

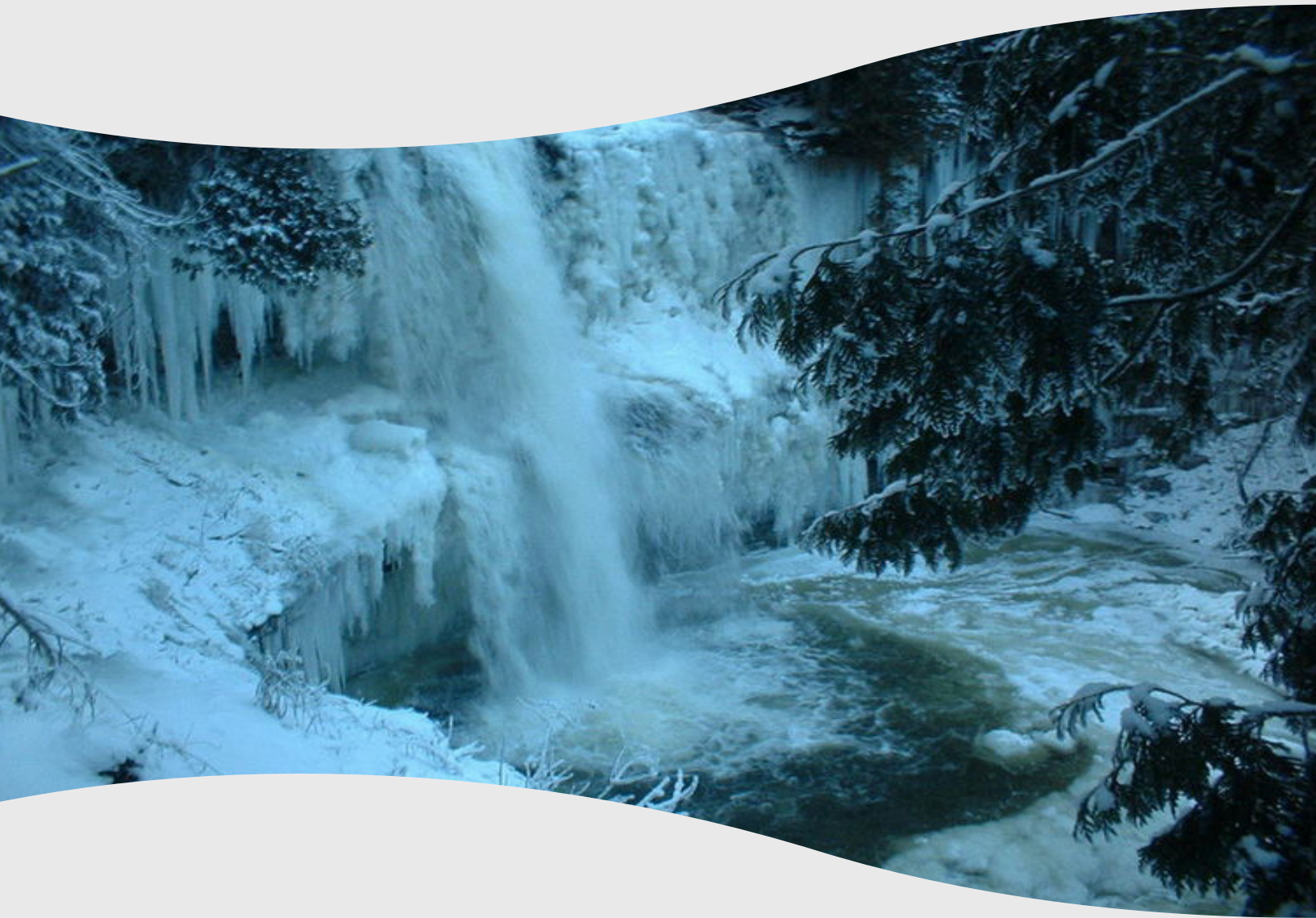
# **CLEARVIEW REAL ESTATE MARKET REPORT**

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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

**THIRD BEST VOLUME SALES EVER,  
AVERAGE PRICE DOWN SLIGHTLY**



## 2018 TOTAL SALES VOLUME OF \$80,815,512

Down 14% from 2017's \$93,362,600, with units of 150 down 13% from 2017's 173. New listings of 298 up 10% from 2017, with the sales/listings ratio of 50% down 14%.



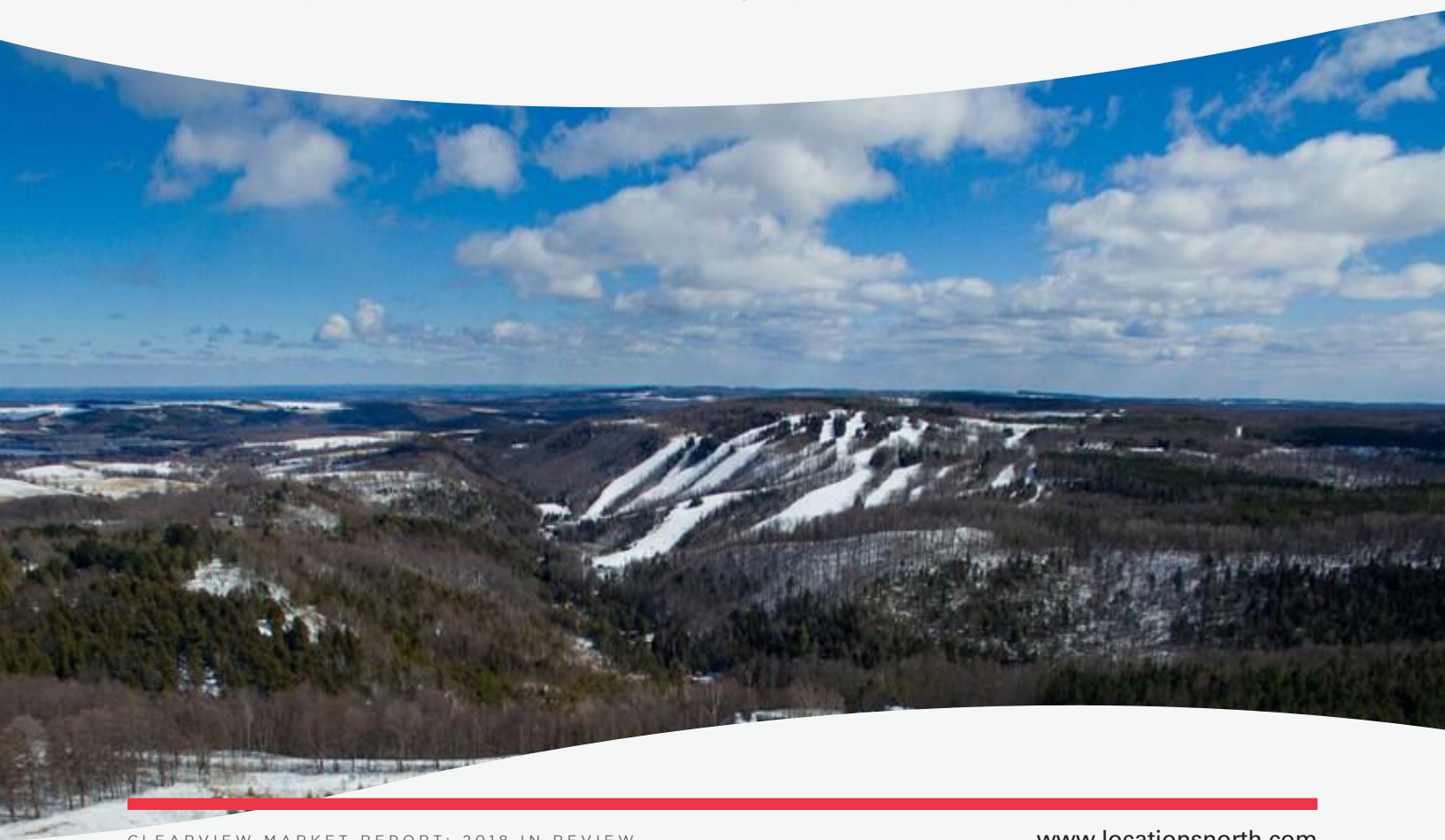
## FOURTH-QUARTER SALES VOLUME OF \$17,568,112

Up 37% from Q4-2017's \$12,853,400. Units of 32 were up 14% from Q4-2017's 28, with new listings of 58 up 26% and the sales/listings ratio of 55% down 6%.



## FOURTH-QUARTER AVERAGE SALE PRICE OF \$549,004

Up 20% from Q4-2017's \$459,050. Average days-on-market of 55 was up 2 days.





# OVERVIEW (cont'd)

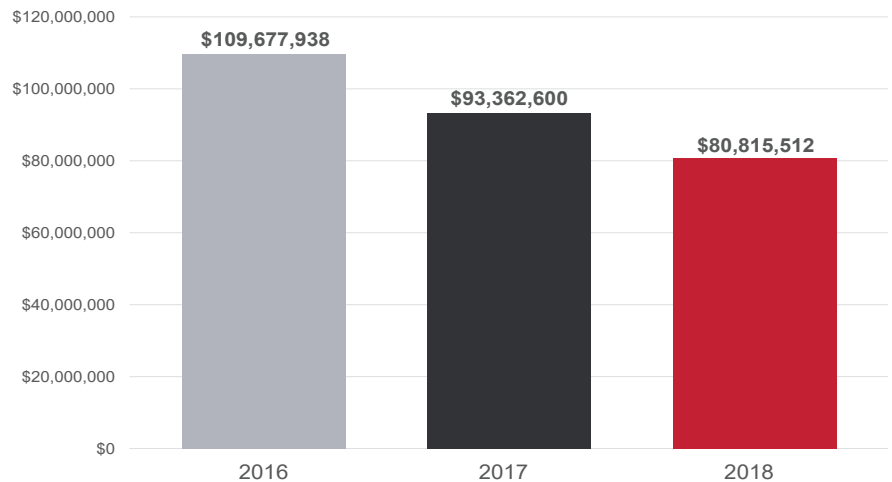


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

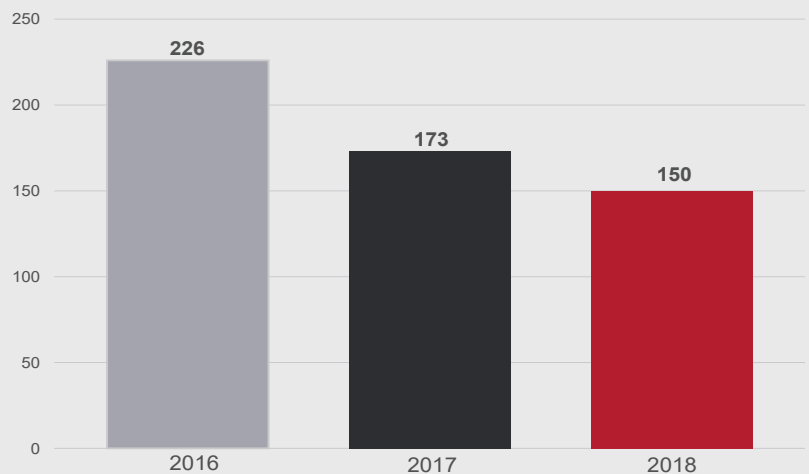
Though Q4's sales were up from Q4-2017, December sales slowed. Volume and units were down 5% and 14% respectively from December 2017, while new and expired listings were up 38% and 133% respectively. Still, Q4's and December's sales/listings ratio were both 55%, so it was a **sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

## Clearview MLS® Residential Sales And Listing Summary

2016 vs. 2017 vs. 2018

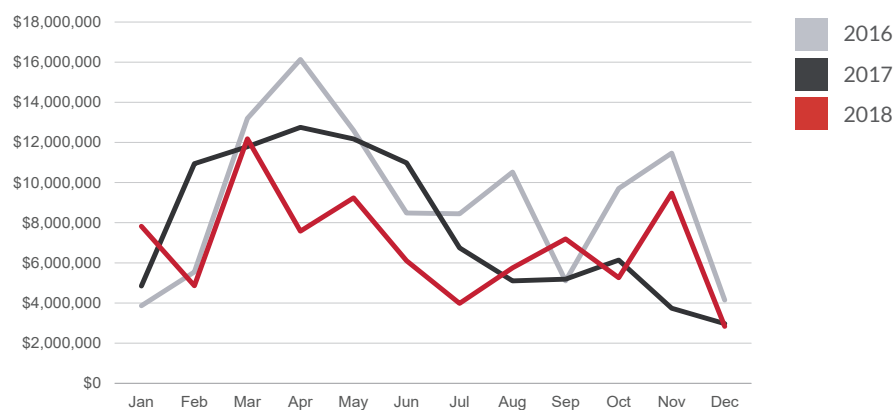
	2016	2017	2018	2017-2018
Annual Volume Sales	\$109,677,938	\$93,362,600	\$80,815,512	-14%
Annual Unit Sales	226	173	150	-13%
Annual New Listings	346	270	298	+10%
Annual Sales/Listings Ratio	64%	64%	50%	-14%
Annual Expired Listings	81	78	83	+6%
Fourth Quarter (Q4) Volume Sales	\$25,318,800	\$12,853,400	\$17,568,112	+37%
Q4 Unit Sales	53	28	32	+14%
Q4 New Listings	77	46	58	+26%
Q4 Sales/Listings Ratio	66%	61%	55%	-6%
Q4 Expired Listings	26	22	33	+50%
Q4 Average Sale Price	\$477,713	\$459,050	\$549,004	+20%
December Volume Sales	\$4,144,800	\$2,973,500	\$2,832,500	-5%
December Unit Sales	10	7	6	-14%
December New Listings	12	8	11	+38%
December Sales/Listings Ratio	83%	88%	55%	-33%
December Expired Listings	10	6	14	+133%
December Average Sale Price	\$414,480	\$424,768	\$472,083	+11%
Annual Sales: \$100K - \$299K	73	25	16	-36%
Annual Sales: \$300K - \$499K	97	84	74	-12%
Annual Sales: \$500K - \$799K	30	42	45	+7%
Annual Sales: \$800K - \$999K	7	10	7	-30%
Annual Sales: \$1M - \$1.499M	12	7	5	-29%
Annual Sales: \$1.5M - \$1.999M	2	2	0	-200%
Annual Sales: \$2M+	5	3	3	0%
Annual Average Days-On-Market	65	49	60	+22%
Annual Average Sale Price	\$485,301	\$539,668	\$538,770	-.2%

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

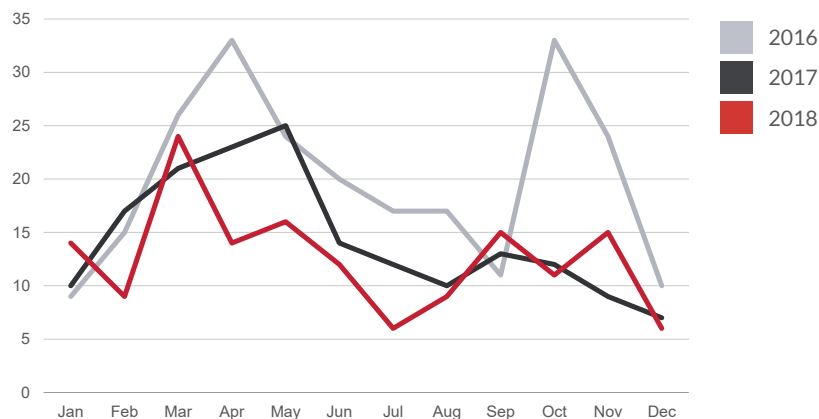
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2018 was up-and-down for Clearview. It started with a record January and second-best ever Q1 (with a March spike), followed by a very slow Q2. The Q3 market then hit bottom in July before rebounding into a record September, followed by relatively good Q4 with a November spike. **Graph 4** shows a similar pattern, but with smaller spikes and deeper troughs. That said, the 2018 market faced two challenges that greatly reduced the buying power of many: five Bank of Canada rate hikes and the 'stress-test' implemented by federally-regulated lenders. On those terms, Clearview's third-best ever sales volume in 2018 showed its fundamental market value and strength.

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



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

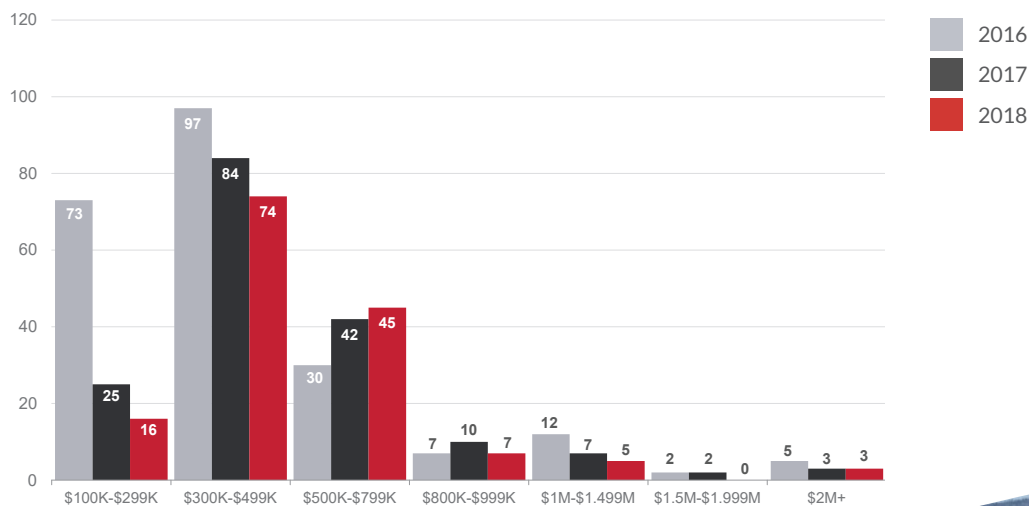




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018's unit sales were down from 2017 in five price ranges, up in one and even in one. Thus, the \$100K-\$299K, \$300K-\$499K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M and ranges were down **36%**, **12%**, **30%**, **29%** and **200%** from 2017; while the \$500K-\$799K range was up **7%** and the \$2M+ range was **even**. More generally, sales in the Under \$800K bracket – which accounted for **90%** of Clearview's sales in 2018 – were down **11%**, while sales in the luxury \$1M+ range were down **33%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$78,828,012  
DOWN 15% from 2017

**UNIT SALES:** 144  
DOWN 15% from 2017

**AV. DAYS-ON-MARKET:** 60  
UP 10 days from 2017

**AV. SALE PRICE:** \$547,417  
UP 1% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$1,987,500  
UP 179% from 2017

**UNIT SALES:** 6  
UP 100% from 2017

**AV. DAYS-ON-MARKET:** 66  
UP 51 days from 2017

**AV. SALE PRICE:** \$331,250  
UP 14% from 2017

### VACANT LAND

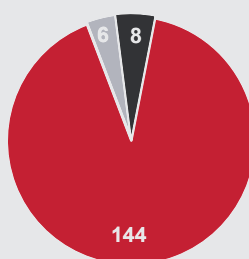
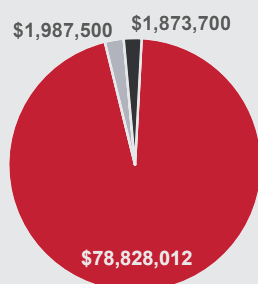
**DOLLAR SALES:** \$1,873,700  
DOWN 58% from 2017

**UNIT SALES:** 8  
DOWN 68% from 2017

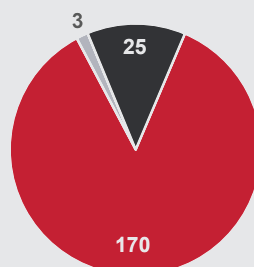
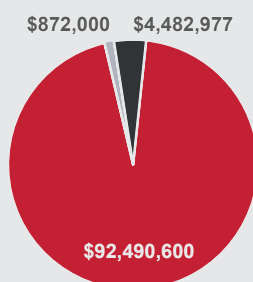
**AV. DAYS-ON-MARKET:** 97  
DOWN 18 days from 2017

**AV. SALE PRICE:** \$234,213  
UP 31% from 2017

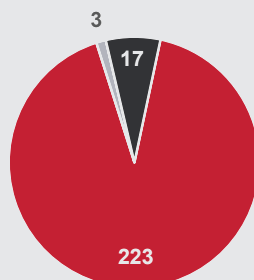
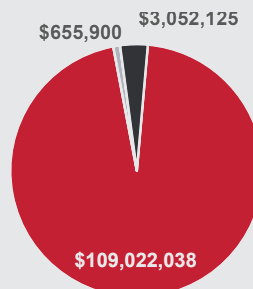
2018



2017



2016



■ 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)**

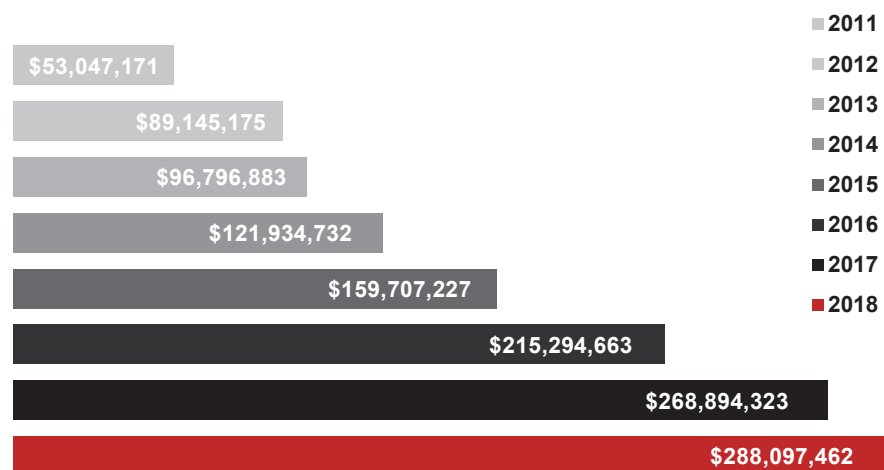
And we were #3 in Wasaga Beach after opening an office in 2015.



**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®*












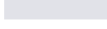
# 2018 UNIT SALES

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











## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	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%	










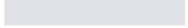
## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	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 Locations North	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 Locations North	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 Locations North	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 Locations North	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%	



# 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

