

GREY HIGHLANDS 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

Q3 SALES DOWN ON FEWER LISTINGS, WITH LOWER SALE PRICES



YEAR-TO-DATE SALES VOLUME OF \$43,947,987

Down 27% from 2017's \$60,155,255, with units of 100 down 22% from 2017's 128.
New listings of 164 down 8% from 2017, with the sales/listings ratio of 61% down 11%.



THIRD-QUARTER SALES VOLUME OF \$14,409,900

Down 19% from Q3-2017's \$17,745,267. Units of 34 down 6% from Q3-2017's 36,
with new listings of 54 down 14% and the sales/listings ratio of 63% up 6%.



THIRD-QUARTER AVERAGE SALE PRICE OF \$423,821

Down 14% from the \$492,924 of a year ago. Average days-on-market of 58 down 14 days.

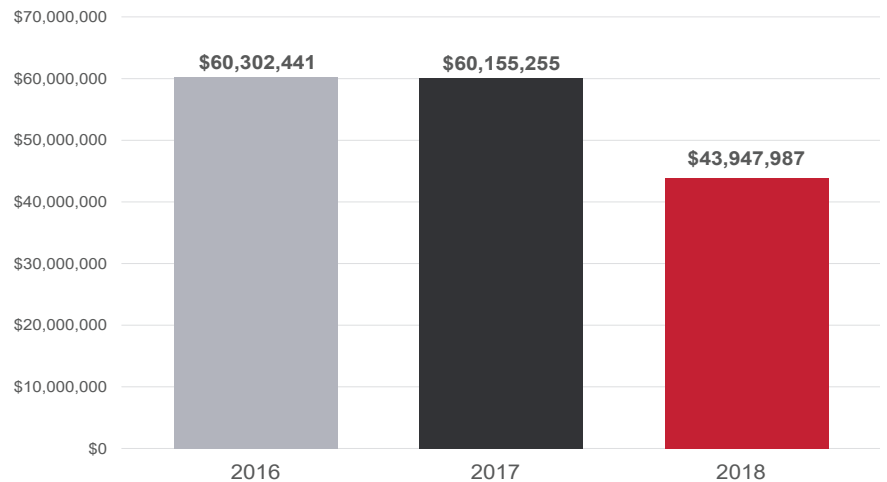
OVERVIEW (cont'd)



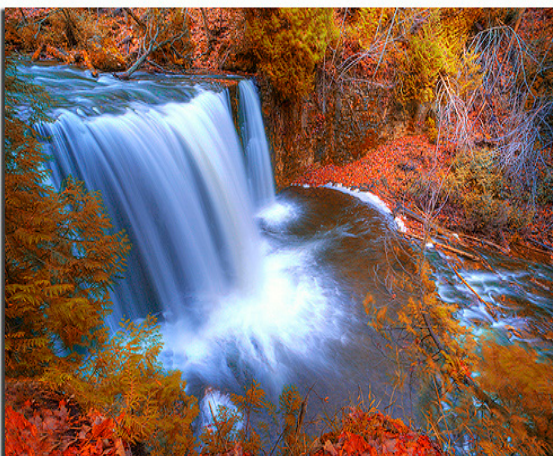
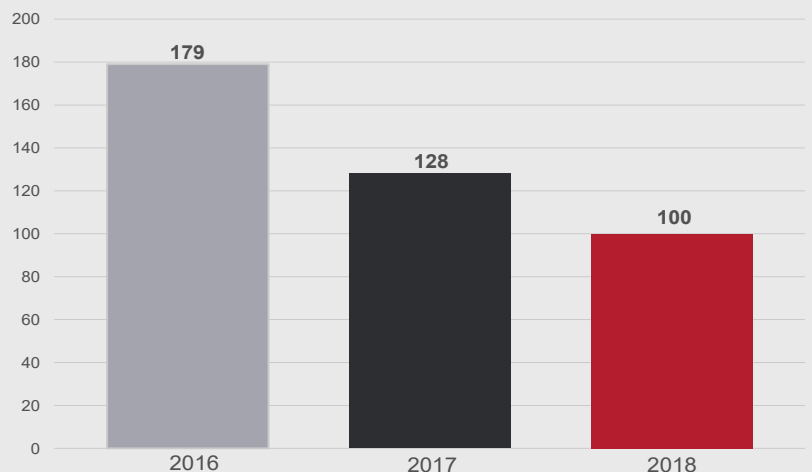
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September's volume and units were up **17%** and **38%** respectively from last September, while the sales/listings ratio of **79%** was up a big **46%**, and homes on average took **38** fewer days to sell than a year ago. That said, the average sale price was down **15%**. All in all, it's a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

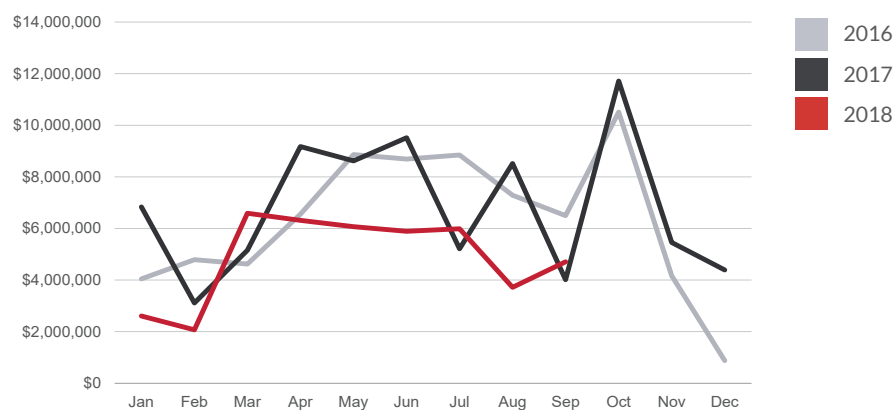
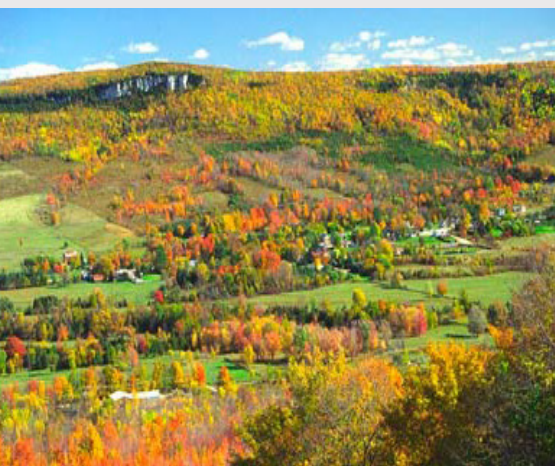
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$60,302,441	\$60,155,255	\$43,947,987	-27%
YTD Unit Sales	179	128	100	-22%
YTD New Listings	239	179	164	-8%
YTD Sales/Listings Ratio	75%	72%	61%	-11%
YTD Expired Listings	69	29	35	+21%
Third Quarter (Q3) Volume Sales	\$22,637,400	\$17,745,267	\$14,409,900	-19%
Q3 Unit Sales	59	36	34	-6%
Q3 New Listings	63	63	54	-14%
Q3 Sales/Listings Ratio	94%	57%	63%	+6%
Q3 Expired Listings	16	17	13	-24%
Q3 Average Sale Price	\$383,685	\$492,924	\$423,821	-14%
September Volume Sales	\$6,500,000	\$4,012,400	\$4,706,500	+17%
September Unit Sales	19	8	11	+38%
September New Listings	16	24	14	-42%
September Sales/Listings Ratio	119%	33%	79%	+46%
September Expired Listings	6	7	2	-71%
September Average Sale Price	\$342,105	\$501,550	\$427,864	-15%
YTD Sales: Under \$300K	109	38	31	-18%
YTD Sales: \$300K - \$499K	45	46	41	-11%
YTD Sales: \$500K - \$799K	15	31	16	-48%
YTD Sales: \$800K - \$999K	8	7	6	-14%
YTD Sales: \$1M - \$1.499M	1	4	6	+50%
YTD Sales: \$1.5M - \$1.999M	1	1	0	-100%
YTD Sales: \$2M+	0	1	0	-100%
YTD Average Days-On-Market	93	72	58	-19%
YTD Average Sale Price	\$336,885	\$469,963	\$439,480	-6%

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

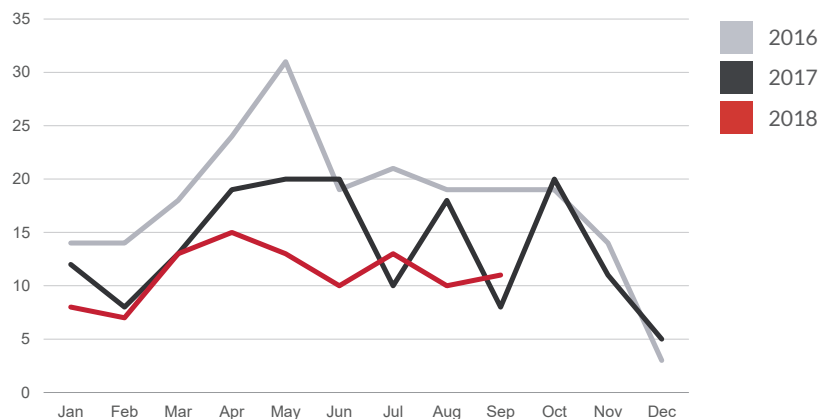
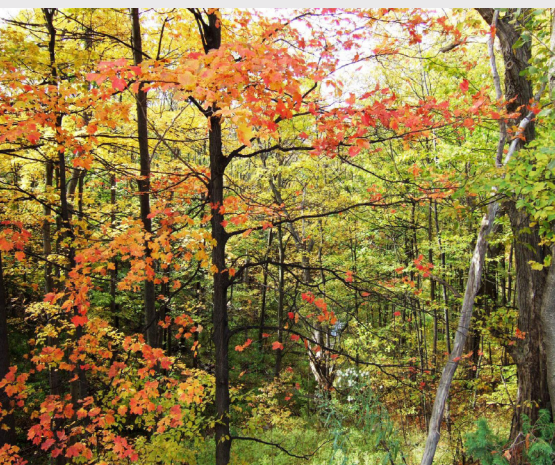
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q1 volume was slow despite a record March, and was followed by a slight but progressive descent throughout Q2. And while Q3 saw two second-best ever months in July and September, it was still well below Q3-2016's and Q3-2017's totals, partly due to the **15%** average sale price drop from this time last year. On the units side, **Graph 4** shows a similar pattern, with this year's sales generally stabilizing well below 2016's and 2017's high-water marks. In fact, Q3-2018's **34** sales were the least for Q3 since 2002's **34**.

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



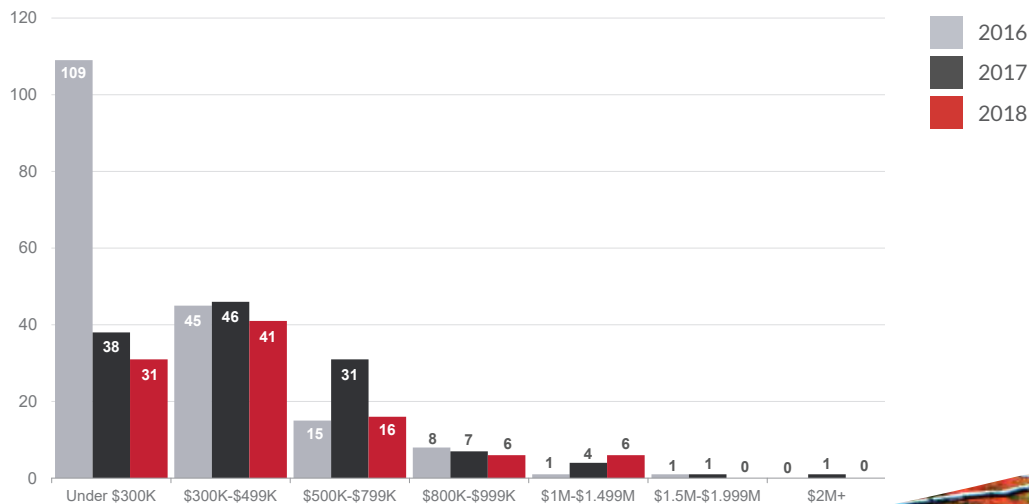
Graph 4:
Grey Highlands Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



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 \$1M-\$1.499M, where they're up **50%**. And so, the Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are down **18%, 11%, 48%, 14%, 100%** and **100%** respectively from a year ago. More generally, sales in the high-volume Under-\$800K bracket – which account for **88%** of Grey Highland's sales this year – are down **23%** from 2017, while sales in the luxury \$1M+ range are equal to last year.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$43,947,987
DOWN 27% from 2017

UNIT SALES: 100
DOWN 22% from 2017

AV. DAYS-ON-MARKET: 58
DOWN 13 days from 2017

AV. SALE PRICE: \$439,480
DOWN 7% from 2017

CONDOMINIUMS

DOLLAR SALES: 0
DOWN 100% from 2017

UNIT SALES: 0
DOWN 100% from 2017

AV. DAYS-ON-MARKET: 0
DOWN 253 days from 2017

AV. SALE PRICE: 0
DOWN \$84,200 from 2017

VACANT LAND

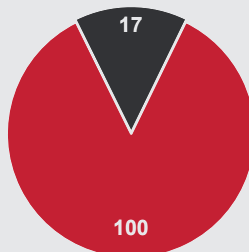
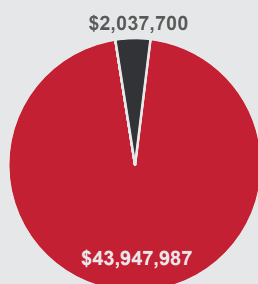
DOLLAR SALES: \$2,037,700
DOWN 49% from 2017

UNIT SALES: 17
DOWN 51% from 2017

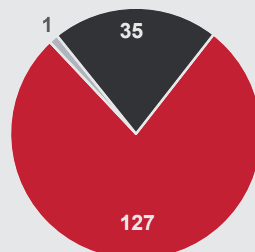
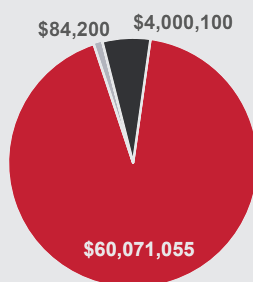
AV. DAYS-ON-MARKET: 125
DOWN 31 days from 2017

AV. SALE PRICE: \$119,865
UP 5% from 2017

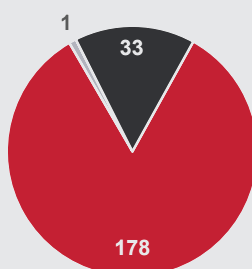
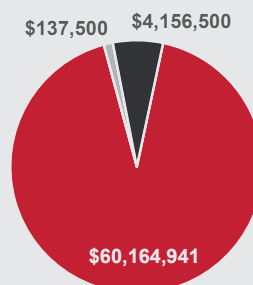
2018



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

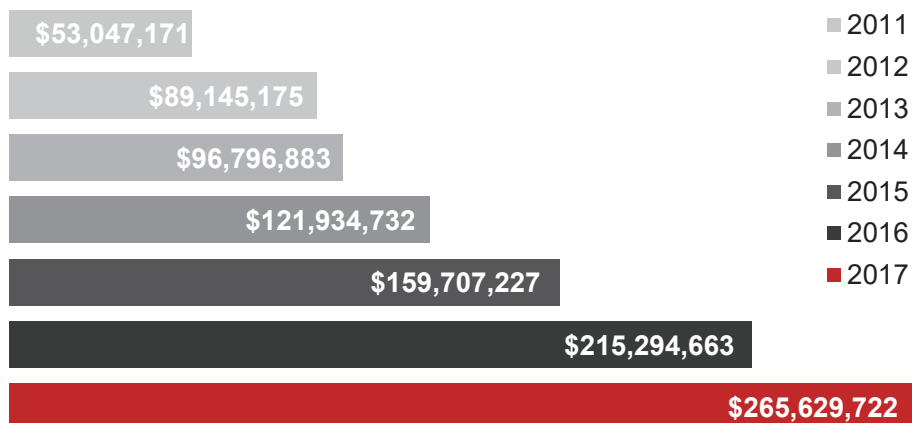
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

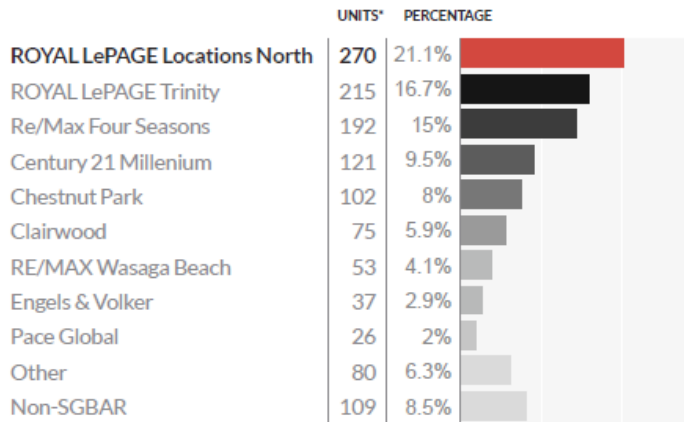


Locations North Sales Volume, 2011 - 2017

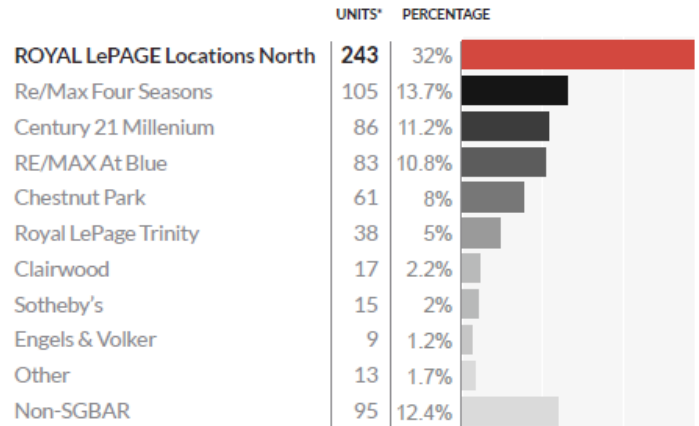


2017 UNIT SALES

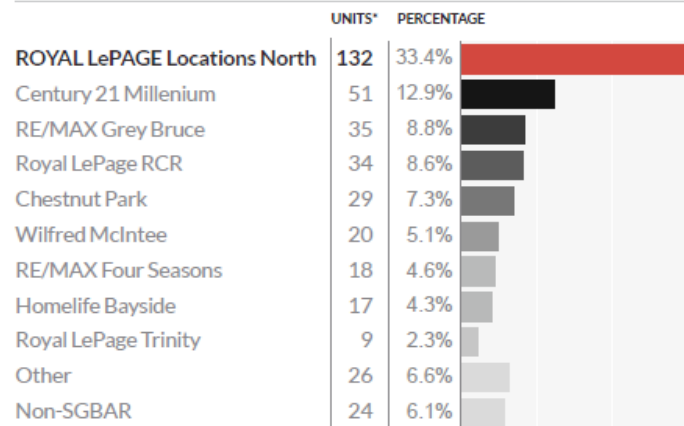
Collingwood



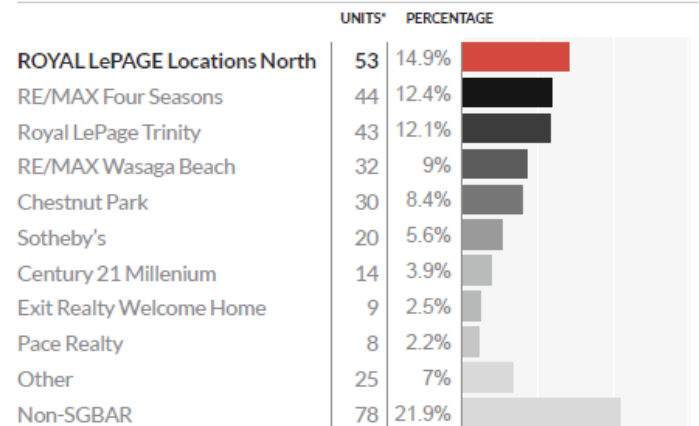
The Blue Mountains



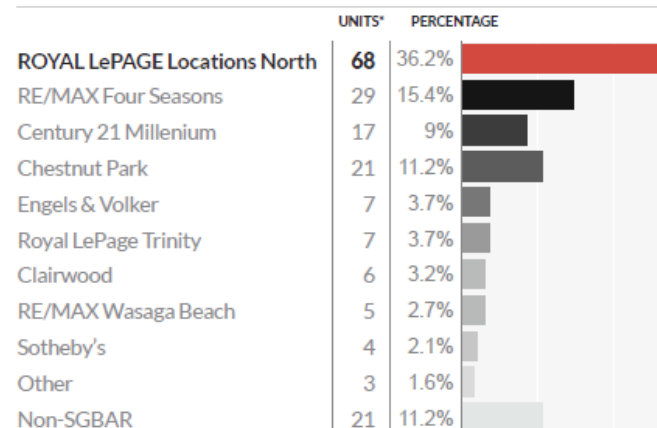
Meaford



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

