

**GREY HIGHLANDS REAL ESTATE
MARKET REPORT: 2ND QUARTER 2017**



**We're Proud And Grateful To Have Recently Been Chosen As
ROYAL LEPAGE'S 2016 BROKERAGE OF THE YEAR For Ontario**



GREY HIGHLANDS REAL ESTATE MARKET REPORT: 2ND QUARTER 2017

Overview: Record Dollar Sales On Fewer Units, With A Huge Average Price Gain

- All-time record quarterly volume of **\$27,308,400**, up **13%** from Q2-2016's previous high. Unit sales of **59** were down **20%** from Q2-2016, but there were **23%** fewer new listings.
- Record YTD volume of **\$42,409,988**, up **13%** from 2016's record. Units of **92** were down **23%** on **34%** fewer listings, giving 2017 an **86%** sales/listings ratio. The average sale price of **\$460,978** is up **47%** from 2016. The average days-on-market of **75** is down **25** days.

Table 1: Grey Highlands MLS® Sales And Listing Summary – January-June, 2015 vs 2016 vs 2017

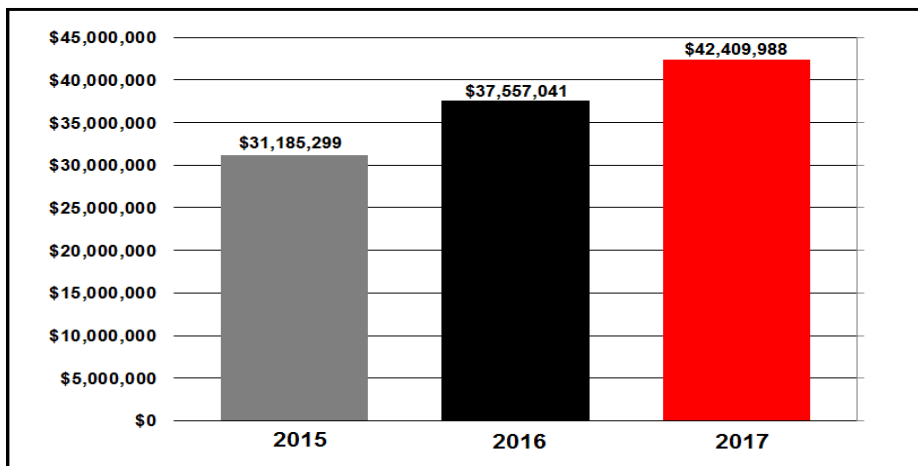
	2015	2016	2017	2016-2017
Year-To-Date (YTD) Volume Sales	\$31,185,299	\$37,557,041	\$42,409,988	+13%
YTD Unit Sales	99	120	92	-23%
YTD New Listings	182	175	115	-34%
YTD Expired Listings	66	49	12	-76%
YTD Sales/Listings Ratio	54%	69%	86%	+17%
2 nd Quarter (Q2) Volume Sales	\$16,015,499	\$24,104,841	\$27,308,400	+13%
Q2 Unit Sales	52	74	59	-20%
Q2 New Listings	115	108	83	-23%
Q2 Expired Listings	23	24	10	-58%
Q2 Sales/Listings Ratio	45%	69%	71%	+2%
YTD Sales: Under \$100K	1	5	2	-60%
YTD Sales: \$100K – \$299K	59	72	24	-67%
YTD Sales: \$300K - \$499K	21	30	35	+17%
YTD Sales: \$500K - \$799K	14	9	23	+156%
YTD Sales: \$800K - \$999K	1	2	5	+150%
YTD Sales: \$1M - \$1.999M	1	2	2	-
YTD Sales: \$2M +	0	0	1	+100%
Average Days-On-Market	119	100	75	-25%
Average Sale Price	\$315,003	\$312,975	\$460,978	+47%

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

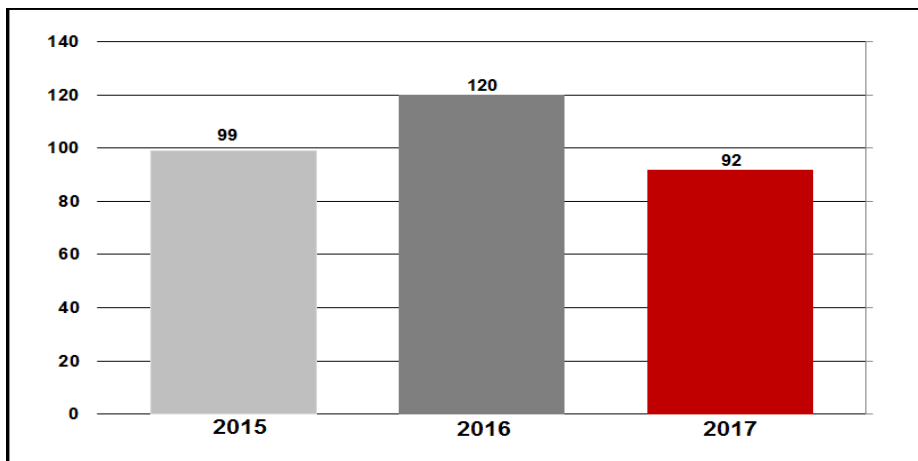


- 2017's record dollar sales, fewer listings, shorter sale times and big average price jump all indicate that the **demand for listings greatly exceeds the supply**. As we have repeatedly noted, agents say that sales would be higher if there were more listings.

Graph 1: Grey Highlands MLS® Sales – January-June, 2015 vs 2016 vs 2017 (Volume)

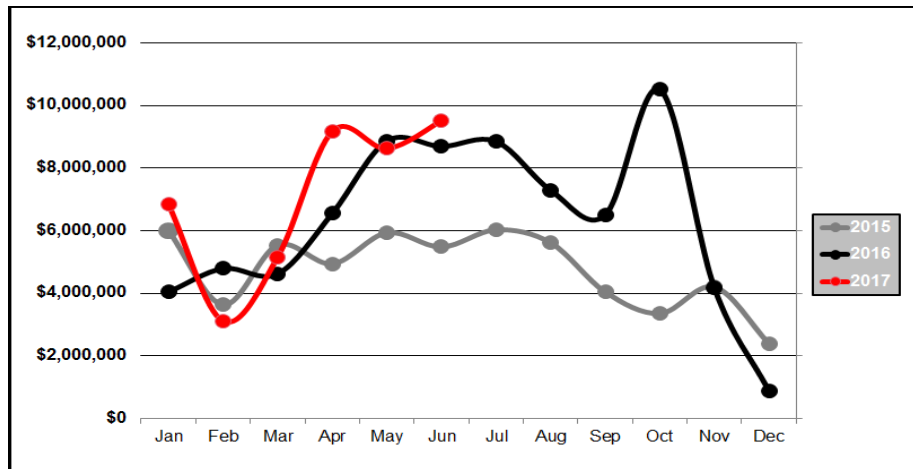


Graph 2: Grey Highlands MLS® Sales – January-June, 2015 vs 2016 vs 2017 (Units)

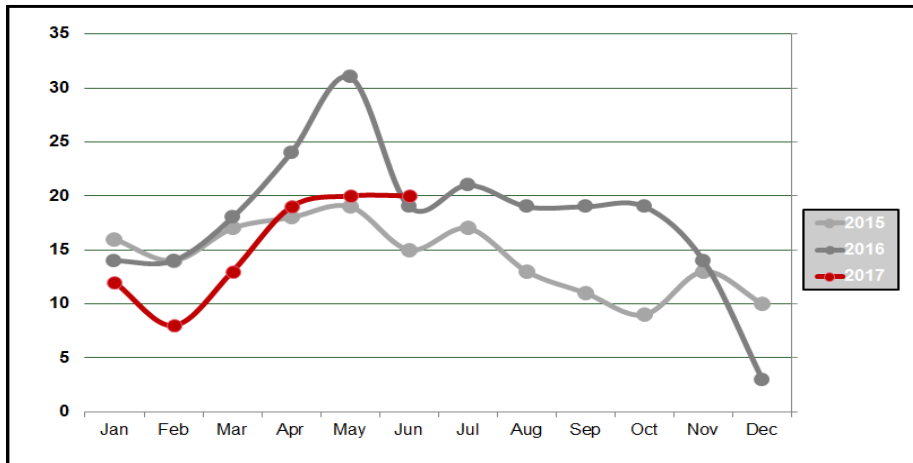


- As **Graph 3** shows, Q2-2017's record volume was due to three consistently big months. On the units side, **Graph 4** shows the same consistency, but well down from Q2-2016's April-May spike. As noted however, Q2-2017 had **23%** fewer listings than a year ago.

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

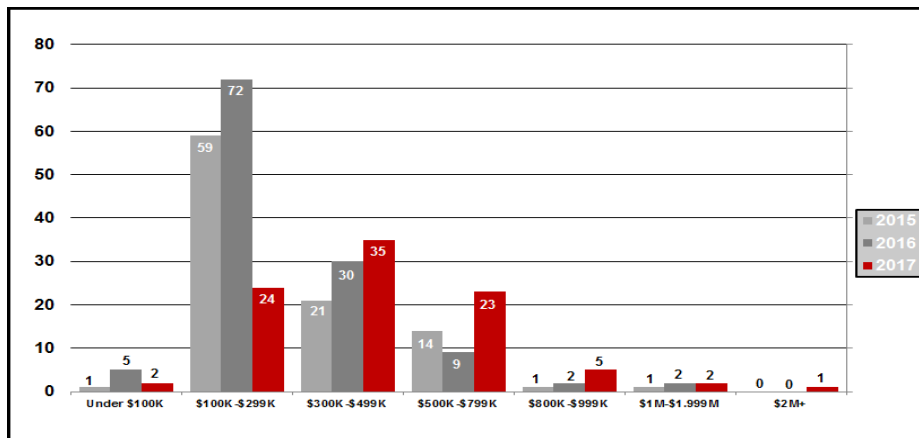


Graph 4: Grey Highlands Monthly MLS® Sales – 2015 vs 2016 vs 2017 (Units)



- As **Graph 5** shows, 2017 units are down **66%** from 2016 in the under \$300K range, but up **53%** in the \$300K+ range, with the \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$1M+ ranges up **17%**, **156%**, **150%** and **50%** respectively – mainly due to rising prices.

Graph 5: Grey Highlands MLS® Sales By Price – January-June, 2015 vs 2016 vs 2017 (Units)



Sales By Property Type

As **Graphs 6** and **7** show, **demand for listings greatly exceeds supply** for single-family homes. It's hard to generalize with condos (too few sales) and vacant land (too many factors involved).

Single-Family Homes:

- 2017 volume of **\$41,830,788** is up **13%** from 2016, units of **89** are down **25%**. Average sale price of **\$470,009** is up **49%** while average days-on-market of **74** is down **25** days.

Condominiums:

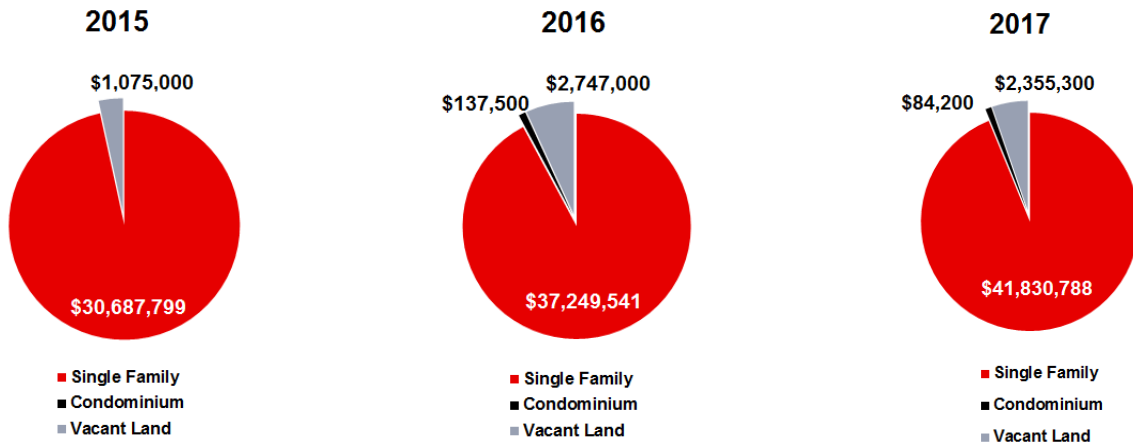
- 2017 volume of **\$84,200** is down **61%** from 2016, with units of **1** being even. The average days-on-market of **254** is up **172** days.

Vacant Land:

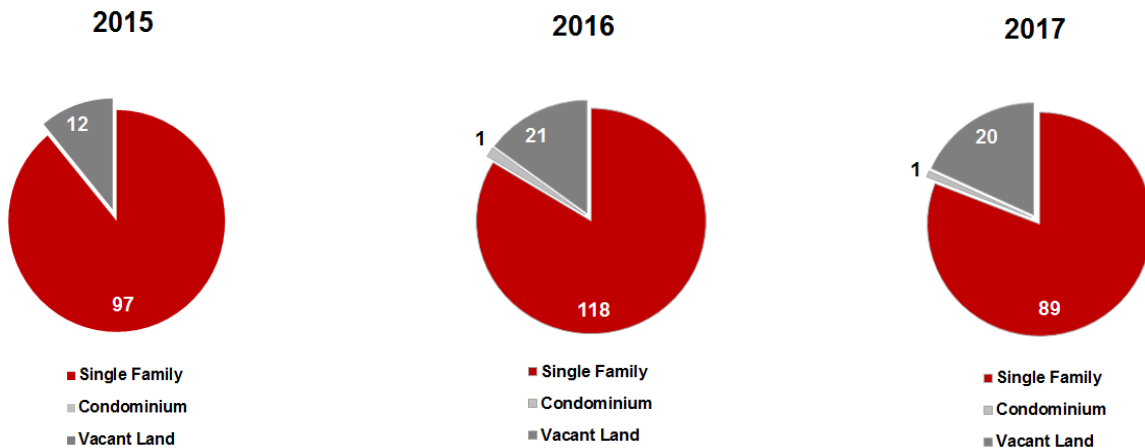
- 2017 volume of **\$2,355,300** is down **14%** from 2016, units of **20** are down **5%**. Average sale price of **\$117,765** is down **10%** and average days-on-market of **189** is up **68** days.



Graph 6: Grey Highlands MLS® Sales By Type – January-June, 2015 vs 2016 vs 2017 (Dollars)



Graph 7: Grey Highlands MLS® Sales By Type – January-June, 2015 vs 2016 vs 2017 (Units)



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



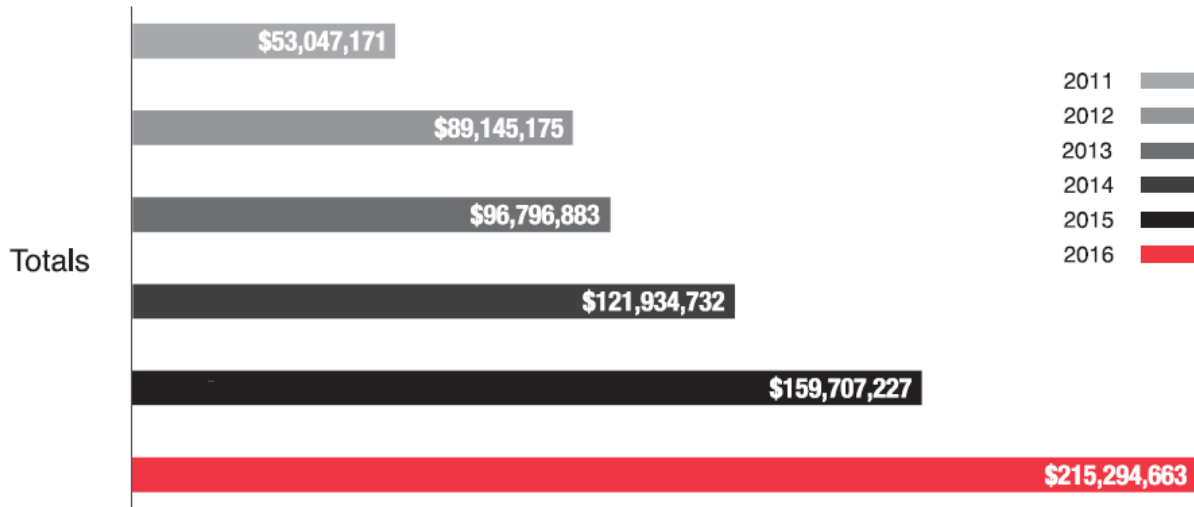
Royal LePage Locations North In 2016

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 June 30th our sales are up 45% over 2016 and 97% more than our nearest competitor!

Locations North Sales Volume, 2011 - 2016



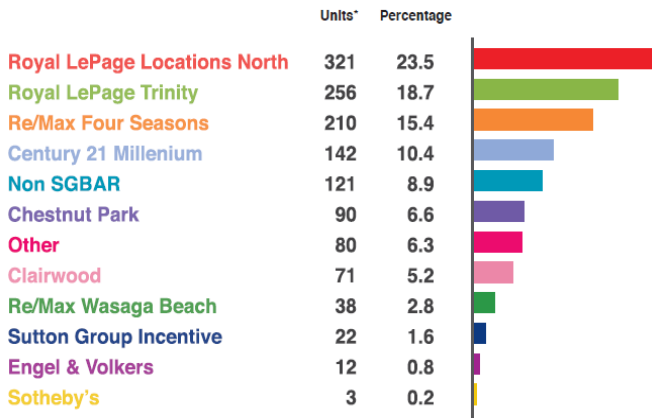
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



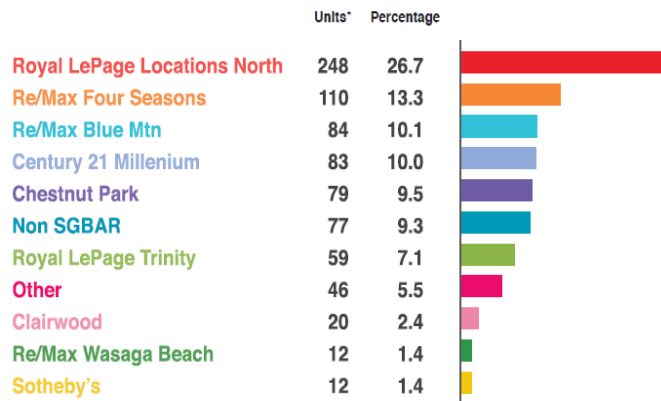
LOCATIONS NORTH

BROKERAGE

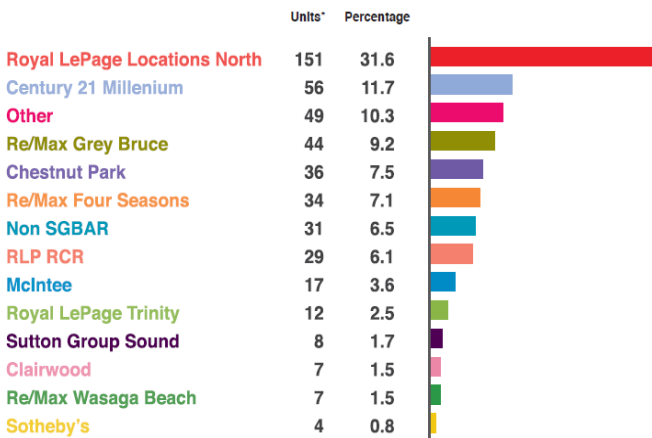
Collingwood Unit Sales, 2016



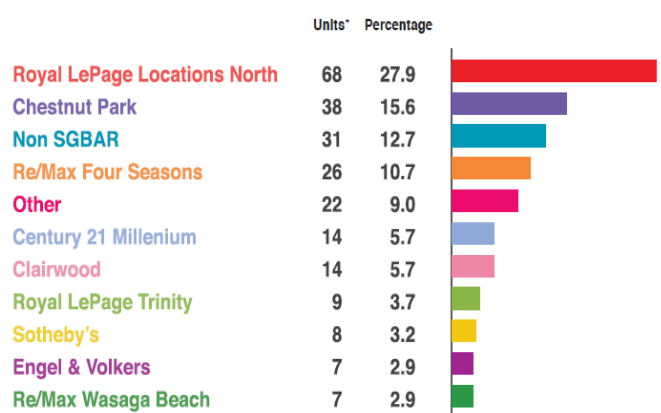
The Blue Mountains Unit Sales, 2016



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.** If we can ever be of help with your real estate needs, please let us know.

Collingwood Office

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

Town Of 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

