

THE BLUE MOUNTAINS 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

RECORD ANNUAL VOLUME SALES, WITH PRICES AND LISTINGS UP



RECORD ANNUAL SALES VOLUME OF \$252,241,612

Up 9% from 2018's \$232,013,126, with units of 354 up 2% from 2018's 346. New listings of 657 up 11% from a year ago, with the sales/listings ratio of 54% down 4%.



Q4-2019 SALES VOLUME OF \$61,655,036

Down 15% from Q4-2018's record \$72,601,930. Units of 85 were down 15% from the 100 of a year ago, with new listings of 149 down 3% and the sales/listings ratio of 57% down 8%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$712,547

Up 6% from 2018's \$670,558. Average days-on-market of 65 was up 7 days.



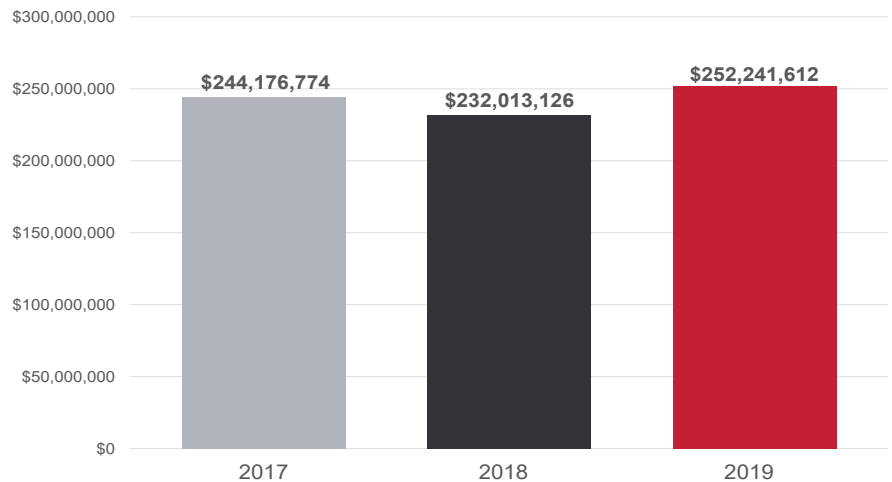
OVERVIEW (cont'd)



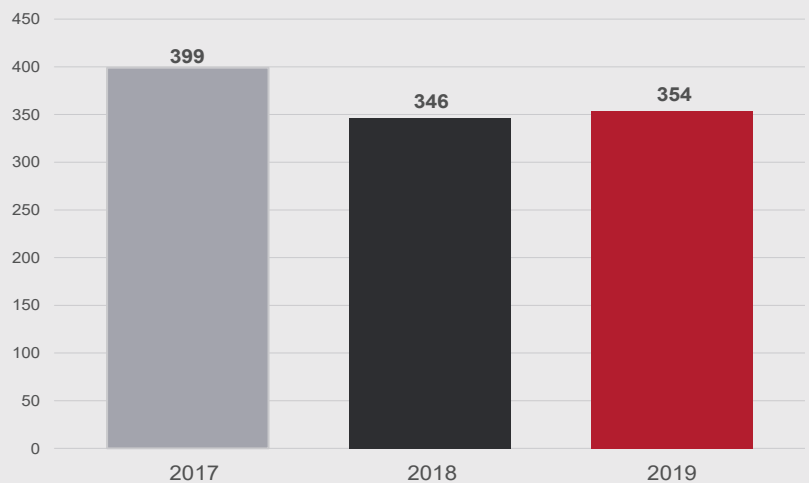
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume – the second best ever – was down **4%** from last December's record, while units were down **15%** from last year and **26%** from 2016's record. New and expired listings were up **23%** and **26%** respectively from a year ago. The **53%** sales/listings ratio means it was a **sellers' market**.

Graph 1:
The Blue Mts. MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:

The Blue Mts. MLS® Residential Sales And Listing Summary
2017 vs. 2018 vs. 2019

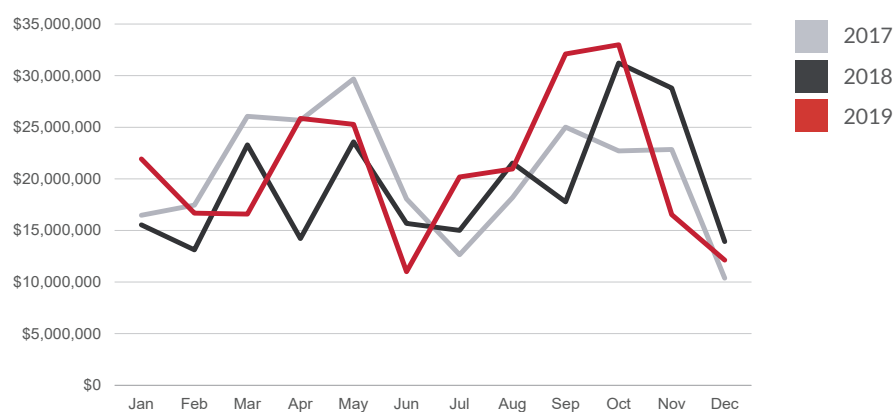
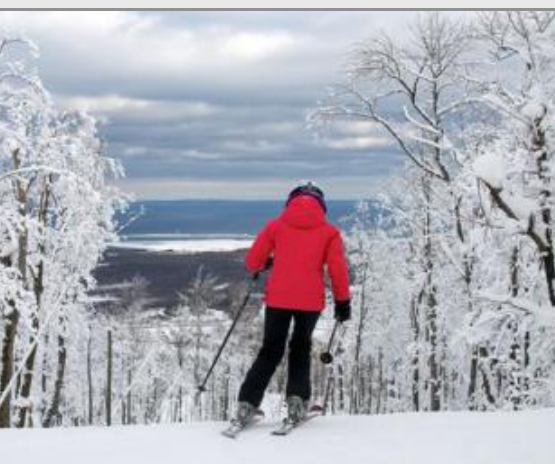
	2017	2018	2019	2018-2019
Annual Volume Sales	\$244,176,774	\$232,013,126	\$252,241,612	+9%
Annual Unit Sales	399	346	354	+2%
Annual New Listings	628	592	657	+11%
Annual Sales/Listings Ratio	64%	58%	54%	-4%
Annual Expired Listings	163	182	198	+9%
Fourth Quarter (Q4) Volume Sales	\$54,702,500	\$72,601,930	\$61,655,036	-15%
Q4 Unit Sales	91	100	85	-15%
Q4 New Listings	132	153	149	-3%
Q4 Sales/Listings Ratio	69%	65%	57%	-8%
Q4 Expired Listings	76	62	68	+10%
Q4 Average Sale Price	\$601,126	\$726,019	\$725,353	-1%
December Volume Sales	\$9,149,400	\$12,567,250	\$12,124,400	-4%
December Unit Sales	15	20	17	-15%
December New Listings	34	26	32	+23%
December Sales/Listings Ratio	44%	77%	53%	-24%
December Expired Listings	22	31	39	+26%
December Average Sale Price	\$609,960	\$628,363	\$713,200	+14%
Annual Sales: \$100K - \$299K	90	63	46	-27%
Annual Sales: \$300K - \$499K	121	83	89	+7%
Annual Sales: \$500K - \$799K	97	105	121	+15%
Annual Sales: \$800K - \$999K	35	41	34	-17%
Annual Sales: \$1M - \$1.499M	38	33	39	+18%
Annual Sales: \$1.5M - \$1.999M	12	12	17	+42%
Annual Sales: \$2M+	6	9	8	-11%
Annual Average Days-On-Market	68	58	65	+12%
Annual Average Sale Price	\$611,972	\$670,558	\$712,547	+6%

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

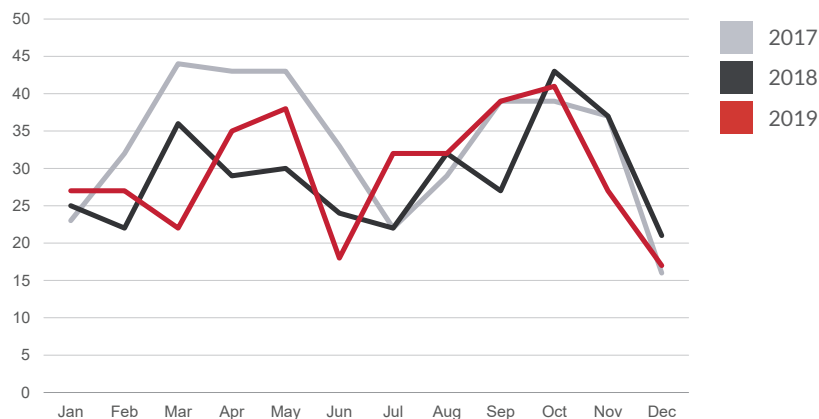
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2019 was a year of ups, downs and plateaus for The Blue Mts., all adding up to record volume sales. Starting with a record January, Q1 then slowed in February and March, rebounded with a record April and strong May, and then hit bottom in June. This was followed by a record Q3, an even more stratospheric October, and then a sharp decline from November on. As **Graph 4** shows, units generally mirrored volume, although January was the only record month. 2019's average sales price saw a nice increase; it's up **74%**, **45%**, **40%**, **15%** and **9%** from 2014-18 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



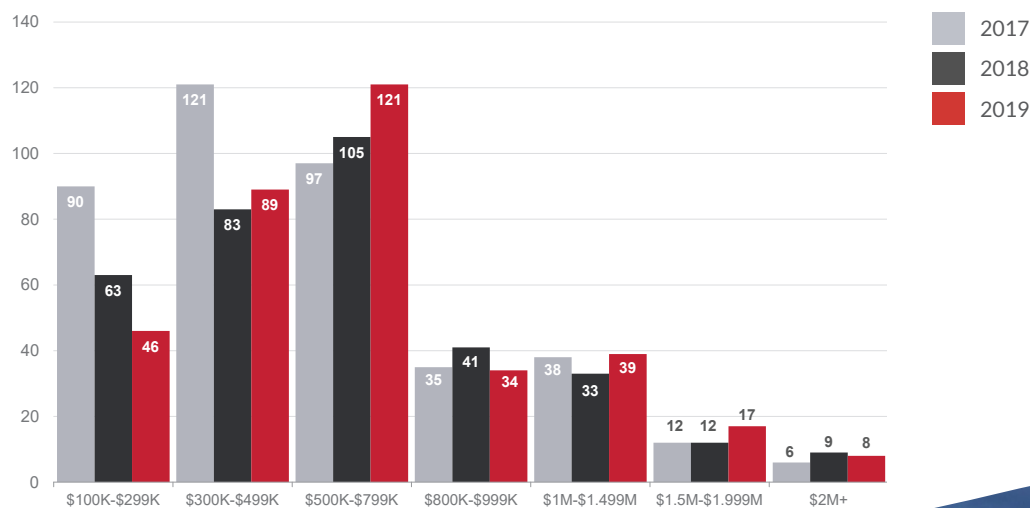
Graph 4:
The Blue Mts. Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in four price ranges and down in three. The \$300K-\$499K, \$500K-\$799K, 1M-\$1.499M and \$1.5M-\$1.999M ranges were up **7%**, **15%**, **18%** and **42%** respectively; while the Under-\$300K, \$800K-\$999K and \$2M+ ranges were down **27%**, **17%** and **11%** respectively. More generally, the Under-\$500K price bracket was down **8%** from 2018; the \$500K-\$999K price bracket was up **6%**; and the \$1M+ price bracket was up **19%**.

Graph 5:
The Blue Mts. MLS® Sales By Price
2017 vs. 2018 vs. 2019 (Units)



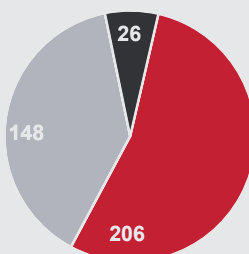
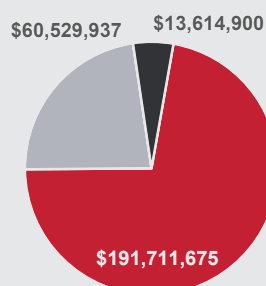
SALES BY PROPERTY TYPE

Graph 6:

The Blue Mts. MLS® Sales By Property Type
2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

2019



SINGLE-FAMILY HOMES

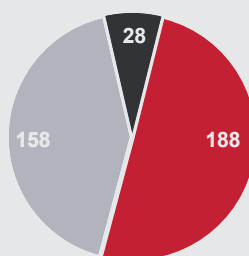
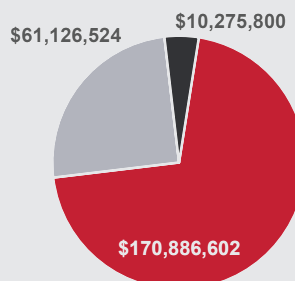
DOLLAR SALES: \$191,711,675
UP 12% from 2018

UNIT SALES: 206
UP 10% from 2018

AV. DAYS-ON-MARKET: 61
UP 4 days from 2018

AV. SALE PRICE: \$930,639
UP 2% from 2018

2018



CONDOMINIUMS

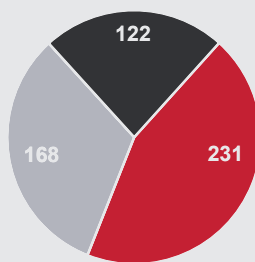
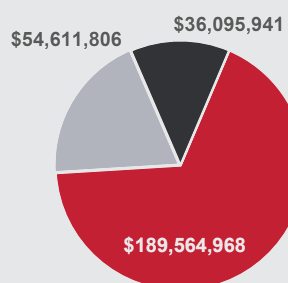
DOLLAR SALES: \$60,529,937
DOWN 1% from 2018

UNIT SALES: 148
DOWN 6% from 2018

AV. DAYS-ON-MARKET: 69
UP 11 days from 2018

AV. SALE PRICE: \$408,986
UP 6% from 2018

2017



VACANT LAND

DOLLAR SALES: \$13,614,900
UP 32% from 2018

UNIT SALES: 26
DOWN 7% from 2018

AV. DAYS-ON-MARKET: 107
DOWN 50 days from 2018

AV. SALE PRICE: \$523,650
UP 43% from 2018

■ 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)

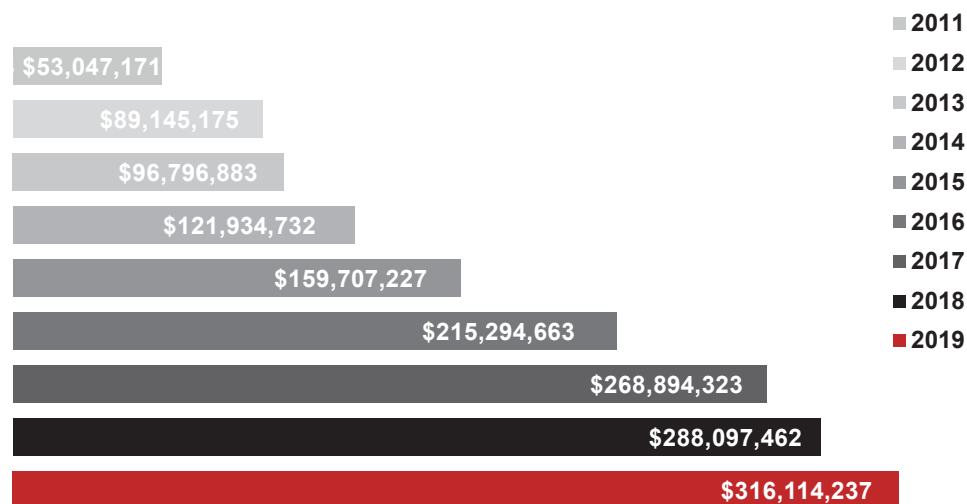
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 Overview*

	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>

Southern Georgian Bay 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

1344 Mosley Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

