

# GEORGIAN TRIANGLE 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 EVER, AVERAGE PRICE UP NICELY



### YEAR-TO-DATE SALES VOLUME OF \$714,874,885

Down 17% from 2017's record \$859,742,015, with units of 1460 down 20% from 2017's 1817. New listings of 2582 down 6% from 2017, with the sales/listings ratio of 57% down 9%.



### THIRD-QUARTER SALES VOLUME OF \$250,777,875

Up .2% from Q3-2017's \$250,046,011. Units of 509 were down 6% from Q3-2017's 541, with new listings down 1% and expired listings up 9%. The sales/listings ratio of 56% was down 3%.



### THIRD-QUARTER AVERAGE SALE PRICE OF \$492,687

Up 7% from Q3-2017's \$462,192. Average days-on-market of 49 was up 7 days.



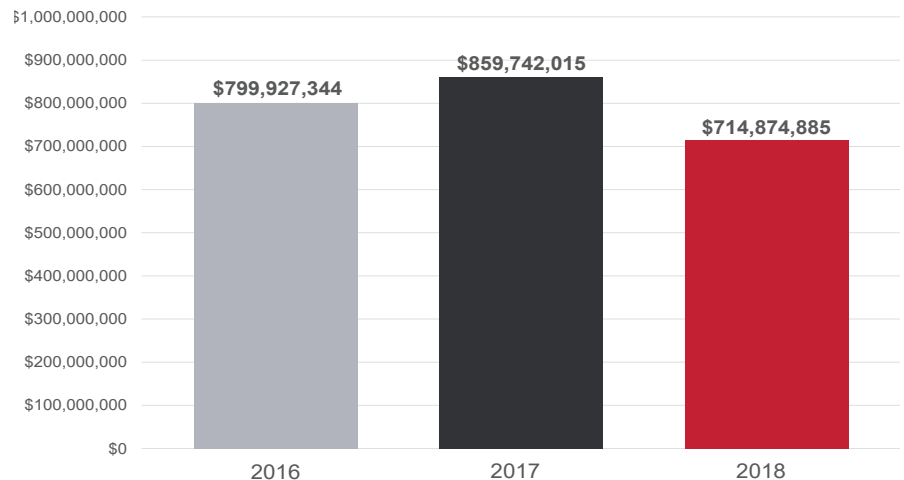
# OVERVIEW (cont'd)



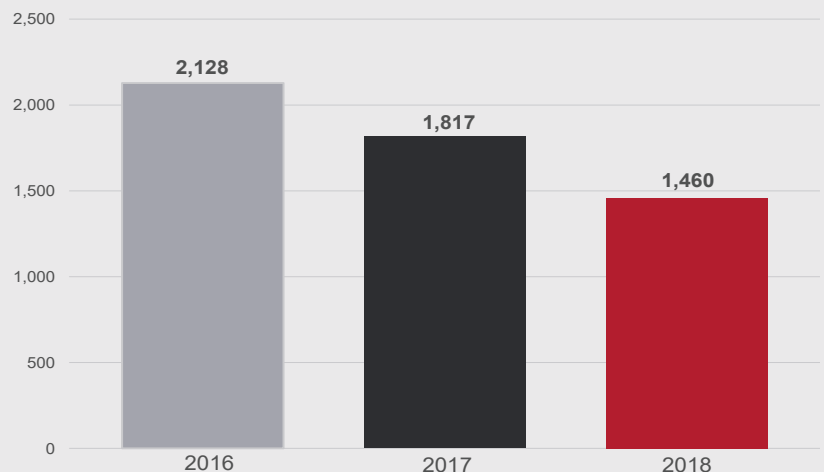
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September's volume sales were down **8%** from last September's record, while unit sales were down **15%**. New listings were up **2%** from a year ago (giving a sales/listings ratio of **55%**), while expired listings were even and the average sale price was up a healthy **6%**. So it's definitely a **sellers' market**.

Graph 1:  
**Georgian Triangle MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 2:  
**Georgian Triangle MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

2016 vs. 2017 vs. 2018

|                                 | 2016          | 2017          | 2018          | 2017-2018 |
|---------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$799,927,344 | \$859,742,015 | \$714,874,885 | -17%      |
| YTD Unit Sales                  | 2128          | 1817          | 1460          | -20%      |
| YTD New Listings                | 2905          | 2752          | 2582          | -6%       |
| YTD Sales/Listings Ratio        | 73%           | 66%           | 57%           | -9%       |
| YTD Expired Listings            | 538           | 332           | 448           | +35%      |
| Third Quarter (Q3) Volume Sales | \$297,739,224 | \$250,046,011 | \$250,777,875 | +2%       |
| Q3 Unit Sales                   | 760           | 541           | 509           | -6%       |
| Q3 New Listings                 | 833           | 913           | 901           | -1%       |
| Q3 Sales/Listings Ratio         | 91%           | 59%           | 56%           | -3%       |
| Q3 Expired Listings             | 179           | 173           | 188           | +9%       |
| Q3 Average Sales Price          | \$391,762     | \$462,192     | \$492,687     | +7%       |
| September Volume Sales          | \$86,339,509  | \$88,604,102  | \$81,268,800  | -8%       |
| September Unit Sales            | 225           | 190           | 164           | -15%      |
| September New Listings          | 280           | 291           | 296           | +2%       |
| September Sales/Listings Ratio  | 80%           | 65%           | 55%           | -10%      |
| September Expired Listings      | 59            | 78            | 78            | 0%        |
| September Average Sale Price    | \$383,731     | \$466,337     | \$495,541     | +6%       |
| YTD Sales: Under \$100K         | 25            | 13            | 8             | -38%      |
| YTD Sales: \$100K - \$299K      | 927           | 434           | 256           | -41%      |
| YTD Sales: \$300K - \$499K      | 803           | 812           | 691           | -15%      |
| YTD Sales: \$500K - \$799K      | 274           | 404           | 372           | -8%       |
| YTD Sales: \$800K - \$999K      | 54            | 70            | 68            | -3%       |
| YTD Sales: \$1M - \$1.499M      | 26            | 56            | 48            | -14%      |
| YTD Sales: \$1.5M - \$1.999M    | 7             | 18            | 8             | -56%      |
| YTD Sales: \$2M+                | 11            | 10            | 9             | -10%      |
| YTD Average Days-On-Market      | 60            | 40            | 47            | +18%      |
| YTD Average Sale Price          | \$375,906     | \$473,166     | \$489,640     | +3%       |

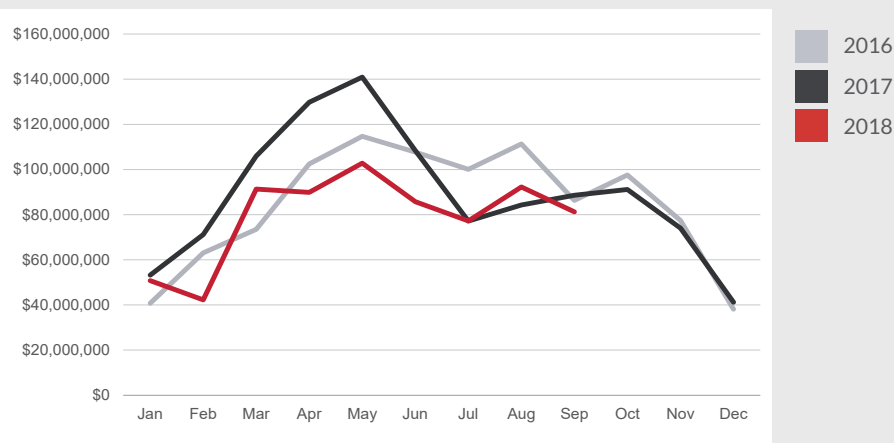
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



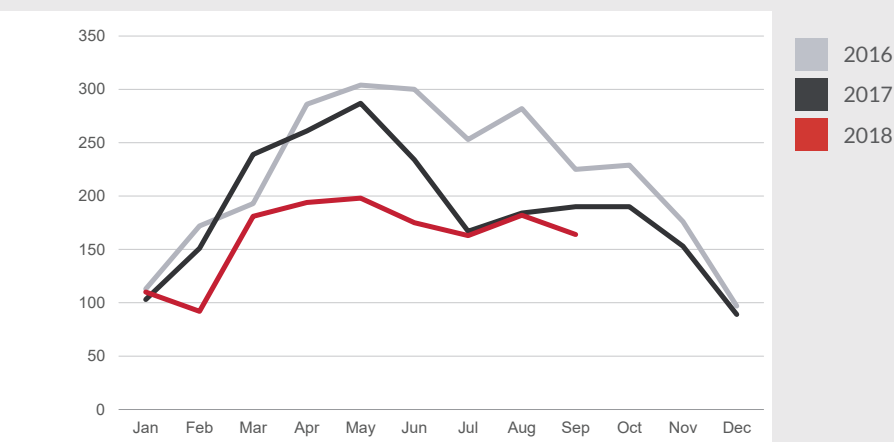
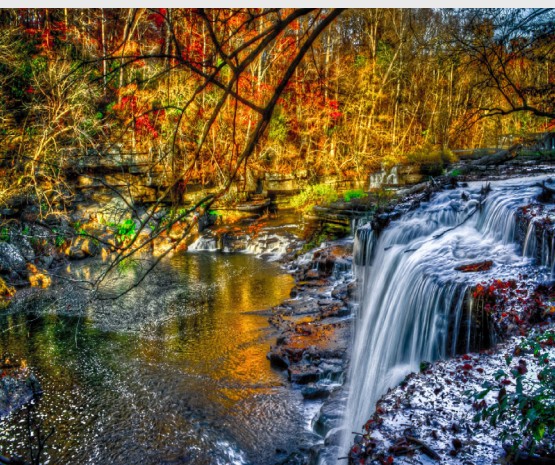
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after the second best Q1 ever and a slow Q2, volume sales in Q3 stabilized and were the second highest ever after Q3-2016, thanks primarily to a strong August. However, it must be noted that last September we were still recovering from the influence of the GTA's market crash and the Bank of Canada's interest rate hike. On the units side, as **Graph 4** shows, September's **164** sales were down **15%** and **27%** from September 2017 and 2016 respectively. In fact, they were the fewest sales the month has seen since 2012's **163**.

Graph 3:  
**Georgian Triangle Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



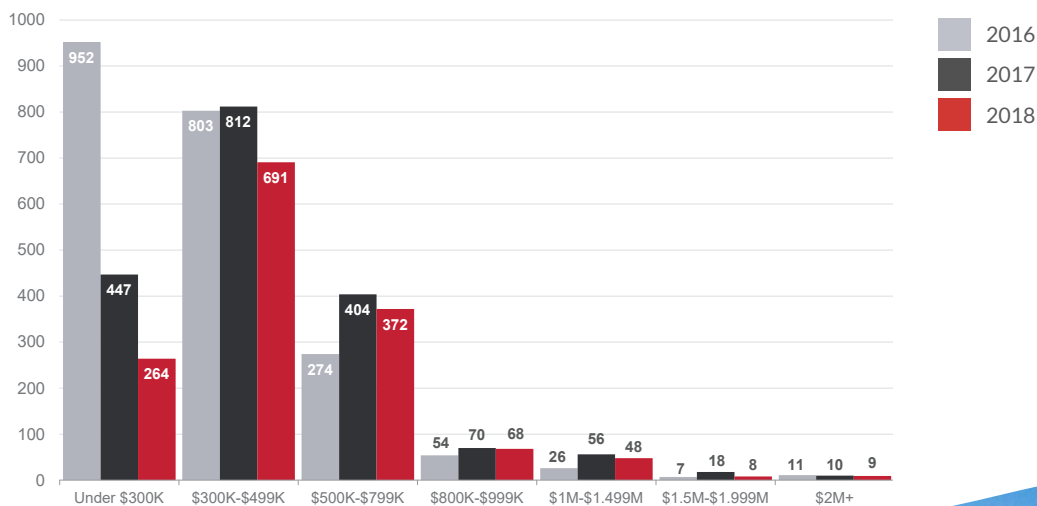
Graph 4:  
**Georgian Triangle Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, unit sales are down from last year in all price ranges. Thus, the Under-\$300K, \$300K-\$499K, \$500-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-1.999M and \$2M+ ranges are down **41%**, **15%**, **8%**, **3%**, **14%**, **56%** and **10%** respectively from a year ago. Further, sales in the high-volume, Under-\$800K bracket are down **20%**, while sales in the luxury \$1M+ bracket are down **23%**. That said, sales in both brackets have gained ground on last year with each quarter. In Q2 they were down **26%** and **28%** respectively; in Q1 they were down **27%** and **30%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$590,418,124  
DOWN 17% from 2017

**UNIT SALES:** 1131  
DOWN 19% from 2017

**AV. DAYS-ON-MARKET:** 47  
UP 7 days from 2017

**AV. SALE PRICE:** \$522,032  
UP 3% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$124,456,761  
DOWN 16% from 2017

**UNIT SALES:** 329  
DOWN 20% from 2017

**AV. DAYS-ON-MARKET:** 45  
UP 4 days from 2017

**AV. SALE PRICE:** \$378,288  
UP 6% from 2017

### VACANT LAND

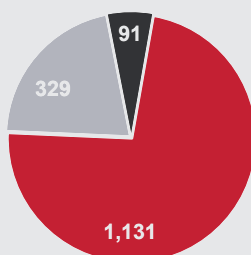
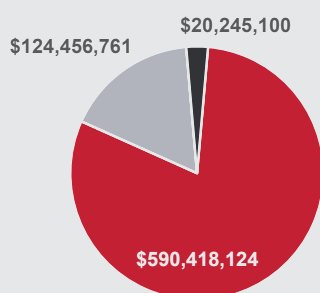
**DOLLAR SALES:** \$20,245,100  
DOWN 64% from 2017

**UNIT SALES:** 91  
DOWN 68% from 2017

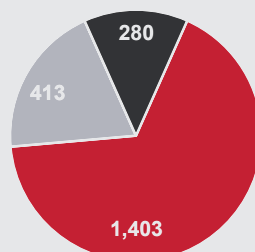
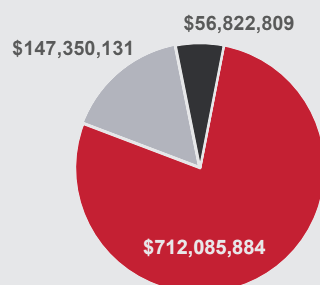
**AV. DAYS-ON-MARKET:** 100  
DOWN 86 days from 2017

**AV. SALE PRICE:** \$222,474  
UP 10% from 2017

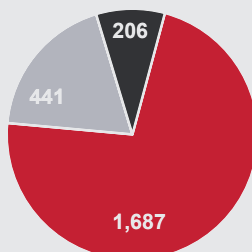
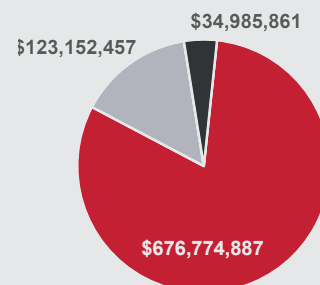
2018



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**

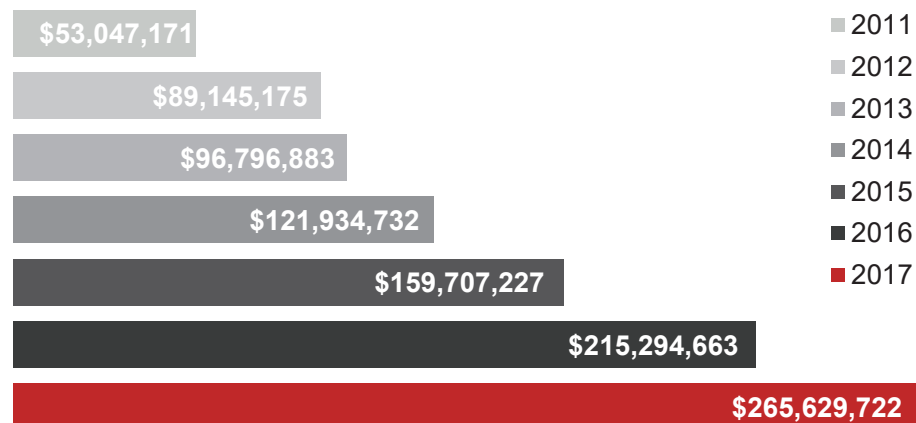
And were #3 in Wasaga Beach after opening an office in mid-2015.



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



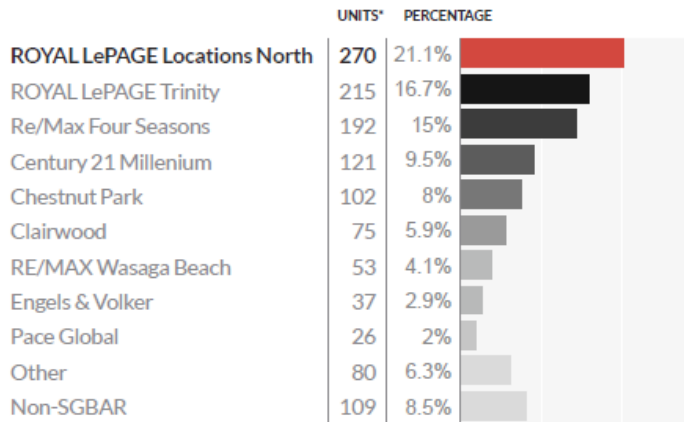
### Locations North Sales Volume, 2011 - 2017



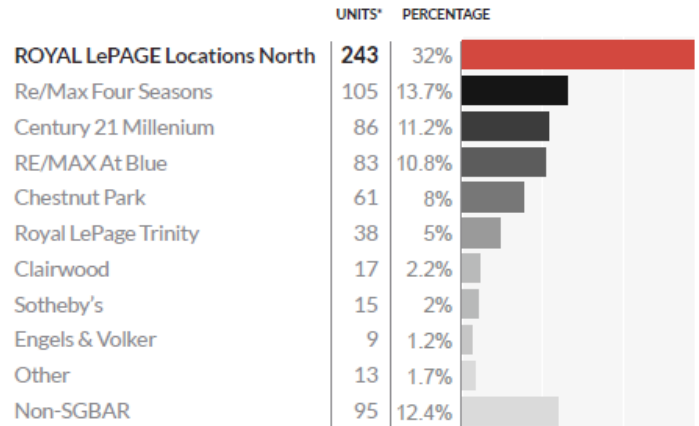


# 2017 UNIT SALES

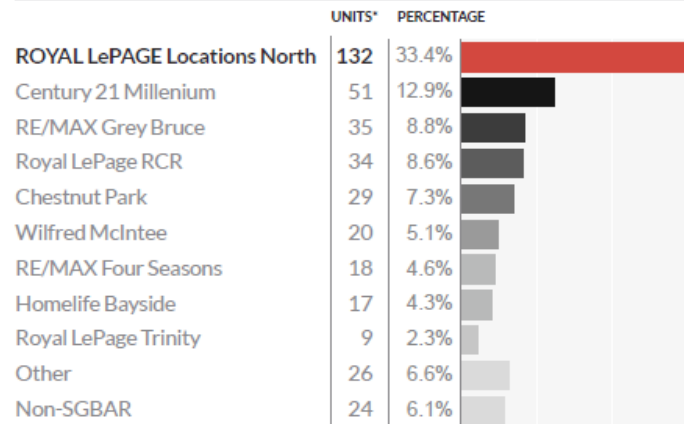
## Collingwood



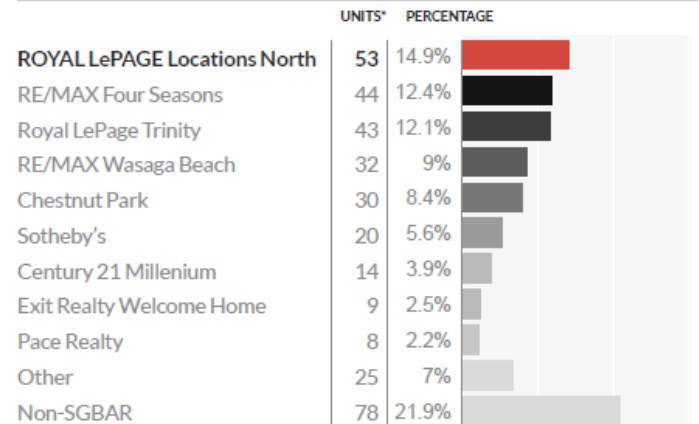
## The Blue Mountains



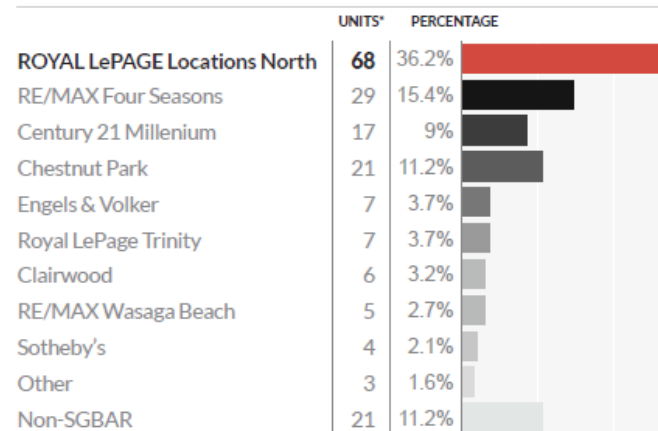
## Meaford



## 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

