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# MEAFORD REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2019

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



# OVERVIEW

## 2ND BEST Q1 VOLUME SALES EVER, AVERAGE PRICE UP, LISTINGS DOWN



### Q1-2019 SALES VOLUME OF \$14,112,900

Up 14% from Q1-2018's \$12,334,850, with units of 31 down 6% from Q1-2018's 33. New listings of 48 down 27% from a year ago, with the sales/listings ratio of 65% up 15%.



### MARCH SALES VOLUME OF \$7,287,400

Up 29% from March 2018. Units of 15 up 7% from a year ago, with new listings of 23 down 23% and the sales/listings ratio of 70% up 25%.



### Q1-2019 AVERAGE SALE PRICE OF \$455,255

Up 22% from the \$373,783 of Q1-2018, with the average days-on-market of 71 up 30 days.



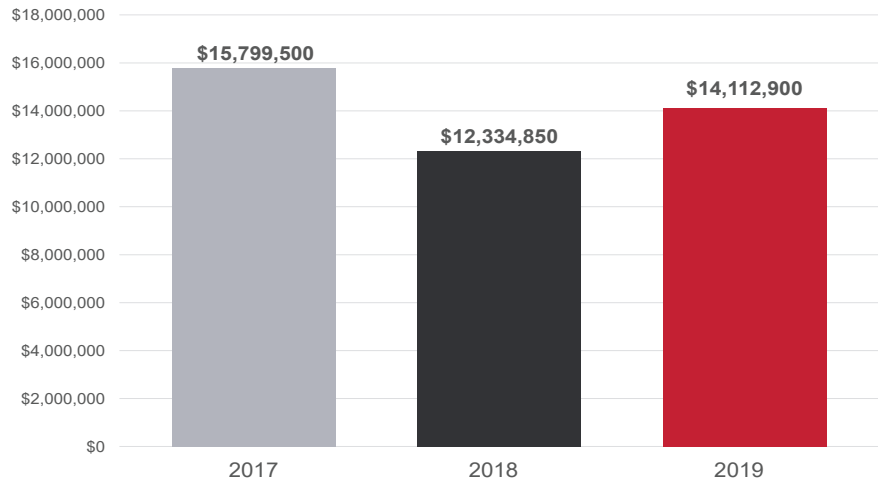
# OVERVIEW (cont'd)



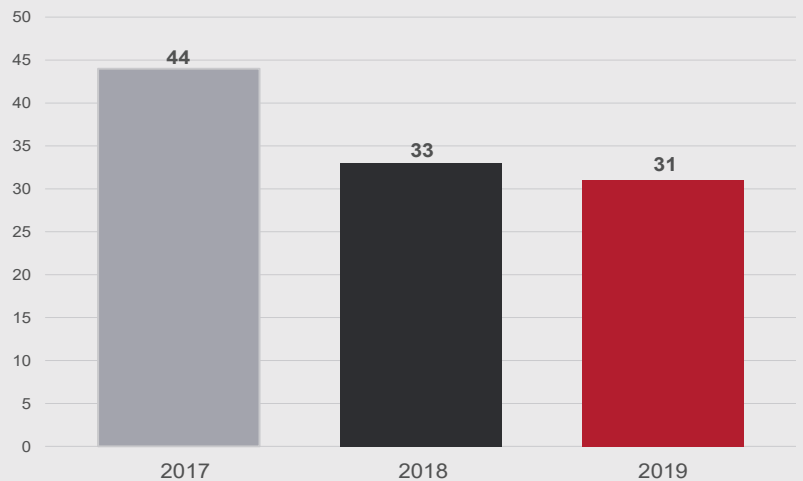
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

March's average sale price set a new monthly record of **\$485,827**, its volume sales were the second best ever, and its average sale time of **41** days was the second lowest after last March's **29**. With its listings count down and a **70%** sales/listings ratio, Meaford is enjoying a strong **sellers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

**Meaford MLS® Residential Sales And Listing Summary**

Q1 - 2017 vs. 2018 vs. 2019

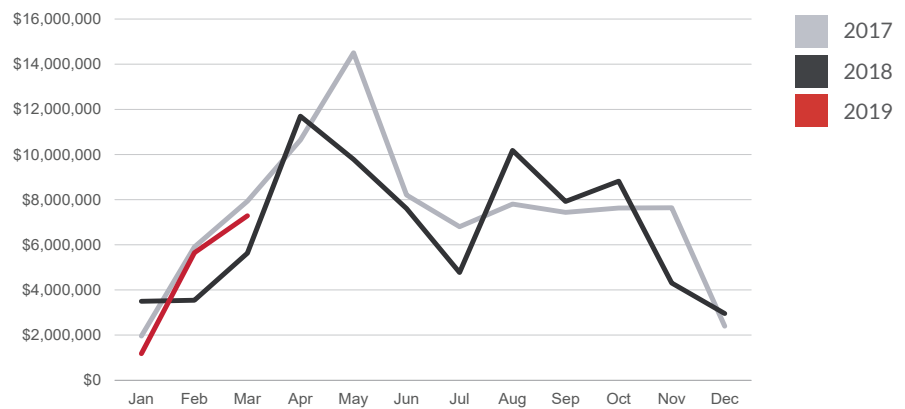
	2017	2018	2019	2018-2019
Volume Sales	\$15,799,500	\$12,334,850	\$14,112,900	+14%
Unit Sales	44	33	31	-6%
New Listings	72	66	48	-27%
Sales/Listings Ratio	61%	50%	65%	+15%
Expired Listings	4	7	4	-43%
Sales: Under \$100K	0	1	2	+100%
Sales: \$100K - \$299K	17	10	5	-50%
Sales: \$300K - \$499K	22	16	15	-6%
Sales: \$500K - \$799K	5	6	6	0%
Sales: \$800K - \$999K	0	0	1	+100%
Sales: \$1M - \$1.499M	0	0	2	+200%
Average Days-On-Market	65	41	71	+27%
Average Sale Price	\$359,080	\$373,783	\$455,255	+22%

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..

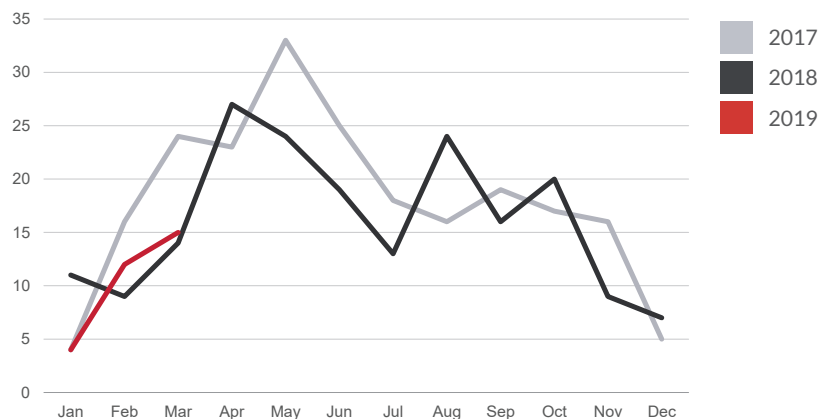
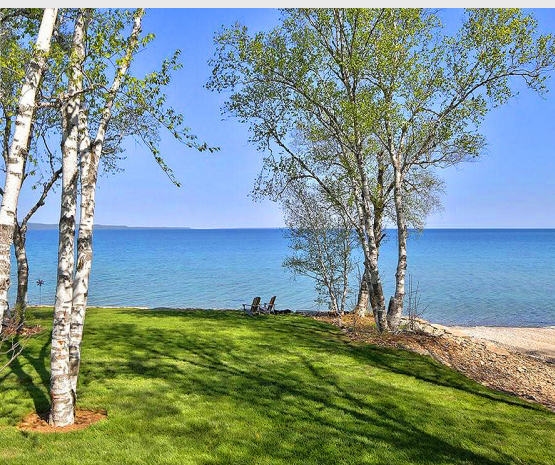
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, the Meaford market, after a slow January, rebounded with near record volume sales that resulted in the second best Q1 ever after 2017. That said, as **Graph 4** shows, Meaford's volume sales were not the result of correspondingly high unit sales, but of a significant increase in the average sale price. In fact, Q1-2019's average price of **\$455,255** was up **22%**, **27%** and **53%** from the Q1s of 2018, 2017 and 2016 respectively. And that big average price uptick, along with Q1-2018's **65%** sales/listings ratio, indicates strong demand and a healthy market.

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



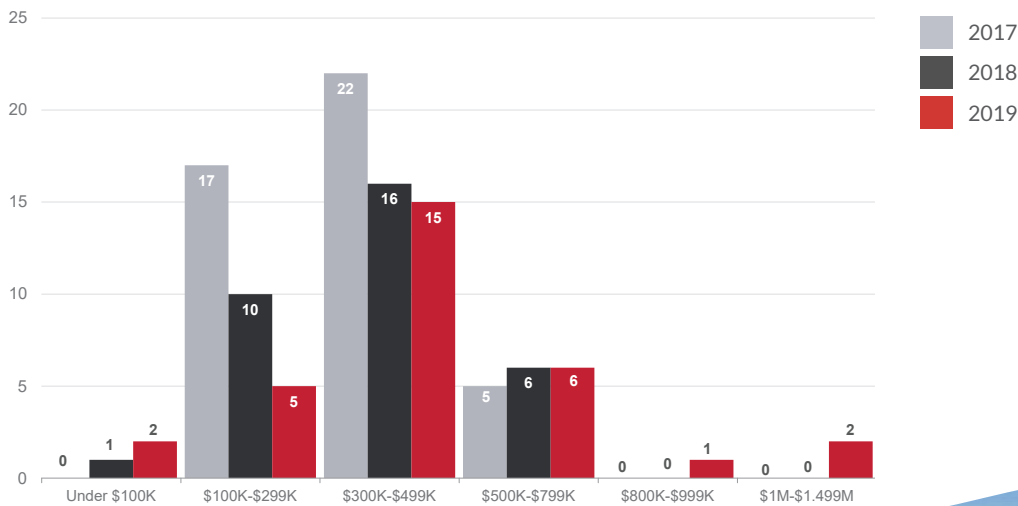
Graph 4:  
**Meaford Monthly MLS® Sales**  
2017 vs. 2018 vs. 2019 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 units were up from Q1-2018 in three price ranges, down in two and even in one. And so, the Under-\$100K, \$800K-\$999K and \$1M-\$1.499M ranges were up **100%**, **100%** and **200%** respectively; the \$100K-\$299K and \$300K-\$499K were down **50%** and **6%** respectively; and the \$500K- \$799K range was **even**. More generally, the high-volume, Under-\$500K bracket - which accounted for **71%** of Meaford's sales in Q1-2019 - was down **19%** from Q1-2018, while the high-end, \$800K+ bracket was up **300%**.

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

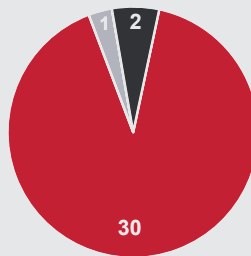
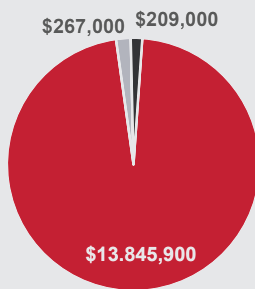


# SALES BY PROPERTY TYPE

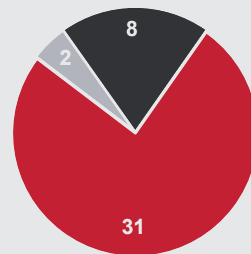
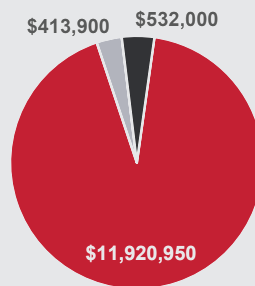
Graph 6:  
**Meaford MLS® Sales By Property Type**  
 Q1 - 2017 vs. 2018 vs. 2019 (Dollars and Units)

## 2019 IN DETAIL

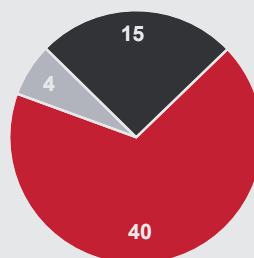
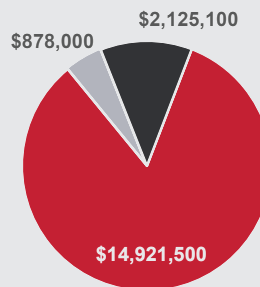
### 2019



### 2018



### 2017



■ Single Family ■ Condominium ■ Vacant Land

### SINGLE-FAMILY HOMES

**DOLLAR SALES: \$13,845,900**  
 UP 16% from 2018

**UNIT SALES: 30**  
 DOWN 3% from 2018

**AV. DAYS-ON-MARKET: 73**  
 UP 31 days from 2018

**AV. SALE PRICE: \$461,530**  
 UP 20% from 2018

### CONDOMINIUMS

**DOLLAR SALES: \$267,000**  
 DOWN 35% from 2018

**UNIT SALES: 1**  
 DOWN 100% from 2018

**AV. DAYS-ON-MARKET: 14**  
 DOWN 11 days from 2018

**AV. SALE PRICE: \$267,000**  
 UP 29% from 2018

### VACANT LAND

**DOLLAR SALES: \$209,000**  
 DOWN 61% from 2018

**UNIT SALES: 2**  
 DOWN 75% from 2018

**AV. DAYS-ON-MARKET: 252**  
 UP 178 days from 2018

**AV. SALE PRICE: \$104,500**  
 UP 57% 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)**

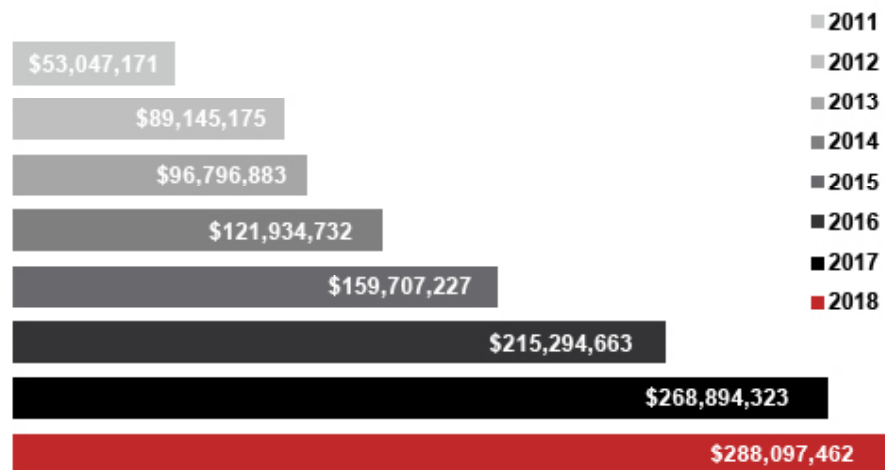
And we were #3 in Wasaga Beach after opening an office in 2015.



**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 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

