

CLEARVIEW REAL ESTATE MARKET REPORT

THIRD QUARTER 2019

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



OVERVIEW

RECORD Q3 VOLUME SALES, WITH LISTINGS AND EXPIREDS DOWN



YEAR-TO-DATE SALES VOLUME OF \$77,501,626

Up 23% from 2018's \$63,137,400, with units of 134 up 14% from 2018's 118. New listings of 228 down 5%, with the sales/listings ratio of 59% up 10%.



RECORD Q3 SALES VOLUME OF \$32,056,651

Up 89% from Q3-2018's \$16,925,900. Units of 54 were up 80% from Q3-2018's 30, with new listings of 80 down 13% and the sales/listings ratio of 68% up 35%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$578,370

Up 8% from the \$535,995 of a year ago. Average days-on-market of 73 up 12 days.

OVERVIEW (cont'd)

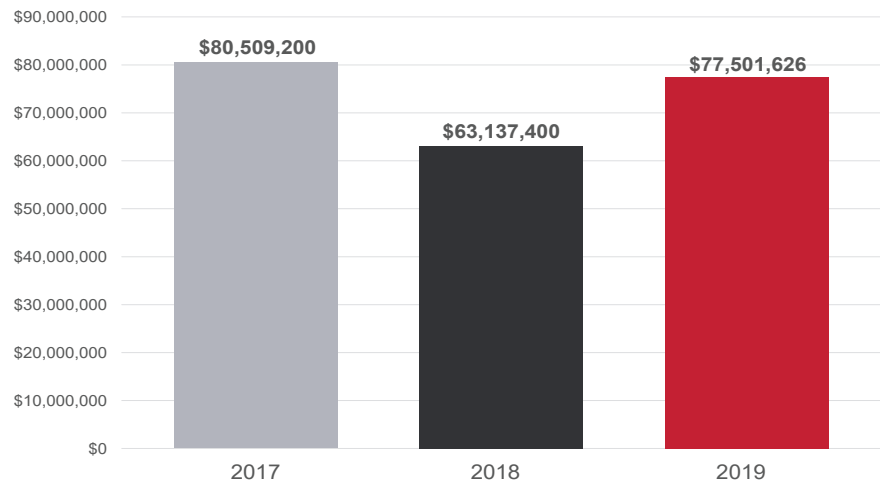


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

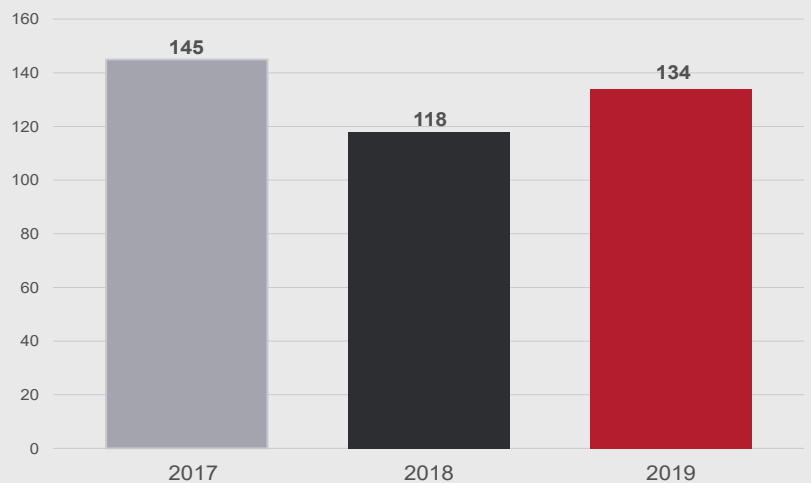
After a huge July and a big August, Clearview sales slowed considerably in September. Volume was down 8% from last September, although that was partly due to 27% fewer listings. This resulted in a strong 67% sales/listings ratio – up 22% from this time last year. So Clearview is a **seller's market**.



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

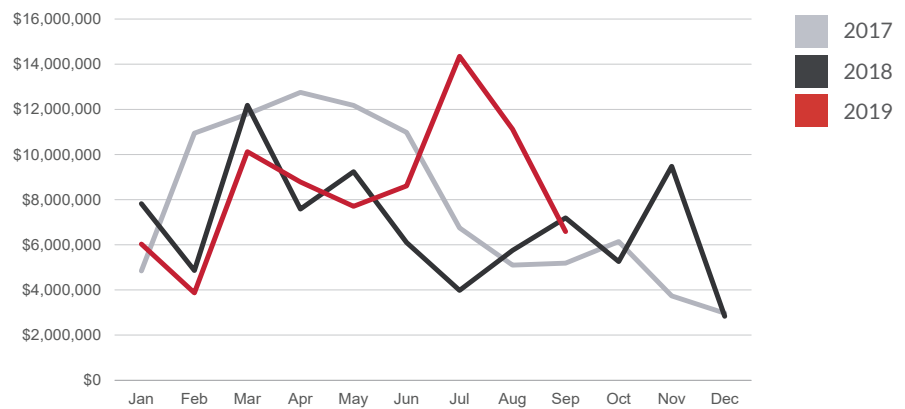
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$80,509,200	\$63,137,400	\$77,501,626	+23%
YTD Unit Sales	145	118	134	+14%
YTD New Listings	224	240	228	-5%
YTD Sales/Listings Ratio	65%	49%	59%	+10%
YTD Expired Listings	56	51	51	0%
Third Quarter (Q3) Volume Sales	\$17,041,200	\$16,925,900	\$32,056,651	+89%
Q3 Unit Sales	35	30	54	+80%
Q3 New Listings	74	92	80	-13%
Q3 Sales/Listings Ratio	47%	33%	68%	+35%
Q3 Expired Listings	28	22	19	-14%
Q3 Average Sale Price	\$486,891	\$564,197	\$593,642	+5%
September Volume Sales	\$5,190,000	\$7,190,800	\$6,586,100	-8%
September Unit Sales	13	15	16	+7%
September New Listings	27	33	24	-27%
September Sales/Listings Ratio	48%	45%	67%	+22%
September Expired Listings	14	8	10	+25%
September Average Sale Price	\$399,231	\$479,387	\$411,631	-14%
YTD Sales: \$100K - \$299K	32	12	14	+17%
YTD Sales: \$300K - \$499K	72	59	62	+5%
YTD Sales: \$500K - \$799K	20	37	37	0%
YTD Sales: \$800K - \$999K	9	4	7	+75%
YTD Sales: \$1M - \$1.499M	7	4	7	+75%
YTD Sales: \$1.5M - \$1.999M	2	0	7	+700%
YTD Sales: \$2M+	3	2	0	-200%
YTD Average Days-On-Market	49	61	73	+20%
YTD Average Sale Price	\$555,236	\$535,995	\$578,370	+8%

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

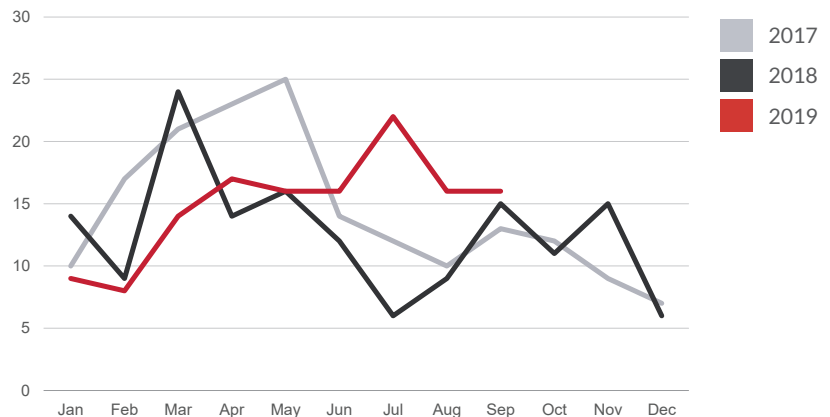
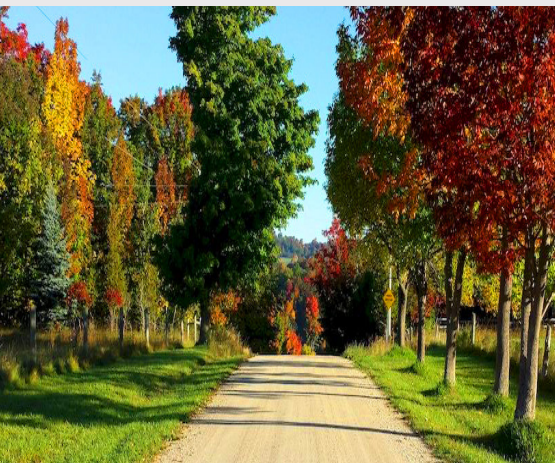
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Clearview's 2019 volume sales have not only continued 2018's up-and-down path, but intensified it. The good news: this year, after a Q1 and Q2 which were roughly comparable to last year, the market inexplicably shifted into overdrive in July and August. What a difference a year can make! During that two-month spike, volume sales were up **162%** from 2018, units were up **153%**, and the sales/listings ratio jumped from **25%** to **68%**. And then, seemingly exhausted, September's volume again fell below last year's modest total, although the month retained a **67%** sales/listings ratio. It will be interesting to see how the Clearview market performs for the remainder of 2019.

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



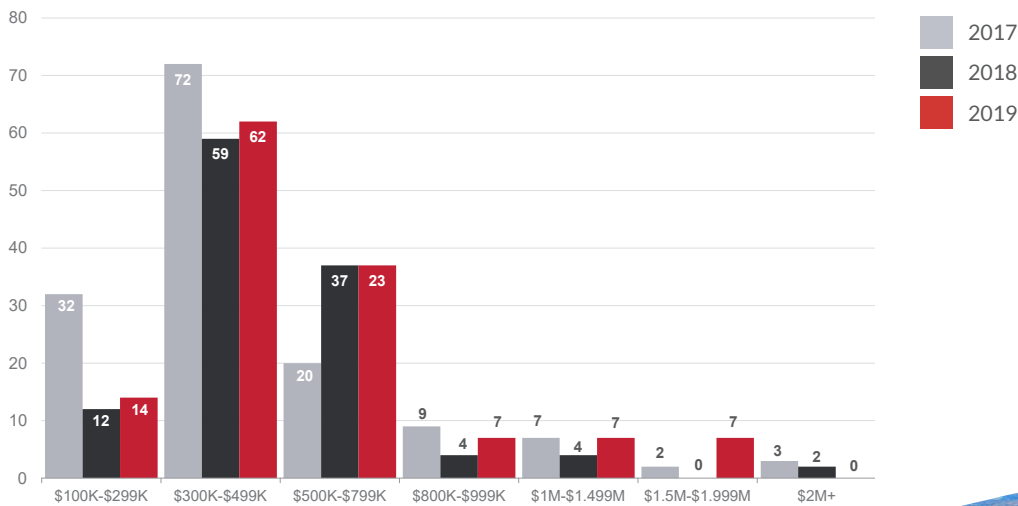
Graph 4:
Clearview Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Clearview's year-to-date unit sales are up from 2018 in five price ranges, equal in one, and down in one. The \$100K-\$299K, \$300K-\$499K, \$800K-\$999K \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **17%**, **5%**, **75%**, **75%** and **700%** respectively; while the \$500K-\$799K range is **equal**; and the \$2M+ range is down **200%**. More generally, sales in the Under \$500K bracket – which accounts for **57%** of 2019's sales – are up **7%** from 2018, while the \$500K-\$999K bracket is also up **7%**, and the \$1M+ bracket is up **133%**.

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

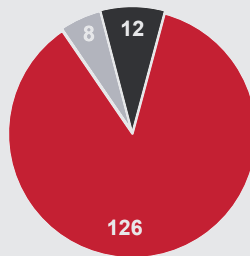
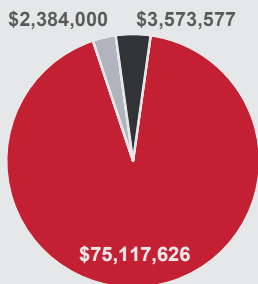


SALES BY PROPERTY TYPE

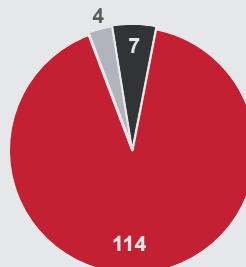
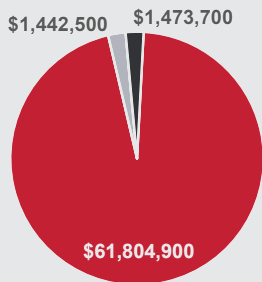
Graph 6:
Clearview MLS® Sales By Property Type
2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

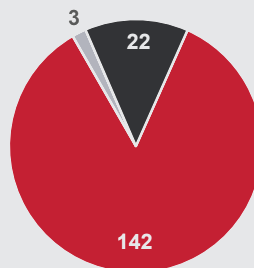
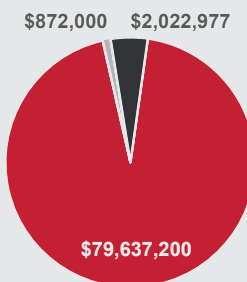
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$75,117,626
UP 22% from 2018

UNIT SALES: 126
UP 11% from 2018

AV. DAYS-ON-MARKET: 71
UP 11 days from 2018

AV. SALE PRICE: \$596,172
UP 10% from 2018

CONDOMINIUMS

DOLLAR SALES: \$2,384,000
UP 65% from 2018

UNIT SALES: 8
UP 100% from 2018

AV. DAYS-ON-MARKET: 105
UP 20 days from 2018

AV. SALE PRICE: \$298,000
DOWN 17% from 2018

VACANT LAND

DOLLAR SALES: \$3,573,577
UP 142% from 2018

UNIT SALES: 12
UP 71% from 2018

AV. DAYS-ON-MARKET: 62
DOWN 48 days from 2018

AV. SALE PRICE: \$297,798
UP 41% from 2018

ROYAL LEPAGE LOCATIONS NORTH IN 2018

OUR SIXTH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$288,097,462 – up 7% from 2017 despite the market being down 14%



WE HAD MORE THAN 2¼ TIMES THE SALES VOLUME OF OUR NEAREST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

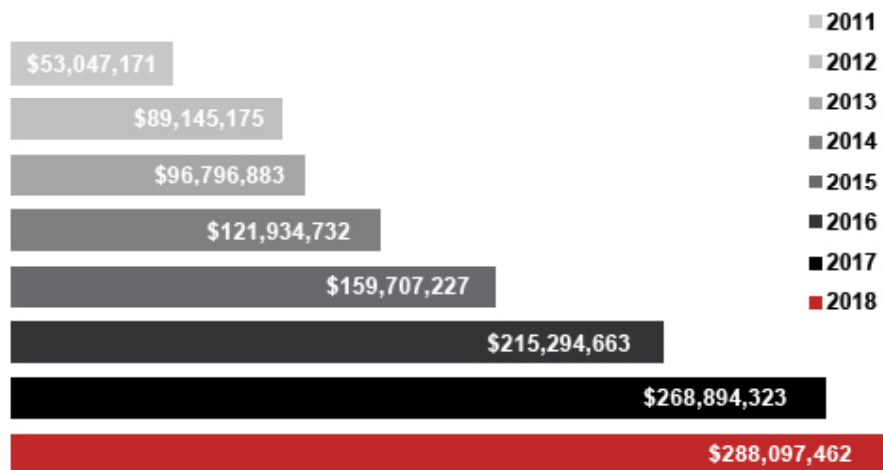
And we were #3 in Wasaga Beach after opening an office in 2015.



WE WERE #1 IN LUXURY HOME SALES VOLUME, ALMOST TRIPLING OUR NEAREST REGIONAL COMPETITOR



Locations North Sales Volume, 2011 - 2018



**Southern Georgian Bay Association of REALTORS®*

2018 UNIT SALES

* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands
 ** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	158.5	31.8%	
RE/MAX Four Seasons	76.5	15.3%	
Royal LePage Trinity	53	10.6%	
Chestnut Park	50.5	10.1%	
Century 21 Millenium	42	8.4%	
Clairwood	20	4%	
Engel & Volkers	14	2.8%	
RE/MAX of Wasaga Beach	12.75	2.6%	
Other	28	5.6%	
Non-SGBAR	43.75	8.8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	66.5	25.8%	
RE/MAX at Blue	45.5	17.6%	
RE/MAX Four Seasons	37.5	14.5%	
Chestnut Park	24.5	9.5%	
Century 21 Millenium	20	7.8%	
Royal LePage Trinity	14.5	5.6%	
Clairwood	6	2.3%	
Engel & Volkers	5	1.9%	
Other	9	3.5%	
Non-SGBAR	29.5	11.4%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	62.5	35.7%	
Century 21 Millenium	14.5	8.3%	
Royal LePage RCR	10.5	6%	
RE/MAX Four Seasons	9	5.1%	
Wilfred McIntee	9	5.1%	
Chestnut Park	8.5	4.9%	
RE/MAX Grey Bruce	6	3.4%	
Homelife Bayside	5.5	3.1%	
Other	29.75	16.9%	
Non-SGBAR	19.75	11.3%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	11.5	26.1%	
RE/MAX Four Seasons	7	15.9%	
Chestnut Park	3	6.8%	
Royal LePage Trinity	3	6.8%	
RE/MAX of Wasaga Beach	3	6.8%	
Engel & Volkers	1.5	3.4%	
Sotheby's	1.5	3.4%	
Century 21 Millenium	1.5	3.4%	
Other	3.5	8%	
Non-SGBAR	8.5	19.3%	

Georgian Triangle Overall*

	UNITS	PERCENTAGE	
Royal LePage Locations North	366.5	25.8%	
RE/MAX of Wasaga Beach	167	11.7%	
Royal LePage Trinity	157.5	11.1%	
RE/MAX Four Seasons	144.75	10.2%	
Century 21 Millenium	116.5	8.2%	
Chestnut Park	94	6.6%	
RE/MAX at Blue	48.5	3.4%	
Clairwood	28.5	2%	
Engel & Volkers	24.75	8.2%	
Other	275	19.3%	

Georgian Triangle Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	39	40.1%	
RE/MAX Four Seasons	14	14.6%	
Chestnut Park	9	9.4%	
Century 21 Millenium	7	7.3%	
Engel & Volkers	6	6.3%	
Clairwood	4.5	4.7%	
Sotheby's	2	2.1%	
Royal LePage RCR	2	2.1%	
Royal LePage Trinity	1.5	1.6%	
Other	11	11.5%	



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

