

GREY HIGHLANDS REAL ESTATE MARKET REPORT

FIRST QUARTER 2019

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



OVERVIEW

SLOW SALES, FEWER LISTINGS, AVERAGE SALE PRICE UP



Q1-2019 TOTAL SALES VOLUME OF \$9,402,000

Down 17% from Q1-2018's \$11,264,990, with units of 21 down 25% from Q1-2018's 28. New listings of 42 down 9% from Q1-2018, with the sales/listings ratio of 50% down 11%.



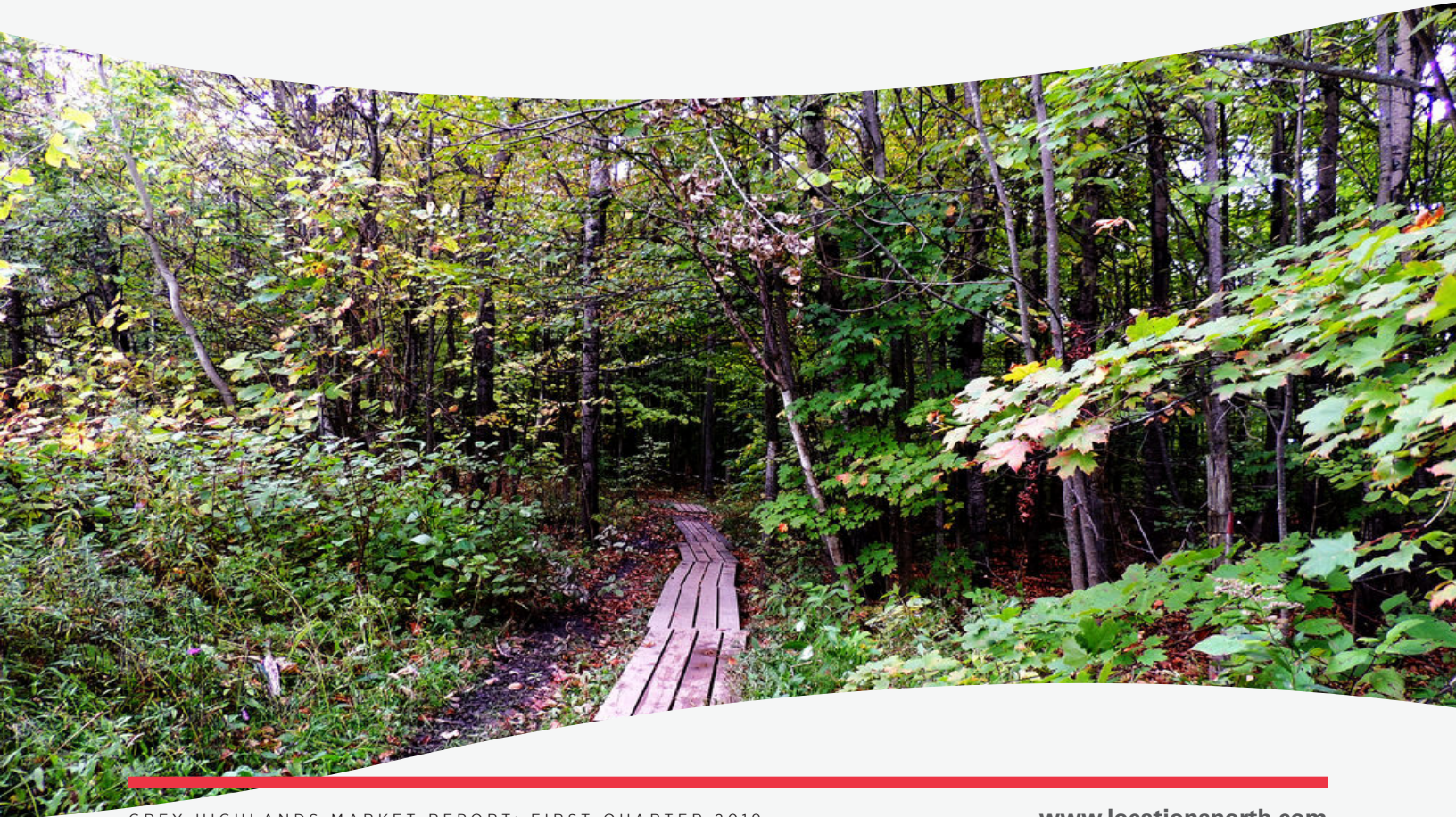
MARCH SALES VOLUME OF \$3,761,000

Down 43% from March 2018's \$6,587,000. Units of 9 down 31% from last March's 13, with new listings of 19 down 5% and the sales/listings ratio of 47% down 18%.



Q1-2019 ANNUAL AVERAGE SALE PRICE OF \$447,714

Up 11% from the \$402,321 of Q1-2018. Average days-on-market of 49 down 26 days.



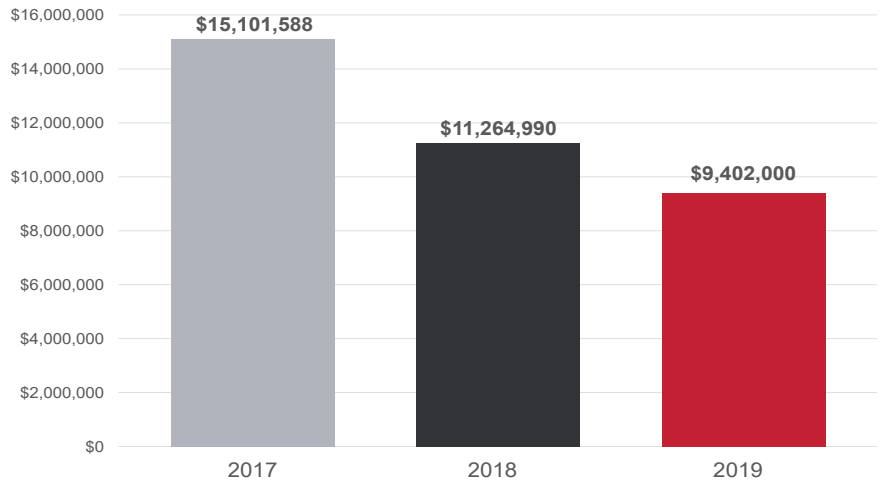
OVERVIEW (cont'd)



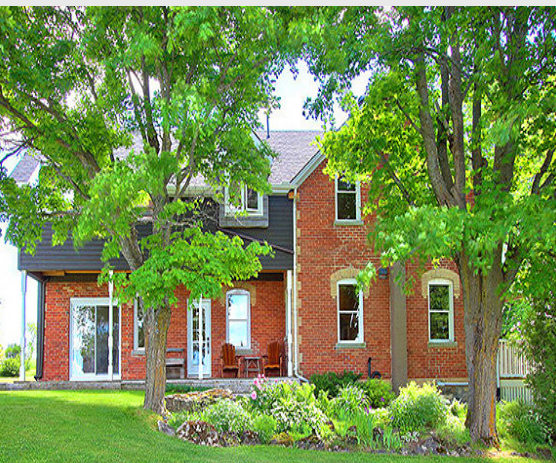
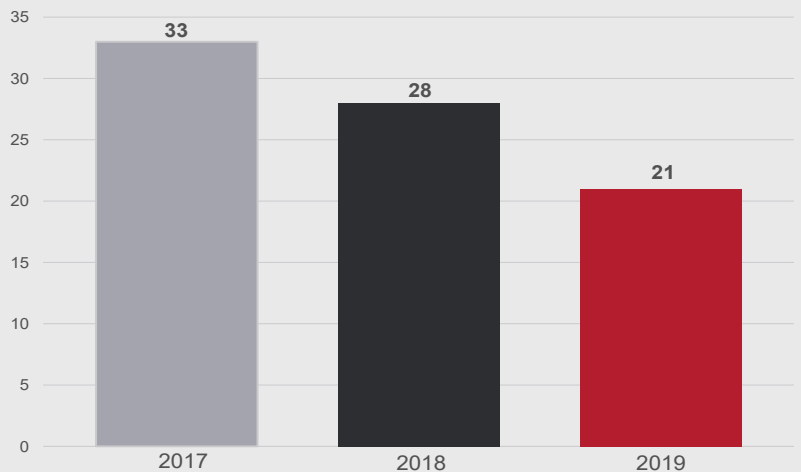
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

March's volume and unit sales were the lowest for March since 2009, and the average sale price of **\$417,889** was down **18%** from last March. However, the **42-day** average sale time was the lowest on record. March's **48%** sales/listings ratio (and Q1's **50%**) mean a **seller's market**, but that could shift.

Graph 1:
Grey Highlands MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
Grey Highlands MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:

Grey Highlands MLS® Residential Sales And Listing Summary

Q1 – 2017 vs. 2018 vs. 2019

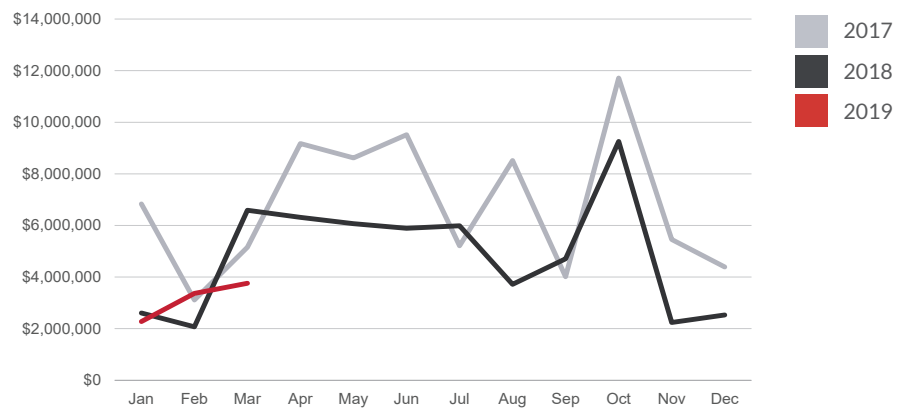
| | 2017 | 2018 | 2019 | 2018-2019 |
|--------------------------|--------------|--------------|-------------|-----------|
| Volume Sales | \$15,101,588 | \$11,264,990 | \$9,402,000 | -17% |
| Unit Sales | 33 | 28 | 21 | -25% |
| New Listings | 31 | 46 | 42 | -9% |
| Sales/Listings Ratio | 106% | 61% | 50% | -11% |
| Expired Listings | 2 | 11 | 4 | -64% |
| Sales: Under \$300K | 11 | 11 | 2 | -82% |
| Sales: \$300K - \$499K | 10 | 10 | 14 | +40% |
| Sales: \$500K - \$799K | 10 | 3 | 4 | +33% |
| Sales: \$800K - \$999K | 1 | 3 | 1 | -200% |
| Sales: \$1M - \$1.499M | 0 | 1 | 0 | -100% |
| Sales: \$1.5M - \$1.999M | 0 | 0 | 0 | +0% |
| Sales: \$2M+ | 1 | 0 | 0 | +0% |
| Average Days-On-Market | 119 | 75 | 49 | -35% |
| Average Sale Price | \$457,624 | \$402,321 | \$447,714 | +11% |

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

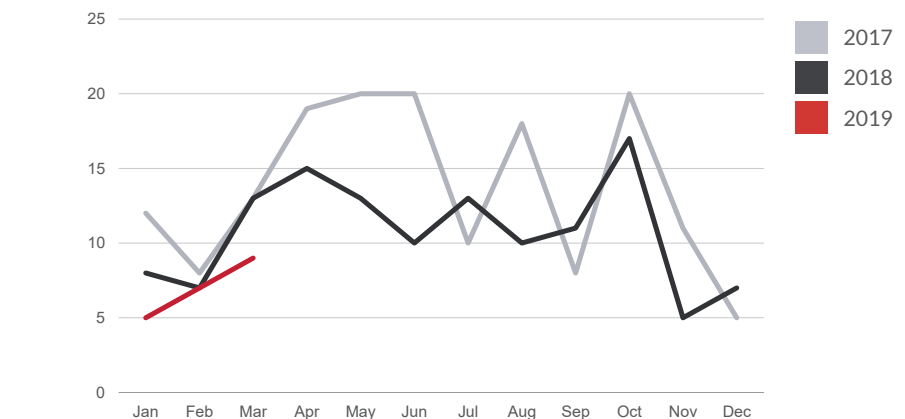
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Grey Highlands' Q1 volume sales were down **17%** and **38%** from Q1-2018 and Q1-2017 respectively. To put that in greater perspective, Q1's volume was the lowest it's been since Q1-2009, when the average sale price was **\$243,946** (i.e. **36%** less than it is now). As **Graph 4** shows, the same pattern exists on the units side. Q1's **21** sales – the least since Q1-1995's **14** – were down **25%, 37%, 54%, 55%** and **57%** from the Q1s of 2018 to 2014. Given Grey Highland's great beauty, it's hard to see the reasons for such a slowdown, but sales are sure to rise again.

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



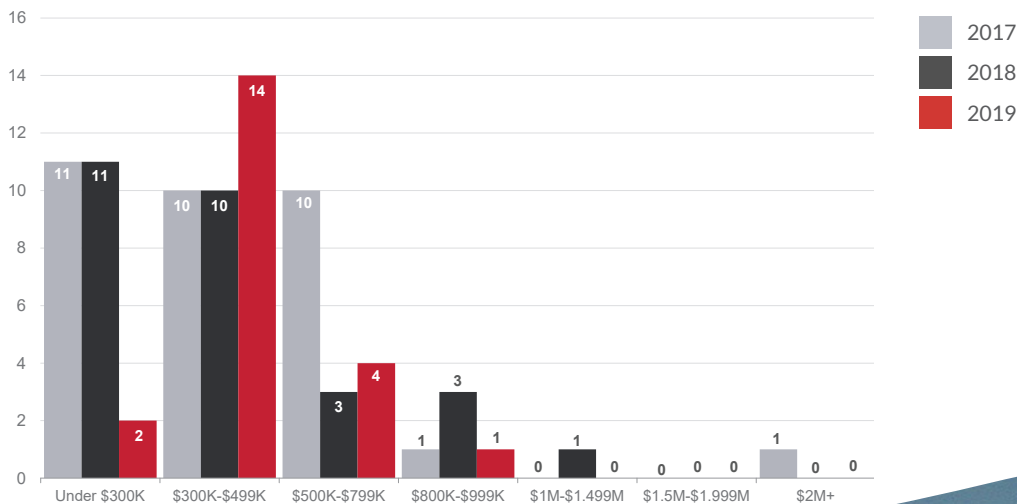
Graph 4:
Grey Highlands Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019's sales were up from Q1-2018 in two price ranges, down in three, even in two. And so, the \$300K-\$499K and \$500K-\$799K ranges were up **40%** and **33%** respectively; the Under-\$300K, \$800K-\$999K and \$1M-\$1.499M ranges were down **82%**, **200%** and **100%** respectively; and the \$1.5M-\$1.999M and \$2M+ ranges were **even** (with no sales). More generally, sales in the Under-\$800K bracket (which accounted for **95%** of Q1-2019's sales) were down **17%** from Q1-2018, while sales in the high-end, \$800K bracket were down **300%**.

Graph 5:
Grey Highlands MLS® Sales By Price
Q1 - 2017 vs. 2018 vs. 2019 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Grey Highlands MLS® Sales By Property Type
Q1 - 2017 vs. 2018 vs. 2019 (Dollars and Units)

2018 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$9,402,000
DOWN 17% from 2018

UNIT SALES: 21
DOWN 25% from 2018

AV. DAYS-ON-MARKET: 49
DOWN 26 days from 2018

AV. SALE PRICE: \$447,714
UP 11% from 2018

CONDOMINIUMS

DOLLAR SALES: 0

UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

VACANT LAND

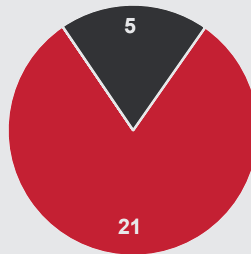
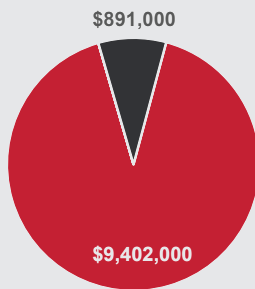
DOLLAR SALES: \$891,000
UP 51% from 2018

UNIT SALES: 5
DOWN 17% from 2018

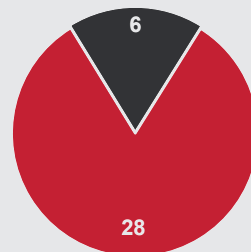
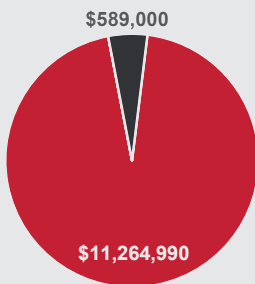
AV. DAYS-ON-MARKET: 148
UP 71 days from 2018

AV. SALE PRICE: \$178,200
UP 82% from 2018

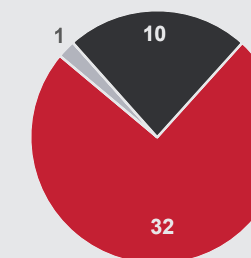
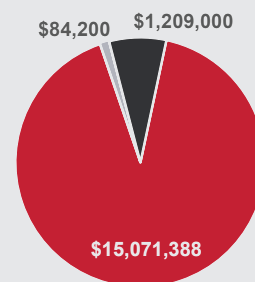
2019



2018



2017



■ 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)

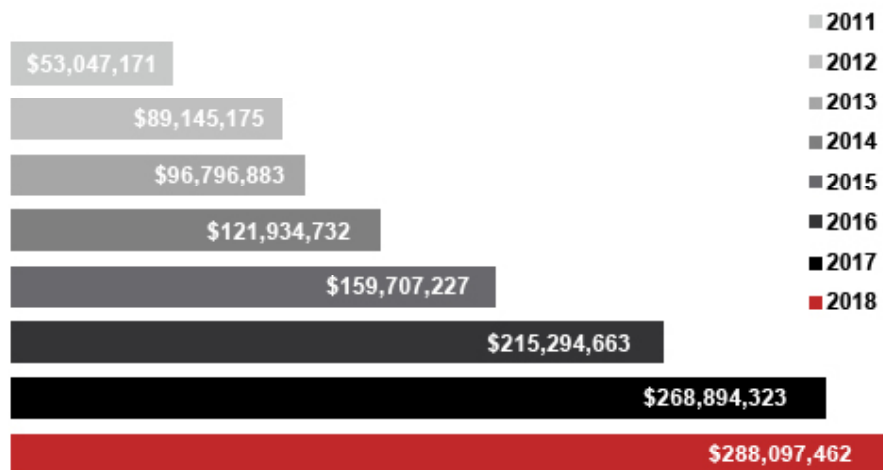
And we were #3 in Wasaga Beach after opening an office in 2015.



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 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