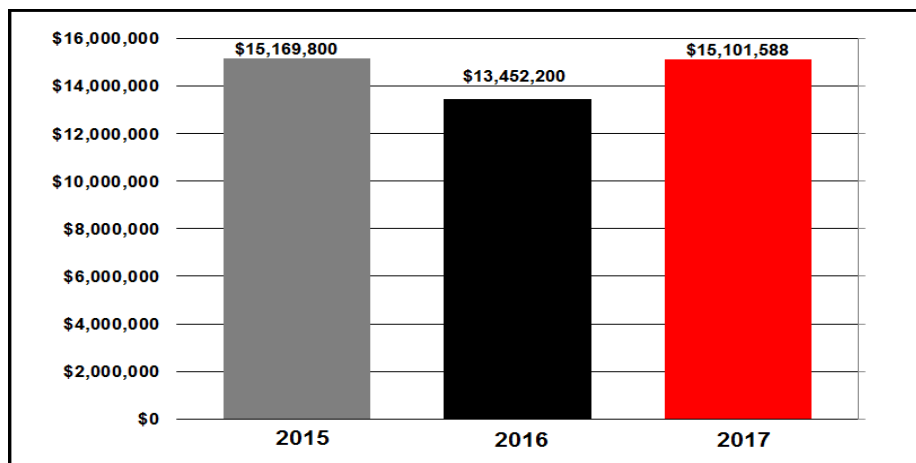
	2015	2016	2017	2016-2017
Volume Sales	\$15,169,800	\$13,452,200	\$15,101,588	+12%
Unit Sales	47	46	33	-28%
New Listings	74	69	33	-52%
Sales/Listings Ratio	64%	67%	100%	+33%
Expired Listings	45	25	2	-80%
Sales: Under \$100K	0	2	2	0%
Sales: \$100K – \$299K	31	27	9	-67%
Sales: \$300K - \$499K	7	12	10	-17%
Sales: \$500K - \$799K	7	5	10	+100%
Sales: \$800K - \$999K	1	0	1	+100%
Sales: \$1M - \$1.999M	1	0	0	-
Sales: \$2M +	0	0	1	+100%
Average Days-On-Market	136	104	120	+15%
Average Sale Price	\$322,762	\$292,493	\$457,624	+56%

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

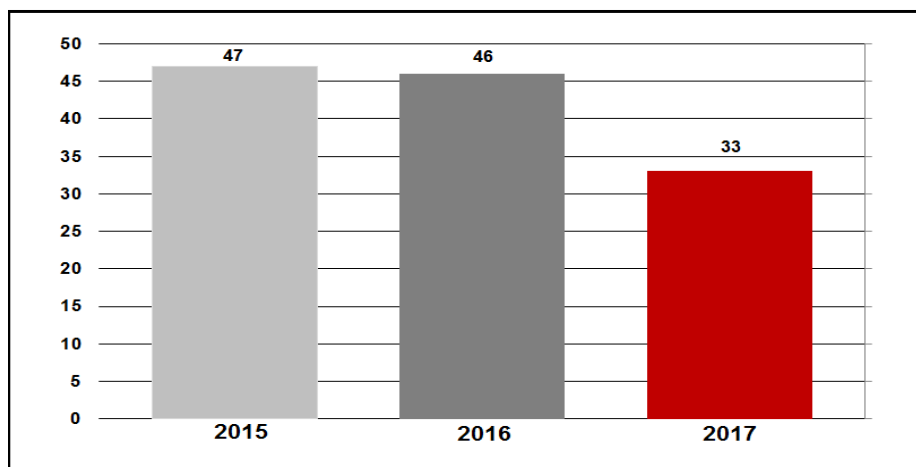


- The **100%** sales/listing ratio, big drops in new and expired listings, and huge average price increase all indicate that the **demand for listings greatly exceeds the supply**. There is no doubt that **sales would have been much higher if there had been more new listings**.

Graph 1: Grey Highlands MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)

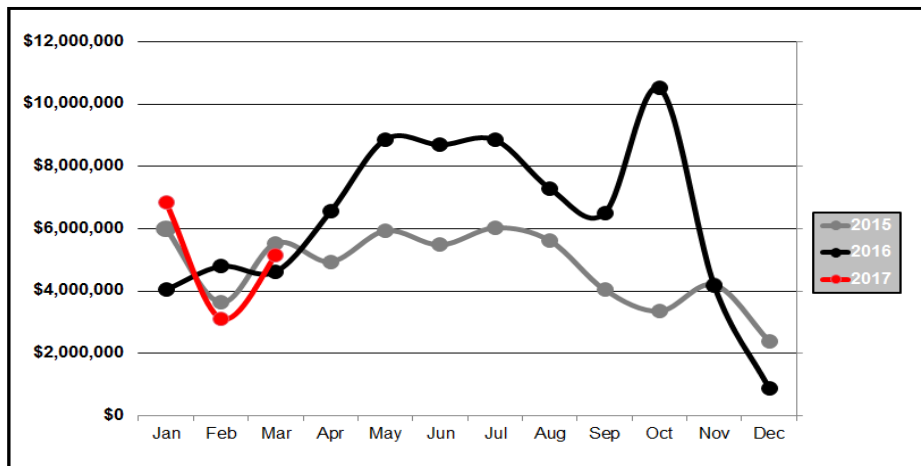


Graph 2: Grey Highlands MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)

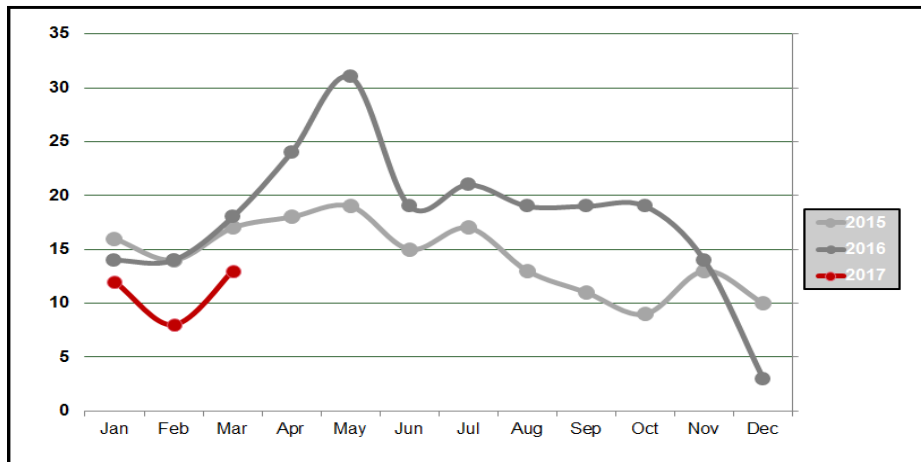


- As **Graph 3** shows, Q1-2017 dollar sales, after a record January, troughed in February, ending up just under 2015's Q1 record. **Graph 4** shows 2017 unit sales way down due to a listing shortage, offset by the **56%** average price rise and **100%** sales/listing ratio.

Graph 3: Grey Highlands Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)

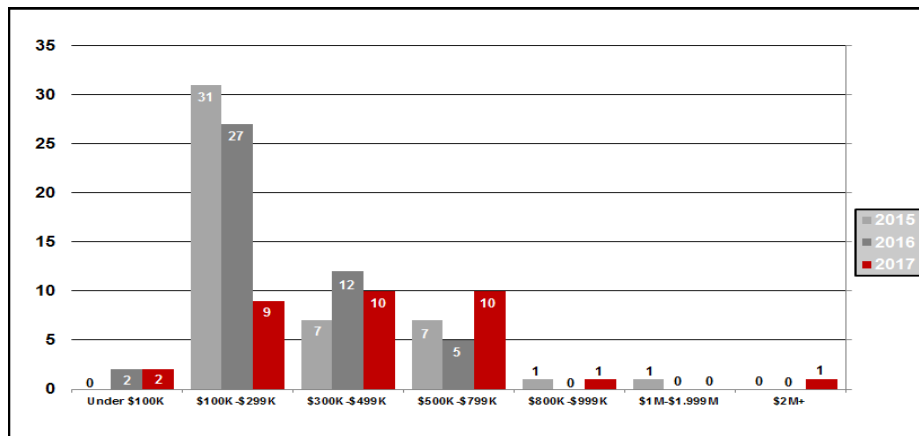


Graph 4: Grey Highlands Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)



- As **Graph 5** shows, Q1-2017's unit sales were down or equal to Q1-2016's in all price ranges except \$500K-\$799K (where they were up **100%**), as well as the \$800K-\$999K and \$2M+ ranges (each of which had **1** sale). Again, a listings shortage was the issue.

Graph 5: Grey Highlands MLS® Sales By Price – First Quarter, 2015 vs 2016 vs 2017 (Units)



Sales By Property Type

Given Grey Highlands' **100%** sales/listing ratio and **63%** average sale price rise for single-family homes in Q1-2017, **Graphs 6** and **7** show that **demand for listings greatly exceeds supply**. That said, it is hard to generalize about condos (too few sales) and vacant land (so many variables).

Single-Family Homes:

- Q1-2017 dollar sales of **\$14,722,388** up **10%** from Q1-2016; unit sales of **31** down **33%**. Average sale price of **\$476,528** up **63%**; average days-on-market of **118** up **14** days.

Condominiums:

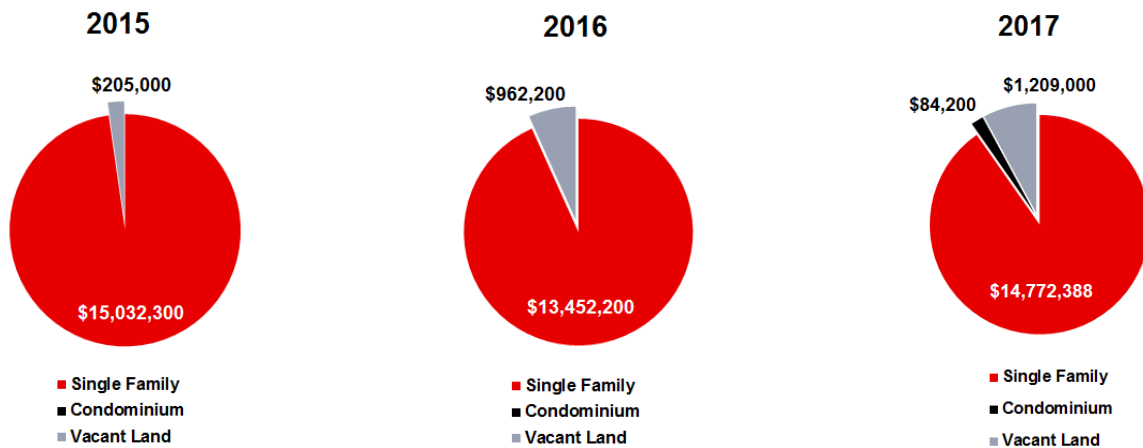
- Q1-2017 sales of **1** unit for **\$84,200**, on the market **254** days. No sales in Q1-2016.

Vacant Land:

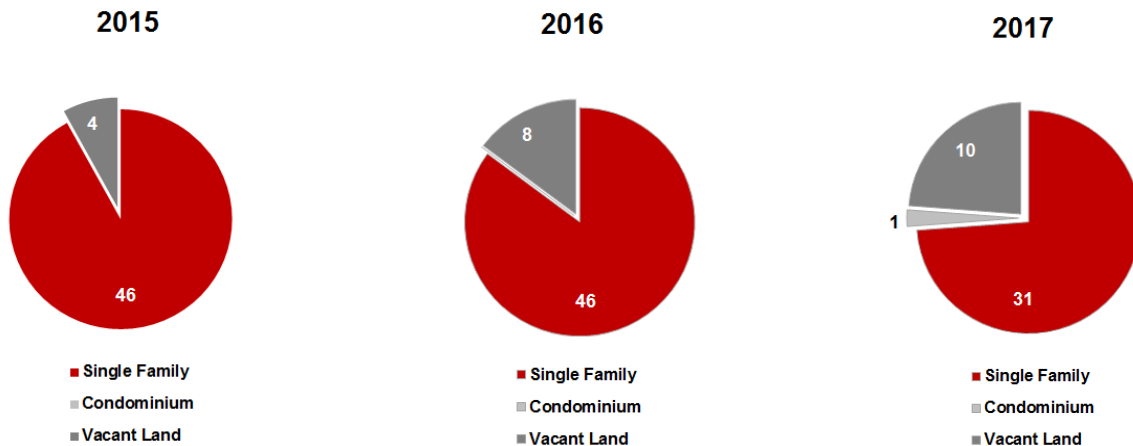
- Q1-2017 dollar sales of **\$1,209,000** up **26%** from Q1-2016; unit sales of **10** up **25%**. Average sale price of **\$120,900** up **1%**; average days-on-market of **280** up **154** days.



Graph 6: Grey Highlands MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Dollars)



Graph 7: Grey Highlands MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Units)



As to how Grey Highlands' sales will develop through 2017, time will tell. Please stay tuned as we provide **Market Reports** to help you make **better-informed decisions**.



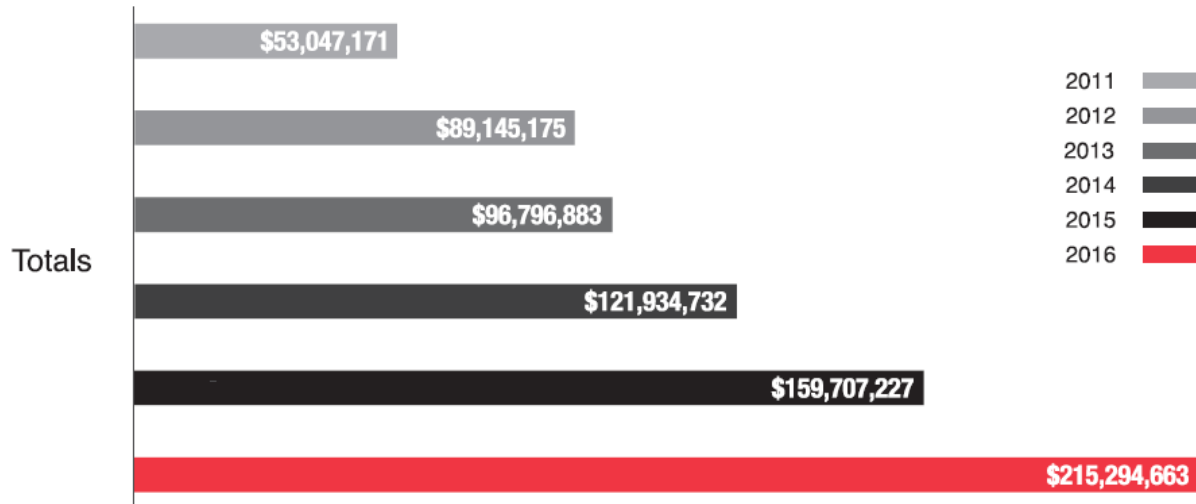
Royal LePage Locations North In 2016

2016 was **yet another record-breaking year** for Royal LePage Locations North. We:

- **Broke our own Georgian Triangle record** for annual MLS sales (set in 2015) with **\$215,294,663** – up **35%** from 2015 and **more than quadrupling** our 2011 sales!
- **Sold 61% more real estate** than our nearest competitor.
- **Were #1 in** Collingwood, The Blue Mountains and Meaford. And we've already jumped to **#2 in Clearview** and **#3 in Wasaga Beach** after opening offices there in mid to late 2015.

Also, as of March 31st our sales are up 44% over 2016 and 87% more than our nearest competitor!

Locations North Sales Volume, 2011 - 2016



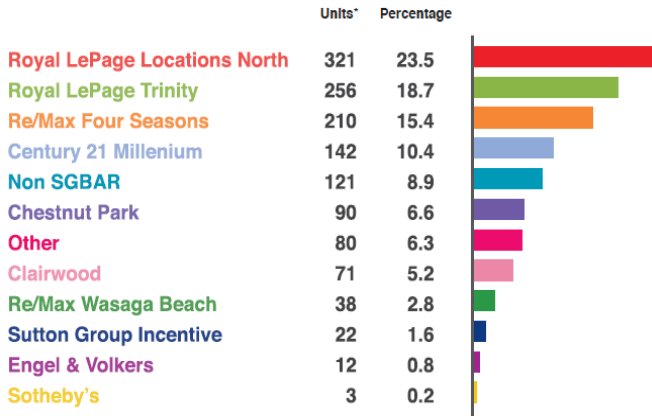
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



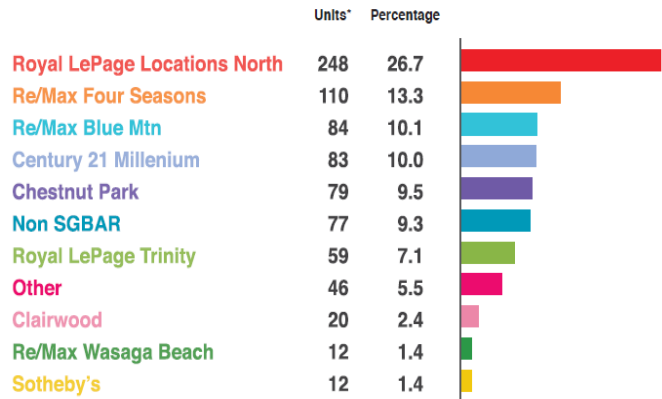
LOCATIONS NORTH

BROKERAGE

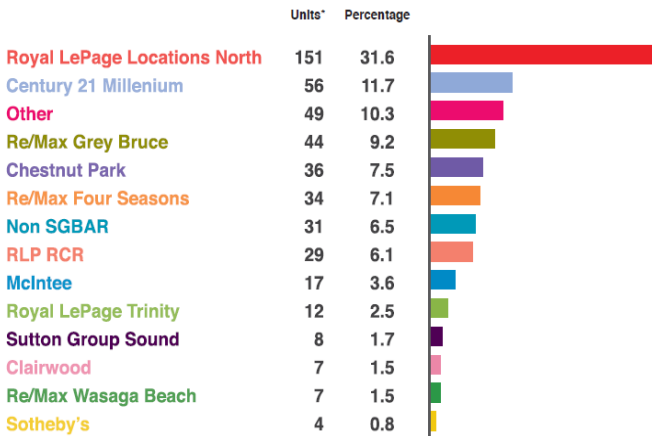
Collingwood Unit Sales, 2016



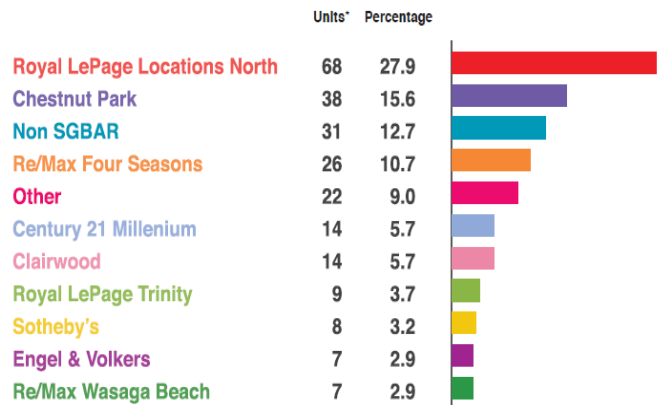
The Blue Mountains Unit Sales, 2016



Meaford Unit Sales, 2016



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 by enabling you to choose your level of engagement.**

[Please check out our video to see how we do it.](#)

Collingwood Office

330 First St.,
Collingwood ON
705-445-5520

The Blue Mountains Office

27 Arthur St.,
Thornbury ON
519-599-2136

Meaford Office

96 Sykes St.
Meaford, ON
519-538-5755

Wasaga Beach Office

1288 Mosley St., Unit 7
Wasaga Beach, ON
705-617-9969

Clearview Office

143 Mill St.
Creemore, ON
705-881-9005

