

# GREY HIGHLANDS REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2018

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



# OVERVIEW

## SLOW SALES OVERALL, DESPITE MARCH'S RECORD VOLUME



### FIRST-QUARTER SALES VOLUME OF \$11,264,990

Down 25% from Q1-2017's record \$15,101,588, with unit sales of 28 down 15% from Q1-2017's 33.



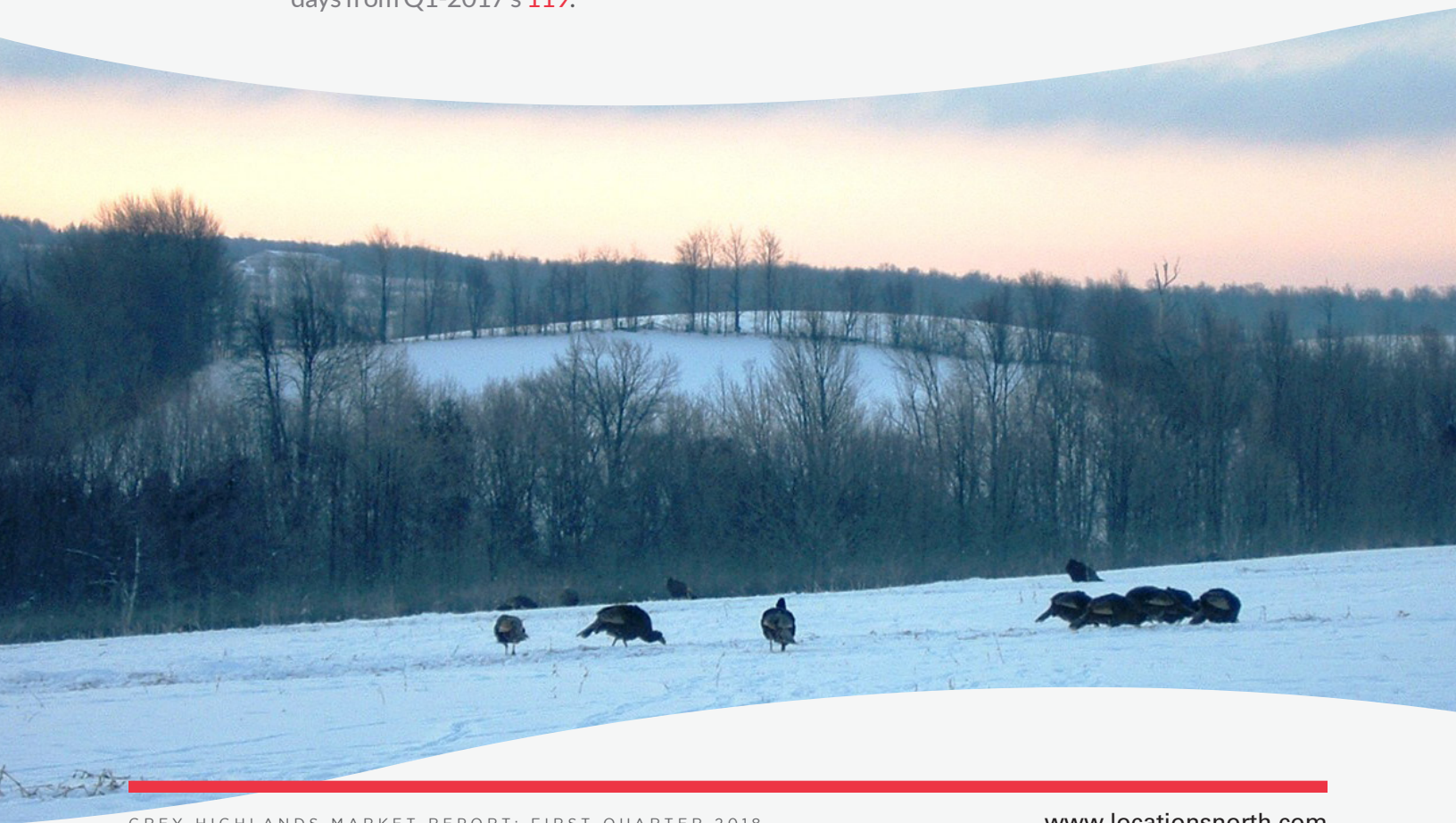
### FIRST-QUARTER SALES/LISTINGS RATIO OF 61%

Down 39% from Q1-2017's record 100%. New listings of 46 were up 39% from Q1-2017's 33, while expired listings of 13 were up 550% from last year's 2.



### FIRST-QUARTER AVERAGE SALE PRICE OF \$402,321

Down 12% from Q1-2017's \$457,624. Average days-on-market of 75 was down 44 days from Q1-2017's 119.





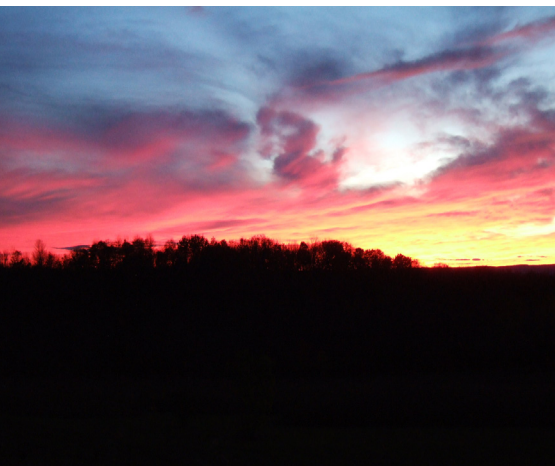
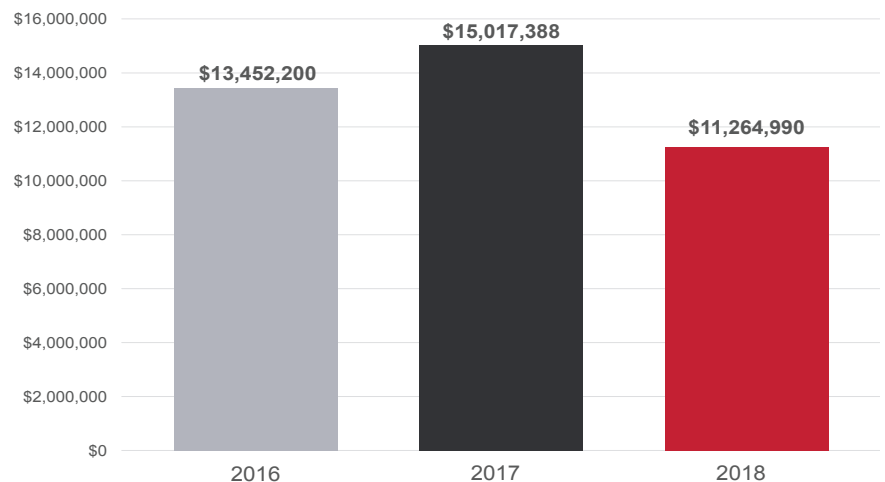
# OVERVIEW (cont'd)



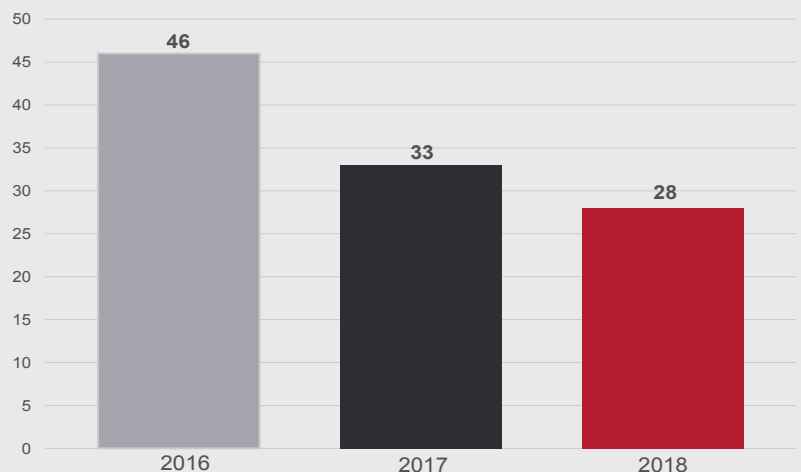
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Overall, Q1-2018 saw slow dollar and unit sales, but with a relatively high **61%** sales/listings ratio and a big **44-day** drop in the average days-on-market from Q1-2017. While both new and expired listings were up from last year they were well below Q1-2016. **So we still have a sellers' market.**

Graph 1:  
**Grey Highlands MLS® Sales**  
Q1 – 2016 vs. 2017 vs. 2018 (Volume)



Graph 2:  
**Grey Highlands MLS® Sales**  
Q1 – 2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

## Grey Highlands MLS® Sales And Listing Summary

Q1 – 2016 vs. 2017 vs. 2018

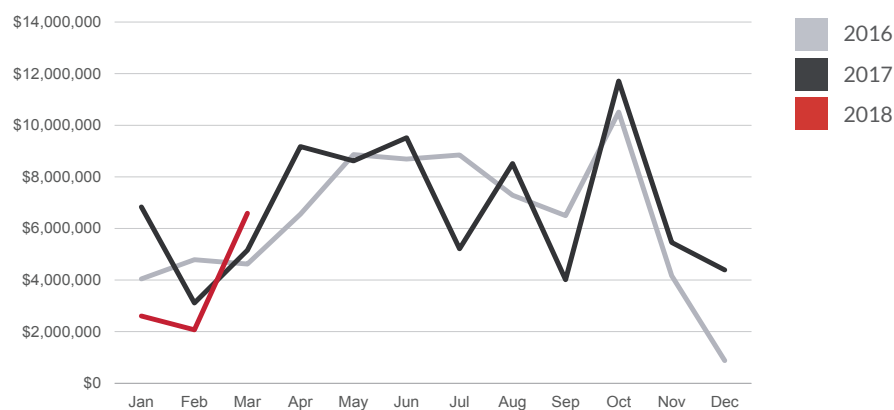
	2016	2017	2018	2017-2018
Volume Sales	\$13,452,200	\$15,101,588	\$11,264,990	-25%
Unit Sales	46	33	28	-15%
New Listings	69	33	46	+39%
Sales/Listings Ratio	67%	100%	61%	-39%
Expired Listings	25	2	13	+550%
Sales: Under \$100K	2	2	0	-200%
Sales: \$100K - \$299K	27	9	11	+22%
Sales: \$300K - \$499K	12	10	10	0%
Sales: \$500K - \$799K	5	10	3	-70%
Sales: \$800K - \$999K	0	1	3	+200%
Sales: \$1M - \$1.499M	0	0	1	+100%
Sales: \$1.5M - \$1.999M	0	0	0	0%
Sales: \$2M+	0	1	0	-100%
Average Days-On-Market	103	119	75	-37%
Average Sale Price	\$292,493	\$457,624	\$402,321	-12%

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

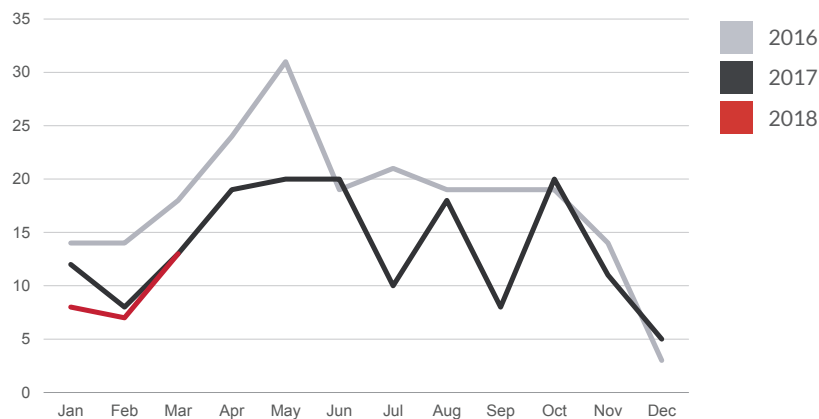
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, January/February were very slow months for dollar sales, while March set a new record due to the average sales price being up **28%** from last March, and up **97%(!)** from March 2016. However, that price increase over last March was mainly due to the specific homes sold, not from an overall market appreciation given that Q1-2018's average sale price was actually down **12%** from Q1-2017's. This becomes clear when we look at **Graph 4**, which shows that March's units were equal to last March and down **28%** from March 2016.

Graph 3:  
**Grey Highlands Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 4:  
**Grey Highlands Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



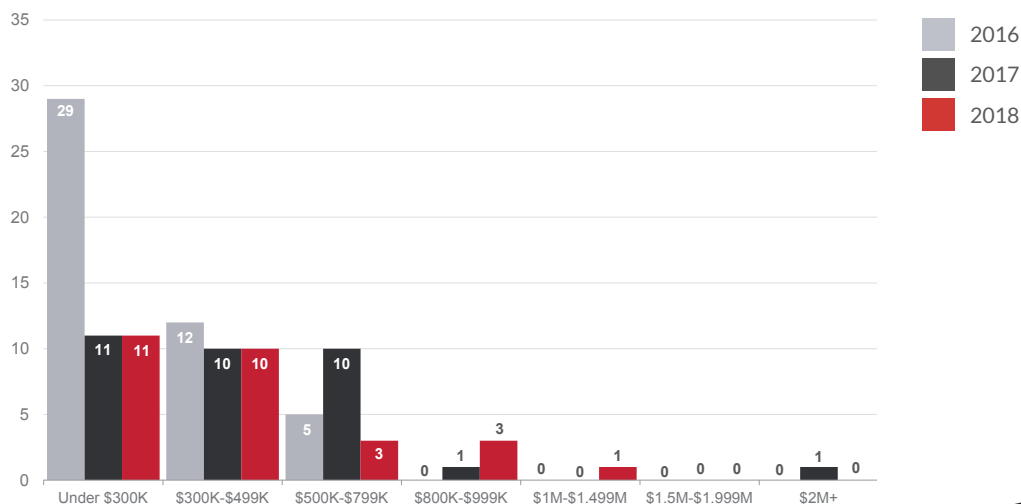
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2018 unit sales were down from Q1-2017 in two price ranges, up in two, and equal in three. And so, while Q1-2018 was up in the \$800K-\$999K and \$1M-\$1.499M ranges by **2** sales and **1** sale respectively, it was down by **7** sales in the \$500K-\$799K range and by **1** sale in the \$2M+ range. It will be interesting to see where prices go in 2018 given that Grey Highlands' record annual volume in 2017 was in large measure due to stellar sales in the \$500K-\$2.5M price bracket.

Graph 5:

## Grey Highlands MLS® Sales By Price

Q1 - 2016 vs. 2017 vs. 2018 (Units)





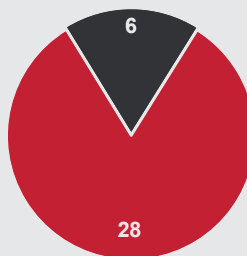
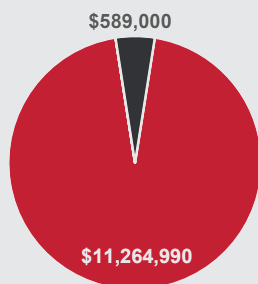
# SALES BY PROPERTY TYPE

Graph 6:

**Grey Highlands MLS® Sales By Property Type**  
Q1 – 2016 vs. 2017 vs. 2018 (Dollars and Units)

## 2018 IN DETAIL

### 2018



### SINGLE-FAMILY HOMES

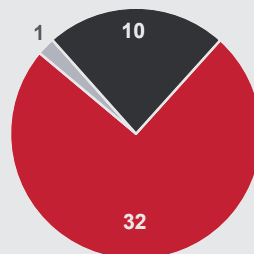
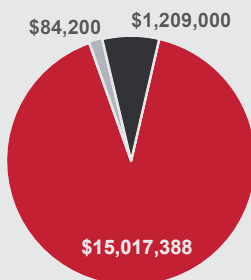
**DOLLAR SALES:** \$11,264,990  
DOWN 25% from 2017

**UNIT SALES:** 28  
DOWN 9% from 2017

**AV. DAYS-ON-MARKET:** 75  
DOWN 40 days from 2017

**AV. SALE PRICE:** \$402,321  
DOWN 14% from 2017

### 2017



### CONDOMINIUMS

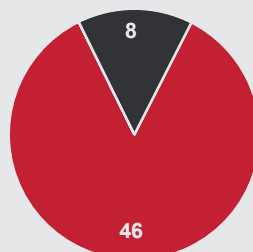
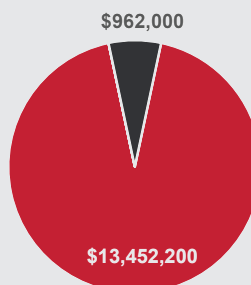
**DOLLAR SALES:** 0

**UNIT SALES:** 0

**AV. DAYS-ON-MARKET:** 0

**AV. SALE PRICE:** 0

### 2016



### VACANT LAND

**DOLLAR SALES:** \$589,000  
DOWN 51% from 2017

**UNIT SALES:** 6  
DOWN 40% from 2017

**AV. DAYS-ON-MARKET:** 77  
DOWN 202 days from 2017

**AV. SALE PRICE:** \$98,167  
DOWN 19% from 2017

■ 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**

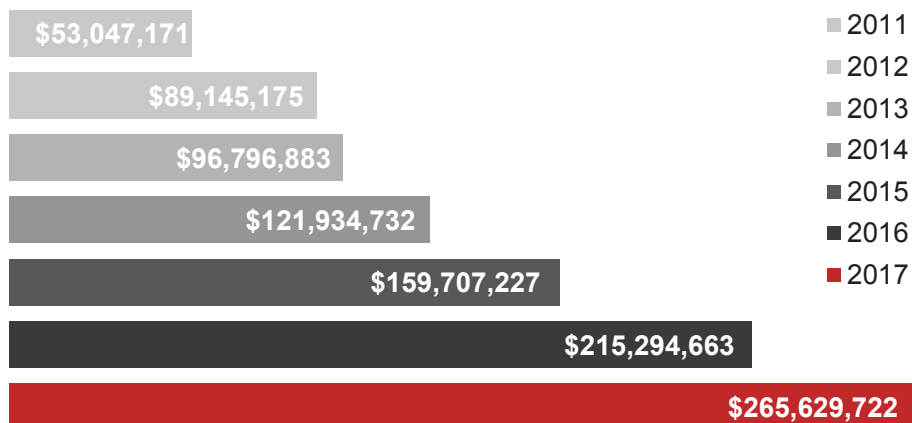
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



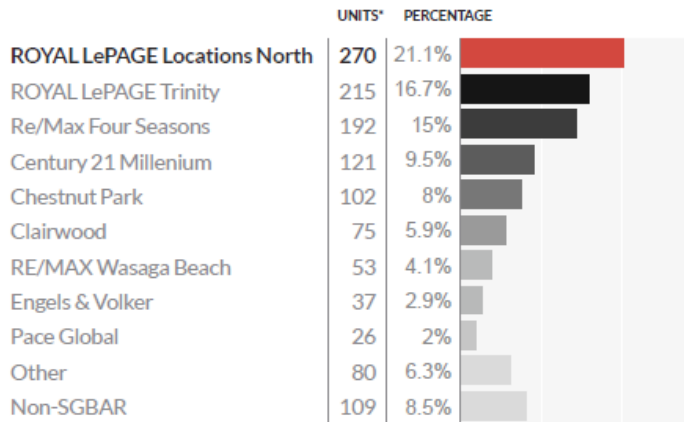
### Locations North Sales Volume, 2011 - 2017



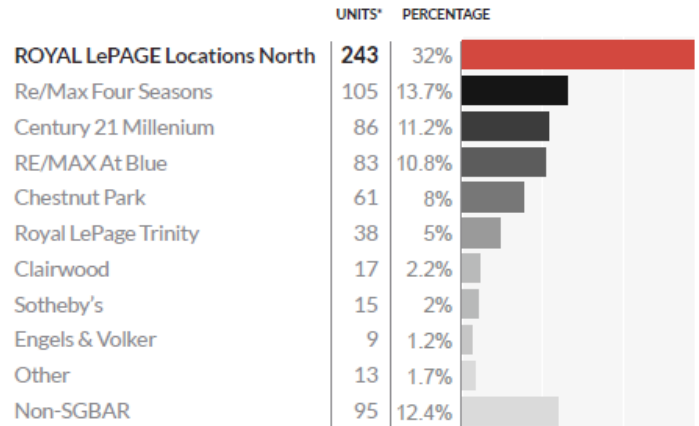


# 2017 UNIT SALES

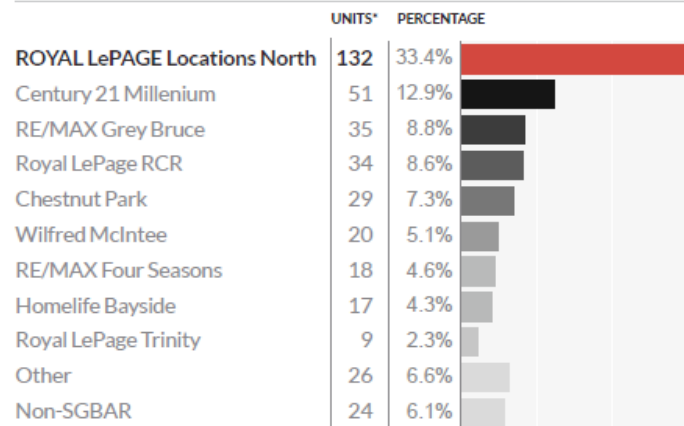
## Collingwood



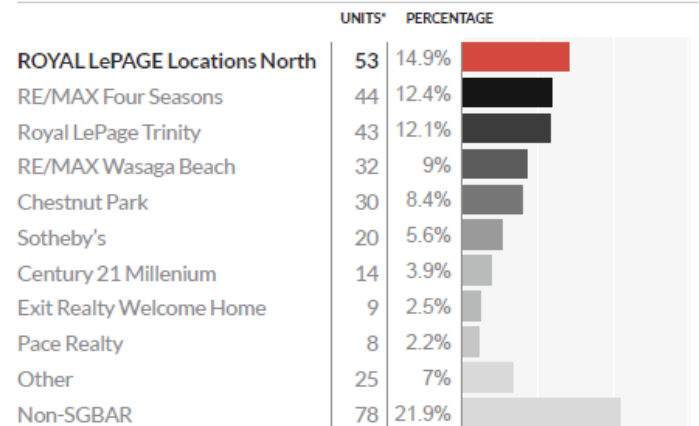
## The Blue Mountains



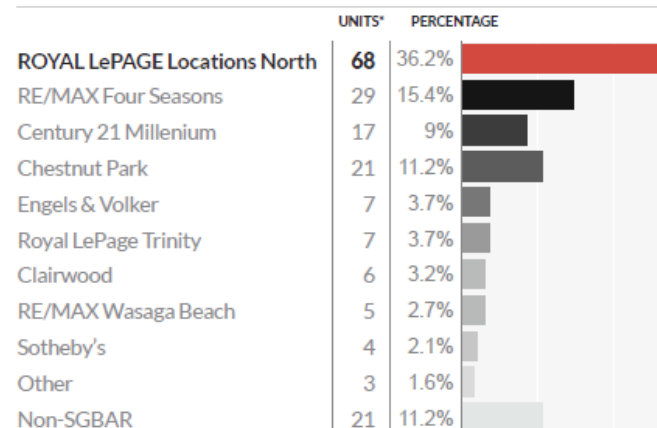
## Meaford



## 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

