

WASAGA BEACH 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

SLOW Q2 SALES, FEWER LISTINGS, SLIGHTLY HIGHER PRICES



YEAR-TO-DATE SALES VOLUME OF \$111,674,398

Down 26% from 2017's record \$150,888,034, with units of 268 down 28% from 2017's 372. New listings of 486 down 8% from 2017, with the sales/listings ratio of 55% down 16%.



JUNE SALES VOLUME OF \$23,879,158

Down 12% from last June's record \$27,192,599. Units of 59 were down 14% from last June's 69, with new listings of 94 down 28% and the sales/listings ratio of 63% up 10%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$416,696

Up 3% from the \$405,613 of one year ago. Average days-on-market of 43 up 22 days.



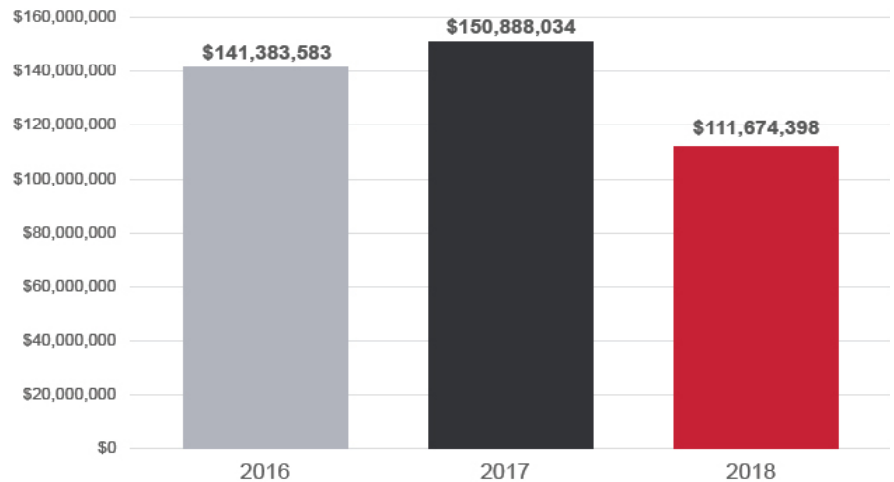
OVERVIEW (cont'd)



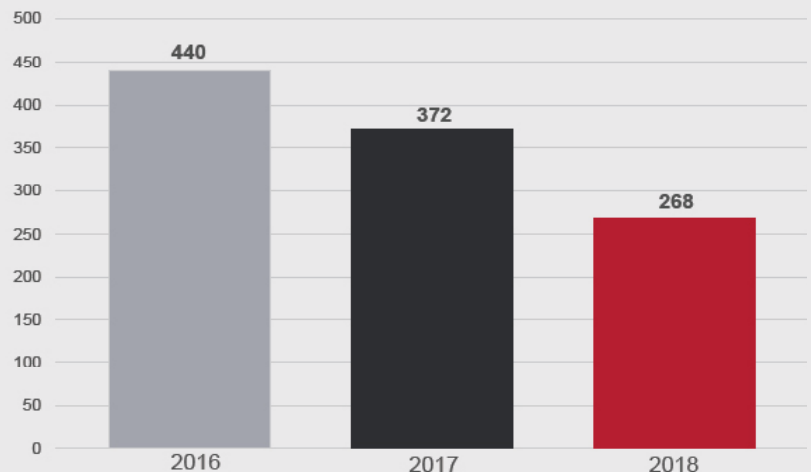
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Compared to last June, this June saw: dollar sales down **12%**, units down **14%** (though neither drop was nearly as big as most Georgian Triangle communities); **28%** fewer new listings; homes selling **18** days slower on average; and a **63%** sales/listings ratio, up **10%**. All in all, **it's still a sellers' market.**

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



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary
2016 vs. 2017 vs. 2018

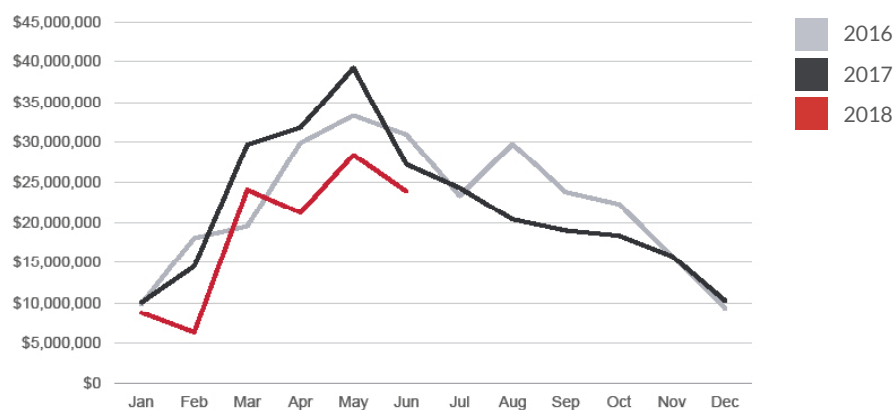
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$141,383,583	\$150,888,034	\$111,674,398	-26%
YTD Unit Sales	440	372	268	-28%
YTD New Listings	619	526	486	-8%
YTD Sales/Listings Ratio	71%	71%	55%	-16%
YTD Expired Listings	75	26	56	+115%
Second Quarter (Q2) Volume Sales	\$94,547,483	\$96,624,194	\$73,517,348	-24%
Q2 Unit Sales	291	230	173	-25%
Q2 New Listings	370	353	297	-16%
Q2 Sales/Listings Ratio	79%	65%	58%	-7%
Q2 Expired Listings	32	16	28	+75%
Q2 Average Sale Price	\$324,905	\$420,105	\$424,956	+1%
June Volume Sales	\$31,308,730	\$27,192,599	\$23,879,158	-12%
June Unit Sales	96	69	59	-14%
June New Listings	111	130	94	-28%
June Sales/Listings Ratio	86%	53%	63%	+10%
June Expired Listings	7	7	17	+143%
June Average Sale Price	\$326,133	\$394,036	\$404,731	+3%
YTD Sales: Under \$100K	8	5	5	0%
YTD Sales: \$100K - \$299K	198	83	51	-39%
YTD Sales: \$300K - \$499K	195	200	149	-25%
YTD Sales: \$500K - \$799K	36	76	58	-24%
YTD Sales: \$800K - \$999K	3	7	3	-57%
YTD Sales: \$1M - \$1.499M	0	1	2	+100%
YTD Average Days-On-Market	49	21	43	+105%
YTD Average Sale Price	\$321,326	\$405,613	\$416,696	+3%

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

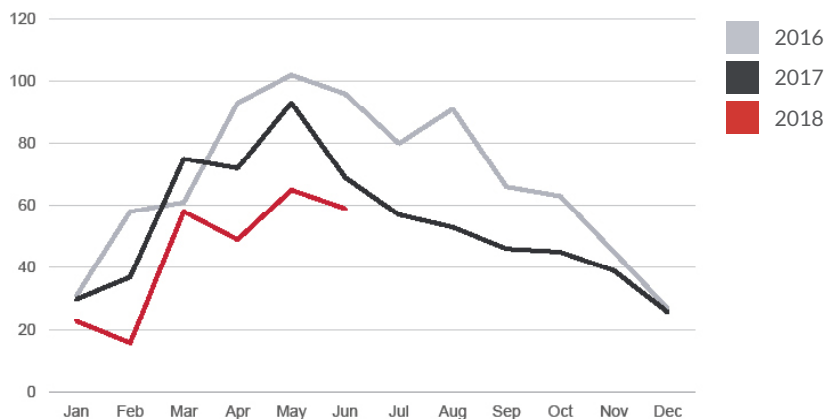
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after March's jump in dollar sales, Q2's dollar sales were relatively modest: down **24%** and **22%** from Q2-2017 and Q2-2016 respectively. In fact, Q2's volume of **\$73,517,348** was closer to Q2-2015's **\$67,534,107**, despite Q2's average sale price being up **45%**. On the units side, **Graph 4** shows Q2's **173** sales down **25%** and **41%** from Q2-2017 and Q2-2016 respectively. In fact, Q2's total was the lowest since Q2-2014's **167**. Or in other words, it was the lowest since the Wasaga Beach market's unprecedented, 2015-2017 boom.

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



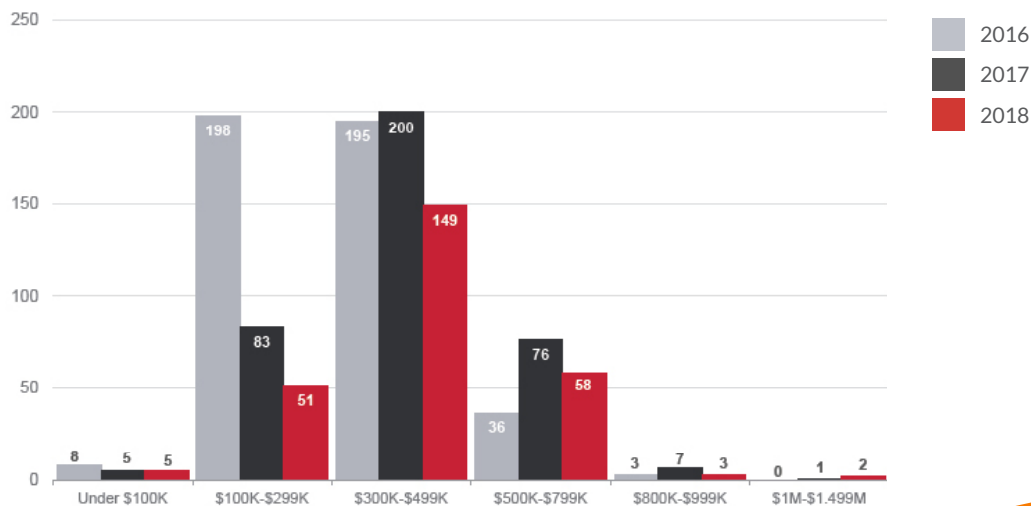
Graph 4:
Wasaga Beach Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, unit sales are down from this time last year in all ranges except \$1M- \$1.499M, where they are up by **1** sale or **100%**, and the Under \$100K, where they are **even**. And so, the \$100K-\$299K, \$300K-\$499K, \$500-\$799K and \$800K-\$999K ranges are down **39%**, **25%**, **24%** and **57%** respectively from one year ago. More generally, the high-volume \$100K-\$799K bracket, which accounts for **96%** of Wasaga Beach's unit sales this year, is down **28%** from 2017 and **40%** from 2016.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$103,812,048
DOWN 27% from 2017

UNIT SALES: 244
DOWN 30% from 2017

AV. DAYS-ON-MARKET: 43
UP 22 days from 2017

AV. SALE PRICE: \$425,459
UP 3% from 2017

CONDOMINIUMS

DOLLAR SALES: \$7,862,350
DOWN 4% from 2017

UNIT SALES: 24
DOWN 4% from 2017

AV. DAYS-ON-MARKET: 49
UP 15 days from 2017

AV. SALE PRICE: \$327,598
UP .4% from 2017

VACANT LAND

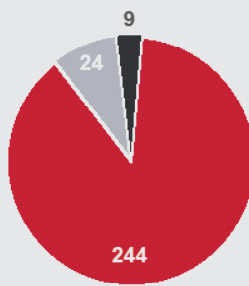
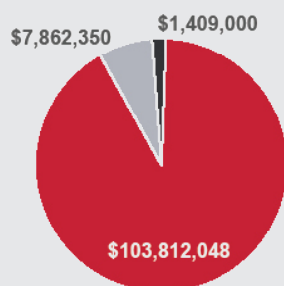
DOLLAR SALES: \$1,409,000
DOWN 65% from 2017

UNIT SALES: 9
DOWN 67% from 2017

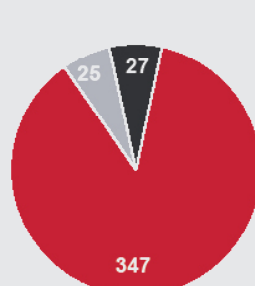
AV. DAYS-ON-MARKET: 33
DOWN 24 days from 2017

AV. SALE PRICE: \$156,556
UP 4% from 2017

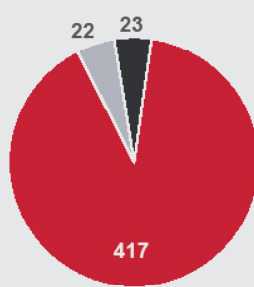
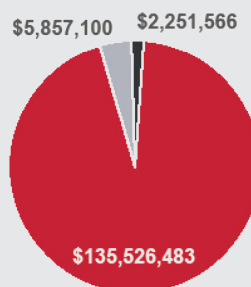
2018



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

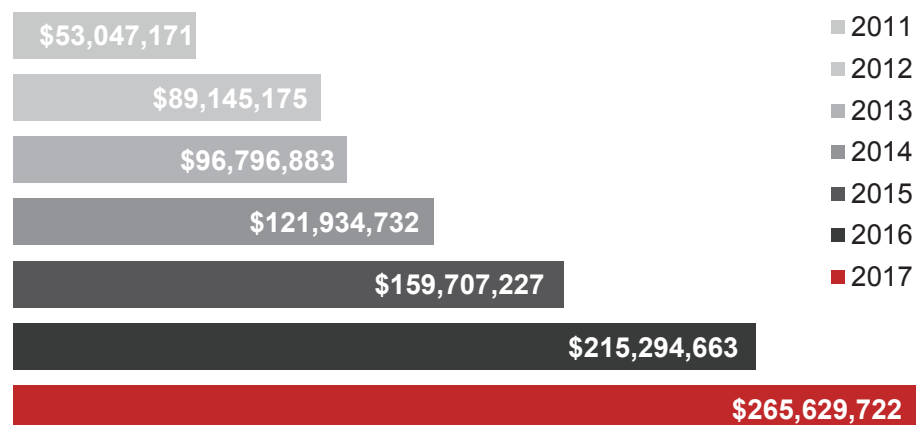
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



Locations North Sales Volume, 2011 - 2017





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

