

COLLINGWOOD 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, AVERAGE SALE PRICE UP



Q1-2019 SALES VOLUME OF \$54,162,836

Up 44% from Q1-2018's \$37,486,970, with units of 104 up 22% from Q1-2018's 85. New listings of 205 up 32% from a year ago, with the sales/listings ratio of 51% down 4%.



RECORD MARCH SALES VOLUME OF \$25,917,400

Up 60% from March 2018's \$16,158,700. Units of 49 were up 48% from last March's 33, with new listings of 90 up 34%, and the sales/listings ratio of 54% up 5%.



RECORD Q1 AVERAGE SALE PRICE OF \$520,797

Up 18% from the \$441,023 of Q1-2018. Average days-on-market of 51 was up by 16 days.



OVERVIEW (cont'd)

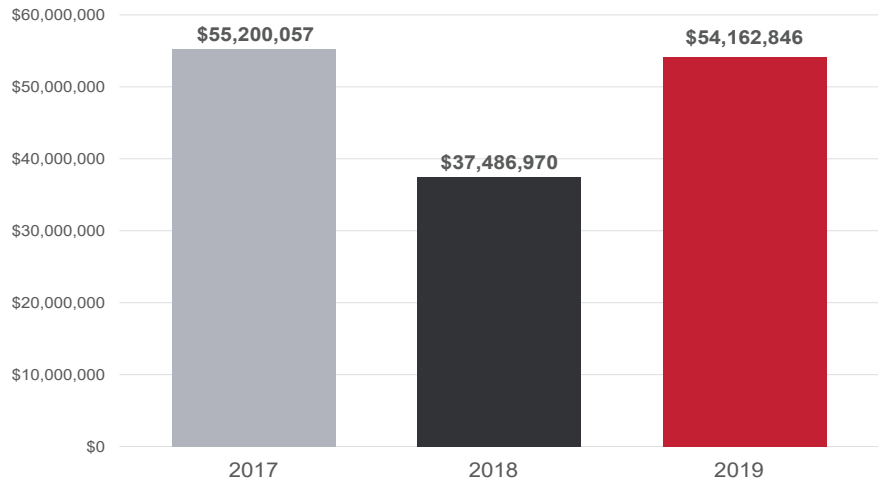


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

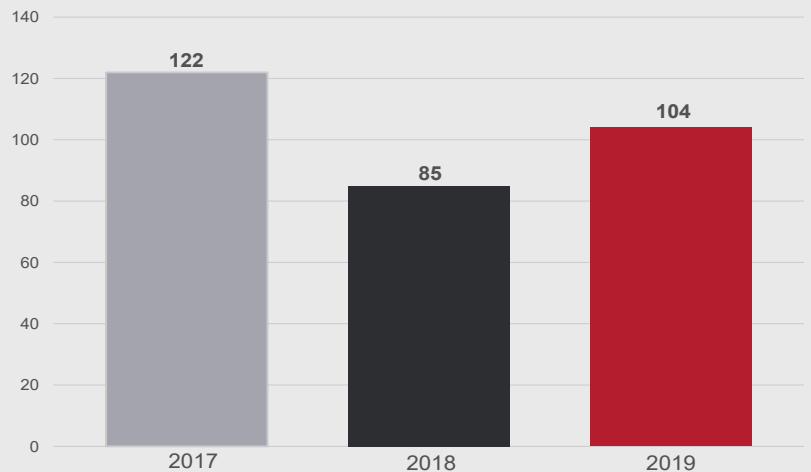
March saw a record average sale price for the month, as well as record volume sales and the second best unit sales after 2017's 61. However, new listings were the highest since 2014, and days-on-market the highest since 2015. March's 54% sales/listings ratio means it's a **seller's market**.



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

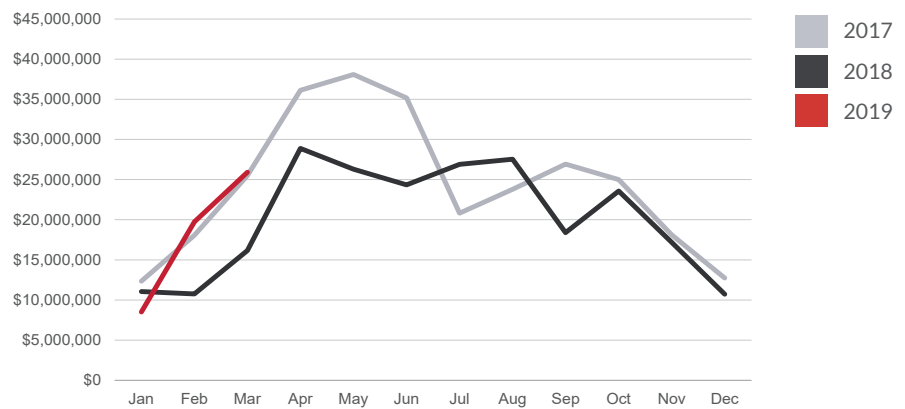
	2017	2018	2019	2018-2019
Volume Sales	\$55,200,057	\$37,486,970	\$54,162,836	+44%
Unit Sales	122	85	104	+22%
New Listings	163	155	205	+32%
Sales/Listings Ratio	75%	55%	51%	-4%
Expired Listings	9	27	52	+93%
Sales: Under \$300K	33	13	9	-31%
Sales: \$300K - \$499K	58	50	44	-12%
Sales: \$500K - \$799K	26	18	39	+117%
Sales: \$800K - \$999K	2	3	9	+200%
Sales: \$1M - \$1.499M	1	1	3	+200%
Sales: \$1.5M - \$1.999M	1	0	0	0%
Sales: \$2M+	1	0	0	0%
Average Days-On-Market	34	35	51	+46%
Average Sale Price	\$452,459	\$441,023	\$520,797	+18%

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.

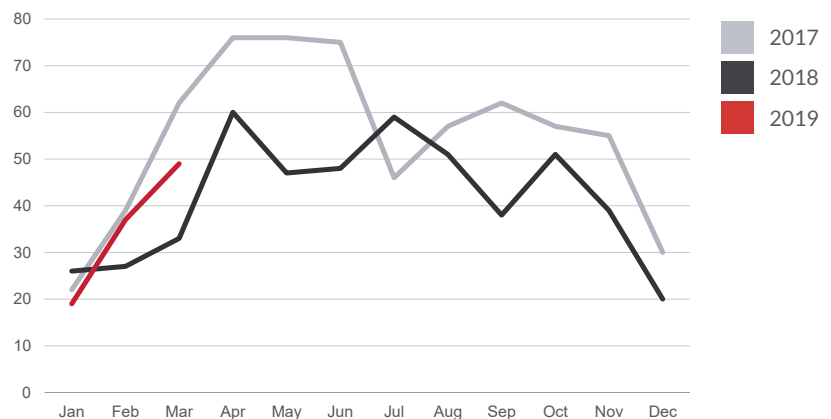
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a slow January, Collingwood's market saw record February and March dollar sales. However, **Graph 4** shows that those records mainly resulted from average price increases, not from increased unit sales. In fact, February's average sale price was up **34%, 15%, 61%, 65%** and **94%** from that of 2018, 2017, 2016, 2015 and 2014 respectively. And March's average sale price was up **8%, 30%, 50%, 78%** and **72%** from the same years. So while unit sales weren't as robust as 2016-17's records, those price increases indicate strong demand and a very healthy market.

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



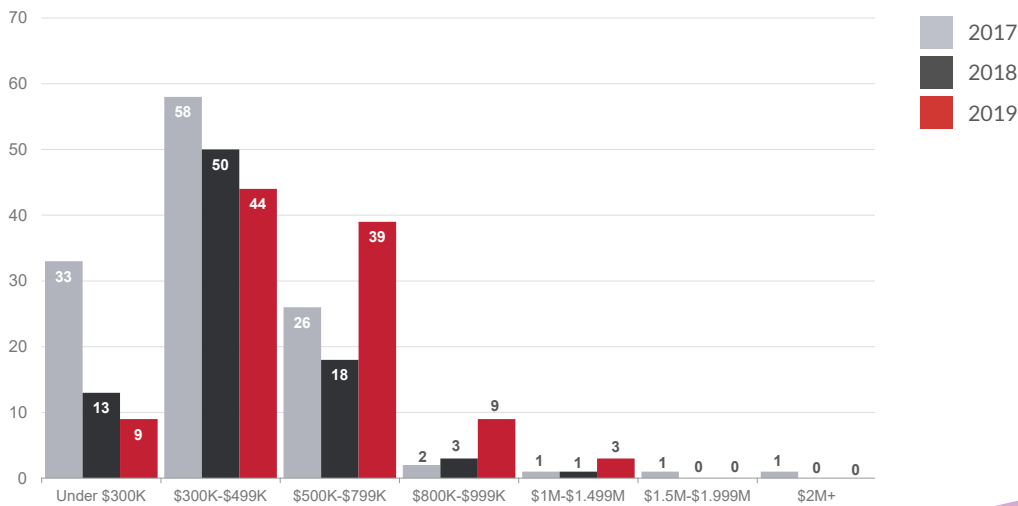
Graph 4:
Collingwood Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2019 unit sales were up from Q1-2018 in three price ranges, down in two and equal in two. Thus, the \$500K-\$799K, \$800K-\$999K and \$1M- \$1.499M ranges were up **117%**, **200%** and **200%** respectively; the Under-\$300K and \$300K-\$499K ranges were down **31%** and **12%** respectively; and the \$1.5M- \$1.999M and \$2M+ ranges were **equal** with no sales. More generally, while the Under-\$500K bracket – which accounted for **51%** of Collingwood’s sales – was down **16%** from a Q1-2018, the \$500K+ bracket was up a big **132%**.

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: \$37,242,836
 UP 50% from 2018

UNIT SALES: 66
 UP 35% from 2018

AV. DAYS-ON-MARKET: 45
 UP 5 days from 2018

AV. SALE PRICE: \$564,285
 UP 12% from 2018

CONDOMINIUMS

DOLLAR SALES: \$16,920,000
 UP 32% from 2018

UNIT SALES: 38
 UP 6% from 2018

AV. DAYS-ON-MARKET: 63
 UP 35 days from 2018

AV. SALE PRICE: \$445,263
 UP 25% from 2018

VACANT LAND

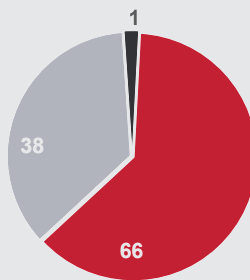
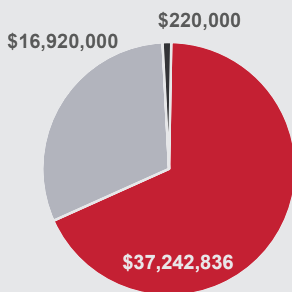
DOLLAR SALES: \$220,000
 DOWN 67% from 2018

UNIT SALES: 1
 DOWN 83% from 2018

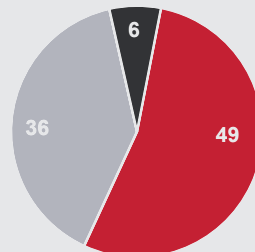
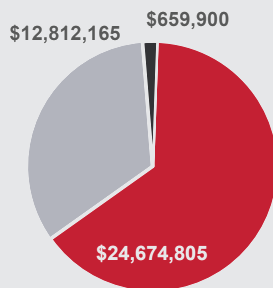
AV. DAYS-ON-MARKET: 272
 UP 177 days from 2018

AV. SALE PRICE: \$220,000
 UP 100% from 2018

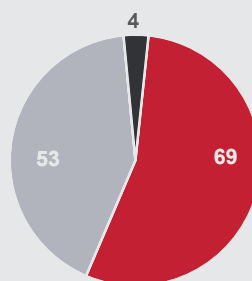
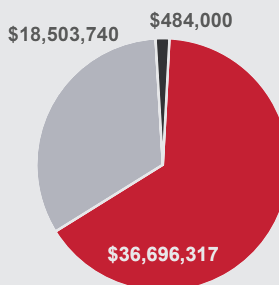
2019



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)

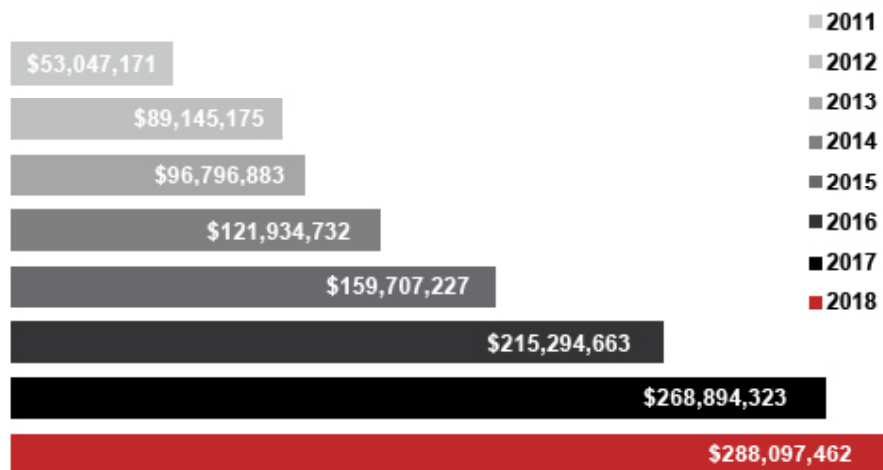
And we were #3 in Wasaga Beach after opening an office in 2015.



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