

COLLINGWOOD 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

SECOND BEST Q3 VOLUME SALES EVER, AVERAGE SALE PRICE UP WELL



YEAR-TO-DATE SALES VOLUME OF \$190,367,349

Down 19% from 2017's record \$234,378,997, with units of 389 down 24% from 2017's 510. New listings of 665 down 6% from 2017, with the sales/listings ratio of 58% down 14%.



THIRD-QUARTER SALES VOLUME OF \$72,826,850

Up 2% from Q3-2017's \$71,547,134. Units of 148 were down 10% from Q3-2017's 165, with new listings of 242 up 6%, and the sales/listings ratio of 61% down 11%.



THIRD-QUARTER AVERAGE SALE PRICE OF \$492,023

Up 13% from the \$433,619 of one year ago. Average days-on-market of 37 was up by 3 days.



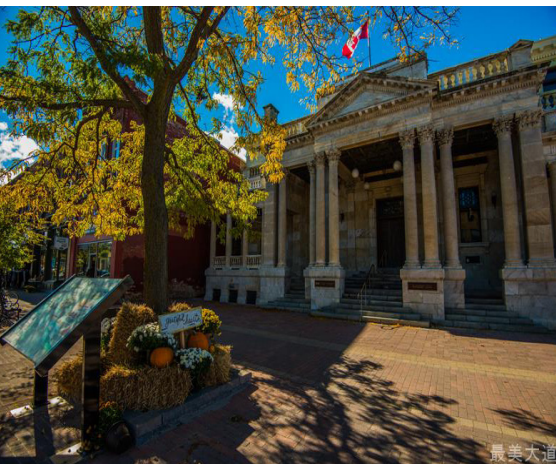
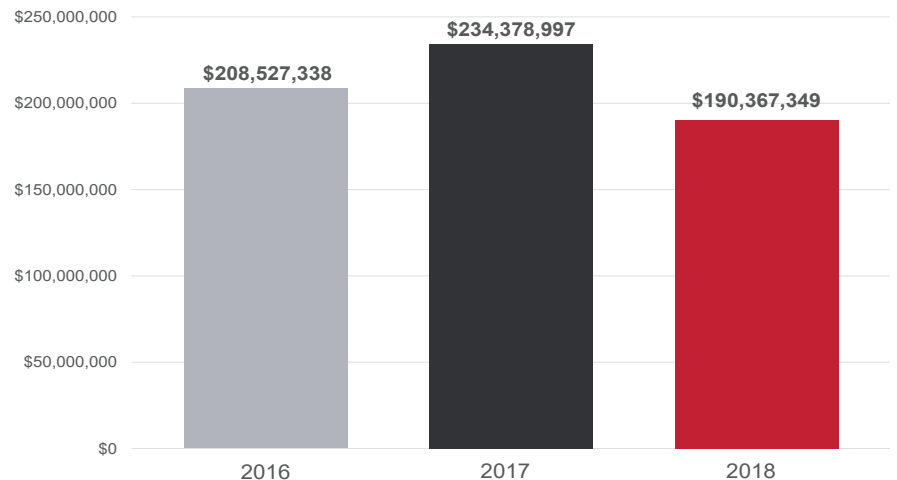
OVERVIEW (cont'd)



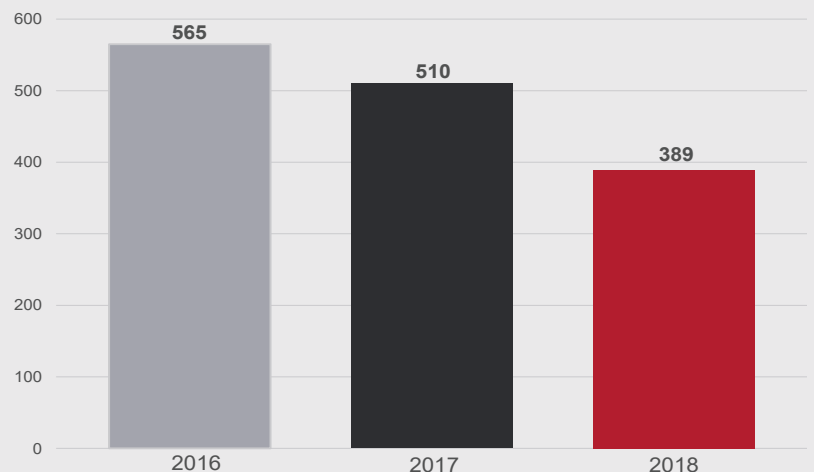
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September saw **38** unit sales – the least since September 2008's **35** – with a **45%** sales/listings ratio. However, it was likely an anomaly, not part of a trend given: the strong Q3; the **11%** average sale price jump from a year ago; and the low average days-on-market of **34**. So it's still **a sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary

2016 vs. 2017 vs. 2018

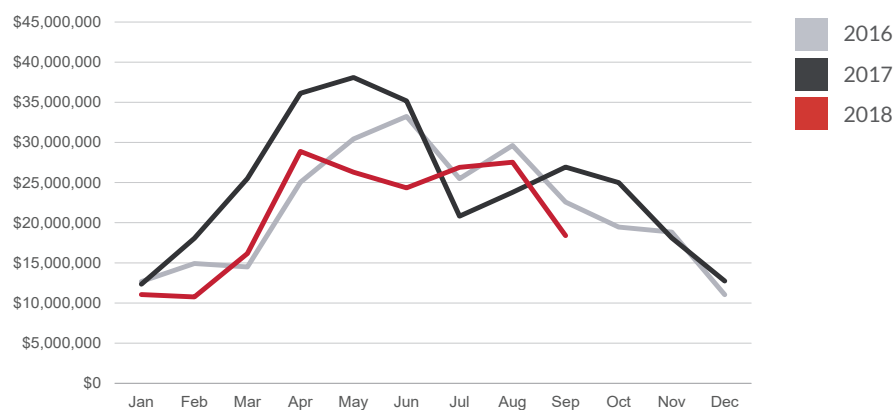
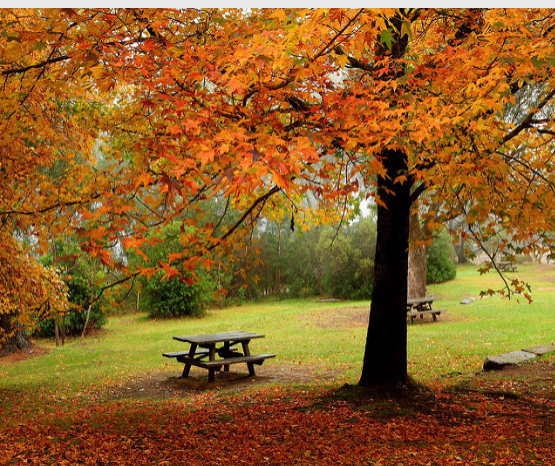
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$208,527,338	\$234,378,997	\$190,367,349	-19%
YTD Unit Sales	565	510	389	-24%
YTD New Listings	680	710	665	-6%
YTD Sales/Listings Ratio	83%	72%	58%	-14%
YTD Expired Listings	74	48	88	+83%
Third Quarter (Q3) Volume Sales	\$77,690,500	\$71,547,134	\$72,826,850	+2%
Q3 Unit Sales	201	165	148	-10%
Q3 New Listings	194	228	242	+6%
Q3 Sales/Listings Ratio	104%	72%	61%	-11%
Q3 Expired Listings	26	28	36	+29%
Q3 Average Sale Price	\$386,520	\$433,619	\$492,023	+13%
September Volume Sales	\$22,572,200	\$26,941,234	\$18,385,500	-32%
September Unit Sales	62	62	38	-39%
September New Listings	68	65	84	+29%
September Sales/Listings Ratio	91%	95%	45%	-50%
September Expired Listings	10	13	14	+8%
September Average Sale Price	\$364,068	\$434,536	\$483,829	+11%
YTD Sales: Under \$300K	251	118	44	-63%
YTD Sales: \$300K - \$499K	210	237	204	-14%
YTD Sales: \$500K - \$799K	86	128	111	-13%
YTD Sales: \$800K - \$999K	13	15	18	+20%
YTD Sales: \$1M - \$1.499M	4	6	10	+67%
YTD Sales: \$1.5M - \$1.999M	0	5	0	-500%
YTD Sales: \$2M+	1	1	2	+100%
YTD Average Days-On-Market	42	29	33	+14%
YTD Average Sale Price	\$369,075	\$459,567	\$489,376	+6%

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

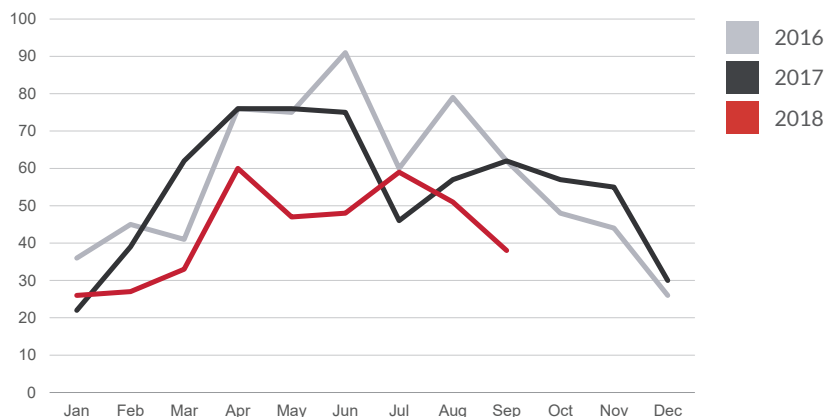
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a very slow Q1 and a relatively flat Q2, Collingwood volume sales in Q3 were the second-best ever, with a record-setting July and a strong August followed by a sharp decline in September. That said, **Graph 4** shows that Q3-2018's volume sales, with the exception of July, were not due to correspondingly strong unit sales, but to the average sale price being up **13%** and **27%** respectively from 2017 and 2016. To put Q3-2018's **148** unit sales in perspective, the last time Collingwood had such slow Q3 sales was 2012, with **146**.

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



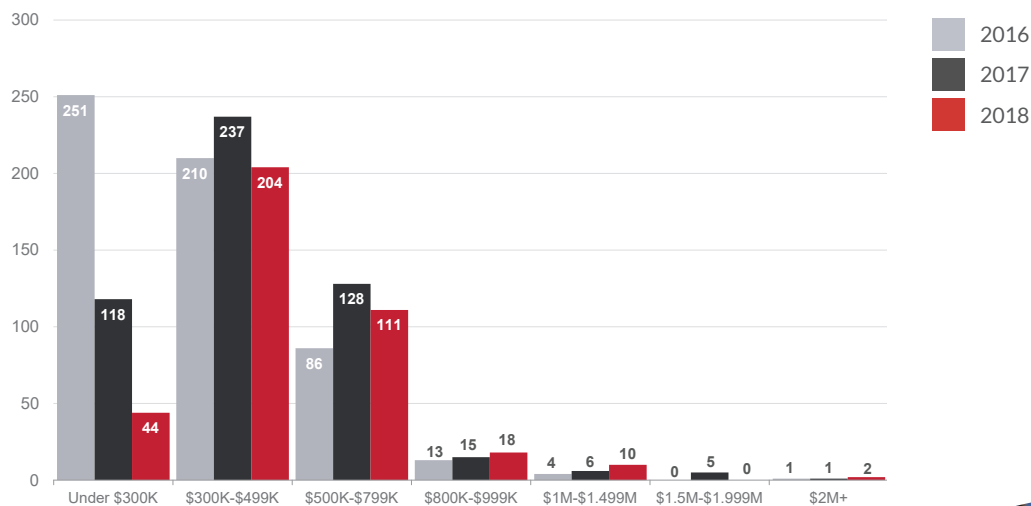
Graph 4:
Collingwood Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 sales are down from this time last year in four price ranges and up in three. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K and \$1.5M-\$1.999M ranges are down **63%**, **14%**, **13%** and **500%** respectively from 2017; while the \$800K-\$999K, \$1M- \$1.499M and \$2M+ ranges are up **20%**, **67%** and **100%** respectively. More generally, while the high-volume Under-\$800K bracket is down **26%** from a year ago, the high-end, \$800K+ home market is up **11%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$122,604,962
DOWN 15% from 2017

UNIT SALES: 222
DOWN 20% from 2017

AV. DAYS-ON-MARKET: 32
UP 2 days from 2017

AV. SALE PRICE: \$552,275
UP 6% from 2017

CONDOMINIUMS

DOLLAR SALES: \$67,762,387
DOWN 25% from 2017

UNIT SALES: 167
DOWN 28% from 2017

AV. DAYS-ON-MARKET: 35
UP 9 days from 2017

AV. SALE PRICE: \$405,763
UP 4% from 2017

VACANT LAND

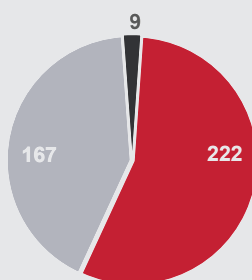
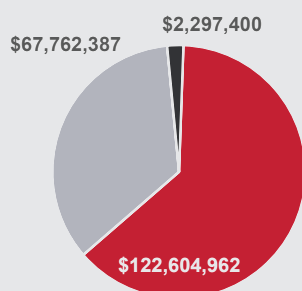
DOLLAR SALES: \$2,297,400
DOWN 25% from 2017

UNIT SALES: 9
EQUAL to 2017

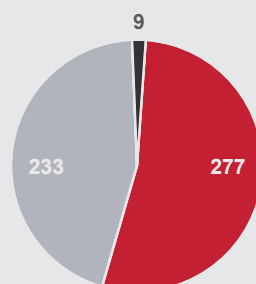
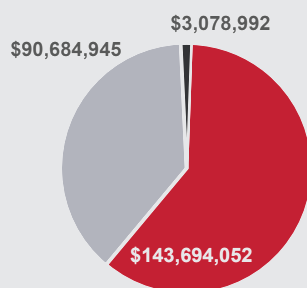
AV. DAYS-ON-MARKET: 107
DOWN 14 days from 2017

AV. SALE PRICE: \$255,267
DOWN 25% from 2017

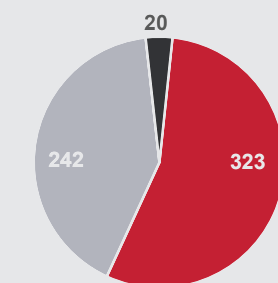
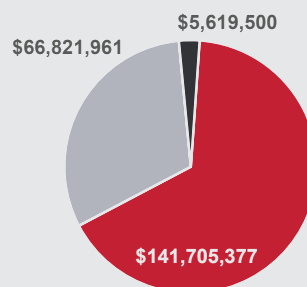
2018



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

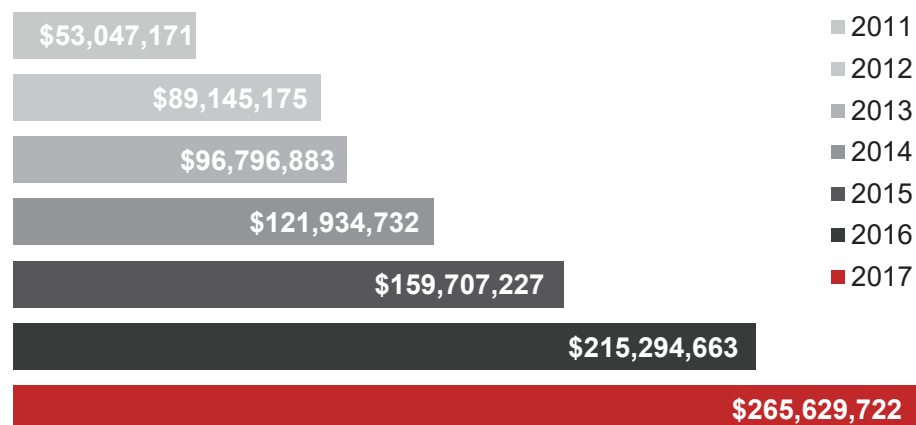
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

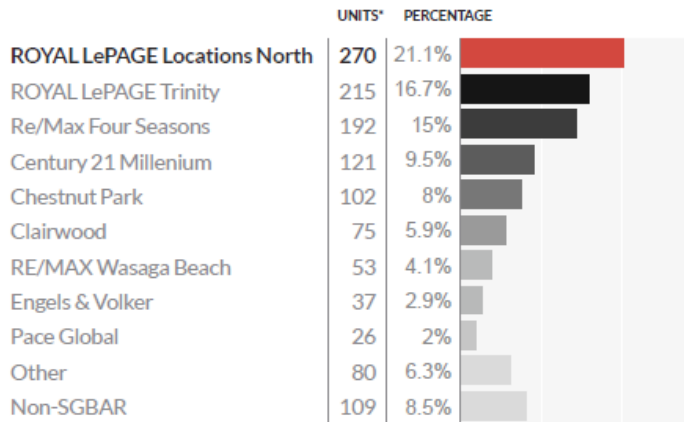


Locations North Sales Volume, 2011 - 2017

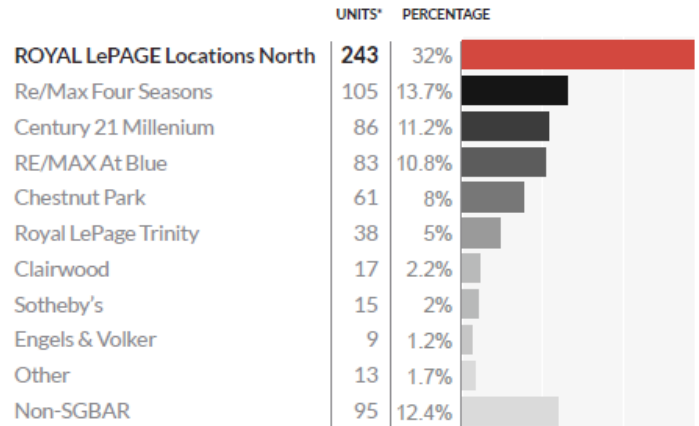


2017 UNIT SALES

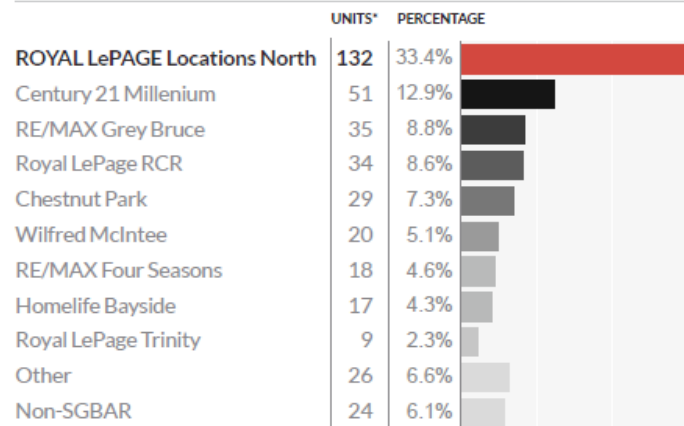
Collingwood



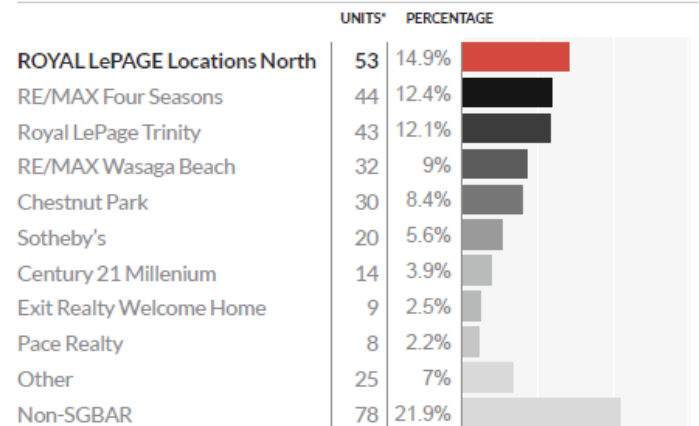
The Blue Mountains



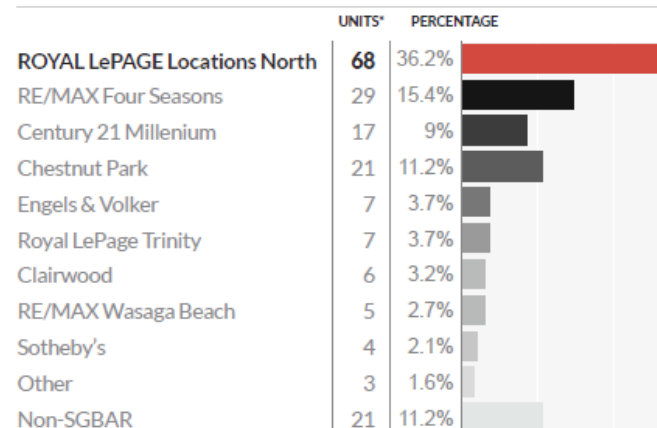
Meaford



Clearview



Georgian Triangle Luxury Homes**



* 'Units' refers to the combined number of Listing and Selling Sides

** \$1,000,000+



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