

# COLLINGWOOD 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,  
SOLID Q4, AVERAGE PRICE UP**



**2018 TOTAL SALES VOLUME OF \$242,458,274**

Down **16%** from 2017's record **\$290,231,860**, with units of **497** down **22%** from 2017's **637**.  
New listings of **818** down **4%** from 2017, with the sales/listings ratio of **61%** down **14%**.



**FOURTH-QUARTER SALES VOLUME OF \$51,475,925**

Down **8%** from Q4-2017's **\$55,852,863**. Units of **108** were down **15%** from Q4-2017's **127**,  
with new listings of **153** up **11%**, and the sales/listings ratio of **71%** down **21%**.



**RECORD FOURTH-QUARTER AVERAGE SALE PRICE OF \$476,629**

Up **8%** from the **\$439,786** of Q4-2017. Average days-on-market of **39** was down by **3** days.





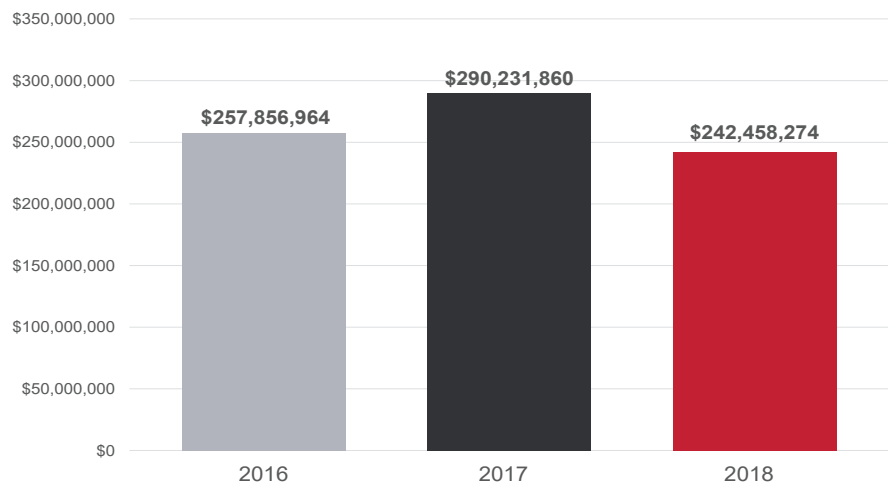
# OVERVIEW (cont'd)



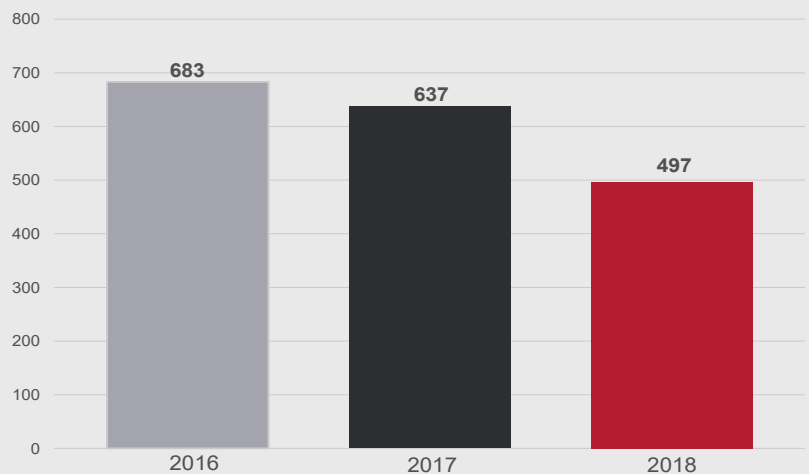
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December saw **20** unit sales, down **33%** from December 2017 and the least since 2012. As well, new listings were up **138%** and expireds were up **100%**. Still, the average price was up **26%**, average days-on-market was down **3** days, and the sales/listings ratio was **65%**. So it was a **sellers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Collingwood MLS® Residential Sales And Listing Summary

2016 vs. 2017 vs. 2018

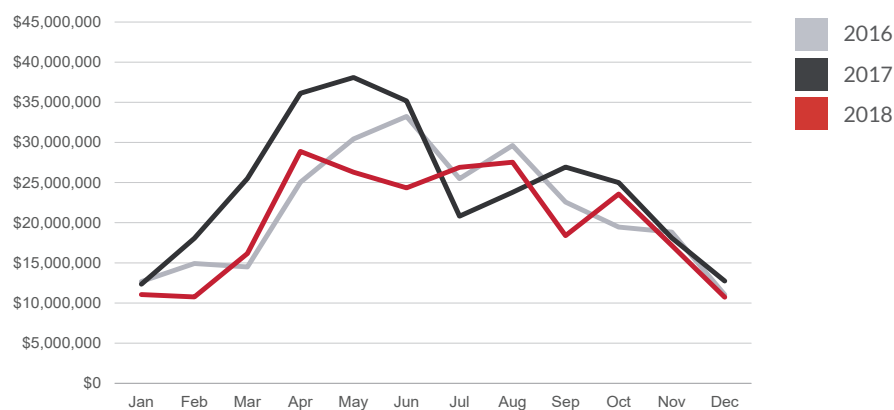
	2016	2017	2018	2017-2018
Annual Volume Sales	\$257,856,964	\$290,231,860	\$242,458,274	-16%
Annual Unit Sales	683	637	497	-22%
Annual New Listings	814	848	818	-4%
Annual Sales/Listings Ratio	84%	75%	61%	-14%
Annual Expired Listings	99	82	160	+95%
Fourth Quarter (Q4) Volume Sales	\$49,329,626	\$55,852,863	\$51,475,925	-8%
Q4 Unit Sales	118	127	108	-15%
Q4 New Listings	134	138	153	+11%
Q4 Sales/Listings Ratio	88%	92%	71%	-21%
Q4 Expired Listings	24	34	82	+141%
Q4 Average Sale Price	\$418,048	\$439,786	\$476,629	+8%
December Volume Sales	\$11,040,083	\$12,730,900	\$10,729,000	-16%
December Unit Sales	26	30	20	-33%
December New Listings	21	13	31	+138%
December Sales/Listings Ratio	124%	231%	65%	-166%
December Expired Listings	8	18	36	+100%
December Average Sale Price	\$424,619	\$424,363	\$536,450	+26%
Annual Sales: Under \$300K	283	146	60	-59%
Annual Sales: \$300K - \$499K	266	303	265	-13%
Annual Sales: \$500K - \$799K	108	151	132	-13%
Annual Sales: \$800K - \$999K	20	23	24	+4%
Annual Sales: \$1M - \$1.499M	5	8	13	+63%
Annual Sales: \$1.5M - \$1.999M	0	5	1	-80%
Annual Sales: \$2M+	1	1	2	+100%
Annual Average Days-On-Market	41	31	34	+10%
Annual Average Sale Price	\$377,536	\$455,623	\$487,844	+6%

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

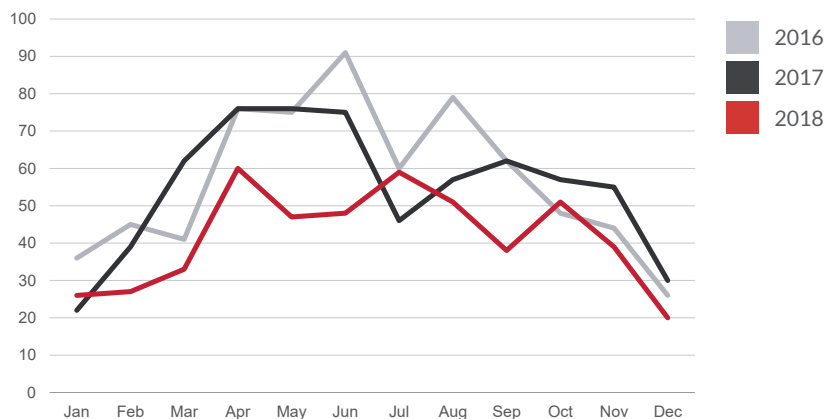
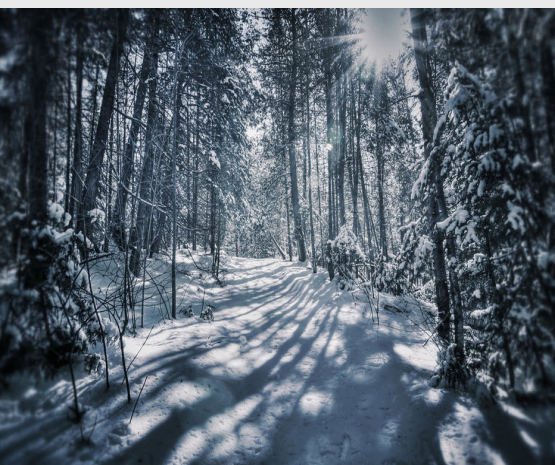
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow Q1 and then a better Q2 set in motion by an April spike, Collingwood's Q3 and Q4 volume sales were both the second-best ever. However, **Graph 4** shows that those volume sales were not due to strong unit sales, but to average prices being up **13%** from Q3-2017 and **8%** from Q4-2017. That said, 2018 was a challenging year for buyers due to five Bank of Canada interest rate hikes and all federally-regulated lenders implementing the 'stress test'. On those terms, 2018 was a pretty good year: a **61%** sales/listings ratio, a **34-day** average sale time and a **6%** average price increase, all demonstrating the Collingwood market's strength and value.

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



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

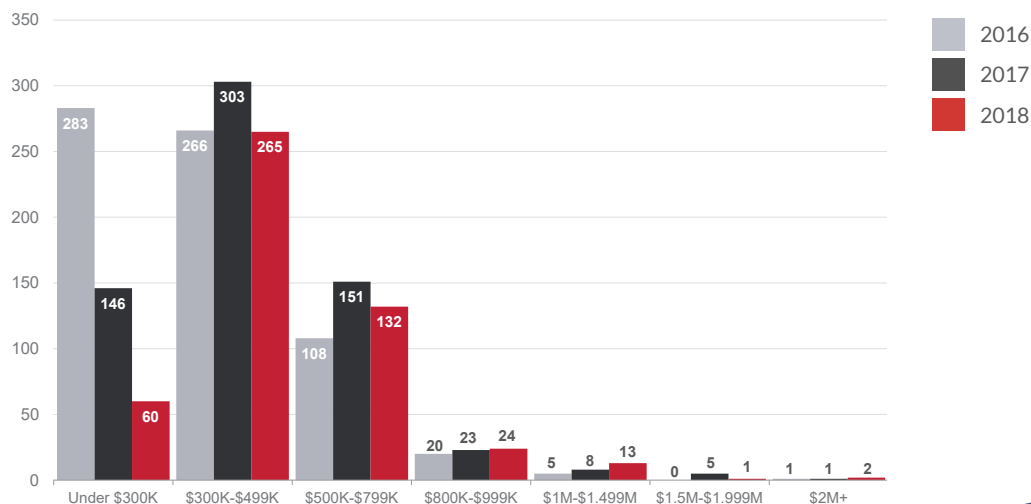




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales were down from 2017 in four price ranges and up in three. And so, the Under-\$300K, \$300K-\$499K, \$500-\$799K and \$1.5M-\$1.999M ranges were down **59%**, **13%**, **13%** and **80%** respectively from 2017; while the \$800K-\$999K, \$1M- \$1.499M and \$2M+ ranges were up **4%**, **63%** and **100%** respectively. More generally, while the Under-\$800K – which accounted for **92%** of Collingwood's sales in 2018 – was down **26%** from a 2017, the high-end, \$800K+ home market was up **8%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$151,717,150  
DOWN 14% from 2017

**UNIT SALES:** 275  
DOWN 20% from 2017

**AV. DAYS-ON-MARKET:** 33  
DOWN 1 day from 2017

**AV. SALE PRICE:** \$551,699  
UP 7% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$90,741,124  
DOWN 21% from 2017

**UNIT SALES:** 222  
DOWN 24% from 2017

**AV. DAYS-ON-MARKET:** 36  
UP 8 days from 2017

**AV. SALE PRICE:** \$408,744  
UP 5% from 2017

### VACANT LAND

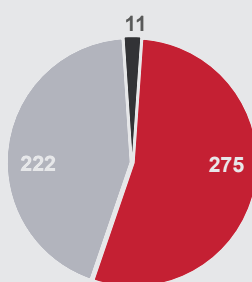
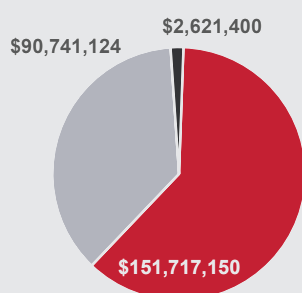
**DOLLAR SALES:** \$2,621,400  
DOWN 25% from 2017

**UNIT SALES:** 11  
EQUAL to 2017

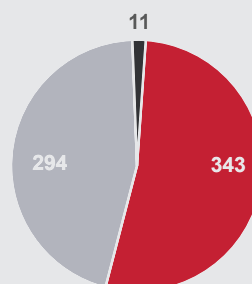
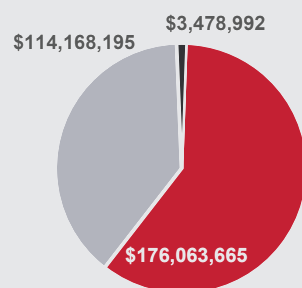
**AV. DAYS-ON-MARKET:** 110  
DOWN 17 days from 2017

**AV. SALE PRICE:** \$238,309  
DOWN 25% from 2017

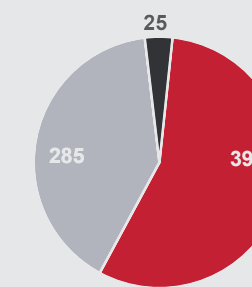
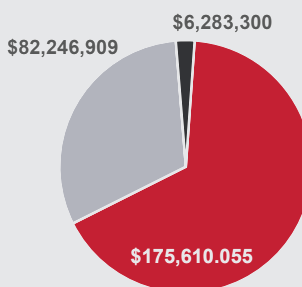
2018



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)**

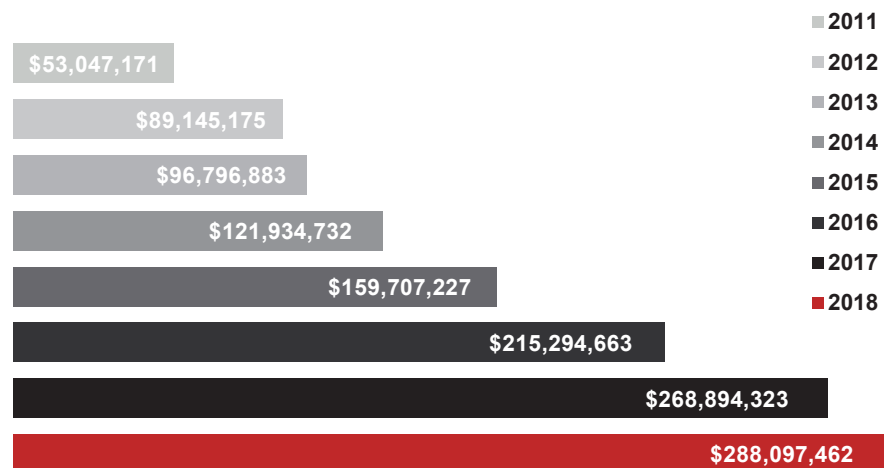
And we were #3 in Wasaga Beach after opening an office in 2015.



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



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




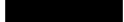








*\*Southern Georgian Bay Association of REALTORS®*




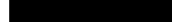








# 2018 UNIT SALES

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











## Collingwood

	UNITS	PERCENTAGE	
Royal LePage 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.

ROYAL LEPAGE  
SHELTER  
FOUNDATION

**TOP 1%**  
DONOR 2017



## 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

