

WASAGA BEACH REAL ESTATE MARKET REPORT

FIRST QUARTER 2018

WE'RE PROUD AND GRATEFUL TO HAVE BEEN CHOSEN AS
ROYAL LEPAGE'S 2016
BROKERAGE OF THE YEAR FOR ONTARIO



OVERVIEW

SLOW Q1 SALES, SLIGHTLY HIGHER PRICES



FIRST-QUARTER SALES VOLUME OF \$39,220,050

Down 28% from Q1-2017's record \$54,263,840, with unit sales of 97 down 32% from Q1-2017's 142.



FIRST-QUARTER SALES/LISTINGS RATIO OF 52%

Down 26% from Q1-2017's 78%. New listings of 187 were up 3% from Q1-2017's 181, while expired listings of 28 were up 250% from last year's 8.



FIRST-QUARTER AVERAGE SALE PRICE OF \$404,300

Up 6% from Q1-2017's \$382,140. Average days-on-market of 53 was up by 27 days.



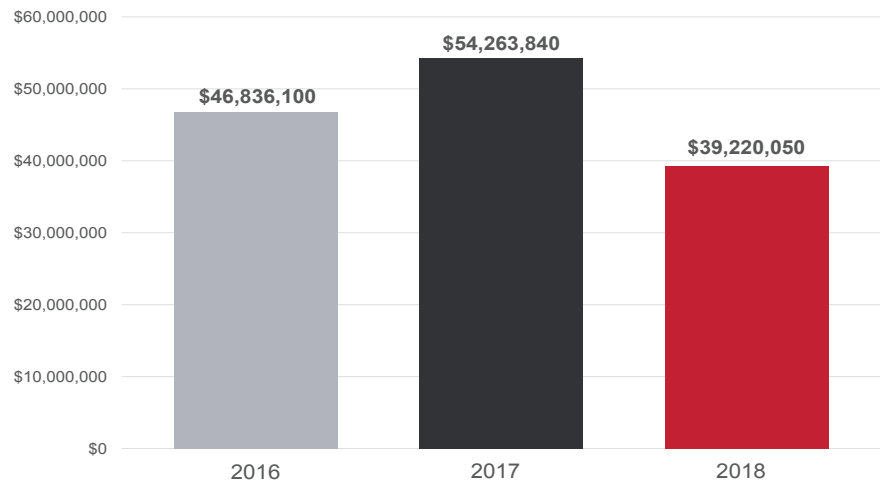
OVERVIEW (cont'd)



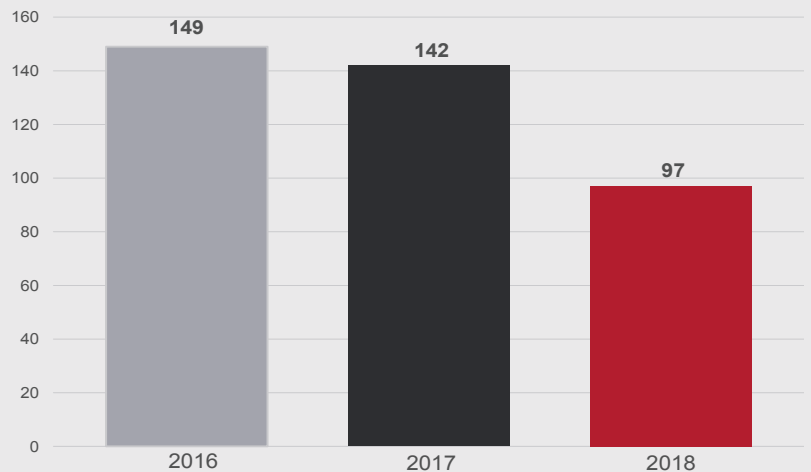
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Compared to Q1-2017 (a huge record quarter), Q1-2018 saw: slow dollar and unit sales; a **26%** drop in the sales/listings ratio; homes on average taking **27** days longer to sell; and a **250%** jump in expired listings. However, March's healthy rebound indicates that **we're still in a sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Sales And Listing Summary

Q1 - 2016 vs. 2017 vs. 2018

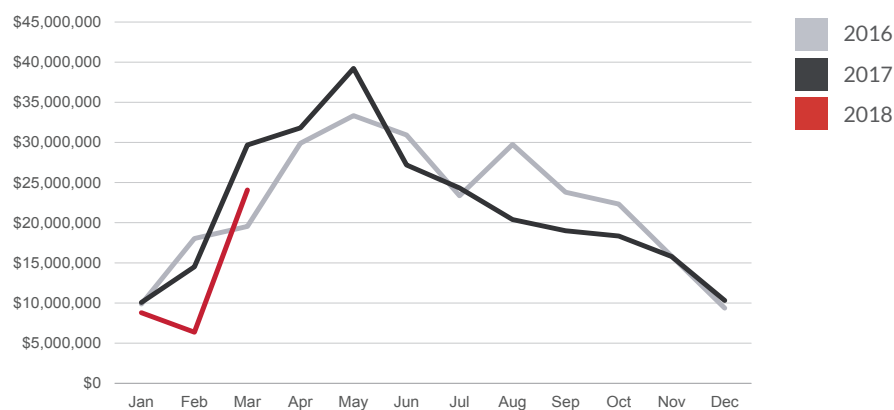
	2016	2017	2018	2017-2018
Volume Sales	\$46,836,100	\$54,263,840	\$39,220,050	-28%
Unit Sales	149	142	97	-32%
New Listings	249	181	187	+3%
Sales/Listings Ratio	60%	78%	52%	-26%
Expired Listings	43	8	28	+250%
Sales: Under \$100K	2	1	3	+200%
Sales: \$100K - \$299K	71	38	21	-45%
Sales: \$300K - \$499K	68	80	55	-31%
Sales: \$500K - \$799K	7	20	16	-20%
Sales: \$800K - \$999K	1	3	1	-67%
Sales: \$1M - \$1.499M	0	0	1	+100
Average Days-On-Market	69	26	53	+104%
Average Sale Price	\$314,336	\$382,140	\$404,300	+6%

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

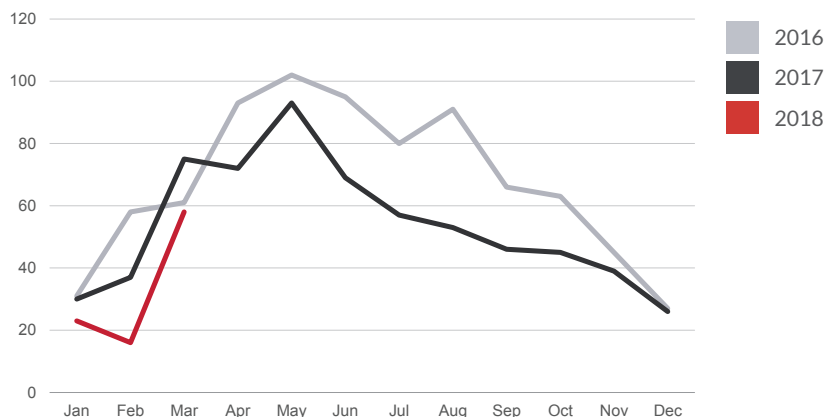
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a very slow January/February, March saw a big jump in dollar sales that was partly due to a **5%** average sale price increase over March 2017. On the units side, **Graph 4** shows just how slow sales were in February and March as a continuation of the slide that began in Q3-2017 in reaction to the Greater Toronto Area's huge market drop and the Bank Of Canada's July interest rate hike. It will be interesting to see whether Wasaga Beach can sustain March's turnaround throughout 2018.

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



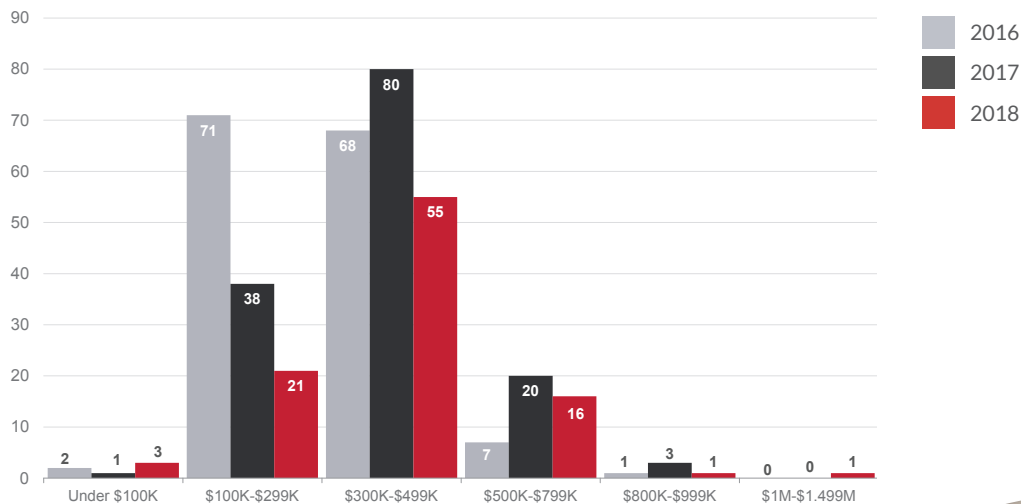
Graph 4:
Wasaga Beach Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2018 unit sales are down from this time last year in all ranges except Under \$100K where they are up by 2 sales or **200%**, and \$1M-\$1.499M where they are up by 1 sale or **100%**. And so, the \$100K-\$299K, \$300K-\$499K, \$500K-\$799K and \$800K-\$999K ranges are down **45%**, **31%**, **20%** and **67%** respectively from Q1-2017. It may be that the Wasaga Beach market, after such incredible sales and price increases from 2015 into Q3-2017, is entering (or is already in) a more balanced period again. Time will tell.

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



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type
Q1 – 2016 vs. 2017 vs. 2018 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$35,028,550
DOWN 31% from 2017

UNIT SALES: 85
DOWN 35% from 2017

AV. DAYS-ON-MARKET: 53
UP 30 days from 2017

AV. SALE PRICE: \$412,101
UP 6% from 2017

CONDOMINIUMS

DOLLAR SALES: \$4,191,500
UP 9% from 2017

UNIT SALES: 12
EQUAL to 2017

AV. DAYS-ON-MARKET: 54
UP 6 days from 2017

AV. SALE PRICE: \$349,292
UP 9% from 2017

VACANT LAND

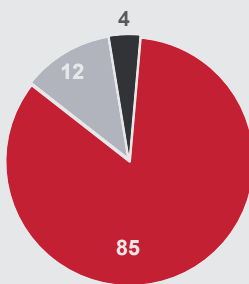
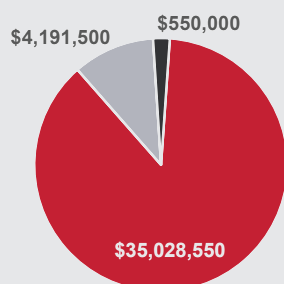
DOLLAR SALES: \$550,000
DOWN 47% from 2017

UNIT SALES: 4
DOWN 56% from 2017

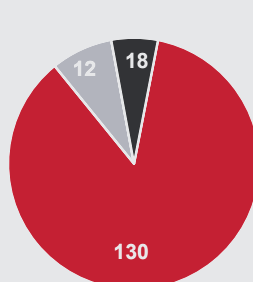
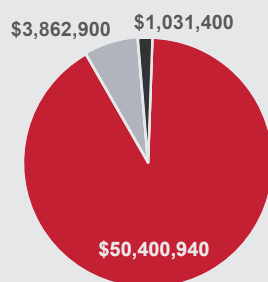
AV. DAYS-ON-MARKET: 27
DOWN 58 days from 2017

AV. SALE PRICE: \$137,500
UP 20% from 2017

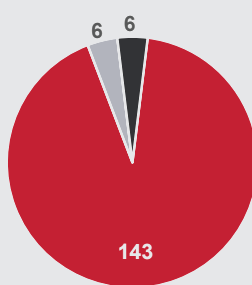
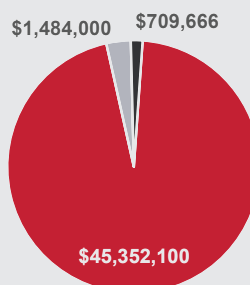
2018



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

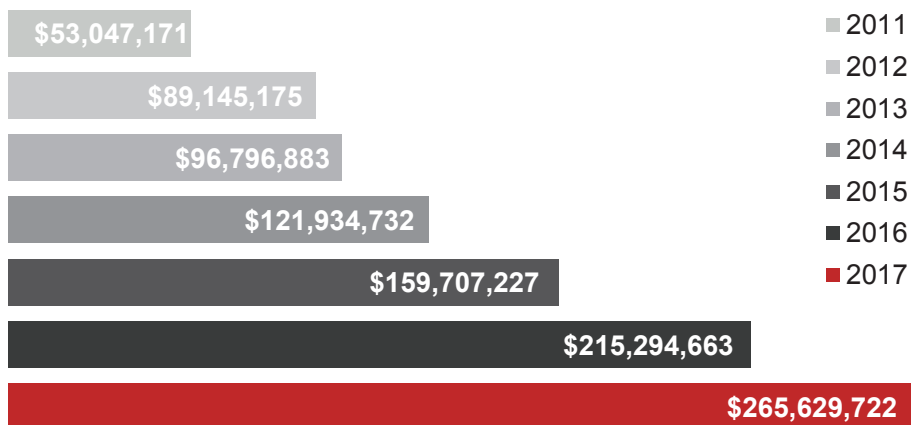
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

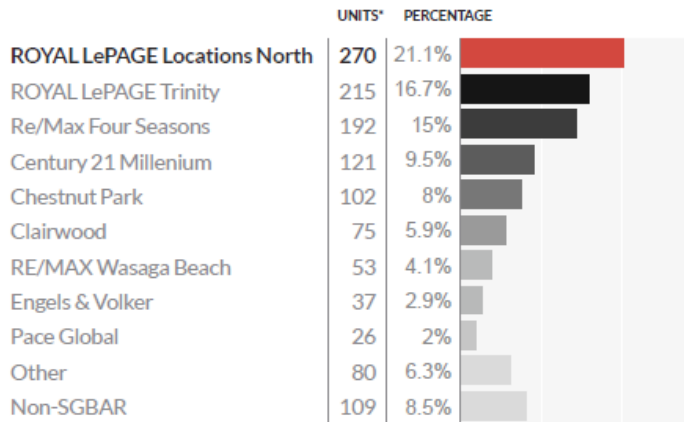


Locations North Sales Volume, 2011 - 2017

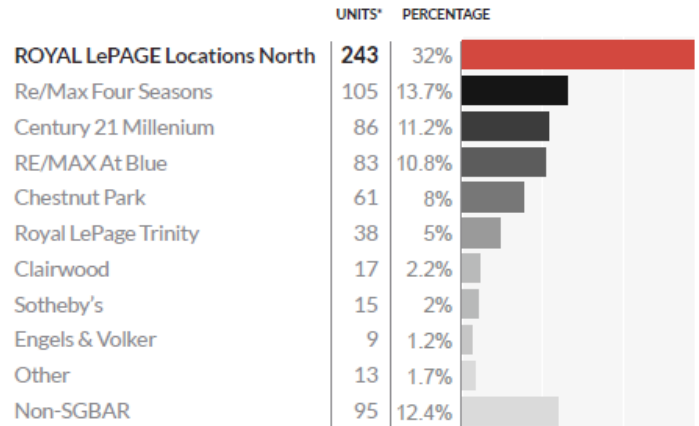


2017 UNIT SALES

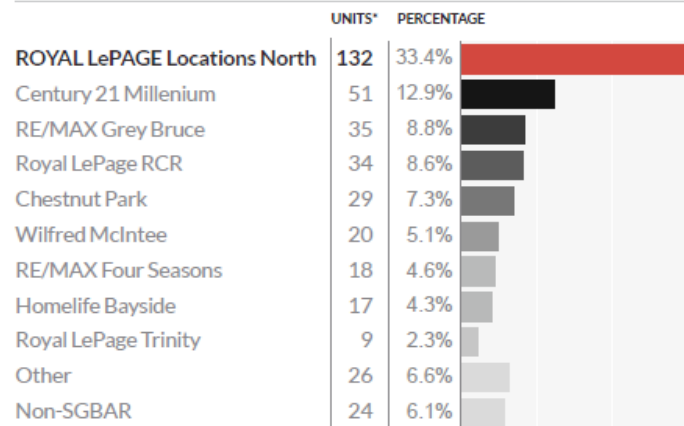
Collingwood



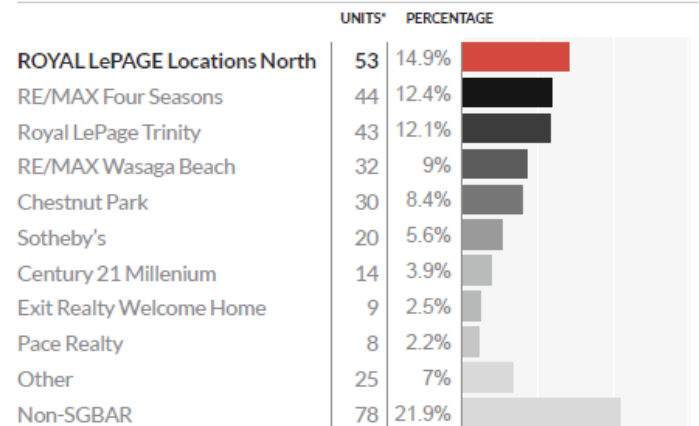
The Blue Mountains



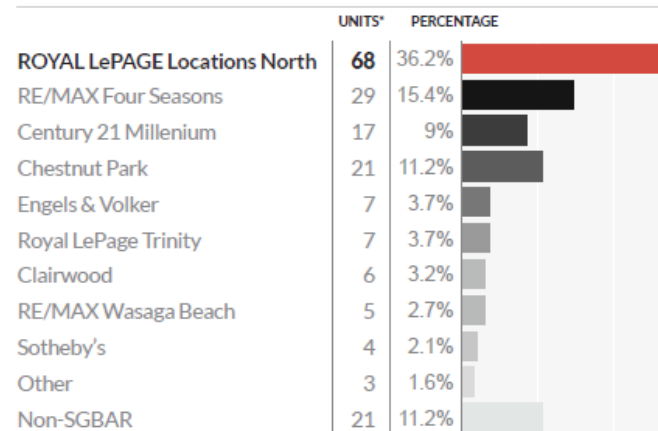
Meaford



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

