

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## 2019 IN REVIEW

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



# OVERVIEW

## 2019 DELIVERS RECORD VOLUME SALES, WITH PRICES, LISTINGS AND EXPIREDS UP



### RECORD ANNUAL SALES VOLUME OF \$1,097,926,031

Up 20% from 2018's \$918,265,869, with units of 2017 up 10% from 2018's 1841. New listings of 3491 up 11% from 2018, with the sales/listings ratio of 58% down 1%.



### RECORD FOURTH-QUARTER SALES VOLUME OF \$244,712,964

Up 19% from Q4-2018's \$205,271,964. Units of 434 up 13% from 385. New listings of 604 were up 10% from Q4-2018's 548, while the sales/listing ratio of 72% was up 2%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$544,336

Up 9% from 2018's \$498,786. Average days-on-market of 54 up 6 days.





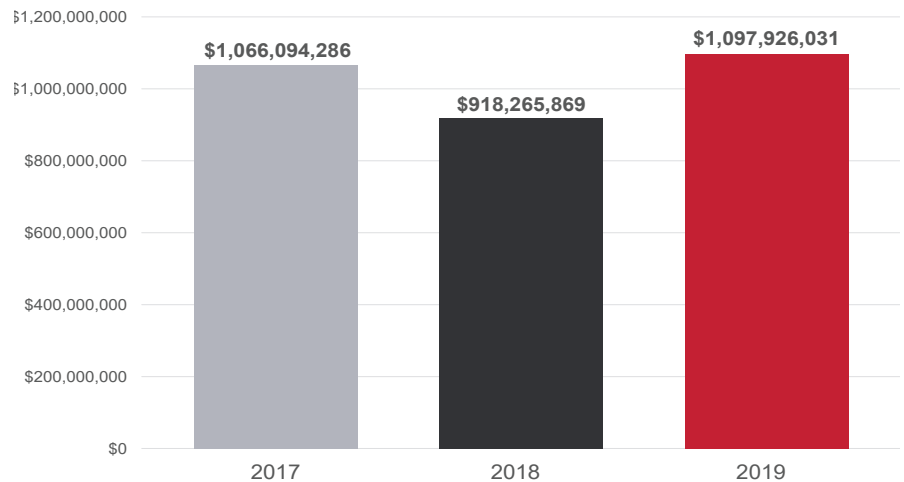
# OVERVIEW (cont'd)



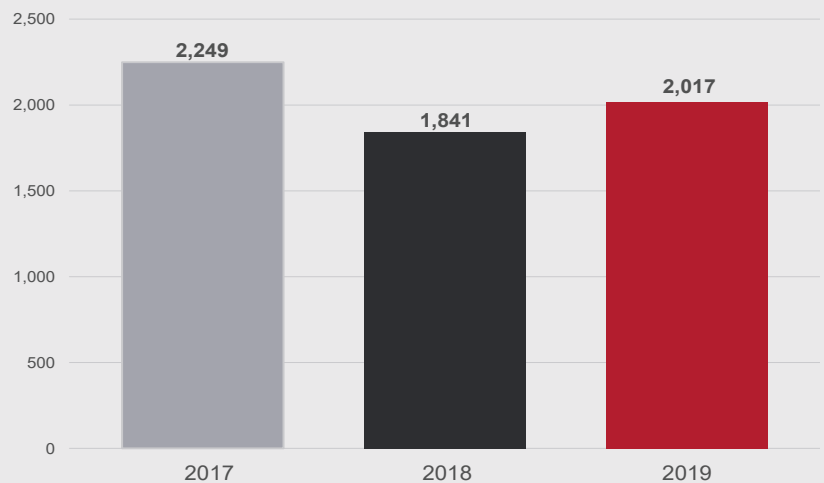
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's record volume of **\$54,104,968** was up **42%** from last year and **15%** from 2015's prior record. Units were up **21%**, with new and expired listings up **14%** and **7%** respectively. December's average sale price was up **17%** from a year ago, while its **74%** sales/listing ratio signals a **sellers' market**.

Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2017 vs. 2018 vs. 2019

|                                  | 2017            | 2018          | 2019            | 2018-2019 |
|----------------------------------|-----------------|---------------|-----------------|-----------|
| Annual Volume Sales              | \$1,066,094,286 | \$918,265,869 | \$1,097,926,031 | +20%      |
| Annual Unit Sales                | 2249            | 1841          | 2017            | +10%      |
| Annual New Listings              | 3263            | 3133          | 3491            | +11%      |
| Annual Sales/Listings Ratio      | 69%             | 59%           | 58%             | -1%       |
| Annual Expired Listings          | 613             | 752           | 884             | +18%      |
| Fourth Quarter (Q4) Volume Sales | \$206,352,271   | \$205,271,484 | \$244,712,964   | +19%      |
| Q4 Unit Sales                    | 432             | 385           | 434             | +13%      |
| Q4 New Listings                  | 511             | 548           | 604             | +10%      |
| Q4 Sales/Listings Ratio          | 85%             | 70%           | 72%             | +2%       |
| Q4 Expired Listings              | 281             | 334           | 355             | +6%       |
| Q4 Average Sales Price           | \$477,677       | \$533,173     | \$563,855       | +6%       |
| December Volume Sales            | \$41,217,588    | \$38,144,750  | \$54,104,968    | +42%      |
| December Unit Sales              | 89              | 76            | 92              | +21%      |
| December New Listings            | 84              | 102           | 116             | +14%      |
| December Sales/Listings Ratio    | 106%            | 74%           | 79%             | +5%       |
| December Expired Listings        | 99              | 137           | 147             | +7%       |
| December Average Sale Price      | \$463,119       | \$501,905     | \$588,097       | +17%      |
| Annual Sales: Under \$100K       | 13              | 9             | 6               | -33%      |
| Annual Sales: \$100K - \$299K    | 523             | 318           | 236             | -26%      |
| Annual Sales: \$300K - \$499K    | 1018            | 860           | 891             | +4%       |
| Annual Sales: \$500K - \$799K    | 498             | 465           | 635             | +37%      |
| Annual Sales: \$800K - \$999K    | 91              | 95            | 120             | +26%      |
| Annual Sales: \$1M - \$1.499M    | 72              | 66            | 88              | +33%      |
| Annual Sales: \$1.5M - \$1.999M  | 23              | 14            | 30              | +114%     |
| Annual Sales: \$2M+              | 11              | 14            | 11              | -21%      |
| Annual Average Days-On-Market    | 44              | 48            | 54              | +13%      |
| Annual Average Sale Price        | \$474,030       | \$498,786     | \$544,336       | +9%       |

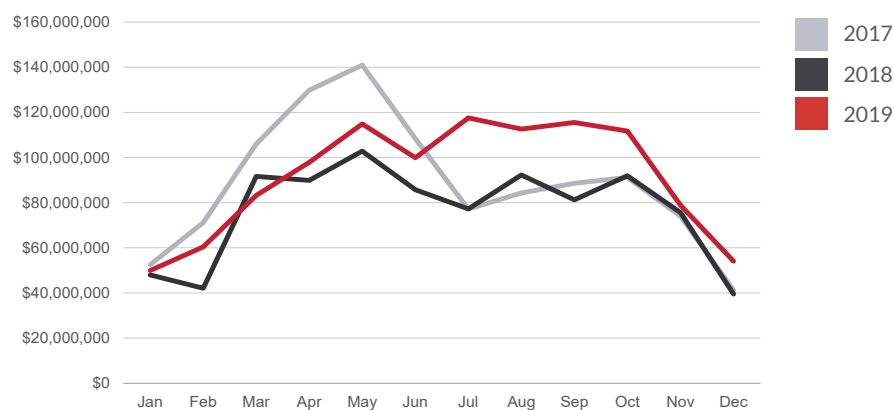
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales..

# THE MARKET IN DETAIL (cont'd)

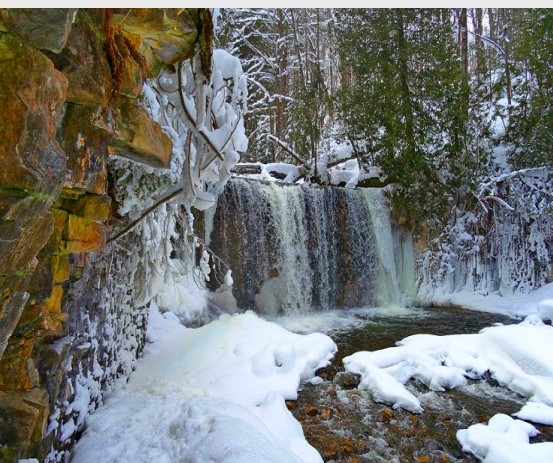
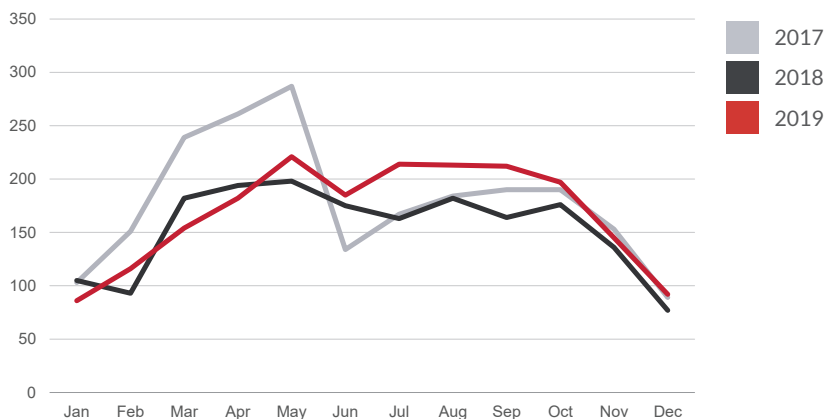
What a year ... As **Graphs 3 and 4** show, it actually started unremarkably with rather middling – and in some cases, relatively slow – volume and unit sales through June. In fact, volume for the first half of 2019, while up from the very slow 2018, was nearly \$100M less than that of 2017. No one was thinking about records. And then the switch flipped, with the market generating **six straight months of record volume sales\***. That said, unit sales were generally well below the records of 2015 and 2016, with 2019's increased volume due to the average sale price being up **58%, 41%, 15%** and **9%** from 2015-2018 respectively. It will be interesting to see whether the record volume sales continue into 2020.

\*We previously reported that November 2019's volume was less than November 2016's. However, the MLS has since adjusted November 2019's total upward such that it too was record-breaking.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)

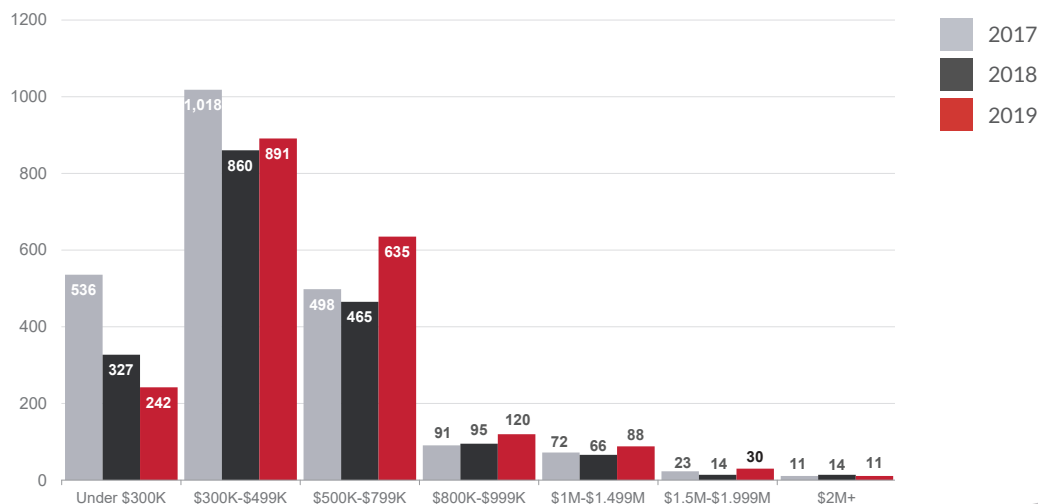




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **4%**, **37%**, **26%**, **33%** and **114%** respectively; while the Under-\$300K and \$2M+ ranges were down **26%** and **21%** respectively. More generally, sales in the high-volume, Under-\$500K bracket – which accounted for **56%** of 2019's sales – were down **5%** from 2018, while sales in the median, \$500K-\$999K bracket were up **35%**, and sales in the luxury \$1M+ bracket were up **37%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
2017 vs. 2018 vs. 2019 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$909,028,081  
UP 21% from 2018

**UNIT SALES:** 1,583  
UP 13% from 2018

**AV. DAYS-ON-MARKET:** 53  
UP 4 days from 2018

**AV. SALE PRICE:** \$574,244  
UP 8% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$188,897,950  
UP 12% from 2018

**UNIT SALES:** 434  
DOWN 1% from 2018

**AV. DAYS-ON-MARKET:** 55  
UP 9 days from 2018

**AV. SALE PRICE:** \$435,249  
UP 12% from 2018

### VACANT LAND

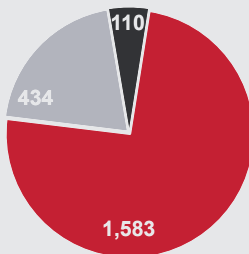
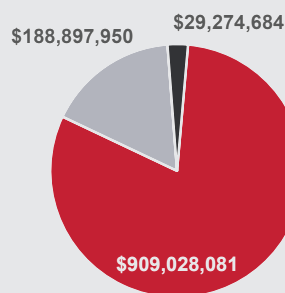
**DOLLAR SALES:** \$29,274,684  
UP 9% from 2018

**UNIT SALES:** 110  
DOWN 5% from 2018

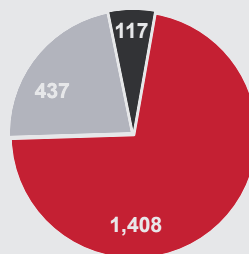
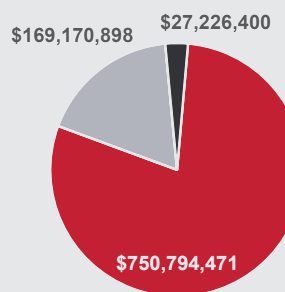
**AV. DAYS-ON-MARKET:** 93  
DOWN 52 days from 2018

**AV. SALE PRICE:** \$266,133  
UP 15% from 2018

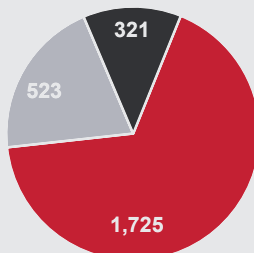
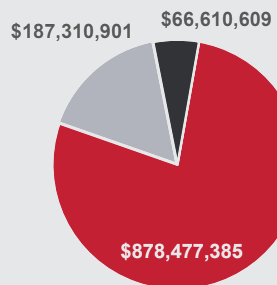
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2019

## OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



**WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR**



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

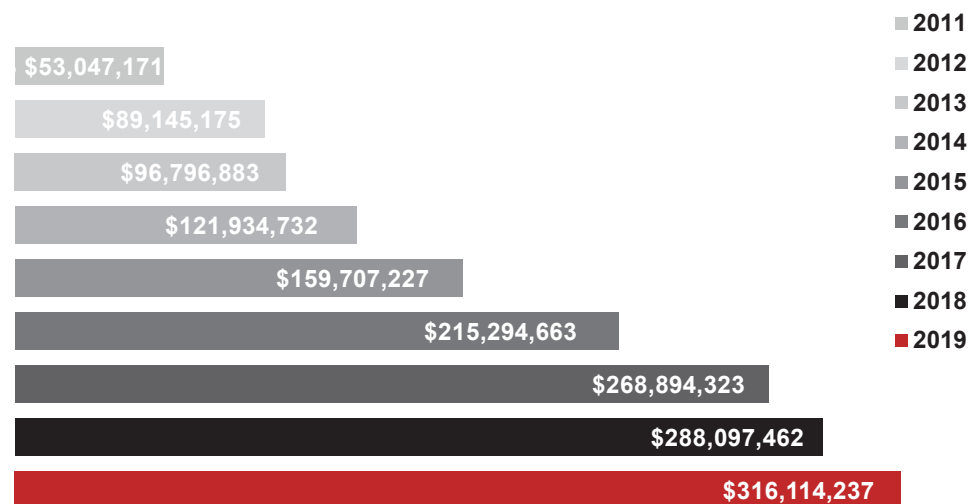
And #2 in Wasaga Beach after opening an office there in mid-2015.



**WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR**



**Locations North Sales Volume, 2011 - 2019**



*\*Southern Georgian Bay Association of REALTORS®*



# 2019 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+

## Collingwood

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 175.5 | 28.5%      | <div></div> |
| RE/MAX Four Seasons          | 82.5  | 13.4%      | <div></div> |
| Royal LePage Trinity         | 60    | 9.8%       | <div></div> |
| Chestnut Park                | 53.75 | 8.6%       | <div></div> |
| Century 21 Millenium         | 50.5  | 8.2%       | <div></div> |
| Clairwood                    | 35.5  | 5.8%       | <div></div> |
| RE/MAX of Wasaga Beach       | 23.75 | 3.9%       | <div></div> |
| Engel & Volkers              | 15.5  | 2.5%       | <div></div> |
| Other                        | 49.5  | 8.1%       | <div></div> |
| Non-MLS                      | 67.5  | 11%        | <div></div> |

## The Blue Mountains

|                              | UNITS  | PERCENTAGE |             |
|------------------------------|--------|------------|-------------|
| Royal LePage Locations North | 122.75 | 35.2%      | <div></div> |
| RE/MAX at Blue               | 43     | 12.3%      | <div></div> |
| RE/MAX Four Seasons          | 34.75  | 10%        | <div></div> |
| Century 21 Millenium         | 30.25  | 8.7%       | <div></div> |
| Chestnut Park                | 26.75  | 7.7%       | <div></div> |
| Royal LePage Trinity         | 12     | 3.4%       | <div></div> |
| Clairwood                    | 10     | 2.9%       | <div></div> |
| Sotheby's                    | 6      | 1.7%       | <div></div> |
| Other                        | 39     | 11.2%      | <div></div> |
| Non-MLS                      | 51.75  | 14.8%      | <div></div> |

## Meaford

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 57.5  | 35.7%      | <div></div> |
| Century 21 Millenium         | 16.5  | 10.2%      | <div></div> |
| RE/MAX Four Seasons          | 10.5  | 6.5%       | <div></div> |
| Royal LePage RCR             | 9     | 5.6%       | <div></div> |
| RE/MAX Grey Bruce            | 7     | 4.3%       | <div></div> |
| Chestnut Park                | 6     | 3.7%       | <div></div> |
| Wilfred McIntee              | 5.5   | 3.4%       | <div></div> |
| Royal LePage Trinity         | 2     | 1.2%       | <div></div> |
| Other                        | 24.5  | 15.2%      | <div></div> |
| Non-MLS                      | 13    | 8.1%       | <div></div> |

## Clearview

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 24.5  | 16.9%      | <div></div> |
| Royal LePage Trinity         | 18.5  | 12.8%      | <div></div> |
| RE/MAX Four Seasons          | 17    | 11.7%      | <div></div> |
| RE/MAX of Wasaga Beach       | 10.25 | 7.1%       | <div></div> |
| Chestnut Park                | 10    | 6.9%       | <div></div> |
| Century 21 Millenium         | 5.5   | 3.8%       | <div></div> |
| Exit                         | 5.5   | 3.8%       | <div></div> |
| Forest Hill                  | 2.5   | 1.7%       | <div></div> |
| Other                        | 21    | 14.5%      | <div></div> |
| Non-MLS                      | 30.25 | 20.9%      | <div></div> |

## Southern Georgian Bay (West)\*

|                              | UNITS  | PERCENTAGE |             |
|------------------------------|--------|------------|-------------|
| Royal LePage Locations North | 443.25 | 24.9%      | <div></div> |
| RE/MAX of Wasaga Beach       | 202.75 | 11.4%      | <div></div> |
| Royal LePage Trinity         | 153.75 | 8.6%       | <div></div> |
| RE/MAX Four Seasons          | 152.25 | 8.5%       | <div></div> |
| Century 21 Millenium         | 137.25 | 7.7%       | <div></div> |
| Chestnut Park                | 97.5   | 5.5%       | <div></div> |
| Clairwood                    | 49     | 2.7%       | <div></div> |
| RE/MAX at Blue               | 46.5   | 2.6%       | <div></div> |
| Engel & Volkers              | 27     | 1.5%       | <div></div> |
| Other                        | 473.75 | 26.6%      | <div></div> |

## Georgian Triangle Luxury Homes\*\*

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 44.5  | 33.2%      | <div></div> |
| RE/MAX Four Seasons          | 18.5  | 13.8%      | <div></div> |
| Chestnut Park                | 15    | 11.2%      | <div></div> |
| Century 21 Millenium         | 9.5   | 7.3%       | <div></div> |
| RE/MAX of Wasaga Beach       | 5     | 3.7%       | <div></div> |
| Engel & Volkers              | 4.5   | 3.4%       | <div></div> |
| Sotheby's                    | 4.5   | 3.4%       | <div></div> |
| Royal LePage Trinity         | 3.5   | 2.6%       | <div></div> |
| Clairwood                    | 3     | 2.2%       | <div></div> |
| Other                        | 23    | 17.2%      | <div></div> |



**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

1288 Mosley Sreet, Unit 7



## **CLEARVIEW**

705-881-9005

143 Mill St., Creemore

