

# GREY HIGHLANDS 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 RECORD Q3 VOLUME SALES, WITH PRICES AND LISTINGS UP



### YEAR-TO-DATE TOTAL SALES VOLUME OF \$58,850,652

Up 34% from 2018's \$43,947,987, with units of 114 up 14% from 2018's 100. New listings of 196 up 20% from a year ago, with the sales/listings ratio of 58% down 3%.



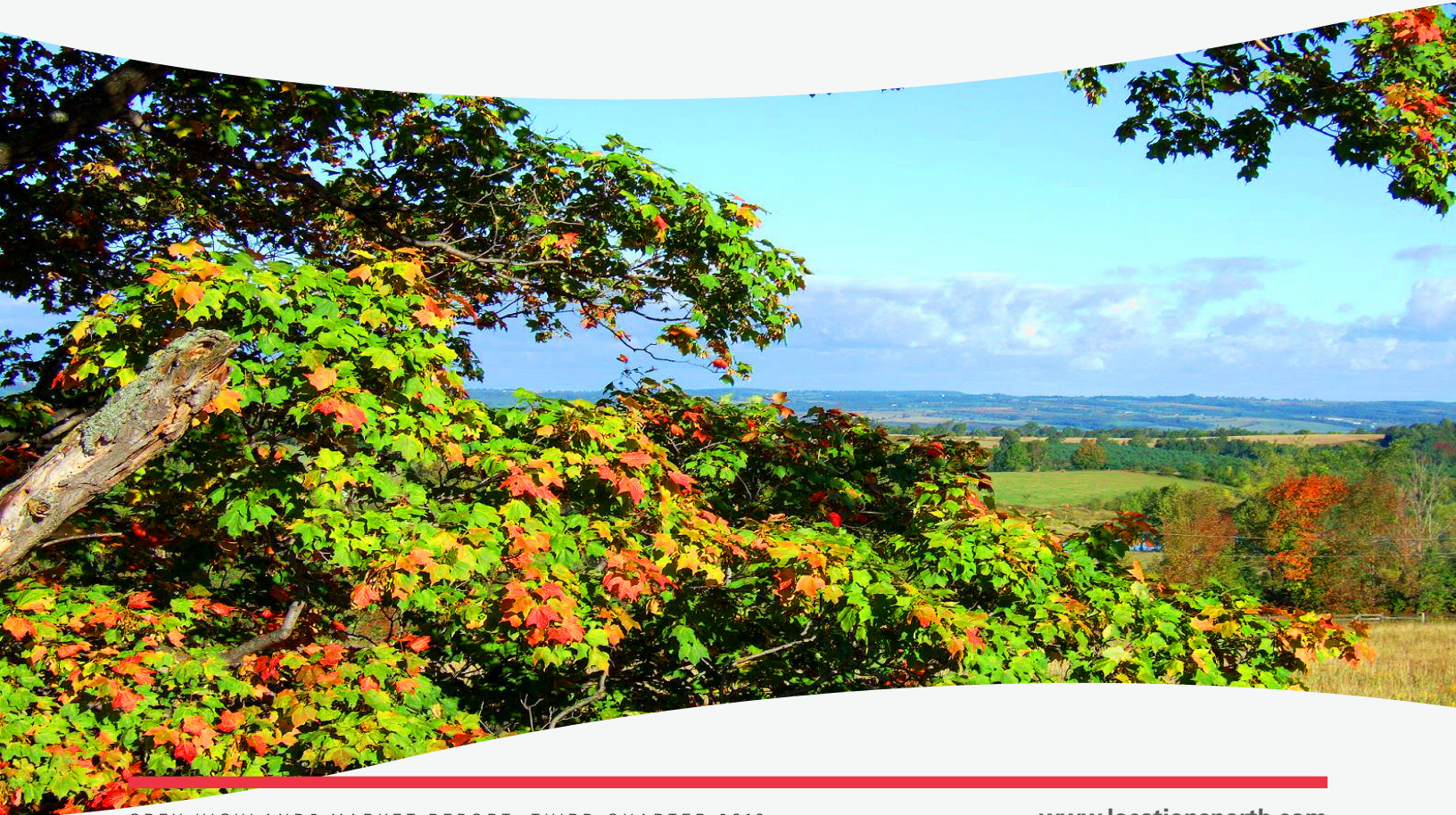
### RECORD Q3 SALES VOLUME OF \$30,507,462

Up 112% from Q3-2018's \$14,409,900. Units of 51 up 50% from Q2-2018's 34, with new listings of 67 up 24% and the sales/listings ratio of 76% up 13%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$516,234

Up 17% from the \$439,480 of 2018. Average days-on-market of 48 down 10 days.

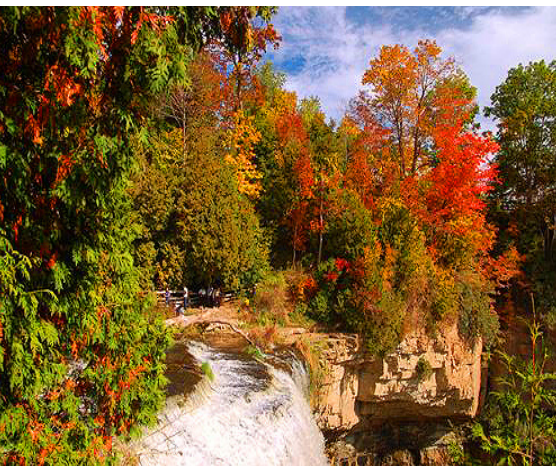


# OVERVIEW (cont'd)

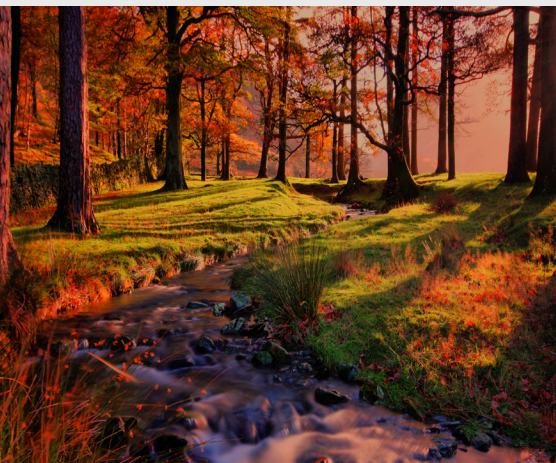
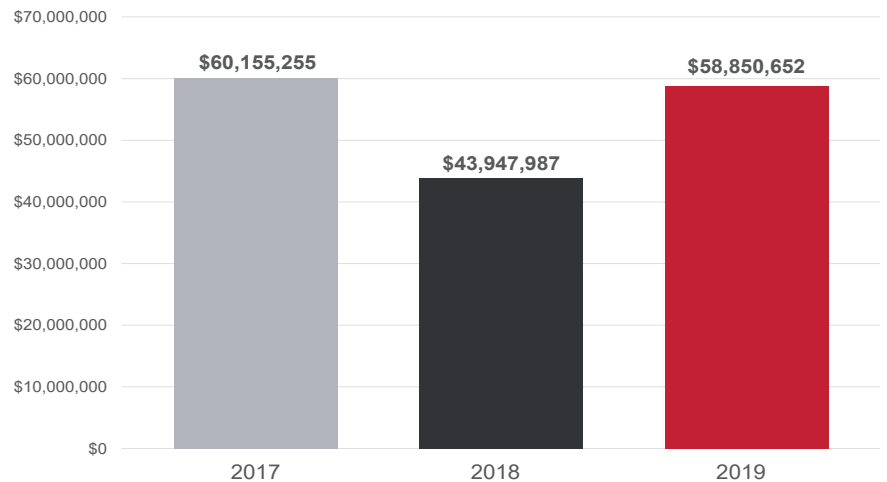


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

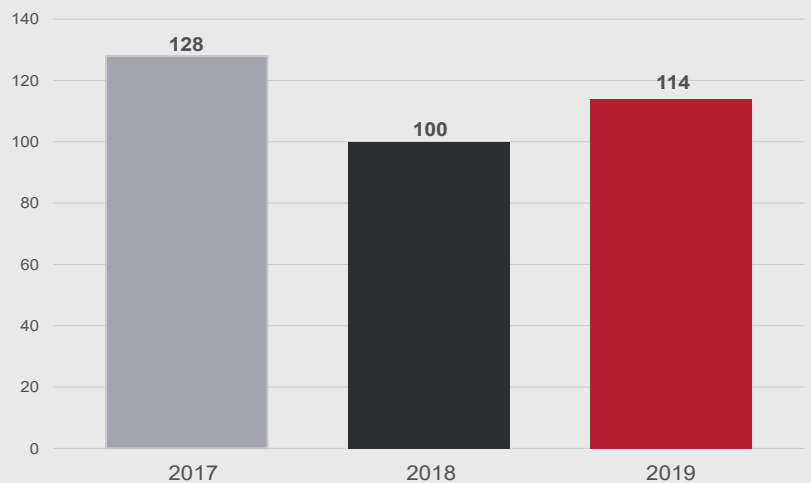
Although much less than July's and August's sales volume, September set a record for the month with **\$6,665,900**, up **42%** from last September. However, its **13** units, while up from 2017 and 2018, were well below 2014's **20**. Bottom line: with its **67%** sales/listings ratio, Grey Highlands is a **seller's 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

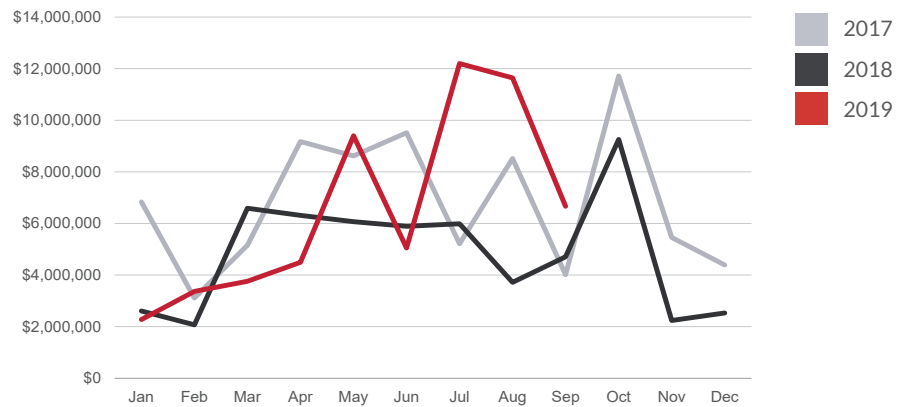
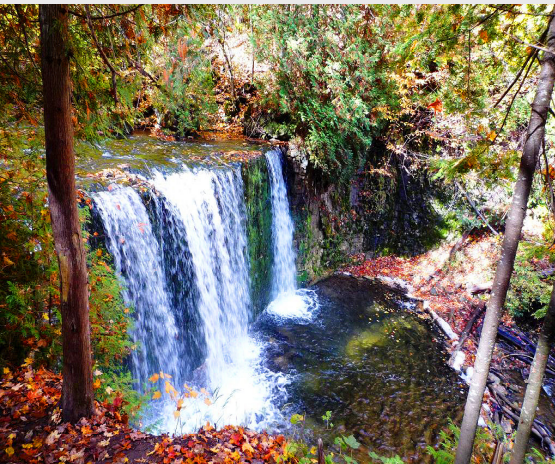
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$60,155,255	\$43,947,987	\$58,850,652	<b>+34%</b>
YTD Unit Sales	128	100	114	<b>+14%</b>
YTD New Listings	179	164	196	<b>+20%</b>
YTD Sales/Listings Ratio	72%	61%	58%	<b>-3%</b>
YTD Expired Listings	29	35	21	<b>-40%</b>
Third Quarter (Q3) Volume Sales	\$17,745,267	\$14,409,900	\$30,507,462	<b>+112%</b>
Q3 Unit Sales	36	34	51	<b>+50%</b>
Q3 New Listings	63	54	67	<b>+24%</b>
Q3 Sales/Listings Ratio	57%	63%	76%	<b>+13%</b>
Q3 Expired Listings	17	13	13	<b>0%</b>
Q3 Average Sale Price	\$492,924	\$423,821	\$598,186	<b>+41%</b>
September Volume Sales	\$4,012,400	\$4,706,500	\$6,665,900	<b>+42%</b>
September Unit Sales	8	11	13	<b>+18%</b>
September New Listings	24	14	19	<b>+36%</b>
September Sales/Listings Ratio	33%	79%	68%	<b>-11%</b>
September Expired Listings	7	2	6	<b>+200%</b>
September Average Sale Price	\$501,550	\$427,864	\$512,762	<b>+20%</b>
YTD Sales: Under \$300K	38	31	19	<b>-39%</b>
YTD Sales: \$300K - \$499K	46	41	55	<b>+34%</b>
YTD Sales: \$500K - \$799K	31	16	27	<b>+69%</b>
YTD Sales: \$800K - \$999K	7	6	7	<b>+17%</b>
YTD Sales: \$1M - \$1.499M	4	6	5	<b>-17%</b>
YTD Sales: \$1.5M - \$1.999M	1	0	0	<b>0%</b>
YTD Sales: \$2M+	1	0	1	<b>+100%</b>
YTD Average Days-On-Market	72	58	48	<b>-17%</b>
YTD Average Sale Price	\$469,963	\$439,480	\$516,234	<b>+17%</b>

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

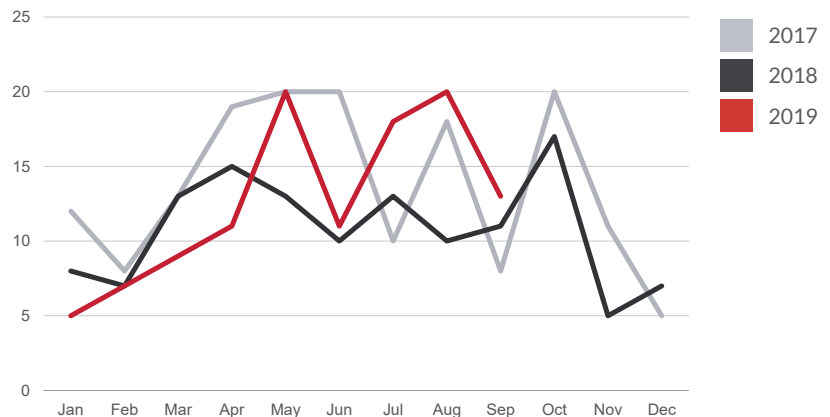
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Grey Highlands' dollar sales were, with the exception of May, quite slow in Q1 and Q2. And then, seemingly out of nowhere, came Q3 with three straight monthly volume records. In fact, Q3 sales were up **112%** from 2018, and **35%** from 2016's previous Q3 record. However, on the units side it must be noted that 2019's year-to-date sales of **114**, although up from last year's **100**, were way down from the **179** and **171** of 2016 and 2014 respectively. Still, on the bright side, 2019's year-to-date average sale price is up **17%**, **10%** and **53%** from the last three years.

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)

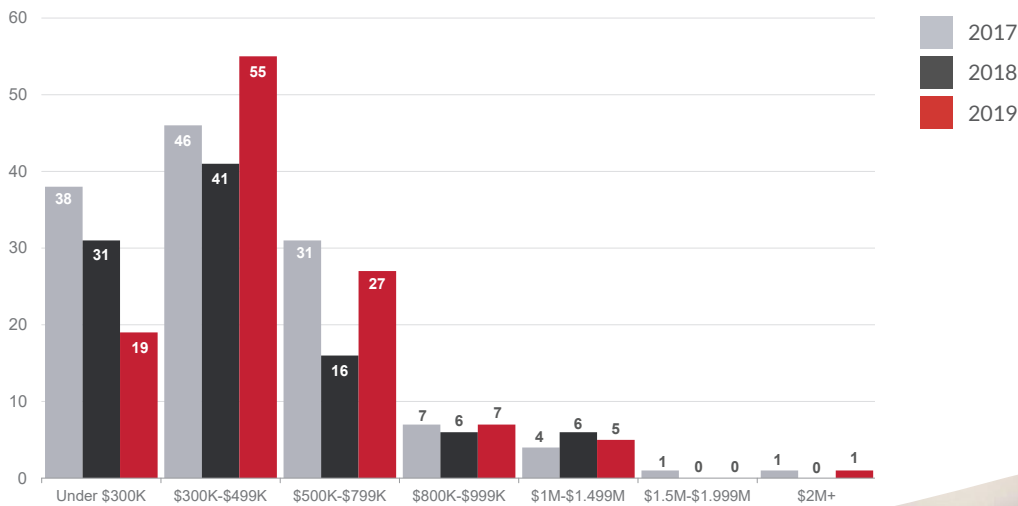




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2019 sales are up from 2018 in four price ranges, down in two, and even in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are up **34%**, **69%**, **17%** and **100%** respectively; the Under-\$300K and \$1M-\$1.499M ranges are down **39%** and **17%** respectively; and the \$1.5M-\$1.999M range is **even** (with no sales). More generally, sales in the high-volume, Under-\$800K bracket (which accounts for **89%** of 2019's transactions) is up **15%** from 2018, while sales in the high-end, \$800K+ bracket are up **8%**.

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:** \$58,850,652  
UP 34% from 2018

**UNIT SALES:** 114  
UP 14% from 2018

**AV. DAYS-ON-MARKET:** 48  
DOWN 10 days from 2018

**AV. SALE PRICE:** \$516,234  
UP 17% from 2018

### CONDOMINIUMS

**DOLLAR SALES:** 0

**UNIT SALES:** 0

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

**AV. SALE PRICE:** 0

### VACANT LAND

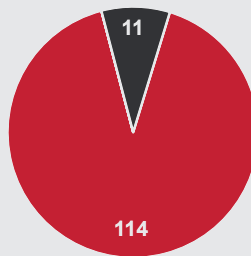
**DOLLAR SALES:** \$1,709,507  
DOWN 16% from 2018

**UNIT SALES:** 11  
DOWN 35% from 2018

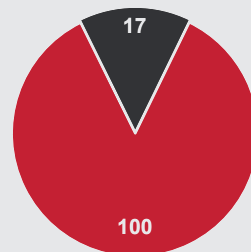
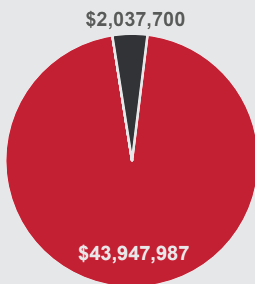
**AV. DAYS-ON-MARKET:** 152  
UP 27 days from 2018

**AV. SALE PRICE:** \$155,410  
UP 30% from 2018

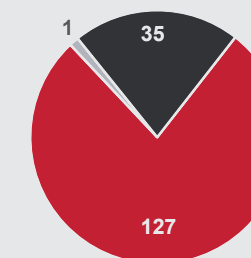
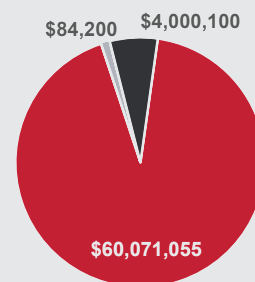
## 2019



## 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)**

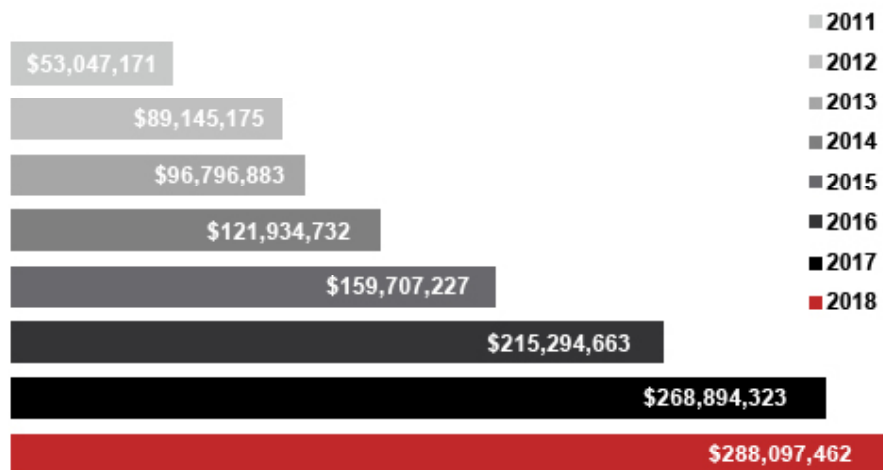
And we were #3 in Wasaga Beach after opening an office in 2015.



**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

