

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

FIRST QUARTER 2020

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



OVERVIEW

RECORD Q1 VOLUME, WITH UNITS, PRICES AND NEW LISTINGS UP



RECORD Q1 SALES VOLUME OF \$62,243,393

Up 13% from Q1-2019's \$55,186,500, with units of 84 up 11% from Q1-2019's 76. New listings of 163 up 43% from a year ago, with the sales/listings ratio of 52% down 15%.



MARCH SALES VOLUME OF \$15,741,400

Down 5% from March 2019's \$16,583,900. Units of 23 were up 5% from last March's 22, with new listings of 51 up 31% and the sales/listings ratio of 45% down 11%.



RECORD Q1 AVERAGE SALE PRICE OF \$740,933

Up 2% from Q1-2019's \$726,138. Average days-on-market of 69 was up 8 days.



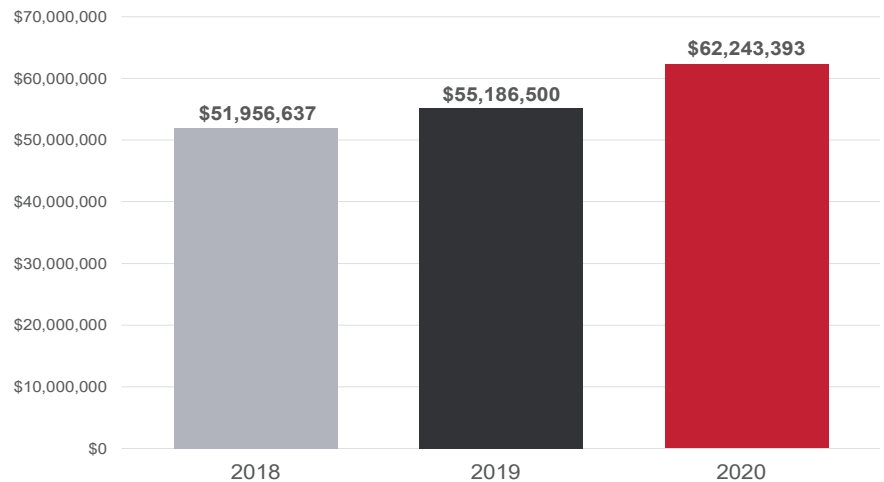
OVERVIEW (cont'd)



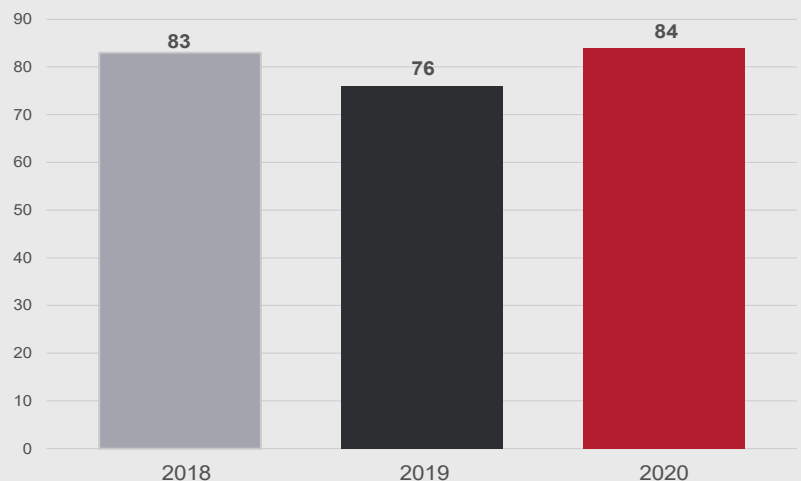
THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

In March's last half there were just **5** sales, the fewest since 2008. However, volume of **\$6,480,000** was up **32%** from 2019, due to the average sale price **more than doubling**. That said, the average sale time was **8** weeks – up **5** weeks from last year. Given the slow sales and uncertainty, it's a **buyers' market**.

Graph 1:
The Blue Mts. MLS® Sales
Q1 – 2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
Q1 – 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
 Q1 – 2018 vs. 2019 vs. 2020

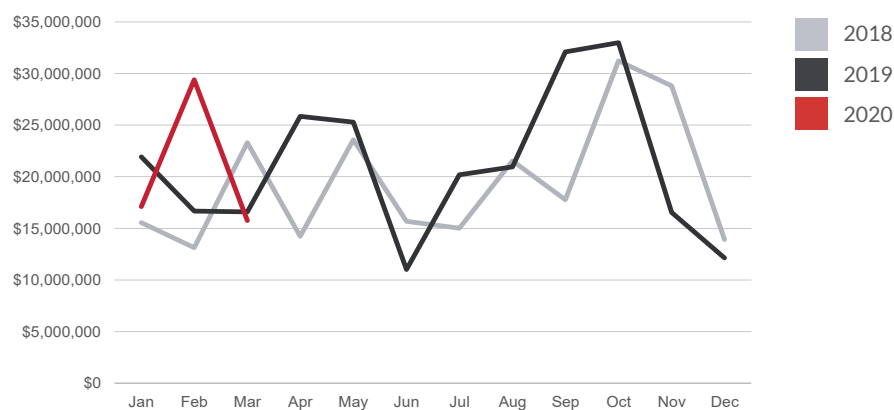
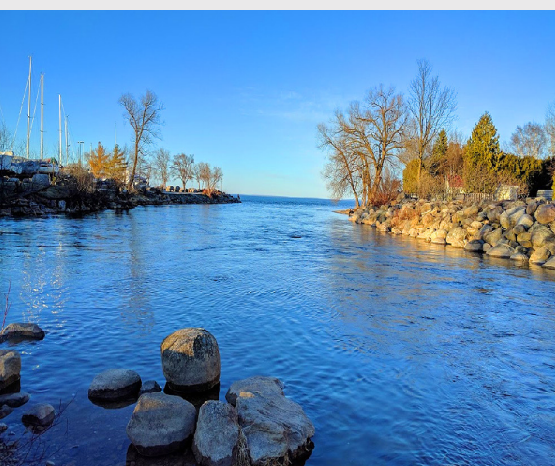
	2018	2019	2020	2019-2020
Volume Sales	\$51,956,637	\$55,186,500	\$62,243,393	+13%
Unit Sales	83	76	84	+11%
New Listings	146	114	163	+43%
Sales/Listings Ratio	57%	67%	52%	-15%
Expired Listings	34	31	52	+68%
Sales: \$100K - \$299K	15	13	13	0%
Sales: \$300K - \$499K	22	16	20	+25%
Sales: \$500K - \$799K	24	24	20	-7%
Sales: \$800K - \$999K	13	9	14	+56%
Sales: \$1M - \$1.499M	6	7	8	+14%
Sales: \$1.5M - \$1.999M	2	4	8	+100%
Sales: \$2M+	1	3	1	-67%
Average Days-On-Market	59	61	69	+13%
Average Sale Price	\$625,984	\$726,138	\$740,933	+2%

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 strong January (the second best ever) and a record spike in February, volume fell sharply in March – although it was still The Blue Mts.' fourth-best March ever. In fact, March's market was very active until the influence of COVID-19 set in. On the units side, **Graph 4** shows a similar pattern, with a big record February followed by a steep drop in March, mainly due to just **5** sales during the month's last half. On a more positive note, Q1's average sale price set a new record, up **48%**, **32%**, **22%**, **18%** and **2%** from the Q1s of 2015-19 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



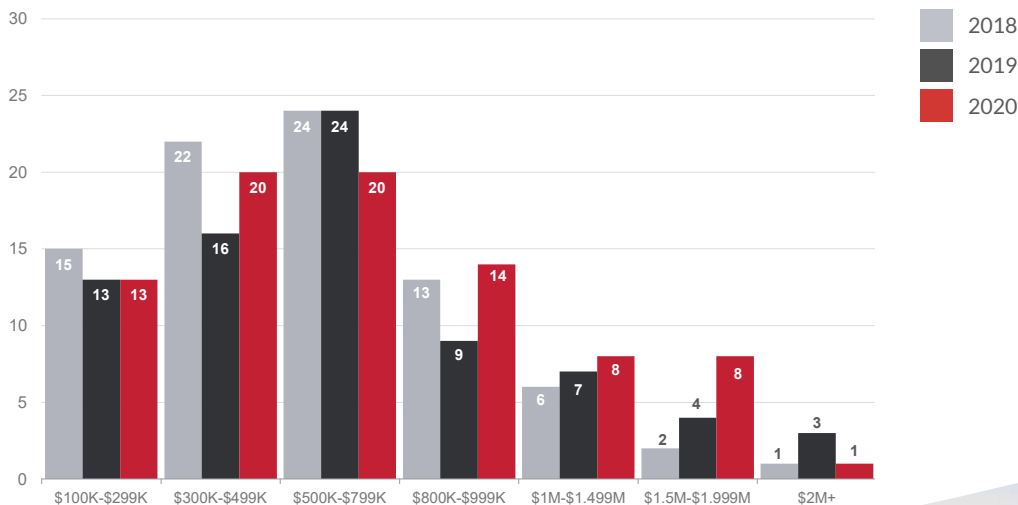
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 unit sales were up from Q1-2020 in four price ranges, down in two, and even in one. The \$300K-\$499K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **25%**, **56%**, **14%** and **100%** respectively; the \$500K-\$799K and \$2M+ ranges were down **7%** and **67%** respectively; and the Under-\$300K range was **equal**. More generally, the Under-\$500K bracket was up **14%**; the \$500K-\$999K bracket was up **3%**; and the \$1M+ bracket was up **21%**.

Graph 5:

The Blue Mts. MLS® Sales By Price

Q1 – 2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

The Blue Mts. MLS® Sales By Property Type

Q1 – 2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$44,994,360
DOWN 2% from 2019

UNIT SALES: 43
DOWN 10% from 2019

AV. DAYS-ON-MARKET: 86
UP 29 days from 2019

AV. SALE PRICE: \$1,046,380
UP 10% from 2019

CONDOMINIUMS

DOLLAR SALES: \$17,249,033
UP 80% from 2019

UNIT SALES: 41
UP 46% from 2019

AV. DAYS-ON-MARKET: 51
DOWN 17 days from 2019

AV. SALE PRICE: \$420,708
UP 23% from 2019

VACANT LAND

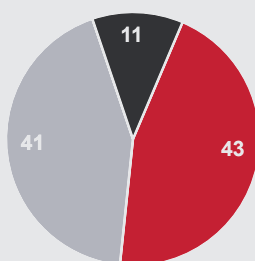
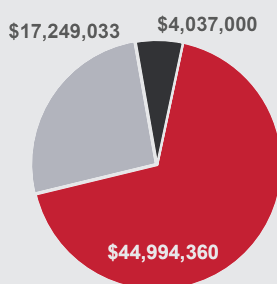
DOLLAR SALES: \$4,037,000
DOWN 21% from 2019

UNIT SALES: 11
UP 57% from 2019

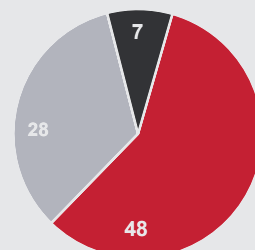
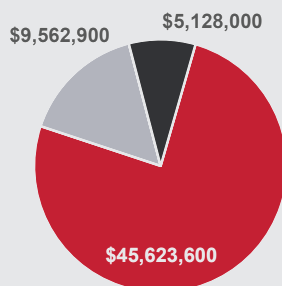
AV. DAYS-ON-MARKET: 103
UP 5 days from 2019

AV. SALE PRICE: \$367,000
DOWN 50% from 2019

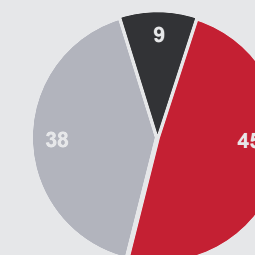
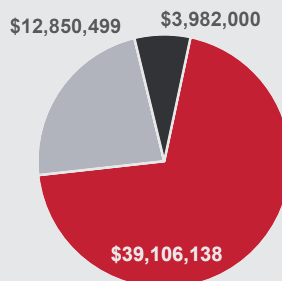
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

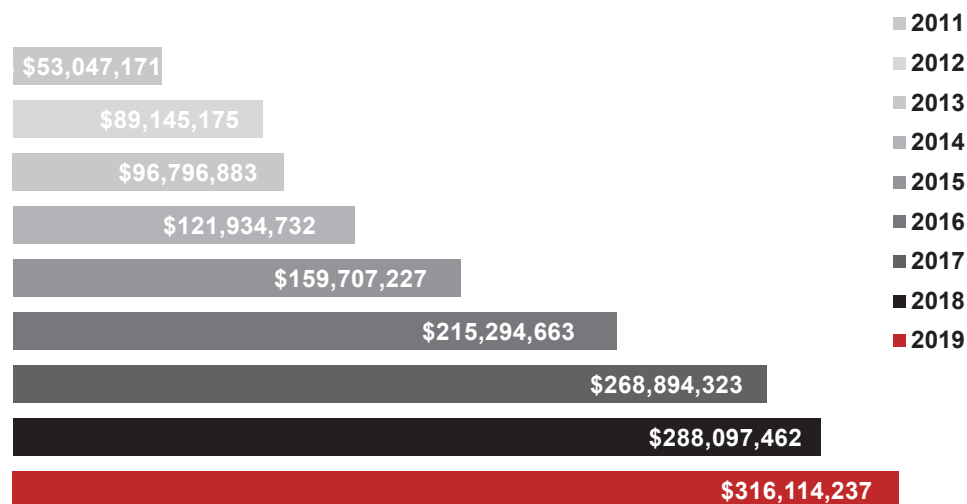
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



**Southern Georgian Bay Association of REALTORS®*

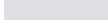
2019 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

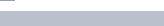
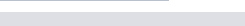
The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

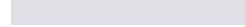
Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

Georgian Triangle Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$800,000+

Raised for local causes &
Community Sponsorships
from 2013-2019

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



21,400+

People Reached†

6,100+

Clicks, Shares, Views, & Likes‡

Q1 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



40 Detailed **Market Reports**
Per Year FOR YOU

Annual Sales Volume
2019 Sales Up 10%
from 2018



**Almost
3 TIMES
MORE**

than our closest regional competitor†



Award Winning Service

Socially Connected



92,500+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

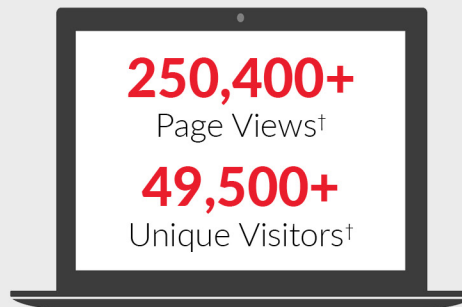
300+

Buyer leads/month§

With over **4X** the average
industry conversion rate



LocationsNorth.com



\$32,465

Giving back and working
in our community

**Raised for Local Charities
in 2019**



\$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2020 to March 31st, 2020). ‡Based on social media channels (January 1st, 2020 to March 31st, 2020). §Based on Lead Assign (Jan. 1st, 2020 to Mar. 31st, 2020)



LOCATIONS NORTH
BROKERAGE

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

