

# GEORGIAN TRIANGLE REAL ESTATE MARKET REPORT

---

## 2018 IN REVIEW

---

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





# OVERVIEW

## THIRD BEST ANNUAL VOLUME EVER, LISTINGS DOWN, PRICES UP



### 2018 TOTAL SALES VOLUME OF \$919,965,369

Down 14% from 2017's record \$1,066,094,286, with units of 1845 down 18% from 2017's 2249. New listings of 3133 down 4% from 2017, with the sales/listings ratio of 59% down 10%.



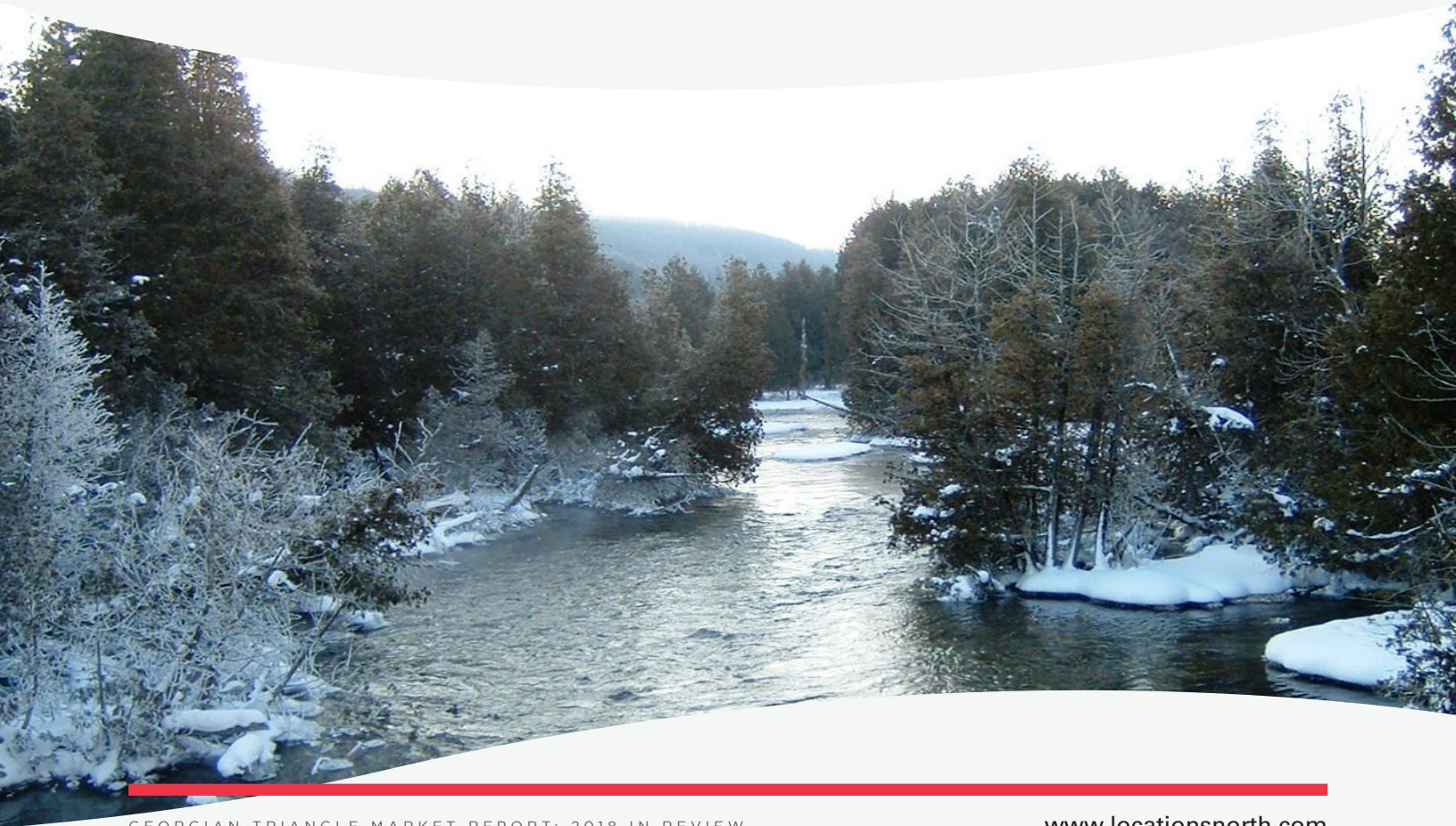
### FOURTH-QUARTER SALES VOLUME OF \$206,970,384

Up .3% from Q4-2017's \$206,352,271. Units of 389 were down 10% from Q4-2017's 432, with new listings up 7% and expired listings up 19%. The sales/listings ratio of 71% was down 14%.



### FOURTH-QUARTER AVERAGE SALE PRICE OF \$532,059

Up 11% from Q4-2017's \$477,677. Average days-on-market of 55 was down 2 days.



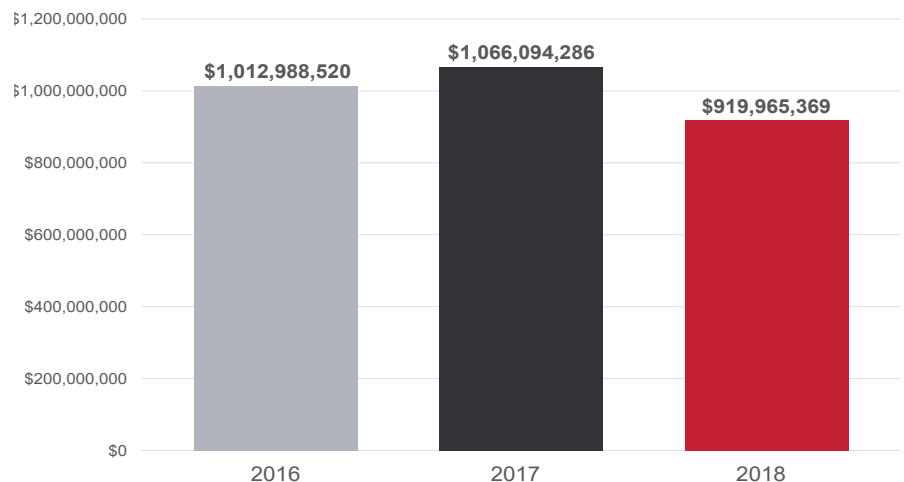
# OVERVIEW (cont'd)



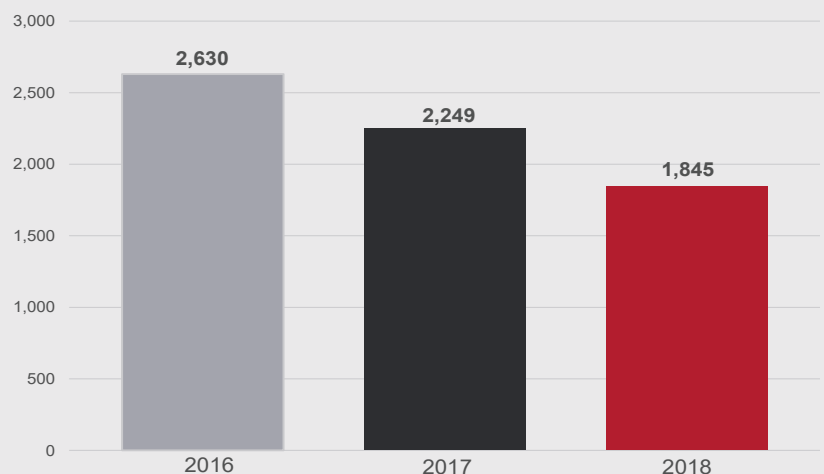
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume sales were the second best ever, although units were down **13%** from one year ago. New listings and expired listings were up **21%** and **38%** respectively, but the sales/listings ratio was a healthy **75%** and the average sales price was up a big **11%**. So it's definitely a **sellers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

2016 vs. 2017 vs. 2018

	2016	2017	2018	2017-2018
Annual Volume Sales	\$1,012,988,520	1,066,094,286	\$919,965,369	-14%
Annual Unit Sales	2630	2249	1845	-18%
Annual New Listings	3436	3263	3133	-4%
Annual Sales/Listings Ratio	77%	69%	59%	-10%
Annual Expired Listings	758	613	752	+23%
Fourth Quarter (Q4) Volume Sales	\$213,061,176	\$206,352,271	\$206,970,984	+3%
Q4 Unit Sales	502	432	389	-10%
Q4 New Listings	531	511	548	+7%
Q4 Sales/Listings Ratio	95%	85%	71%	-14%
Q4 Expired Listings	220	281	334	+19%
Q4 Average Sales Price	\$424,425	\$477,677	\$532,059	+11%
December Volume Sales	\$38,107,183	\$41,217,588	\$39,504,750	-4%
December Unit Sales	97	89	77	-13%
December New Listings	94	84	102	+21%
December Sales/Listings Ratio	103%	106%	75%	-31%
December Expired Listings	73	99	137	+38%
December Average Sale Price	\$392,858	\$463,119	\$513,049	+11%
Annual Sales: Under \$100K	33	13	11	-15%
Annual Sales: \$100K - \$299K	1089	523	318	-39%
Annual Sales: \$300K - \$499K	1018	1018	861	-15%
Annual Sales: \$500K - \$799K	354	498	465	-7%
Annual Sales: \$800K - \$999K	65	91	95	+4%
Annual Sales: \$1M - \$1.499M	47	72	67	-7%
Annual Sales: \$1.5M - \$1.999M	10	23	14	-39%
Annual Sales: \$2M+	14	11	14	+27%
Annual Average Days-On-Market	59	44	48	+9%
Annual Average Sale Price	\$385,167	\$474,030	\$498,626	+5%

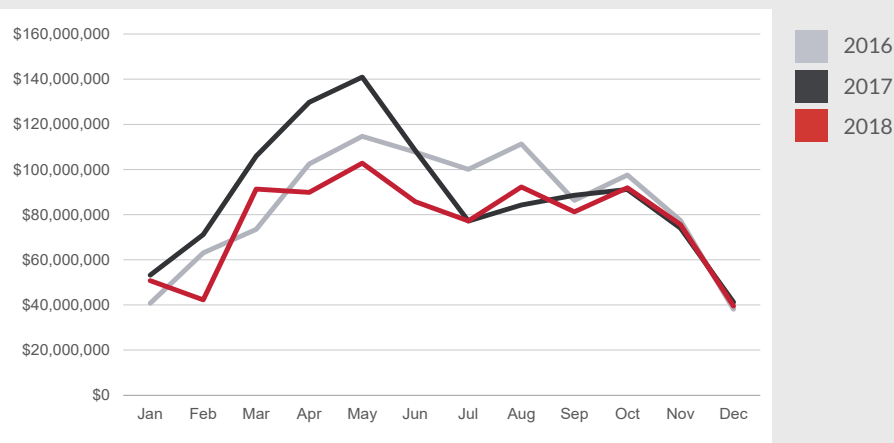
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



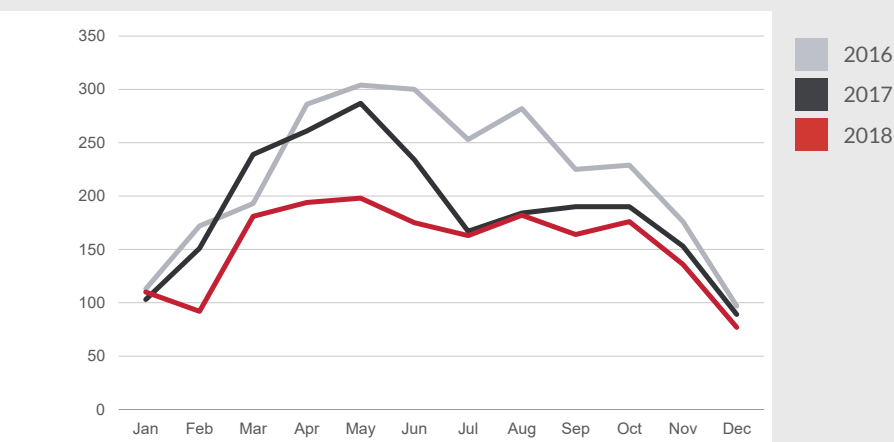
# THE MARKET IN DETAIL (cont'd)

The main theme of the 2018 sales year was consistency, which for many was a welcome departure from the 2017 rollercoaster ride triggered by the GTA's market crash and the Bank of Canada's initial interest rate hike. Moreover, it is a testimony to the fundamental strength of the Georgian Triangle market – built on real value and demographics – that it performed as well as it did in 2018 despite five Bank of Canada rate hikes and the implementation of the “stress-test” by federally-regulated lenders. So while 2018 saw no records, all things considered it was a good year: **a solid sellers' market overall**, with the **third-best sales volume ever** and **average prices up 5%**.

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



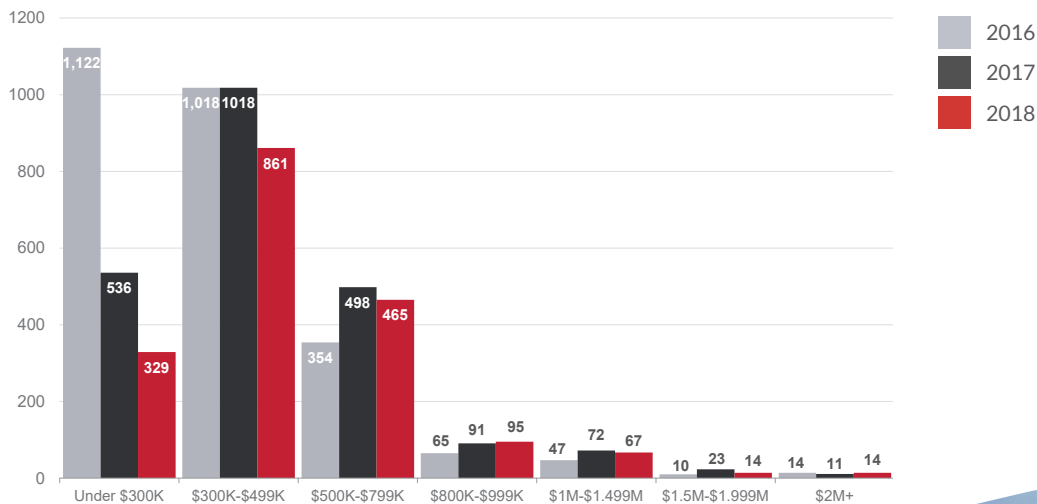
Graph 4:  
**Georgian Triangle Monthly MLS® Sales**  
2016 vs. 2017 vs. 2018 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, unit sales were down from 2017 in five price ranges and up in two. The Under-\$300K, \$300K-\$499K, \$500-\$799K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were down **39%**, **15%**, **7%**, **7%** and **39%** respectively; while the \$800K-\$999K and \$2M+ ranges were up **4%** and **27%** respectively. Further, sales in the Under-\$800K bracket (which accounted for **90%** of 2018's sales) were down **19%**, while sales in the luxury \$1M+ bracket were down **10%**. That said, 2018's sales in both brackets gained ground on 2017 throughout the year.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$750,794,471  
DOWN 15% from 2017

**UNIT SALES:** 1408  
DOWN 18% from 2017

**AV. DAYS-ON-MARKET:** 49  
UP 5 days from 2017

**AV. SALE PRICE:** \$533,235  
UP 5% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** \$169,170,898  
DOWN 10% from 2017

**UNIT SALES:** 437  
DOWN 16% from 2017

**AV. DAYS-ON-MARKET:** 46  
UP 4 days from 2017

**AV. SALE PRICE:** \$387,119  
UP 8% from 2017

### VACANT LAND

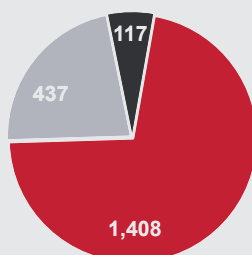
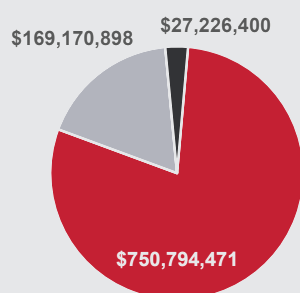
**DOLLAR SALES:** \$27,226,400  
DOWN 59% from 2017

**UNIT SALES:** 117  
DOWN 64% from 2017

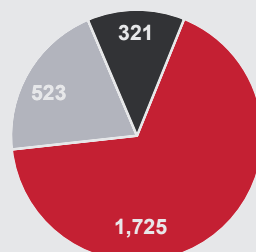
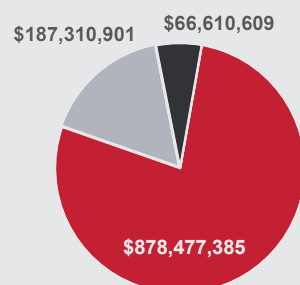
**AV. DAYS-ON-MARKET:** 145  
DOWN 35 days from 2017

**AV. SALE PRICE:** \$232,704  
UP 12% from 2017

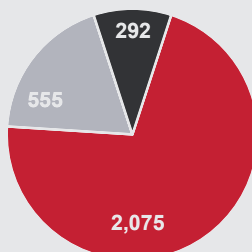
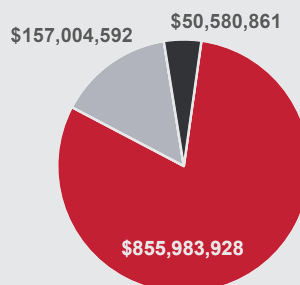
## 2018



## 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)**

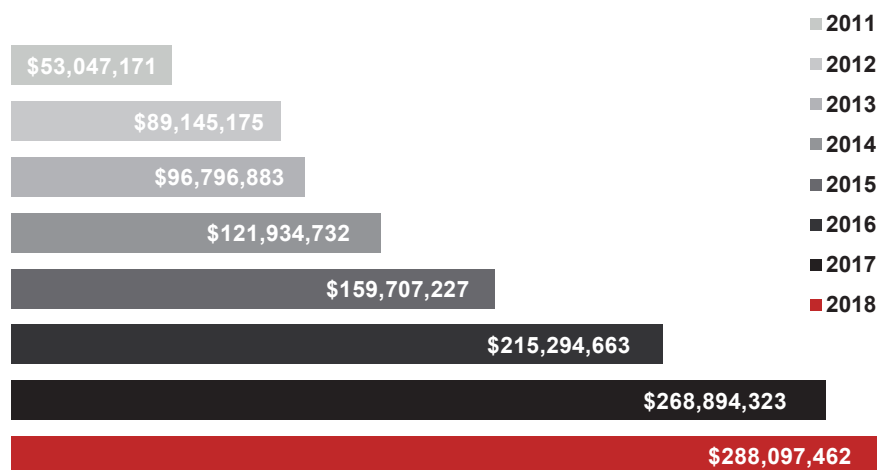
And we were #3 in Wasaga Beach after opening an office in 2015.



**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®*












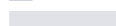
# 2018 UNIT SALES

\* 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.



## **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

