

# GREY HIGHLANDS 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

## SLOW SALES, WITH AVERAGE PRICES AND NEW LISTINGS UP



### YEAR-TO-DATE TOTAL SALES VOLUME OF \$28,343,190

Down 4% from 2018's \$29,538,087, with units of 63 down 5% from 2018's 66. New listings of 127 up 15% from a year ago, with the sales/listings ratio of 50% down 10%.



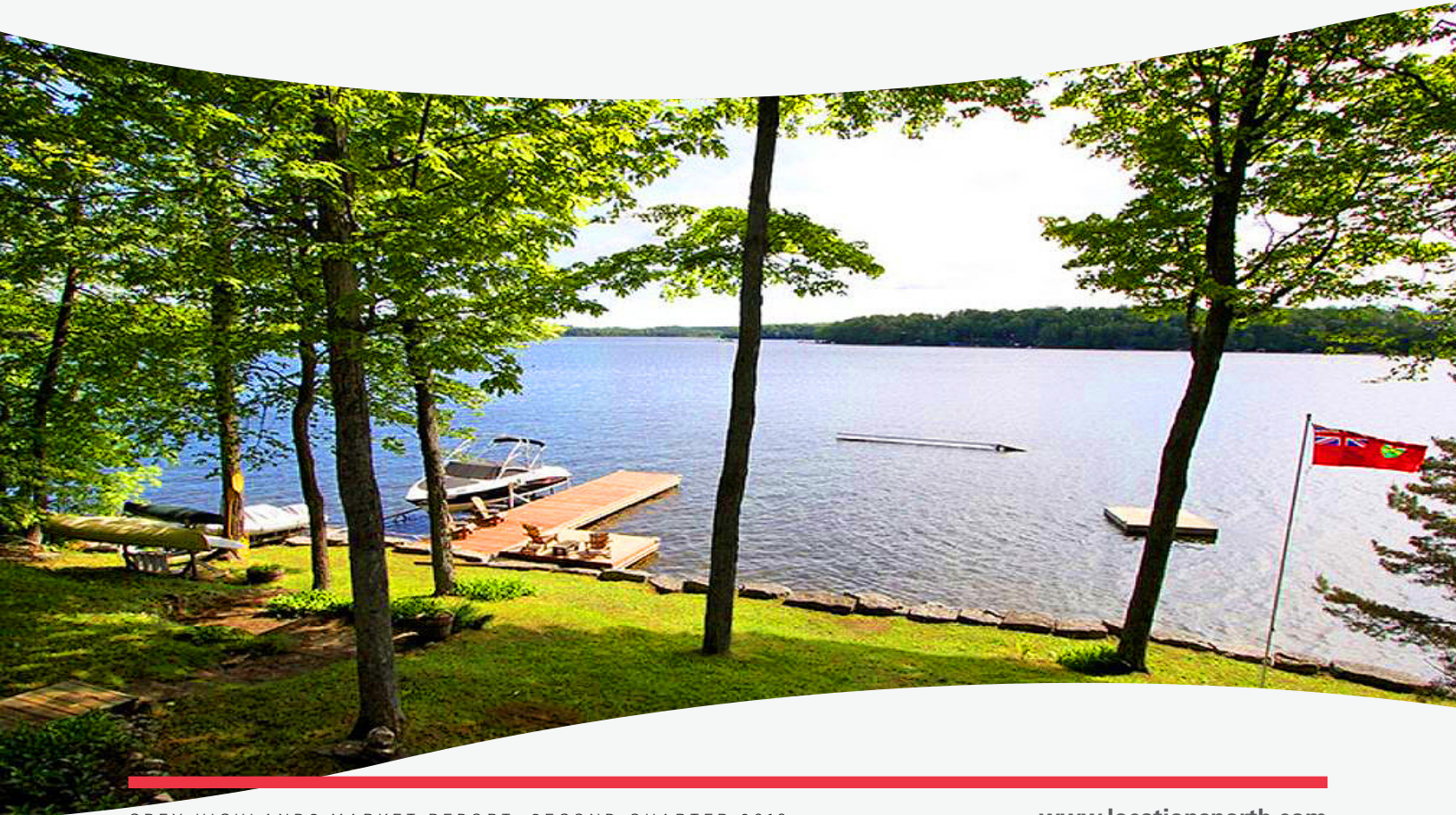
### Q2-2019 SALES VOLUME OF \$18,941,190

Up 4% from Q2-2018's \$18,273,097. Units of 42 up 11% from Q2-2018's 38, with new listings of 85 up 33% and the sales/listings ratio of 49% down 10%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$449,892

Up 1% from the \$447,547 of 2018. Average days-on-market of 45 down 15 days.

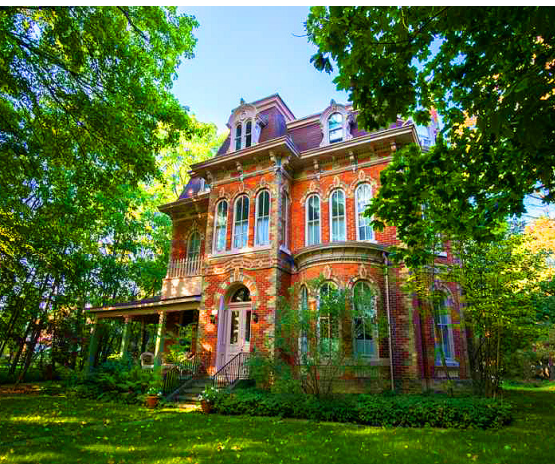


# OVERVIEW (cont'd)

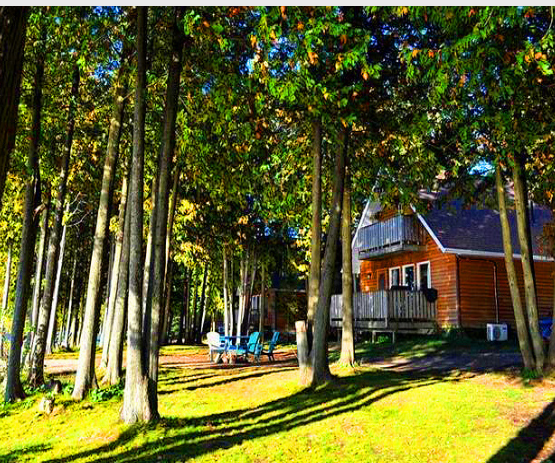
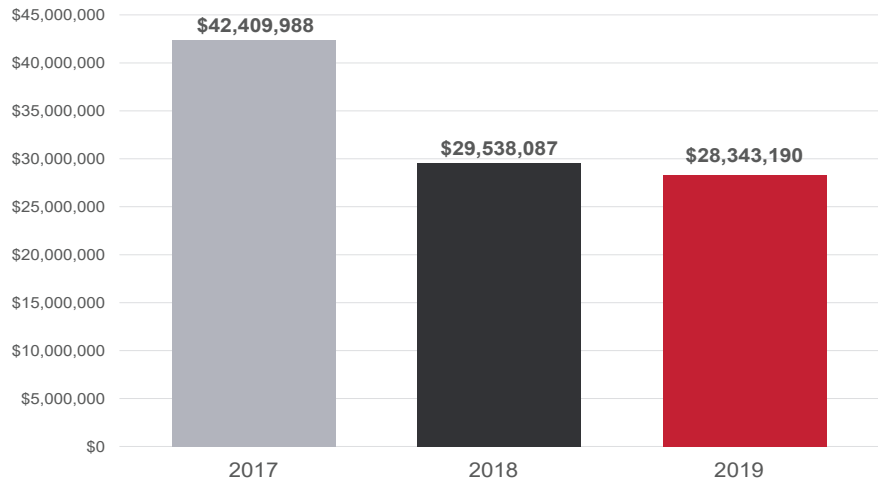


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

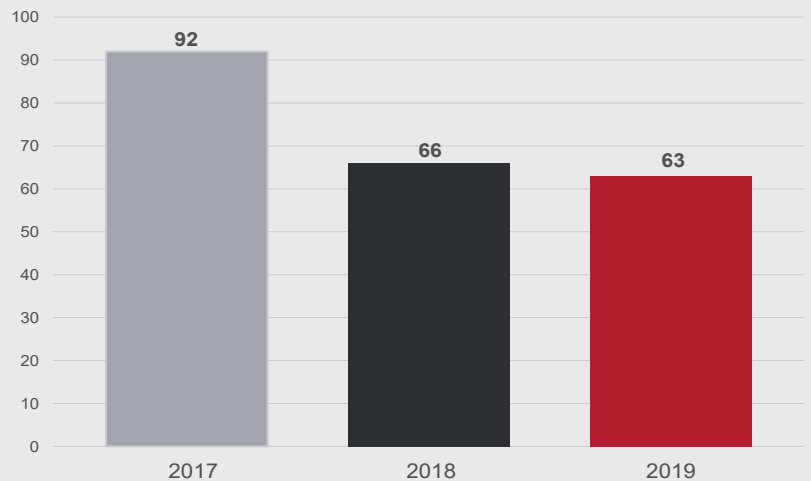
June was a slow month. Its **11** sales were up **1** from last year, but otherwise it was the month's fewest since 2000. And its volume of **\$5,051,400** was the lowest since 2013. With June's average sale price down **22%** from a year ago – and its sales/listings ratio of **44%** – Grey Highlands has a **buyers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:  
**Grey Highlands MLS® Residential Sales And Listing Summary**  
 2017 vs. 2018 vs. 2019

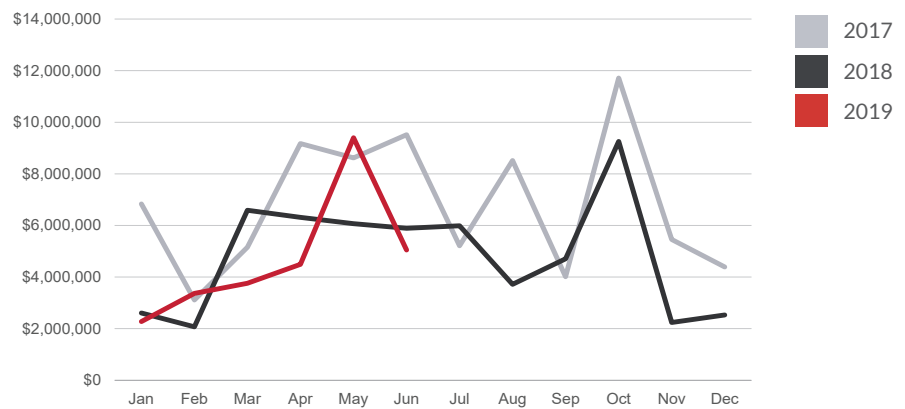
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$42,409,988	\$29,538,087	\$28,343,190	-4%
YTD Unit Sales	92	66	63	-5%
YTD New Listings	116	110	127	+15%
YTD Sales/Listings Ratio	79%	60%	50%	-10%
YTD Expired Listings	12	22	8	-64%
Second Quarter (Q2) Volume Sales	\$27,308,400	\$18,273,097	\$18,941,190	+4%
Q2 Unit Sales	59	38	42	+11%
Q2 New Listings	85	64	85	+33%
Q2 Sales/Listings Ratio	69%	59%	49%	-10%
Q2 Expired Listings	10	9	4	-56%
Q2 Average Sale Price	\$462,854	\$480,871	\$450,981	-6%
June Volume Sales	\$9,515,000	\$5,890,000	\$5,051,400	-14%
June Unit Sales	20	10	11	+10%
June New Listings	29	21	25	+19%
June Sales/Listings Ratio	69%	48%	44%	-4%
June Expired Listings	6	3	3	0%
June Average Sale Price	\$475,750	\$589,000	\$459,218	-22%
YTD Sales: Under \$300K	26	24	13	-46%
YTD Sales: \$300K - \$499K	35	23	32	+39%
YTD Sales: \$500K - \$799K	23	10	13	+30%
YTD Sales: \$800K - \$999K	5	4	3	-25%
YTD Sales: \$1M - \$1.499M	1	5	2	-60%
YTD Sales: \$1.5M - \$1.999M	1	0	0	0%
YTD Sales: \$2M+	1	0	0	0%
YTD Average Days-On-Market	74	60	45	-25%
YTD Average Sale Price	\$460,978	\$447,547	\$449,892	+1%

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

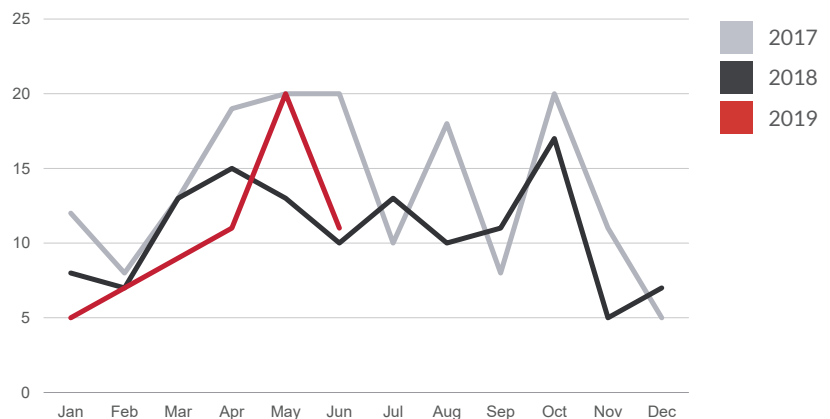
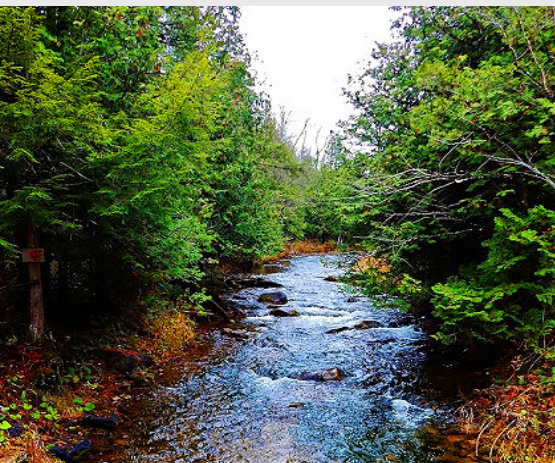
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, with the exception of a relatively strong (but not record) May, Grey Highlands' dollar sales have lagged throughout 2019. Surprisingly, part of that slowdown is due to its average sale price – unlike all other Southern Georgian Bay communities – being down (**2%**) from two years ago. Moreover, as **Graph 4** shows, 2019's YTD unit sales are down: **5%** and **32%** from 2018 and 2017 respectively, but also **45%**, **36%**, and **47%** from 2014-16. In fact, 2019's **63** sales are the fewest since 2001's **62**. All that said, the reasons for Grey Highlands' slowdown aren't clear. However, given its extraordinary beauty, potential and value, it is increasingly offering some great opportunities.

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



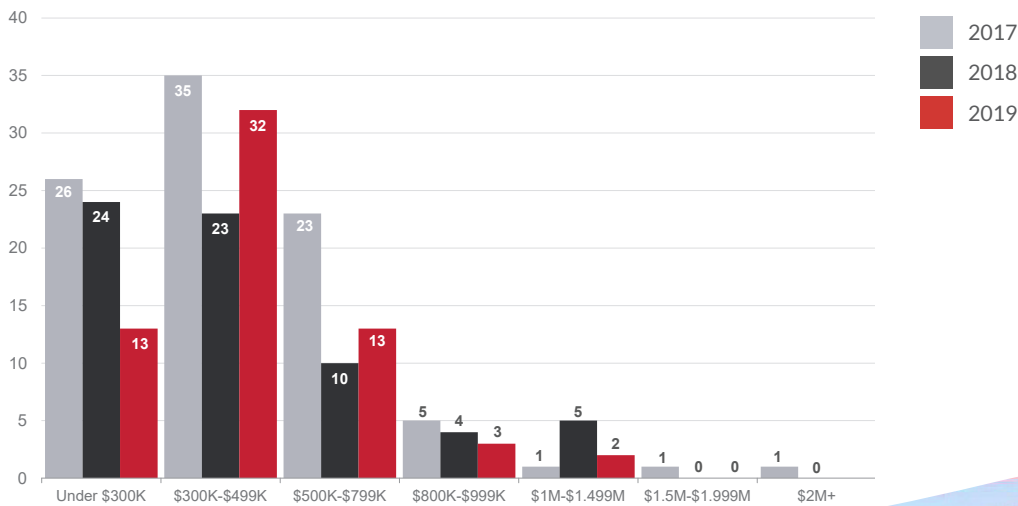
Graph 4:  
**Grey Highlands Monthly MLS® Sales**  
 2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 sales are up from 2018 in two price ranges, down in three, and even in two. The \$300K-\$499K and \$500K-\$799K ranges are up **39%** and **30%** respectively; the Under-\$300K, \$800K-\$999K and \$1M-\$1.499M ranges are down **46%**, **25%** and **60%** respectively; and the \$1.5M-\$1.999M and \$2M+ ranges are **even** (with no sales). More generally, sales in the Under-\$800K bracket (which accounts for **92%** of 2019's transactions) is down **2%** from 2018, while sales in the high-end, \$800K+ bracket are down **44%**.

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



# SALES BY PROPERTY TYPE

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

## 2018 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$28,343,190  
DOWN 4% from 2018

**UNIT SALES:** 63  
DOWN 5% from 2018

**AV. DAYS-ON-MARKET:** 45  
DOWN 15 days from 2018

**AV. SALE PRICE:** \$449,892  
UP 1% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** 0

**UNIT SALES:** 0

**AV. DAYS-ON-MARKET:** 0

**AV. SALE PRICE:** 0

### VACANT LAND

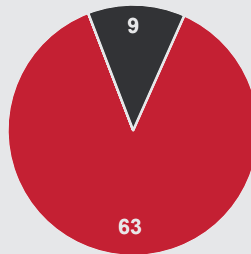
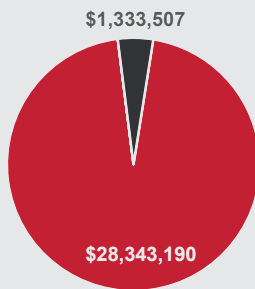
**DOLLAR SALES:** \$1,333,507  
DOWN 6% from 2018

**UNIT SALES:** 9  
DOWN 31% from 2018

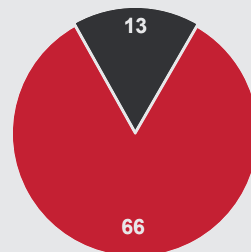
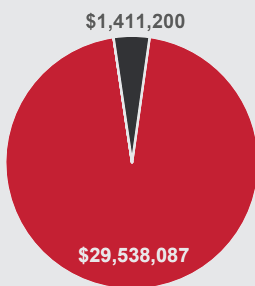
**AV. DAYS-ON-MARKET:** 180  
UP 24 days from 2018

**AV. SALE PRICE:** \$148,167  
UP 36% from 2018

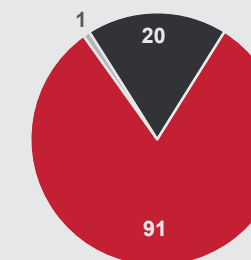
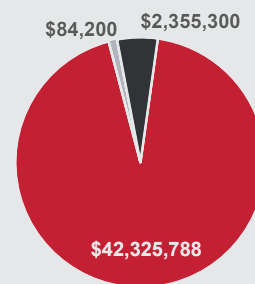
## 2019



## 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)**

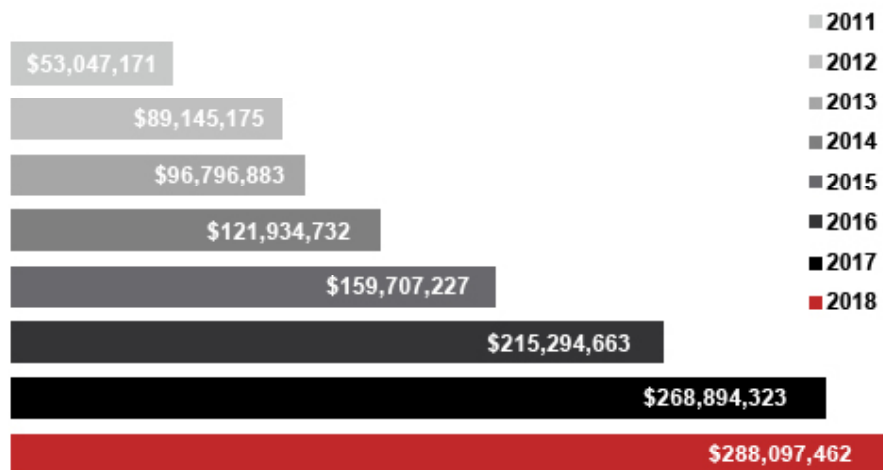
And we were #3 in Wasaga Beach after opening an office in 2015.



**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

