

# CLEARVIEW REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2020

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



# OVERVIEW

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



### Q1-2020 SALES VOLUME OF \$20,305,500

Up **1%** from Q1-2019's **\$20,024,600**, with units of **29** down **6%** from Q1-2019's **31**.  
New listings of **64** down **18%**, with the sales/listings ratio of **45%** up **5%**.



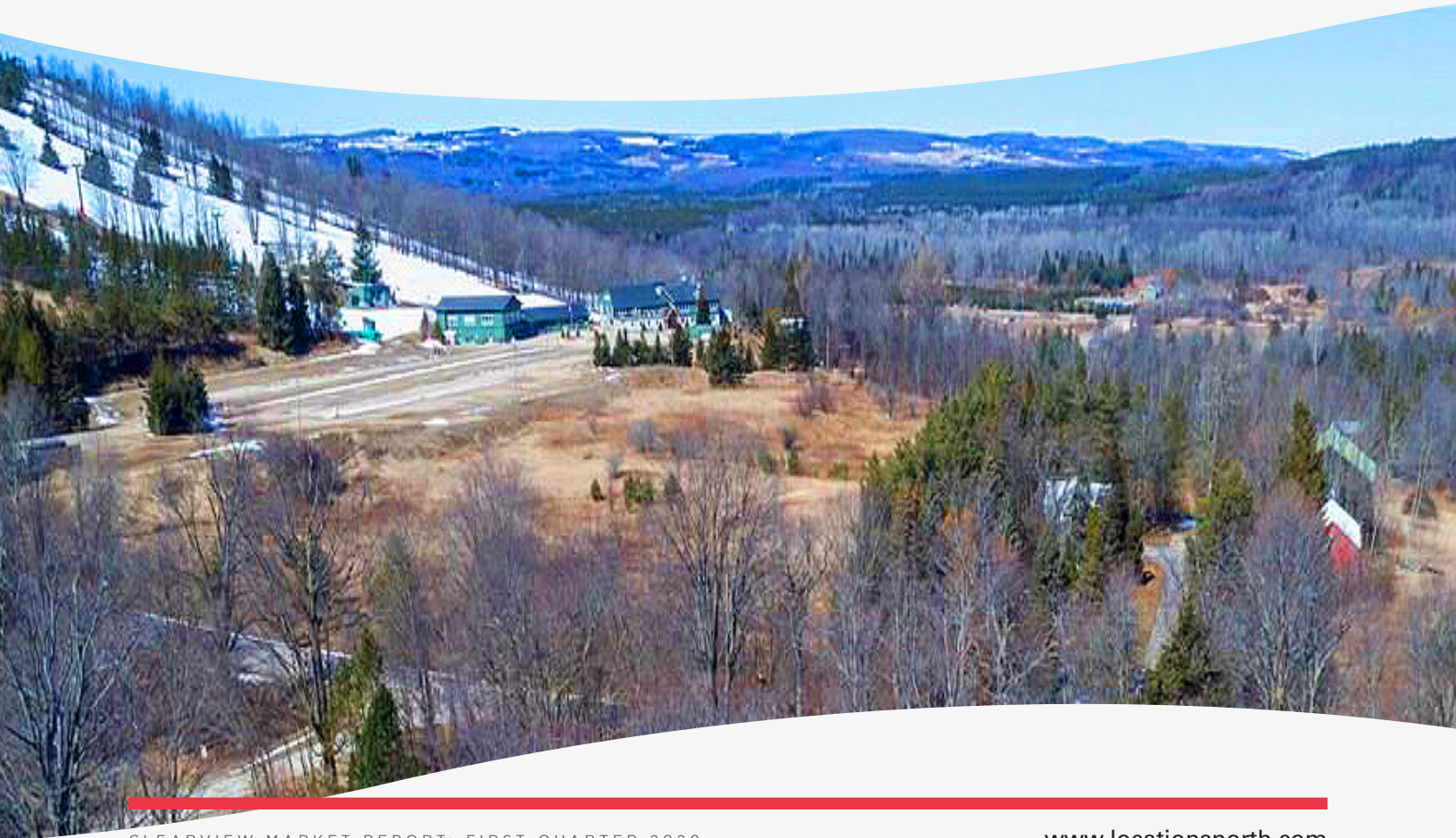
### MARCH SALES VOLUME OF \$7,348,000

Down **27%** from March 2019's **\$10,123,000**. Units of **12** were down **20%** from last March's **15**, with new listings of **25** down **19%** and the sales/listings ratio of **48%** even.



### RECORD Q1 AVERAGE SALE PRICE OF \$700,190

Up **8%** from Q1-2019's **\$645,955**. Average days-on-market of **57** was down **30** days.



# OVERVIEW (cont'd)

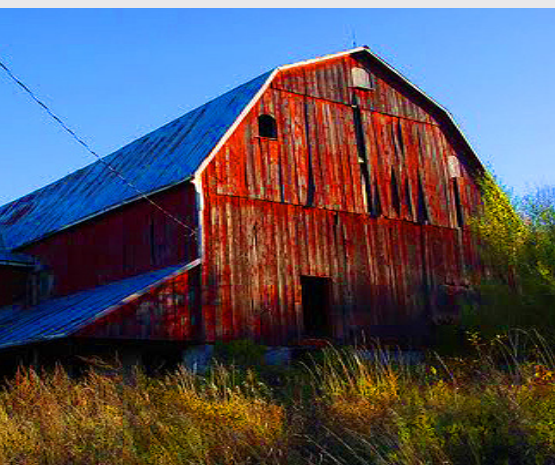
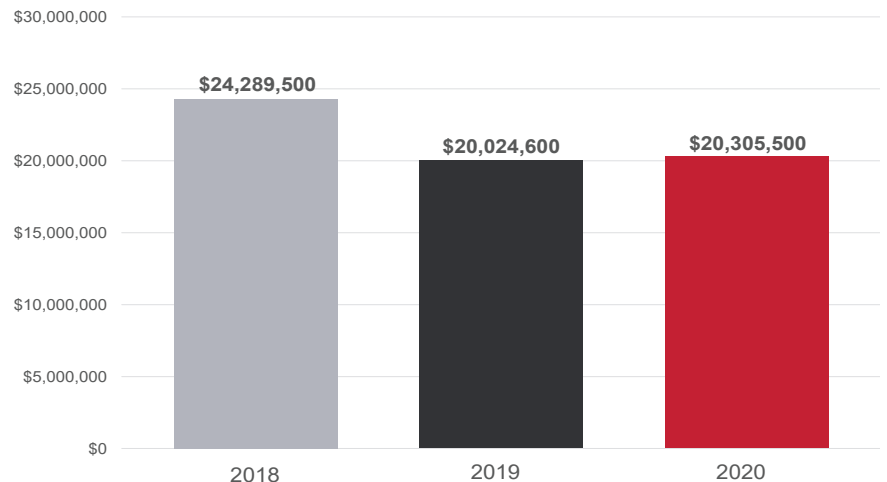


## THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

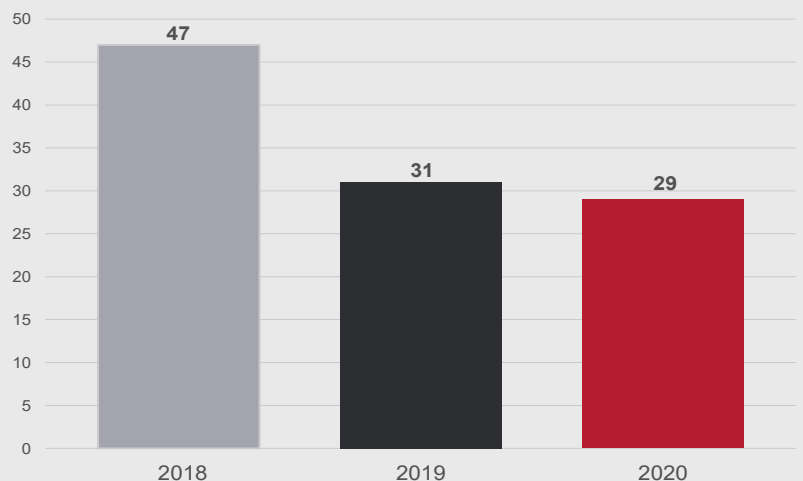
During March's first half the Clearview market was on a near record pace, both in terms of volume and unit sales. However, the influence of COVID-19 led to just **2** sales totalling **\$1,198,000** during the second half of March. With so few sales and activity slowing generally, the forecast is for a **buyers' market**.



Graph 1:  
Clearview MLS® Sales  
Q1 – 2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
Clearview MLS® Sales  
Q1 – 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

## Clearview MLS® Residential Sales And Listing Summary

Q1 – 2018 vs. 2019 vs. 2020

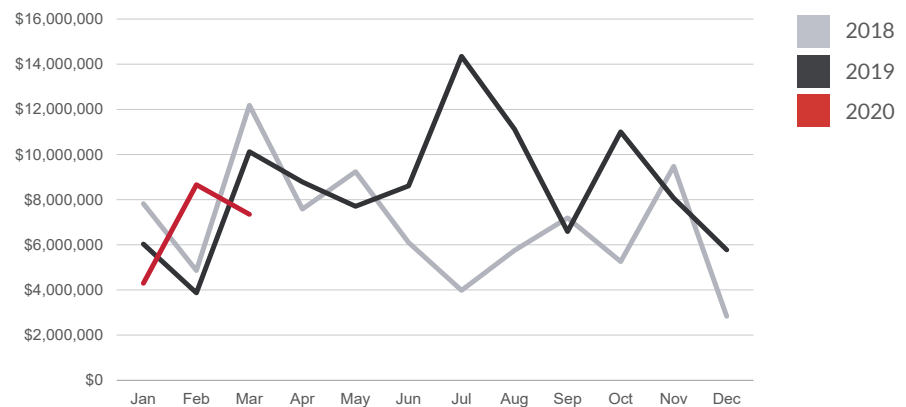
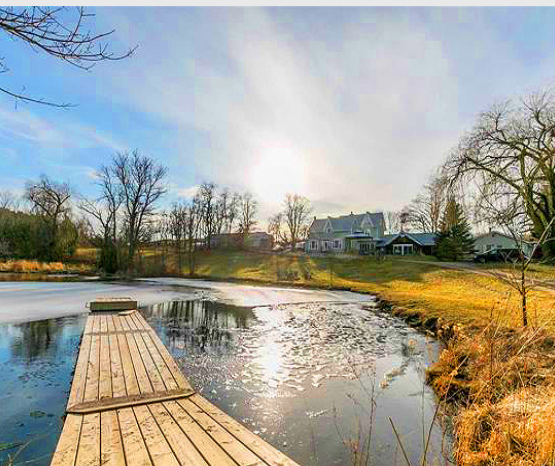
	2018	2019	2020	2019-2020
Volume Sales	\$24,289,500	\$20,024,600	\$20,305,500	+1%
Unit Sales	47	31	29	-6%
New Listings	67	78	64	-18%
Sales/Listings Ratio	70%	40%	45%	+5%
Expired Listings	17	14	11	-21%
Sales: \$100K - \$299K	4	1	0	-100%
Sales: \$300K - \$499K	25	15	13	-13%
Sales: \$500K - \$799K	14	9	9	0%
Sales: \$800K - \$999K	2	2	3	+50%
Sales: \$1M - \$1.499M	2	1	1	0%
Sales: \$1.5M - \$1.999M	0	3	3	0%
Sales: \$2M+	0	0	1	+100%
Average Days-On-Market	67	87	57	-34%
Average Sale Price	\$516,798	\$645,955	\$700,190	+8%

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

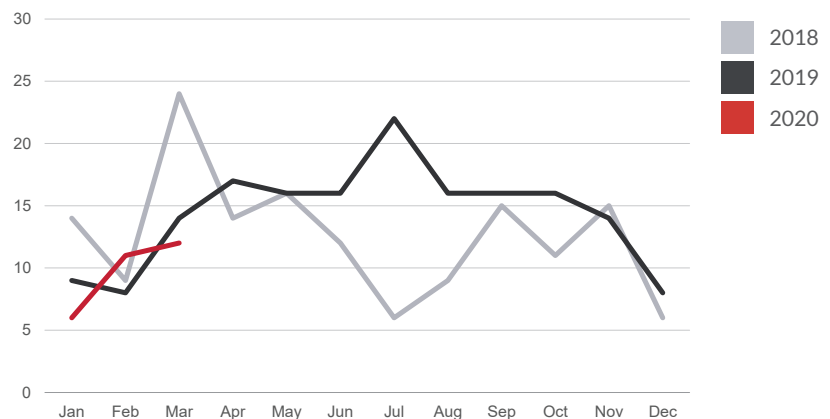
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q1 volume started slowly, picked up with the second-best February ever, and slumped in March after a slow second half due to COVID-19's influence. It was Clearview's fourth best Q1 volume ever, down **24%** from 2017's record. On the units side, **Graph 4** shows a mediocre January and February, followed by an initially strong March which, however, saw just **2** second-half sales. Q1's **29** sales were down **42%** from 2016's high of **50**. That said, Clearview's average sale price has shown impressive gains: it's up **113%**, **55%**, **22%**, **35%** and **8%** from the Q1s of 2015-9 respectively.

Graph 3:  
**Clearview Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



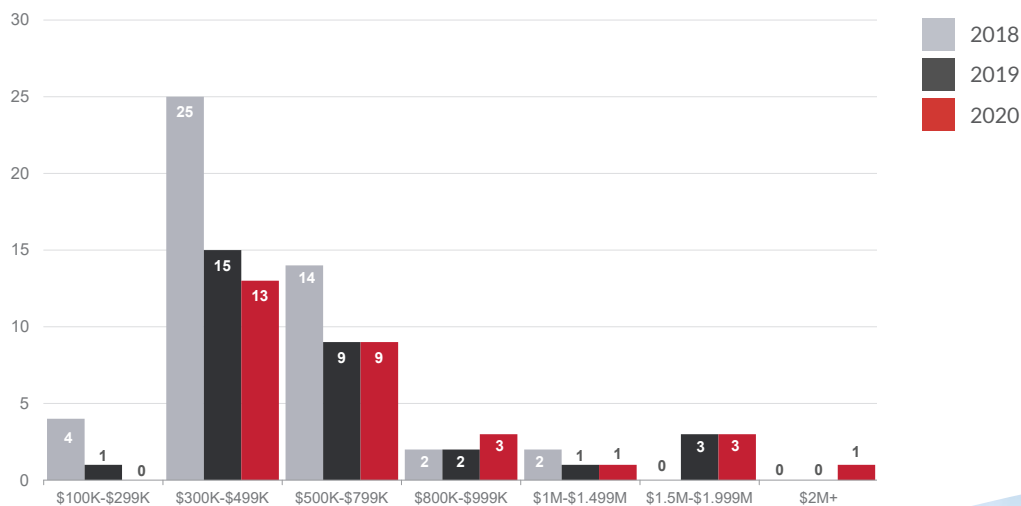
Graph 4:  
**Clearview Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020's unit sales were up from Q1-2019 in two price ranges, down in two and even in three. The \$800K-\$999K and \$2M+ ranges were up **50%** and **100%** respectively; the \$100K-\$299K and \$300K-\$499K ranges were down **100%** and **13%** respectively; and the \$500K-\$799K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were **even**. More generally, sales in the Under \$500K bracket – which accounted for **45%** of Clearview's sales – were down **19%** from Q1-2019; sales in the \$500K-\$999K range were up **9%**; and sales in the \$1M+ range were up **25%**.

Graph 5:  
**Clearview MLS® Sales By Price**  
Q1 – 2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

Clearview MLS® Sales By Property Type

Q1 - 2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$19,995,500  
DOWN .2% from 2019

**UNIT SALES:** 28  
DOWN 10% from 2019

**AV. DAYS-ON-MARKET:** 58  
DOWN 29 days from 2019

**AV. SALE PRICE:** \$714,125  
UP 11% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$310,000  
UP \$310,000% from 2019

**UNIT SALES:** 1  
UP 100% from 2019

**AV. DAYS-ON-MARKET:** 27  
UP 27 days from 2019

**AV. SALE PRICE:** \$310,000  
UP 100% from 2019

### VACANT LAND

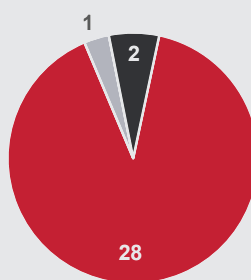
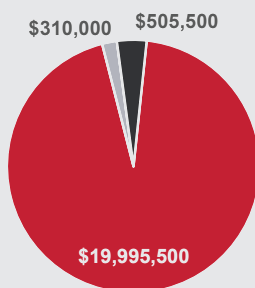
**DOLLAR SALES:** \$505,500  
DOWN 56% from 2019

**UNIT SALES:** 2  
DOWN 50% from 2019

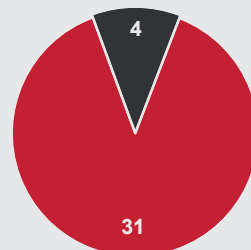
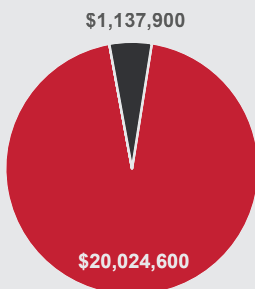
**AV. DAYS-ON-MARKET:** 111  
UP 58 days from 2019

**AV. SALE PRICE:** \$252,750  
DOWN 11% from 2019

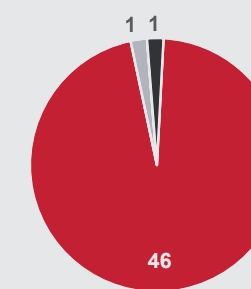
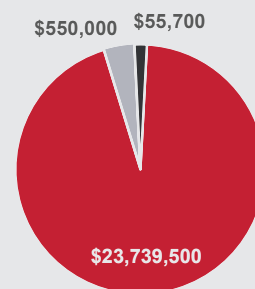
2020



2019



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)**

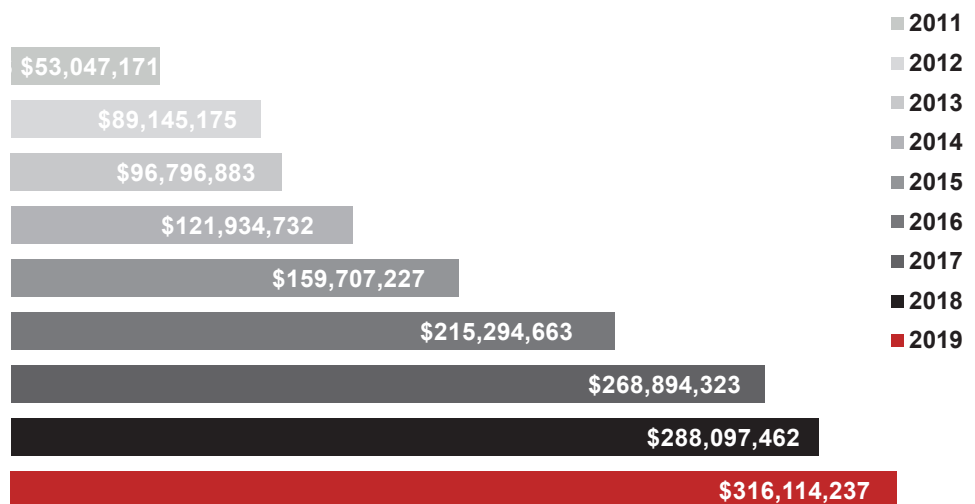
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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®










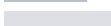
# 2019 UNIT SALES

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











## Collingwood

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











## The Blue Mountains

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











## Meaford

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











## Clearview

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

## Southern Georgian Bay (West)\*

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

## Georgian Triangle Luxury Homes\*\*

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

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$800,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2019

**#1** Georgian Triangle  
**BROKERAGE**



**8**

Straight Years\*  
Of Record Sales!

**Featured Listings**



**21,400+**

People Reached†

**6,100+**

Clicks, Shares, Views, & Likes‡

**Q1** BY THE  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**40** Detailed **Market Reports**  
Per Year FOR YOU

**Annual Sales Volume**  
**2019 Sales Up 10%**  
from 2018



**Almost  
3 TIMES  
MORE**

than our closest regional competitor†



**Award Winning Service**

**Socially Connected**



**92,500+**

**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets‡

We average

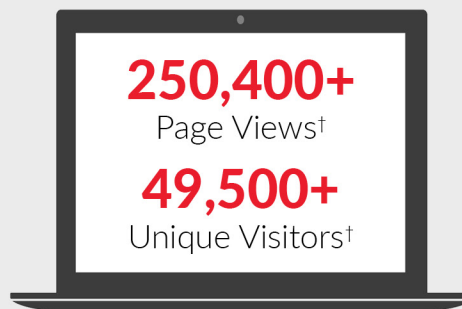
**300+**

**Buyer leads/month§**

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**



**\$32,465**

Giving back and working  
in our community

**Raised for Local Charities  
in 2019**

**WINBLAST \$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755  
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

\*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2020 to March 31st, 2020). ‡Based on social media channels (January 1st, 2020 to March 31st, 2020). §Based on Lead Assign (Jan. 1st, 2020 to Mar. 31st, 2020)



# 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

