

# MEAFORD 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

## WHAT? RECORD MARCH SALES VOLUME CAPS BEST Q1 EVER



### RECORD Q1 SALES VOLUME OF \$17,190,277

Up 22% from Q1-2019's \$14,112,900, with units of 32 up 3% from Q1-2019's 31. New listings of 57 up 19% from a year ago, with the sales/listings ratio of 56% down 9%.



### RECORD MARCH SALES VOLUME OF \$9,949,600

Up 37% from March 2019. Units of 18 up 20% from a year ago, with new listings of 31 up 41% and the sales/listings ratio of 58% down 10%.



### RECORD Q1 AVERAGE SALE PRICE OF \$537,196

Up 18% from the \$455,255 of Q1-2019, with the average days-on-market of 49 down 22 days.





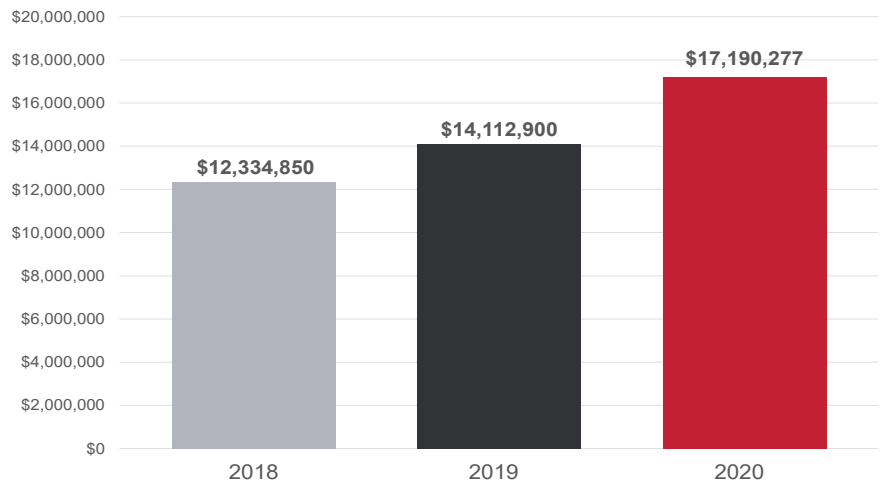
# OVERVIEW (cont'd)



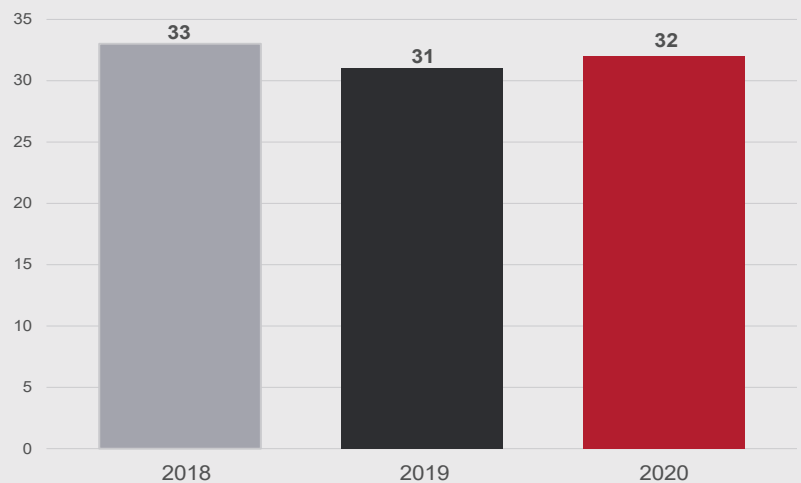
## THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

Against all odds, March not only gave Meaford record volume sales, but also its second-best ever unit sales. Alone among Southern Georgian Bay communities, Meaford's volume didn't drop during March's second half, but actually increased. That said, the forecast for Meaford is a **buyers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Meaford MLS® Residential Sales And Listing Summary

Q1 – 2018 vs. 2019 vs. 2020

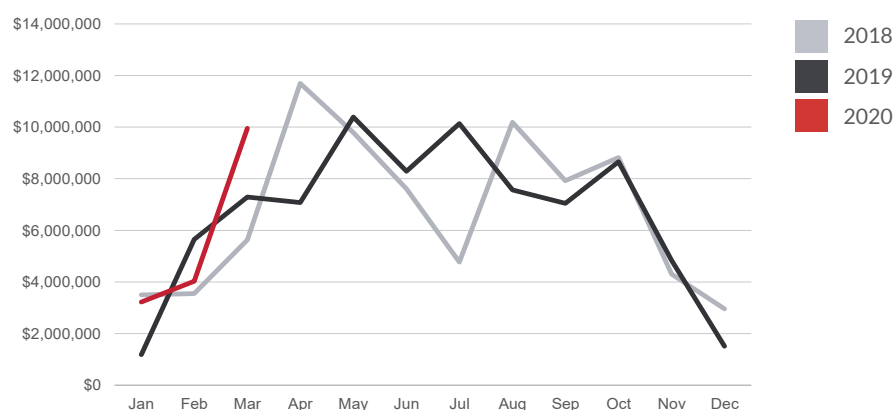
	2018	2019	2020	2019-2020
Volume Sales	\$12,334,850	\$14,112,900	\$17,190,277	+22%
Unit Sales	33	31	32	+3%
New Listings	66	48	57	+19%
Sales/Listings Ratio	50%	65%	56%	-9%
Expired Listings	7	4	11	+175%
Sales: Under \$100K	1	2	0	-200%
Sales: \$100K - \$299K	10	5	3	-40%
Sales: \$300K - \$499K	16	15	14	-7%
Sales: \$500K - \$799K	6	6	11	+83%
Sales: \$800K - \$999K	0	1	2	+100%
Sales: \$1M - \$1.499M	0	2	1	-50%
Sales: \$1.5M-\$1.999M	0	0	1	+100%
Average Days-On-Market	41	71	49	-31%
Average Sale Price	\$373,783	\$455,255	\$537,196	+18%

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

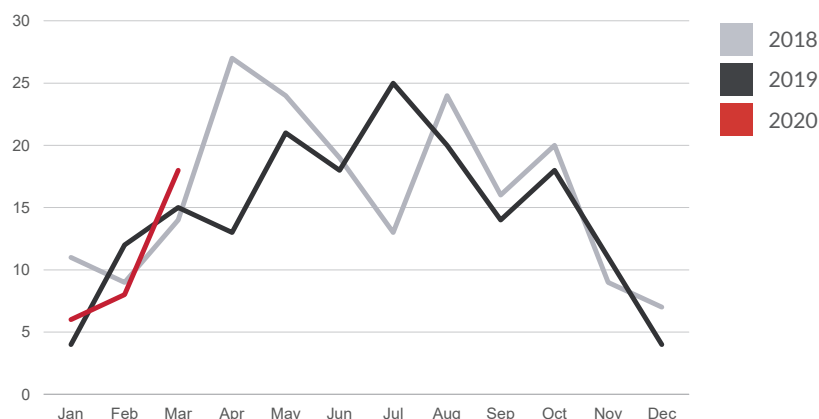
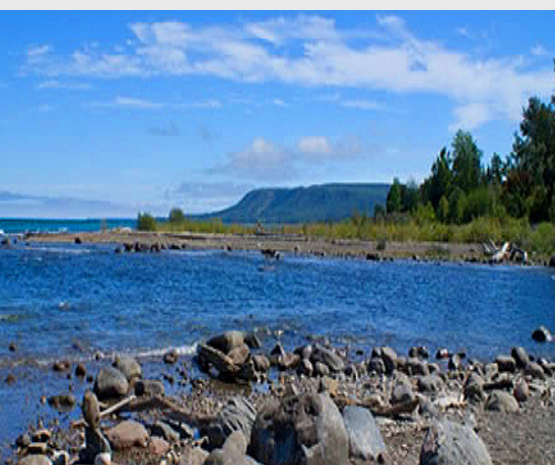
# THE MARKET IN DETAIL (cont'd)

The Meaford market not only saw record Q1 volume sales, but – uniquely among all Southern Georgian Bay markets – it had a record March despite COVID-19. **Graph 3** shows the steep spike that started in February and kept ascending into March, partly due to March's average sale price being up **14%** from March 2019. **Graph 4** shows the same pattern: March units were the second-best ever, with *second half sales equaling those of the first half*. Lastly, Meaford owners will be happy that Q1's average sale price is up **98%, 81%, 50%, 44%** and **18%** from the Q1s of 2015-19 respectively.

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



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





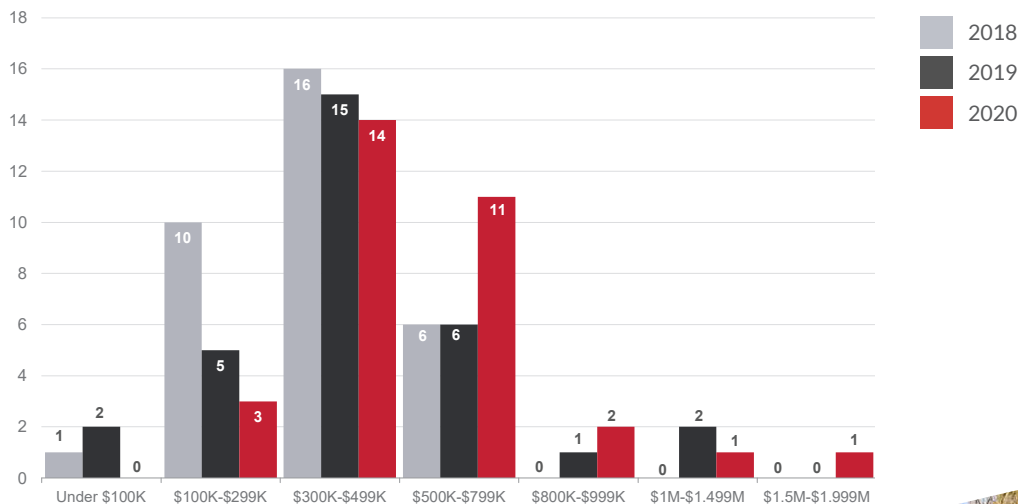
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 units were up from Q1-2019 in three price ranges and down in four. The \$500K-\$799K, \$800K-\$999K and \$1.5M+ ranges were up **83%**, **100%** and **100%** respectively. The Under-\$100K, \$100K-\$299K, \$300K-\$499K and \$1M-\$1.499M ranges were down **200%**, **40%**, **7%** and **50%** respectively. More generally, the Under-\$500K bracket – which accounted for **53%** of Meaford's sales – was down **23%** from Q1-2019; the \$500K-\$999K bracket was up **86%**; and the \$1M+ bracket was **even**.

Graph 5:

## Meaford MLS® Sales By Price

Q1 – 2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
**Meaford MLS® Sales By Property Type**  
 Q1 – 2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$15,032,000  
 UP 9% from 2019

**UNIT SALES:** 26  
 DOWN 13% from 2019

**AV. DAYS-ON-MARKET:** 54  
 DOWN 19 days from 2019

**AV. SALE PRICE:** \$578,154  
 UP 25% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$2,158,277  
 UP 708% from 2019

**UNIT SALES:** 6  
 UP 500% from 2019

**AV. DAYS-ON-MARKET:** 26  
 UP 12 days from 2019

**AV. SALE PRICE:** \$359,713  
 UP 35% from 2019

### VACANT LAND

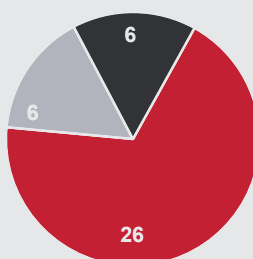
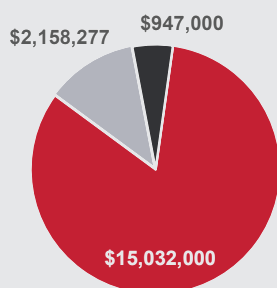
**DOLLAR SALES:** \$947,000  
 UP 353% from 2019

**UNIT SALES:** 6  
 UP 200% from 2019

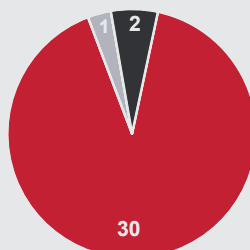
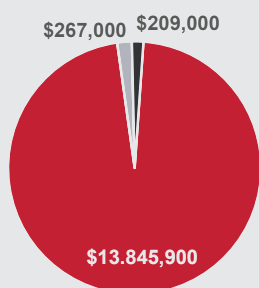
**AV. DAYS-ON-MARKET:** 109  
 DOWN 143 days from 2019

**AV. SALE PRICE:** \$157,833  
 UP 51% from 2019

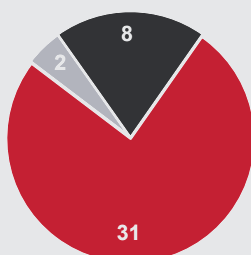
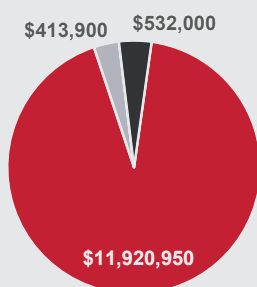
2020



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)**

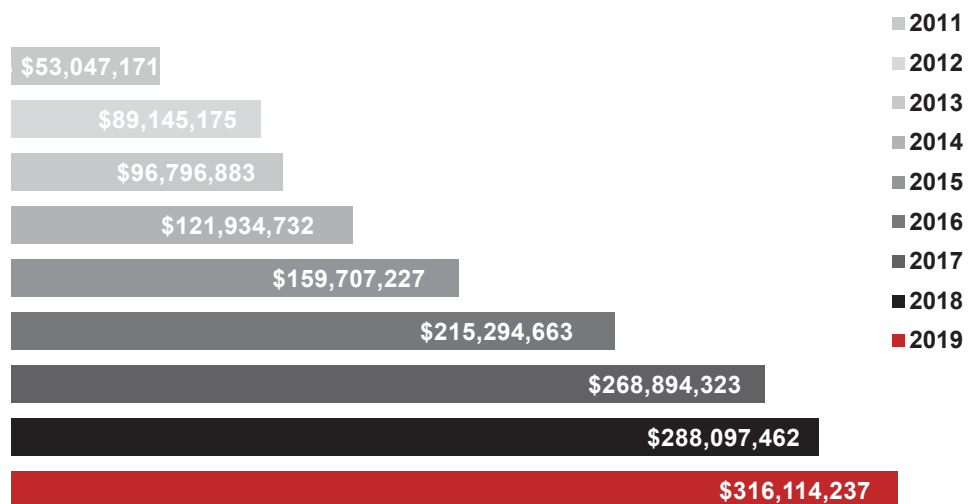
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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®












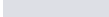
# 2019 UNIT SALES

\* 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%	









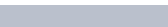
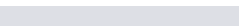
## The Blue Mountains

	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%	










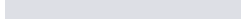
## Meaford

	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

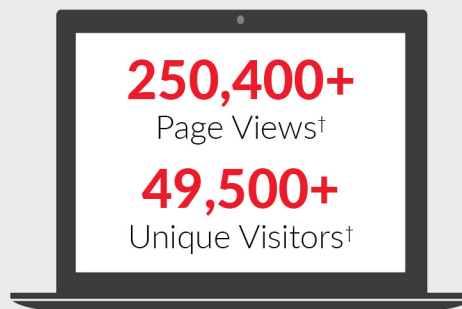
**300+**

**Buyer leads/month<sup>s</sup>**

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

