



MEAFORD 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

RECORD YEAR-TO-DATE VOLUME, SLOW THIRD-QUARTER SALES, BIG AVERAGE PRICE GAINS



RECORD YEAR-TO-DATE VOLUME OF \$79,128,195

Up 20% from 2016's record. YTD units of 178, the second best ever, down 9% from 2016's 195. New listings of 293 down 1 from last year, with the sales/listings ratio of 60% down 6%.



THIRD-QUARTER VOLUME OF \$22,041,425, THE SECOND-BEST EVER, BUT ...

Down 31% from 2016's record \$31,806,550. Q3 units of 53 down 38% from 2016's 86. New listings of 93 down 18% from last year's 79, with the sales/listing ratio of 57% down 52%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$399,989

Up 18% from \$337,727 of one year ago. The average days-on-market of 48 is down 4+ weeks.



OVERVIEW (cont'd)



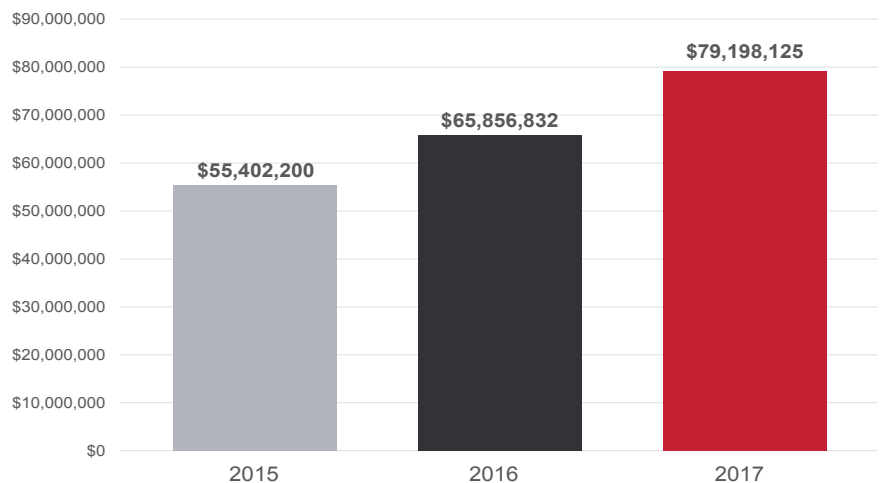
THE DEMAND FOR LISTINGS EXCEEDS THE SUPPLY

While Q3-2017 sales were slow when compared with Q3-2016 (Meaford's all-time best quarter for units, with a **109%** sales/listing ratio!), it was the second best Q3 ever for volume and its average days-on-market was down **39** days from last year. Bottom line: **it's still a seller's market.**

Graph 1:

Meaford MLS® Sales

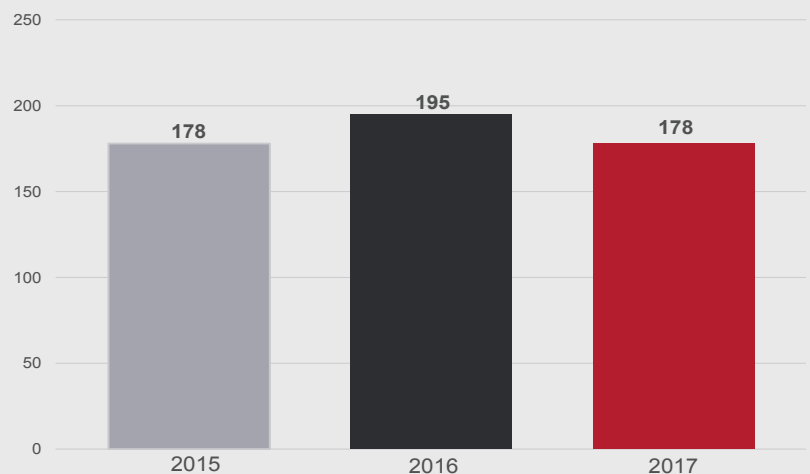
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

Meaford MLS® Sales

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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Sales And Listing Summary

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

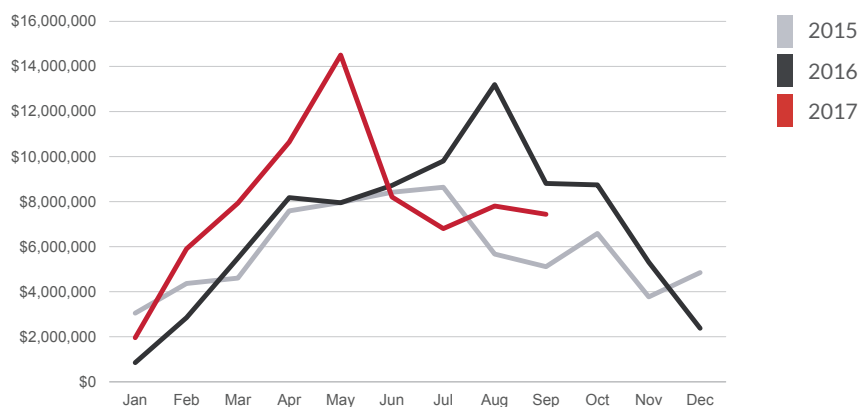
	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$55,402,200	\$65,856,832	\$79,198,125	+20%
YTD Unit Sales	178	195	178	-9%
YTD New Listings	372	296	295	-.3%
YTD Sales/Listings Ratio	48%	66%	60%	-6%
YTD Expired Listings	104	54	29	-46%
3rd Quarter (Q3) Volume Sales	\$19,416,000	\$31,806,550	\$22,041,425	-31%
Q3 Unit Sales	65	86	53	-38%
Q3 New Listings	115	79	93	+18%
Q3 Sales/Listings Ratio	57%	109%	57%	-52%
Q3 Expired Listings	36	19	22	+16%
YTD Sales: Under \$100K	4	4	3	-25%
YTD Sales: \$100K - \$299K	101	99	63	-36%
YTD Sales: \$300K - \$499K	55	69	83	+20%
YTD Sales: \$500K - \$799K	16	19	21	+11%
YTD Sales: \$800K - \$999K	1	3	1	-67%
YTD Sales: \$1M - \$1,999M	1	1	7	+600%
YTD Average Days-On-Market	94	77	48	-38%
YTD Average Sale Price	\$311,248	\$337,727	\$399,989	+18%

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

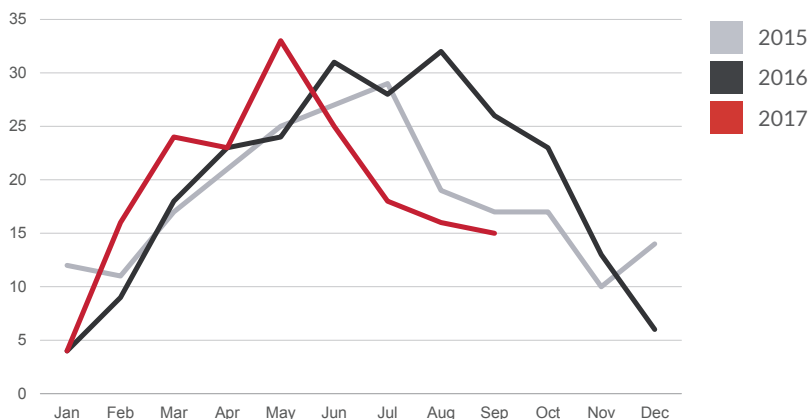
THE MARKET IN DETAIL (cont'd)

As Graph 3 shows, Meaford had its second best September volume sales ever with **\$7,430,125**, down **18%** from 2016's record **\$8,804,400**. On the units side, Graph 4 shows that September's **15** sales were down a big **58%** from last September, thus completing a slow Q3 which was down **38%** from one year ago. Given that a listings shortage has been partly responsible for 2017's slowing sales, time will tell whether the autumn market rebounds as a result of Q3-2017's **18%** increase in new listings from over 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)



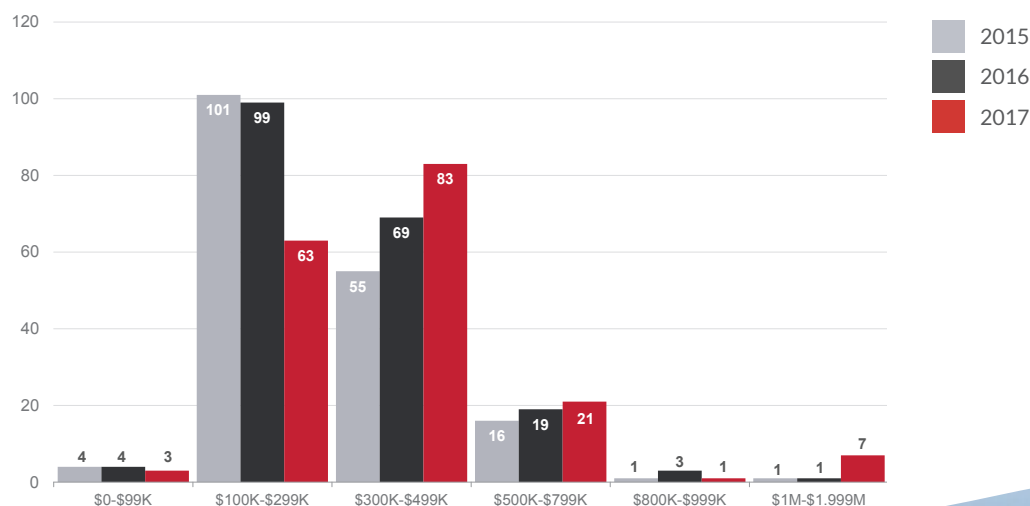
THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 unit sales are down **35%** from 2016 in the high-volume \$299K-and-under range, partly due to the **18%** 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 **2** units. And so, the entire \$300K-\$1.999M bracket is up **22%** from last year, with the \$300K-\$499K and \$500K-\$799K ranges up **20%** and **11%** respectively, and the high-end \$1M-\$1.999 range up a huge **600%**.

Graph 5:

Meaford MLS® Sales By Price

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



SALES BY PROPERTY TYPE

Graph 6:

Meaford MLS® Sales By Property Type

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

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$62,983,825

UP 2% from 2016

UNIT SALES: 151

DOWN 15% from 2016

AV. DAYS-ON-MARKET: 48

DOWN 30 days from 2016

AV. SALE PRICE: \$417,111

UP 20% from 2016

CONDOMINIUMS

DOLLAR SALES: \$3,005,800

UP 28% from 2016

UNIT SALES: 13

UP 8% from 2016

AV. DAYS-ON-MARKET: 52

DOWN 3 days from 2016

AV. SALE PRICE: \$231,205

UP 19% from 2016

VACANT LAND

DOLLAR SALES: \$8,206,099

UP 81% from 2016

UNIT SALES: 64

UP 83% from 2016

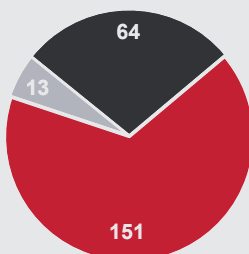
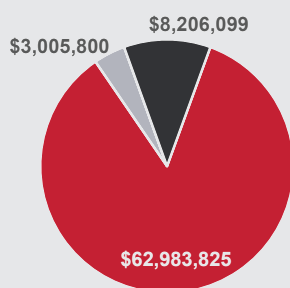
AV. DAYS-ON-MARKET: 146

DOWN 3 days from 2016

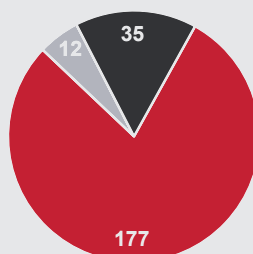
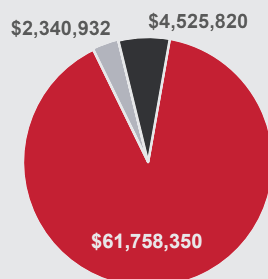
AV. SALE PRICE: \$120,083

DOWN 7% from 2016

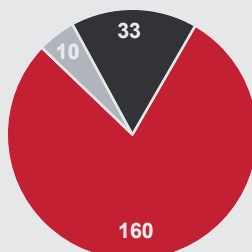
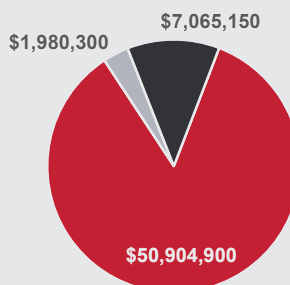
2017



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



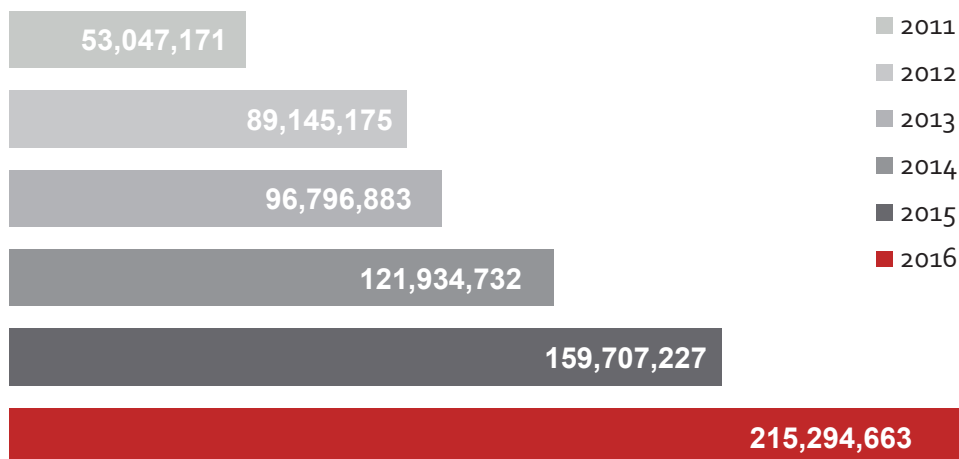
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

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

