

COLLINGWOOD REAL ESTATE MARKET REPORT

FIRST QUARTER 2020

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



OVERVIEW

RECORD Q1 VOLUME SALES, AVERAGE PRICES UP, NEW LISTINGS DOWN



RECORD Q1 SALES VOLUME OF \$58,696,411

Up 8% from Q1-2019's \$54,162,846, with units of 100 down 4% from Q1-2019's 104. New listings of 187 were down 9% from a year ago, with the sales/listings ratio of 53% up 2%.



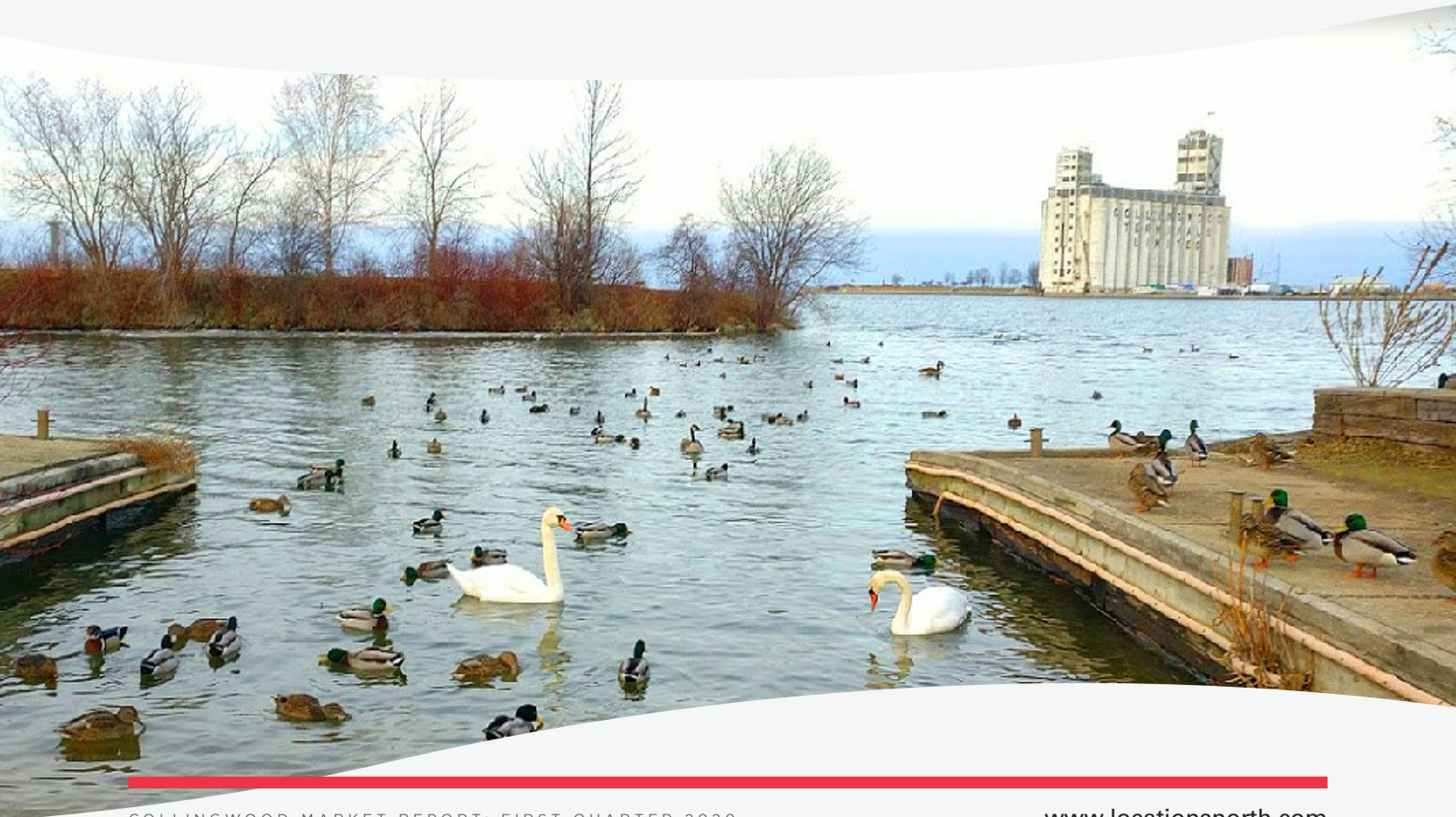
MARCH SALES VOLUME OF \$16,795,311

Down 35% from March 2019's \$25,917,400. Units of 26 were down 47% from last March's 49, with new listings of 78 down 13%, and the sales/listings ratio of 33% down 21%.



RECORD Q1 AVERAGE SALE PRICE OF \$586,964

Up 13% from the \$520,797 of Q1-2019. Average days-on-market of 50 was down by 1 day.



OVERVIEW (cont'd)

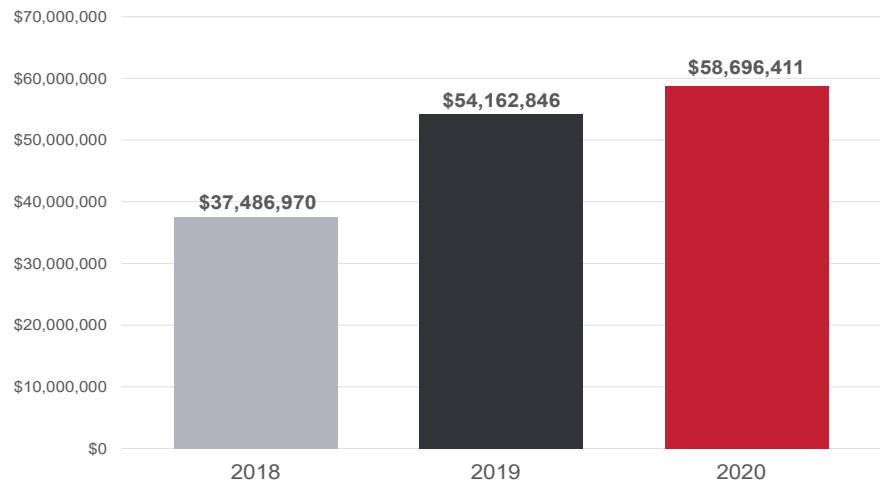


THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

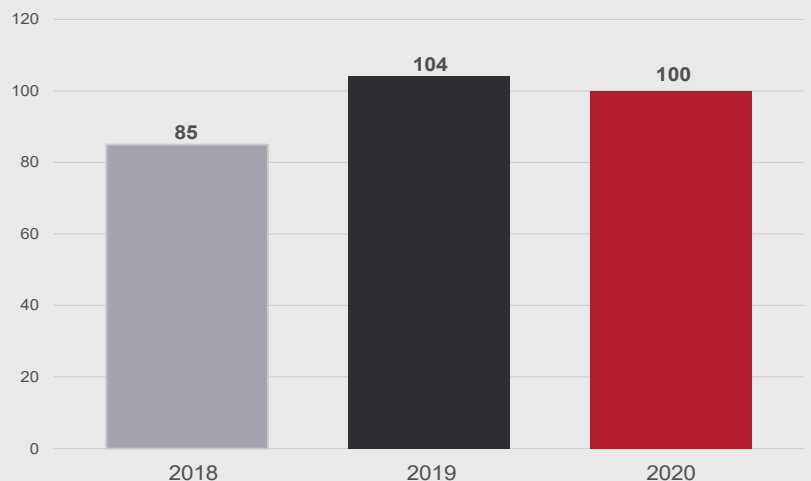
March's second-half volume of **\$4,461,400** was down **64%** from last year's **\$12,251,400**, and its **8** units were down **67%** from last year's **24**. That said, the average sales price was up **7%** and homes sold **12** days faster on average. Still, March's **33%** sales/listings ratio means that it's a **buyers' market**.



Graph 1:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

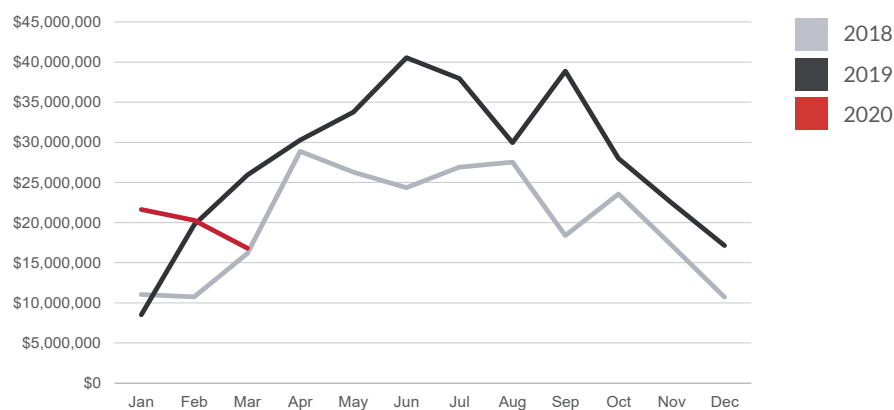
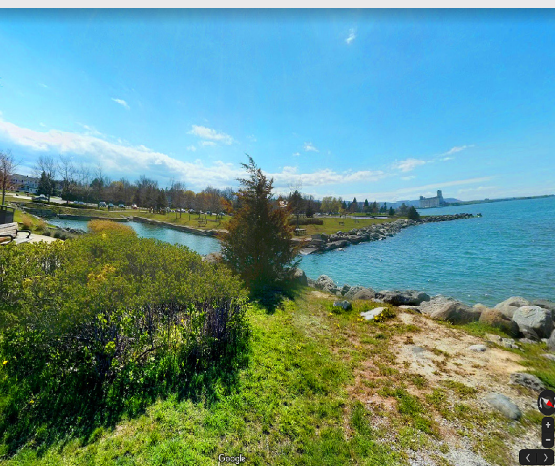
	2018	2019	2020	2019-2020
Volume Sales	\$37,486,970	\$54,162,846	\$58,696,411	+8%
Unit Sales	85	104	100	-4%
New Listings	155	205	187	-9%
Sales/Listings Ratio	55%	51%	53%	+2%
Expired Listings	27	52	58	+12%
Sales: Under \$300K	13	9	9	0%
Sales: \$300K - \$499K	50	44	41	-7%
Sales: \$500K - \$799K	18	39	32	-18%
Sales: \$800K - \$999K	3	9	10	+11%
Sales: \$1M - \$1.499M	1	3	6	+100%
Sales: \$1.5M - \$1.999M	0	0	2	+200%
Average Days-On-Market	35	51	50	-2%
Average Sale Price	\$441,023	\$520,797	\$586,964	+13%

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

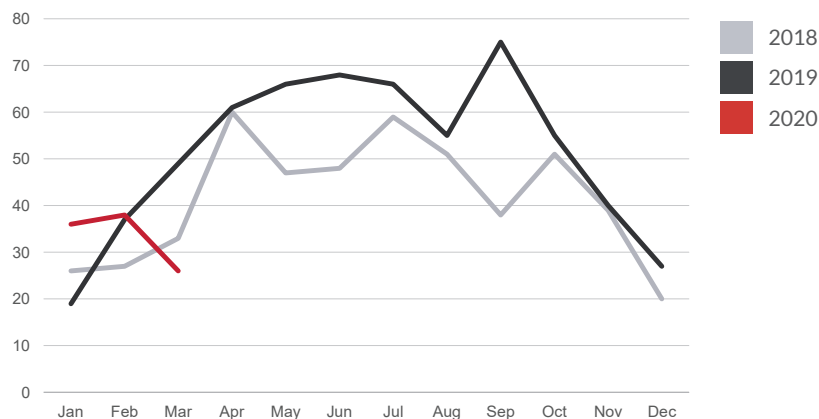
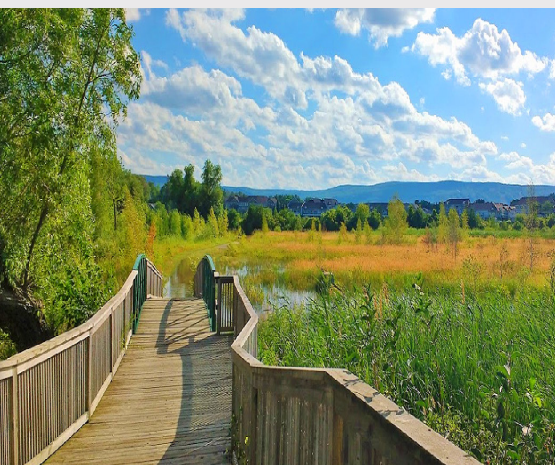
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a record January and February, volume sales dropped off in March, although it must be noted that it was still Collingwood's third-best March ever. In fact, the market was on a near-record clip for the first half of March until the influence of COVID-19 really began to set in. On the units side, **Graph 4** shows a very strong, but not record, January and February, followed by a steep fall in March due to just 8 sales during the month's second half. Average sale prices were record-breaking, up 90%, 70%, 29%, 33% and 13% from the Q1s of 2015-19 respectively.

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



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



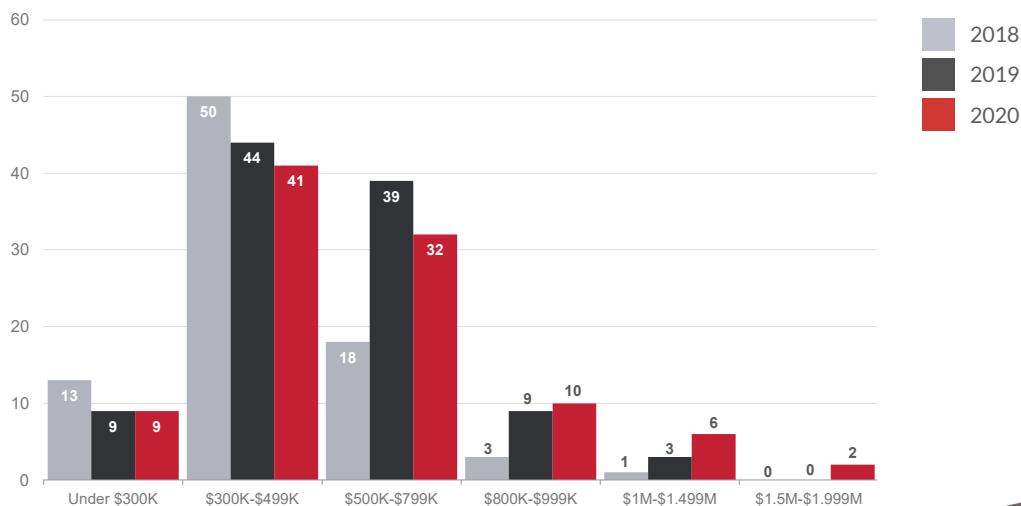
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 unit sales were up from Q1-2019 in three price ranges, down in two and even in one. The \$800K-\$999K and \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **11%**, **100%** and **200%** respectively; the \$300K-\$499K and \$500K-\$799K ranges were down **7%** and **18%** respectively; and the the Under-\$300K range was even with last year. More generally, the Under-\$500K bracket - which accounted for **73%** of the sales - was down **16%** from a Q1-2019; the \$500K-\$999K bracket was down **12%**; and the \$1M+ bracket was up **167%**.

Graph 5:

Collingwood MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$41,091,900
UP 10% from 2019

UNIT SALES: 59
DOWN 11% from 2019

AV. DAYS-ON-MARKET: 51
UP 6 days from 2019

AV. SALE PRICE: \$696,473
UP 23% from 2019

CONDOMINIUMS

DOLLAR SALES: \$17,604,511
UP 4% from 2019

UNIT SALES: 41
UP 8% from 2019

AV. DAYS-ON-MARKET: 50
DOWN 13 days from 2019

AV. SALE PRICE: \$429,378
DOWN 4% from 2019

VACANT LAND

DOLLAR SALES: \$0

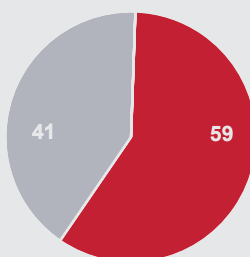
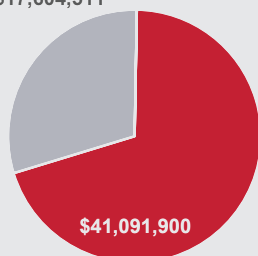
UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: \$0

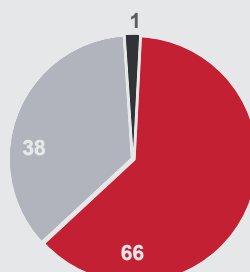
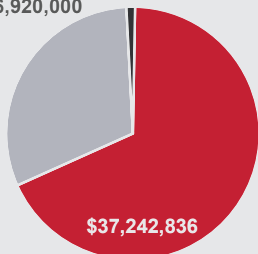
2020

\$17,604,511



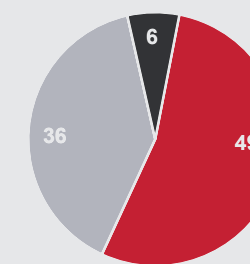
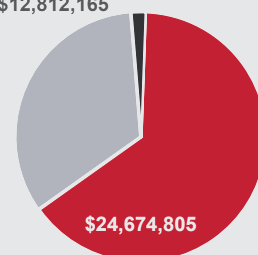
2019

\$16,920,000



2018

\$12,812,165



■ 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)

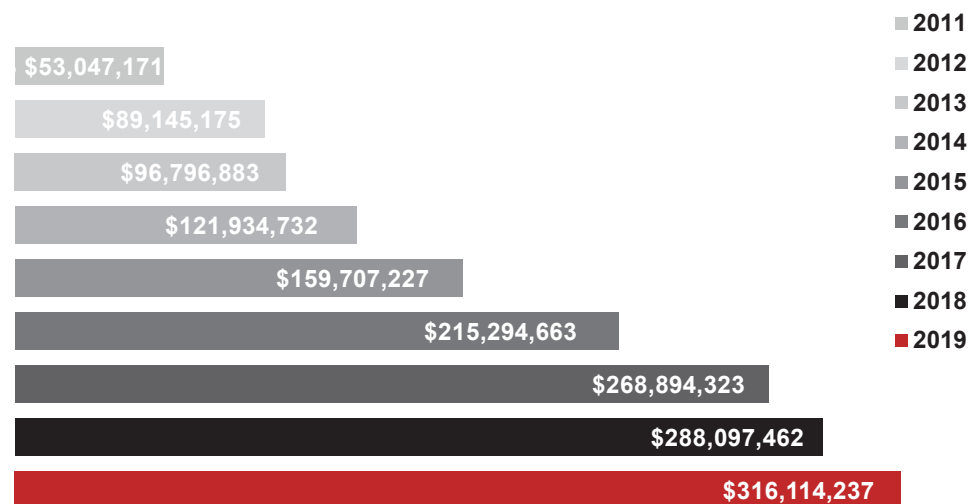
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 Overview*

	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%	

Southern Georgian Bay 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

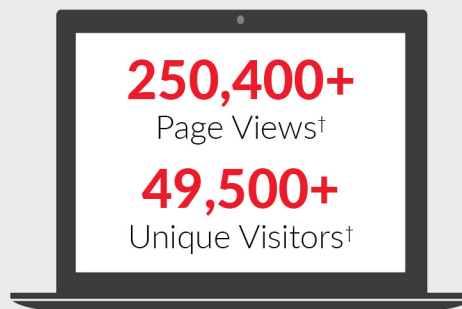
300+

Buyer leads/month§

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



LocationsNorth.com



250,400+

Page Views†

49,500+

Unique Visitors†



\$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)



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

