

THE BLUE MOUNTAINS 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 PRICES AND LISTINGS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$190,587,976

Up 20% from 2018's \$159,411,196, with units of 270 up 10% from 2018's 246. New listings of 507 up 15% from a year ago, with the sales/listings ratio of 53% down 3%.



RECORD Q3-2019 SALES VOLUME OF \$73,249,301

Up 36% from Q2-2018's \$53,970,425. Units of 103 were up 29% from the 80 of one year ago, with new listings of 178 up 24% and the sales/listings ratio of 58% up 2%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$705,881

Up 9% from 2018's \$648,013. Average days-on-market of 62 was up 5 days.



OVERVIEW (cont'd)

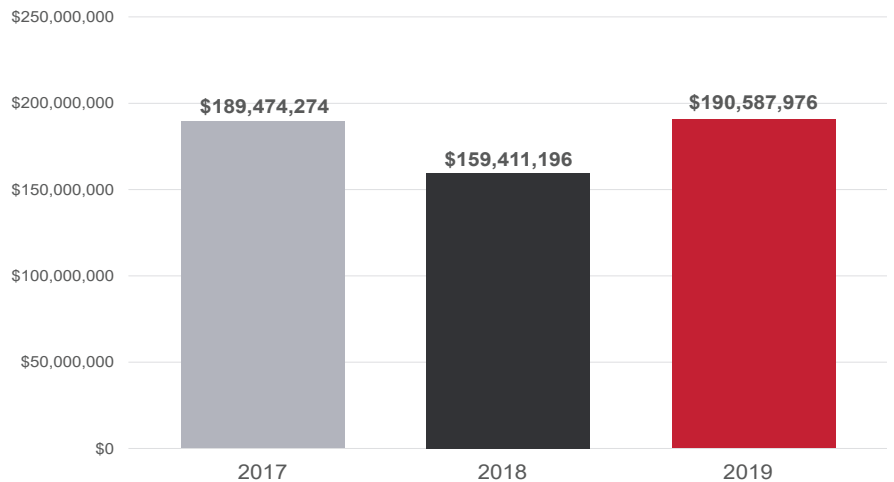


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

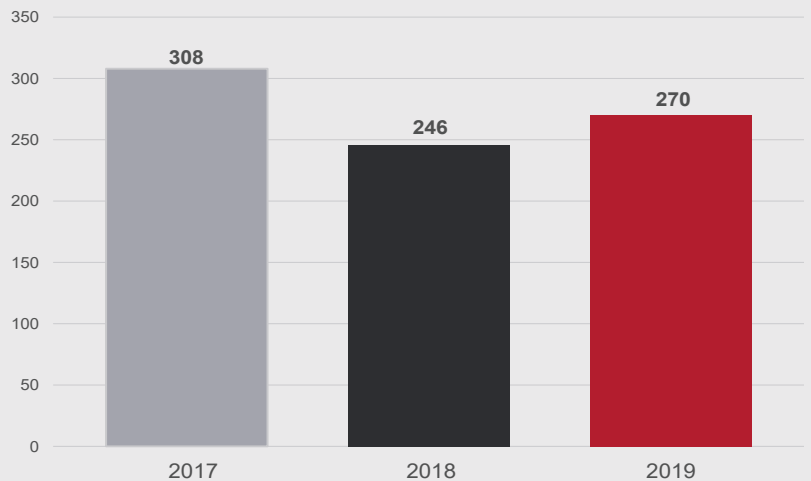
September's record volume was up **26%** from 2017's prior record, and up **81%** from 2018; while its **39** sales were **1** short of 2017's record and up **44%** from 2018. New listings were up **19%** from last year, but expireds were down **25%**. Bottom line: a **61%** sales/listings ratio and a **sellers' market**.



Graph 1:
The Blue Mts. MLS® Sales
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
 2017 vs. 2018 vs. 2019

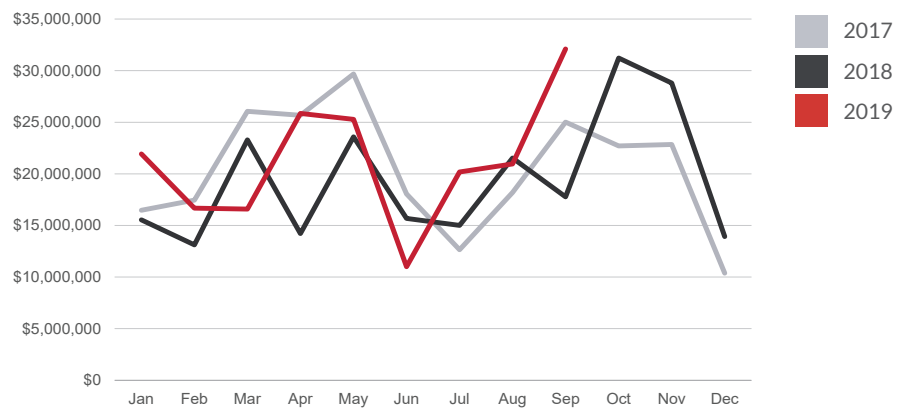
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$189,474,274	\$159,411,196	\$190,587,976	+20%
YTD Unit Sales	308	246	270	+10%
YTD New Listings	496	439	507	+15%
YTD Sales/Listings Ratio	62%	56%	53%	-3%
YTD Expired Listings	152	126	131	+4%
Third Quarter (Q3) Volume Sales	\$56,331,855	\$53,970,425	\$73,249,301	+36%
Q3 Unit Sales	91	80	103	+29%
Q3 New Listings	165	143	178	+24%
Q3 Sales/Listings Ratio	55%	56%	58%	+2%
Q3 Expired Listings	26	43	55	+28%
Q3 Average Sale Price	\$619,031	\$674,630	\$711,158	+5%
September Volume Sales	\$25,494,375	\$17,748,700	\$32,101,600	+81%
September Unit Sales	40	27	39	+44%
September New Listings	56	54	64	+19%
September Sales/Listings Ratio	71%	50%	61%	+11%
September Expired Listings	9	20	15	-25%
September Average Sale Price	\$637,359	\$657,359	\$823,118	+25%
YTD Sales: \$100K - \$299K	70	45	38	-16%
YTD Sales: \$300K - \$499K	90	65	67	+3%
YTD Sales: \$500K - \$799K	80	75	97	+29%
YTD Sales: \$800K - \$999K	25	26	22	-15%
YTD Sales: \$1M - \$1.499M	29	23	26	+13%
YTD Sales: \$1.5M - \$1.999M	9	7	13	+86%
YTD Sales: \$2M+	5	5	7	+40%
YTD Average Days-On-Market	67	57	62	+9%
YTD Average Sale Price	\$615,176	\$648,013	\$705,881	+9%

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

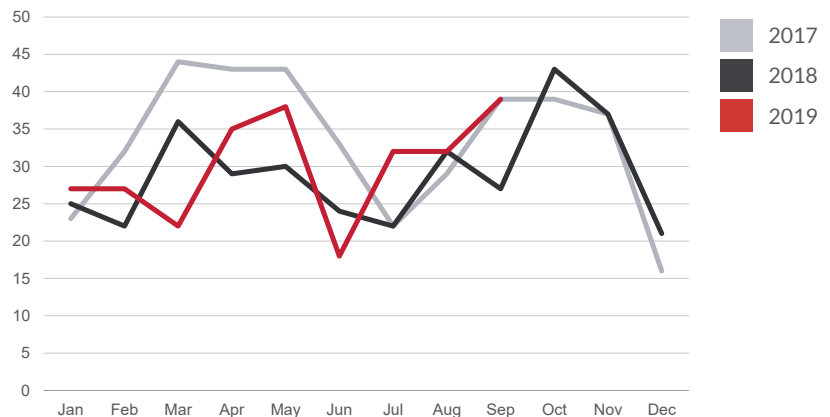
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. volume sales have been up and down throughout 2019. High points included records in January, April, and the community's all-time benchmark in September. The low points came in February, March and particularly June, which had a dismal **29%** sales/listings ratio as well as a **6%** drop in the average price. Turns out that June was a glitch and the market came roaring back with its best quarter ever and a **58%** sales/listings ratio – *in other words, double that of June*. So as it stands, The Blue Mts. now has a good chance to have its best year ever for volume.

Graph 3:
The Blue Mts. Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Volume)



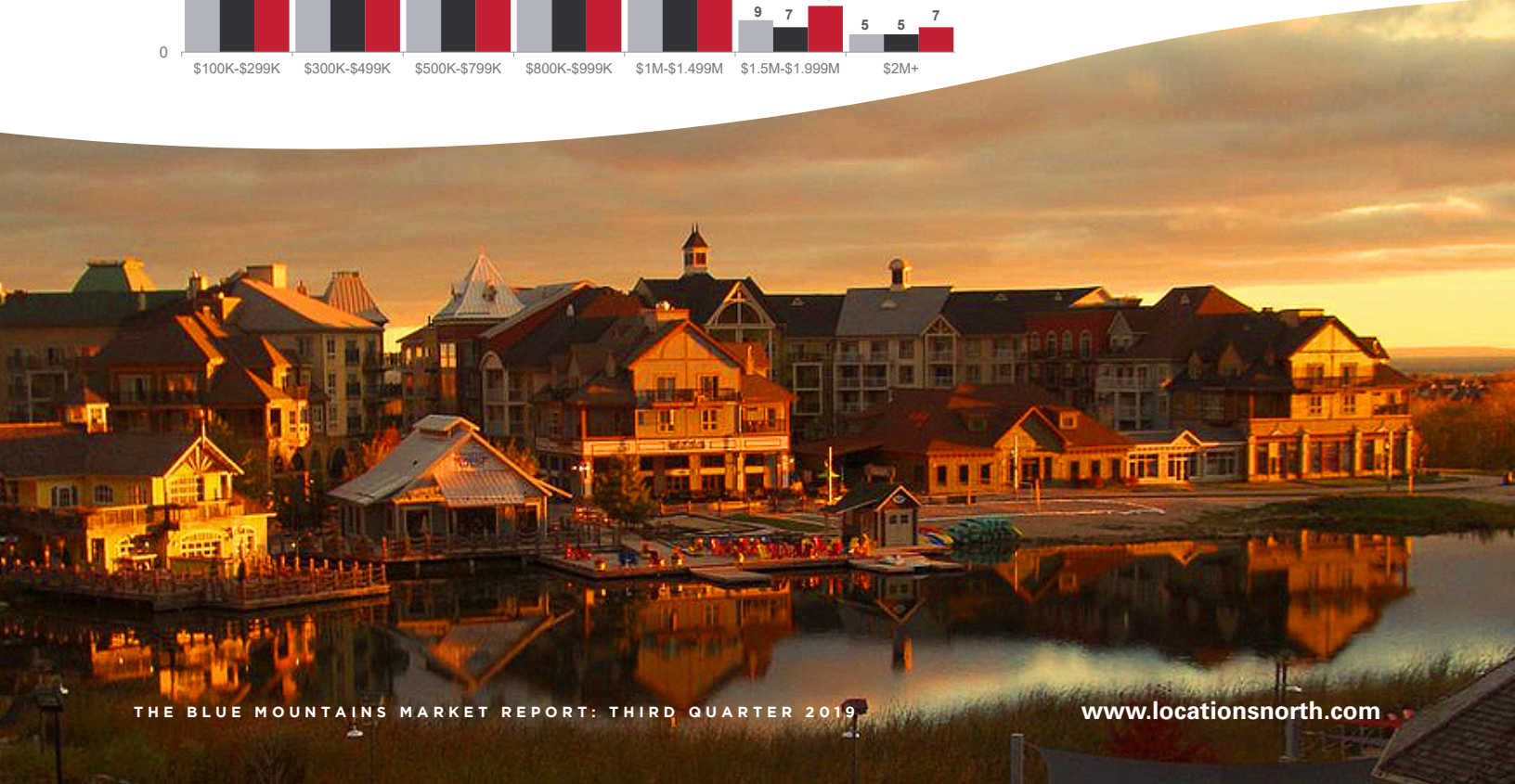
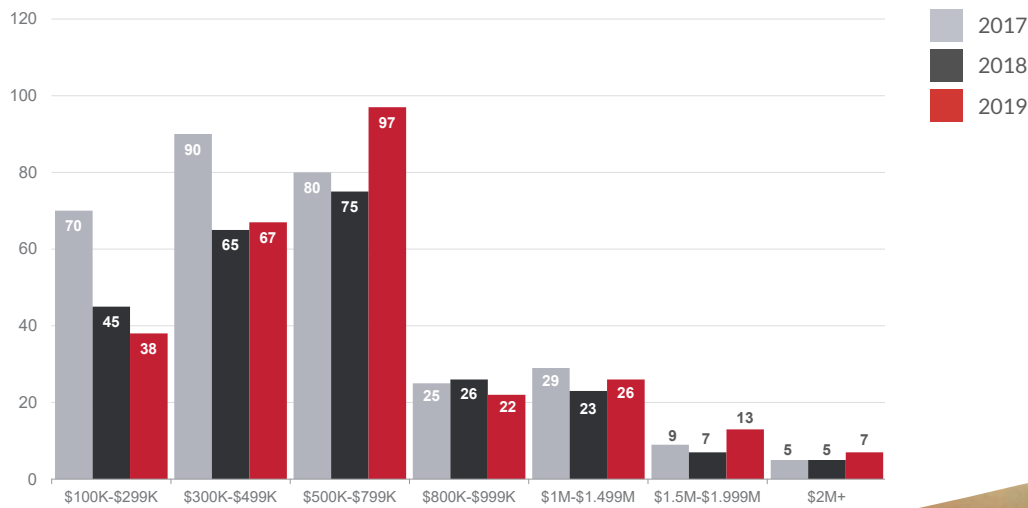
Graph 4:
The Blue Mts. Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in five price ranges and down in two. And so, the \$300K-\$499K, \$500K-\$799K, 1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **3%**, **29%**, **13%**, **86%** and **40%** respectively; while the Under-\$300K and \$800K-\$999K ranges were down **16%** and **15%** respectively. More generally, the Under-\$500K price bracket was down **3%** from 2018; the \$500K-\$999K price bracket was up **18%**; and the \$1M+ price bracket was up **31%**.

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

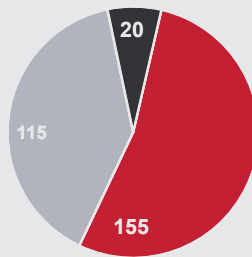
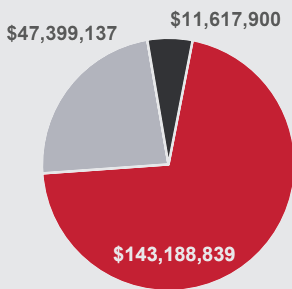


SALES BY PROPERTY TYPE

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

2019 IN DETAIL

2019



SINGLE-FAMILY HOMES

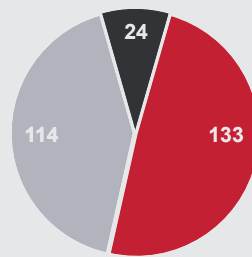
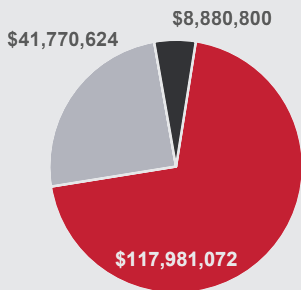
DOLLAR SALES: \$143,188,839
UP 21% from 2018

UNIT SALES: 155
UP 17% from 2018

AV. DAYS-ON-MARKET: 56
EQUAL to 2018

AV. SALE PRICE: \$923,799
UP 4% from 2018

2018



CONDOMINIUMS

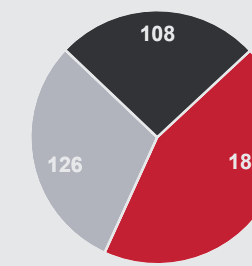
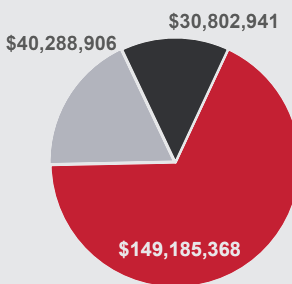
DOLLAR SALES: \$47,399,137
UP 13% from 2018

UNIT SALES: 115
UP 1% from 2018

AV. DAYS-ON-MARKET: 69
UP 10 days from 2018

AV. SALE PRICE: \$412,166
UP 12% from 2018

2017



VACANT LAND

DOLLAR SALES: \$11,617,900
UP 31% from 2018

UNIT SALES: 20
DOWN 17% from 2018

AV. DAYS-ON-MARKET: 96
DOWN 40 days from 2018

AV. SALE PRICE: \$580,895
UP 57% from 2018

■ Single Family ■ Condominium ■ Vacant Land

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)

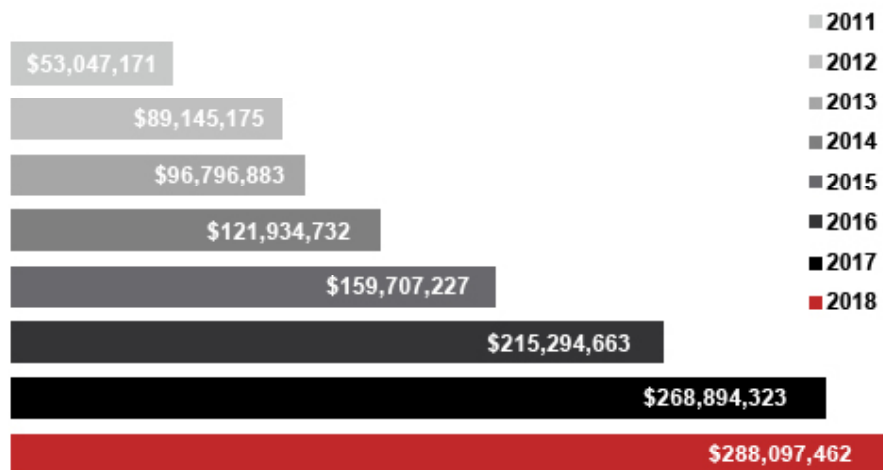
And we were #3 in Wasaga Beach after opening an office in 2015.



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 LocationsNorth	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 LocationsNorth	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 LocationsNorth	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 LocationsNorth	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 LocationsNorth	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 LocationsNorth	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

