

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

SECOND QUARTER 2019

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



OVERVIEW

Q2 VOLUME SALES UP DESPITE A VERY SLOW JUNE



YEAR-TO-DATE SALES VOLUME OF \$117,338,675

Up 11% from 2018's \$105,440,771, with units of 167 up 1 from 2018's 166. New listings of 329 up 12% from a year ago, with the sales/listings ratio of 51% down 5%.



Q2-2019 SALES VOLUME OF \$62,152,175

Up 16% from Q2- 2018's \$53,484,134. Units of 91 were up 10% from the 83 of one year ago, with new listings of 213 up 44% and the sales/listings ratio of 43% down 13%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$702,627

Up 11% from 2018's \$635,185. Average days-on-market of 67 was up 14 days.



OVERVIEW (cont'd)

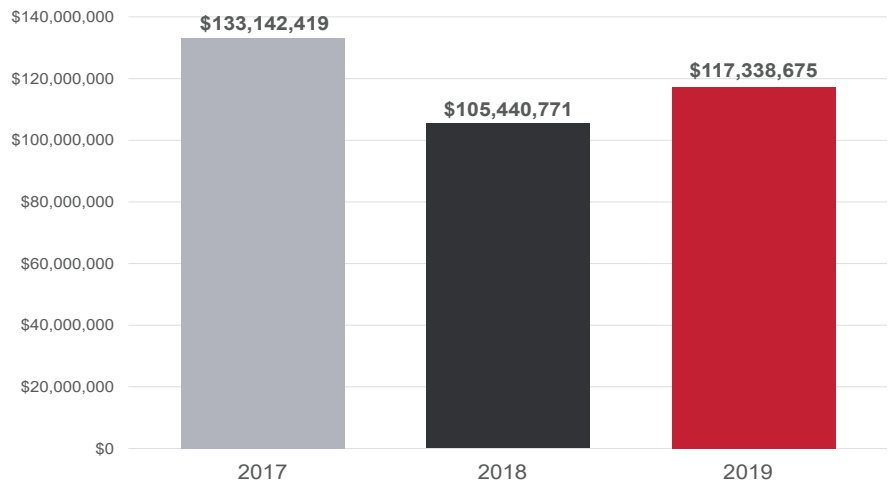


THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

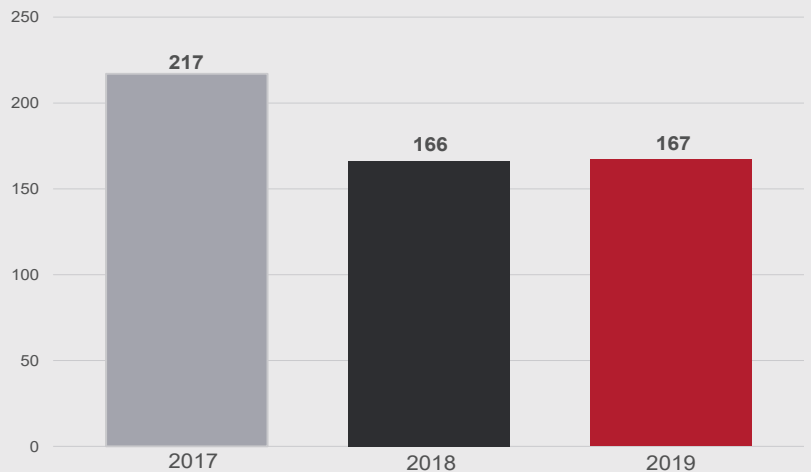
June was a very slow month, with sales volume, sales units and the average sale price down **30%**, **25%** and **6%** respectively from last June. In fact, June's **18** unit sales were the month's fewest since 2013's **16**. With new listings up **5%**, the month had a low **29%** sales/listings ratio. So it's a **buyers' 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

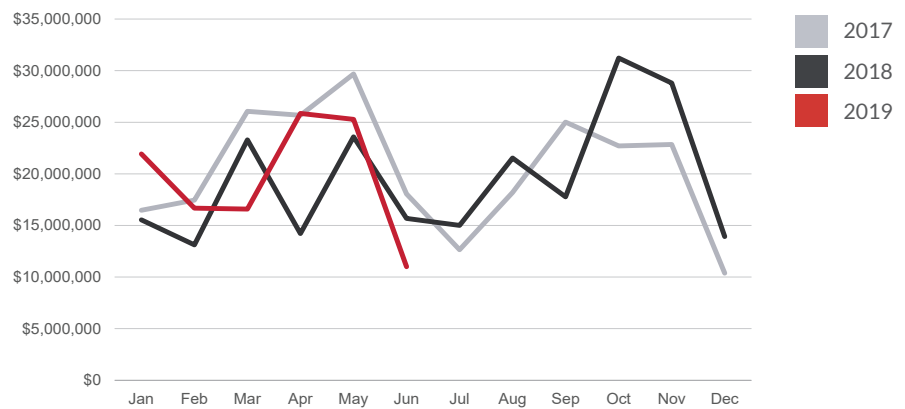
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$133,142,419	\$105,440,771	\$117,338,675	+11%
YTD Unit Sales	217	166	167	+6%
YTD New Listings	331	294	329	+12%
YTD Sales/Listings Ratio	66%	56%	51%	-5%
YTD Expired Listings	61	86	76	-12%
Second Quarter (Q2) Volume Sales	\$73,140,965	\$53,484,134	\$62,152,175	+16%
Q2 Unit Sales	118	83	91	+10%
Q2 New Listings	186	148	213	+44%
Q2 Sales/Listings Ratio	63%	56%	43%	-13%
Q2 Expired Listings	36	47	45	-4%
June Volume Sales	\$16,893,700	\$15,680,401	\$11,007,999	-30%
June Unit Sales	30	24	18	-25%
June New Listings	60	59	62	+5%
June Sales/Listings Ratio	50%	41%	29%	-12%
June Expired Listings	10	16	12	-25%
June Average Sale Price	\$563,123	\$653,350	\$611,556	-6%
YTD Sales: \$100K - \$299K	49	34	23	-32%
YTD Sales: \$300K - \$499K	61	42	46	+10%
YTD Sales: \$500K - \$799K	58	46	56	+22%
YTD Sales: \$800K - \$999K	17	20	15	-25%
YTD Sales: \$1M - \$1.499M	21	18	14	-22%
YTD Sales: \$1.5M - \$1.999M	8	3	8	+167%
YTD Sales: \$2M+	3	3	5	+67%
YTD Average Days-On-Market	69	53	67	+26%
YTD Average Sale Price	\$613,560	\$635,185	\$702,627	+11%

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

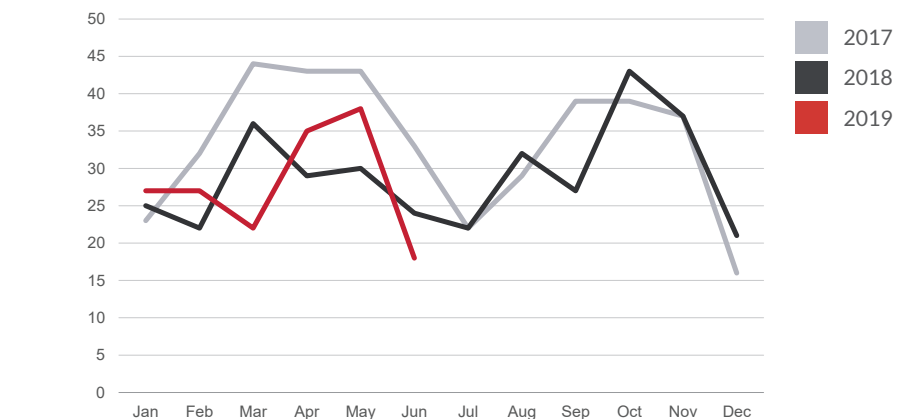
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. volume sales have been hot and cold in 2019. After a record January, an active February and a flat March, April also set a record. This was followed by a strong May, before the wheels seem to fall off in June. **Graph 4** shows a similar pattern for units, without the April record. That said, it's notable that March's slowdown involved a healthy **59%** sales/listings ratio. So it was a sellers' market. June's slowdown saw a **29%** sales/listings ratio and a **6%** average price drop. It'll be interesting to see if The Blue Mts. regains sellers' market status soon.

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



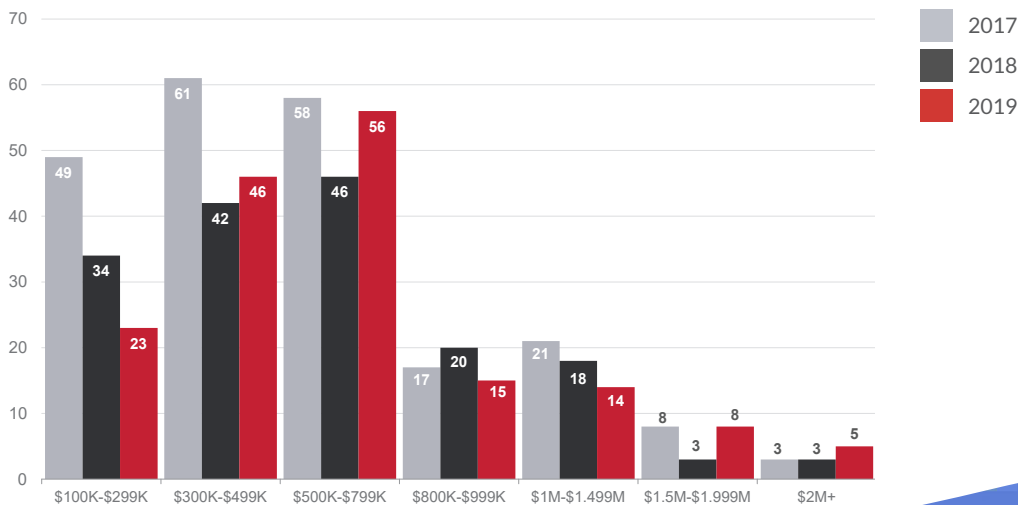
Graph 4:
The Blue Mts. Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 unit sales were up from 2018 in four price ranges and down in three. And so, the \$300K-\$499K, \$500K-\$799K, \$1.5M-\$1.999M and \$2M+ ranges were up **10%**, **22%**, **167%** and **67%** respectively; while the Under-\$300K, \$800K-\$999K and 1M-\$1.499M ranges were down **32%**, **25%** and **22%** respectively. More generally, the Under-\$500K bracket was down **9%** from 2018; the \$500K-\$999K bracket was up **8%**; and the luxury \$1M+ bracket was up **13%**.

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

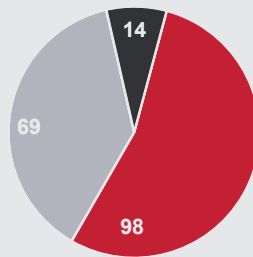
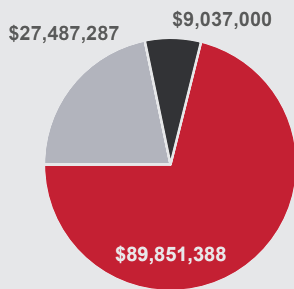


SALES BY PROPERTY TYPE

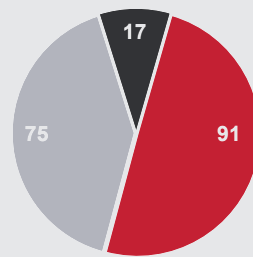
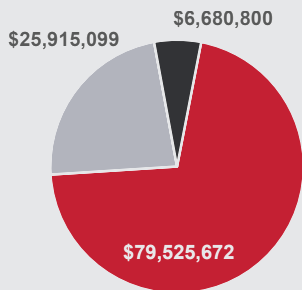
Graph 6:
The Blue Mts. MLS® Sales By Property Type
2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

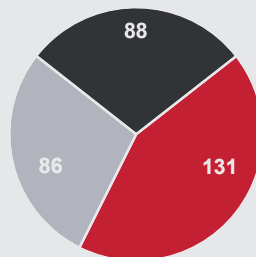
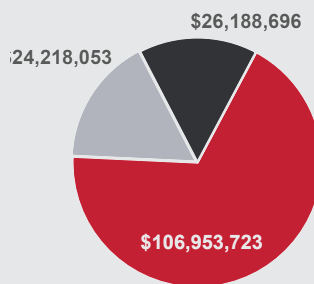
2019



2018



2017



■ Single Family ■ Condominium ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$89,851,388
UP 13% from 2018

UNIT SALES: 98
UP 8% from 2018

AV. DAYS-ON-MARKET: 59
UP 8 days from 2018

AV. SALE PRICE: \$916,851
UP 5% from 2018

CONDOMINIUMS

DOLLAR SALES: \$27,487,287
UP 6% from 2018

UNIT SALES: 69
DOWN 8% from 2018

AV. DAYS-ON-MARKET: 78
UP 21 days from 2018

AV. SALE PRICE: \$398,366
UP 15% from 2018

VACANT LAND

DOLLAR SALES: \$9,037,000
UP 35% from 2018

UNIT SALES: 14
DOWN 18% from 2018

AV. DAYS-ON-MARKET: 115
DOWN 15 days from 2018

AV. SALE PRICE: \$645,500
UP 64% 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)

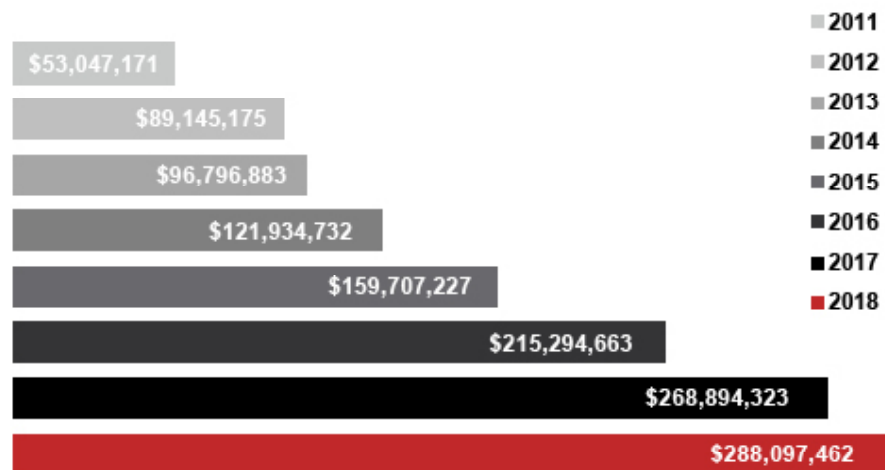
And we were #3 in Wasaga Beach after opening an office in 2015.



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 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

