

# THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

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## 2018 IN REVIEW

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





# 2018 OVERVIEW

## SECOND BEST VOLUME SALES EVER AFTER HUGE Q4; AVERAGE PRICE WAY UP



### 2018 TOTAL SALES VOLUME OF \$233,373,126

Down 4% from 2017's record \$244,176,774, with units of 347 down 13% from 2017's 399. New listings of 592 down 6% from 2017, with the sales/listings ratio of 59% down 5%.



### RECORD FOURTH-QUARTER SALES VOLUME OF \$73,961,930

Up 35% from Q4-2017's \$54,702,500. Units of 101 were up 11% from Q4-2017's 91, with new listings of 153 up 16% and the sales/listings ratio of 66% down 3%.



### RECORD FOURTH-QUARTER AVERAGE SALE PRICE OF \$732,296

Up 22% from 2017's record \$601,126. Average days-on-market of 60 was down 11 days.



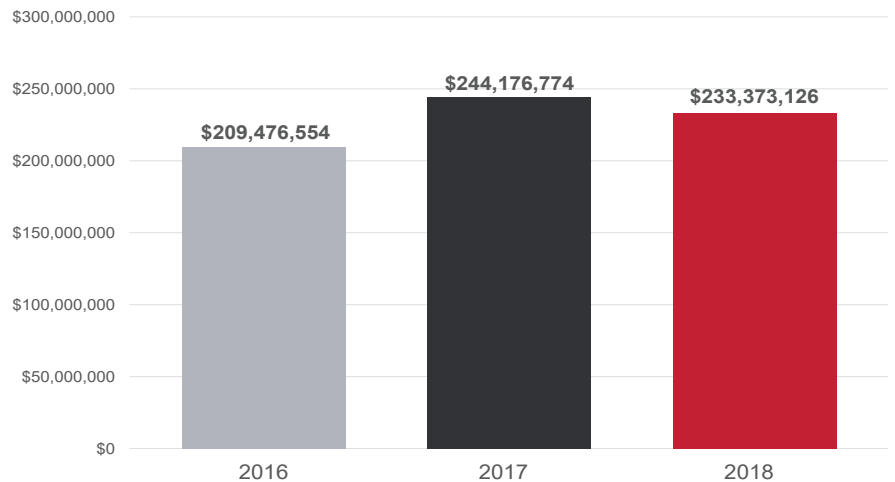
# OVERVIEW (cont'd)



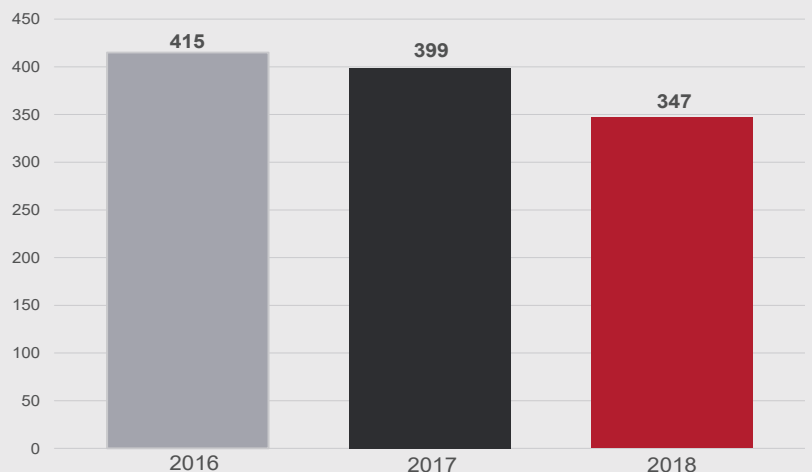
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December was an over-the-top month. Compared to December 2017, its sales volume was up **52%**, sales units were up **40%**, new listings were down **24%**, the average sale time was down **40** days, and the average sale price was up **9%**. So it was a **seller's market** – big time.

Graph 1:  
**The Blue Mts. MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL



Table 1:

**The Blue Mts. MLS® Residential Sales And Listing Summary**  
2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Annual (YTD) Volume Sales	\$209,476,554	\$244,176,774	\$233,373,126	-4%
Annual Unit Sales	415	399	347	-13%
Annual New Listings	642	628	592	-6%
Annual Sales/Listings Ratio	65%	64%	59%	-5%
Annual Expired Listings	211	163	182	+12%
Fourth Quarter (Q4) Volume Sales	\$55,992,159	\$54,702,500	\$73,961,930	+35%
Q4 Unit Sales	105	91	101	+11%
Q4 New Listings	130	132	153	+16%
Q4 Sales/Listings Ratio	81%	69%	66%	-3%
Q4 Expired Listings	64	76	62	-18%
Q4 Average Sale Price	\$533,259	\$601,126	\$732,296	+22%
December Volume Sales	\$9,925,300	\$9,149,400	\$13,927,250	+52%
December Unit Sales	23	15	21	+40%
December New Listings	27	34	26	-24%
December Sales/Listings Ratio	85%	44%	81%	+37%
December Expired Listings	22	22	31	+41%
December Average Sale Price	\$431,535	\$609,960	\$663,202	+9%
Annual Sales: \$100K - \$299K	129	90	63	-30%
Annual Sales: \$300K - \$499K	139	121	83	-31%
Annual Sales: \$500K - \$799K	91	97	105	+8%
Annual Sales: \$800K - \$999K	22	35	41	+17%
Annual Sales: \$1M - \$1.499M	21	38	34	-11%
Annual Sales: \$1.5M - \$1.999M	6	12	12	0%
Annual Sales: \$2M+	7	6	9	+50%
Annual Average Days-On-Market	83	68	58	-15%
Annual Average Sale Price	\$504,763	\$611,972	\$672,545	+10%

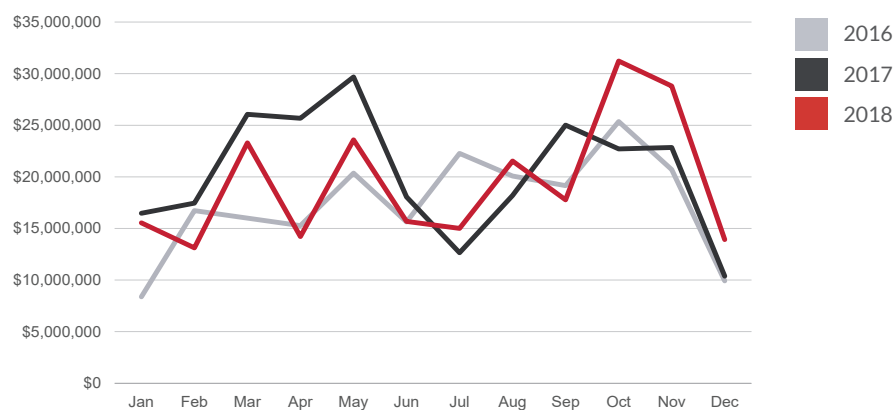
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



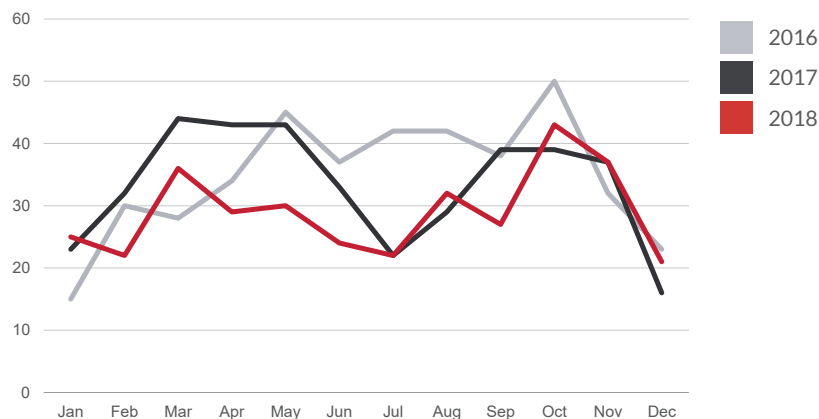
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, sales volume was up-and-down all year, the bottom line being that The Blue Mts. had its second-best ever Q1 and Q2, its third-best Q3 and a huge Q4, setting four monthly records in 2018. However, **Graph 4** shows that the volume was not driven by record unit sales (except January), but by rising prices, with Q4's average price up **22%** from Q4-2017, and 2018 up **10%** from 2017 overall. That said, 2018 was a difficult year for many buyers, given the Bank of Canada's five interest rate hikes and the implementation by federally-regulated lenders of the 'stress test'. On those terms, 2018 was a great year and underscored The Blue Mts. market's growing value.

Graph 3:  
**The Blue Mts. Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Volume)



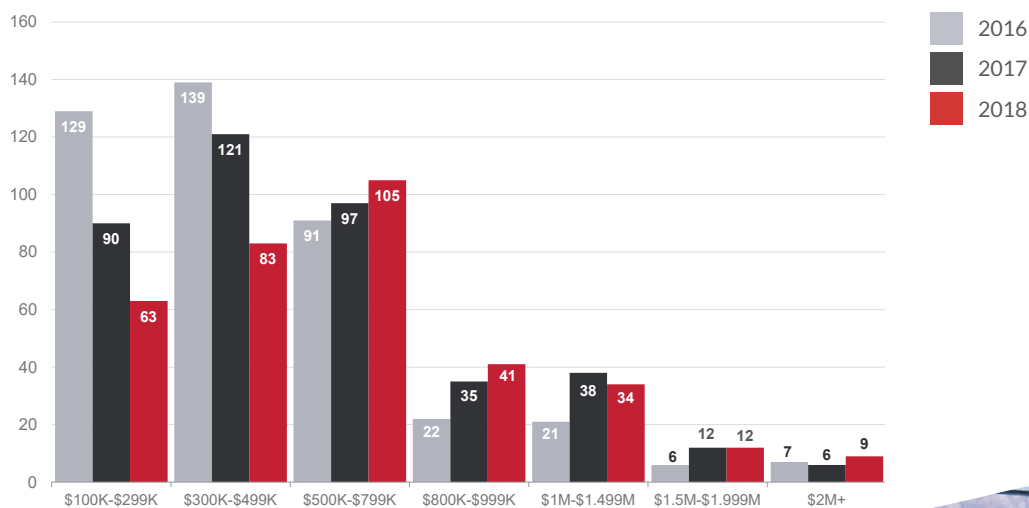
Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales were up from 2017 in three price ranges, down in three and even in one. And so, the \$500K-\$799K, \$800K-\$999K and \$2M+ ranges were up **8%**, **17%** and **50%** respectively; while the Under-\$300K, \$300K-\$499K and \$1M-\$1.499M ranges were down **30%**, **31%** and **11%** respectively; and the \$1.5M-\$1.999M range was **even**. More generally, the Under-\$500K bracket (where **42%** of The Blue Mts. sales were in 2018) was down **31%** from 2017; the median \$500K- \$999K bracket (which also had **42%** of 2018's sales) was up **11%** from 2017; and the luxury \$1M+ market (**16%** of 2018's sales) was down **2%** from 2017.

Graph 5:  
**The Blue Mts. MLS® Sales By Price**  
2016 vs. 2017 vs. 2018 (Units)





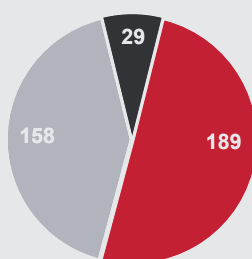
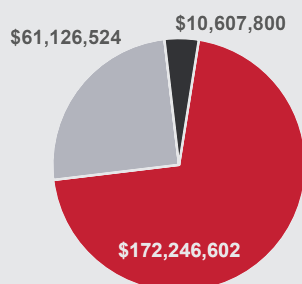
# SALES BY PROPERTY TYPE

Graph 6:

**The Blue Mts. MLS® Sales By Property Type**  
2016 vs. 2017 vs. 2018 (Dollars and Units)

## 2018 IN DETAIL

### 2018



### SINGLE-FAMILY HOMES

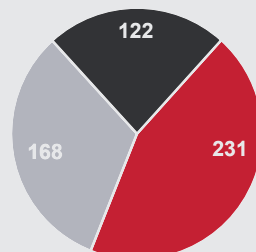
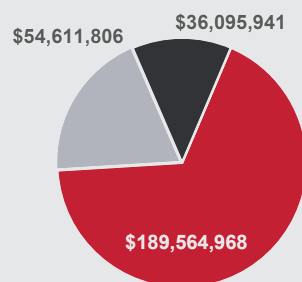
**DOLLAR SALES:** \$172,246,602  
DOWN 9% from 2017

**UNIT SALES:** 189  
DOWN 18% from 2017

**AV. DAYS-ON-MARKET:** 58  
DOWN 12 days from 2017

**AV. SALE PRICE:** \$911,358  
UP 11% from 2017

### 2017



### CONDOMINIUMS

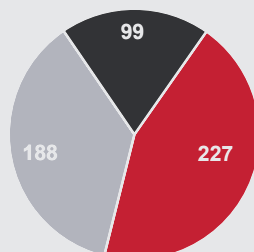
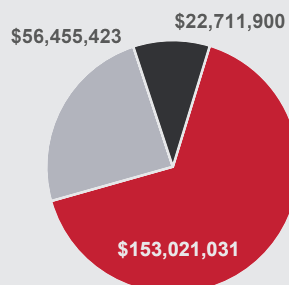
**DOLLAR SALES:** \$61,126,524  
UP 12% from 2017

**UNIT SALES:** 158  
DOWN 6% from 2017

**AV. DAYS-ON-MARKET:** 58  
DOWN 7 days from 2017

**AV. SALE PRICE:** \$386,877  
UP 19% from 2017

### 2016



### VACANT LAND

**DOLLAR SALES:** \$10,607,800  
DOWN 71% from 2017

**UNIT SALES:** 29  
DOWN 76% from 2017

**AV. DAYS-ON-MARKET:** 155  
DOWN 125 days from 2017

**AV. SALE PRICE:** \$365,786  
UP 24% from 2017

■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2018

## OUR SIXTH STRAIGHT RECORD-BREAKING YEAR!



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$288,097,462 – up 7% from 2017 despite the market being down 14%



**WE HAD MORE THAN 2¼ TIMES THE SALES VOLUME OF OUR NEAREST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

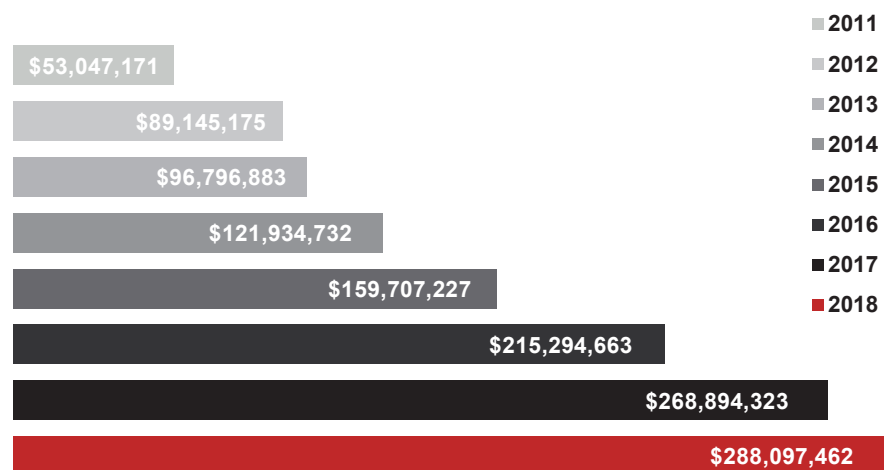
And we were #3 in Wasaga Beach after opening an office in 2015.



**WE WERE #1 IN LUXURY HOME SALES VOLUME, ALMOST TRIPLING OUR NEAREST REGIONAL COMPETITOR**



**Locations North Sales Volume, 2011 - 2018**













*\*Southern Georgian Bay Association of REALTORS®*












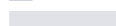
# 2018 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+











## Collingwood

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	158.5	31.8%	
RE/MAX Four Seasons	76.5	15.3%	
Royal LePage Trinity	53	10.6%	
Chestnut Park	50.5	10.1%	
Century 21 Millenium	42	8.4%	
Clairwood	20	4%	
Engel & Volkers	14	2.8%	
RE/MAX of Wasaga Beach	12.75	2.6%	
Other	28	5.6%	
Non-SGBAR	43.75	8.8%	











## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	66.5	25.8%	
RE/MAX at Blue	45.5	17.6%	
RE/MAX Four Seasons	37.5	14.5%	
Chestnut Park	24.5	9.5%	
Century 21 Millenium	20	7.8%	
Royal LePage Trinity	14.5	5.6%	
Clairwood	6	2.3%	
Engel & Volkers	5	1.9%	
Other	9	3.5%	
Non-SGBAR	29.5	11.4%	











## Meaford

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	62.5	35.7%	
Century 21 Millenium	14.5	8.3%	
Royal LePage RCR	10.5	6%	
RE/MAX Four Seasons	9	5.1%	
Wilfred McIntee	9	5.1%	
Chestnut Park	8.5	4.9%	
RE/MAX Grey Bruce	6	3.4%	
Homelife Bayside	5.5	3.1%	
Other	29.75	16.9%	
Non-SGBAR	19.75	11.3%	











## Clearview

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	11.5	26.1%	
RE/MAX Four Seasons	7	15.9%	
Chestnut Park	3	6.8%	
Royal LePage Trinity	3	6.8%	
RE/MAX of Wasaga Beach	3	6.8%	
Engel & Volkers	1.5	3.4%	
Sotheby's	1.5	3.4%	
Century 21 Millenium	1.5	3.4%	
Other	3.5	8%	
Non-SGBAR	8.5	19.3%	

## Georgian Triangle Overall\*

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	366.5	25.8%	
RE/MAX of Wasaga Beach	167	11.7%	
Royal LePage Trinity	157.5	11.1%	
RE/MAX Four Seasons	144.75	10.2%	
Century 21 Millenium	116.5	8.2%	
Chestnut Park	94	6.6%	
RE/MAX at Blue	48.5	3.4%	
Clairwood	28.5	2%	
Engel & Volkers	24.75	8.2%	
Other	275	19.3%	

## Georgian Triangle Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage LocationsNorth	39	40.1%	
RE/MAX Four Seasons	14	14.6%	
Chestnut Park	9	9.4%	
Century 21 Millenium	7	7.3%	
Engel & Volkers	6	6.3%	
Clairwood	4.5	4.7%	
Sotheby's	2	2.1%	
Royal LePage RCR	2	2.1%	
Royal LePage Trinity	1.5	1.6%	
Other	11	11.5%	



**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

