

COLLINGWOOD REAL ESTATE MARKET REPORT

SECOND QUARTER 2019

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



OVERVIEW

RECORD JUNE, 2ND BEST Q2 EVER, PRICES AND LISTINGS UP



YEAR-TO-DATE SALES VOLUME OF \$158,751,877

Up 36% from 2018's \$117,030,499, with units of 299 up 25% from 2018's 240. New listings of 523 up 24% from a year ago, with the sales/listings ratio of 57% even with last year.



Q2-2019 SALES VOLUME OF \$104,589,041

Up 31% from Q2-2018's \$80,053,529. Units of 195 were up 25% from Q2-2018's 156, with new listings of 318 up 19%, and the sales/listings ratio of 61% up 3%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$530,943

Up 9% from 2018's \$487,627. Average days-on-market of 42 was up by 12 days.

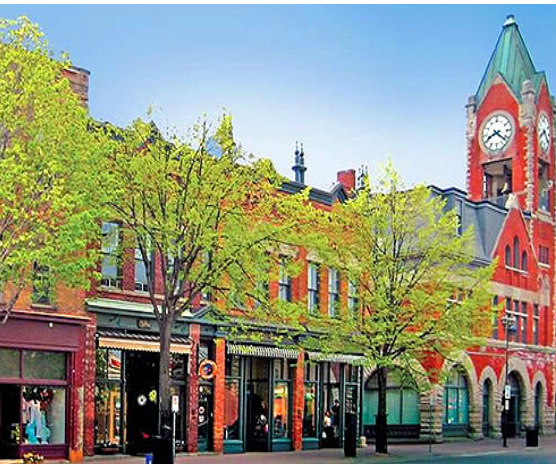


OVERVIEW (cont'd)

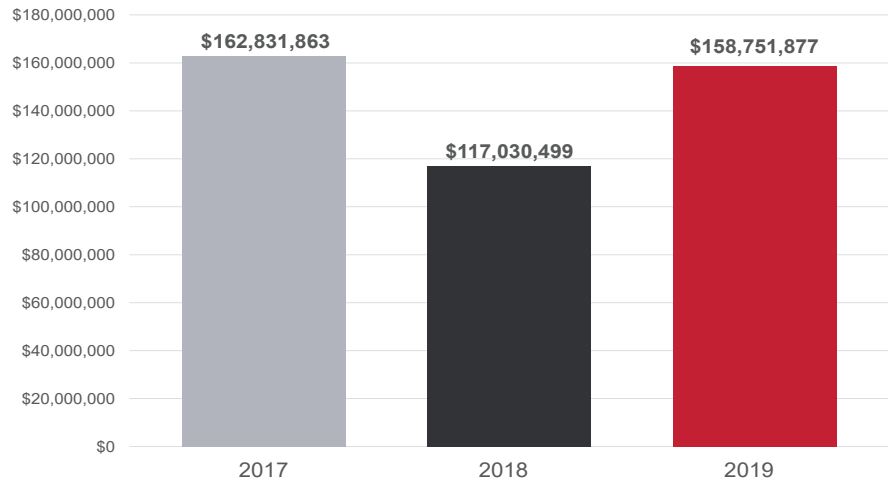


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

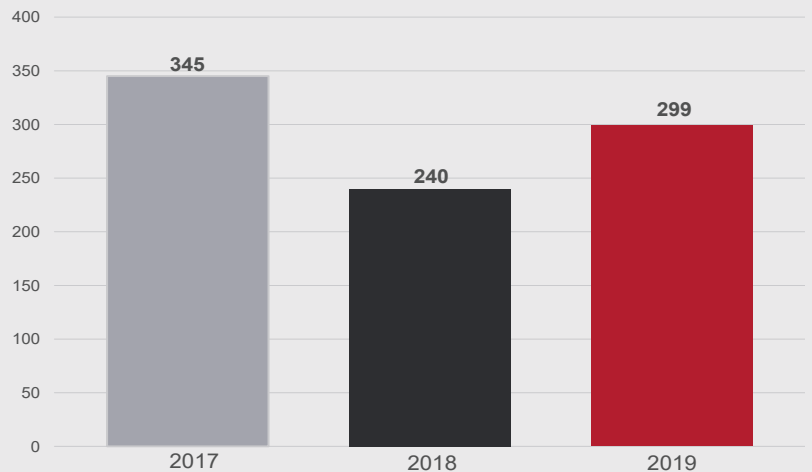
June saw record volume sales and a record average sale price, up **18%** from last June. However, both new and expired listings were also up, and the average sale time was up **15** days from a year ago (the highest since 2015). Bottom line: June's **61%** sales/listings ratio means it's an active **sellers' 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

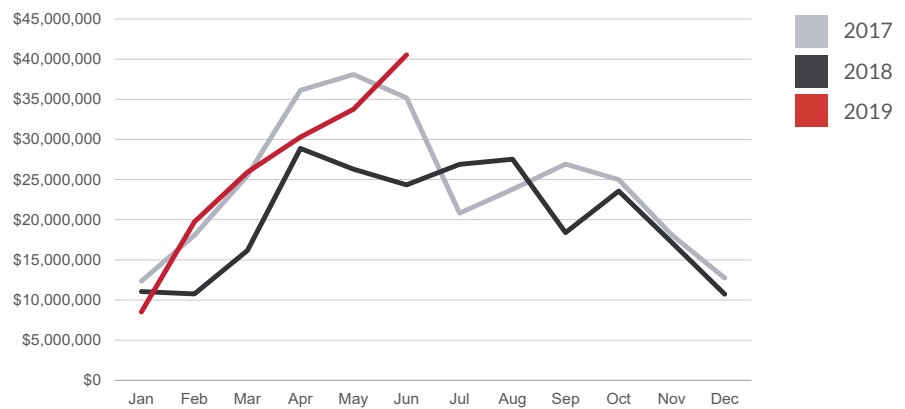
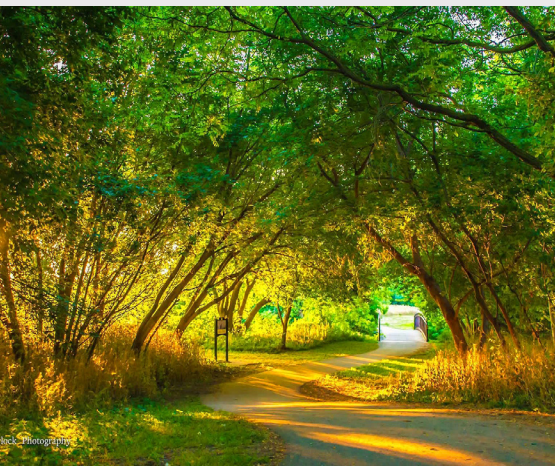
| | 2017 | 2018 | 2019 | 2018-2019 |
|----------------------------------|---------------|---------------|---------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$162,831,863 | \$117,030,499 | \$158,751,877 | +36% |
| YTD Unit Sales | 345 | 240 | 299 | +25% |
| YTD New Listings | 482 | 423 | 523 | +24% |
| YTD Sales/Listings Ratio | 72% | 57% | 57% | 0% |
| YTD Expired Listings | 20 | 53 | 89 | +68% |
| Second Quarter (Q2) Volume Sales | \$107,631,806 | \$80,053,529 | \$104,589,041 | +31% |
| Q2 Unit Sales | 223 | 156 | 195 | +25% |
| Q2 New Listings | 319 | 268 | 318 | +19% |
| Q2 Sales/Listings Ratio | 70% | 58% | 61% | +3% |
| Q2 Expired Listings | 11 | 17 | 37 | +118% |
| June Volume Sales | \$34,860,100 | \$23,840,499 | \$40,537,708 | +70% |
| June Unit Sales | 74 | 47 | 68 | +45% |
| June New Listings | 97 | 97 | 112 | +15% |
| June Sales/Listings Ratio | 76% | 48% | 61% | +13% |
| June Expired Listings | 7 | 12 | 15 | +25% |
| June Average Price | \$471,082 | \$507,245 | \$596,143 | +18% |
| YTD Sales: Under \$300K | 73 | 23 | 26 | +13% |
| YTD Sales: \$300K - \$499K | 162 | 131 | 131 | 0% |
| YTD Sales: \$500K - \$799K | 91 | 68 | 113 | +66% |
| YTD Sales: \$800K - \$999K | 10 | 12 | 19 | +58% |
| YTD Sales: \$1M - \$1.499M | 4 | 5 | 8 | +60% |
| YTD Sales: \$1.5M - \$1.999M | 4 | 0 | 1 | +100% |
| YTD Sales: \$2M+ | 1 | 1 | 1 | 0% |
| YTD Average Days-On-Market | 26 | 30 | 42 | +40% |
| YTD Average Sale Price | \$471,976 | \$487,627 | \$530,943 | +9% |

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

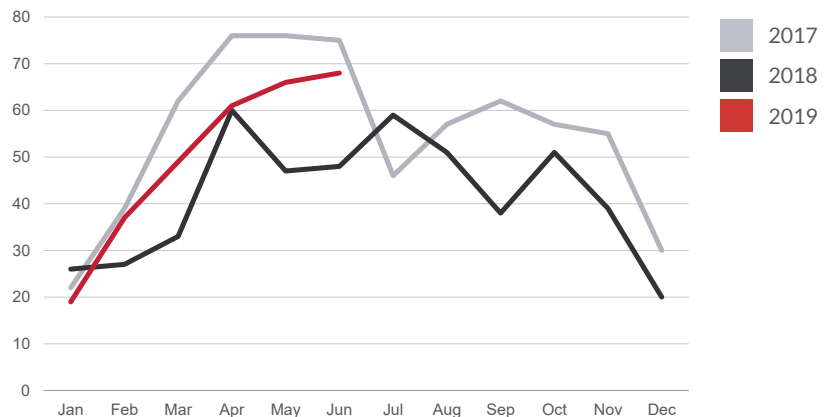
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow January, Collingwood's market saw record February and March dollar sales, followed by a strong April and May, capped with a record June. However, as **Graph 4** shows those volume sales have primarily resulted from big average price increases, not from increased unit sales. In fact, 2019's average sale price was up **9%**, **12%**, **48%**, **68%** and **81%** from 2018-2014. Nonetheless, while 2019's unit sales are down **18%** from 2016's record **364**, they are the fourth best year-to-date total ever and, given the price increases, indicate a very healthy market.

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



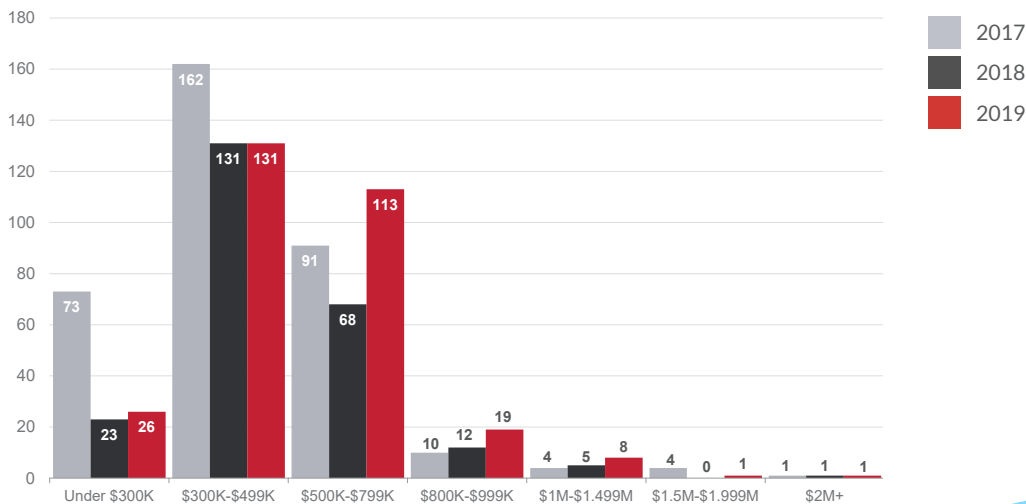
Graph 4:
Collingwood Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



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 equal in two. Thus, the Under-\$300K, \$500K-\$799K, \$800K-\$999K, \$1M- \$1.499M and \$1.5M- \$1.999M ranges are up **13%**, **66%**, **50%**, **60%** and **100%** respectively; while the \$300K-\$499K and \$2M+ ranges are **equal**. More generally, the Under-\$500K bracket (which accounted for **53%** of Collingwood's sales) is up **2%** from a 2018; the \$500K-\$999K bracket is up **65%**; and the luxury, \$1M+ bracket is up **40%**.

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: \$108,295,531
UP 43% from 2018

UNIT SALES: 189
UP 38% from 2018

AV. DAYS-ON-MARKET: 41
UP 9 days from 2018

AV. SALE PRICE: \$572,992
UP 4% from 2018

CONDOMINIUMS

DOLLAR SALES: \$50,456,346
UP 22% from 2018

UNIT SALES: 110
UP 7% from 2018

AV. DAYS-ON-MARKET: 44
UP 17 days from 2018

AV. SALE PRICE: \$458,694
UP 15% from 2018

VACANT LAND

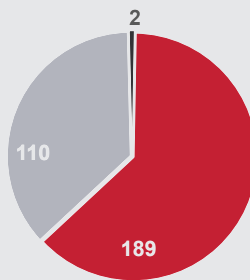
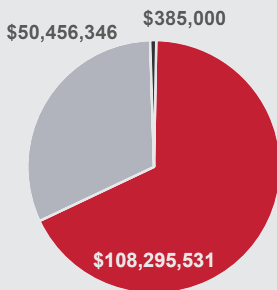
DOLLAR SALES: \$385,000
DOWN 60% from 2018

UNIT SALES: 2
DOWN 71% from 2018

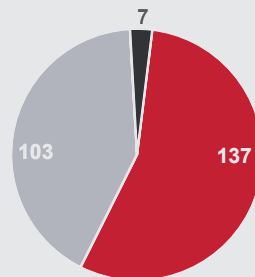
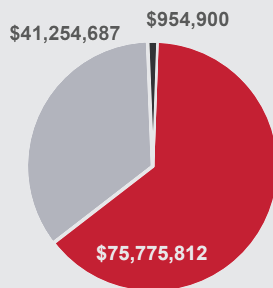
AV. DAYS-ON-MARKET: 140
UP 58 days from 2018

AV. SALE PRICE: \$192,500
UP 41% from 2018

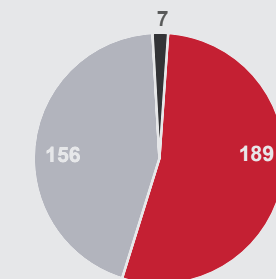
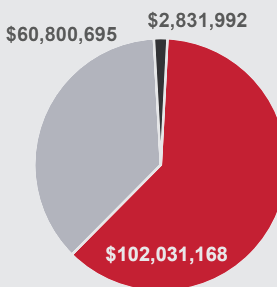
2019



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)

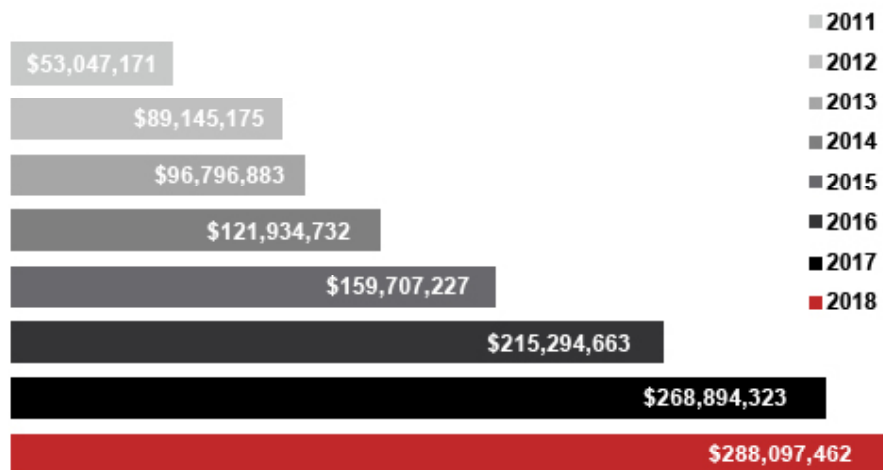
And we were #3 in Wasaga Beach after opening an office in 2015.



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