

MEAFORD 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, PRICES UP, LISTINGS DOWN



YEAR-TO-DATE SALES VOLUME OF \$64,646,205

Down 9% from 2017's record \$71,198,125, with units of 157 down 12% from 2017's 178. New listings of 244 down 16% from 2017, with the sales/listings ratio of 64% up 3%.



THIRD-QUARTER SALES VOLUME OF \$22,880,200

Up 4% from Q3-2017's \$22,041,425. Units of 53 were equal to Q3-2017, with new listings of 71 down 22% and the sales/listings ratio of 75% up 17%.



THIRD-QUARTER AVERAGE SALE PRICE OF \$431,704

Up 4% from the \$415,876 of Q3-2017, with the average days-on-market of 74 up 31 days.



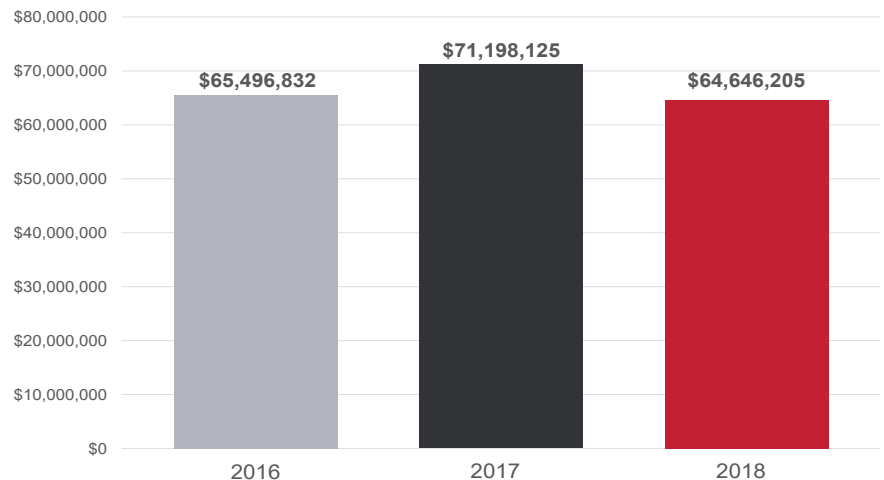
OVERVIEW (cont'd)



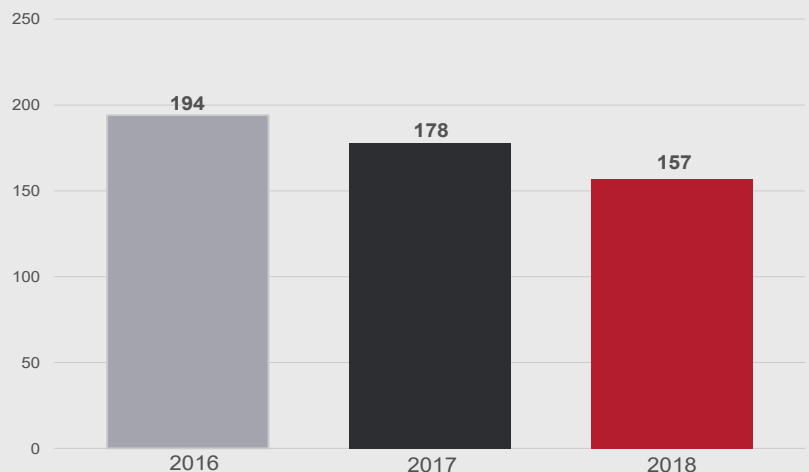
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September had: a **6%** rise in volume over last September, but a **16%** drop in units; **82%** more new listings; and a **73-day** jump in average sale times(!) However, the average sale price was up **26%**, the sales/listings ratio was **52%** and expirers were down **8%**. An odd month, but it's still a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2016 vs. 2017 vs. 2018

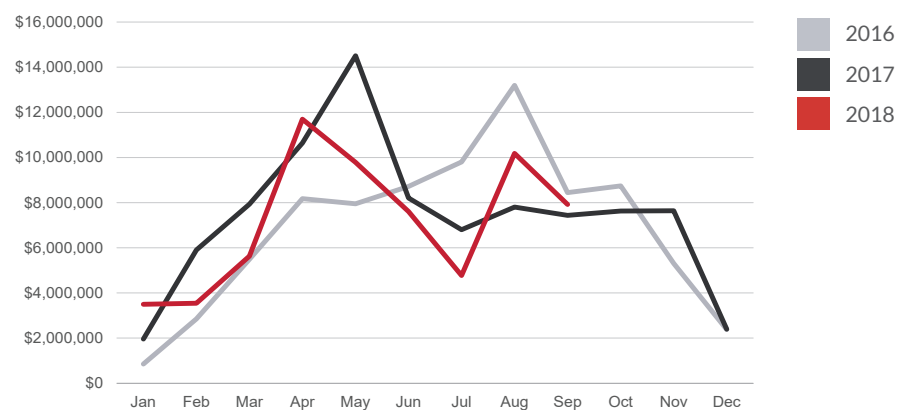
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$65,496,832	\$71,198,125	\$64,646,205	-9%
YTD Unit Sales	194	178	157	-12%
YTD New Listings	292	292	244	-16%
YTD Sales/Listings Ratio	66%	61%	64%	+3%
YTD Expired Listings	55	30	40	+33%
Third Quarter (Q3) Volume Sales	\$31,446,550	\$22,041,425	\$22,880,200	+4%
Q3 Unit Sales	85	53	53	0%
Q3 New Listings	76	91	71	-22%
Q3 Sales/Listings Ratio	113%	58%	75%	+17%
Q3 Expired Listings	20	22	25	+14%
Q3 Average Sale price	\$369,959	\$415,876	\$431,704	+4%
September Volume Sales	\$8,444,400	\$7,439,125	\$7,922,400	+6%
September Unit Sales	25	19	16	-16%
September New Listings	25	17	31	+82%
September Sales/Listings Ratio	100%	112%	52%	-50%
September Expired Listings	6	13	12	-8%
September Average Sale Price	\$337,776	\$391,533	\$495,150	+26%
YTD Sales: Under \$100K	4	3	3	0%
YTD Sales: \$100K - \$299K	99	63	43	-32%
YTD Sales: \$300K - \$499K	67	83	72	-13%
YTD Sales: \$500K - \$799K	19	21	32	+52%
YTD Sales: \$800K - \$999K	3	1	5	+400%
YTD Sales: \$1M - \$1.499M	1	6	2	-67%
YTD Sales: \$1.5M - \$1.999M	0	1	0	-100%
YTD Sales: \$2M+	1	0	0	0%
YTD Average Days-On-Market	76	47	57	+21%
YTD Average Sale Price	\$337,613	\$399,989	\$411,759	+3%

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

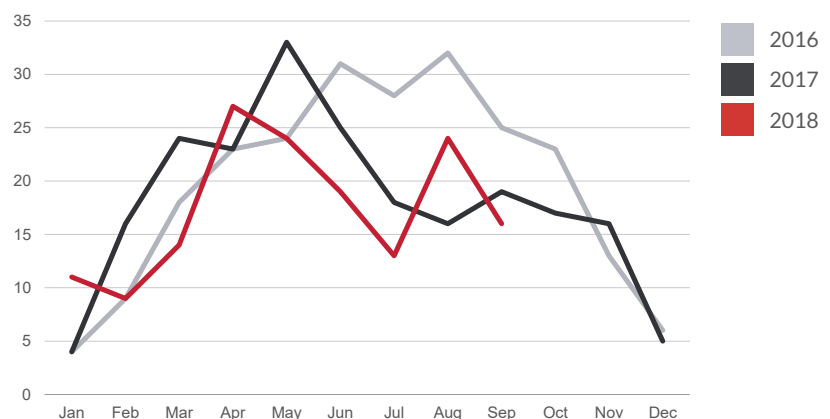
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a relatively strong Q1, a record-breaking April and the second-best May ever, volume sales dropped further in June and then hit bottom in July. However, Q3 rebounded with Meaford's second-best August and September ever, capping its second-best Q3 after Q3-2016. On the units side, **Graph 4** shows a similar pattern: a very slow July followed by a strong August and a drop off in September. All totaled, Q3-2018 had **53** units – the same as Q3-2017. To put them in perspective, both were the fewest units for Q3 since Q3-2012's **36**.

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



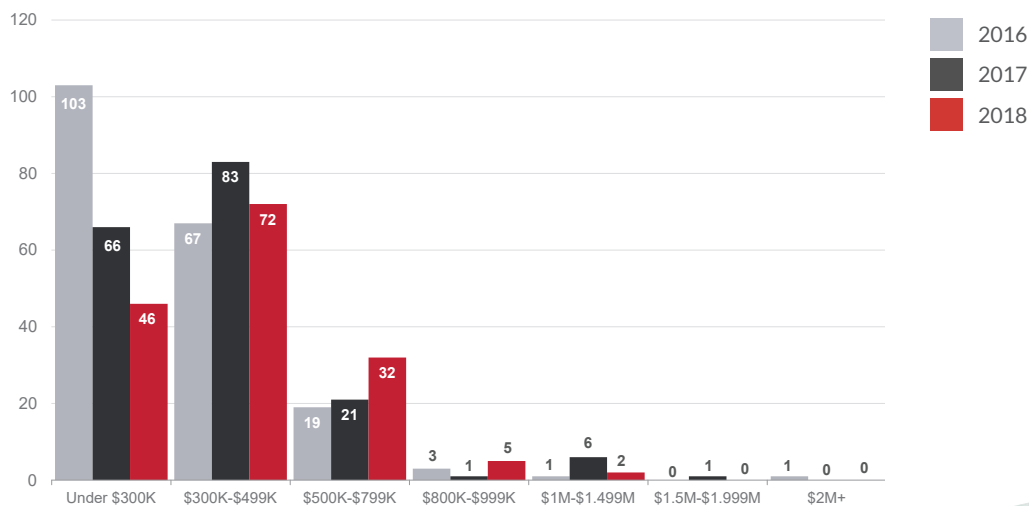
Graph 4:
Meaford Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, units are down from this time last year in four price ranges, up in two, and even in one. And so, the Under-\$300K, \$300K-\$499K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are down **30%**, **13%**, **67%** and **100%** respectively from a year ago; while the \$500K-\$799K and \$800K-\$999K ranges are up **52%** and **400%** respectively. More generally, the high-volume, Under-\$500K bracket – which accounts for **75%** of Meaford's sales this year – is down **21%** from 2017, and the \$500K+ bracket is up **34%** from 2017.

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



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
 2016 vs. 2017 vs. 2018 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$61,315,805
 DOWN 10% from 2017

UNIT SALES: 144
 DOWN 13% from 2017

AV. DAYS-ON-MARKET: 58
 UP 9 days from 2017

AV. SALE PRICE: \$425,804
 UP 3% from 2017

CONDOMINIUMS

DOLLAR SALES: \$3,330,400
 UP 11% from 2017

UNIT SALES: 13
 EQUAL to 2017

AV. DAYS-ON-MARKET: 38
 DOWN 13 days from 2017

AV. SALE PRICE: \$256,185
 UP 11% from 2017

VACANT LAND

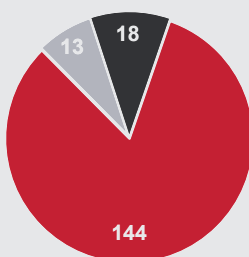
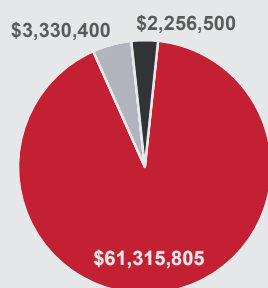
DOLLAR SALES: \$2,256,500
 DOWN 71% from 2017

UNIT SALES: 18
 DOWN 72% from 2017

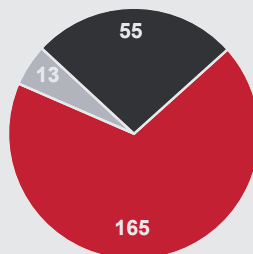
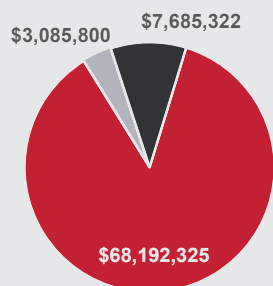
AV. DAYS-ON-MARKET: 70
 DOWN 145 days from 2017

AV. SALE PRICE: \$125,361
 UP 4% from 2017

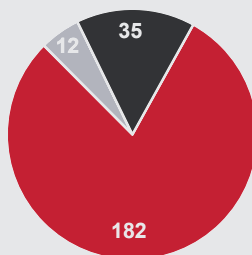
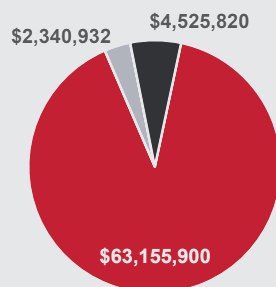
2018



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

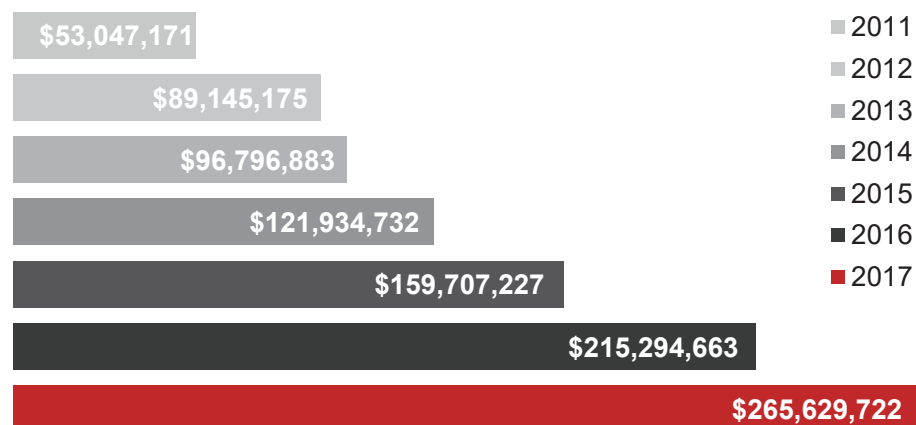
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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

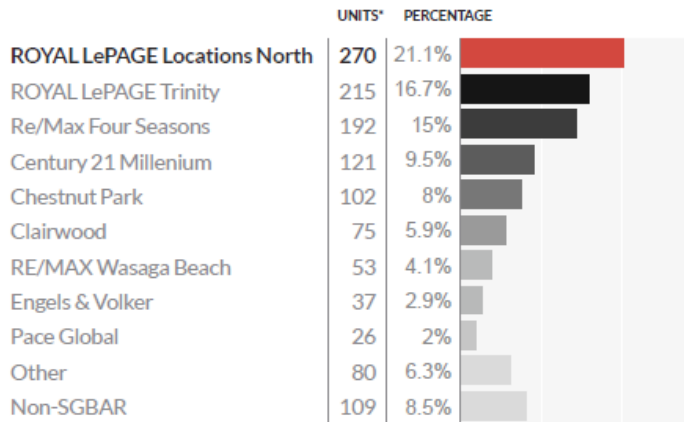


Locations North Sales Volume, 2011 - 2017

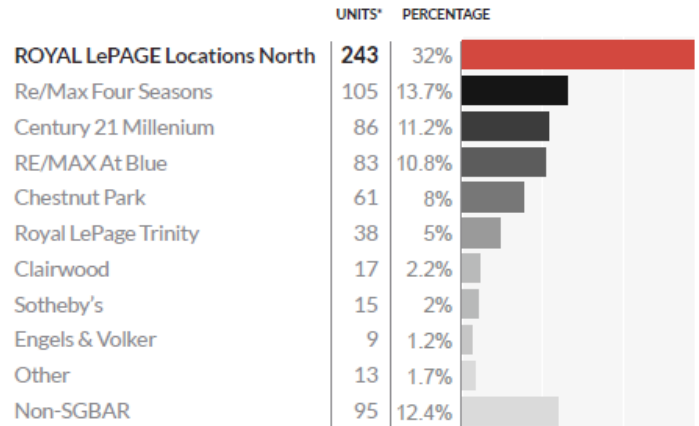


2017 UNIT SALES

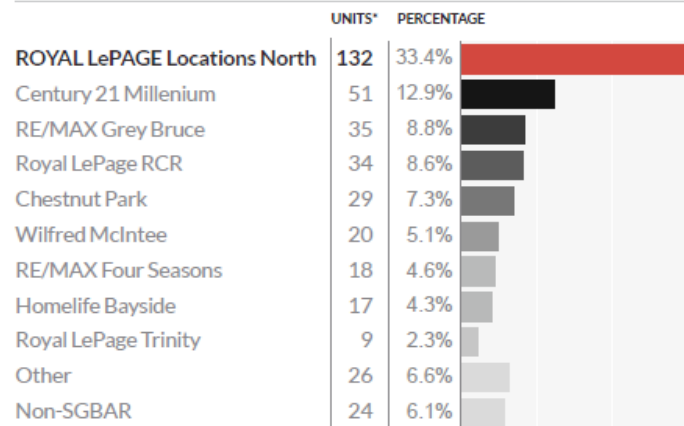
Collingwood



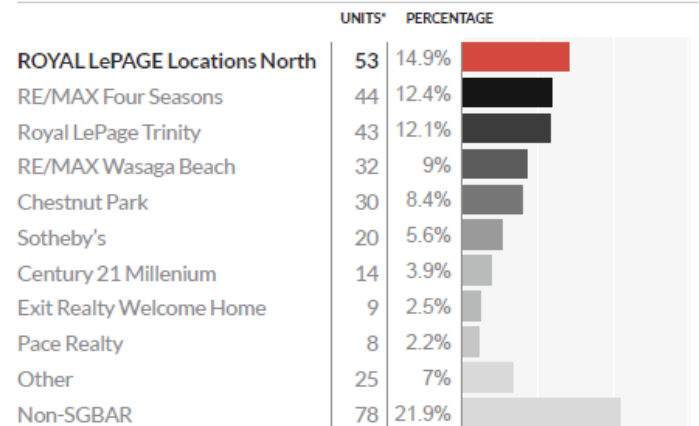
The Blue Mountains



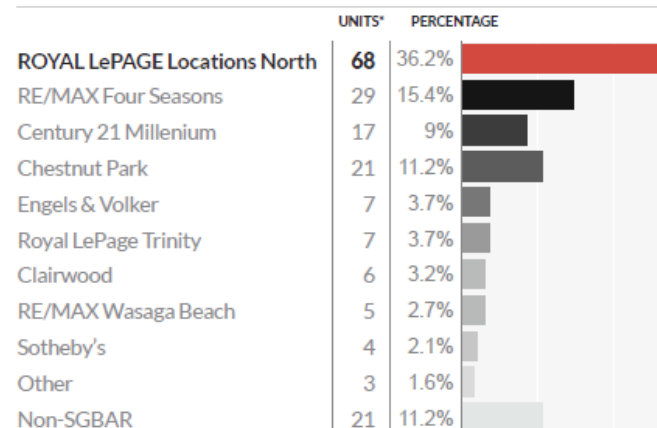
Meaford



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

