

WASAGA BEACH 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, LISTINGS UP, AVERAGE SALE PRICE UP



Q1-2019 SALES VOLUME OF \$37,043,800

Down **3%** from Q1-2018's \$38,157,050, with units of **84** down **12%** from Q1-2018's **95**.
New listings of **202** up **7%** from a year ago, with the sales/listings ratio of **42%** down **8%**.



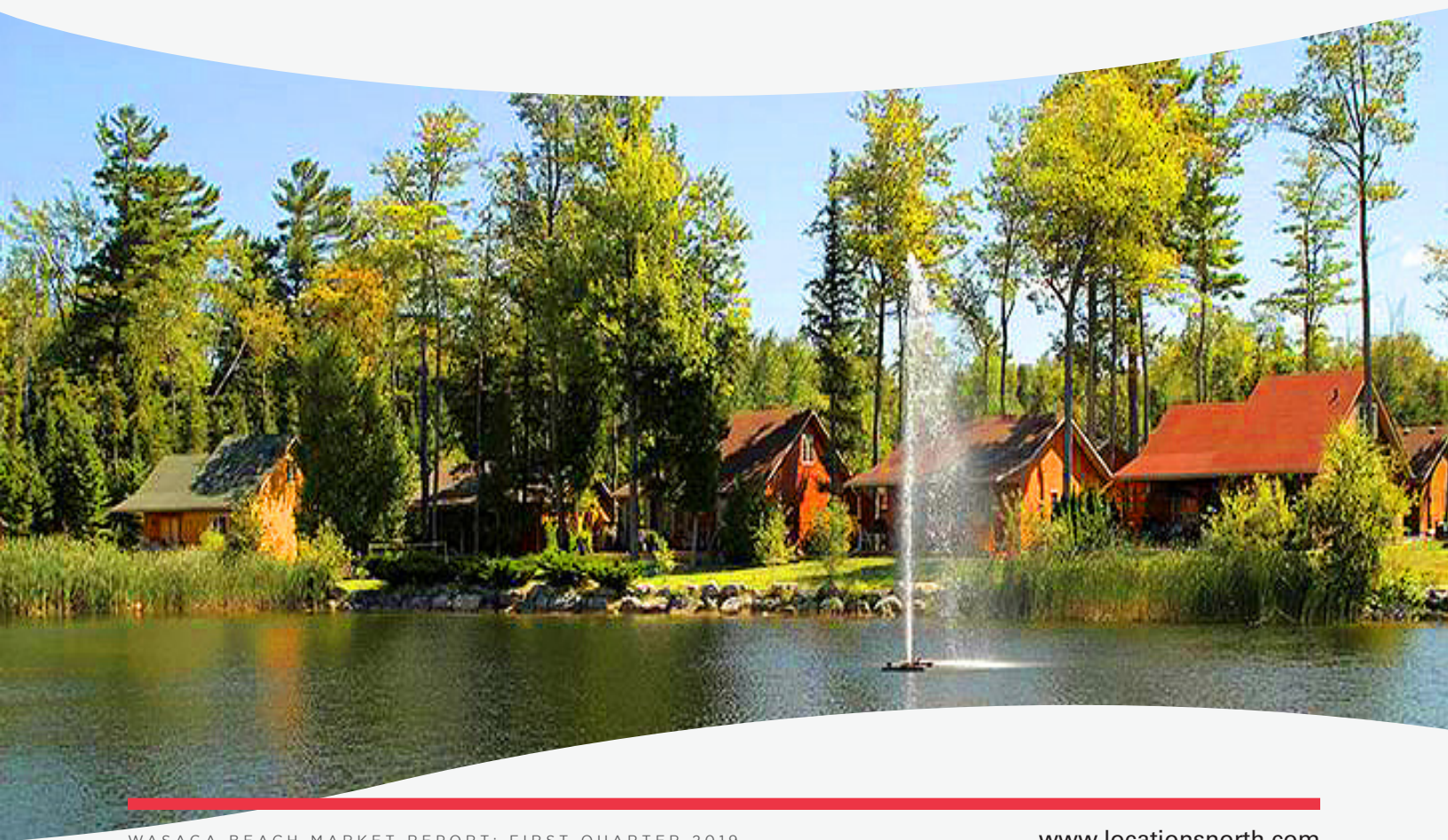
MARCH SALES VOLUME OF \$18,198,500

Down **23%** from March 2018's \$23,498,550. Units of **41** down **28%** from last March's **57**,
with new listings of **94** up **7%** and the sales/listings ratio of **44%** down **21%**.



Q1-2019 AVERAGE SALE PRICE OF \$440,980

Up **10%** from the \$401,653 of Q1-2018. Average days-on-market of **64** up **11** days.



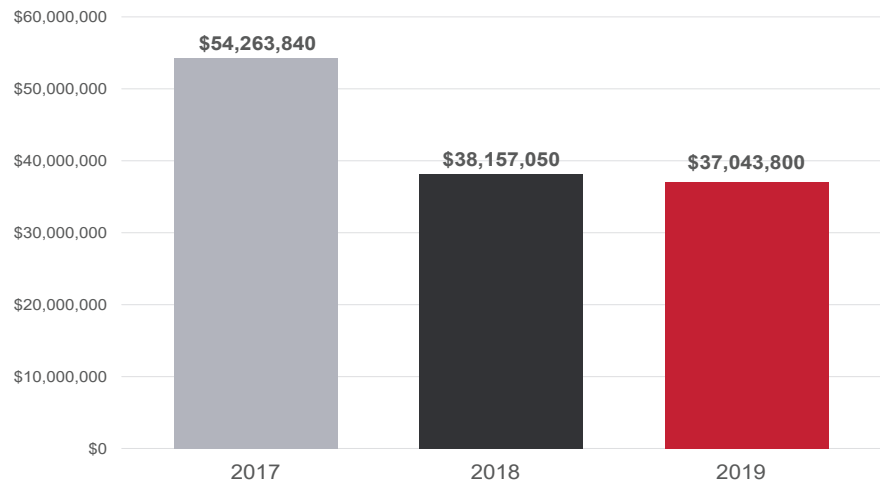
OVERVIEW (cont'd)



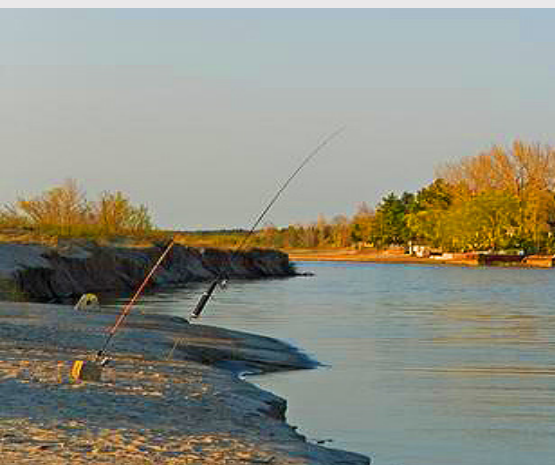
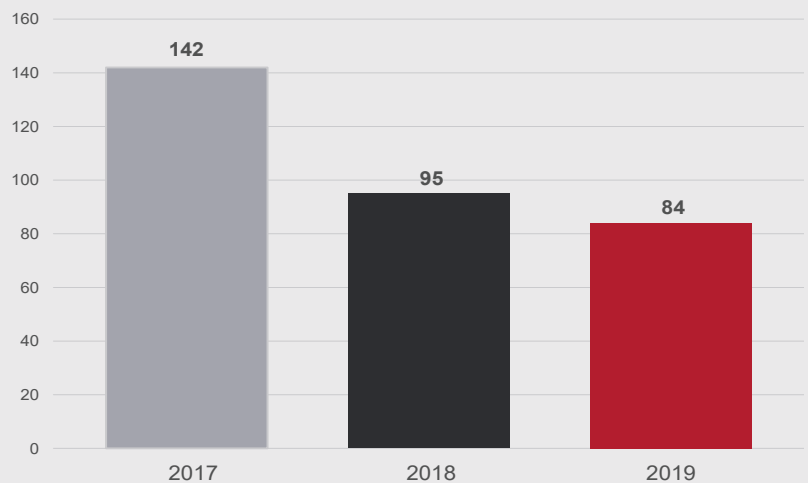
THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

Sales were slow in March, with volume and units down from last March – and down even more from the record totals of March 2016-17. Also, both new and expired listings were up, as were average sale times. All in all, March's **44%** sales-to-listings ratio means that Wasaga has a **buyers' market**.

Graph 1:
Wasaga Beach MLS® Sales
Q1 – 2017 vs. 2018 vs. 2019 (Volume)



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



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary

Q1 - 2017 vs. 2018 vs. 2019

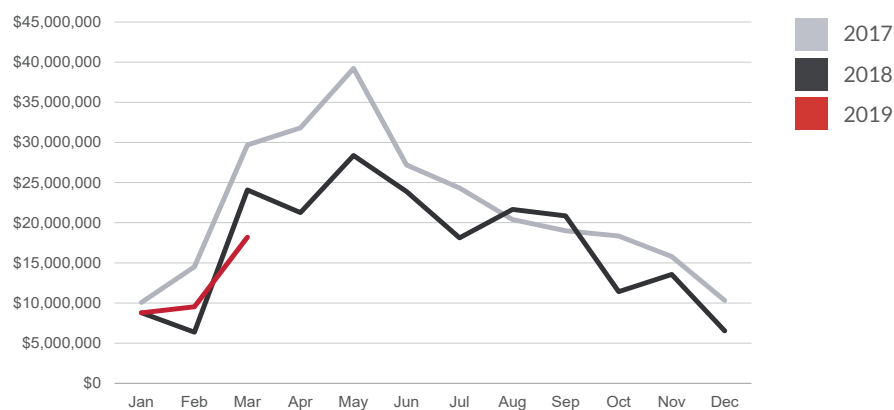
	2017	2018	2019	2018-2019
Volume Sales	\$54,263,840	\$38,157,050	\$37,043,800	-3%
Unit Sales	142	95	84	-12%
New Listings	173	189	202	+7%
Sales/Listings Ratio	82%	50%	42%	-8%
Expired Listings	10	25	30	+20%
Sales: Under \$100K	1	3	0	-300%
Sales: \$100K - \$299K	38	21	11	-48%
Sales: \$300K - \$499K	80	54	44	-19%
Sales: \$500K - \$799K	20	15	29	+93%
Sales: \$800K - \$999K	3	1	0	-100%
Sales: \$1M - \$1.499M	0	1	0	-100%
Average Days-On-Market	25	53	64	+21%
Average Sale Price	\$382,100	\$401,653	\$440,980	+10%

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, 2018.

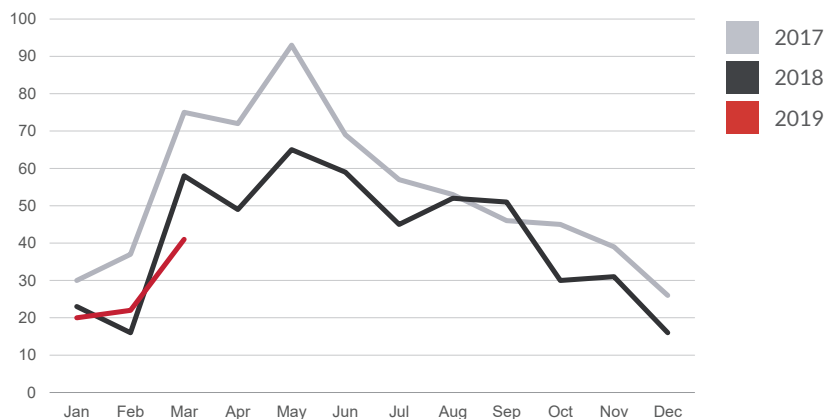
THE MARKET IN DETAIL (cont'd)

From 2015-18 we witnessed three great years and one good year of sellers' markets, with an unprecedented string of high monthly sales/listings ratios – often in the **70%-90%** range, and occasionally topping **100%**. That's why it's odd now to see Wasaga in Q1-2019 as a buyers' market with a **42%** sales/listings ratio. But that's the cyclic nature of real estate, especially when it's compounded by multiple interest rate hikes and a 'stress test'. Bottom line: such stratospheric sales were unsustainable. However, Wasaga offers great value, has huge potential, and will be back.

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



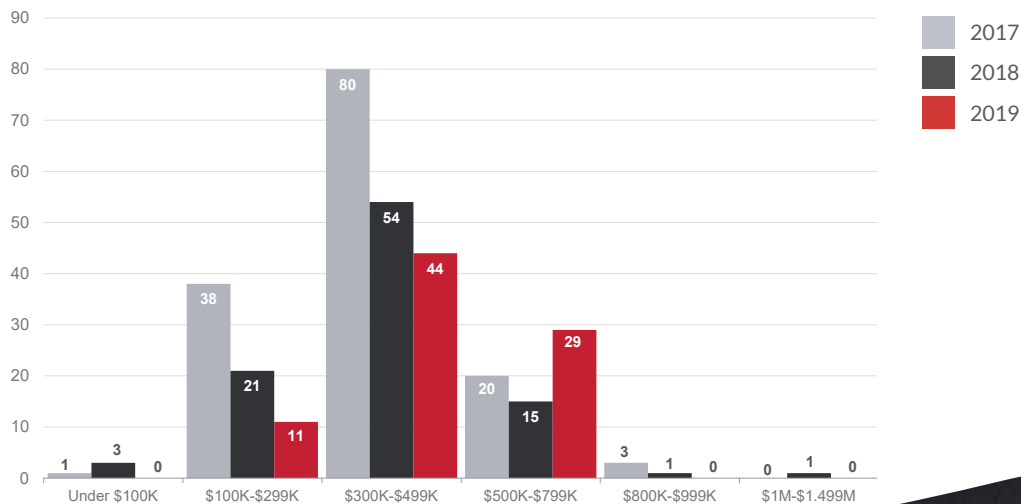
Graph 4:
Wasaga Beach Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 unit sales were down from Q1-2018 in all price ranges except the \$500K-\$799K range. And so, the Under-\$100K, \$100K-\$299K, \$300K-\$499K, \$800K-\$999K and \$1M-\$1.499 ranges were down **300%**, **48%**, **19%**, **100%** and **100%** respectively from Q1-2018. More generally, the high-volume, Under \$800K bracket – which accounted for **100%** of Wasaga Beach's sales in Q1-2019 – was down **11%** from Q1-2018, while the high-end, \$800K+ market was down **200%**.

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



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type
Q1 – 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$36,402,300
UP 7% from 2018

UNIT SALES: 82
DOWN 1% from 2018

AV. DAYS-ON-MARKET: 62
UP 9 days from 2018

AV. SALE PRICE: \$443,930
UP 8% from 2018

CONDOMINIUMS

DOLLAR SALES: \$641,500
DOWN 85% from 2018

UNIT SALES: 2
DOWN 83% from 2018

AV. DAYS-ON-MARKET: 160
UP 106 days from 2018

AV. SALE PRICE: \$320,750
DOWN 8% from 2018

VACANT LAND

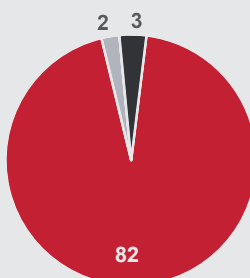
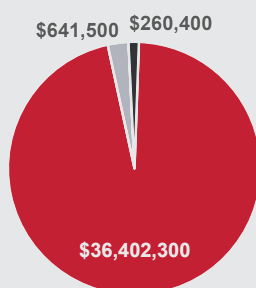
DOLLAR SALES: \$260,400
DOWN 53% from 2018

UNIT SALES: 3
DOWN 25% from 2018

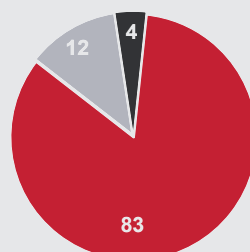
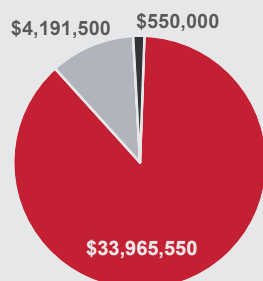
AV. DAYS-ON-MARKET: 16
DOWN 11 days from 2018

AV. SALE PRICE: \$86,800
DOWN 37% from 2018

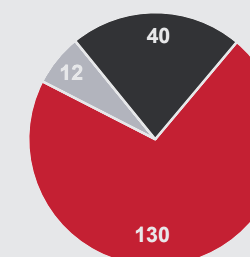
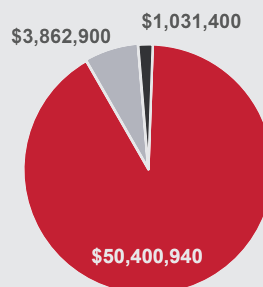
2019



2018



2017



■ 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)

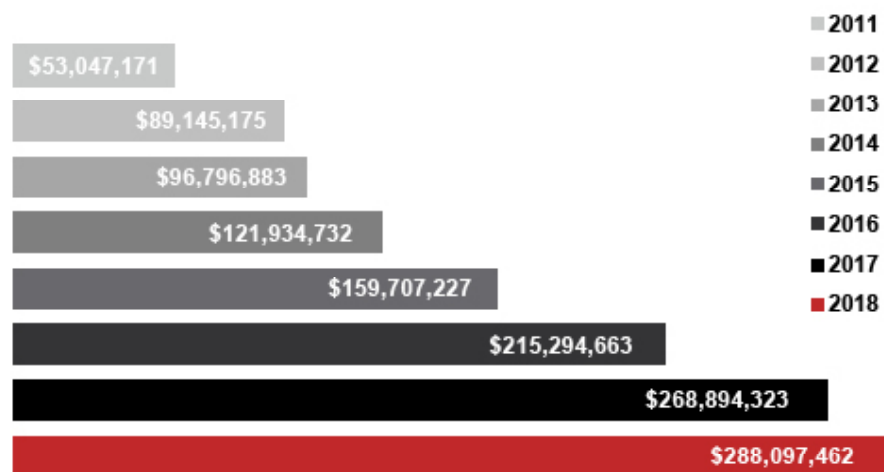
And we were #3 in Wasaga Beach after opening an office in 2015.



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

