

CLEARVIEW REAL ESTATE MARKET REPORT

THIRD QUARTER 2018

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



OVERVIEW

SLOW Q3 SALES, LISTINGS UP, AVERAGE PRICE WAY UP



YEAR-TO-DATE SALES VOLUME OF \$64,137,400

Down 20% from 2017's \$80,509,200, with units of 119 down 18% from 2017's 145. New listings of 240 up 7% from 2017, with the sales/listings ratio of 50% down 15%.



THIRD-QUARTER SALES VOLUME OF \$16,925,900

Down 1% from Q3-2017's \$17,041,200. Units of 30 were down 14% from Q3-2017's 35, with new listings of 92 up 24% and the sales/listings ratio of 33% down 14%.



THIRD-QUARTER AVERAGE SALE PRICE OF \$564,197

Up 16% from the \$486,891 of a year ago. Average days-on-market of 51 was up 7 days.



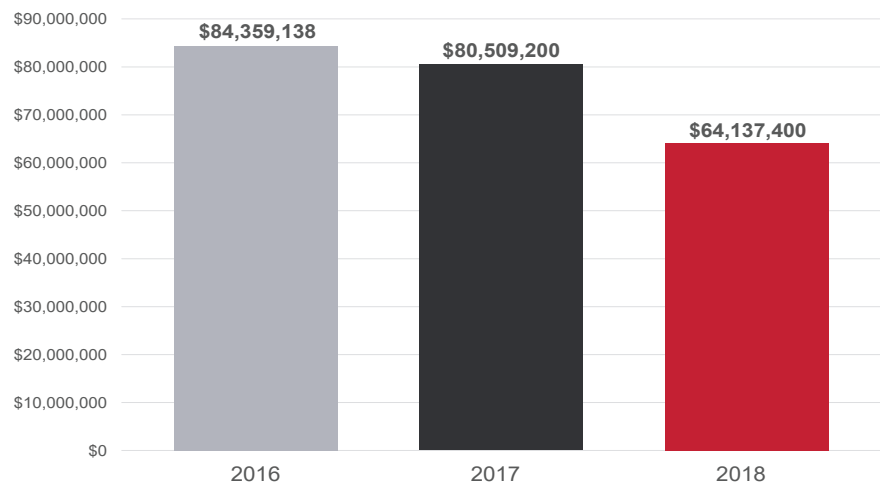
OVERVIEW (cont'd)



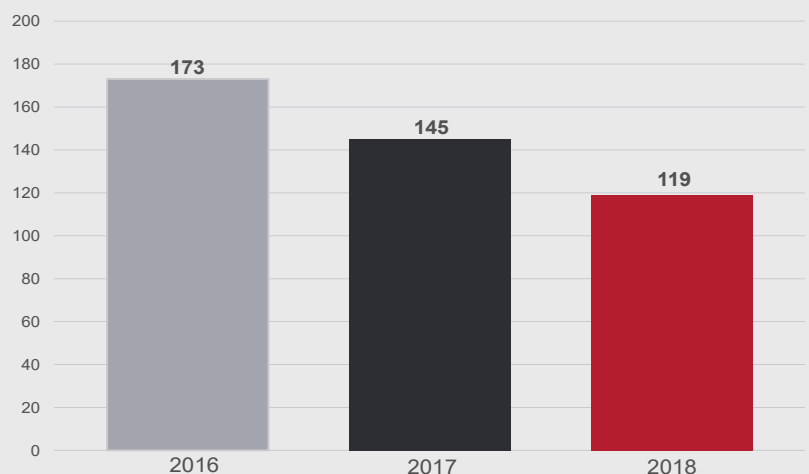
THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

September's volume, units and average sale price were up **39%**, **15%** and **20%** respectively from last September. However, the month also had **22%** more new listings and a **45%** sales/listings ratio. That low ratio, and the even lower **33%** ratio for all of Q3, indicate that it is currently a **buyers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

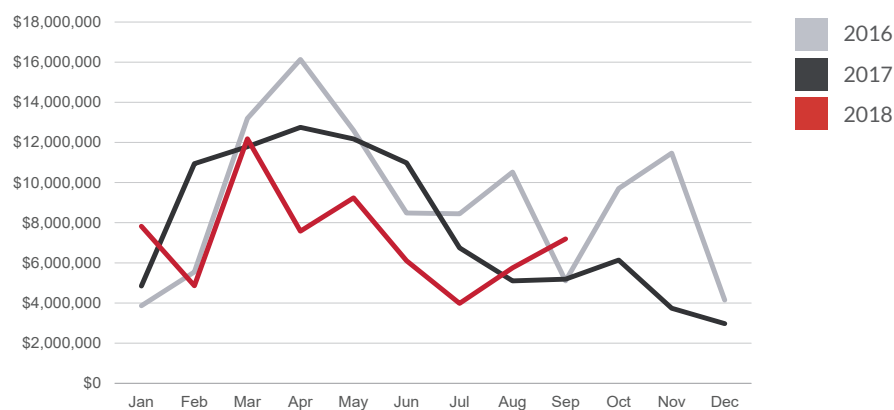
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$84,359,138	\$80,509,200	\$64,137,400	-20%
YTD Unit Sales	173	145	119	-18%
YTD New Listings	269	224	240	+7%
YTD Sales/Listings Ratio	64%	65%	50%	-15%
YTD Expired Listings	55	56	51	-9%
Third Quarter (Q3) Volume Sales	\$24,075,770	\$17,041,200	\$16,925,900	-1%
Q3 Unit Sales	45	35	30	-14%
Q3 New Listings	82	74	92	+24%
Q3 Sales/Listings Ratio	55%	47%	33%	-14%
Q3 Expired Listings	17	28	22	-21%
Q3 Average Sale Price	\$535,017	\$486,891	\$564,197	+16%
September Volume Sales	\$5,101,670	\$5,190,000	\$7,190,800	+39%
September Unit Sales	11	13	15	+15%
September New Listings	24	27	33	-22%
September Sales/Listings Ratio	46%	48%	45%	-3%
September Expired Listings	4	14	8	-43%
September Average Sale Price	\$463,788	\$399,231	\$479,387	+20%
YTD Sales: \$100K - \$299K	63	32	12	-62%
YTD Sales: \$300K - \$499K	68	72	59	-18%
YTD Sales: \$500K - \$799K	22	20	37	+85%
YTD Sales: \$800K - \$999K	7	9	5	-44%
YTD Sales: \$1M - \$1.499M	6	7	4	-43%
YTD Sales: \$1.5M - \$1.999M	2	2	0	-200%
YTD Sales: \$2M+	5	3	2	-33%
YTD Average Days-On-Market	69	49	61	+24%
YTD Average Sale Price	\$487,625	\$555,236	\$538,970	-3%

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

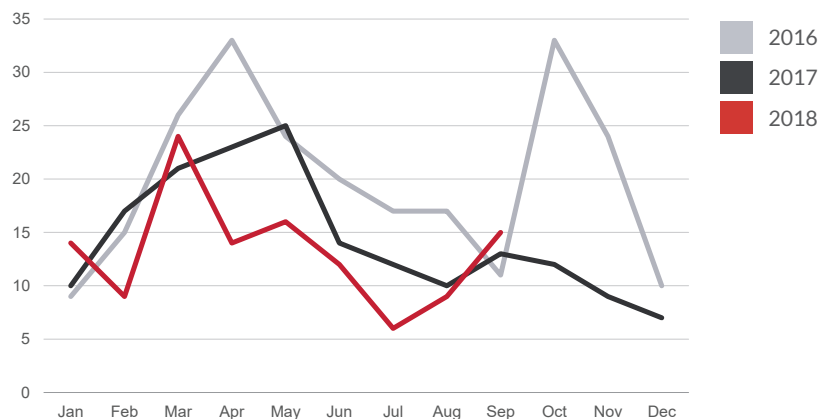
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, the second-best Q1 ever (due to a March spike) was followed by a very slow Q2. The market then hit bottom in July before rebounding into the second-best August ever and a record September. Still, while the Q3-2018 average sale price was up **16%** from Q3-2017, the year-to-date average was down **3%**. On the units side, **Graph 4** shows a similar pattern, with only **6** and **9** sales in July and August respectively before setting a September record of **15**. That said, Q3's **30** sales were the lowest for the quarter in 26 years, since Q3-1992's **20**.

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



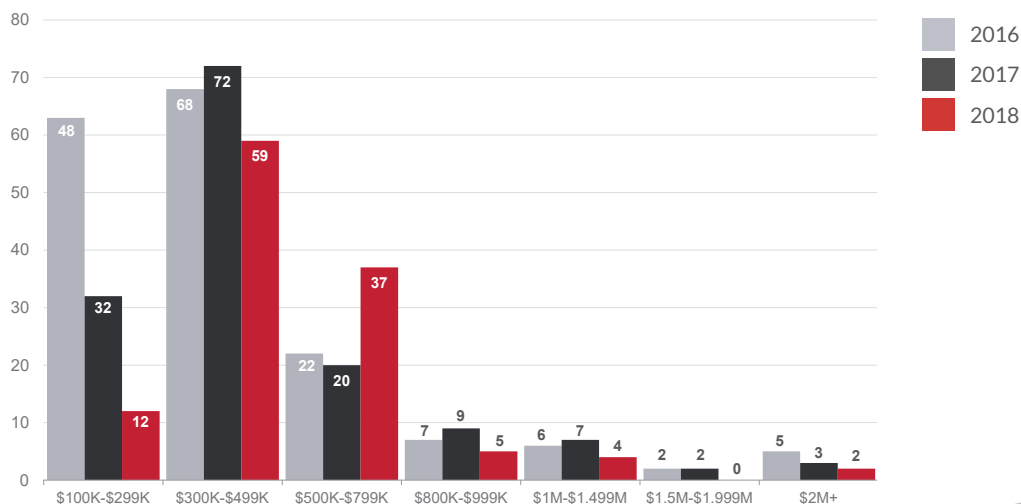
Graph 4:
Clearview Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, year-to-date sales are down from this time last year in all price ranges except \$500K-\$799K, where they're up **85%**. And so, the \$100K-\$299K, \$300K-\$499K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **62%, 18%, 44%, 43%, 200%** and **33%** respectively from one year ago. More generally, sales in the high-volume \$300K-\$799K bracket – which accounts for **81%** of Clearview's sales this year – are down **13%** from 2017, while sales in the luxury \$1M+ range are down **50%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$62,694,900
DOWN 21% from 2017

UNIT SALES: 115
DOWN 19% from 2017

AV. DAYS-ON-MARKET: 60
UP 11 days from 2017

AV. SALE PRICE: \$545,173
DOWN 3% from 2017

CONDOMINIUMS

DOLLAR SALES: \$1,442,500
UP 65% from 2017

UNIT SALES: 4
UP 33% from 2017

AV. DAYS-ON-MARKET: 85
UP 70 days from 2017

AV. SALE PRICE: \$360,625
UP 24% from 2017

VACANT LAND

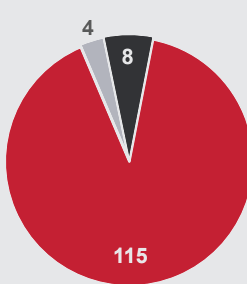
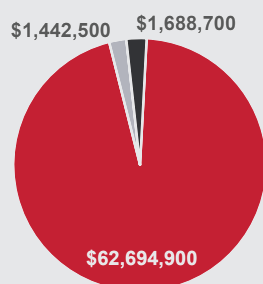
DOLLAR SALES: \$1,688,700
DOWN 58% from 2017

UNIT SALES: 8
DOWN 64% from 2017

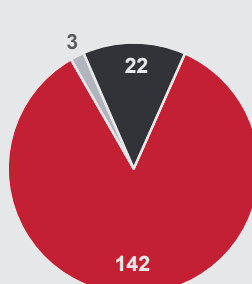
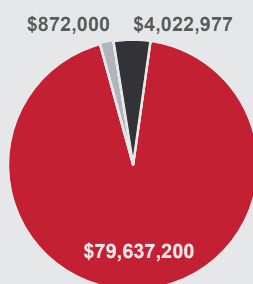
AV. DAYS-ON-MARKET: 97
DOWN 8 days from 2017

AV. SALE PRICE: \$211,088
UP 15% from 2017

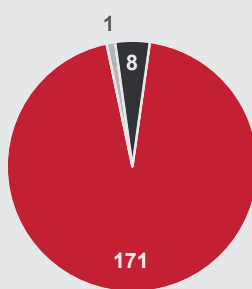
2018



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

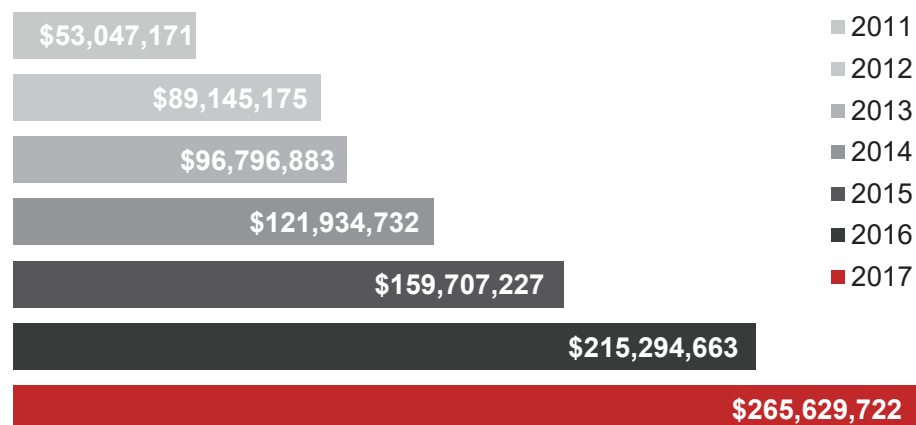
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

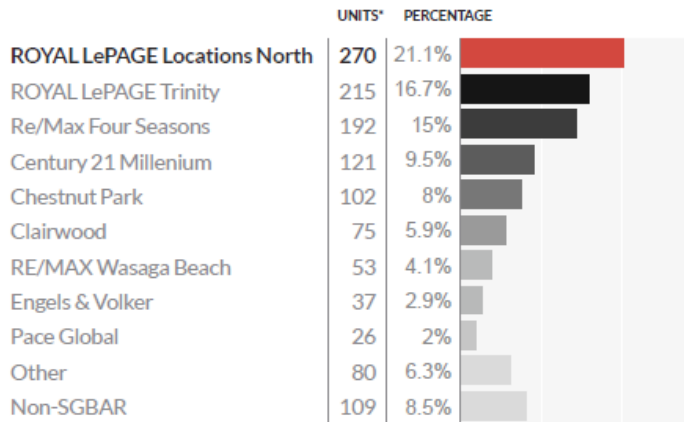


Locations North Sales Volume, 2011 - 2017

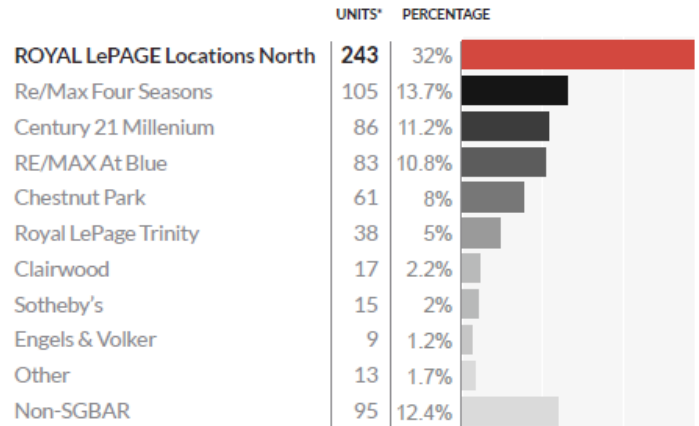


2017 UNIT SALES

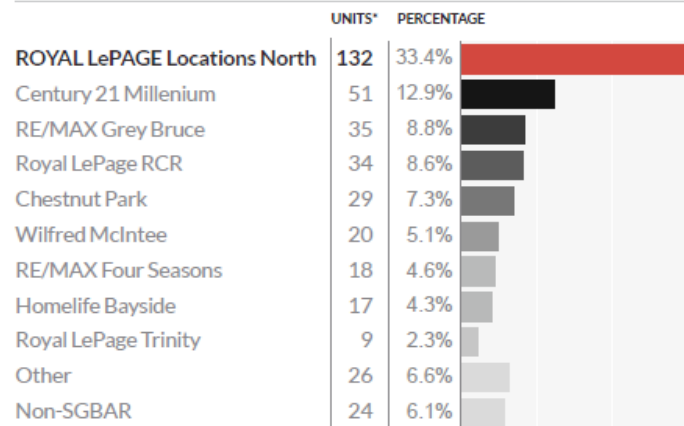
Collingwood



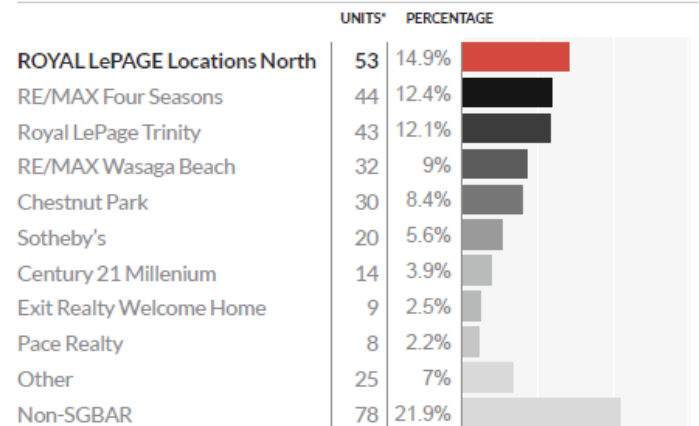
The Blue Mountains



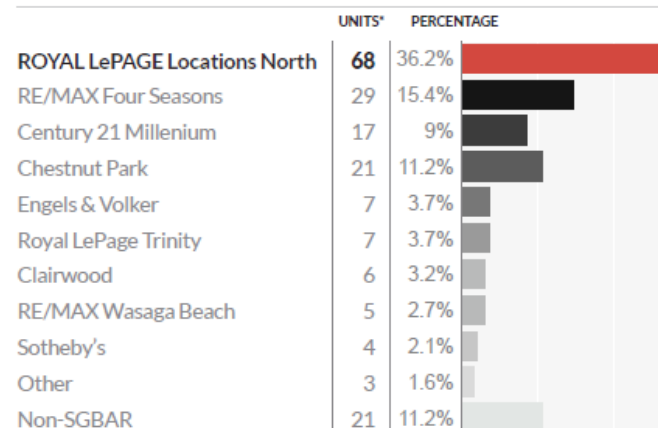
Meaford



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

