

CLEARVIEW 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 Q4 AND STRONG ANNUAL SALES, WITH LISTINGS AND EXPIREDS DOWN



ANNUAL SALES VOLUME OF \$103,347,371

Up 28% from 2018's \$80,815,512, with units of 171 up 14% from 2018's 150. New listings of 281 down 6%, with the sales/listings ratio of 61% up 11%.



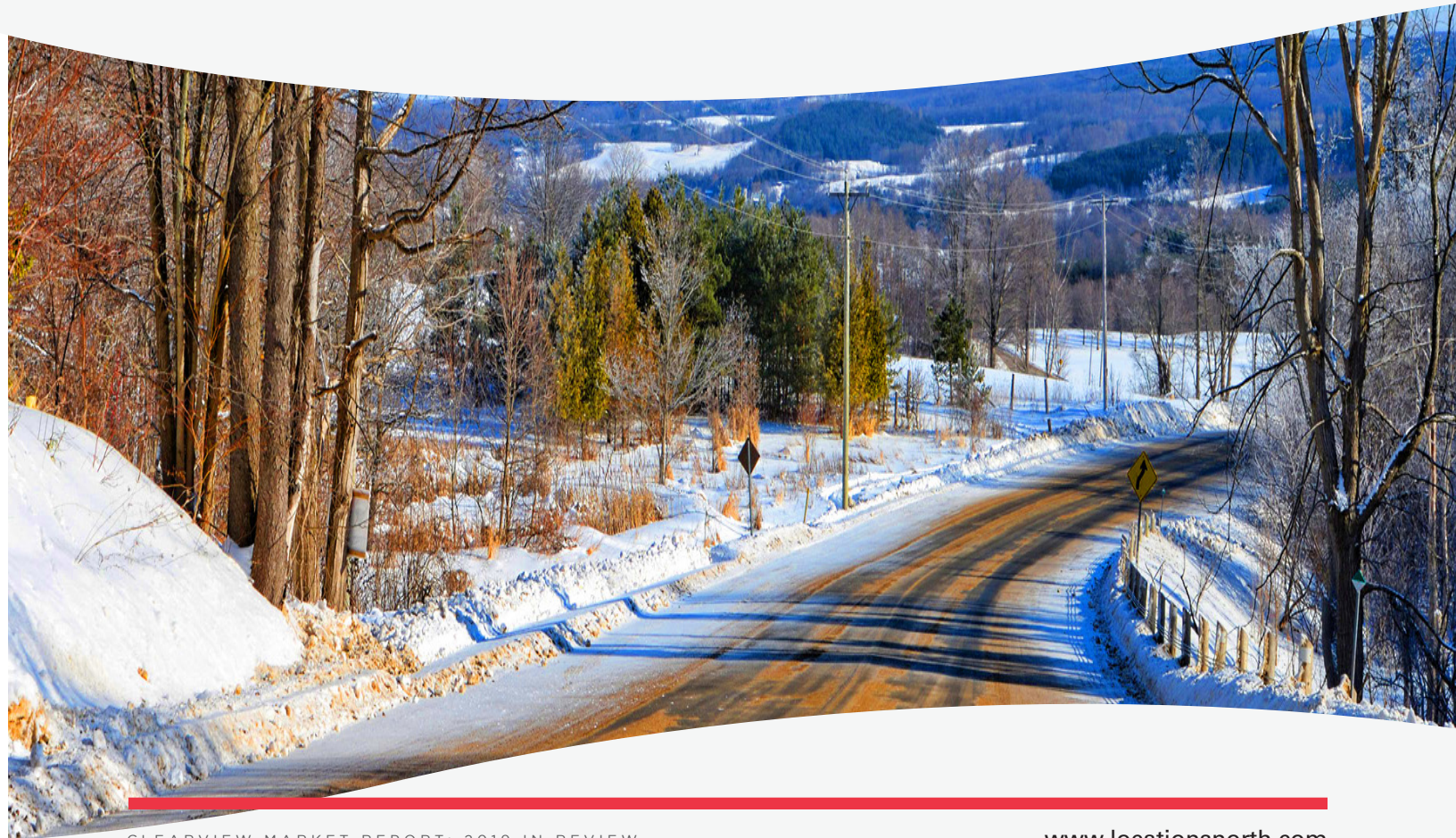
RECORD FOURTH-QUARTER SALES VOLUME OF \$25,847,875

Up 47% from Q4-2018's \$17,568,112. Units of 38 were up 19% from Q4-2018's 32, with new listings of 53 down 9% and the sales/listings ratio of 72% up 17%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$604,371

Up 12% from the \$538,770 of a year ago. Average days-on-market of 71 up 11 days.



OVERVIEW (cont'd)

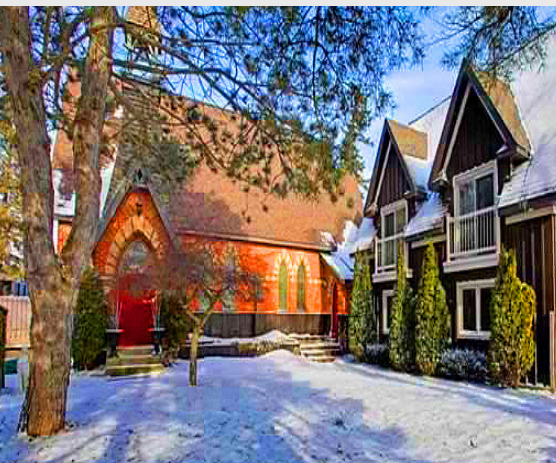
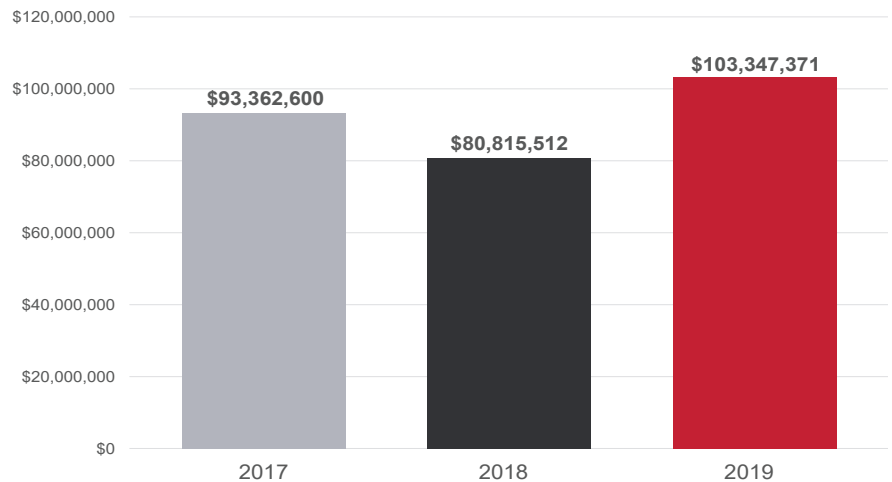


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

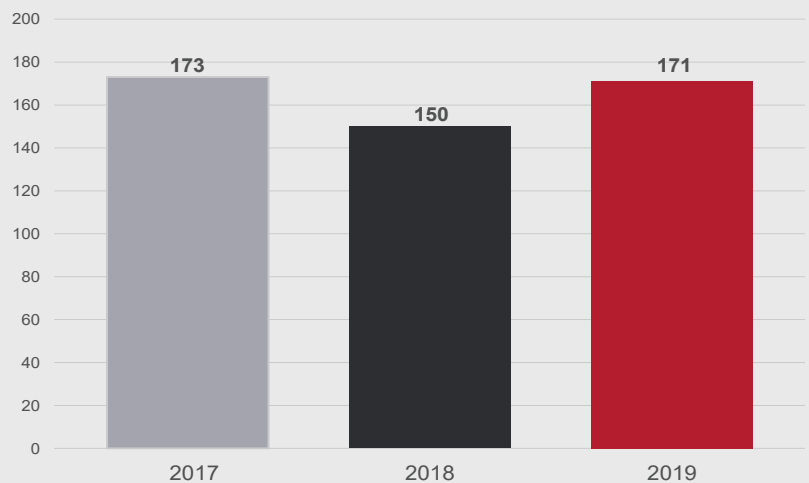
Clearview saw record volume in December, up **104%** from last December and **39%** from 2016's prior record. Units were up **33%** from last year – and that was on **9%** fewer new listings. This resulted in a strong **80%** sales/listings ratio – up **25%** from one year ago. So Clearview was an active **seller's market**.



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



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



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Residential Sales And Listing Summary
2017 vs. 2018 vs. 2019

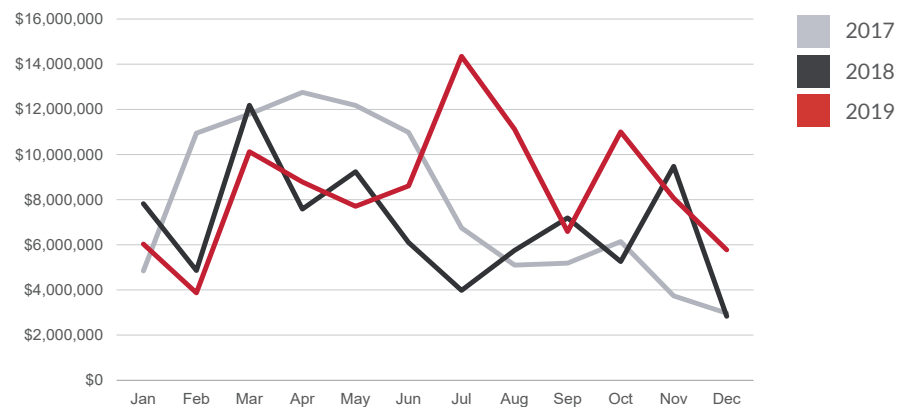
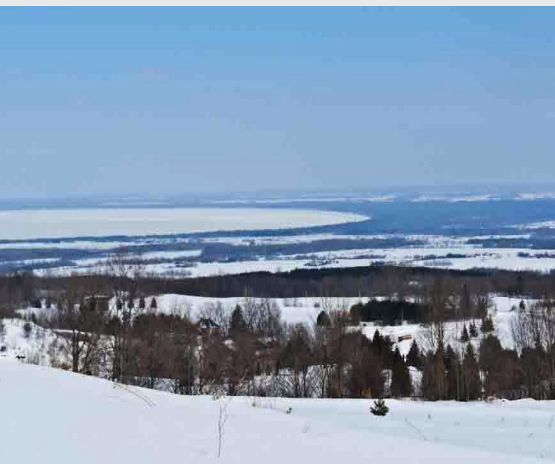
	2017	2018	2019	2018-2019
Annual Volume Sales	\$93,362,600	\$80,815,512	\$103,347,371	+28%
Annual Unit Sales	173	150	171	+14%
Annual New Listings	270	298	281	-6%
Annual Sales/Listings Ratio	64%	50%	61%	+11%
Annual Expired Listings	78	83	82	-1%
Fourth Quarter (Q4) Volume Sales	\$12,853,400	\$17,568,112	\$25,847,875	+47%
Q4 Unit Sales	28	32	38	+19%
Q4 New Listings	46	58	53	-9%
Q4 Sales/Listings Ratio	61%	55%	72%	+17%
Q4 Expired Listings	22	33	31	-6%
Q4 Average Sale Price	\$459,050	\$549,004	\$680,207	+24%
December Volume Sales	\$2,973,500	\$2,832,500	\$5,776,000	+104%
December Unit Sales	7	6	8	+33%
December New Listings	8	11	10	-9%
December Sales/Listings Ratio	88%	55%	80%	+25%
December Expired Listings	6	14	12	-14%
December Average Sale Price	\$424,768	\$472,083	\$722,000	+53%
Annual Sales: \$100K - \$299K	25	16	14	-12%
Annual Sales: \$300K - \$499K	84	74	75	+1%
Annual Sales: \$500K - \$799K	42	45	52	+16%
Annual Sales: \$800K - \$999K	10	7	12	+71%
Annual Sales: \$1M - \$1.499M	7	5	9	+80%
Annual Sales: \$1.5M - \$1.999M	2	0	8	+800%
Annual Sales: \$2M+	3	3	1	-67%
Annual Average Days-On-Market	49	60	71	+18%
Annual Average Sale Price	\$539,668	\$538,770	\$604,371	+12%

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

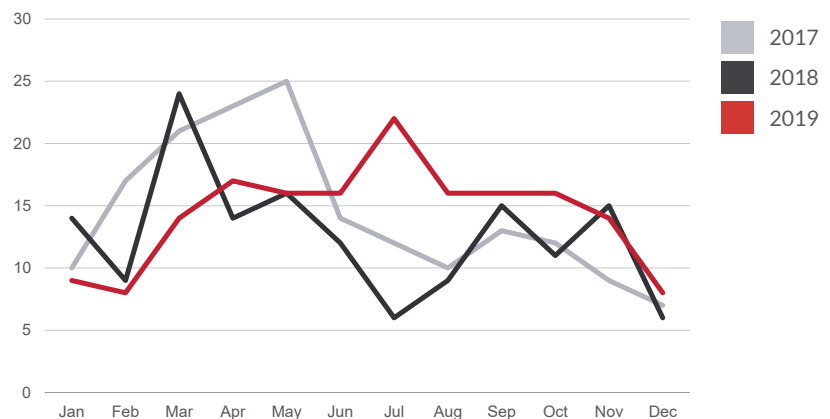
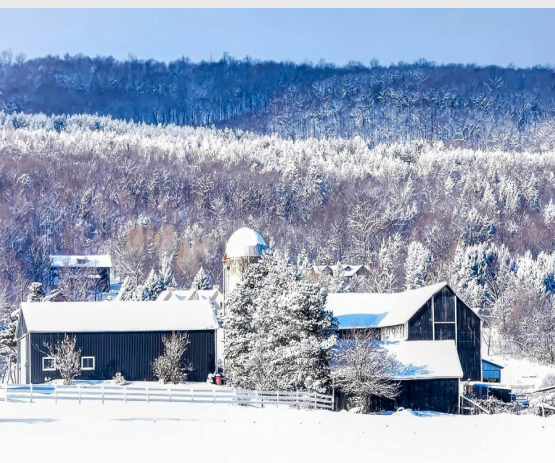
THE MARKET IN DETAIL (cont'd)

In 2019 Clearview had its second-best ever volume sales, up **28%** from 2018 and down **6%** from 2016's record. As **Graph 3** shows, those sales were mainly due to four record months. The market was slow in Q1 and Q2, with volume down **2%** from 2018 and **28%** from 2017's high. However, July saw a huge spike, and August, October and December were also record-breaking. On the units side, **Graph 4**, though not directly mirroring Q3's and Q4's volume, still gave Clearview it's best second half since 2016. It'll interesting to see if Clearview carries that sales momentum into 2020.

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



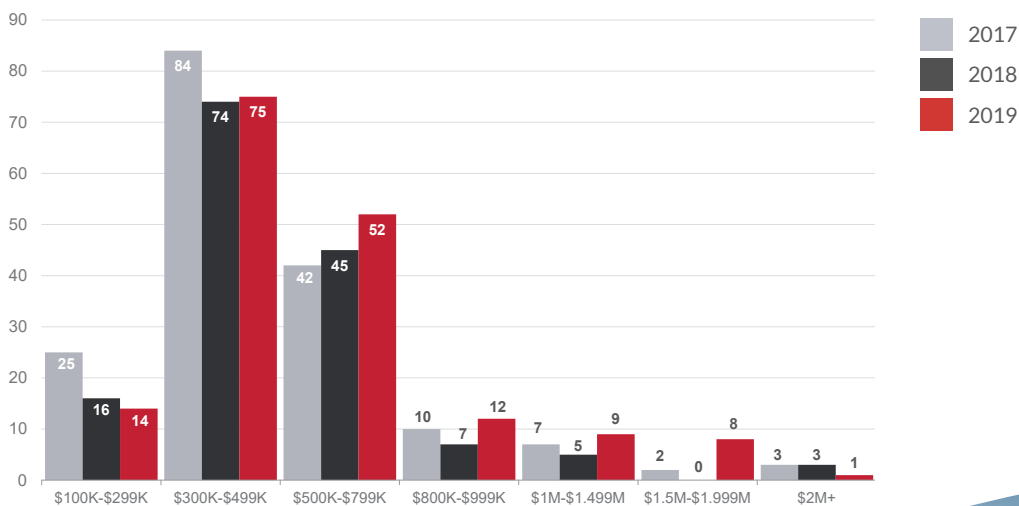
Graph 4:
Clearview Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Clearview's year-to-date 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 **1%**, **16%**, **71%**, **80%** and **800%** respectively; while the \$100K-\$299K and the \$2M+ range were down **12%** and **67%** respectively. More generally, sales in the Under \$500K bracket – which accounted for **52%** of 2019's sales – were down **1%** from 2018, while the \$500K-\$999K bracket was up **23%**, and the \$1M+ bracket was up **125%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$100,358,401
UP 27% from 2018

UNIT SALES: 161
UP 12% from 2018

AV. DAYS-ON-MARKET: 70
UP 10 days from 2018

AV. SALE PRICE: \$623,344
UP 14% from 2018

CONDOMINIUMS

DOLLAR SALES: \$2,989,000
UP 50% from 2018

UNIT SALES: 10
UP 67% from 2018

AV. DAYS-ON-MARKET: 89
UP 23 days from 2018

AV. SALE PRICE: \$298,900
DOWN 10% from 2018

VACANT LAND

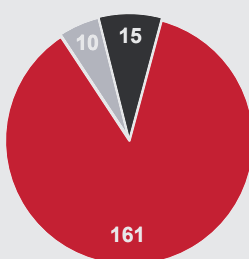
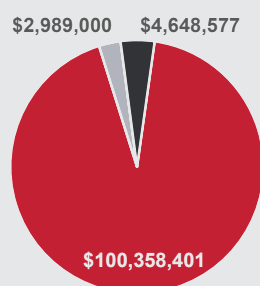
DOLLAR SALES: \$4,648,577
UP 148% from 2018

UNIT SALES: 15
UP 88% from 2018

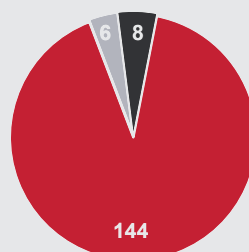
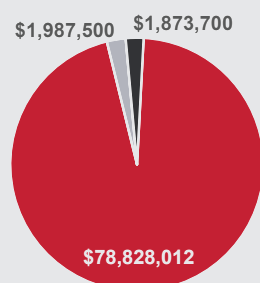
AV. DAYS-ON-MARKET: 62
DOWN 35 days from 2018

AV. SALE PRICE: \$309,905
UP 32% from 2018

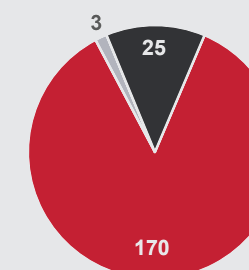
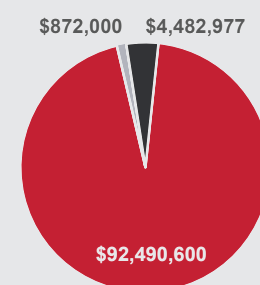
2019



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)

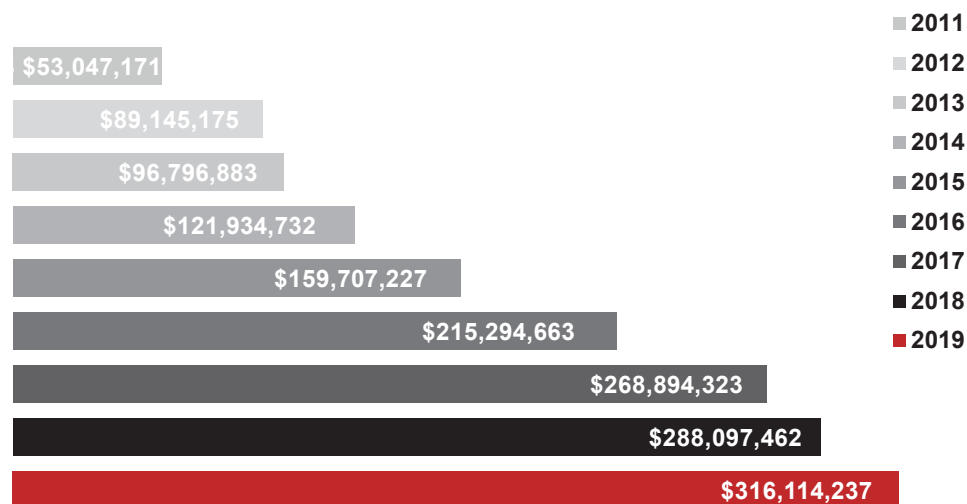
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	
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%	










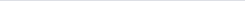
The Blue Mountains

	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%	










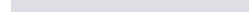
Meaford

	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%	



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

