

# MEAFORD REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2019

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





# OVERVIEW

## VOLUME AND PRICES UP, LISTINGS AND EXPIREDS DOWN



### YEAR-TO-DATE SALES VOLUME OF \$64,631,512

Up .5% from 2018's \$64,310,205, with units of 142 down 9% from 2018's 156. New listings of 236 down 3% from a year ago, with the sales/listings ratio of 60% down 4%.



### Q3-2019 SALES VOLUME OF \$24,747,276

Up 8% from Q3-2018's \$22,880,200. Units of 59 up 11% from a year ago, with new listings of 76 up 7% and the sales/listings ratio of 77% up 2%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$455,081

Up 10% from the \$412,245 of 2018, with the average days-on-market of 51 down 5 days.



# OVERVIEW (cont'd)

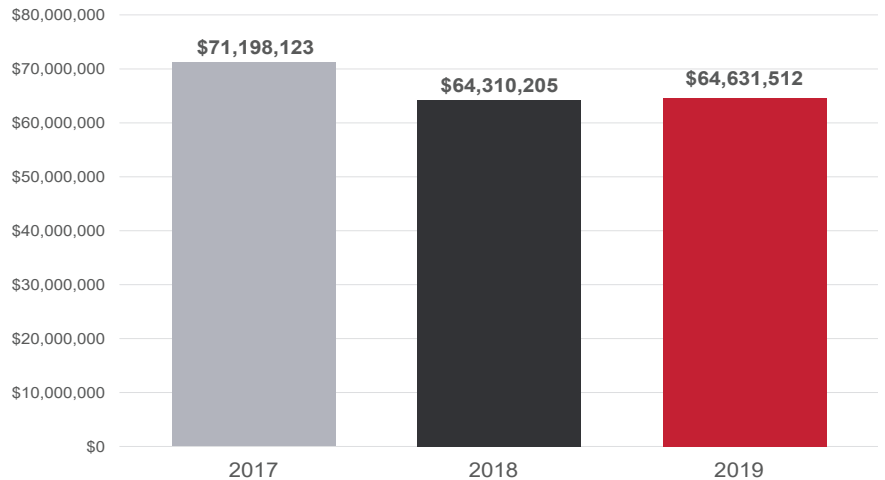


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

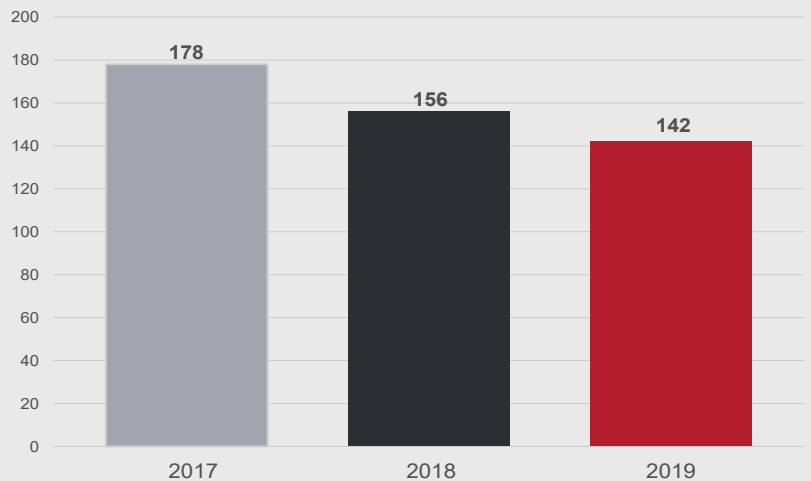
September volume of **\$7,046,788** was down **11%** from last September and its **14** sales were the least since 2013. New listings were down **3%** from a year ago, while expirations were down **50%**. Although the month's sales/listings ratio was **47%**, Q3's ratio was **77%**. So we'll say it's still a **sellers' market**.



Graph 1:  
**Meaford MLS® Sales**  
2017 vs. 2018 vs. 2019 (Volume)



Graph 2:  
**Meaford MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)





# THE MARKET IN DETAIL



Table 1:

## Meaford MLS® Residential Sales And Listing Summary

2017 vs. 2018 vs. 2019

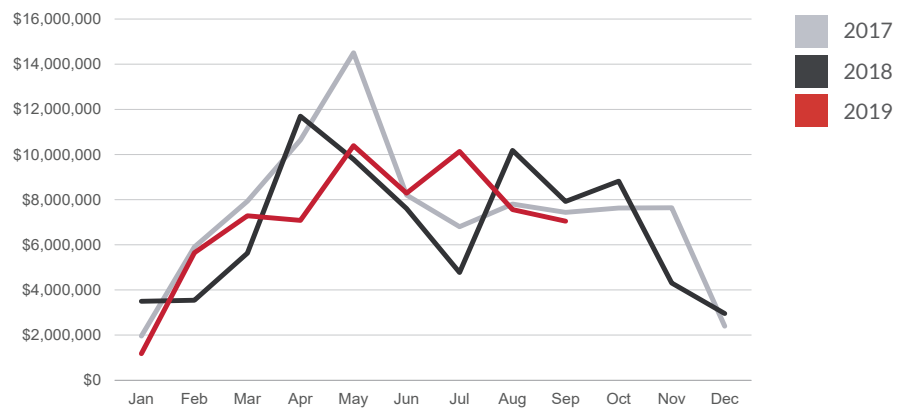
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$71,198,125	\$64,310,205	\$64,631,512	+5%
YTD Unit Sales	178	156	142	-9%
YTD New Listings	292	244	236	-3%
YTD Sales/Listings Ratio	61%	64%	60%	-4%
YTD Expired Listings	30	40	27	-32%
Third Quarter (Q3) Volume Sales	\$22,041,425	\$22,880,200	\$24,747,276	+8%
Q3 Unit Sales	53	53	59	+11%
Q3 New Listings	91	71	76	+7%
Q3 Sales/Listings Ratio	58%	75%	77%	+2%
Q3 Expired Listings	22	25	18	-28%
Q3 Average Sale price	\$415,876	\$431,702	\$419,445	-3%
September Volume Sales	\$7,439,125	\$7,922,400	\$7,046,788	-11%
September Unit Sales	19	16	14	-12%
September New Listings	17	31	30	-3%
September Sales/Listings Ratio	112%	52%	47%	-5%
September Expired Listings	13	12	6	-50%
September Average Sale Price	\$391,533	\$495,150	\$503,342	+2%
YTD Sales: Under \$100K	3	3	2	-33%
YTD Sales: \$100K - \$299K	63	43	19	-56%
YTD Sales: \$300K - \$499K	83	71	84	+18%
YTD Sales: \$500K - \$799K	21	32	27	-16%
YTD Sales: \$800K - \$999K	1	5	5	0%
YTD Sales: \$1M - \$1.499M	6	2	5	+150%
YTD Sales: \$1.5M+	1	0	0	0%
YTD Average Days-On-Market	47	56	51	-9%
YTD Average Sale Price	\$399,989	\$412,245	\$455,081	+10%

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

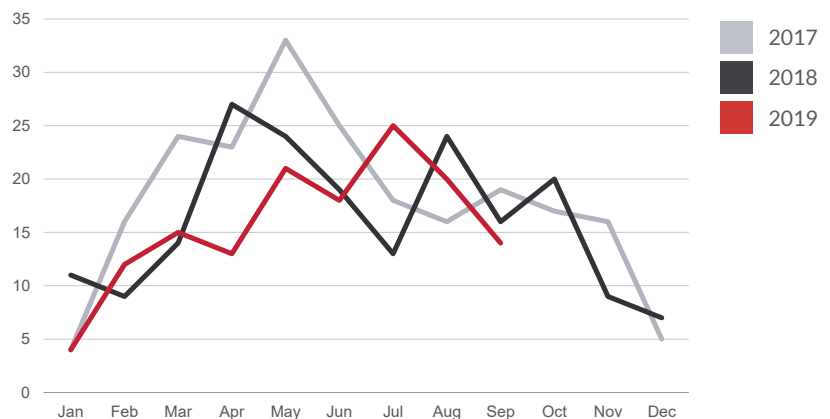
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, the Meaford market, after a slow January, rebounded to have its second best Q1 volume ever. This was followed by middling sales in Q2, notable however for a **19%** rise in the average sale price. Q3 then began with record July volume, before declining into August and September, but still registering the second best Q3 ever. However, as **Graph 4** shows, Meaford's year-to-date volume – the third best ever – is not due to greater unit sales, but rising prices. 2019's average of **\$455,081** is up **10%, 14%, 35%, 46%** and **63%** from 2014-2018 respectively.

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



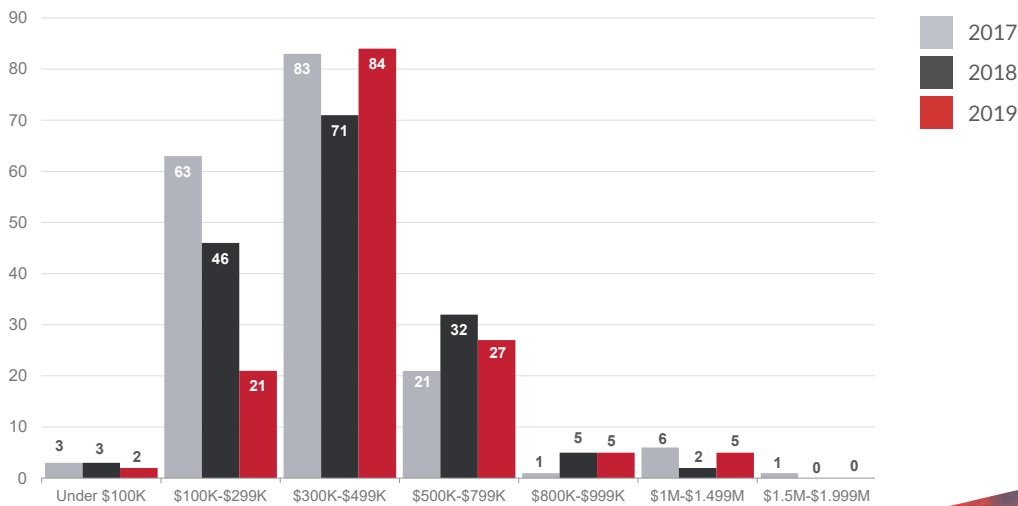
Graph 4:  
**Meaford Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Meaford sales are up from 2018 in two price ranges, down in three and even in two. The \$300K-\$499K and \$1M-\$1.499M ranges are up **18%** and **150%** respectively; the Under-\$100K, \$100K-\$299K and \$500K-\$799K ranges are down **33%**, **56%** and **16%** respectively; and the \$800K-\$999K and \$1.5M+ ranges are **even**. More generally, the high-volume, Under-\$500K bracket – which accounts for **74%** of Meaford’s sales in 2019 – is down **10%** from 2018; the median \$500K-\$999K bracket is down **14%**; and the luxury \$1M+ bracket is up **150%**.

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



# SALES BY PROPERTY TYPE

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

## 2019 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$62,398,512  
 UP 2% from 2018

**UNIT SALES:** 134  
 DOWN 6% from 2018

**AV. DAYS-ON-MARKET:** 52  
 DOWN 6 days from 2018

**AV. SALE PRICE:** \$465,661  
 UP 9% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$2,223,000  
 DOWN 33% from 2018

**UNIT SALES:** 8  
 DOWN 38% from 2018

**AV. DAYS-ON-MARKET:** 34  
 DOWN 4 days from 2018

**AV. SALE PRICE:** \$277,875  
 UP 8% from 2018

### VACANT LAND

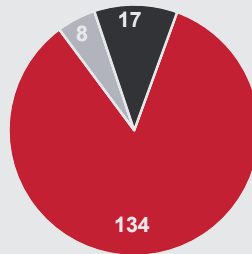
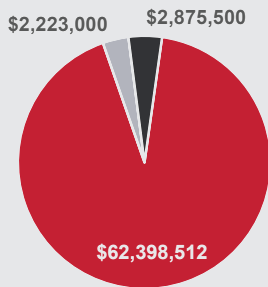
**DOLLAR SALES:** \$2,875,500  
 UP 27% from 2018

**UNIT SALES:** 17  
 DOWN 6% from 2018

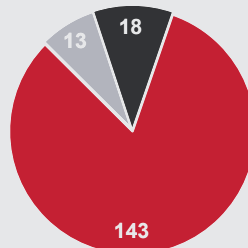
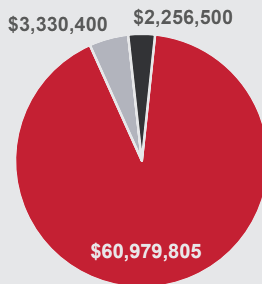
**AV. DAYS-ON-MARKET:** 113  
 UP 43 days from 2018

**AV. SALE PRICE:** \$169,147  
 UP 35% from 2018

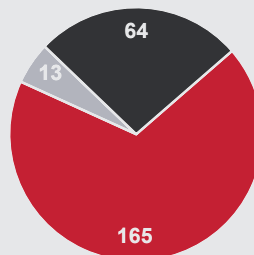
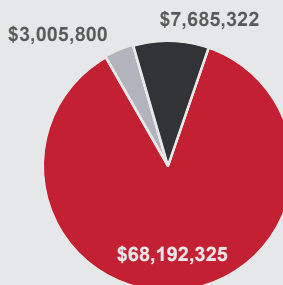
## 2019



## 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)**

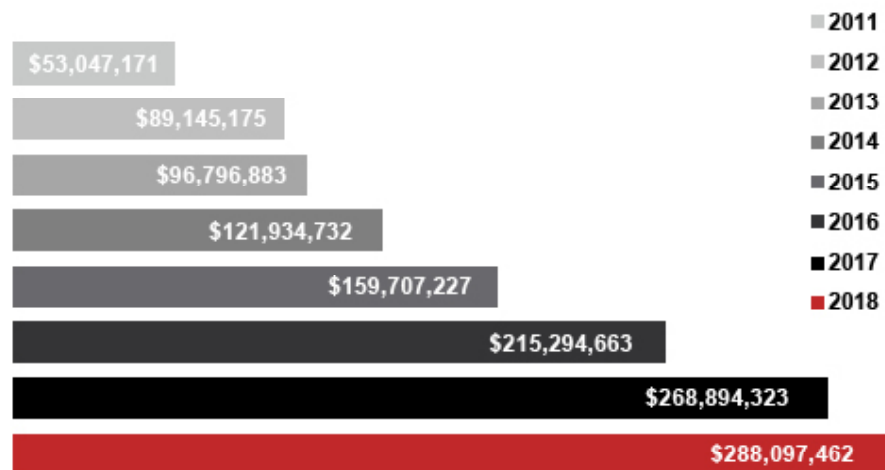
And we were #3 in Wasaga Beach after opening an office in 2015.



**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

