

GREY HIGHLANDS REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

RECIPIENT OF ROYAL LEPAGE'S
BROKERAGE OF THE YEAR AWARD FOR ONTARIO



OVERVIEW

RECORD JUNE, Q2 AND YEAR-TO-DATE VOLUME SALES DEFY THE MARKET



RECORD YEAR-TO-DATE SALES VOLUME OF \$46,494,990

Up 64% from 2019's \$28,343,190, with units of 80 up 27% from 2019's 63. New listings of 110 down 13% from last year, with the sales/listings ratio of 73% up 23%.



RECORD Q2-2020 SALES VOLUME OF \$28,340,100

Up 50% from Q2-2019's \$18,941,190. Units of 45 up 7% from Q2-2019's 42, with new listings of 56 down 34% and the sales/listings ratio of 80% up 31%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$581,187

Up 29% from the \$449,892 of Q2-2019. Average days-on-market of 58 up 13 days.

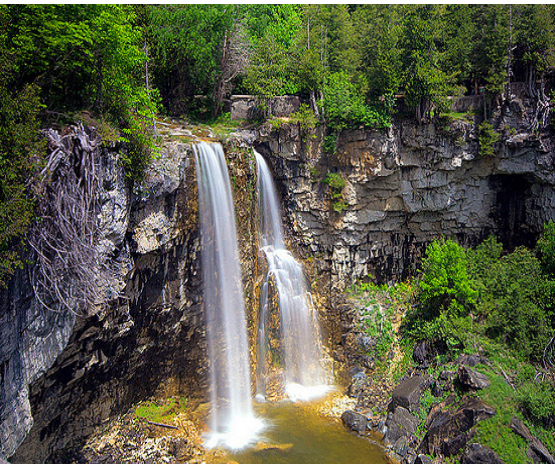


OVERVIEW (cont'd)

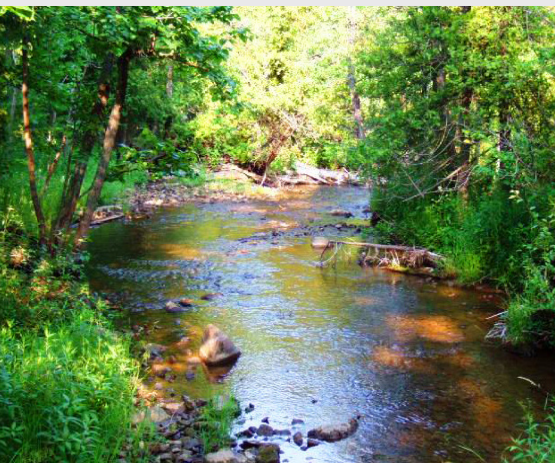
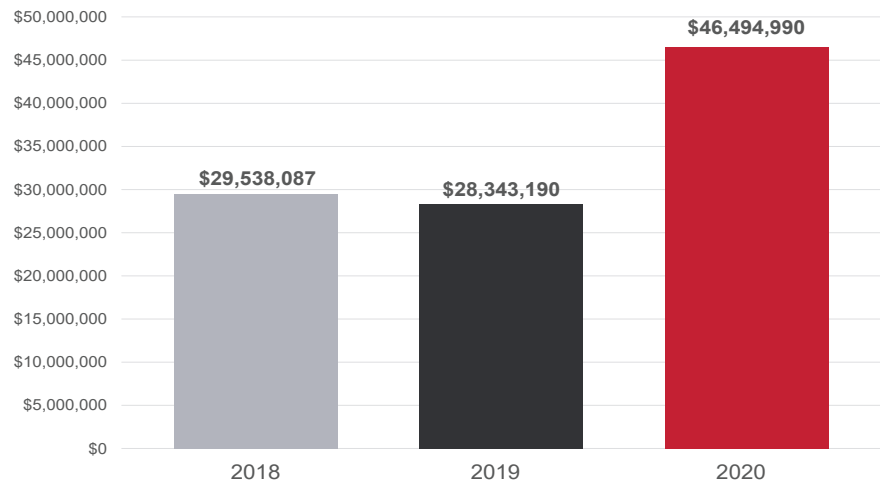


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

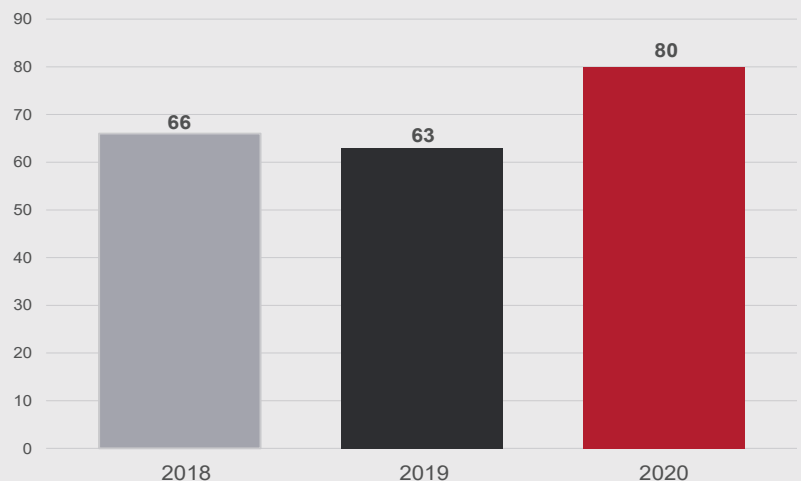
Grey Highlands had an all-time record June. Volume sales of **\$14,700,200** were up **191%** from last June, and up **20%** from last July's previous record. June's **23** units, while not record-breaking, were the most since May 2016's **31**. With new and expired listings both down and a **96%** sales/listings ratio, Grey Highlands is a **sellers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

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

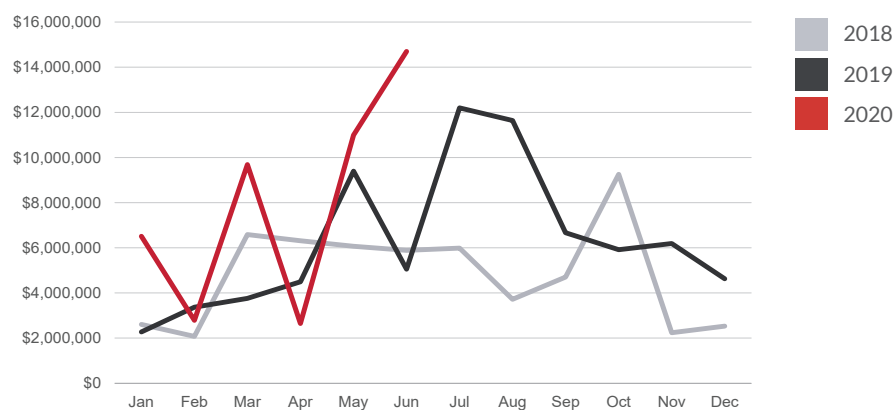
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$29,538,087	\$28,343,190	\$46,494,990	+64%
YTD Unit Sales	66	63	80	+27%
YTD New Listings	110	127	110	-13%
YTD Sales/Listings Ratio	60%	50%	73%	+23%
YTD Expired Listings	22	8	22	+175%
Second Quarter (Q2) Volume Sales	\$18,273,097	\$18,941,190	\$28,340,100	+50%
Q2 Unit Sales	38	42	45	+7%
Q2 New Listings	64	85	56	-34%
Q2 Sales/Listings Ratio	59%	49%	80%	+31%
Q2 Expired Listings	9	4	10	+150%
Q2 Average Sale Price	\$480,871	\$450,981	\$629,780	+40%
June Volume Sales	\$5,890,000	\$5,051,400	\$14,700,200	+191%
June Unit Sales	10	11	23	+109%
June New Listings	21	25	24	-4%
June Sales/Listings Ratio	48%	44%	96%	+52%
June Expired Listings	3	3	2	-33%
June Average Sale Price	\$589,000	\$459,218	\$639,139	+39%
YTD Sales: Under \$300K	24	13	12	-8%
YTD Sales: \$300K - \$499K	23	32	28	-12%
YTD Sales: \$500K - \$799K	10	13	31	+138%
YTD Sales: \$800K - \$999K	4	3	4	+33%
YTD Sales: \$1M - \$1.499M	5	2	2	0%
YTD Sales: \$1.5M - \$1.999M	0	0	1	+100%
YTD Sales: \$2M+	0	0	2	+200%
YTD Average Days-On-Market	60	45	58	+29%
YTD Average Sale Price	\$447,547	\$449,892	\$581,187	+29%

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

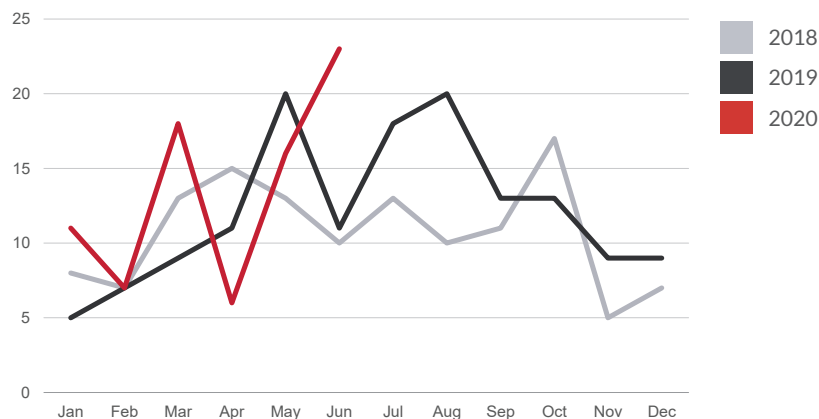
THE MARKET IN DETAIL (cont'd)

Despite COVID-19, Grey Highland had record sales volume in the first half of 2020, up **10%** from 2016's prior record and **64%** from 2019.. Looking at **Graph 3**, what stands out about Grey's performance is ... May. While all other Southern Georgian Bay real estate markets were slowly recovering after bottoming out in April, Grey was setting a new May record, up **17%** from 2019's previous high. From there June volume went even higher, the result being a Q2 record, up **4%** from 2019's former benchmark. On the units side, Grey's **45** sales in Q2 were up **7%** from 2019, but well below Q2-2007's record of **77**. That said, the good news for Grey Highlands owners is that the average sale price of **\$581,187** is up **85%, 26%, 30%** and **29%** from 2016-2019 respectively.

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



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



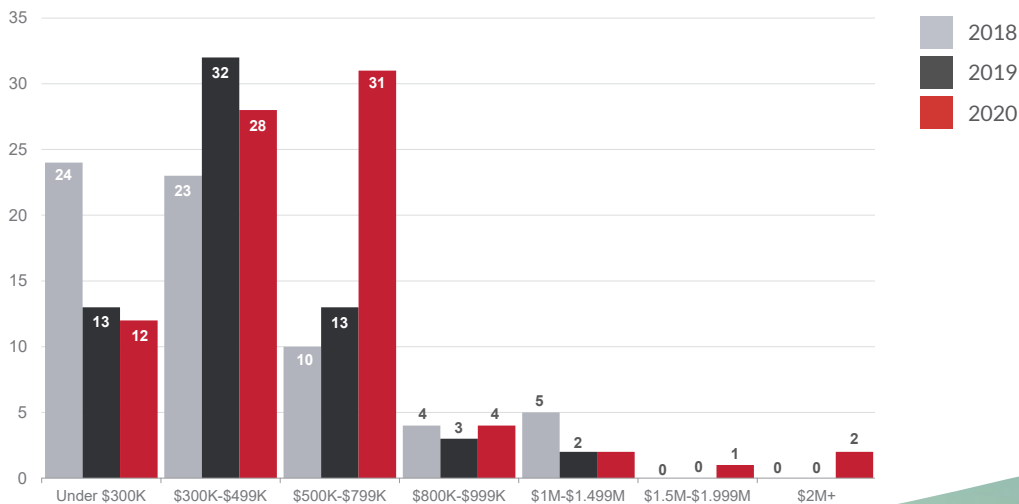
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 sales are up from 2019 in four price ranges, down in two and even in one. The \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **138%**, **33%**, **100%** and **200%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **8%** and **12%** respectively. And the \$1M-\$1.499M range is **even**. More generally, the Under-\$500K bracket – which accounts for **50%** of 2020's sales – is down **11%** from 2019. The \$500K-\$999K bracket – which accounts for **44%** of the sales – is up **119%**. And the \$1M+ bracket – which accounts for **6%** of the sales – is up **150%**.

Graph 5:

Grey Highlands MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$46,335,090
UP 63% from 2019

UNIT SALES: 79
UP 25% from 2019

AV. DAYS-ON-MARKET: 59
UP 14 days from 2019

AV. SALE PRICE: \$586,520
UP 30% from 2019

CONDOMINIUMS

DOLLAR SALES: \$159,900
UP 100% from 2019

UNIT SALES: 1
UP 100% from 2019

AV. DAYS-ON-MARKET: 28
UP 28 days from 2019

AV. SALE PRICE: \$159,900
UP 100% from 2019

VACANT LAND

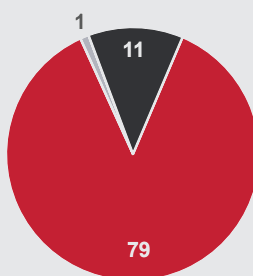
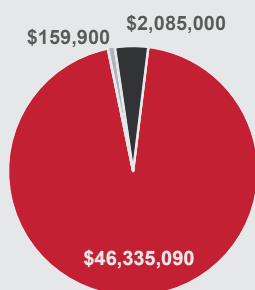
DOLLAR SALES: \$2,085,000
UP 56% from 2019

UNIT SALES: 11
UP 22% from 2019

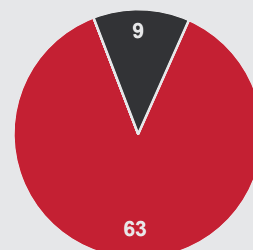
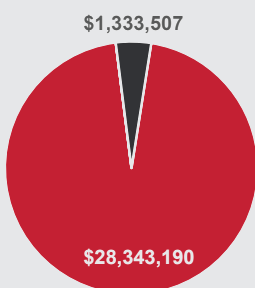
AV. DAYS-ON-MARKET: 47
DOWN 123 days from 2019

AV. SALE PRICE: \$189,545
UP 28% from 2019

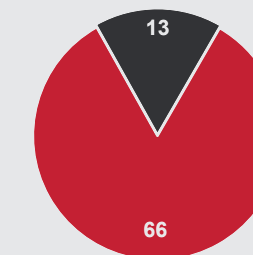
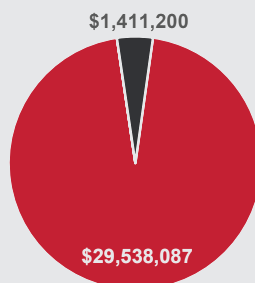
2020



2019



2018



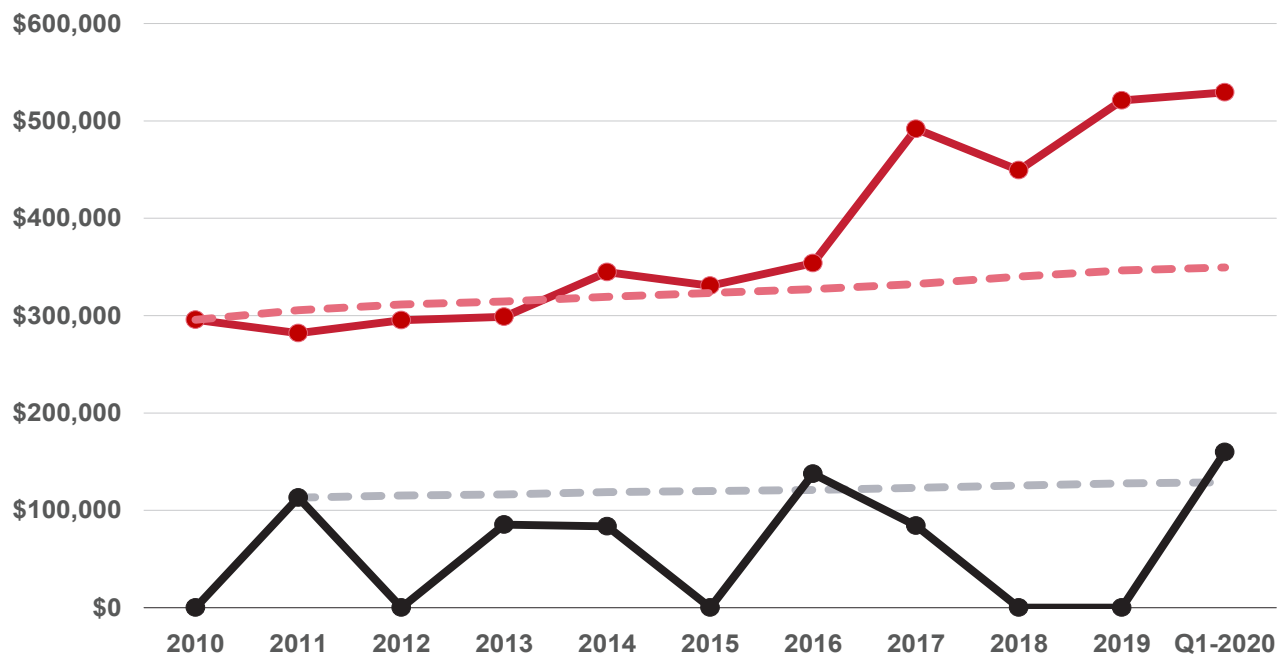
■ Single Family ■ Condominium ■ Vacant Land

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2020

HEALTHY GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highland's average sale price for single-family homes in Q1-2020 was **\$529,264**: that's up **2%, 18%, 8%, 50% and 79%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$159,900** was up **16%** from 2016's prior high, but too few condos have sold to generalize.

↑ From 2010-2013 the average sale price for single-family homes increased at less than Canada's inflation rate: from 2014 the average price, in general, climbed rapidly, reaching **51%** above the inflation rate in Q1-2020. The Q1-2020 condo price is **24%** above inflation, but there are too few sales to generalize.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Grey Highland's 2011 Condominium Average Sale Price

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)

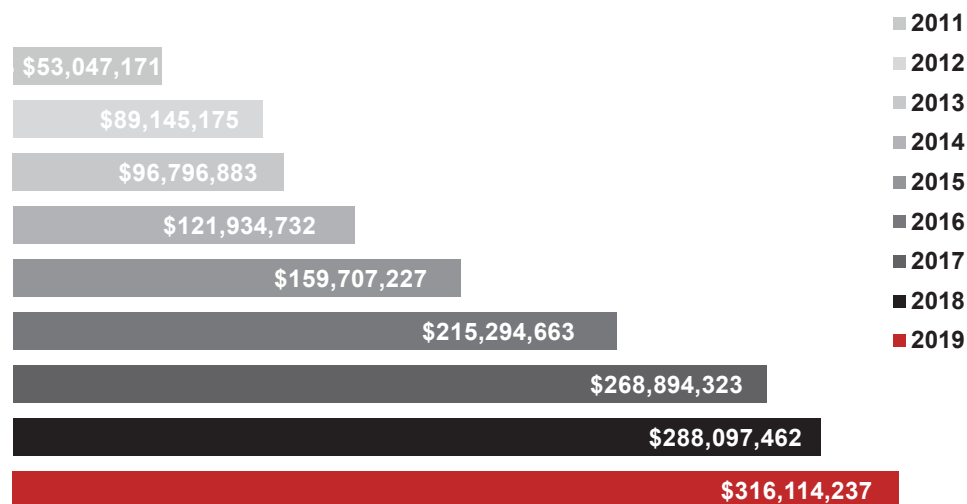
And #2 in Wasaga Beach after opening an office there in mid-2015.



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+









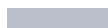

Collingwood

	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%	










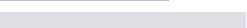
The Blue Mountains

	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%	










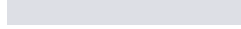
Meaford

	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%	

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



47,600+

People Reached†

11,300+

Clicks, Shares, Views, & Likes‡

Q2 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



187,000+

Social Media Impressions

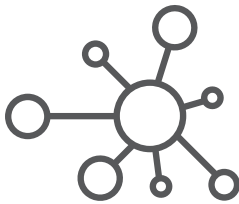
Clicks, Views, Shares,
Likes, Tweets‡

We average

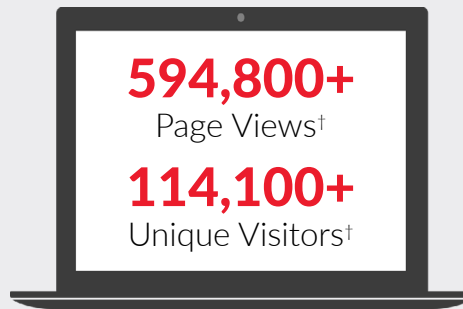
600

Buyer leads/month§

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



LocationsNorth.com



594,800+

Page Views†

114,100+

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 June 30th, 2020). ‡Based on social media channels (January 1st, 2020 to June 30th, 2020). §Based on June 2020 lead volume



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.

ROYAL LEPAGE
SHELTER
FOUNDATION

TOP 1%
DONOR 2019



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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore