

**MEAFORD 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**



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Overview: Record Q2 And Year-To-Date Sales, Big Average Price Increase

- All-time record quarterly volume of **\$33,357,200**, up **5%** from Q3-2016's record and up **34%** from Q2-2016. Units of **81**, up **4%** from Q2-2016, are the second-best quarter ever.
- Record YTD volume of **\$45,156,700** and units of **125** are up **25%** and **11%** respectively from 2015's previous high marks. However, 2017's new listing count is down **19%** from 2015, giving this year a high **63%** sales/listings ratio, and with only **7** expired listings.
- The average sale price of **\$393,253** is up a big **26%** from one year ago, while the average days-on-market of **49** is down **3+ weeks**.

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

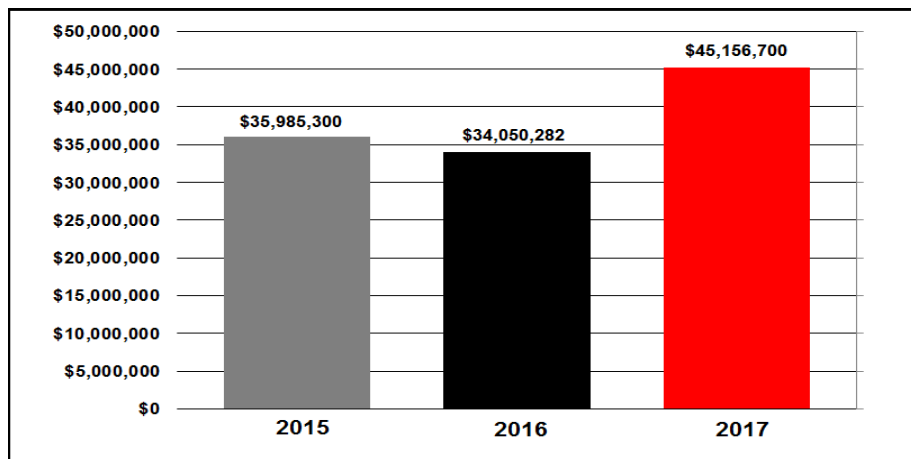
	2015	2016	2017	2016-2017
Year-To-Date (YTD) Volume Sales	\$35,985,300	\$34,050,282	\$45,156,700	+33%
YTD Unit Sales	113	109	125	+15%
YTD New Listings	247	211	199	-6%
YTD Expired Listings	68	35	7	-80%
YTD Sales/Listings Ratio	46%	52%	63%	+11%
2 nd Quarter (Q2) Volume Sales	\$23,964,800	\$24,852,132	\$33,357,200	+34%
Q2 Unit Sales	73	78	81	+4%
Q2 New Listings	140	136	130	-4%
Q2 Expired Listings	29	16	4	-75%
Q2 Sales/Listings Ratio	52%	57%	62%	+5%
YTD Sales: Under \$100K	4	3	1	-67%
YTD Sales: \$100K – \$299K	58	59	48	-19%
YTD Sales: \$300K - \$499K	38	34	57	+68%
YTD Sales: \$500K - \$799K	12	10	15	+50%
YTD Sales: \$800K - \$999K	1	3	0	-300%
YTD Sales: \$1M - \$1.999M	0	0	4	+400%
Average Days-On-Market	95	71	49	-31%
Average Sale Price	\$318,453	\$312,388	\$393,253	+26%

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

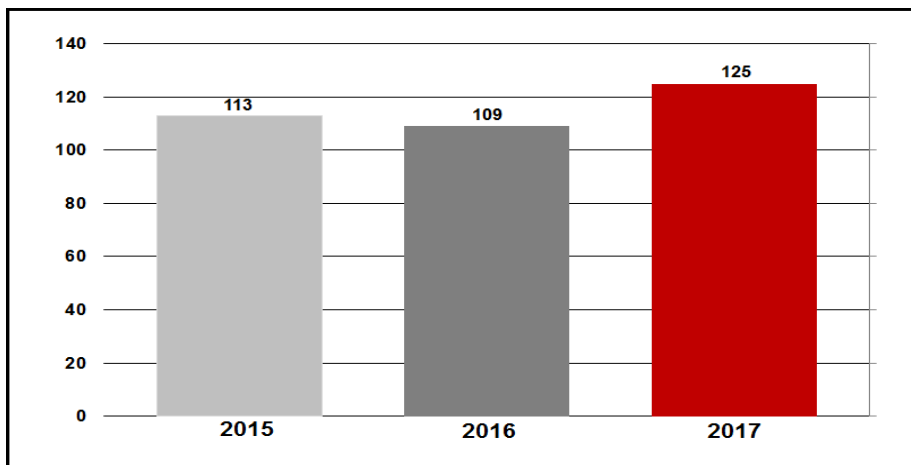


- 2017's record dollar and unit sales, big average price jump, shorter sale times and fewer listings all indicate that **demand for listings still greatly exceeds the supply**. As we have repeatedly noted, agents say that sales would be even higher if there were more listings.

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

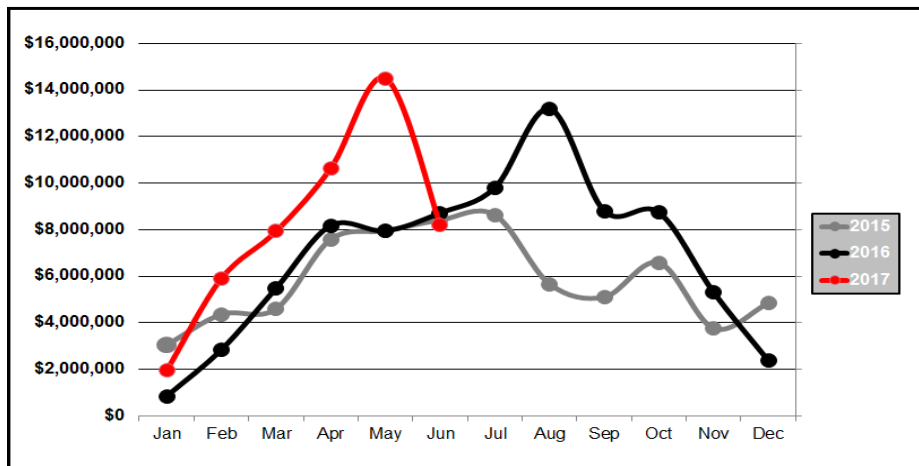


Graph 2: Meaford MLS® Sales – January-June, 2015 vs 2016 vs 2017 (Units)

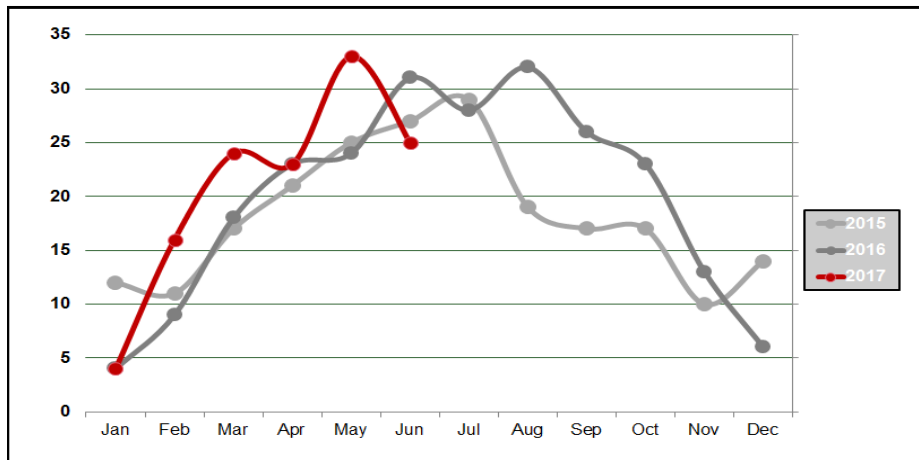


- As **Graph 3** shows, Q2-2017's all-time record volume was due to a strong April and a May spike. On the units side, **Graph 4** shows that Q2-2017's record sales – again, due to a big May – are a Q2 record and the second best quarter ever after Q3-2016.

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

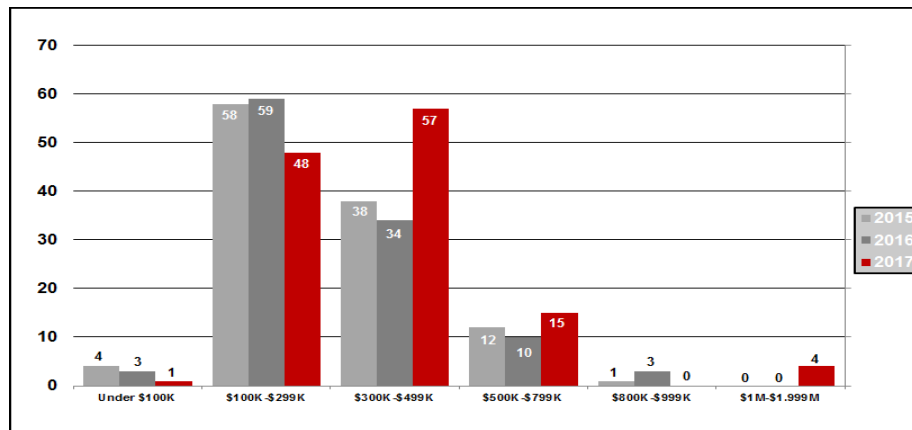


Graph 4: Meaford Monthly MLS® Sales – 2015 vs 2016 vs 2017 (Units)



- As **Graph 5** shows, units – partly due to the **26%** average sale price rise – are down **27%** from 2016 in the under \$300K range, but up **62%** in the \$300K+ range, with **68%**, **50%** and **400%** increases in the \$500K-\$799K, \$800K-\$999K and \$1M+ ranges respectively.

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



Sales By Property Type

As **Graphs 6 and 7** show, 2017 sales indicate that **demand for listings exceeds supply**, greatly so for single-family homes and also vacant land where a supply of new listings was bought up.

Single-Family Homes:

- 2017 volume of **\$44,283,700** is up **41%** from 2016, units of **110** are up **15%**. Average sale price of **\$402,579** is up **23%**, while average days-on-market of **52** is down **22** days.

Condominiums:

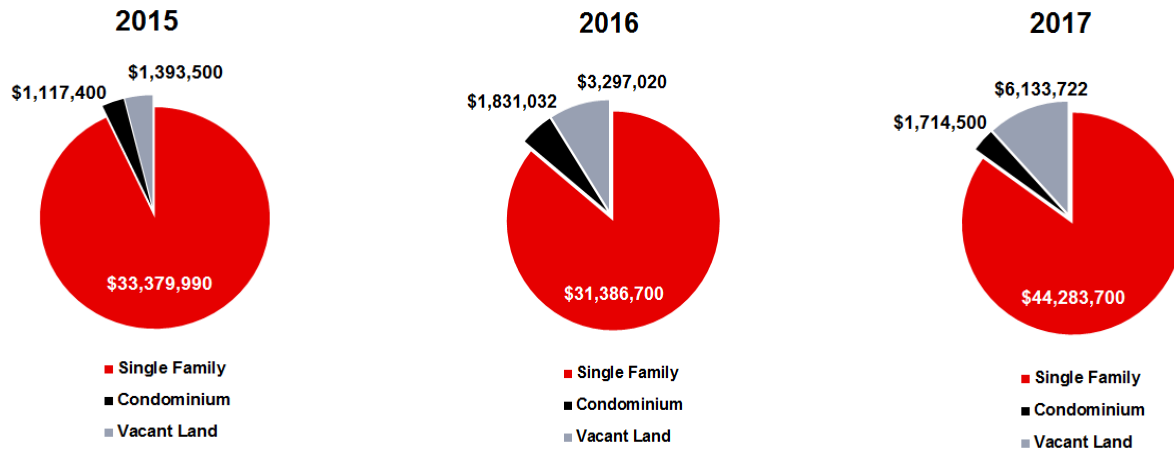
- 2017 volume of **\$1,714,500** is down **6%** from 2016, units of **7** are down **22%**. Average sale price of **\$244,929** is up **20%**, while average days-on-market of **41** is down **8** days.

Vacant Land:

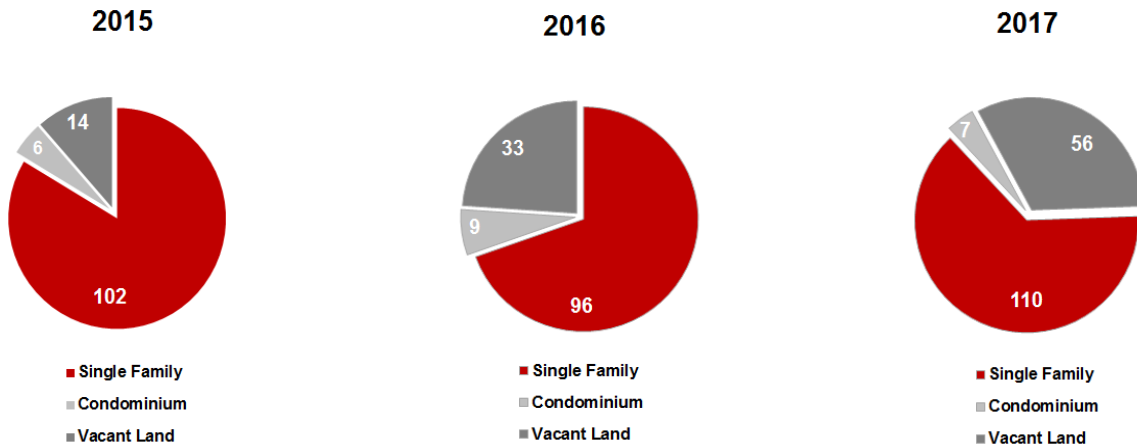
- 2017 volume of **\$6,113,722** is up **85%** from 2016, while units of **56** are up **70%**. Average sale price of **\$109,174** is up **9%**, while average days-on-market of **56** is down **84** days.



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



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



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

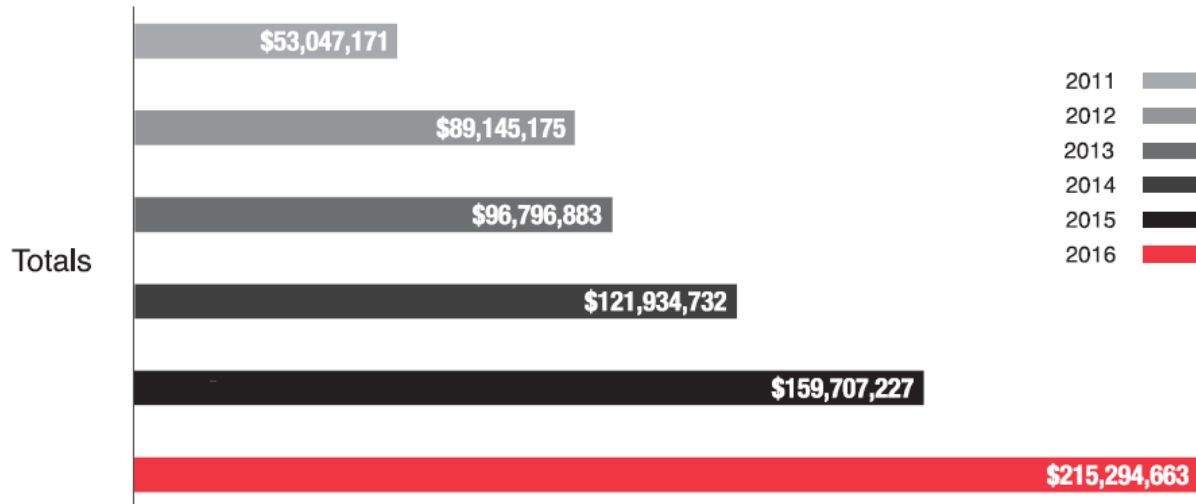
Royal LePage Locations North In 2016

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



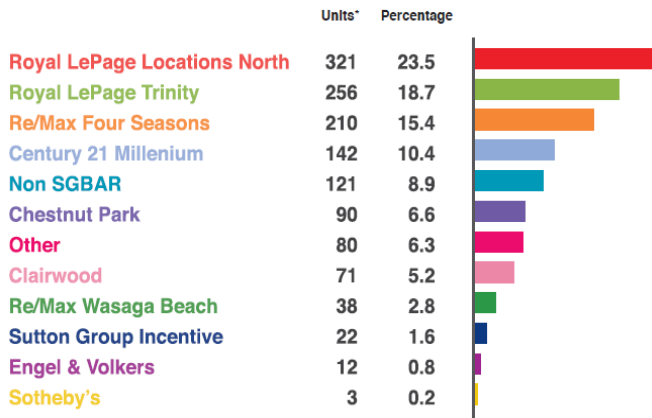
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



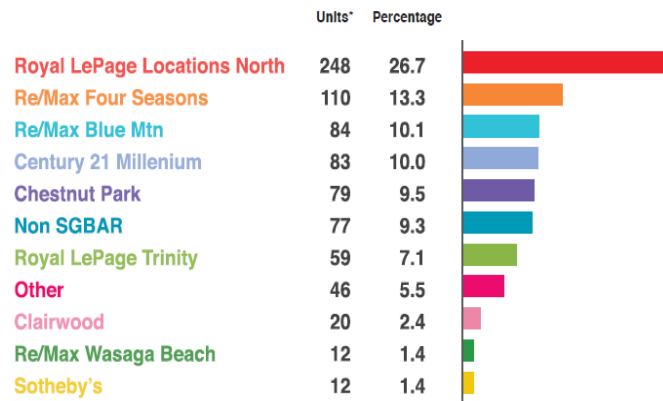
LOCATIONS NORTH

BROKERAGE

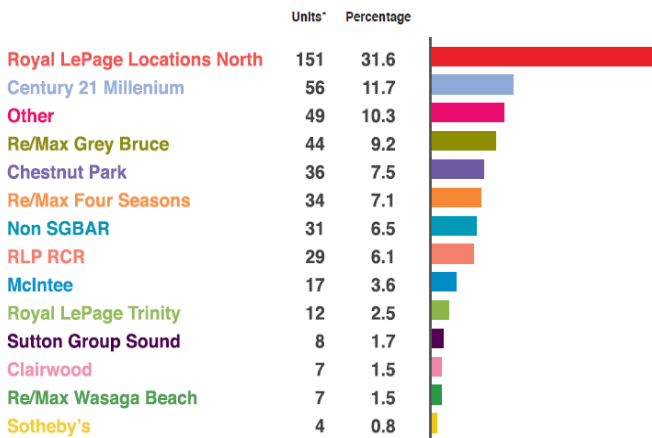
Collingwood Unit Sales, 2016



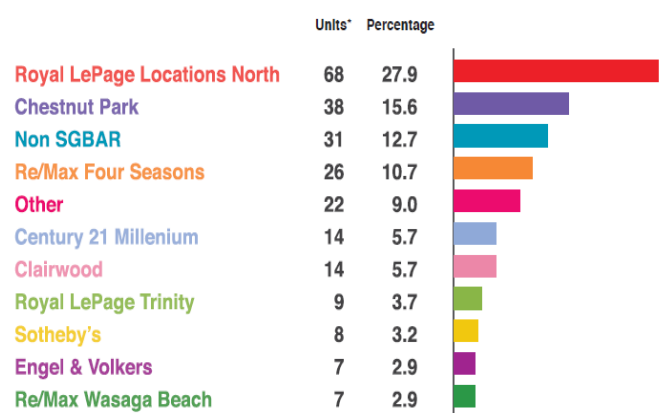
The Blue Mountains Unit Sales, 2016



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

