

GREY HIGHLANDS 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 SALES, FEWER LISTINGS, HIGHER SALE PRICES



YEAR-TO-DATE SALES VOLUME OF \$29,538,087

Down 30% from 2017's record \$42,409,988, with units of 66 down 28% from 2017's 92. New listings of 110 down 5% from 2017, with the sales/listings ratio of 60% down 19%.



JUNE SALES VOLUME OF \$5,890,000

Down 38% from last June's \$9,515,000. Units of 10 were down 50% from last June's 20, with new listings of 21 down 28% and the sales/listings ratio of 48% down 21%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$447,547

Down 3% from the \$460,978 of a year ago. Average days-on-market of 60 is down 14 days.

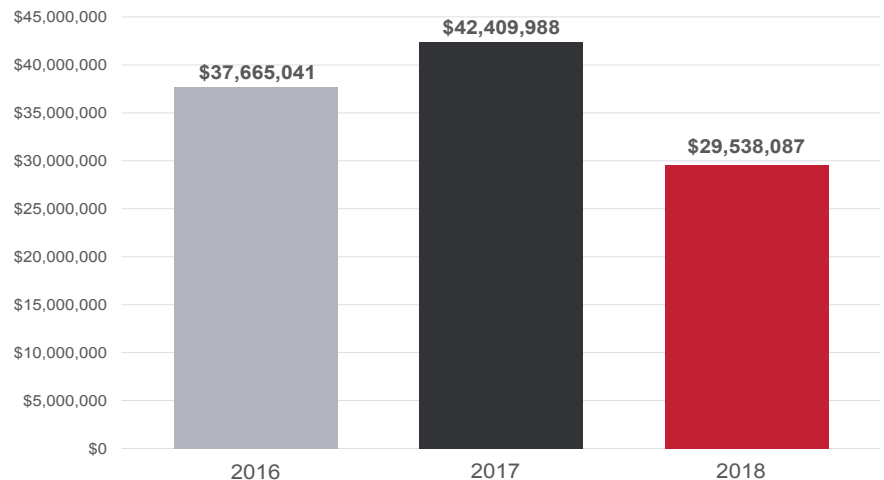
OVERVIEW (cont'd)



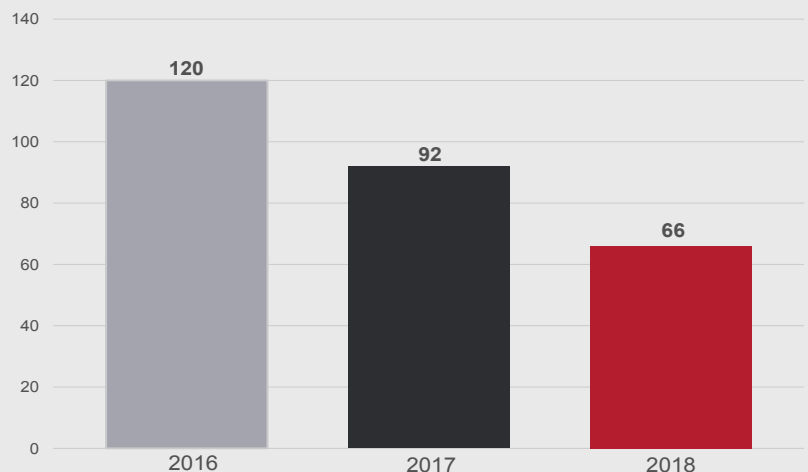
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Compared to last June, this June saw: a **38%** drop in dollar sales despite a **24%** average sale price jump due to several high-end home sales; **50%** fewer units, with **28%** fewer new listings; and a **48%** sales/listings ratio, down **21%**. *Tentatively it is still a sellers' market.*

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



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



THE MARKET IN DETAIL



Table 1:

Grey Highlands MLS® Residential Sales And Listing Summary
2016 vs. 2017 vs. 2018

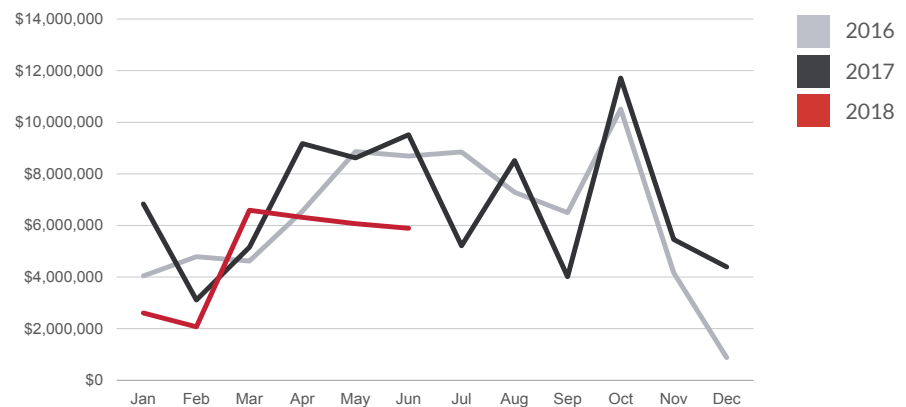
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$37,665,041	\$42,409,988	\$29,538,087	-30%
YTD Unit Sales	120	92	66	-28%
YTD New Listings	176	116	110	-5%
YTD Sales/Listings Ratio	68%	79%	60%	-19%
YTD Expired Listings	53	12	22	+83%
Second Quarter (Q2) Volume Sales	\$24,212,841	\$27,308,400	\$18,273,097	-33%
Q2 Unit Sales	74	59	38	-36%
Q2 New Listings	108	85	64	-25%
Q2 Sales/Listings Ratio	69%	69%	59%	-10%
Q2 Expired Listings	25	10	9	-10%
Q2 Average Sale Price	\$327,201	\$462,854	\$480,871	+4%
June Volume Sales	\$8,690,574	\$9,515,000	\$5,890,000	-38%
June Unit Sales	19	20	10	-50%
June New Listings	34	29	21	-28%
June Sales/Listings Ratio	56%	69%	48%	-21%
June Expired Listings	8	6	3	-50%
June Average Sale Price	\$457,399	\$475,750	\$589,000	+24%
YTD Sales: Under \$300K	77	26	24	-8%
YTD Sales: \$300K - \$499K	30	35	23	-34%
YTD Sales: \$500K - \$799K	9	23	10	-57%
YTD Sales: \$800K - \$999K	2	5	4	-20%
YTD Sales: \$1M - \$1.499M	1	1	5	+400%
YTD Sales: \$1.5M - \$1.999M	1	1	0	-100%
YTD Sales: \$2M+	0	1	0	-100%
YTD Average Days-On-Market	99	74	60	-19%
YTD Average Sale Price	\$313,875	\$460,978	\$447,547	-3%

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

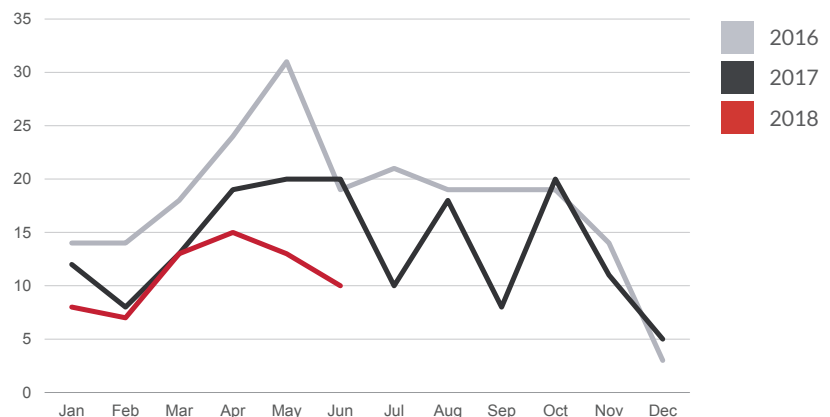
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after very slow dollar sales in January/February followed by a record March, Q2 sales saw a slight but progressive descent despite a healthy **59%** sales/listings ratio and a **4%** average price hike over Q2-2017. On the units side, **Graph 4**, shows Q2 to have been a very slow quarter with just **38** sales, down **36%** from Q2-2017's **59** and down **51%** from Q2-2016's record **74**. In fact – surprisingly – Q2's unit sales were the lowest they have been this century, with the next lowest total being Q2-2001's **39** and, after that, Q2-2009's **46**.

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)



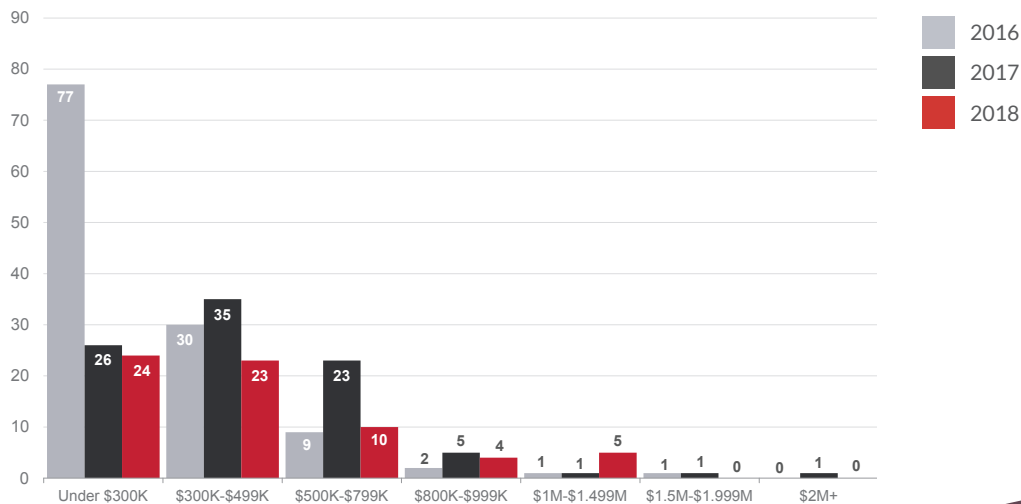
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, year-to-date sales are down from this time last year in all price ranges except \$1M-\$1.499M, where they're up **400%**. And so, the Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are down **8%, 34%, 57%, 20%, 100%** and **100%** respectively from one year ago. More generally, sales in the high-volume Under-\$800K bracket – which account for **86%** of Grey Highlands's sales this year – are down **32%** from 2017, while the luxury \$1M+ range is actually up **67%**.

Graph 5:

Grey Highlands MLS® Sales By Price

2016 vs. 2017 vs. 2018 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$29,538,087
DOWN 30% from 2017

UNIT SALES: 66
DOWN 27% from 2017

AV. DAYS-ON-MARKET: 60
DOWN 12 days from 2017

AV. SALE PRICE: \$447,547
DOWN 4% from 2017

CONDOMINIUMS

DOLLAR SALES: 0

UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

VACANT LAND

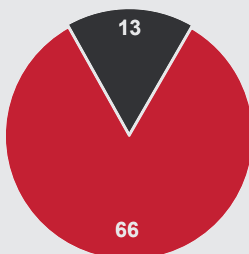
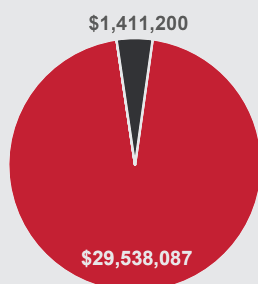
DOLLAR SALES: \$1,411,200
DOWN 40% from 2017

UNIT SALES: 13
DOWN 35% from 2017

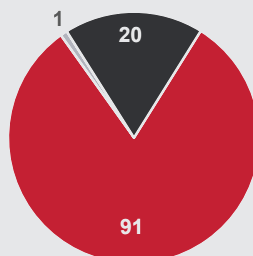
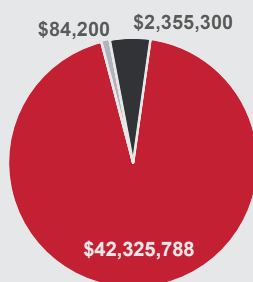
AV. DAYS-ON-MARKET: 156
DOWN 32 days from 2017

AV. SALE PRICE: \$108,554
DOWN 8% from 2017

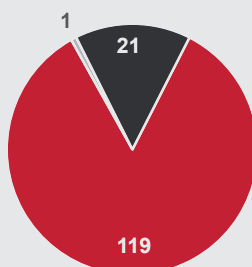
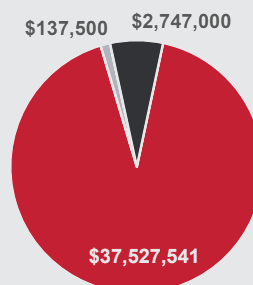
2018



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

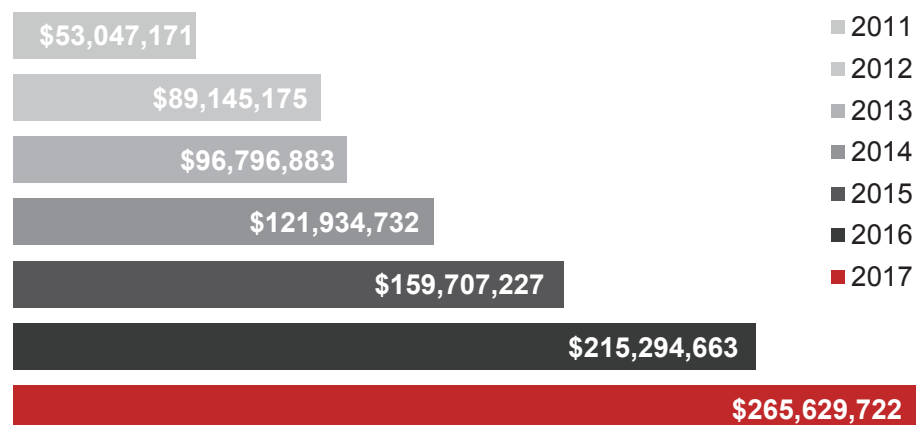
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

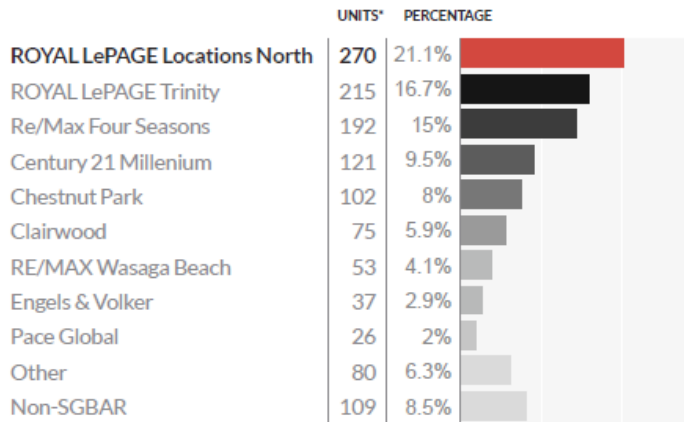


Locations North Sales Volume, 2011 - 2017

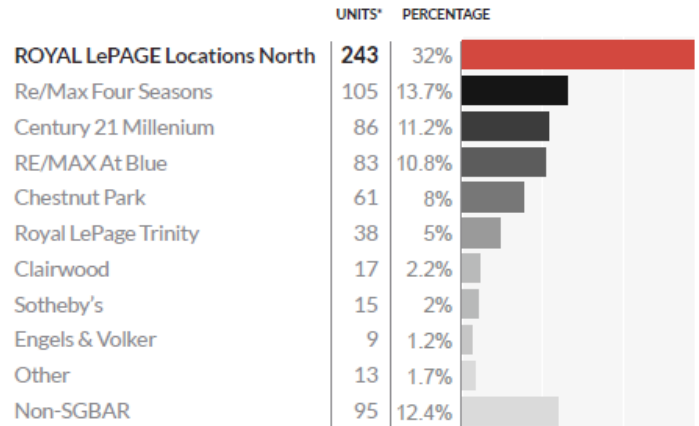


2017 UNIT SALES

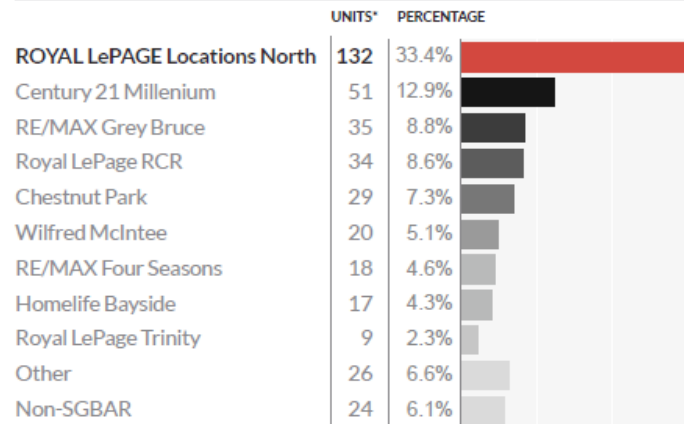
Collingwood



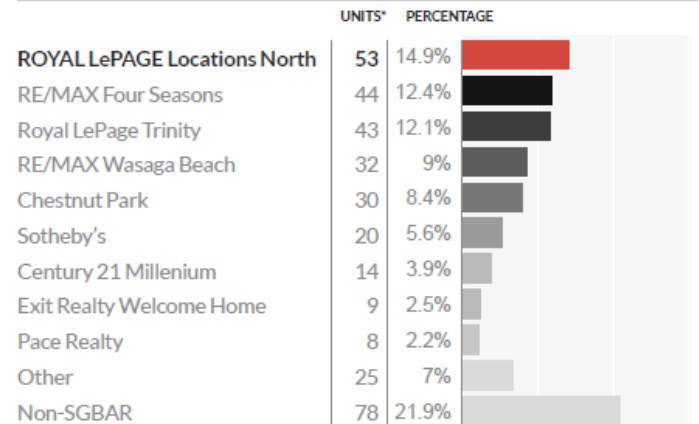
The Blue Mountains



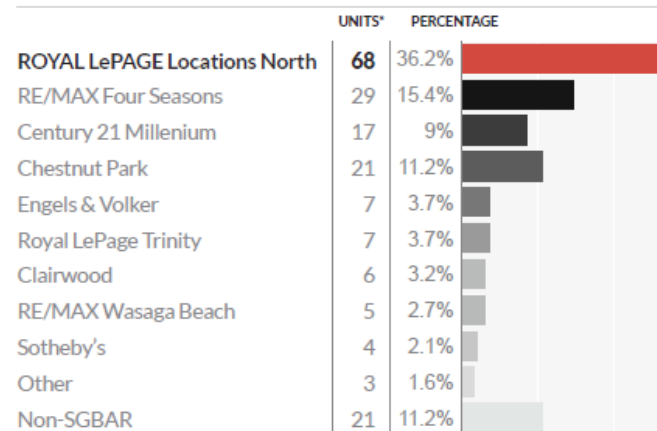
Meaford



Clearview



Georgian Triangle Luxury Homes**



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

** \$1,000,000+



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

