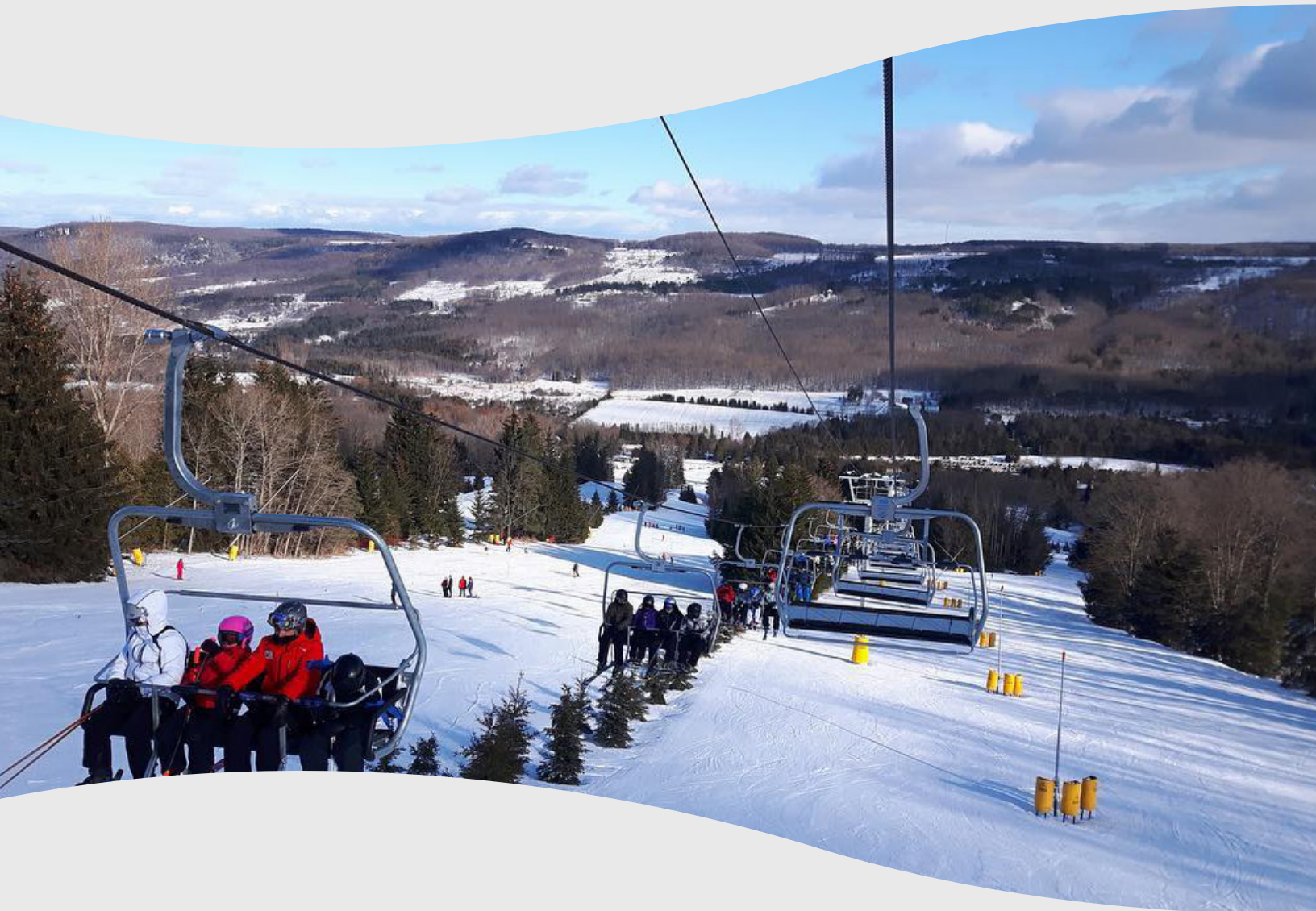


# GREY HIGHLANDS REAL ESTATE MARKET REPORT

## 2018 IN REVIEW

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





# 2018 OVERVIEW

## SLOW YEAR WITH A STRONG FINISH; FEWER LISTINGS, LOWER SALE PRICES



### 2018 TOTAL SALES VOLUME OF \$57,975,054

Down 26% from 2017's \$78,759,855, with units of 129 down 20% from 2017's 161. New listings of 185 down 9% from 2017, with the sales/listings ratio of 70% down 9%.



### FOURTH-QUARTER SALES VOLUME OF \$14,027,067

Down 25% from Q4-2017's \$18,604,600. Units of 29 down 12% from Q4-2017's 33, with new listings of 21 down 12% and the sales/listings ratio of 138% even with Q4-2017.



### 2018 ANNUAL AVERAGE SALE PRICE OF \$449,414

Down 8% from the \$489,192 of 2017. Average days-on-market of 64 down 12 days.

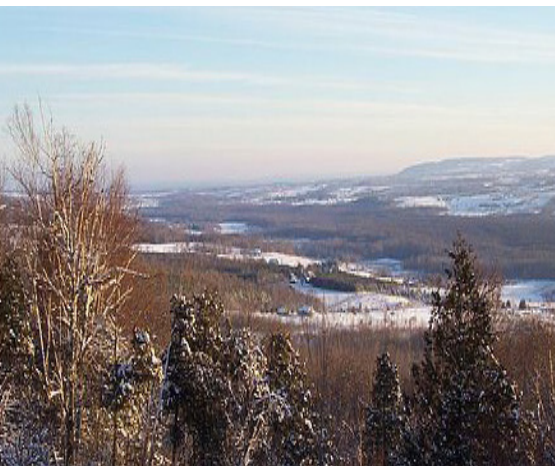
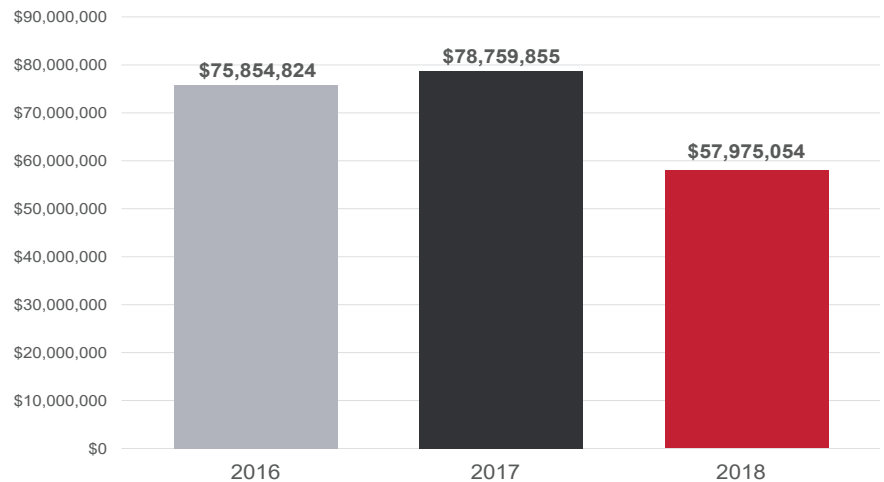
# OVERVIEW (cont'd)



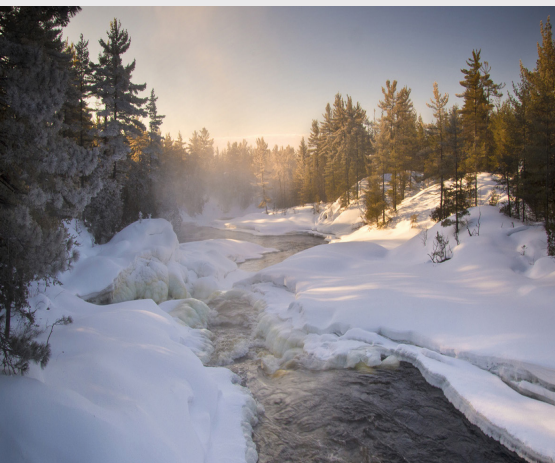
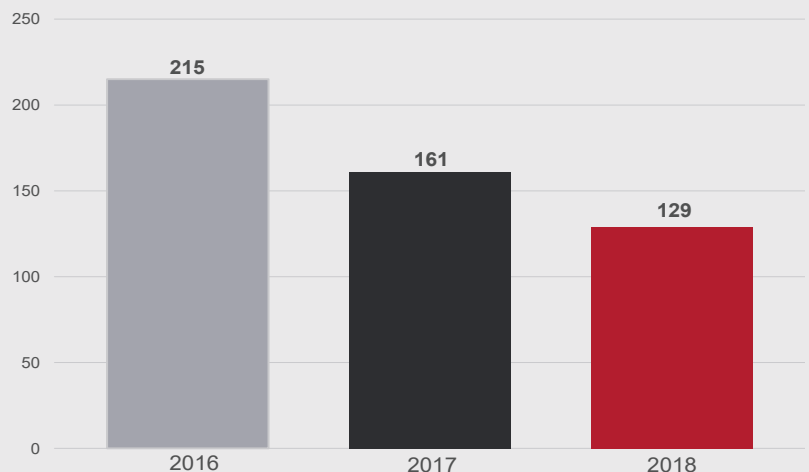
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume was down **10%** from December 2017, but record units were up **75%**. The resulting **48%** average sale price drop was due to high-priced sales in 2017. Still, Q4-2018's and December's sales/listings ratios were **138%** and **233%** respectively. So it was a **sellers' market**.

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



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





# THE MARKET IN DETAIL



Table 1:

**Grey Highlands MLS® Residential Sales And Listing Summary**  
2016 vs. 2017 vs. 2018

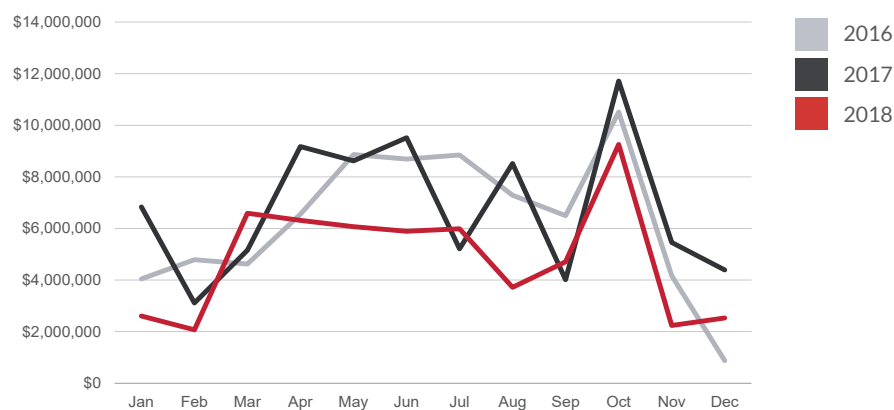
	2016	2017	2018	2017-2018
Annual Volume Sales	\$75,854,824	\$78,759,855	\$57,975,054	-26%
Annual Unit Sales	215	161	129	-20%
Annual New Listings	277	203	185	-9%
Annual Sales/Listings Ratio	78%	79%	70%	-9%
Annual Expired Listings	99	43	48	+12%
Fourth Quarter (Q4) Volume Sales	\$15,552,383	\$18,604,600	\$14,027,067	-25%
Q4 Unit Sales	36	33	29	-12%
Q4 New Listings	38	24	21	-12%
Q4 Sales/Listings Ratio	95%	138%	138%	0%
Q4 Expired Listings	30	14	17	+21%
Q4 Average Sale Price	\$432,011	\$563,776	\$483,692	-14%
December Volume Sales	\$876,000	\$2,802,500	\$2,531,500	-10%
December Unit Sales	3	4	7	+75%
December New Listings	10	5	3	-40%
December Sales/Listings Ratio	30%	80%	233%	+153%
December Expired Listings	17	5	9	+80%
December Average Sale Price	\$292,000	\$700,625	\$361,643	-48%
Annual Sales: Under \$300K	126	46	37	-20%
Annual Sales: \$300K - \$499K	56	59	53	-10%
Annual Sales: \$500K - \$799K	19	38	24	-63%
Annual Sales: \$800K - \$999K	8	7	7	0%
Annual Sales: \$1M - \$1.499M	4	7	8	+14%
Annual Sales: \$1.5M - \$1.999M	2	3	0	-300%
Annual Sales: \$2M+	0	1	0	-100%
Annual Average Days-On-Market	88	76	64	-16%
Annual Average Sale Price	\$352,813	\$489,192	\$449,419	-8%

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

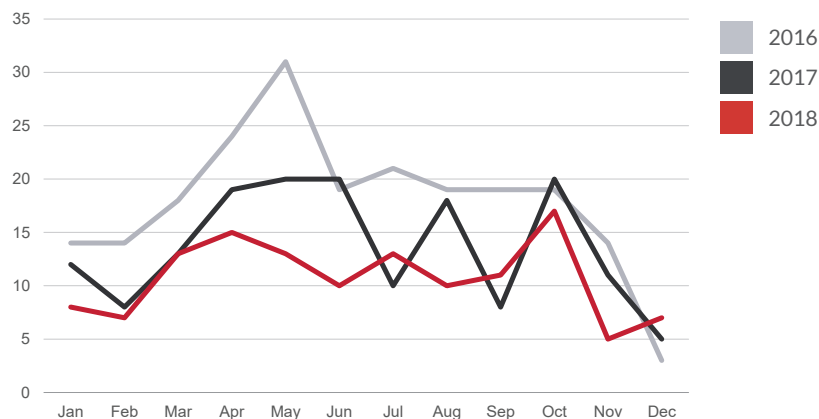
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q1 volume was slow despite a record March, and was followed by a flat Q2. Q3, despite two second-best ever months, was well below Q3-2016's and Q3-2017's totals. Q4, although seeing its third straight October spike, was down **10%** and **25%** from the last two Q4s. **Graph 4** shows a similar pattern for units, with the exception of a record December. All that said, 2018 sales were hit by two factors which reduced the buying power of many: five Bank of Canada rate hikes and the 'stress test' implemented by all government-regulated lenders. Still, Grey Highland's great beauty, value and potential are such that sales and prices will rise again.

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



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

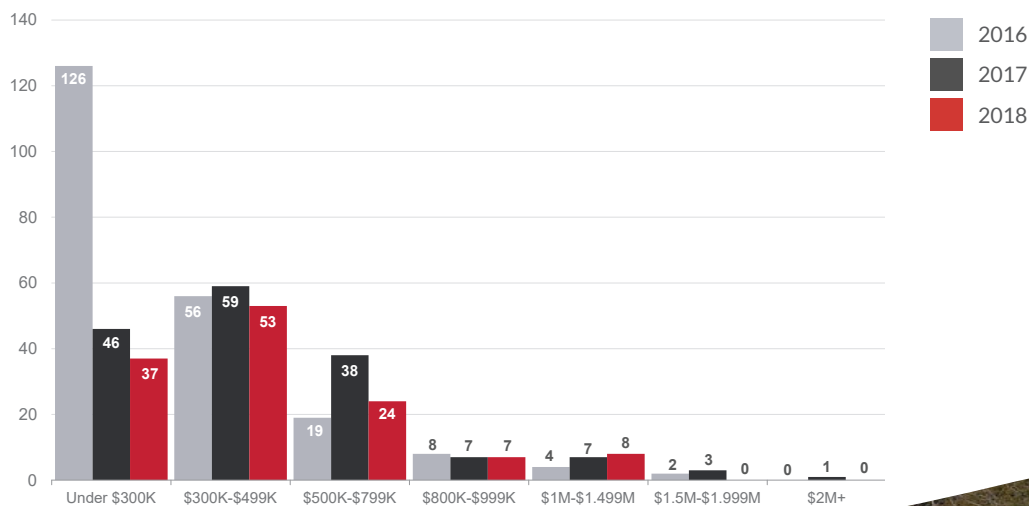




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018's sales were down from 2017 in five price ranges, up in one and even in one. Thus, the Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$1.5M-\$1.999M and \$2M+ ranges were down **20%**, **10%**, **63%**, **300%** and **100%** respectively from 2017; while the \$1M-\$1.499M range was up **14%** and the \$800K-\$999K range was **even**. More generally, sales in the Under-\$800K bracket (which accounted for **88%** of Grey Highland's sales in 2018) were down **25%** from 2017, while sales in the high-end, \$800K bracket were down **17%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$57,975,054  
DOWN 26% from 2017

**UNIT SALES:** 129  
DOWN 19% from 2017

**AV. DAYS-ON-MARKET:** 64  
DOWN 11 days from 2017

**AV. SALE PRICE:** \$449,419  
DOWN 9% from 2017

### CONDOMINIUMS

**DOLLAR SALES:** 0  
DOWN 100% from 2017

**UNIT SALES:** 0  
DOWN 100% from 2017

**AV. DAYS-ON-MARKET:** 0  
DOWN 253 days from 2017

**AV. SALE PRICE:** 0  
DOWN \$84,200 from 2017

### VACANT LAND

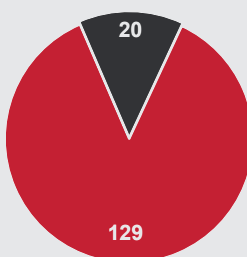
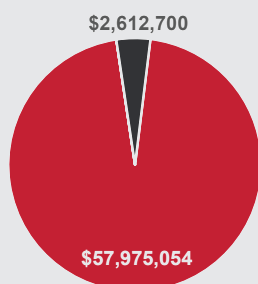
**DOLLAR SALES:** \$2,612,700  
DOWN 58% from 2017

**UNIT SALES:** 20  
DOWN 57% from 2017

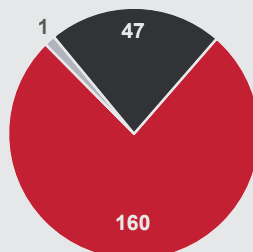
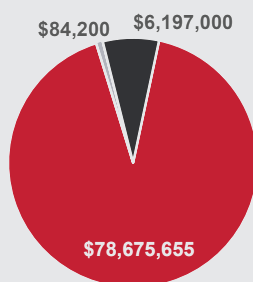
**AV. DAYS-ON-MARKET:** 116  
DOWN 25 days from 2017

**AV. SALE PRICE:** \$130,635  
DOWN 1% from 2017

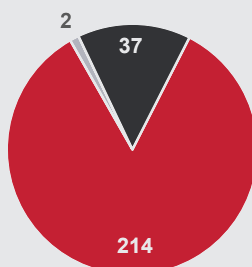
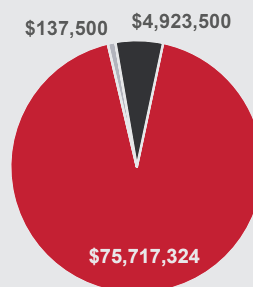
2018



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)**

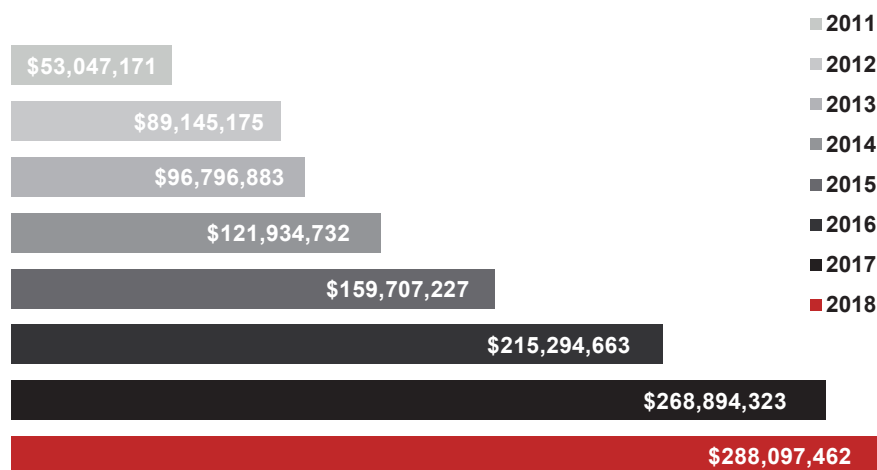
And we were #3 in Wasaga Beach after opening an office in 2015.



**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%	



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

