

# **WASAGA BEACH REAL ESTATE MARKET REPORT**

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## **THIRD QUARTER 2018**

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





# OVERVIEW

## THIRD-BEST Q3 SALES EVER, FEWER LISTINGS, SLIGHTLY HIGHER PRICES



### YEAR-TO-DATE SALES VOLUME OF \$172,288,498

Down 20% from 2017's \$214,907,264, with units of 416 down 21% from 2017's 529. New listings of 756 down 6% from 2017, with the sales/listings ratio of 55% down 10%.



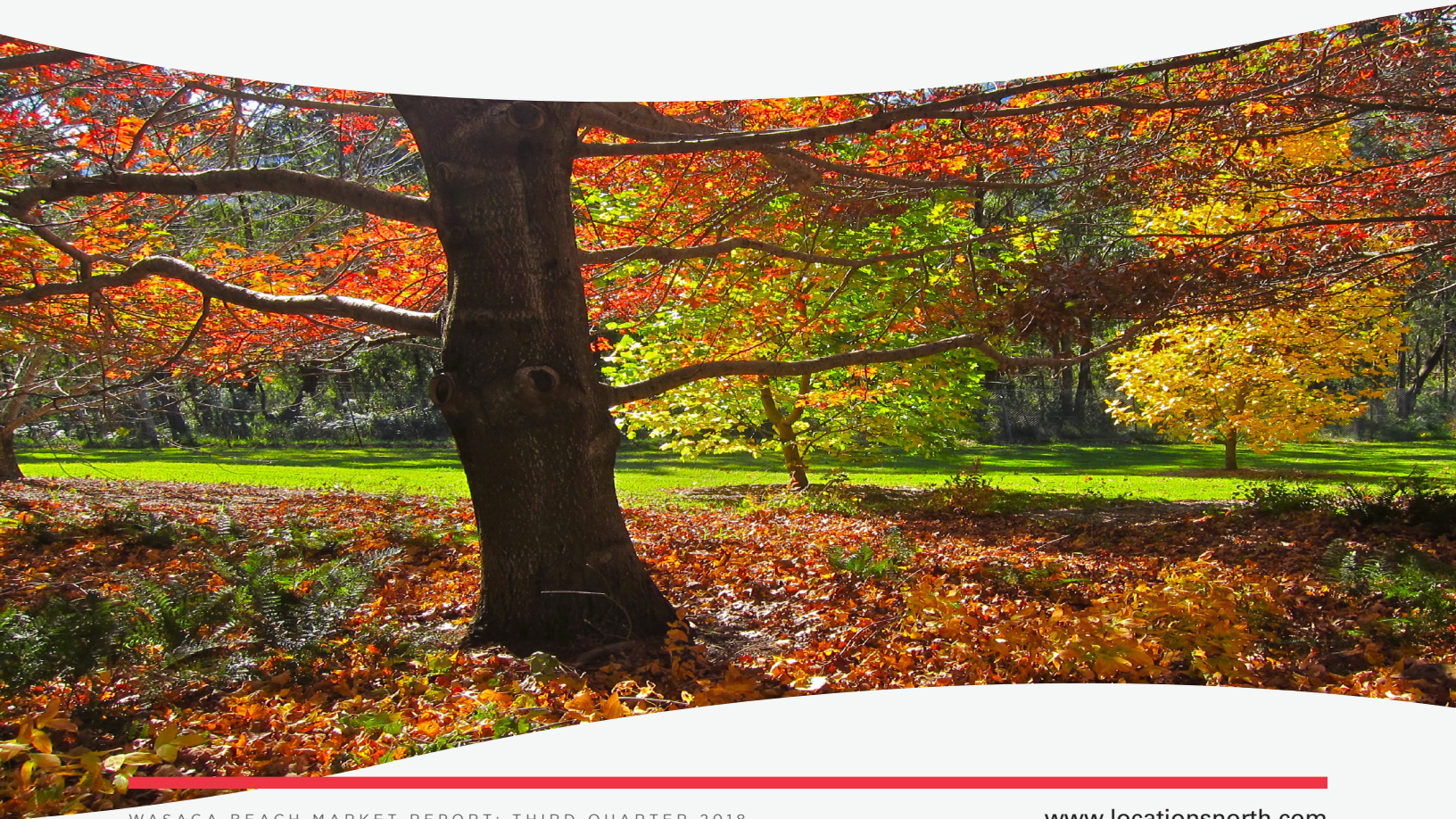
### THIRD-QUARTER SALES VOLUME OF \$60,614,100

Down 5% from Q3-2017's \$63,713,230. Units of 148 were down 5% from Q3-2017's 156, with new listings of 270 down 4% and the sales/listings ratio of 55% down 1%.



### THIRD-QUARTER AVERAGE SALE PRICE OF \$409,555

Up .3% from the \$408,418 of one year ago. Average days-on-market of 43 up 11 days.





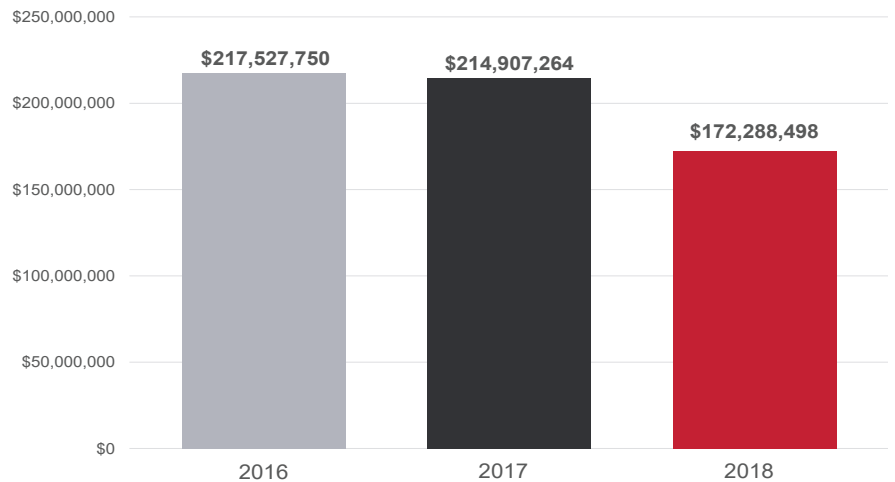
# OVERVIEW (cont'd)



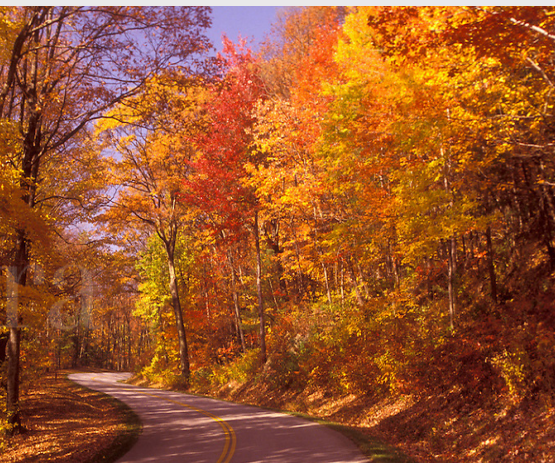
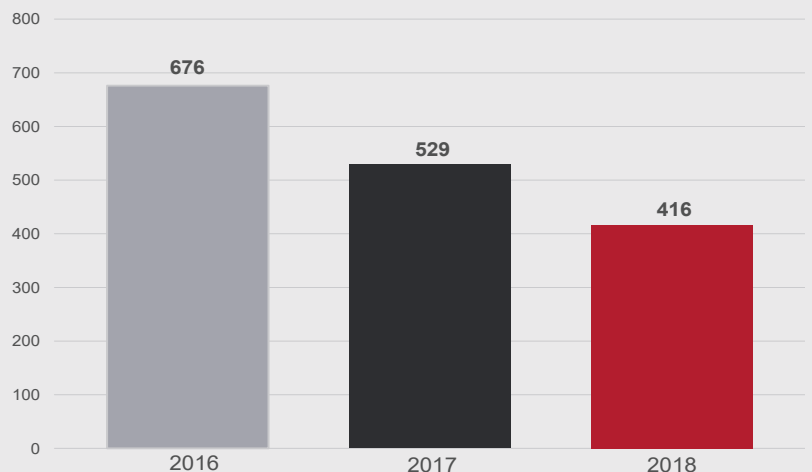
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

Compared to last September, this September saw: volume up **10%**; units up **11%** despite there being **27%** fewer new listings (yielding a high **71%** sales/listings ratio); **18%** fewer expireds; but the average days-on-market up **9** days, and the average sales price down **1%**. All in all, it's a **sellers' market**.

Graph 1:  
**Wasaga Beach MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 2:  
**Wasaga Beach MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2016 vs. 2017 vs. 2018

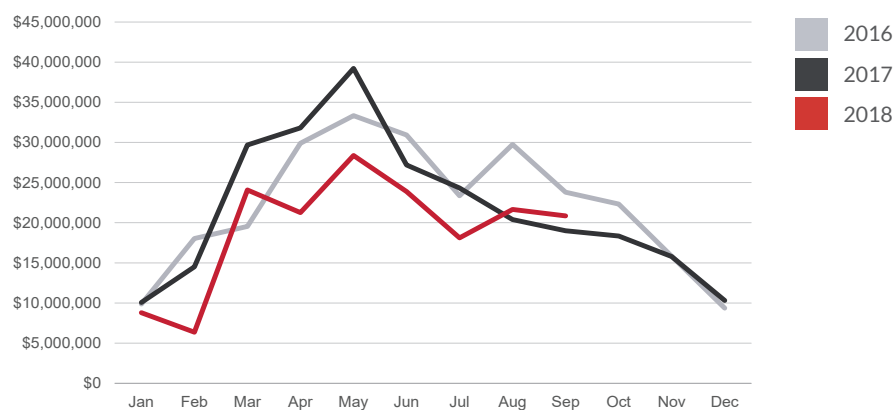
	2016	2017	2018	2017-2018
Year-To-Date (YTD) Volume Sales	\$217,527,750	\$214,907,264	\$172,288,498	-20%
YTD Unit Sales	676	529	416	-21%
YTD New Listings	848	808	756	-6%
YTD Sales/Listings Ratio	80%	65%	55%	-10%
YTD Expired Listings	118	74	98	+32%
Third Quarter (Q3) Volume Sales	\$76,144,167	\$63,713,230	\$60,614,100	-5%
Q3 Unit Sales	236	156	148	-5%
Q3 New Listings	229	281	270	-4%
Q3 Sales/Listings Ratio	103%	56%	55%	-1%
Q3 Expired Listings	43	48	42	-12%
Q3 Average Sale Price	\$322,645	\$408,418	\$409,555	+3%
September Volume Sales	\$23,082,640	\$18,991,968	\$20,847,900	+10%
September Unit Sales	65	46	51	+11%
September New Listings	65	98	72	-27%
September Sales/Listings Ratio	100%	47%	71%	+24%
September Expired Listings	12	22	18	-18%
September Average Sale Price	\$355,118	\$412,869	\$408,782	-1%
YTD Sales: Under \$100K	15	8	5	-37%
YTD Sales: \$100K - \$299K	301	122	81	-34%
YTD Sales: \$300K - \$499K	298	277	234	-16%
YTD Sales: \$500K - \$799K	55	107	90	-16%
YTD Sales: \$800K - \$999K	4	12	4	-67%
YTD Sales: \$1M - \$1.499M	2	3	2	-33%
YTD Average Days-On-Market	50	24	43	+79%
YTD Average Sale Price	\$321,787	\$406,252	\$414,155	+2%

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

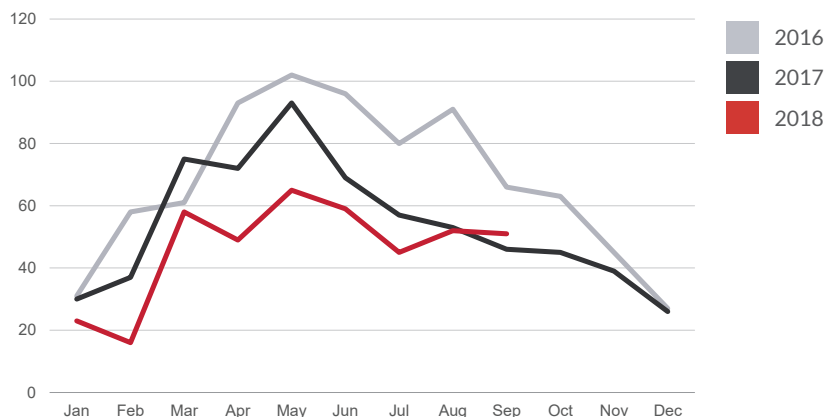
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2018 – compared with 2017's and 2016's records – has given us a slow January and February, a strong March, a modest Q2 with a small spike in May, and a flat Q3. **Graph 4** shows the same pattern for units, with only September achieving second-best ever sales numbers. In fact, Q3-2018's **148** sales were down **37%** from Q3-2016's record **236**, and were the least since Q3-2012's **142**. Generally, the Wasaga market has slowed and stablized, with the annual average sale price up **2%**, **29%** and **39%** from 2017, 2016 and 2015 respectively.

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



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

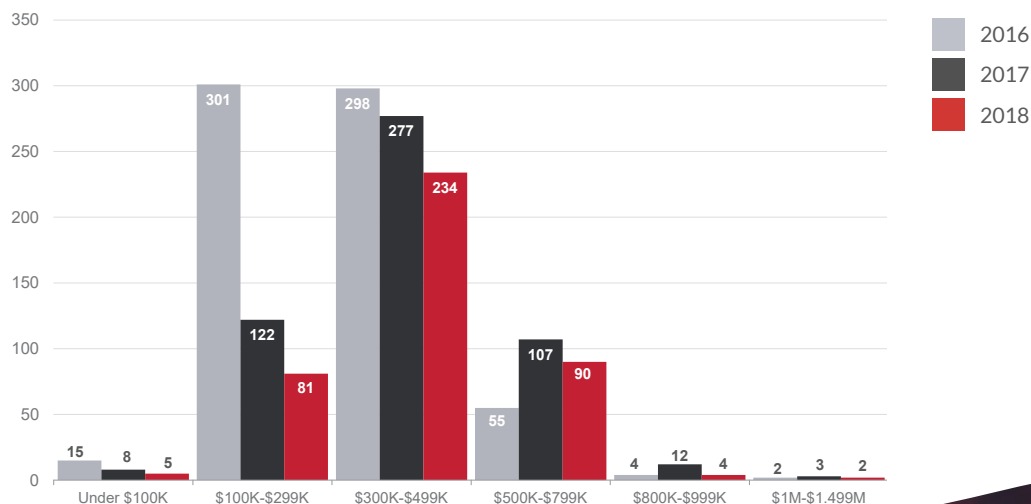




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, unit sales are down from this time last year in all price ranges. Thus, the Under-\$100K, \$100K-\$299K, \$300K-\$499K, \$500-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges are down **37%**, **34%**, **16%**, **16%**, **67%** and **33%** respectively from one year ago. More generally, the high-volume \$100K-\$799K bracket, which accounts for **97%** of Wasaga Beach's sales this year, is down **20%** from 2017, while the high-end \$800K+ market is down **60%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$162,452,648  
DOWN 20% from 2017

**UNIT SALES:** 386  
DOWN 21% from 2017

**AV. DAYS-ON-MARKET:** 43  
UP 20 days from 2017

**AV. SALE PRICE:** \$420,862  
UP 2% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$9,835,850  
DOWN 21% from 2017

**UNIT SALES:** 30  
DOWN 19% from 2017

**AV. DAYS-ON-MARKET:** 49  
UP 11 days from 2017

**AV. SALE PRICE:** \$327,862  
DOWN 2% from 2017

### VACANT LAND

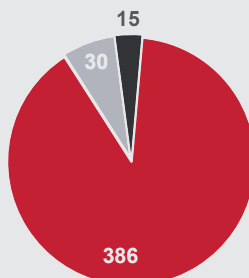
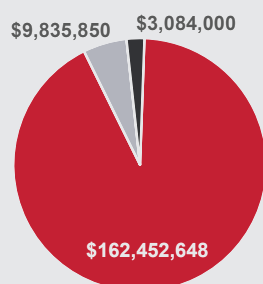
**DOLLAR SALES:** \$3,084,000  
DOWN 49% from 2017

**UNIT SALES:** 15  
DOWN 57% from 2017

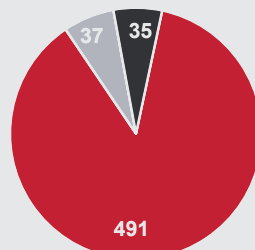
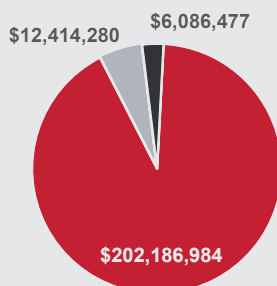
**AV. DAYS-ON-MARKET:** 44  
DOWN 13 days from 2017

**AV. SALE PRICE:** \$206,600  
UP 19% from 2017

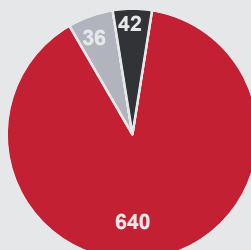
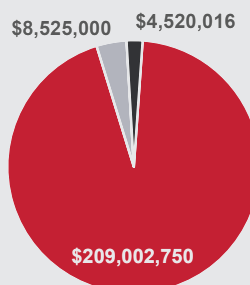
2018



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**

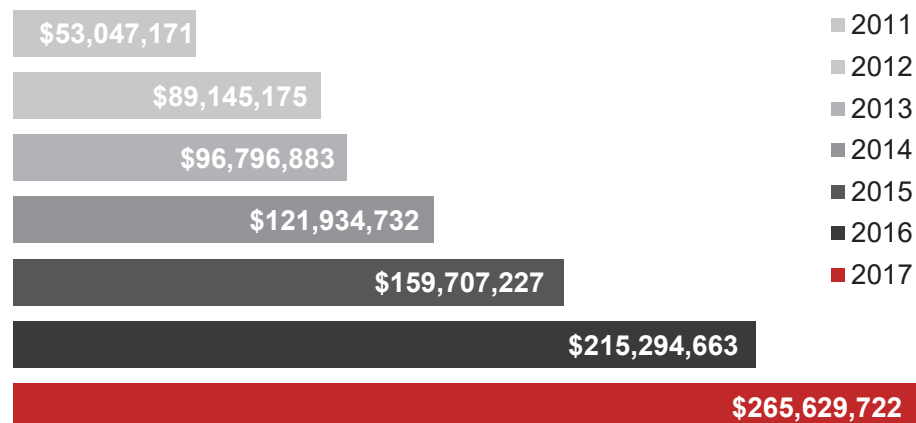
And we're #3 in Wasaga Beach after opening an office in mid-2015.



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



### Locations North Sales Volume, 2011 - 2017







# 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