

# WASAGA BEACH 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

## BIG Q3 VOLUME SALES, WITH LISTINGS AND PRICES ALSO UP



### YEAR-TO-DATE SALES VOLUME OF \$180,560,537

Up 5% from 2018's \$172,288,498, with units of 404 down 3% from 2018's 416. New listings of 849 up 12% from a year ago, with the sales/listings ratio of 48% down 7%.



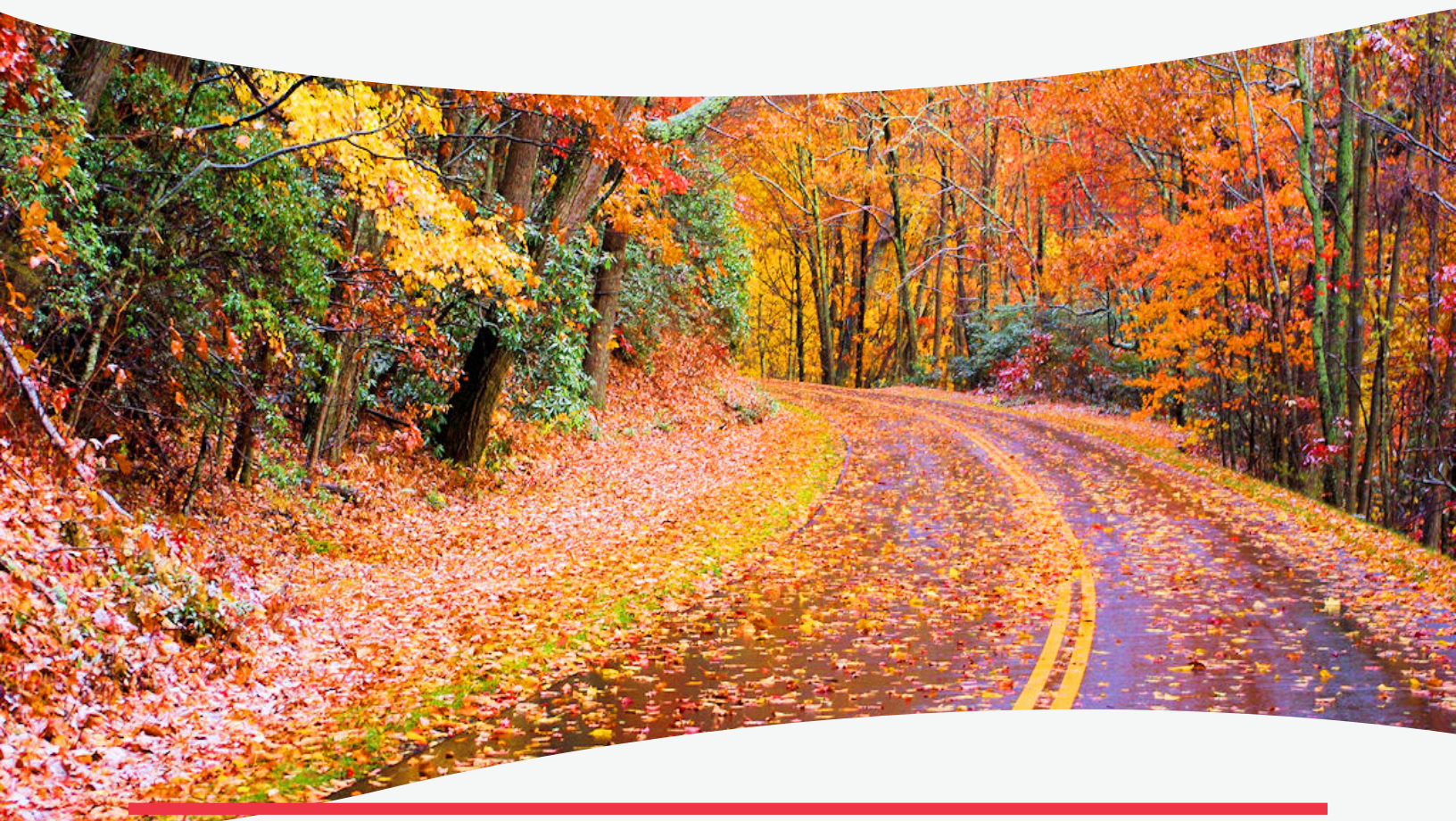
### Q3-2019 SALES VOLUME OF \$73,216,348

Up 21% from Q3-2018's \$60,614,100. Units of 169 up 14% from Q3-2018's 148, with new listings of 303 up 12% and the sales/listings ratio of 56% up 1%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$446,932

Up 8% from the \$414,155 of Q3-2018. Average days-on-market of 54 up 11 days.

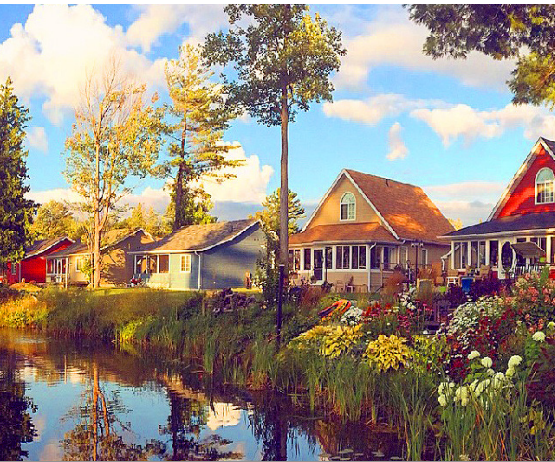


# OVERVIEW (cont'd)

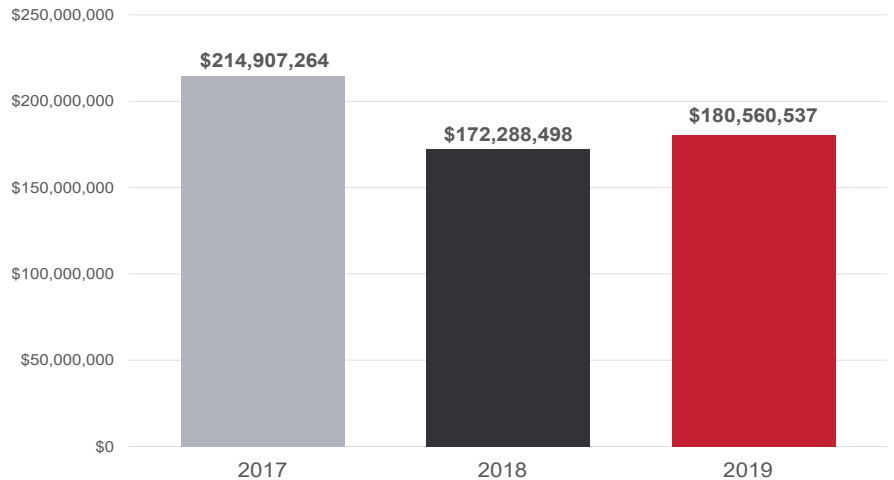


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

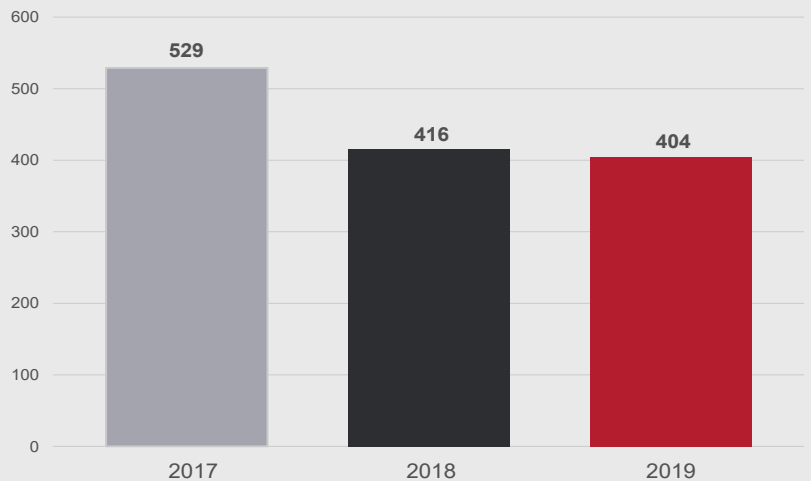
September's volume, units and average sale price were up **15%**, **8%** and **7%** respectively from last September. However, new listings were up **21%** from last year, while expired listings were up a big **133%**. Still, the month had a healthy **63%** sales/listings ratio, so it's currently a **sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2017 vs. 2018 vs. 2019

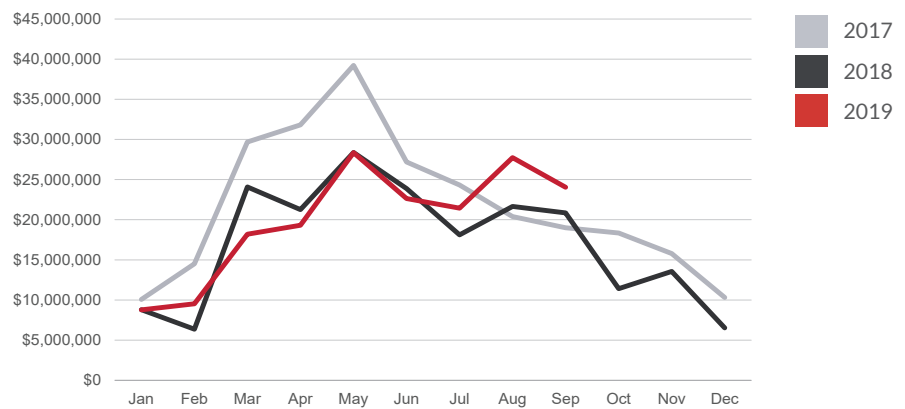
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$214,907,264	\$172,288,498	\$180,560,537	+5%
YTD Unit Sales	529	416	404	-3%
YTD New Listings	808	756	849	+12%
YTD Sales/Listings Ratio	65%	55%	48%	-7%
YTD Expired Listings	74	98	154	+57%
Third Quarter (Q3) Volume Sales	\$63,713,230	\$60,614,100	\$73,216,348	+21%
Q3 Unit Sales	156	148	169	+14%
Q3 New Listings	281	270	303	+12%
Q3 Sales/Listings Ratio	56%	55%	56%	+1%
Q3 Expired Listings	48	42	82	+95%
Q3 Average Sale Price	\$408,418	\$409,555	\$433,233	+6%
September Volume Sales	\$18,991,968	\$20,847,900	\$24,045,800	+15%
September Unit Sales	46	51	55	+8%
September New Listings	98	72	87	+21%
September Sales/Listings Ratio	47%	71%	63%	-8%
September Expired Listings	22	18	42	+133%
September Average Sale Price	\$412,869	\$408,782	\$437,196	+7%
YTD Sales: Under \$100K	8	5	2	-60%
YTD Sales: \$100K - \$299K	122	81	63	-22%
YTD Sales: \$300K - \$499K	277	234	205	-12%
YTD Sales: \$500K - \$799K	107	90	117	+30%
YTD Sales: \$800K - \$999K	12	4	11	+175%
YTD Sales: \$1M - \$1.499M	3	2	6	+200%
YTD Average Days-On-Market	24	43	54	+26%
YTD Average Sale Price	\$406,252	\$414,155	\$446,932	+8%

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

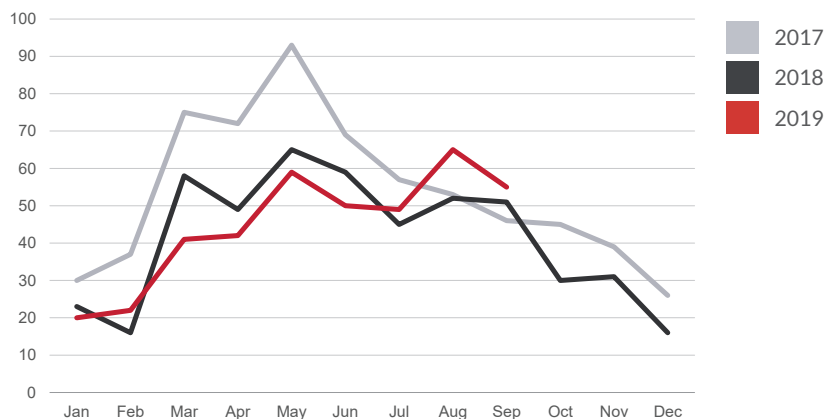
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after relatively slow sales in Q1 and Q2 – both of which were buyers’ markets – Q3 sales picked up nicely and brought Wasaga Beach back into sellers’ market territory. In fact, Q3’s sales volume of **\$73,216,348** was Wasaga’s second best ever for the quarter, just **4%** less than 2016’s record **\$76,144,167**. On the units side, Q3-2019’s **169** were the third-best ever, though they were well below Q3-2016’s high water mark of **236**. The good news is that Wasaga’s sales are showing signs of resurgence, and doing so with an average price that is up **34%** from Q3-2016.

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



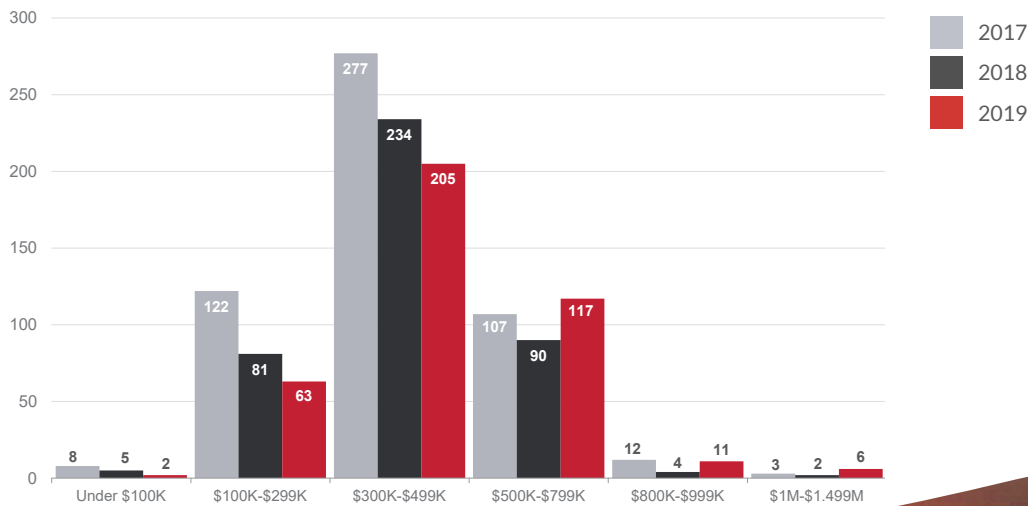
Graph 4:  
**Wasaga Beach Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q3-2019 unit sales were up from Q3-2018 in three price ranges and down in three ranges. And so, the \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges were up **30%**, **175%** and **200%** respectively from Q3-2018; while the Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges were down **60%**, **22%** and **12%** respectively. More generally, the Under-\$500K bracket – which accounted for **67%** of Wasaga Beach’s sales in Q3-2019 – was down **16%** from Q3-2018, while the \$500K+ market was up **40%**.

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

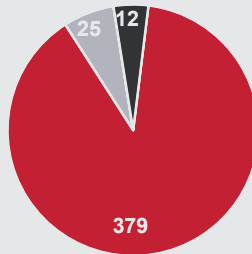
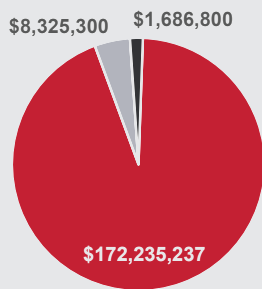


# SALES BY PROPERTY TYPE

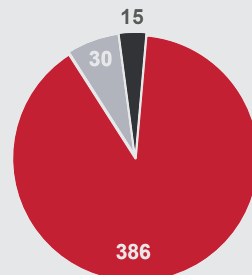
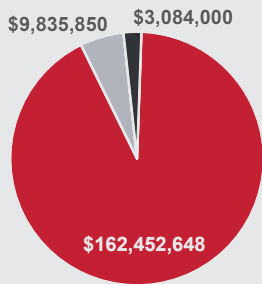
Graph 6:  
Wasaga Beach MLS® Sales By Property Type  
Q1 - 2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

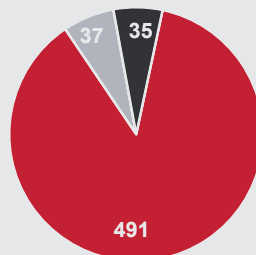
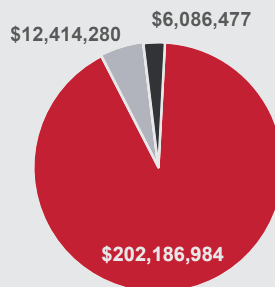
### 2019



### 2018



### 2017



■ Single Family ■ Condominium ■ Vacant Land

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$172,235,237  
UP 6% from 2018

**UNIT SALES:** 379  
DOWN 2% from 2018

**AV. DAYS-ON-MARKET:** 54  
UP 11 days from 2018

**AV. SALE PRICE:** \$454,447  
UP 8% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** \$8,325,300  
DOWN 15% from 2018

**UNIT SALES:** 25  
DOWN 17% from 2018

**AV. DAYS-ON-MARKET:** 65  
UP 16 days from 2018

**AV. SALE PRICE:** \$333,012  
UP 2% from 2018

### VACANT LAND

**DOLLAR SALES:** \$1,686,800  
DOWN 45% from 2018

**UNIT SALES:** 12  
DOWN 20% from 2018

**AV. DAYS-ON-MARKET:** 45  
UP 1 day from 2018

**AV. SALE PRICE:** \$140,567  
DOWN 32% 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)**

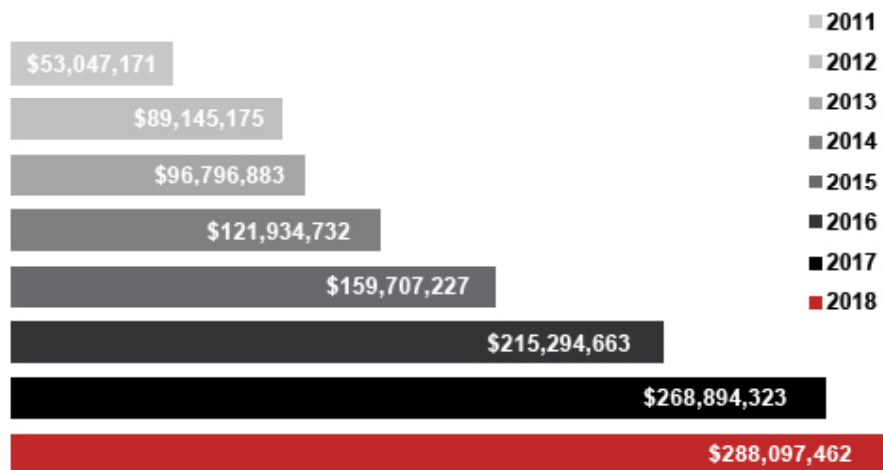
And we were #3 in Wasaga Beach after opening an office in 2015.



**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

