

COLLINGWOOD REAL ESTATE MARKET REPORT

THIRD QUARTER 2019

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



OVERVIEW

RECORD Q3 VOLUME, PRICES AND LISTINGS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$263,831,974

Up 38% from 2018's \$190,982,349, with units of 492 up 26% from 2018's 389. New listings of 795 up 20% from a year ago, with the sales/listings ratio of 62% up 4% from last year.



RECORD Q3 SALES VOLUME OF \$106,775,097

Up 44% from Q3-2018's \$73,951,850. Units of 196 were up 32% from Q2-2018's 149, with new listings of 273 up 13%, and the sales/listings ratio of 72% up 10%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$536,244

Up 9% from 2018's \$490,957. Average days-on-market of 44 was up by 11 days.



OVERVIEW (cont'd)

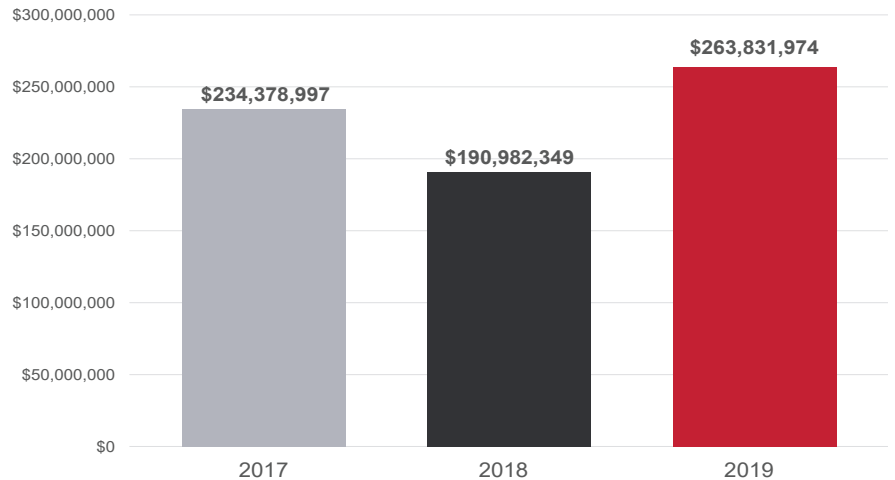


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

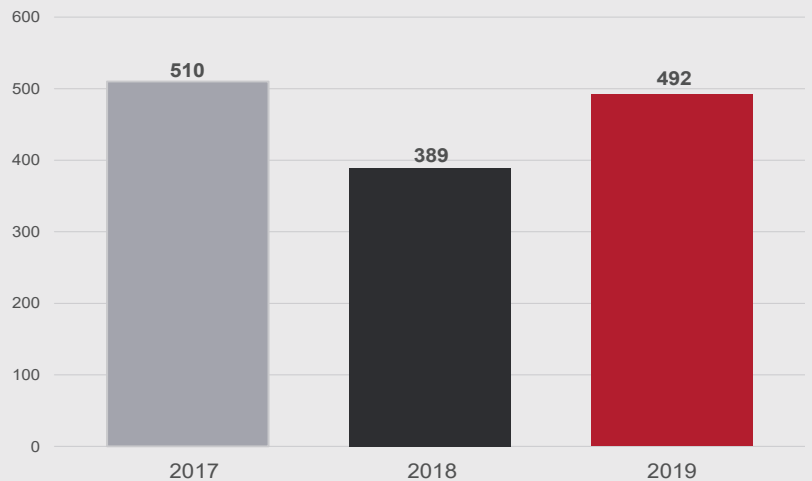
September saw big volume and unit sales, up 44% and 14% from the prior records, and up 99% and 92% from last September. That said, new and expired listings were also up 21% and 36% respectively. Bottom line: the 74% sales/listings ratio – up 28% from a year ago – signifies a strong sellers' market.



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



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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary
2017 vs. 2018 vs. 2019

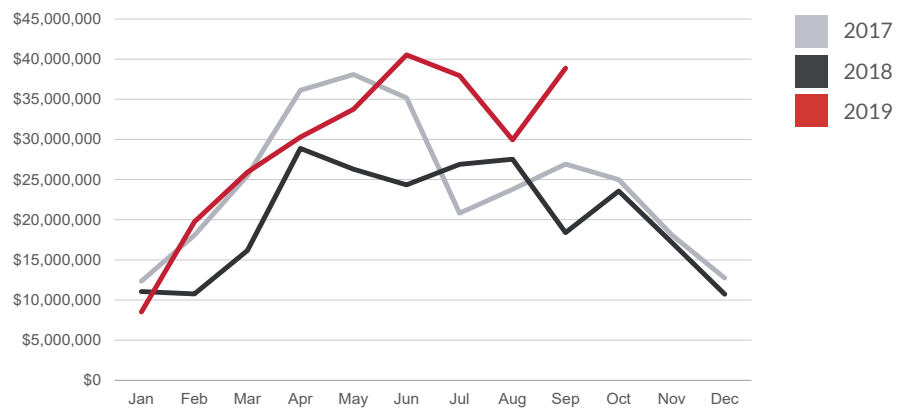
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$234,378,997	\$190,982,349	\$263,831,974	+38%
YTD Unit Sales	510	389	492	+26%
YTD New Listings	710	665	795	+20%
YTD Sales/Listings Ratio	72%	58%	62%	+4%
YTD Expired Listings	48	88	137	+56%
Third Quarter (Q3) Volume Sales	\$71,547,134	\$73,951,850	\$106,775,097	+44%
Q3 Unit Sales	165	149	196	+32%
Q3 New Listings	228	242	273	+13%
Q3 Sales/Listings Ratio	72%	62%	72%	+10%
Q3 Expired Listings	28	36	35	-3%
Q3 Average Sale Price	\$433,619	\$496,321	\$544,771	+10%
September Volume Sales	\$26,941,234	\$19,510,500	\$38,877,382	+99%
September Unit Sales	62	39	75	+92%
September New Listings	65	84	102	+21%
September Sales/Listings Ratio	95%	46%	74%	+28%
September Expired Listings	13	14	19	+36%
September Average Sale Price	\$434,536	\$500,269	\$518,365	+4%
YTD Sales: Under \$300K	118	44	42	-5%
YTD Sales: \$300K - \$499K	237	204	225	+10%
YTD Sales: \$500K - \$799K	128	111	174	+57%
YTD Sales: \$800K - \$999K	15	18	32	+78%
YTD Sales: \$1M - \$1.499M	6	10	14	+40%
YTD Sales: \$1.5M - \$1.999M	5	0	4	+400%
YTD Sales: \$2M+	1	2	1	-50%
YTD Average Days-On-Market	29	33	44	+33%
YTD Average Sale Price	\$459,567	\$490,957	\$536,244	+9%

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

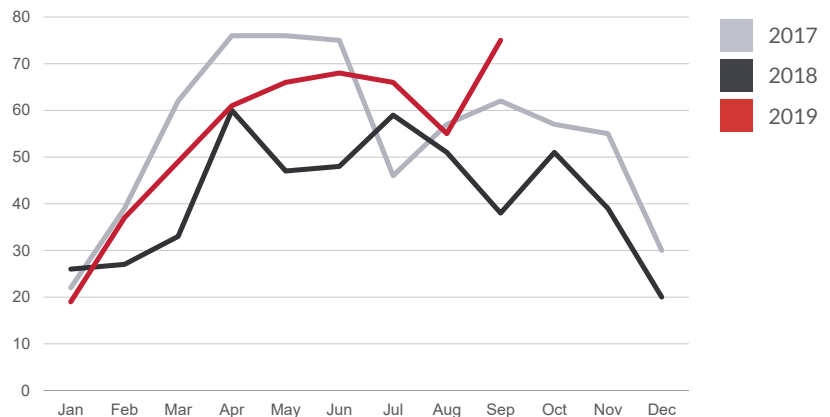
THE MARKET IN DETAIL (cont'd)

It's been quite a year for Collingwood. As **Graph 3** shows, after a slow January, the market saw record February and March dollar sales, followed by a strong April and May, and then four more record months from June to September. However, while **Graph 4** shows some very impressive unit sales, only September's **75** were record-breaking. Still, the combination of a relatively hot market and notably higher sale prices is welcome news for sellers. Indeed, 2019's year-to-date, average sale price of **\$536,244** is up **9%**, **17%**, **45%**, **65%** and **78%** from the last five years respectively.

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



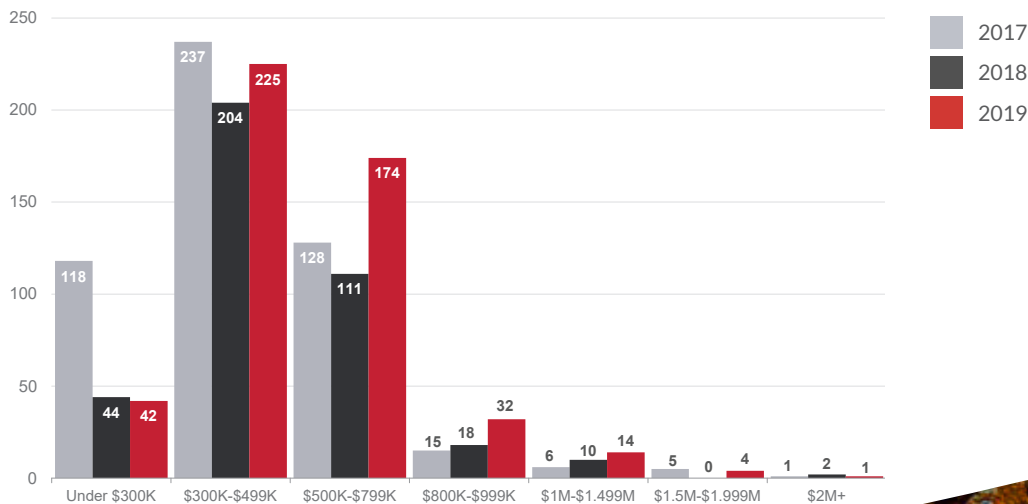
Graph 4:
Collingwood Monthly MLS® Sales
 2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Collingwood's year-to-date unit sales are up from 2018 in five price ranges and down in two. Thus, the \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M- \$1.499M and \$1.5M- \$1.999M ranges are up **10%**, **57%**, **78%**, **40%** and **400%** respectively; while the Under-\$300K and \$2M+ ranges are down **5%** and **50%** respectively. More generally, the Under-\$500K bracket (which accounted for **54%** of Collingwood's sales) is up **8%** from a 2018; the \$500K-\$999K bracket is up **60%**; and the \$1M+ bracket is up **58%**.

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



SALES BY PROPERTY TYPE

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$178,369,011
UP 45% from 2018

UNIT SALES: 309
UP 39% from 2018

AV. DAYS-ON-MARKET: 44
UP 12 days from 2018

AV. SALE PRICE: \$577,246
UP 5% from 2018

CONDOMINIUMS

DOLLAR SALES: \$85,462,963
UP 26% from 2018

UNIT SALES: 183
UP 10% from 2018

AV. DAYS-ON-MARKET: 44
UP 9 days from 2018

AV. SALE PRICE: \$467,011
UP 15% from 2018

VACANT LAND

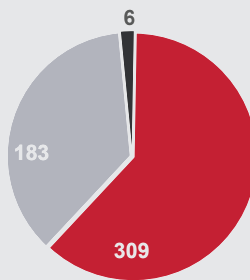
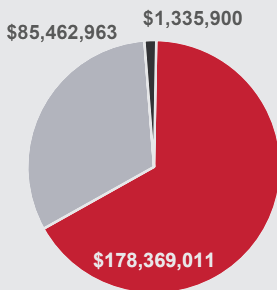
DOLLAR SALES: \$1,335,900
DOWN 42% from 2018

UNIT SALES: 6
DOWN 50% from 2018

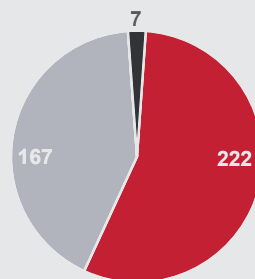
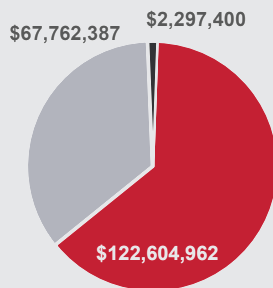
AV. DAYS-ON-MARKET: 98
DOWN 9 days from 2018

AV. SALE PRICE: \$222,650
DOWN 13% from 2018

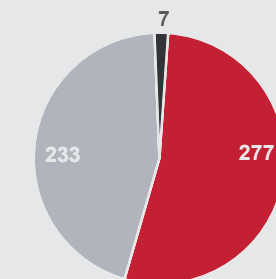
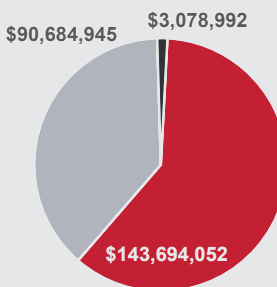
2019



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)

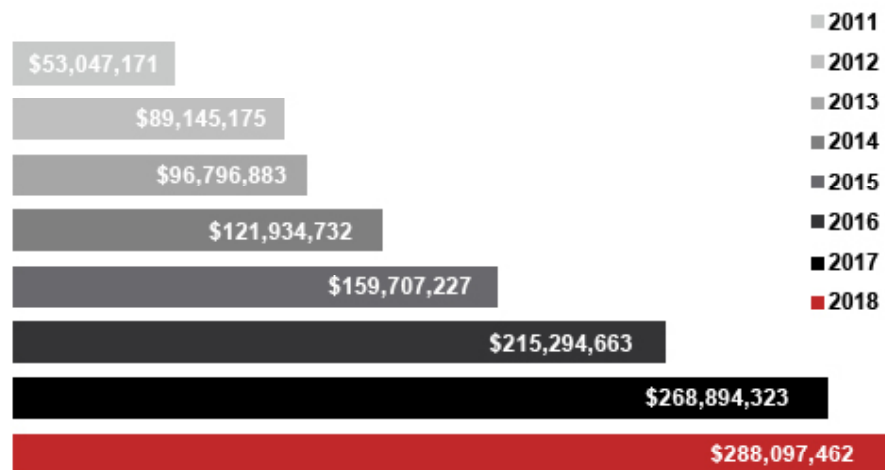
And we were #3 in Wasaga Beach after opening an office in 2015.



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