

WASAGA BEACH 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

THIRD-BEST Q3 SALES EVER, FEWER LISTINGS, SLIGHTLY HIGHER PRICES



2018 TOTAL SALES VOLUME OF \$203,786,548

Down 21% from 2017's \$259,063,384, with units of 493 down 23% from 2017's 639. New listings of 881 down 6% from 2017, with the sales/listings ratio of 56% down 12%.



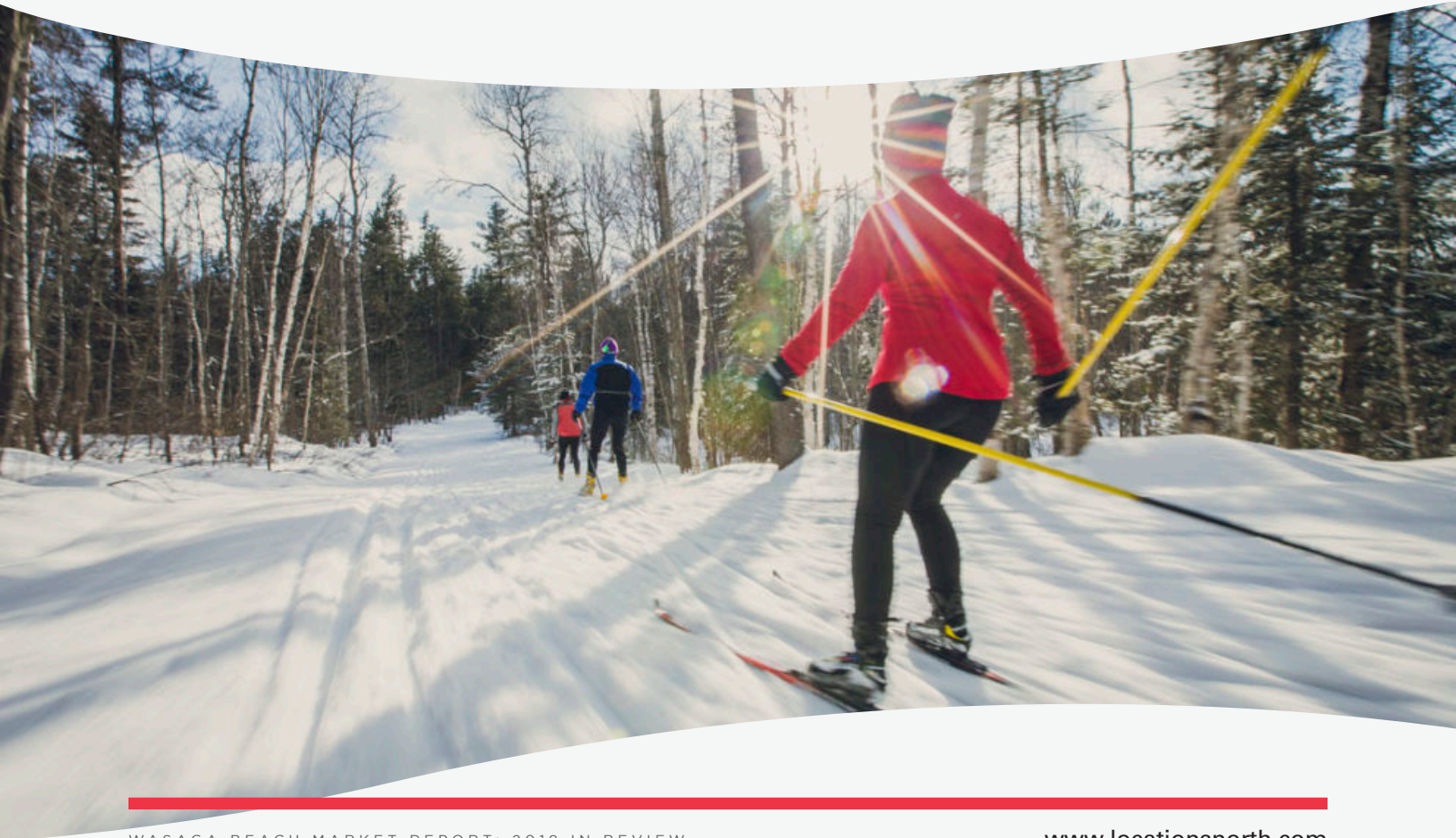
FOURTH-QUARTER SALES VOLUME OF \$31,498,050

Down 29% from Q4-2017's \$44,436,120. Units of 77 were down 30% from Q4-2017's 110, with new listings of 124 down 3% and the sales/listings ratio of 62% down 24%.



FOURTH-QUARTER AVERAGE SALE PRICE OF \$409,066

Up 1% from the \$403,965 of Q4-2017. Average days-on-market of 54 up 5 days.



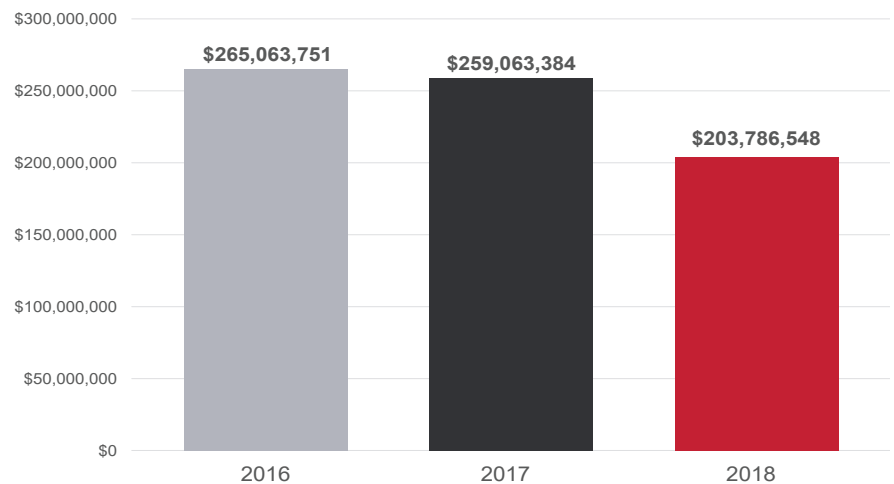
OVERVIEW (cont'd)



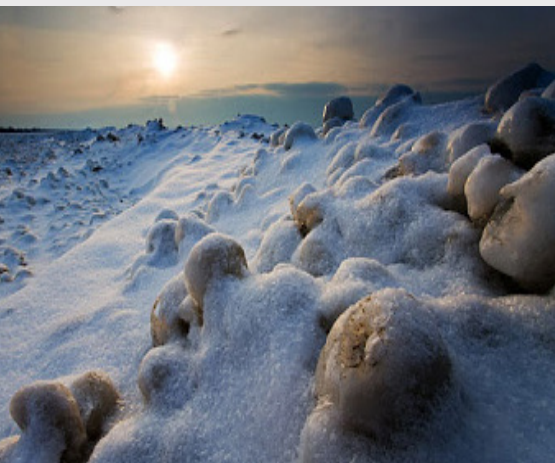
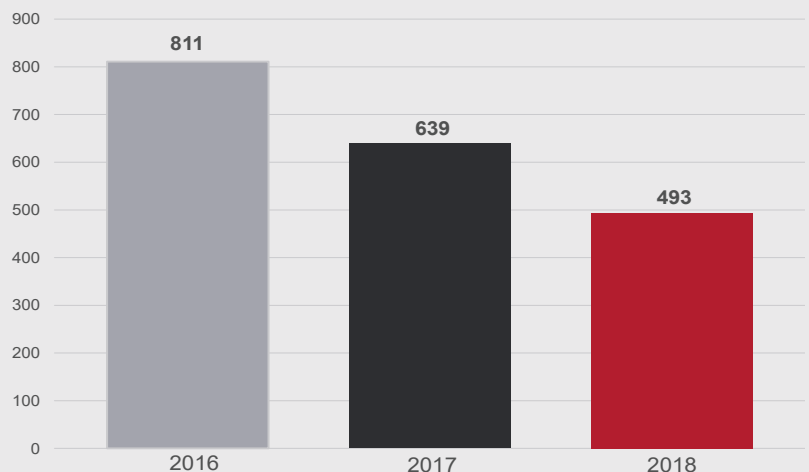
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December, when compared to December 2017, was a relatively slow month. Volume sales were down **37%**, units were down **38%**, and expired listings were up **9%**. And while the average sale price was up **3%**, the sales-to-listings ratio of **57%** was down **87%**. All that said, it was still a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary
2016 vs. 2017 vs. 2018

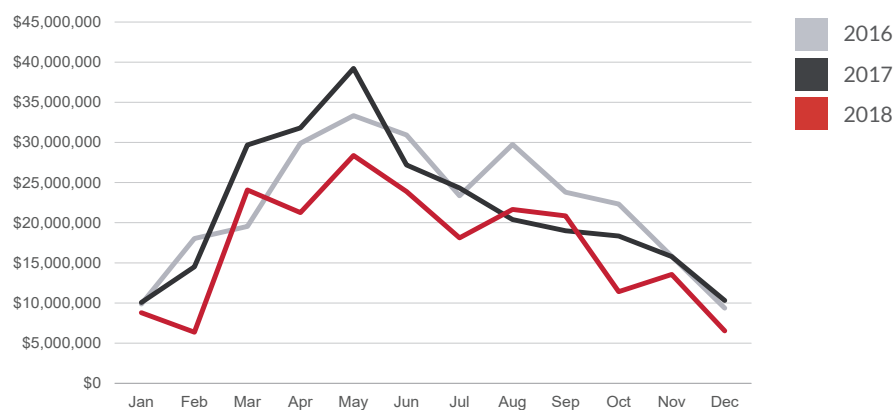
	2016	2017	2018	2017-2018
Annual Volume Sales	\$265,063,751	\$259,063,384	\$203,786,548	-21%
Annual Unit Sales	811	639	493	-23%
Annual New Listings	966	936	881	-6%
Annual Sales/Listings Ratio	84%	68%	56%	-12%
Annual Expired Listings	157	156	202	+29%
Fourth Quarter (Q4) Volume Sales	\$47,509,001	\$44,436,120	\$31,498,050	-29%
Q4 Unit Sales	135	110	77	-30%
Q4 New Listings	118	128	124	-3%
Q4 Sales/Listings Ratio	114%	86%	62%	-24%
Q4 Expired Listings	39	82	107	+30%
Q4 Average Sale Price	\$351,919	\$403,965	\$409,066	+1%
December Volume Sales	\$9,354,100	\$10,307,400	\$6,530,000	-37%
December Unit Sales	27	26	16	-38%
December New Listings	19	18	28	+56%
December Sales/Listings Ratio	142%	144%	57%	-87%
December Expired Listings	7	32	35	+9%
December Average Sale Price	\$346,448	\$396,438	\$408,125	+3%
Annual Sales: Under \$100K	20	8	6	-25%
Annual Sales: \$100K - \$299K	347	145	93	-36%
Annual Sales: \$300K - \$499K	363	337	280	-17%
Annual Sales: \$500K - \$799K	74	133	106	-20%
Annual Sales: \$800K - \$999K	4	13	5	-62%
Annual Sales: \$1M - \$1.499M	3	3	3	0%
Annual Average Days-On-Market	49	29	45	+55%
Annual Average Sale Price	\$326,802	\$405,858	\$413,360	+2%

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

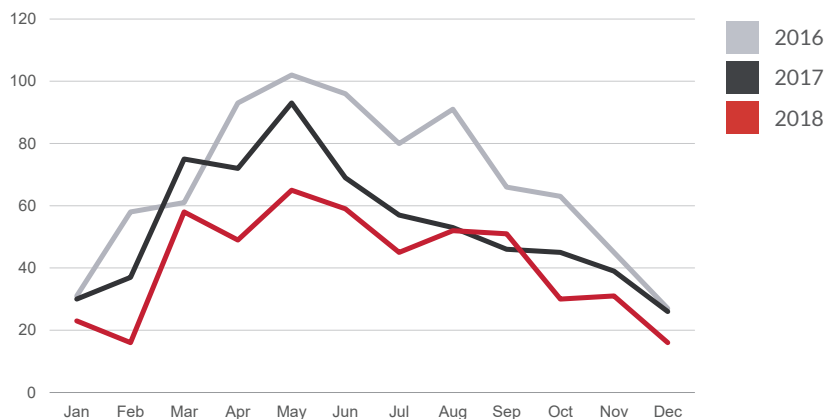
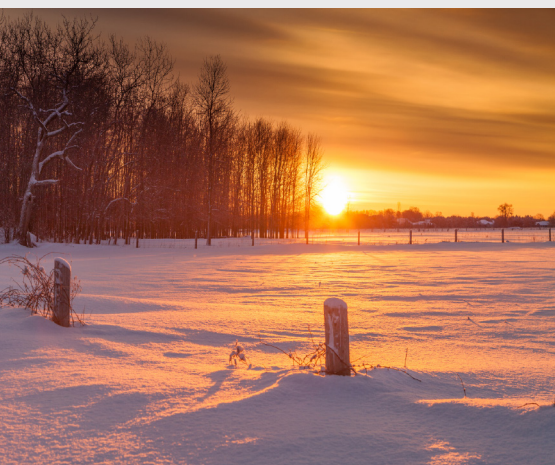
THE MARKET IN DETAIL (cont'd)

After three extraordinary years – 2015, 2016, and 2017 – the Wasaga Beach market slowed considerably in 2018. As **Graph 3** and **4** show, although volume and unit sales followed much the same pattern as the previous two years, they were down **21%** and **23%** respectively from 2017, and down **23%** and **39%** respectively from 2016's records. The drop in 2018 sales was catalyzed by two factors that reduced the buying power of many people: five Bank of Canada interest rate hikes and the implementation of the 'stress-test' by federally-regulated lenders. It is also likely that 2015-7's super-high sales activity was periodic and unsustainable. All in all, Wasaga still offers great value.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Volume)



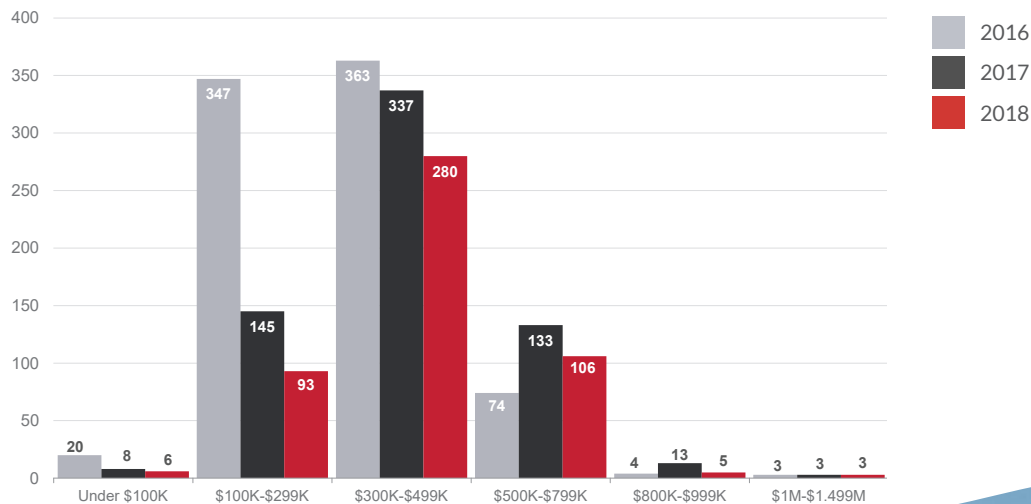
Graph 4:
Wasaga Beach Monthly MLS® Sales
2016 vs. 2017 vs. 2018 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2018 unit sales were down from 2017 in all price ranges except the \$1M-\$1.499M range, where they were even. And so, the Under-\$100K, \$100K-\$299K, \$300K-\$499K, \$500-\$799K and \$800K-\$999K ranges were down **25%**, **36%**, **17%**, **20%** and **62%** from 2017. More generally, the high-volume \$100K-\$799K bracket – which accounted for **97%** of Wasaga Beach's sales in 2018 – was down **22%** from 2017, while the high-end \$800K+ market was down **50%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$192,464,698
DOWN 21% from 2017

UNIT SALES: 459
DOWN 23% from 2017

AV. DAYS-ON-MARKET: 44
UP 16 days from 2017

AV. SALE PRICE: \$419,313
UP 2% from 2017

CONDOMINIUMS

DOLLAR SALES: \$11,321,850
DOWN 22% from 2017

UNIT SALES: 34
DOWN 23% from 2017

AV. DAYS-ON-MARKET: 52
UP 13 days from 2017

AV. SALE PRICE: \$332,996
UP 1% from 2017

VACANT LAND

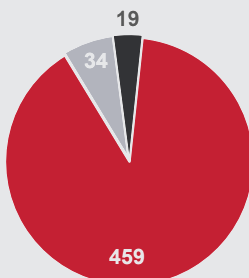
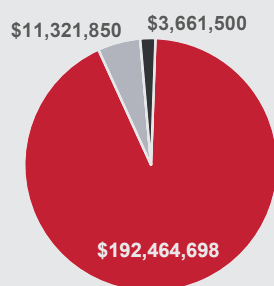
DOLLAR SALES: \$3,661,500
DOWN 47% from 2017

UNIT SALES: 19
DOWN 52% from 2017

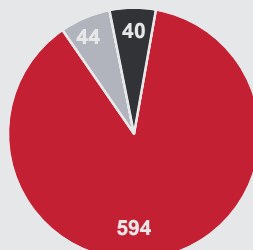
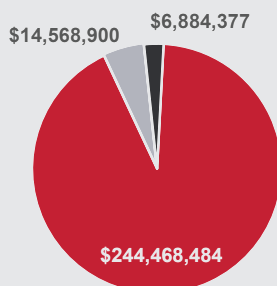
AV. DAYS-ON-MARKET: 46
DOWN 11 days from 2017

AV. SALE PRICE: \$192,711
UP 12% from 2017

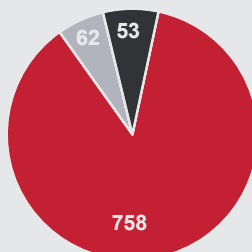
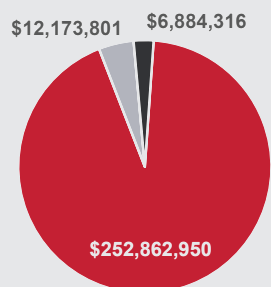
2018



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)

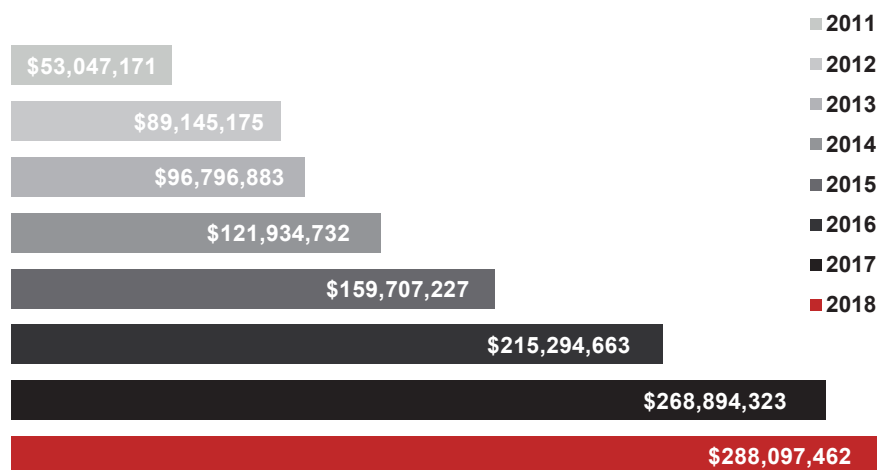
And we were #3 in Wasaga Beach after opening an office in 2015.



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®*



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

