



### **CLEARVIEW** REAL ESTATE MARKET REPORT

### **FIRST QUARTER 2019**

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





## **OVERVIEW**

# SLOW Q1 SALES, BUT WITH AVERAGE SALES PRICE WAY UP

Q1-2019 SALES VOLUME OF \$20,024,600

Down 18% from Q1-2018's \$24,289,500, with units of 31 down 34% from Q1-2018's 47. New listings of 78 up 16%, with the sales/listings ratio of 40% down 30%.

MARCH SALES VOLUME OF \$10,123,000

Down 20% from March 2018's \$12,631,500. Units of 15 were down 44% from last March's 25, with new listings of 31 up 15% and the sales/listings ratio of 48% down 45%.

RECORD Q1 AVERAGE SALE PRICE OF \$645,955
Up 25% from Q1-2018's \$516,798. Average days-on-market of 87 was up 30 days.







## **OVERVIEW** (cont'd)

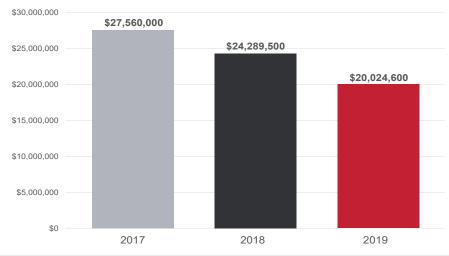


### THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

Despite a small March rebound, Clearview's sales have been slow this year. Even March's 14 sales were the fewest since 2014. The month's average days-on-market of 75 was also the highest since 2015. Given March's 48% sales/listing ratio (and Q1's 40% ratio), Clearview has a buyers' market.

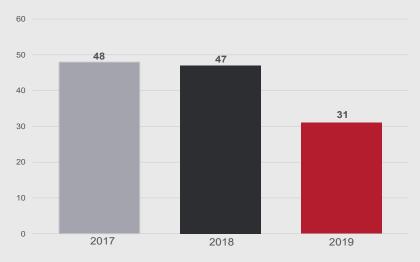
Graph 1:
Clearview MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Volume)





Graph 2: Clearview MLS® Sales Q1 – 2017 vs. 2018 vs. 2019 (Units)









### THE MARKET IN DETAIL

Table 1:

Clearview MLS® Residential Sales And Listing Summary

Q1 - 2017 vs. 2018 vs. 2019



	2017	2018	2019	2018-2019
Volume Sales	\$27,560,000	\$24,289,500	\$20,024,600	-18%
Unit Sales	48	47	31	-34%
New Listings	49	67	78	+16%
Sales/Listings Ratio	98%	70%	40%	-30%
Expired Listings	17	17	14	-18%
Sales: \$100K - \$299K	6	4	1	-75%
Sales: \$300K - \$499K	22	25	15	-40%
Sales: \$500K - \$799K	11	14	9	-36%
Sales: \$800K - \$999K	4	2	2	0%
Sales: \$1M - \$1.499M	3	2	1	-50%
Sales: \$1.5M - \$1.999M	2	0	3	+300%
Average Days-On-Market	69	67	87	+30%
Average Sale Price	\$574,167	\$516,798	\$645,955	+25%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of April 15, 2019.



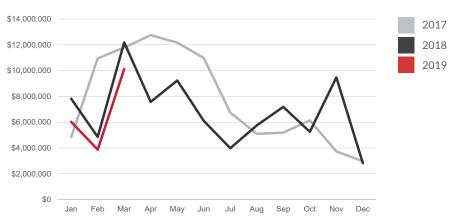


## THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q1-2019's sales volume has continued the up-and-down performance it had during 2018. After an average January and slow February, March saw a fairly healthy spike. However, as **Graph 4** shows that spike was not due to a unit sales increase, but to a **43%** jump in the average sale price. Moreover, that jump had more to do with specific high-end sales than with an overall market appreciation. For Q1's **31** sales were down **34%**, **35%** and **38%** from the Q1s of 2018, 2017 and 2016. That said, Clearview's great beauty and potential ensure that sales will rise again.

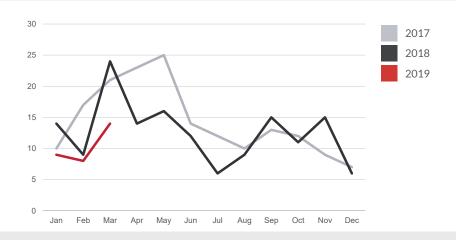
Graph 3: Clearview Monthly MLS® Sales 2017 vs. 2018 vs. 2019 (Volume)





Graph 4: Clearview Monthly MLS® Sales 2017 vs. 2018 vs. 2019 (Units)





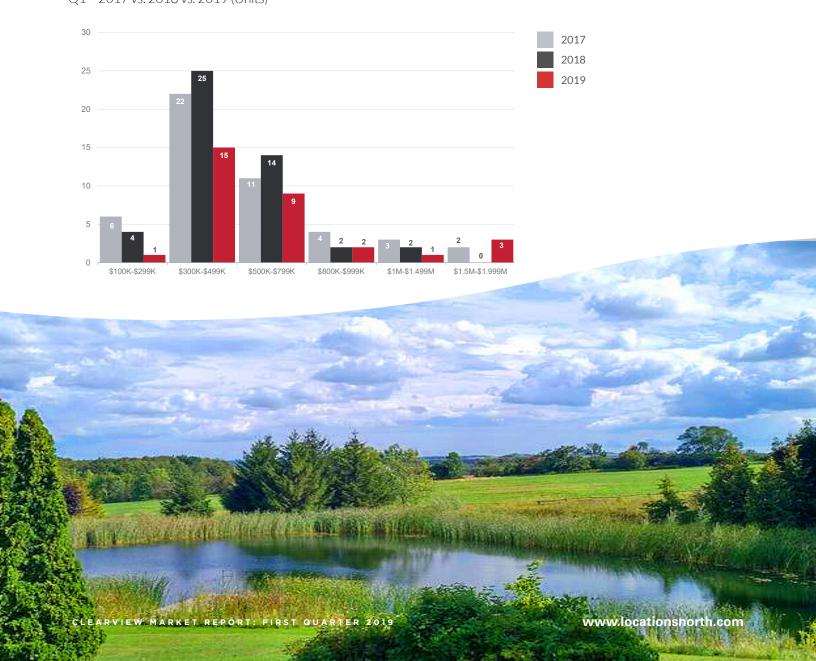




## THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019's unit sales were down from Q1-2018 in four price ranges, up in one and even in one. Thus, the \$100K-\$299K, \$300K-\$499K, \$500K-\$799K and \$1M-\$1.499M ranges were down **75%**, 40%, 36% and 50% from Q1-2018; the \$1.5M-\$1.999M range was up 300%; and the \$800K-\$999K range was even. More generally, sales in the Under \$800K bracket – which accounted for 81% of Clearview's sales in Q1-2019 – were down 42% from Q1-2018, while sales in the luxury \$1M+ range were up 100%.

Graph 5: Clearview MLS® Sales By Price Q1 – 2017 vs. 2018 vs. 2019 (Units)

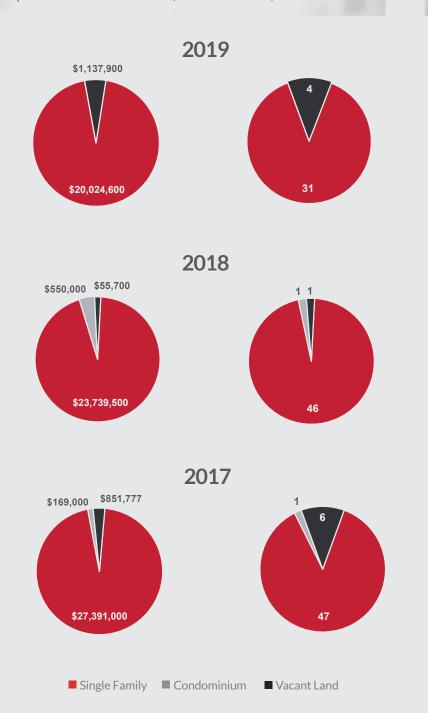






## SALES BY PROPERTY TYPE





### 2019 IN DETAIL

### **SINGLE-FAMILY HOMES**

**DOLLAR SALES:** \$20,024,600 DOWN 16% from 2018

UNIT SALES: 31 DOWN 33% from 2018

**AV. DAYS-ON-MARKET: 87** UP 22 days from 2018

**AV. SALE PRICE:** \$645,955 UP 25% from 2018

#### **CONDOMINIUMS**

**DOLLAR SALES: 0** 

**UNIT SALES: 0** 

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

#### **VACANT LAND**

**DOLLAR SALES:** \$1,137,900 UP 1943% from 2018

UNIT SALES: 4 UP 300% from 2018

**AV. DAYS-ON-MARKET: 53** DOWN **289** days from 2018

**AV. SALE PRICE:** \$284,475 UP 411% from 2018





## 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 2½ TIMES THE SALES VOLUME OF OUR NEAREST REGIONAL COMPETITOR

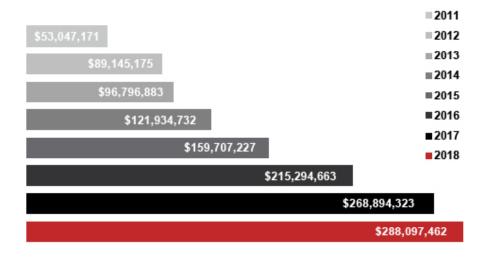
WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)

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
158.5	31.8%
76.5	15.3%
53	10.6%
50.5	10.1%
42	8.4%
20	4%
14	2.8%
12.75	2.6%
28	5.6%
43.75	8.8%
	158.5 76.5 53 50.5 42 20 14 12.75 28

#### 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	PERCEN	TAGE
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	PERCEN	TAGE
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