

MEAFORD 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

SECOND BEST Q2 VOLUME SALES EVER, PRICES UP, LISTINGS DOWN



YEAR-TO-DATE SALES VOLUME OF \$41,766,005

Down 15% from 2017's record \$49,156,700, with units of 104 down 17% from 2017's 125. New listings of 173 down 14% from 2017, with the sales/listings ratio of 60% down 2%.



JUNE SALES VOLUME OF \$7,607,220

Down 7% from last June's \$8,208,000. Units of 19 were down 24% from last June's 25, with new listings of 47 up 9% and the sales/listings ratio of 40% down 18%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$401,596

Up 2% from the \$393,254 of one year ago. Average days-on-market of 48 is equal to 2017.



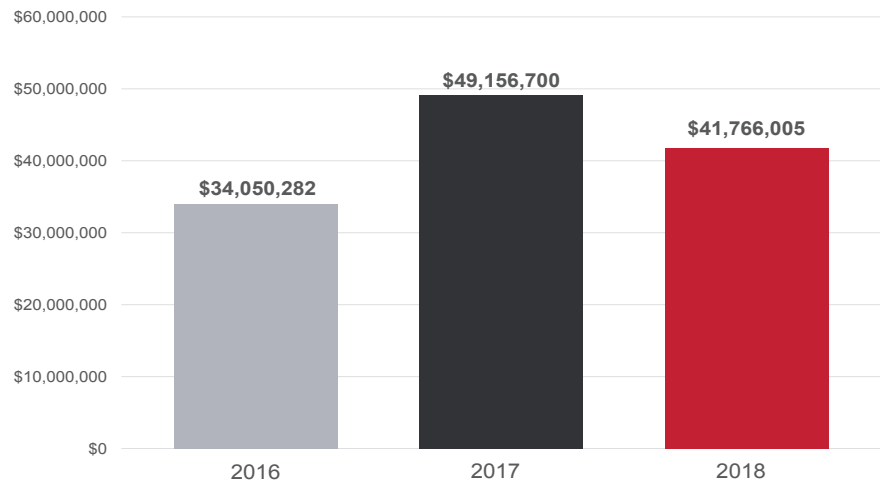
OVERVIEW (cont'd)



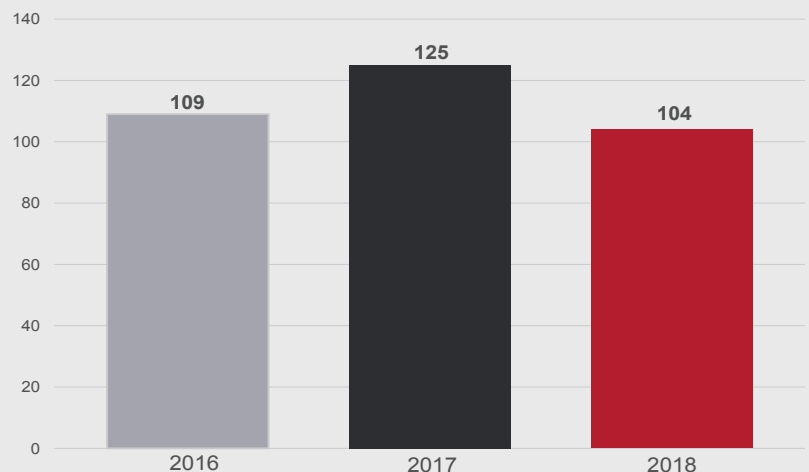
THE DEMAND FOR LISTINGS IS SLIGHTLY GREATER THAN THE SUPPLY

Compared to last June, this June saw: a **7%** drop in dollar sales; a **24%** drop in units; a **33-day** jump in average sale times; **9%** more new listings, with a **40%** sales/listings ratio (down **18%**); all combined with a **22%** average sale price hike. *Tentatively*, those numbers add up to a **balancing market**.

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



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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2016 vs. 2017 vs. 2018

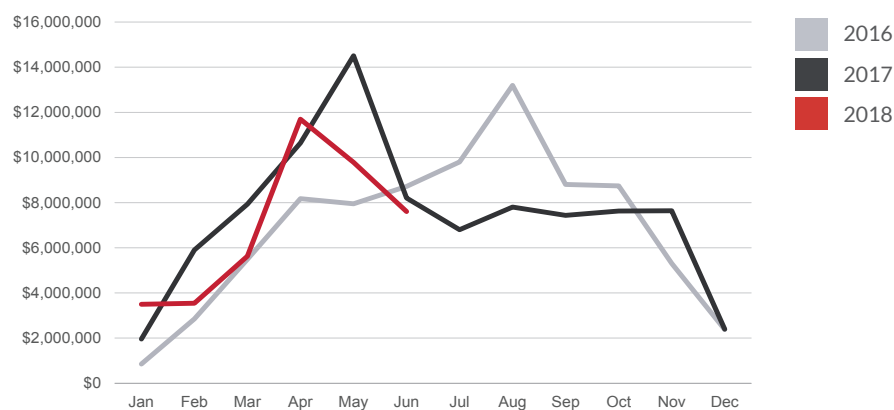
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$34,050,282	\$49,156,700	\$41,766,005	-15%
YTD Unit Sales	109	125	104	-17%
YTD New Listings	216	201	173	-14%
YTD Sales/Listings Ratio	50%	62%	60%	-2%
YTD Expired Listings	35	8	15	+88%
Second Quarter (Q2) Volume Sales	\$24,852,132	\$33,357,200	\$29,095,155	-13%
Q2 Unit Sales	78	81	70	-14%
Q2 New Listings	137	129	107	-17%
Q2 Sales/Listings Ratio	57%	63%	65%	+2%
Q2 Expired Listings	16	4	6	+50%
Q2 Average Sale price	\$318,617	\$411,817	\$415,645	+1%
June Volume Sales	\$8,721,032	\$8,208,000	\$7,607,220	-7%
June Unit Sales	31	25	19	-24%
June New Listings	44	43	47	+9%
June Sales/Listings Ratio	70%	58%	40%	-18%
June Expired Listings	5	2	3	+50%
June Average Sale Price	\$281,324	\$328,320	\$400,380	+22%
YTD Sales: Under \$100K	3	1	2	+100%
YTD Sales: \$100K - \$299K	59	48	27	-44%
YTD Sales: \$300K - \$499K	34	57	53	-7%
YTD Sales: \$500K - \$799K	10	15	18	+20%
YTD Sales: \$800K - \$999K	3	0	3	+300%
YTD Sales: \$1M - \$1.499M	0	3	1	-67%
YTD Sales: \$1.5M - \$1.999M	0	1	0	-100%
YTD Average Days-On-Market	70	48	48	0%
YTD Average Sale Price	\$312,388	\$393,254	\$401,596	+2%

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

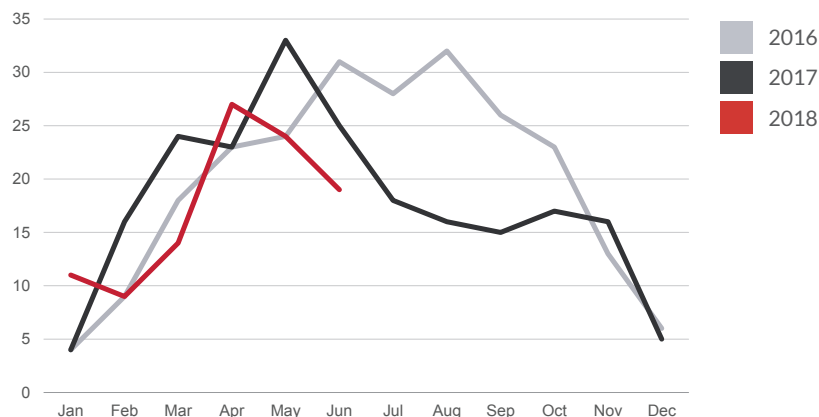
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a relatively strong Q1, a record-breaking April and the second-best ever May, dollar sales dropped considerably as part of a very slow June throughout the Georgian Triangle. That said, it was still Meaford's second-best Q2 ever, down **13%** from Q2-2017. On the units side, **Graph 4** shows that Q2's **70** sales – which again, included a record April and a very good May, but a slow June – were down **14%** from Q2-2017. In fact, Q2 units were the lowest they've been since Q2-2013 – or in other words, since before the 2014-2017 boom.

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



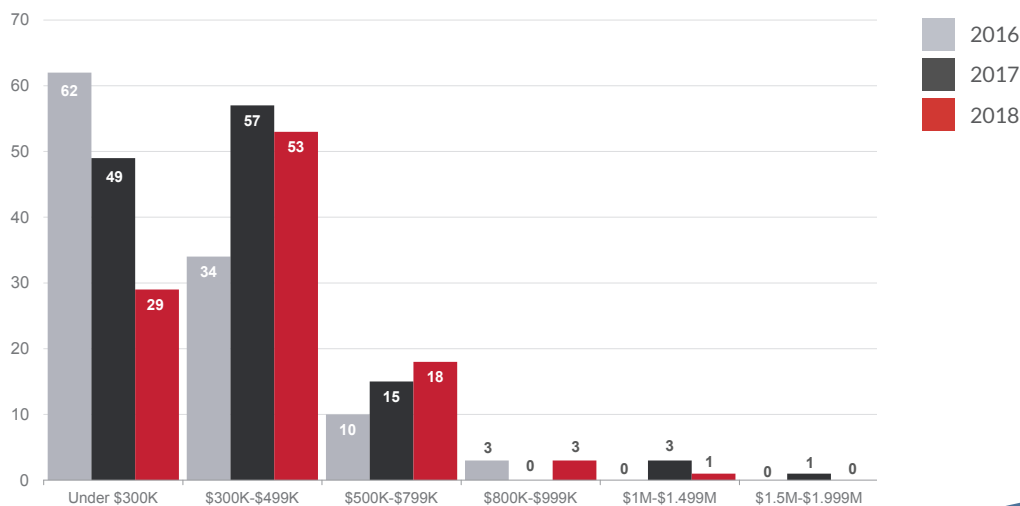
Graph 4:
Meaford Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, unit sales are down from this time last year in four price ranges and up in two. And so, the Under-\$300K, \$300K-\$499K, \$1M-\$1.499M, and \$1.5M-\$1.999M ranges are down **41%**, **7%**, **67%** and **100%** respectively from one year ago; while the \$500K-\$799K and \$800K-\$999K ranges are up **20%** and **300%** respectively. More generally, the high-volume, Under-\$500K bracket – which accounts for **79%** of Meaford's sales this year – is down **23%** from 2017, and the luxury \$1M+ market is down **75%** from 2017.

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



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
2016 vs. 2017 vs. 2018 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$39,746,105
DOWN 16% from 2017

UNIT SALES: 96
DOWN 19% from 2017

AV. DAYS-ON-MARKET: 48
DOWN 1 day from 2017

AV. SALE PRICE: \$414,022
UP 3% from 2017

CONDOMINIUMS

DOLLAR SALES: \$2,019,900
UP 18% from 2017

UNIT SALES: 8
UP 14% from 2017

AV. DAYS-ON-MARKET: 43
UP 3 days from 2017

AV. SALE PRICE: \$252,488
UP 3% from 2017

VACANT LAND

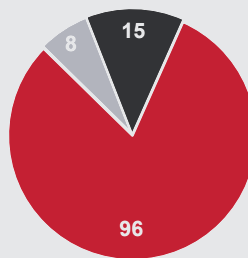
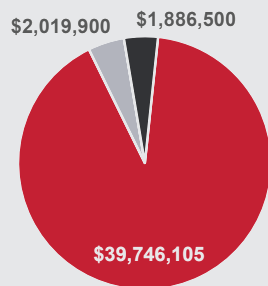
DOLLAR SALES: \$1,886,500
DOWN 69% from 2017

UNIT SALES: 15
DOWN 73% from 2017

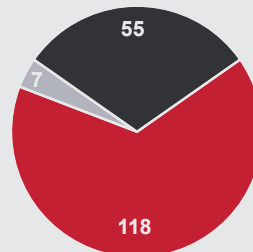
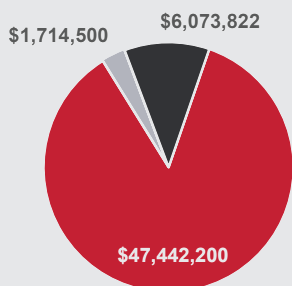
AV. DAYS-ON-MARKET: 73
DOWN 80 days from 2017

AV. SALE PRICE: \$125,767
UP 14% from 2017

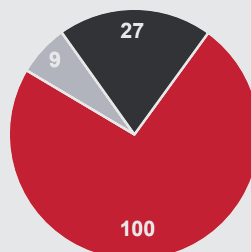
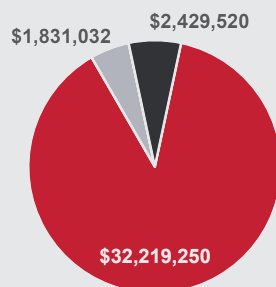
2018



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

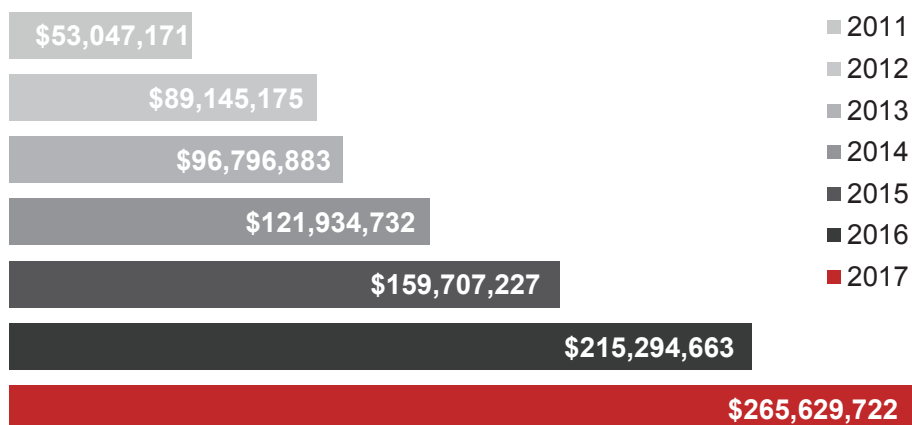
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

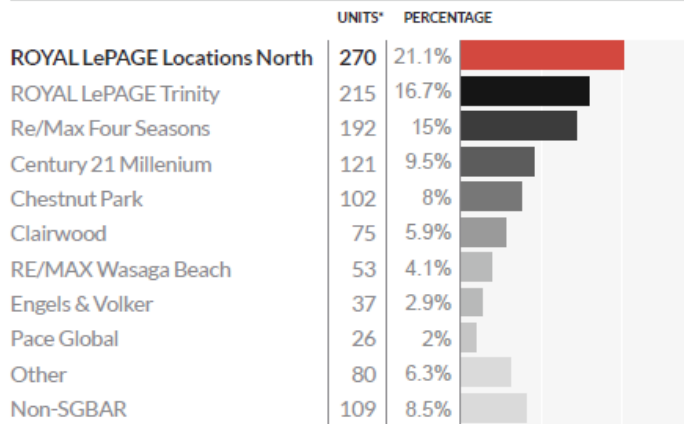


Locations North Sales Volume, 2011 - 2017

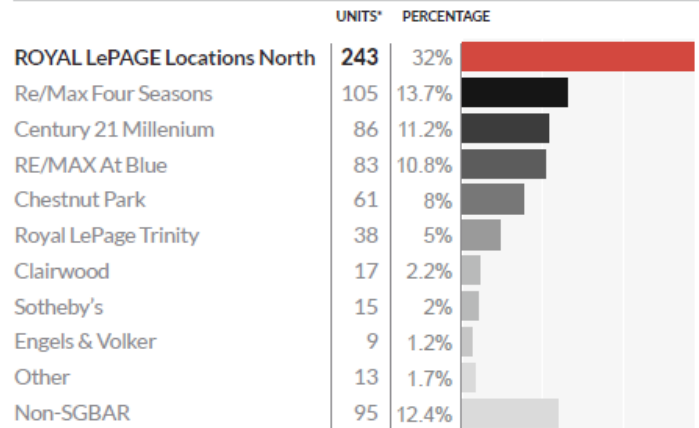


2017 UNIT SALES

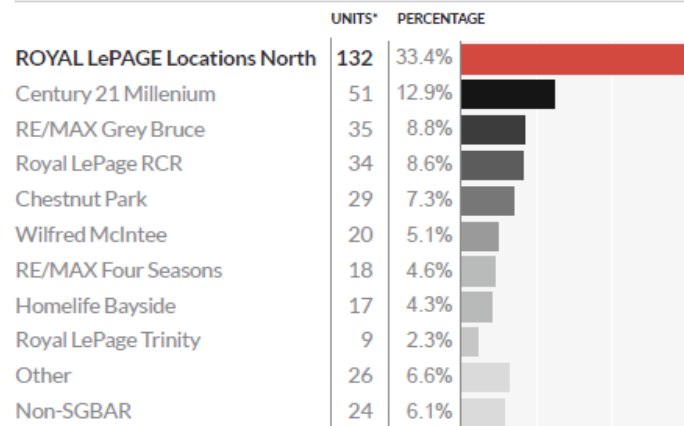
Collingwood



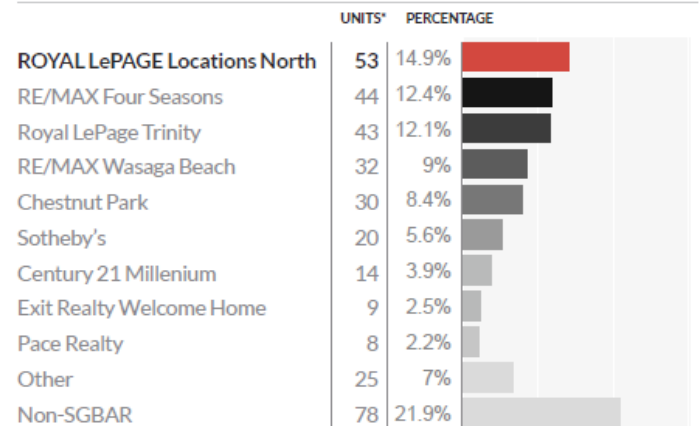
The Blue Mountains



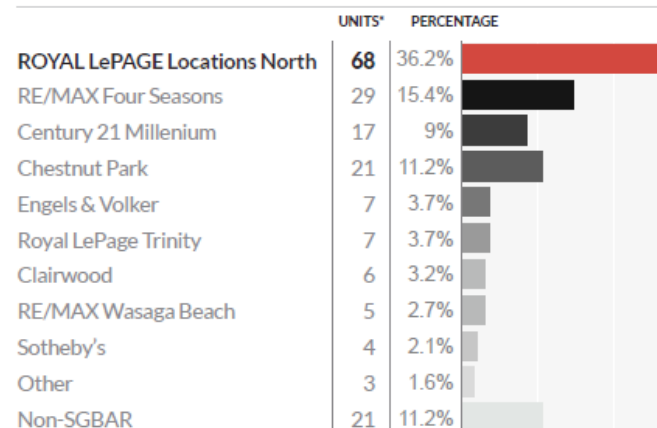
Meaford



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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

