

MEAFORD 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	Q1	Q2	Q3	Q4
2016	~100K	~150K	~200K	~250K
2017	~300K	~400K	~500K	~600K



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Overview: Record Sales And Prices, Shorter Selling Times

- Thanks primarily to record-breaking February and March markets, Q1-2017's record dollar sales of **\$15,799,500** were up **72%** from Q1-2016 and up **31%** from 2015's prior Q1 record. Unit sales of **44** were up **42%** from 2016 and up **10%** from 2015's prior record.
- The area saw a big **21%** jump in the average sale price to **\$359,080**, while the average days-on-market dropped a huge **6 weeks** to **67 days**. The higher prices and shorter sales times were partly due to multiple offer and overprice offer situations.
- All this sales activity came with new listings of **73** being down **8%** from a year ago, while expired listings of **3** were down **84%** (and down **92%** from Q1-2015). Overall, there was a record **60%** sales/listings ratio, up **21%** from last year.

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

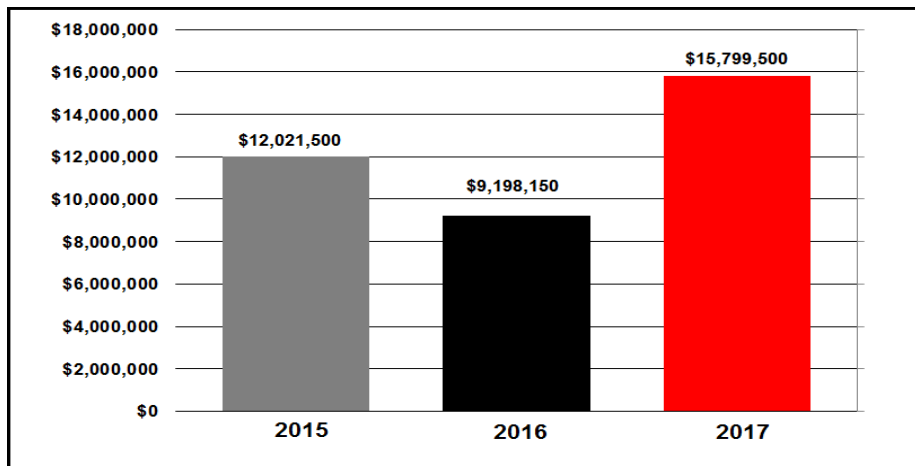
	2015	2016	2017	2016-2017
Volume Sales	\$12,021,500	\$9,198,150	\$15,799,500	+72%
Unit Sales	40	31	44	+42%
New Listings	109	79	73	-8%
Sales/Listings Ratio	37%	39%	60%	+21%
Expired Listings	39	19	3	-84%
Sales: Under \$100K	2	2	0	-200%
Sales: \$100K – \$299K	22	19	17	-11%
Sales: \$300K - \$499K	11	5	22	+340%
Sales: \$500K - \$799K	4	3	5	+67%
Sales: \$800K - \$999K	0	2	0	-200%
Average Days-On-Market	109	109	67	-39%
Average Sale Price	\$300,538	\$296,715	\$359,080	+21%

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

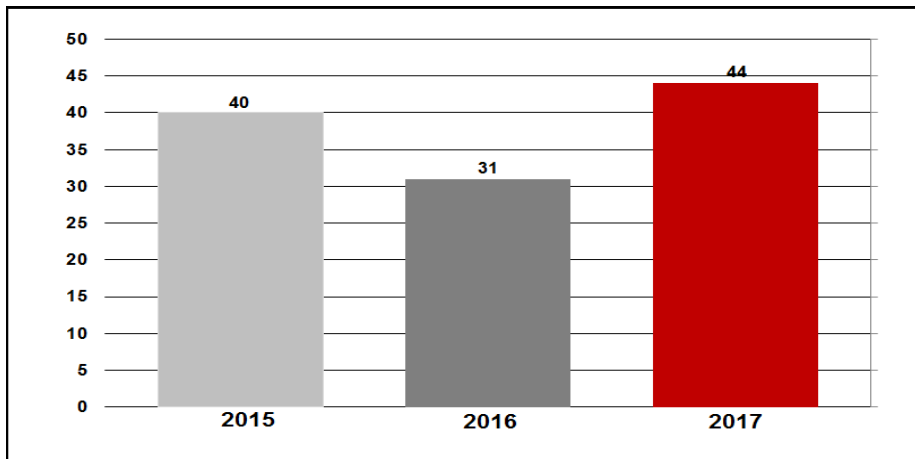


- The record sales, high sales/listing ratio, big drop in new and expired listings, shorter sale times and big average price jump indicate that **demand for listings greatly exceeds the supply**. Agents say that **sales would've been even higher if there were more listings**.

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

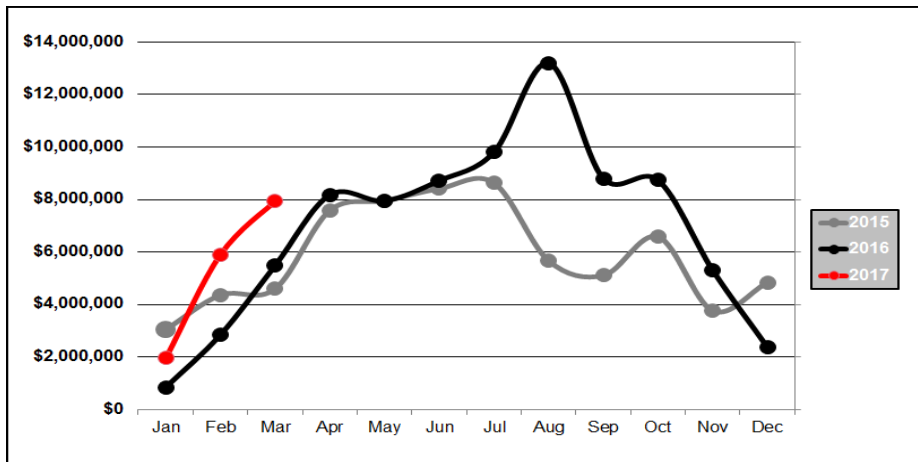


Graph 2: Meaford MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)

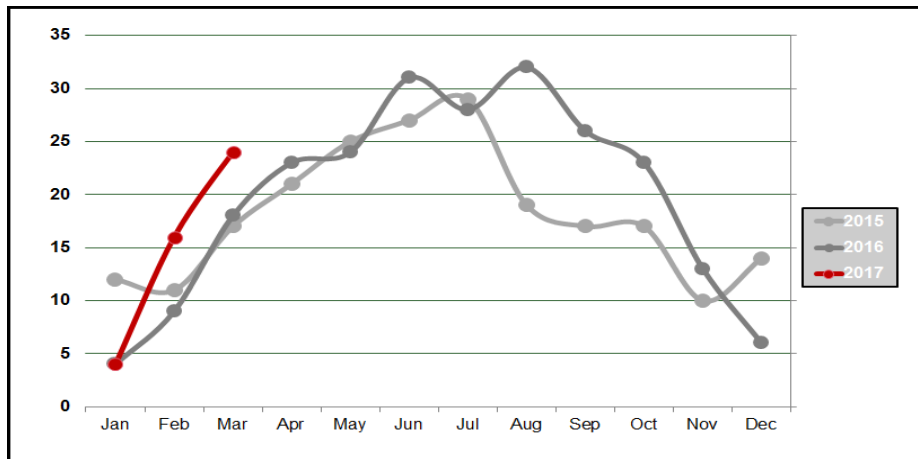


- As **Graph 3** shows, Q1-2017's record dollar sales were mainly due to a big February and March. On the units side, **Graph 4** shows much the same. After a slow January, a steep February and March spike also resulted in a record Q1.

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

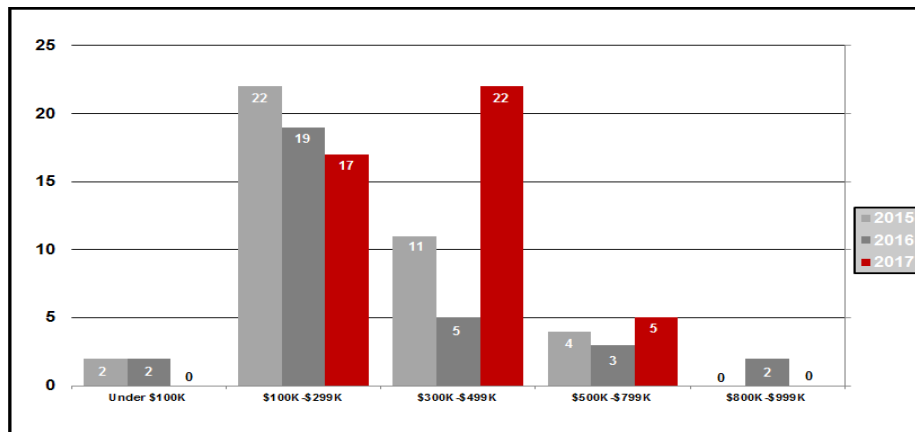


Graph 4: Meaford Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)



- As **Graph 5** shows, 2017 units were down **19%** from 2016 in the under \$300K range and up **275%** in the \$300K-\$799K range, all generally reflecting the big average sale price rise. That said, in 2017 no homes have sold yet in the \$800K+ range.

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



Sales By Property Type

As **Graphs 6 and 7** show, 2017 sales indicate the **demand for listings greatly exceeds supply**, except for vacant land where there are so many factors involved that it's difficult to generalize.

Single-Family Homes:

- Q1-2017 dollar sales of **\$14,691,500** up **77%** from Q1-2016; sales units of **39** up **50%**. Average sale price of **\$376,705** up **18%**; average days-on-market of **68** down **49** days.

Condominiums:

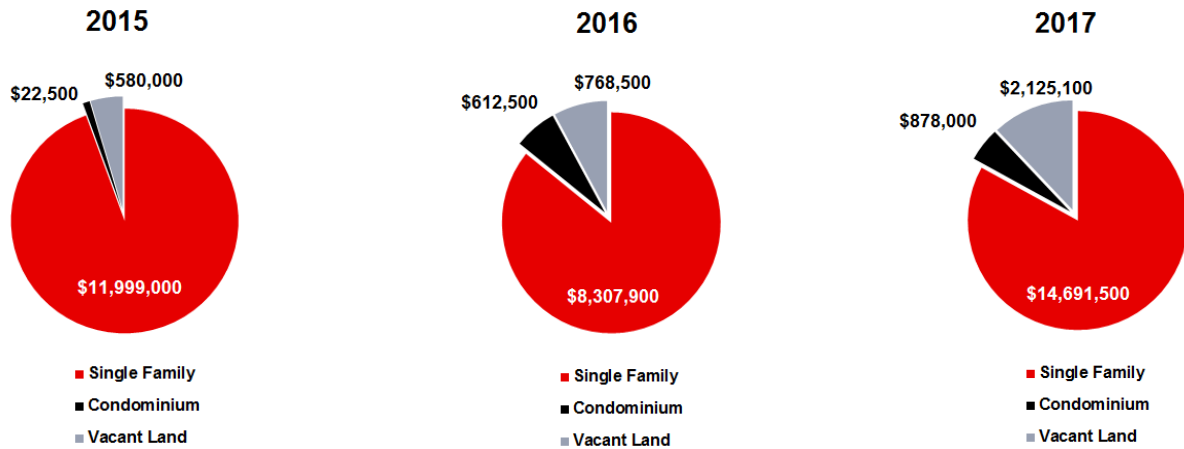
- Q1-2017 dollar sales of **\$878,000** up **43%** from Q1-2016; unit sales of **4** up **25%**. Average sale price of **\$219,500** up **8%**; average days-on-market of **58** up **15** days.

Vacant Land:

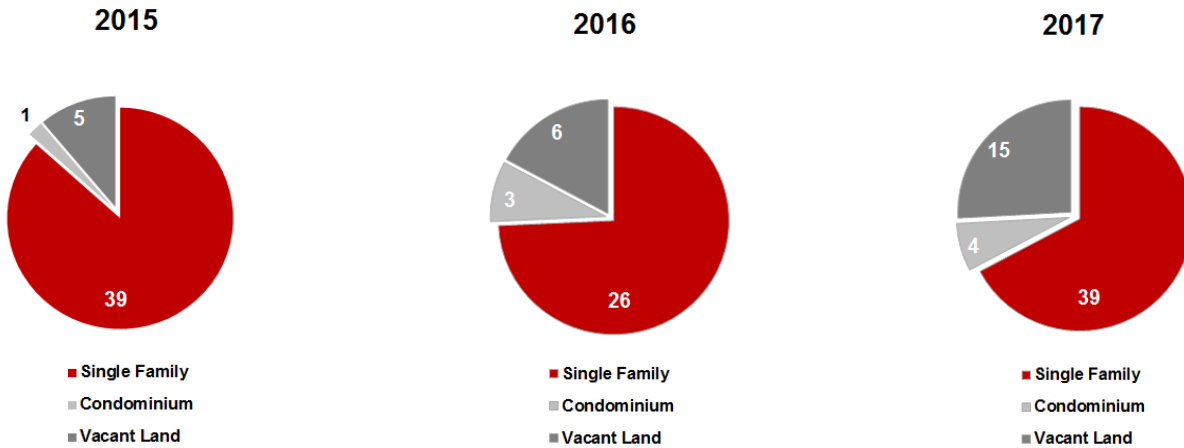
- Q1-2017 dollar sales of **\$2,125,100** up **177%** from Q1-2016; unit sales of **15** up **150%**. Average sale price of **\$114,673** down **10%**; average days-on-market of **228** down **33**.



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



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



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



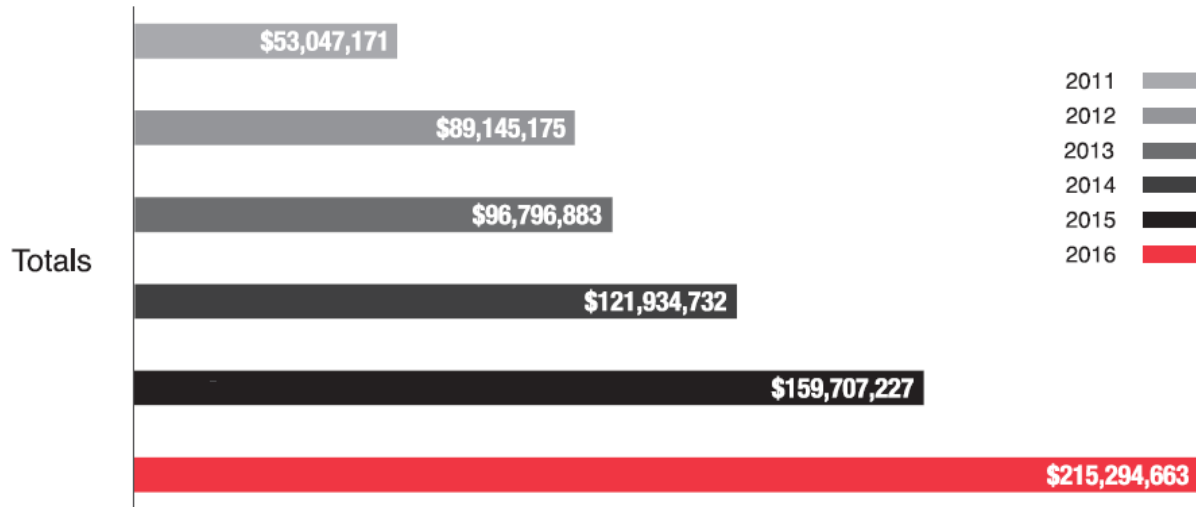
Royal LePage Locations North In 2016

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



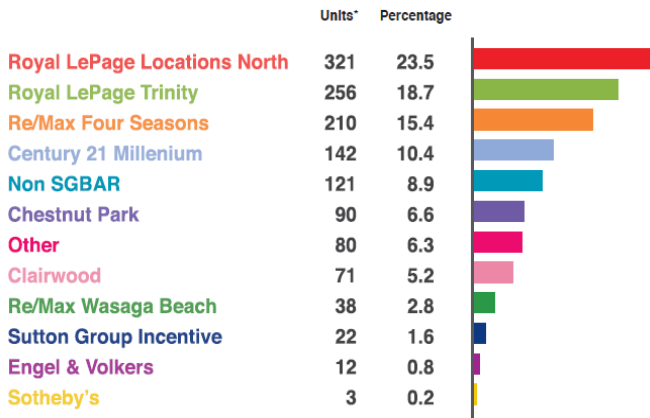
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



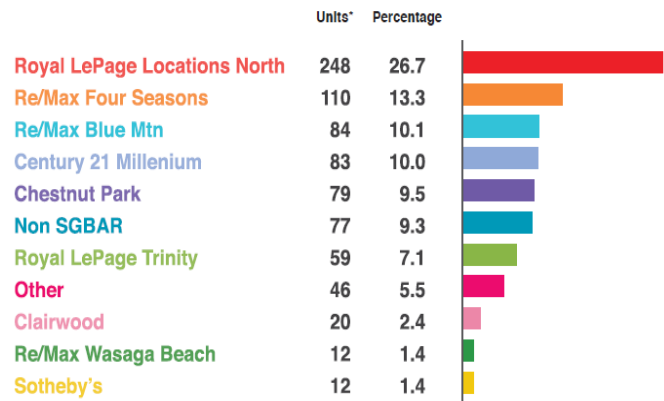
LOCATIONS NORTH

BROKERAGE

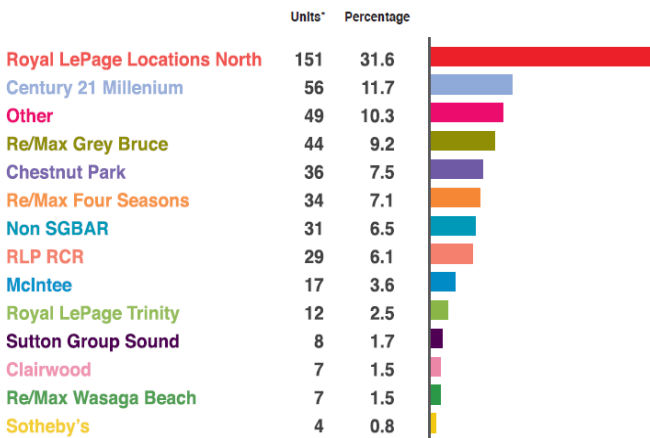
Collingwood Unit Sales, 2016



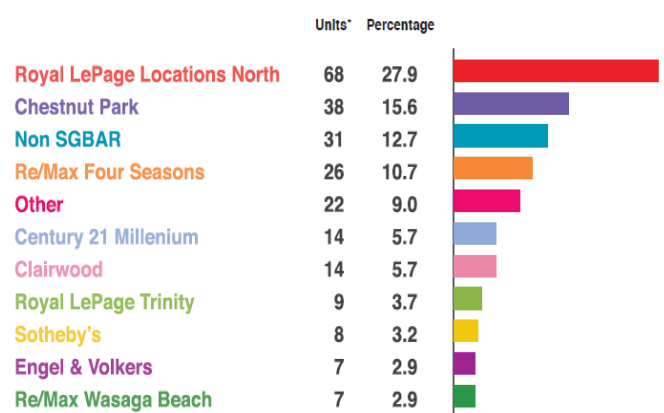
The Blue Mountains Unit Sales, 2016



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

