

# MEAFORD 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

## SECOND BEST Q1 VOLUME SALES EVER, PRICES UP, LISTINGS DOWN



### FIRST-QUARTER SALES VOLUME OF \$12,670,850

Down 20% from Q1-2017's record \$15,799,500, with unit sales of 34 down 23% from Q1-2017's record 44.



### SALES/LISTINGS RATIO OF 52%

Down 8% from Q1-2017's 60%. New listings of 66 were down 10% from Q1-2017's 73, while expired listings of 9 were up 200% from last year's 3.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$372,672

Up 4% from Q1-2017's \$359,080. Average days-on-market of 44 was down by 22 days.



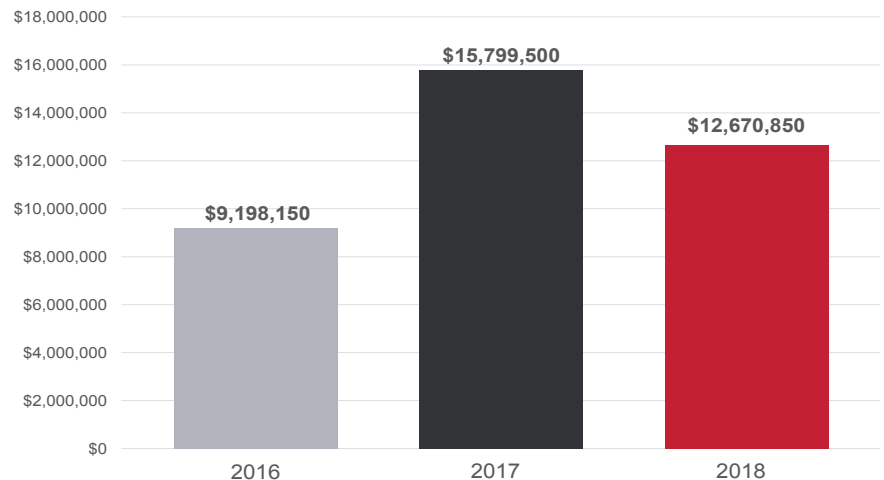
# OVERVIEW (cont'd)



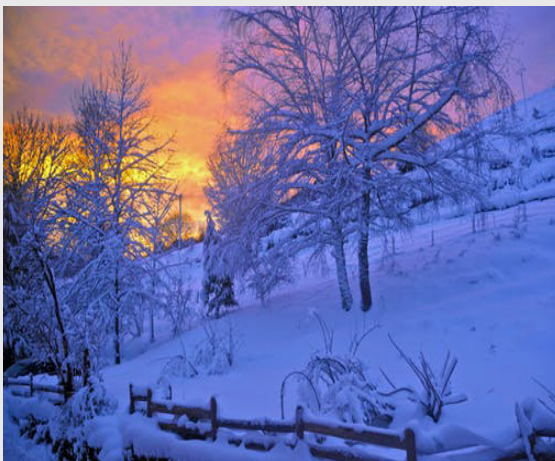
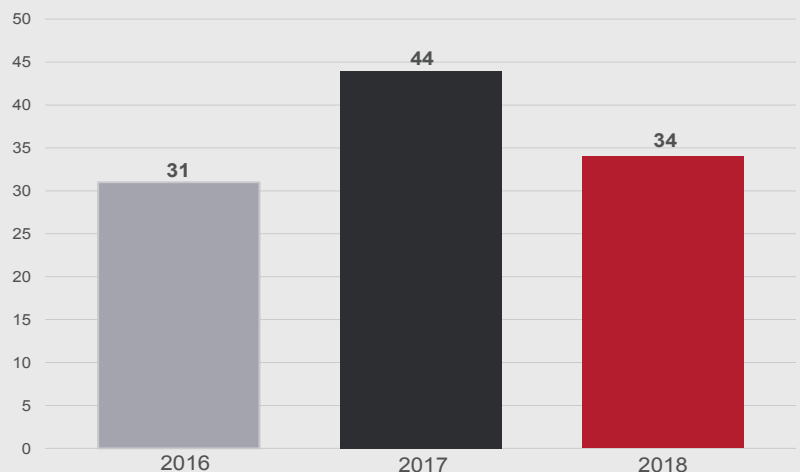
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

2018 saw the second-best Q1 dollar sales and third-best unit sales ever. That said, March sales were slow, with the month's sales/listings ratio dropping to **47%**. At the same time, March's average days-on-market was just **30** days. So all things considered, **it's still a sellers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Meaford MLS® Sales And Listing Summary

Q1 – 2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Volume Sales	\$9,198,150	\$15,799,500	\$12,670,850	-20%
Unit Sales	31	44	34	-23%
New Listings	79	73	66	-10%
Sales/Listings Ratio	39%	60%	52%	-8%
Expired Listings	19	3	9	+200%
Sales: Under \$100K	2	0	1	+100%
Sales: \$100K - \$299K	19	17	10	-41%
Sales: \$300K - \$499K	5	22	17	-23%
Sales: \$500K - \$799K	3	5	6	+20%
Sales: \$800K+	2	0	0	0%
Average Days-On-Market	109	66	44	-33%
Average Sale Price	\$296,715	\$359,080	\$372,672	+4%

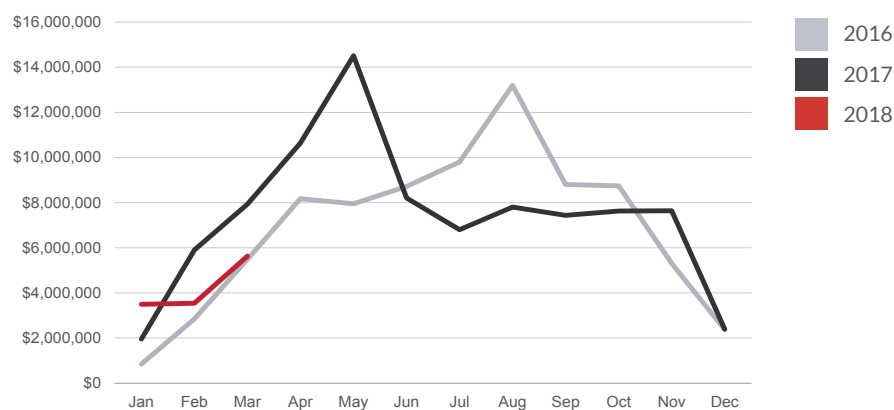
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



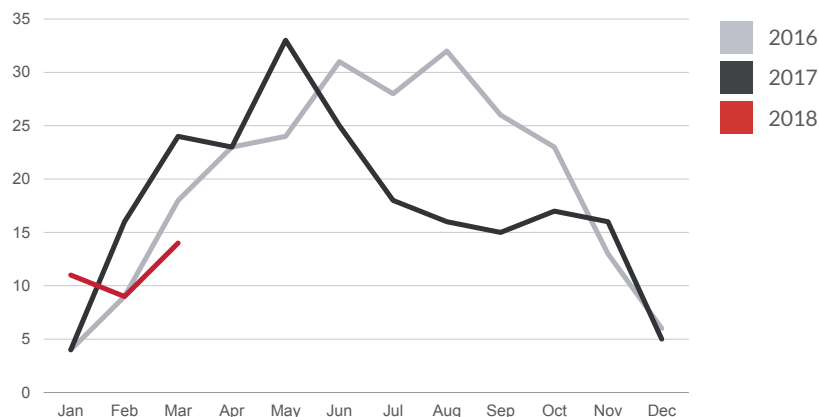
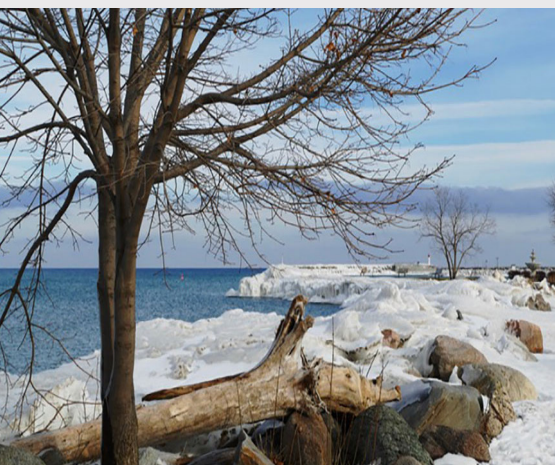
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a record January and a flat February, March saw a jump in dollar sales, but it was due to a **22%** increase in the average sales price from March 2017. Also, that increase had more to do with the specific homes sold than with market appreciation given that Q1-2018's average sale price was only up **4%** from Q1-2017. On the units side, **Graph 4** shows slow sales in February and March. That said, March's average days-on-market of **30** was way down from March 2017's **59** and March 2016's **86**. So well-priced homes have been selling quickly.

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



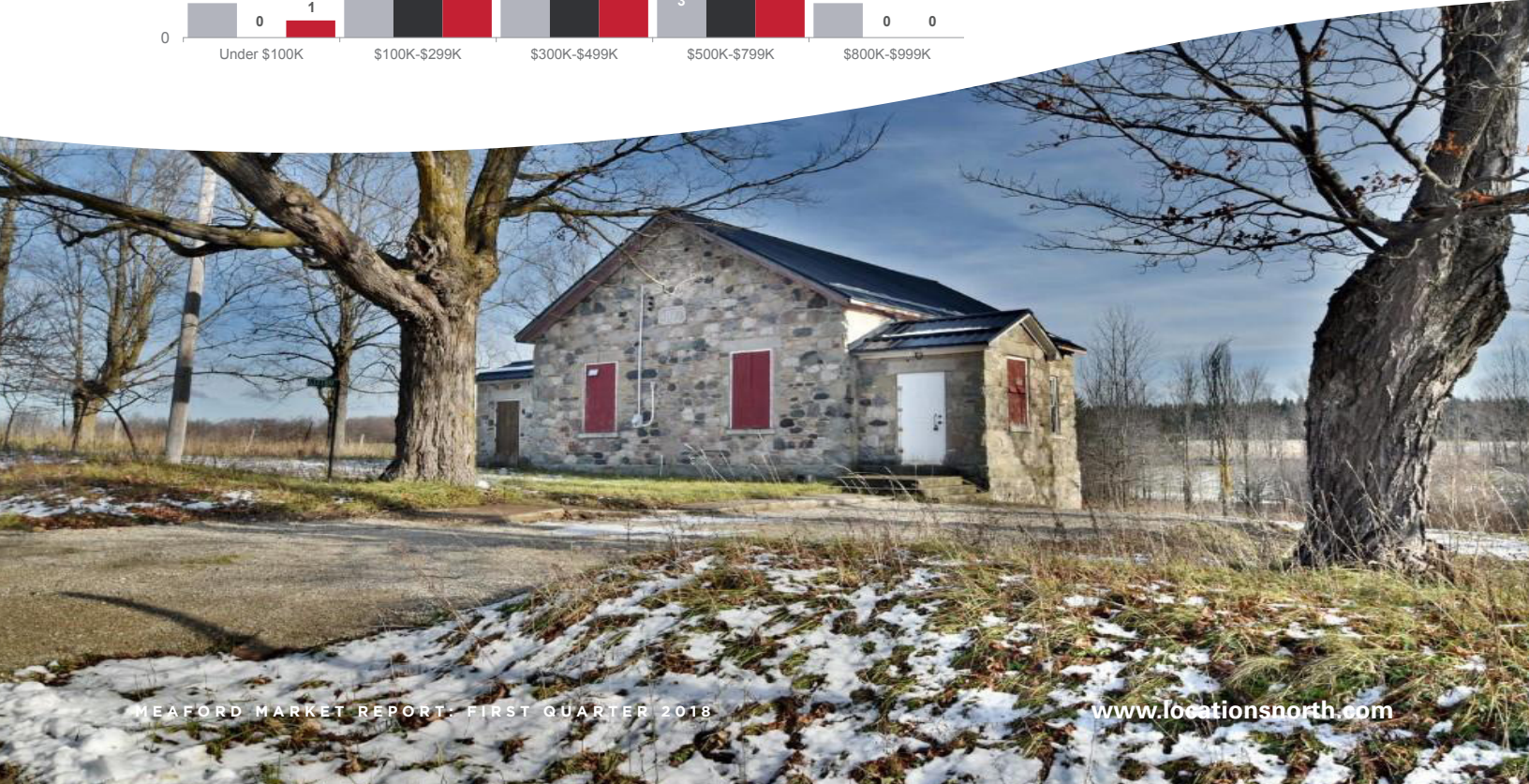
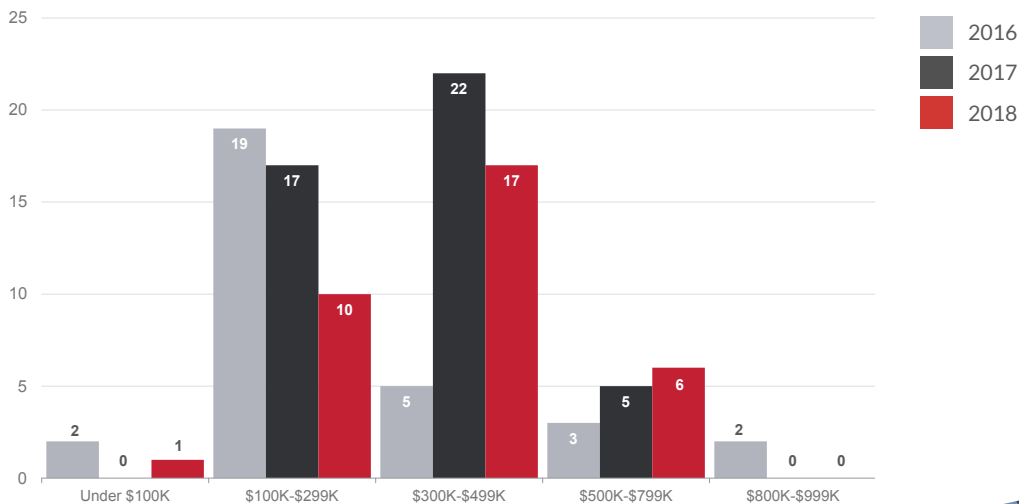
Graph 4:  
**Meaford Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2018 unit sales were down from Q1-2017 significantly in two price ranges, up slightly in two, and even in one. Sales were down in the high-volume \$100K-\$299K and \$300K-\$499K ranges by **41%** and **23%** respectively, but up by 1 unit – or **100%** and **20%** respectively – in the Under-\$100K and \$500K-\$799K ranges. There were no sales in the \$800K+ range in either year. It will be interesting to see how the 2018 high-end market goes given that 2016 and 2017 had **7** and **12** sales respectively in the \$800K-\$1.999M price bracket.

Graph 5:  
**Meaford MLS® Sales By Price**  
Q1 – 2016 vs. 2017 vs. 2018 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Meaford MLS® Sales By Property Type**

Q1 – 2016 vs. 2017 vs. 2018 (Dollars and Units)

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$12,256,950  
DOWN 18% from 2017

**UNIT SALES:** 32  
DOWN 20% from 2017

**AV. DAYS-ON-MARKET:** 45  
UP 5 days from 2017

**AV. SALE PRICE:** \$383,030  
UP 3% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$413,900  
DOWN 53% from 2017

**UNIT SALES:** 2  
DOWN 100% from 2017

**AV. DAYS-ON-MARKET:** 25  
DOWN 32 days from 2017

**AV. SALE PRICE:** \$206,950  
DOWN 6% from 2017

### VACANT LAND

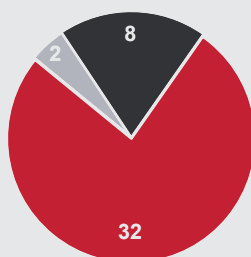
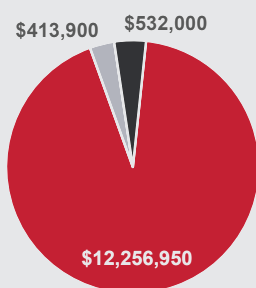
**DOLLAR SALES:** \$532,000  
DOWN 75% from 2017

**UNIT SALES:** 8  
DOWN 47% from 2017

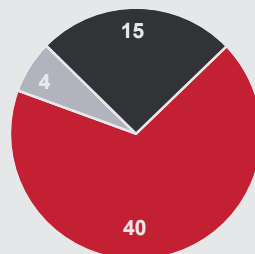
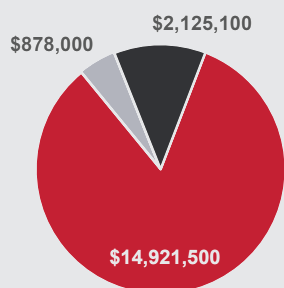
**AV. DAYS-ON-MARKET:** 74  
DOWN 153 days from 2017

**AV. SALE PRICE:** \$66,500  
DOWN 53% from 2017

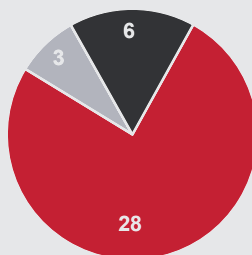
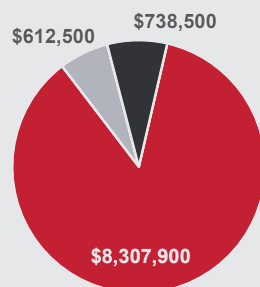
2018



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**

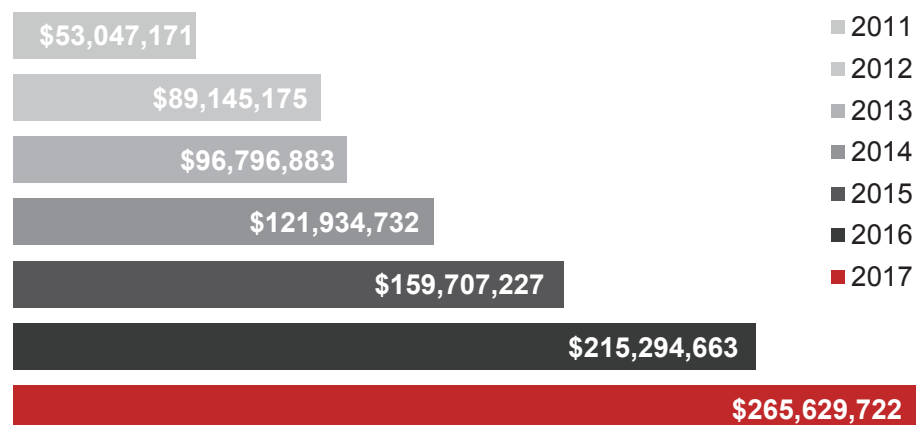
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



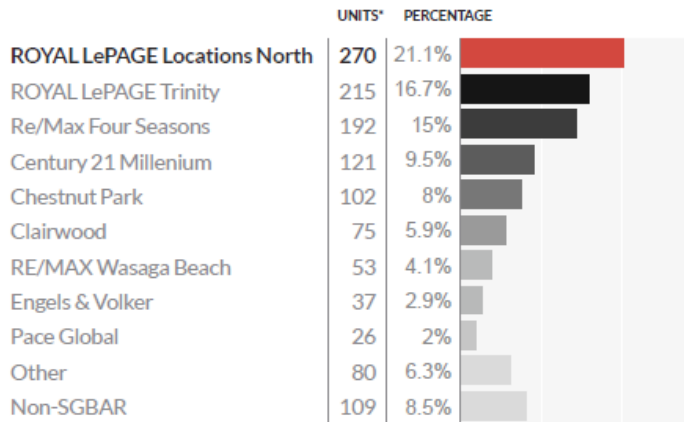
**Locations North Sales Volume, 2011 - 2017**



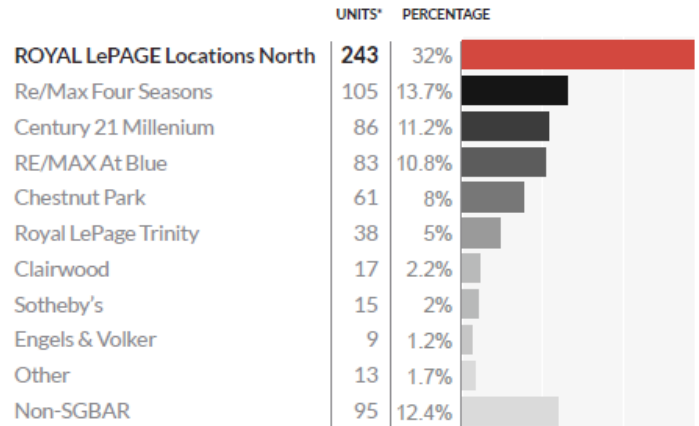


# 2017 UNIT SALES

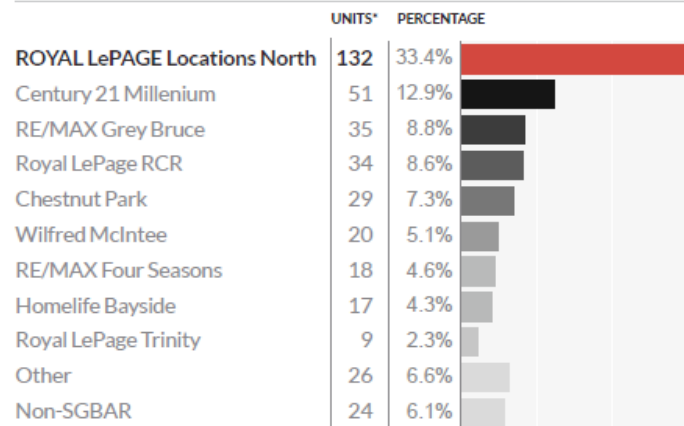
## Collingwood



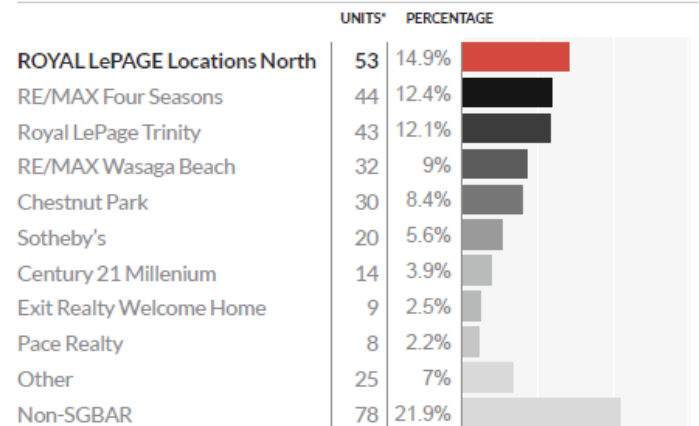
## The Blue Mountains



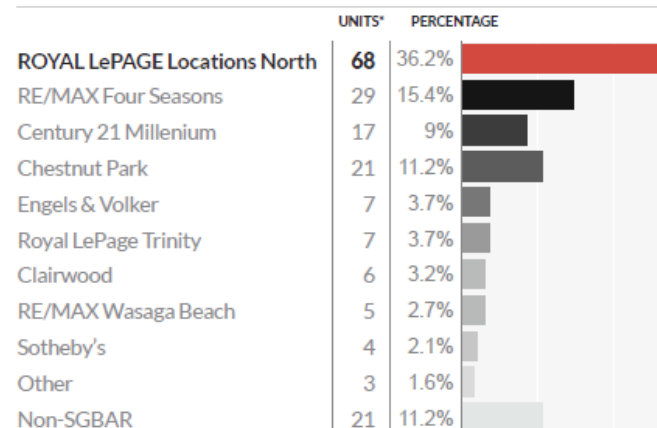
## Meaford



## Clearview



## Georgian Triangle Luxury Homes\*\*



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

\*\* \$1,000,000+



**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

