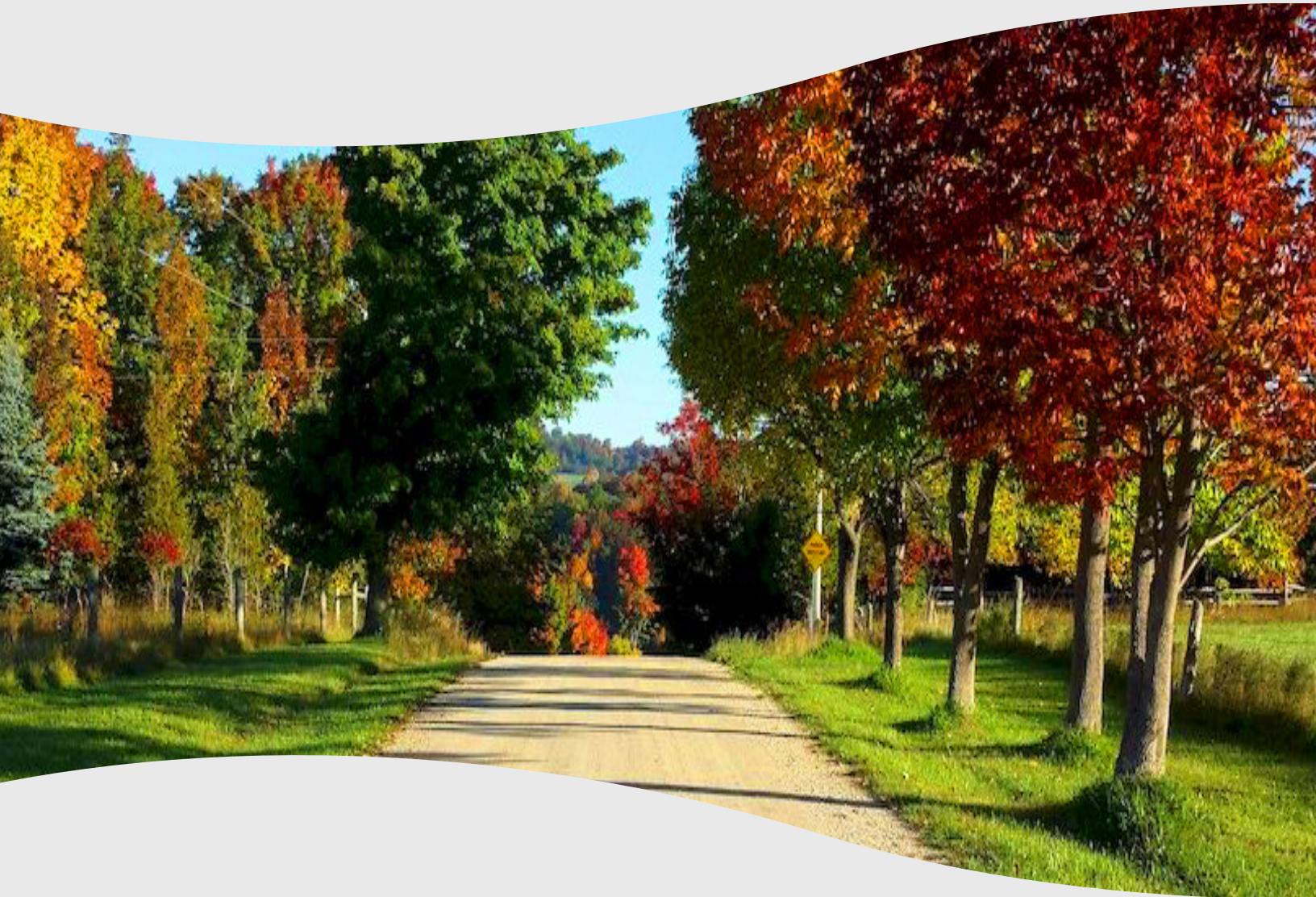


# CLEARVIEW REAL ESTATE MARKET REPORT THIRD QUARTER 2020




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





# OVERVIEW

## RECORD Q3 VOLUME AND UNIT SALES, WITH LISTINGS DOWN AND PRICES UP

- 
**RECORD YEAR-TO-DATE SALES VOLUME OF \$95,508,150**  
 Up 23% from 2019's \$77,501,626, with units of 128 down 4% from 2019's 134. New listings of 187 down 18%, with the sales/listings ratio of 68% up 9%.
- 
**RECORD Q3 SALES VOLUME OF \$49,237,650**  
 Up 54% from Q3-2019's \$32,056,651. Record unit sales of 62 up 15% from Q3-2019's 54, with new listings of 70 down 12% and the sales/listings ratio of 89% up 21%.
- 
**RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$746,157**  
 Up 29% from the \$578,370 of a year ago. Average days-on-market of 56 down 17 days.



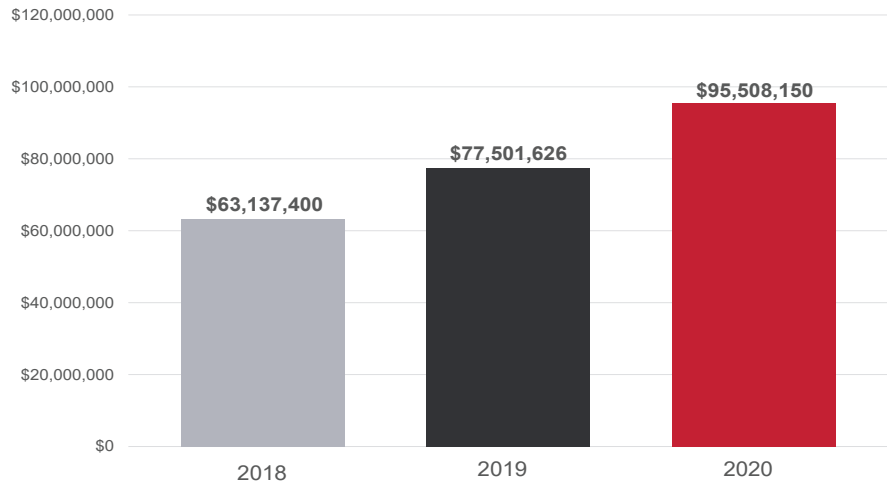
# OVERVIEW (cont'd)



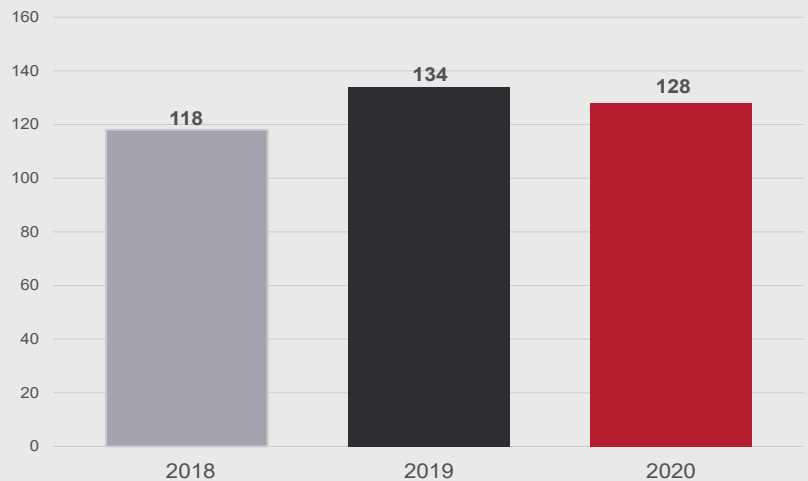
## THE DEMAND FOR LISTINGS IS CURRENTLY EQUAL TO THE SUPPLY

September's record volume of **\$8,010,500** was up **11%** from 2018's previous high for the month, while its **10** unit sales were down **53%** from 2015's record. September's average sale price of **\$801,050** was a new, all-time high. However, September's **45%** sales/listings ratio – well below Q3's **89%** overall – technically indicates a buyers' market, perhaps due to prices rising so quickly. All that considered, we'll say that it's a **balanced market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Clearview MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$63,137,400	\$77,501,626	\$95,508,150	+23%
YTD Unit Sales	118	134	128	-4%
YTD New Listings	240	228	187	-18%
YTD Sales/Listings Ratio	49%	59%	68%	+9%
Third Quarter (Q3) Volume Sales	\$16,925,900	\$32,056,651	\$49,237,650	+54%
Q3 Unit Sales	30	54	62	+15%
Q3 New Listings	92	80	70	-12%
Q3 Sales/Listings Ratio	33%	68%	89%	+21%
Q3 Average Sale Price	\$564,197	\$593,642	\$794,156	+34%
September Volume Sales	\$7,190,800	\$6,586,100	\$8,010,500	+22%
September Unit Sales	15	16	10	-37%
September New Listings	33	24	22	-8%
September Sales/Listings Ratio	45%	67%	45%	-22%
September Average Sale Price	\$479,387	\$411,631	\$801,050	+95%
YTD Sales: \$100K - \$299K	12	14	1	-93%
YTD Sales: \$300K - \$499K	59	62	47	-24%
YTD Sales: \$500K - \$799K	37	37	46	+24%
YTD Sales: \$800K - \$999K	4	7	10	+43%
YTD Sales: \$1M - \$1.499M	4	7	12	+71%
YTD Sales: \$1.5M - \$1.999M	0	7	8	+14%
YTD Sales: \$2M+	2	0	4	+400%
YTD Average Days-On-Market	61	73	56	-23%
YTD Average Sale Price	\$535,995	\$578,370	\$746,157	+29%

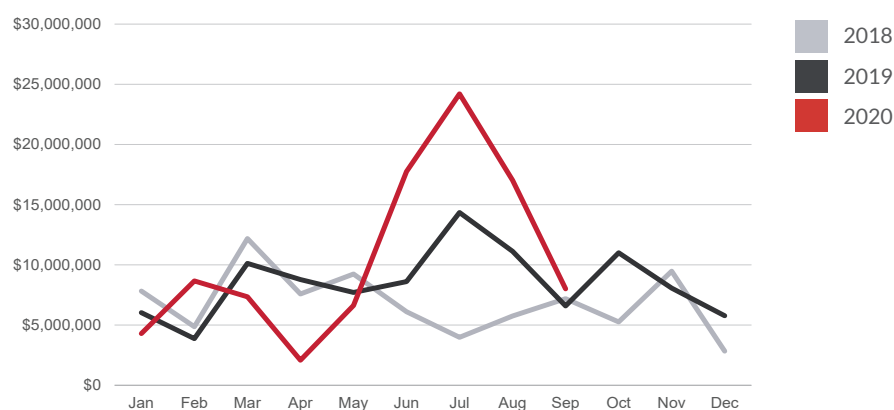
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Oct. 3, 2020.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



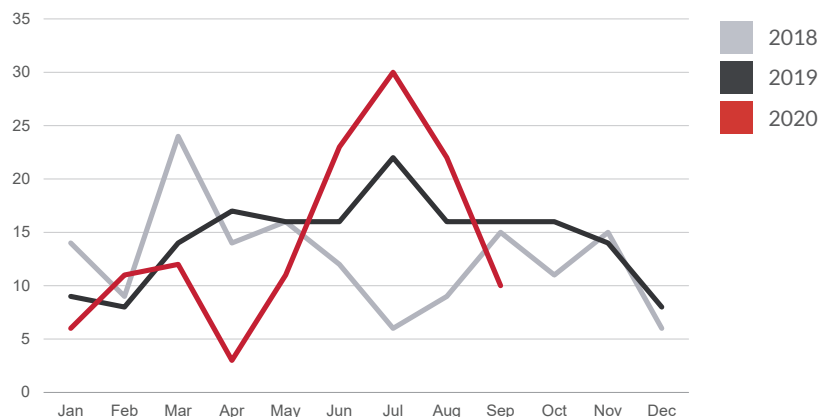
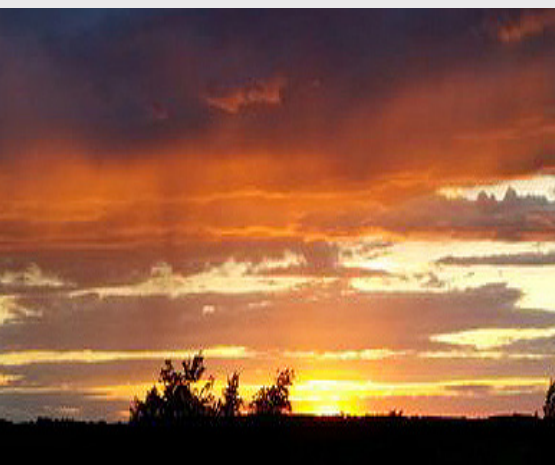
# THE MARKET IN DETAIL (cont'd)

Clearview enjoyed its best third quarter volume sales ever, as well as its best quarter *period*, with three record months. Q3's volume of **\$49,237,650** was up **54%** from Q3-2019 – Clearview's second best Q3 – and up **31%** from its former quarterly record set in Q2-2016. As well, its year-to-date volume of **\$95,508,150** was up **19%** from 2016's previous high. On the units side, while Clearview set a new Q3 record, its **62** sales were down **21%** from Q2-2016's **78**; and its **128** year-to-date sales were down **26%** from 2016's **173**. All that said, the good news is that Clearview's year-to-date average sale price is continuing to climb nicely. At **\$746,157**, it's up **120%, 53%, 34%, 39%** and **29%** from 2015-19 respectively.

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



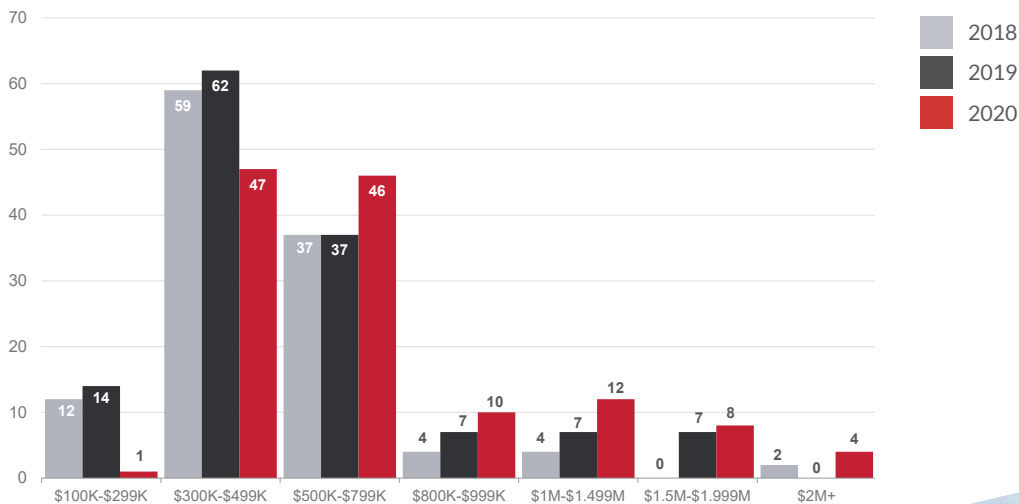
Graph 4:  
**Clearview Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **24%**, **43%**, **71%**, **14%** and **400%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **93%** and **24%** respectively. More generally, the Under-\$500K bracket – which accounts for **38%** of 2020's sales – is down **37%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of all sales – is up **33%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **71%**.

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





# SALES BY PROPERTY TYPE

Graph 6:

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$93,681,650  
UP 25% from 2019

**UNIT SALES:** 123  
DOWN 2% from 2019

**AV. DAYS-ON-MARKET:** 68  
DOWN 5 days from 2019

**AV. SALE PRICE:** \$761,639  
UP 28% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$1,826,500  
DOWN 23% from 2019

**UNIT SALES:** 5  
DOWN 37% from 2019

**AV. DAYS-ON-MARKET:** 15  
DOWN 90 days from 2019

**AV. SALE PRICE:** \$365,300  
UP 23% from 2019

### VACANT LAND

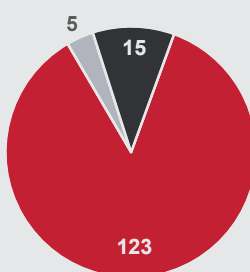
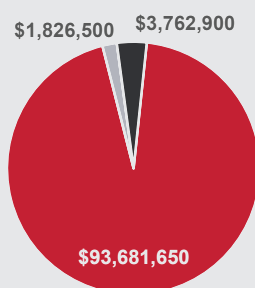
**DOLLAR SALES:** \$3,762,900  
UP 5% from 2019

**UNIT SALES:** 15  
UP 25% from 2019

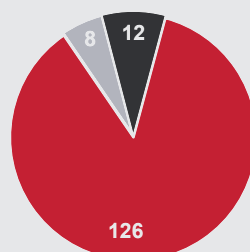
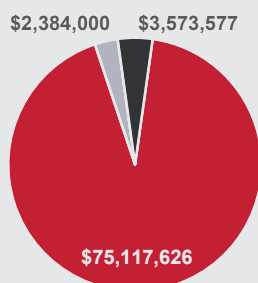
**AV. DAYS-ON-MARKET:** 74  
UP 12 days from 2019

**AV. SALE PRICE:** \$250,860  
DOWN 16% from 2019

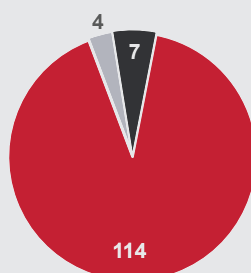
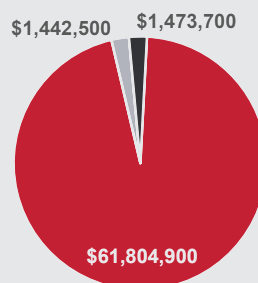
2020



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)**

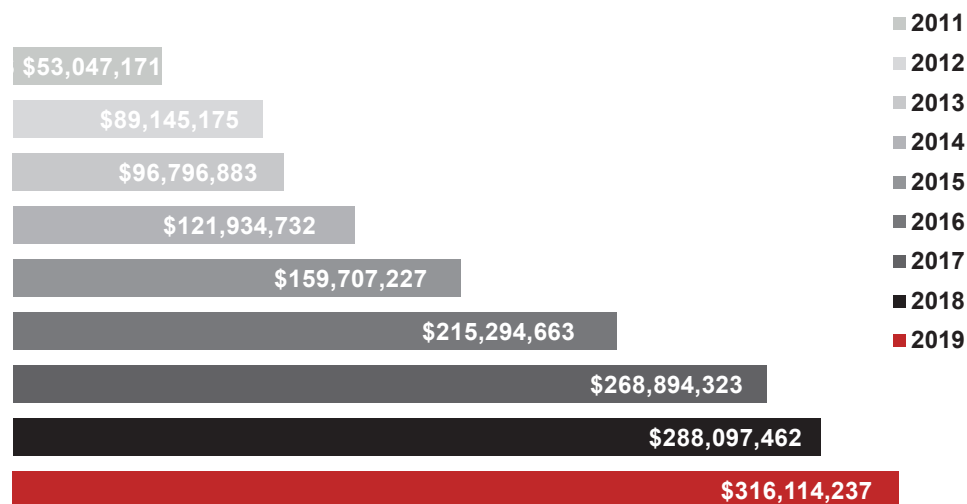
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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+









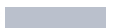

## Collingwood

	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%	










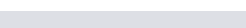
## The Blue Mountains

	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%	










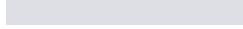
## Meaford

	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%	










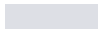
## Clearview

	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%	

## 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%	



**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