



LOCATIONS **NORTH**
BROKERAGE

GREY HIGHLANDS REAL ESTATE MARKET REPORT

THIRD QUARTER 2017

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



OVERVIEW

SLOWING YEAR-TO-DATE AND THIRD-QUARTER SALES, BIG AVERAGE PRICE GAINS



YEAR-TO-DATE VOLUME OF \$60,155,255

Down .1% from 2016's record \$60,194,441, with units of 128, down 40% from 2016's 179. New listings of 182 down 25% from last year, with the sales/listings ratio of 70% down 4%.



THIRD-QUARTER VOLUME OF \$17,745,267, THE SECOND-BEST EVER

Down 22% from 2016's record \$22,637,400. Q3 units of 36 down 39% from 2016's 59. New listings of 65 are even with last year, while the sales/listing ratio of 55% is down 36%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$469,963

Up 40% from \$336,282 of one year ago. Average days-on-market of 74 is down 3 weeks.



OVERVIEW (cont'd)



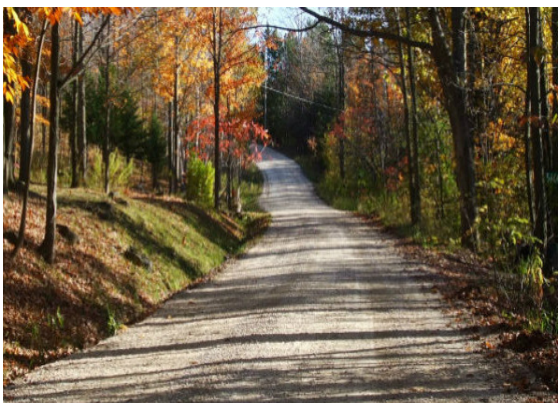
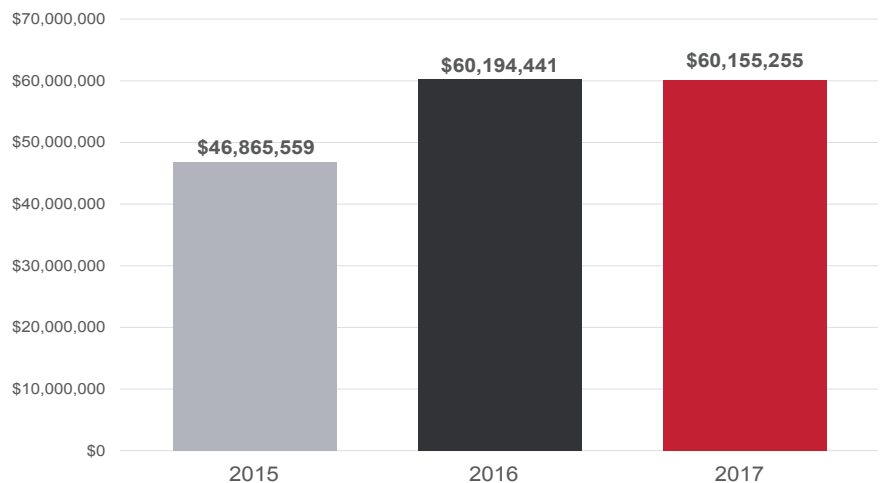
THE DEMAND FOR LISTINGS EXCEEDS THE SUPPLY

Though Q3-2017 sales were slow compared to both Q3-2016 and Q2-2017, it was the second-best Q3 ever for volume, third-best for units, and its average days-on-market was down **14** days. So while the market is not as hot as it was from Q2-2016 to Q2-2017, **it's still a seller's market.**

Graph 1:

Grey Highlands MLS® Sales

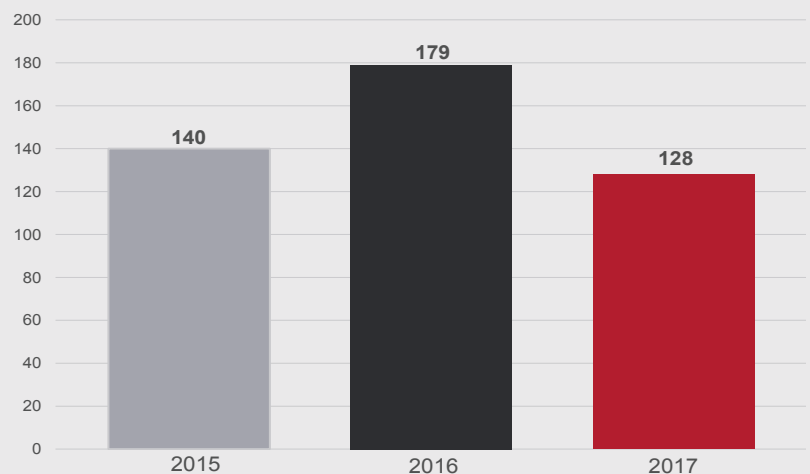
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

Grey Highlands MLS® Sales

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL



Table 1:

Grey Highlands MLS® Sales And Listing Summary

Jan.-Sept., 2015 vs. 2016 vs. 2017

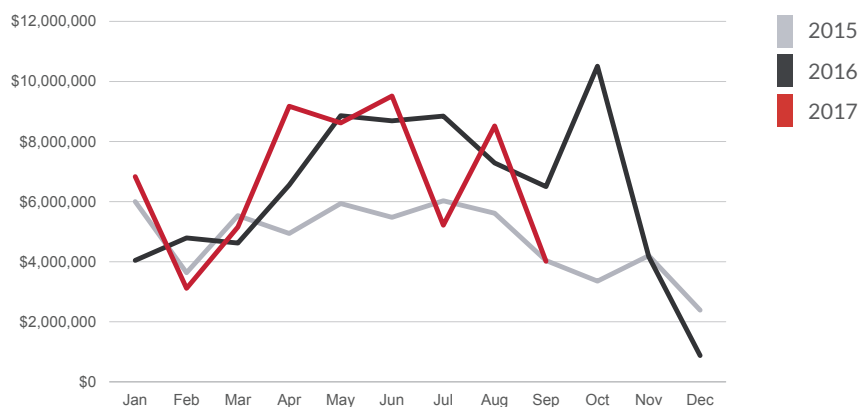
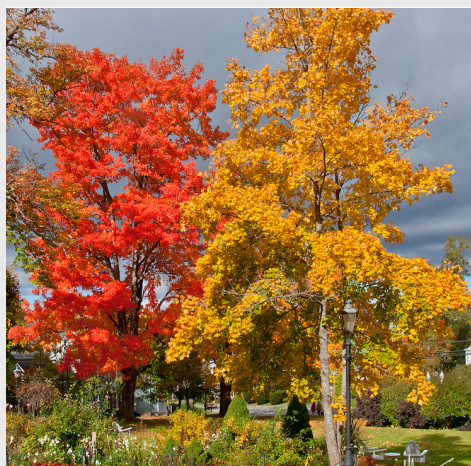
	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$46,865,599	\$60,194,441	\$60,155,255	-1%
YTD Unit Sales	140	179	128	-40%
YTD New Listings	276	243	182	-25%
YTD Sales/Listings Ratio	51%	74%	70%	-4%
YTD Expired Listings	103	64	28	-56%
3rd Quarter (Q3) Volume Sales	\$15,680,300	\$22,637,400	\$17,745,267	-22%
Q3 Unit Sales	41	59	36	-39%
Q3 New Listings	86	65	65	0%
Q3 Sales/Listings Ratio	48%	91%	55%	-36%
Q3 Expired Listings	35	15	16	+7%
YTD Sales: Under \$100K	2	5	2	-60%
YTD Sales: \$100K - \$299K	78	104	36	-65%
YTD Sales: \$300K - \$499K	33	45	46	+2%
YTD Sales: \$500K - \$799K	23	15	31	+107%
YTD Sales: \$800K - \$999K	2	8	7	-12%
YTD Sales: \$1M - \$1,999M	2	2	5	+150%
YTD Sales: \$2M+	0	0	1	+100%
YTD Average Days-On-Market	109	94	73	-22%
YTD Average Sale Price	\$334,754	\$336,282	\$469,963	+40%

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

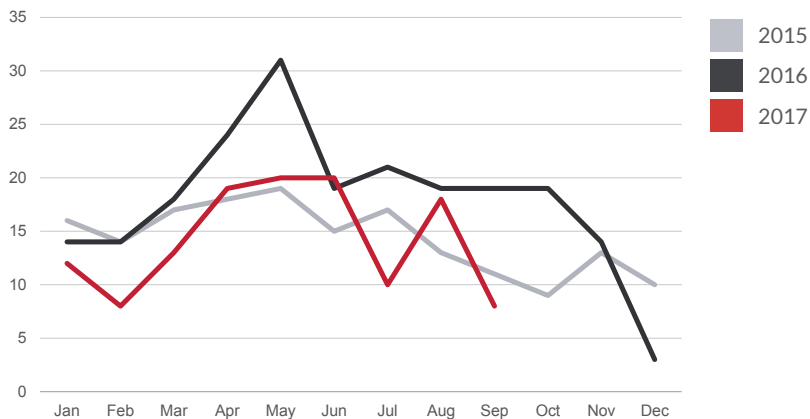
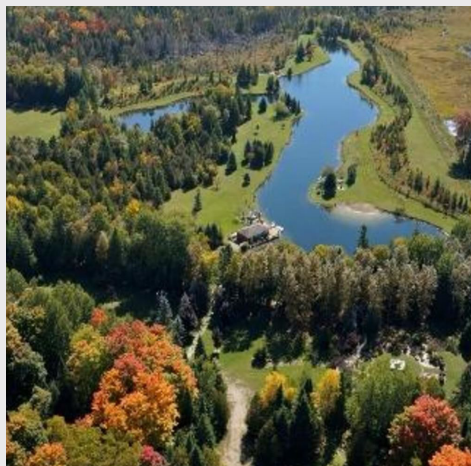
THE MARKET IN DETAIL (cont'd)

As Graphs 3 and 4 show, Grey Highlands – after enjoying record August volume of **\$8,517,900** and second-best ever units of **18** – dropped to September's volume of **\$4,012,400** and **8** units, down **38%** and **58%** respectively from one year ago. That said, September's average sales price of **\$501,550(!)** was up **47%(!)** from last September's **\$342,105**. So it will be interesting to see how the sales numbers and average price develop in the autumn market.

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)



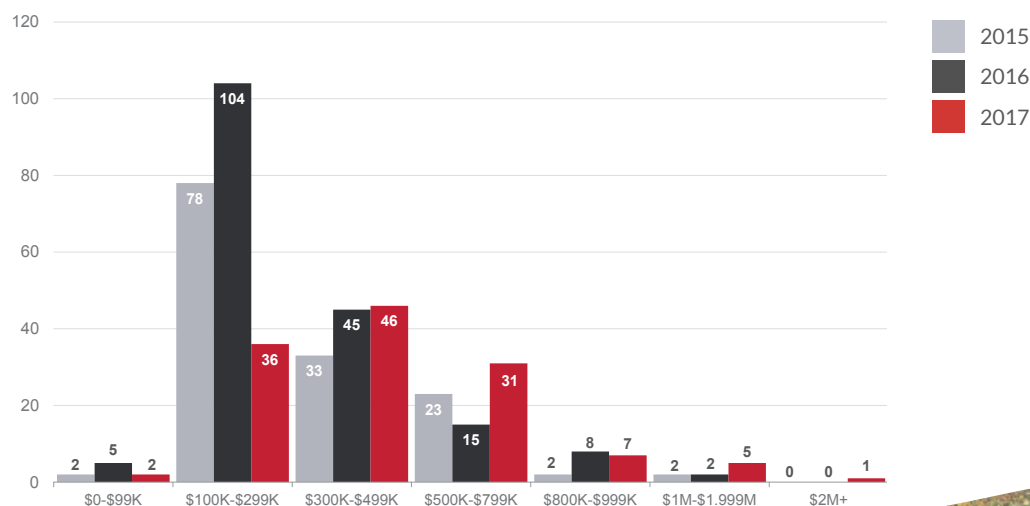
THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 unit sales are down **65%** from 2016 in the high-volume \$299K-and-under range, partly due to the **40%** average sale price increase from a year ago. That said, 2017 is up in every other price range except the \$800K-\$999K range, where it is down by **1** sale. And so, the entire \$300K+ bracket is up **29%** from last year, with the \$300K-\$499K, 500K-\$799K, \$1M-\$1.999M and \$2M+ ranges up **2%**, **106%**, **150%** and **100%** respectively.

Graph 5:

Grey Highlands MLS® Sales By Price

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Grey Highlands MLS® Sales By Property Type

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Dollars and Units)

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$59,576,055

DOWN .3% from 2016

UNIT SALES: 125

DOWN 29% from 2016

AV. DAYS-ON-MARKET: 73

DOWN 21 days from 2016

AV. SALE PRICE: \$476,608

UP 40% from 2016

CONDOMINIUMS

DOLLAR SALES: \$84,200

DOWN 61% from 2016

UNIT SALES: 1

EVEN with 2016

AV. DAYS-ON-MARKET: 254

UP 160 days from 2016

AV. SALE PRICE: \$84,200

DOWN 61% from 2016

VACANT LAND

DOLLAR SALES: \$4,000,100

DOWN 4% from 2016

UNIT SALES: 35

UP 6% from 2016

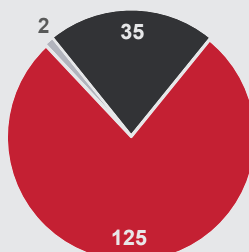
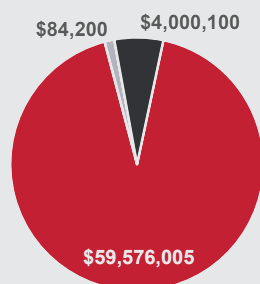
AV. DAYS-ON-MARKET: 170

UP 17 days from 2016

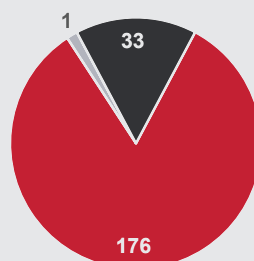
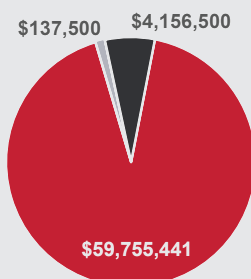
AV. SALE PRICE: \$114,289

DOWN 9% from 2016

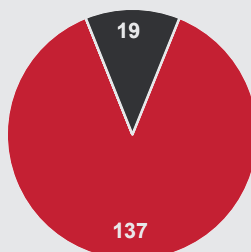
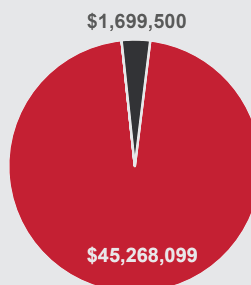
2017



2016



2015



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2016

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



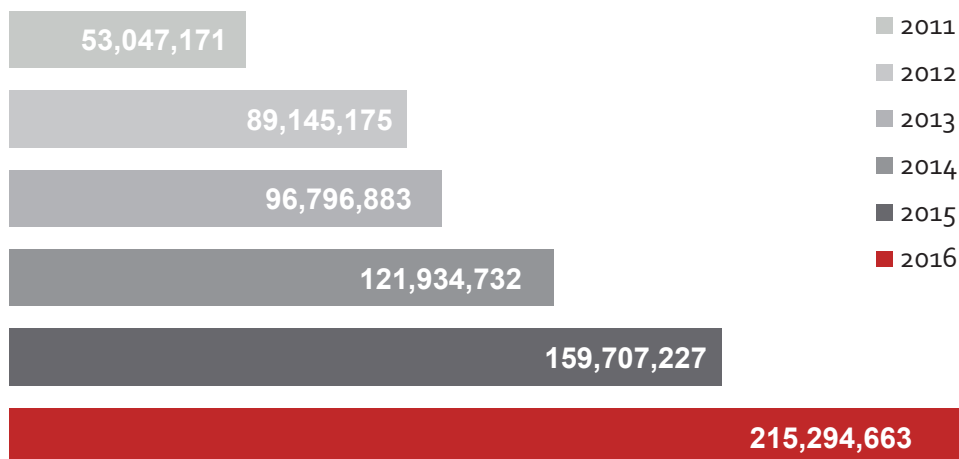
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

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



2016 UNIT SALES

Collingwood

	UNITS*	PERCENTAGE	
Royal LePage Locations North	321	23.5	
Royal LePage Trinity	256	18.7	
Re/Max Four Seasons	210	15.4	
Century 21 Millenium	142	10.4	
Non-SGBAR	121	8.9	
Chestnut Park	90	6.6	
Other	80	6.3	
Clairwood	71	5.2	
Re/Max Wasaga Beach	38	2.8	
Sutton Group Incentive	22	1.6	
Engel & Volkers	12	0.8	
Sotheby's	3	0.2	

The Blue Mountains

	UNITS*	PERCENTAGE	
Royal LePage Locations North	248	26.7	
Re/Max Four Seasons	110	13.3	
Re/Max Blue Mtn.	84	10.1	
Century 21 Millenium	83	10.0	
Chestnut Park	79	9.5	
Non-SGBAR	77	9.3	
Royal LePage Trinity	59	7.1	
Other	46	5.5	
Clairwood	20	2.4	
Re/Max Wasaga Beach	12	1.4	
Sotheby's	12	1.4	

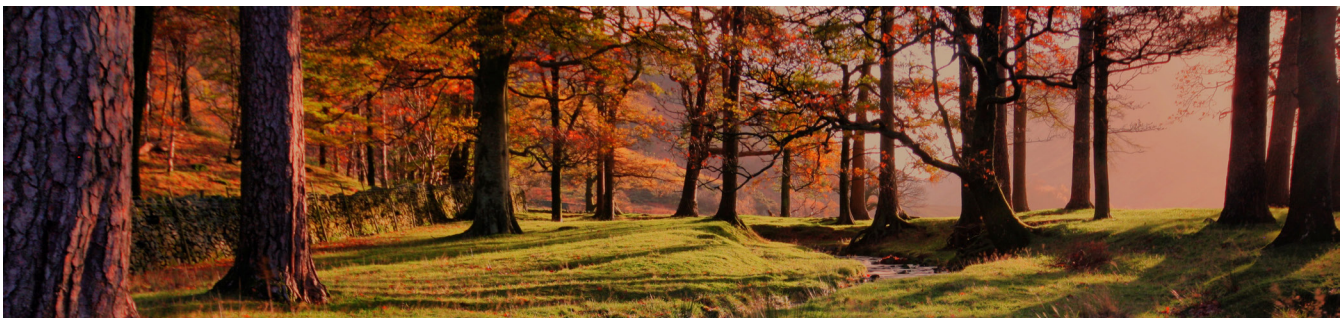
Meaford

	UNITS*	PERCENTAGE	
Royal LePage Locations North	151	31.6	
Century 21 Millenium	56	11.7	
Other	49	10.3	
Re/Max Grey Bruce	44	9.2	
Chestnut Park	36	7.5	
Re/Max Four Seasons	34	7.1	
Non-SGBAR	31	6.5	
Royal LePage RCR	29	6.1	
McIntee	17	3.6	
Royal LePage Trinity	12	2.5	
Sutton Group Sound	8	1.7	
Clairwood	7	1.5	
Re/Max Wasaga Beach	7	1.5	
Sotheby's	4	0.8	

Georgian Triangle Luxury Homes \$800,000+

	UNITS*	PERCENTAGE	
Royal LePage Locations North	68	27.9	
Chestnut Park	38	15.6	
Non-SGBAR	31	12.7	
Re/Max Four Seasons	26	10.7	
Other	22	9.0	
Century 21 Millenium	14	5.7	
Clairwood	14	5.7	
Royal LePage Trinity	9	3.7	
Sotheby's	8	3.2	
Engel & Volkers	7	2.9	
Re/Max Wasaga Beach	7	2.9	

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





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 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

