

THE BLUE MOUNTAINS 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

2ND BEST Q1 VOLUME SALES EVER, LISTINGS DOWN, PRICES UP



Q1-2019 SALES VOLUME OF \$55,186,500

Up 6% from Q1-2018's \$51,956,637, with units of 76 down 8% from Q1-2018's 83. New listings of 114 down 22% from a year ago, with the sales/listings ratio of 67% up 10%.



MARCH SALES VOLUME OF \$16,583,900

Down 29% from March 2018's \$23,291,499. Units of 22 were down 39% from last March's 36, with new listings of 37 down 27% and the sales/listings ratio of 59% down 12%.



RECORD Q1 AVERAGE SALE PRICE OF \$726,138

Up 16% from Q1-2018's record \$625,984. Average days-on-market of 61 was up 2 days.

OVERVIEW (cont'd)

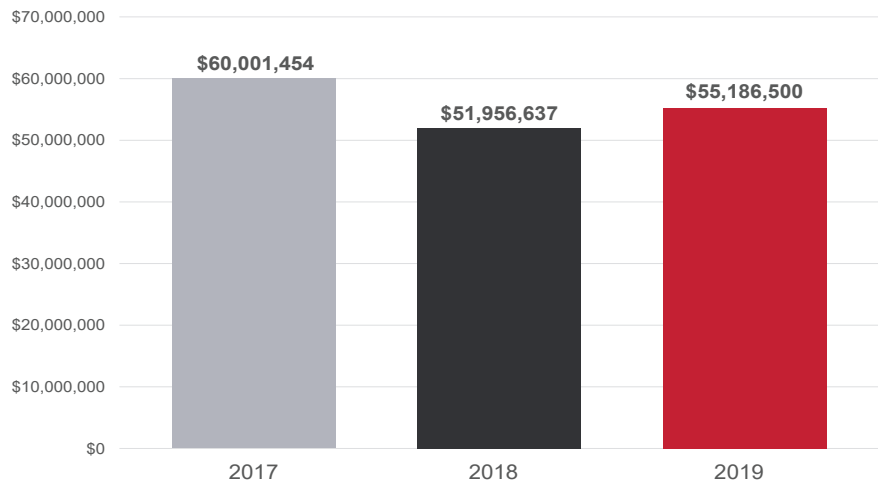


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

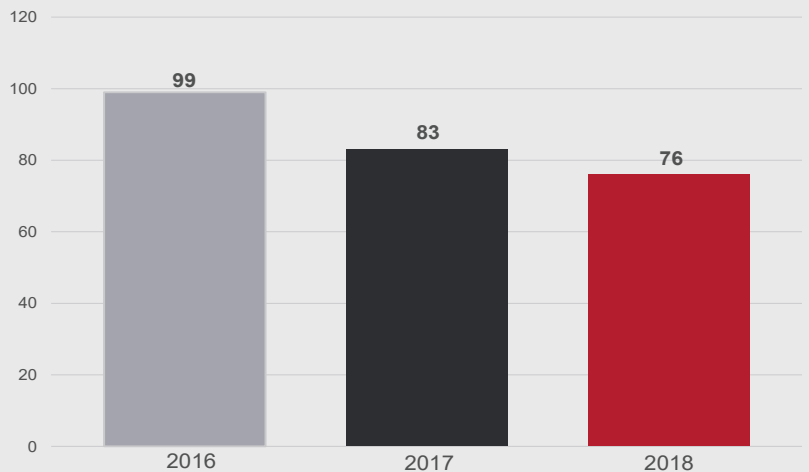
March was a slow month, with sales volume and units well down from last March, and the average sale time up 8 days. In fact, activity was slow overall, with new listings also down 27%. Still, with the month's 59% sales/listings ratio and average sale price up 17%, The Blue Mts. has a **seller's market**.



Graph 1:
The Blue Mts. MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
Q1 - 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
 Q1 - 2017 vs. 2018 vs. 2019

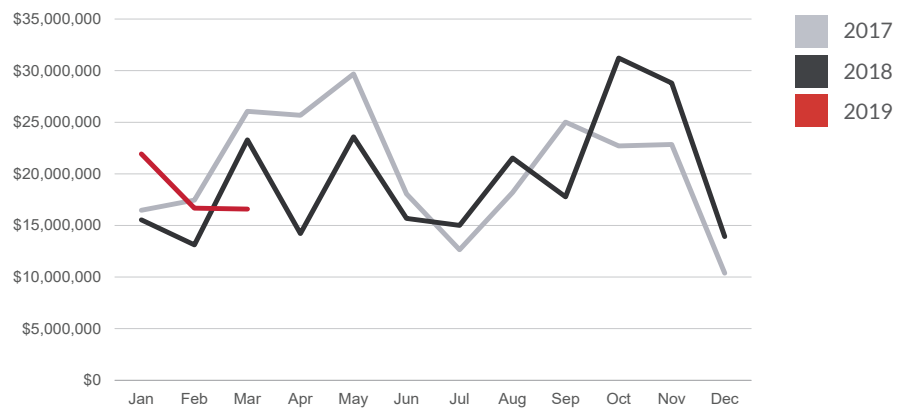
	2017	2018	2019	2018-2019
Volume Sales	\$60,001,454	\$51,956,637	\$55,186,500	+6%
Unit Sales	99	83	76	-8%
New Listings	145	146	114	-22%
Sales/Listings Ratio	68%	57%	67%	+10%
Expired Listings	25	34	31	-9%
Sales: \$100K - \$299K	19	15	13	-13%
Sales: \$300K - \$499K	31	22	16	-27%
Sales: \$500K - \$799K	27	24	24	0%
Sales: \$800K - \$999K	8	13	9	-31%
Sales: \$1M - \$1.499M	9	6	7	+17%
Sales: \$1.5M - \$1.999M	4	2	4	+100%
Sales: \$2M+	1	1	3	+200%
Average Days-On-Market	89	59	61	+3%
Average Sale Price	\$606,075	\$625,984	\$726,138	+16%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of April 15, 2019.

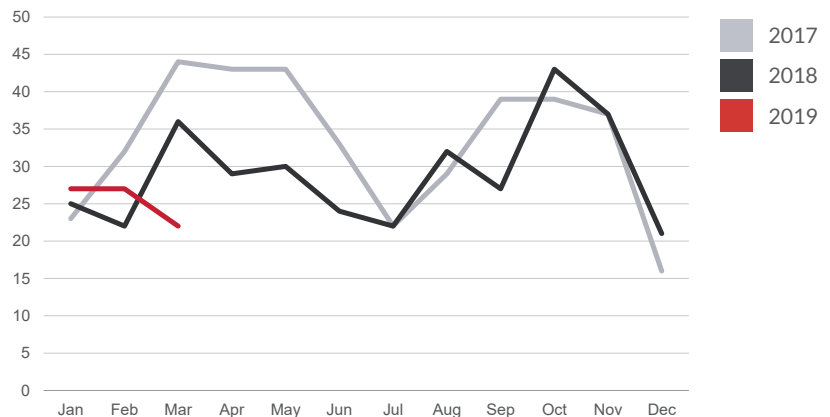
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. saw big record sales volume in January (following a huge Q4-2018), and a near record February. This was followed by a flat March, with volume well below the very strong Marchs of 2018 and 2017. On the units side, as **Graph 4** shows, January was a record month, followed by a middling February and a slow March that saw only **22** sales: down **39%** from 2018's **36**, half of 2017's **44**, and the least since 2012's **20**. However, given March's healthy **59%** sales/listings ratio, it's clear that the low sales were partly due to a listings shortage.

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



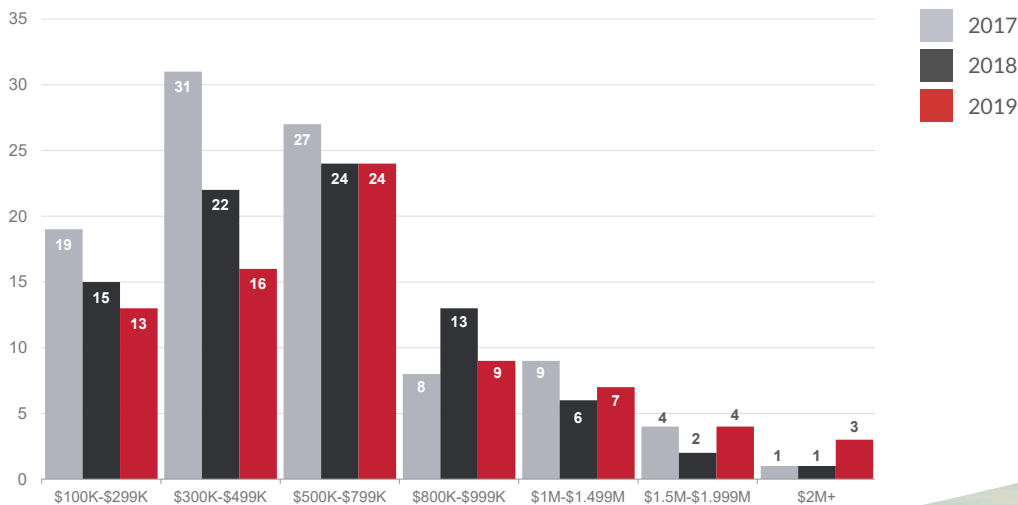
Graph 4:
The Blue Mts. Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 unit sales were up from Q1-2018 in three price ranges, down in three, and even in one. And so, the \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **17%**, **100%** and **200%** respectively; the Under-\$300K, \$300K-\$499K, and \$800K-\$999K were down **13%**, **27%** and **31%** respectively; and the \$500K-\$799K range was **even**. More generally, the Under-\$1M bracket (where **82%** of The Blue Mts. sales were in Q1-2019) was down **16%** from Q1-2018; while the luxury \$1M+ market was up **56%**.

Graph 5:
The Blue Mts. MLS® Sales By Price
Q1 - 2017 vs. 2018 vs. 2019 (Units)



SALES BY PROPERTY TYPE

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$45,623,600
 UP 17% from 2018

UNIT SALES: 48
 UP 7% from 2018

AV. DAYS-ON-MARKET: 57
 DOWN 2 days from 2018

AV. SALE PRICE: \$950,492
 UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$9,562,900
 DOWN 26% from 2018

UNIT SALES: 28
 DOWN 26% from 2018

AV. DAYS-ON-MARKET: 68
 UP 8 days from 2018

AV. SALE PRICE: \$341,532
 UP 1% from 2018

VACANT LAND

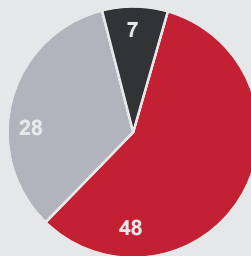
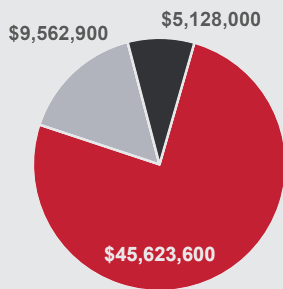
DOLLAR SALES: \$5,128,000
 UP 29% from 2018

UNIT SALES: 7
 DOWN 22% from 2018

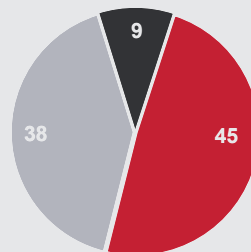
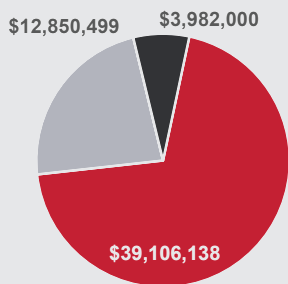
AV. DAYS-ON-MARKET: 98
 DOWN 54 days from 2018

AV. SALE PRICE: \$732,571
 UP 66% from 2018

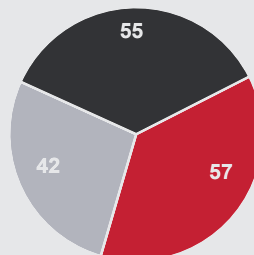
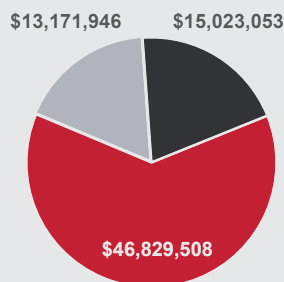
2019



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)

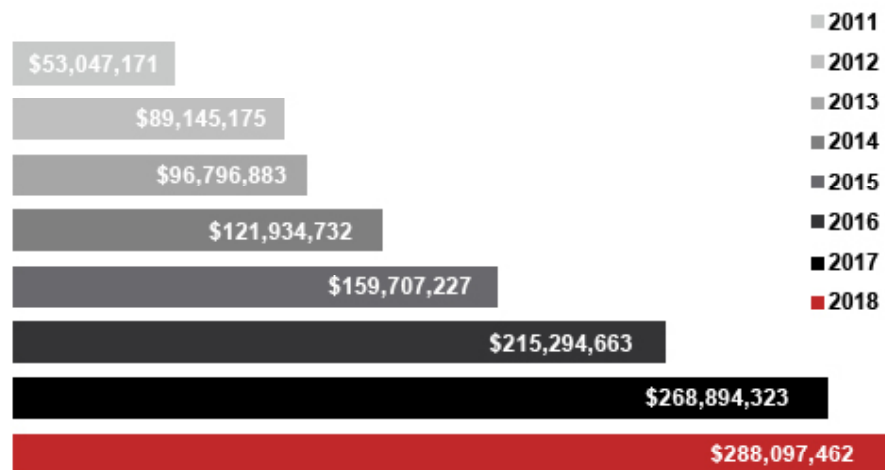
And we were #3 in Wasaga Beach after opening an office in 2015.



WE WERE #1 IN LUXURY HOME SALES VOLUME, ALMOST TRIPLING OUR NEAREST REGIONAL COMPETITOR



Locations North Sales Volume, 2011 - 2018



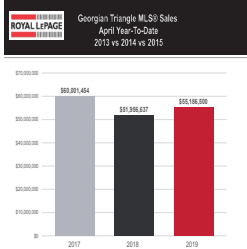
**Southern Georgian Bay Association of REALTORS®*

2018 UNIT SALES

* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands
 ** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE
Royal LePage 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

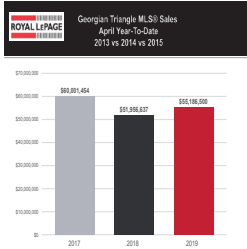
	UNITS	PERCENTAGE
Royal LePage LocationsNorth	62.5	35.7%
Century 21 Millenium	14.5	8.3%
Royal LePage RCR	10.5	6%
RE/MAX Four Seasons	9	5.1%
Wilfred McIntee	9	5.1%
Chestnut Park	8.5	4.9%
RE/MAX Grey Bruce	6	3.4%
Homelife Bayside	5.5	3.1%
Other	29.75	16.9%
Non-SGBAR	19.75	11.3%

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