

MEAFORD 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

VOLUME AND UNIT SALES DOWN, BUT AVERAGE SALE PRICE WAY UP



YEAR-TO-DATE SALES VOLUME OF \$39,874,236

Down 5% from 2018's \$41,766,005, with units of 83 down 20% from 2018's 104. New listings of 161 down 7% from a year ago, with the sales/listings ratio of 52% down 8%.



Q2-2019 SALES VOLUME OF \$25,761,336

Down 11% from Q2-2018. Units of 52 down 14% from a year ago, with new listings of 114 up 7% and the sales/listings ratio of 46% down 19%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$480,412

Up 20% from the \$401,596 of 2018, with the average days-on-market of 50 up 2 days.



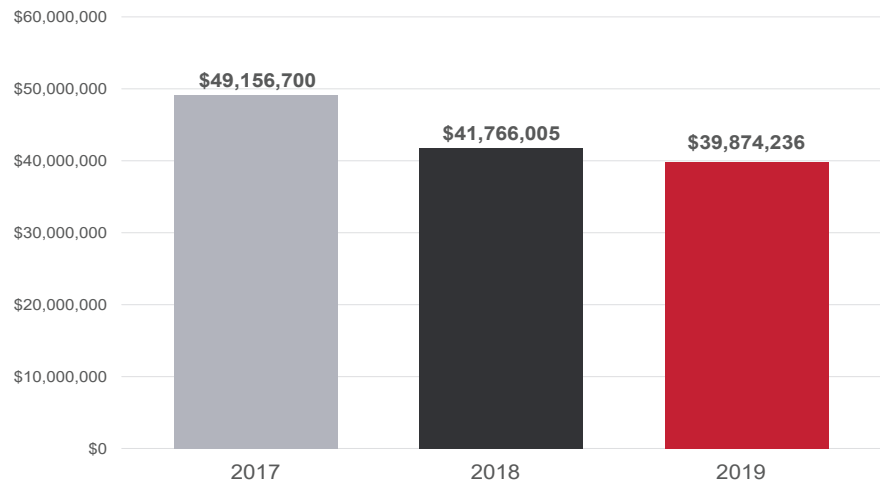
OVERVIEW (cont'd)



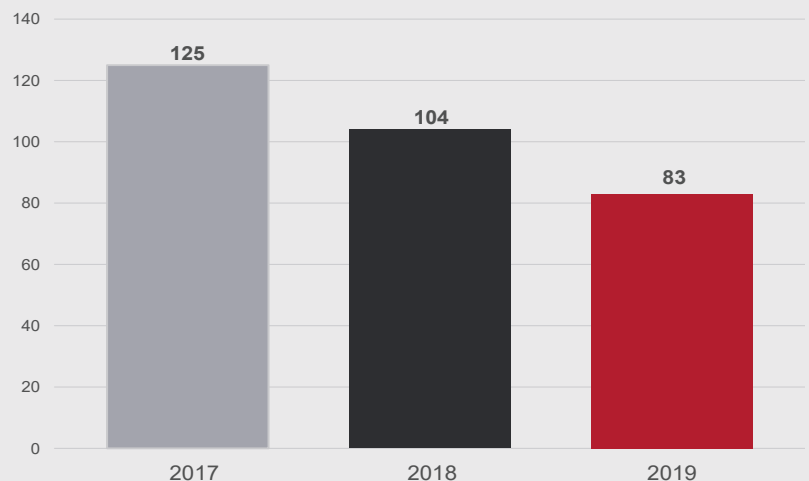
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

June sales of **\$8,288,907** – the month's third-best ever – were up **9%** from last June, but its **18** units were the fewest since 2013. The strong volume was due to a **15%** average sale price gain. With its **51%** sales/listings ratio (owing to **26%** fewer new listings than a year ago), Meaford is a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

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

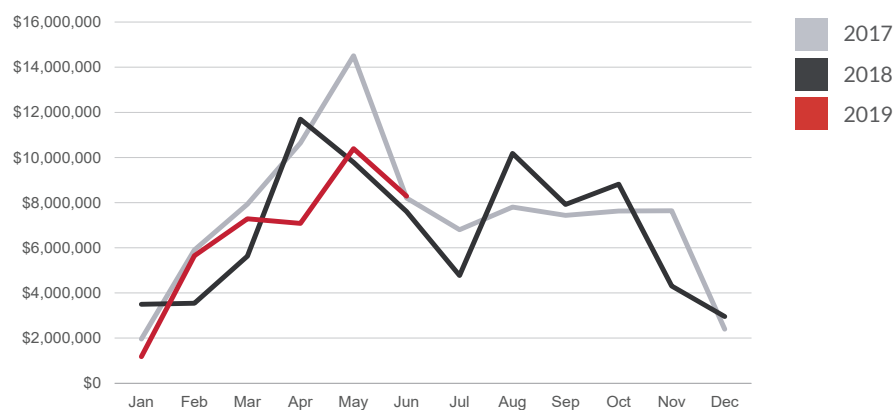
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$49,156,700	\$41,766,005	\$39,874,236	-5%
YTD Unit Sales	125	104	83	-20%
YTD New Listings	201	173	161	-7%
YTD Sales/Listings Ratio	62%	60%	52%	-8%
YTD Expired Listings	8	15	9	-40%
Second Quarter (Q2) Volume Sales	\$33,357,200	\$29,095,155	\$25,761,336	-11%
Q2 Unit Sales	81	70	52	-14%
Q2 New Listings	129	107	114	+7%
Q2 Sales/Listings Ratio	63%	65%	46%	-19%
Q2 Expired Listings	4	6	5	-17%
Q2 Average Sale price	\$411,817	\$415,645	\$495,510	+19%
June Volume Sales	\$8,208,000	\$7,607,220	\$8,288,907	+9%
June Unit Sales	25	19	18	-5%
June New Listings	43	47	35	-26%
June Sales/Listings Ratio	58%	40%	51%	+11%
June Expired Listings	2	3	3	0%
June Average Sale Price	\$328,320	\$400,380	\$460,495	+15%
YTD Sales: Under \$100K	1	2	2	0%
YTD Sales: \$100K - \$299K	48	27	8	-70%
YTD Sales: \$300K - \$499K	57	53	48	-9%
YTD Sales: \$500K - \$799K	15	18	18	0%
YTD Sales: \$800K - \$999K	0	3	3	0%
YTD Sales: \$1M - \$1.499M	3	1	4	+300%
YTD Sales: \$1.5M - \$1.999M	1	0	0	0%
YTD Average Days-On-Market	48	48	50	+4%
YTD Average Sale Price	\$393,254	\$401,596	\$480,412	+20%

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

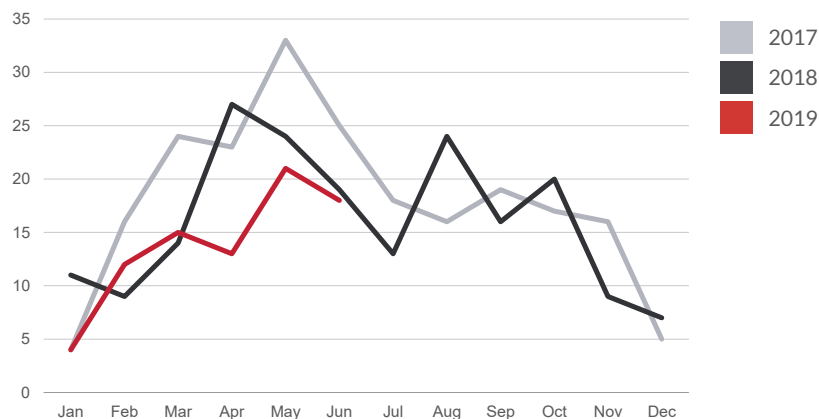
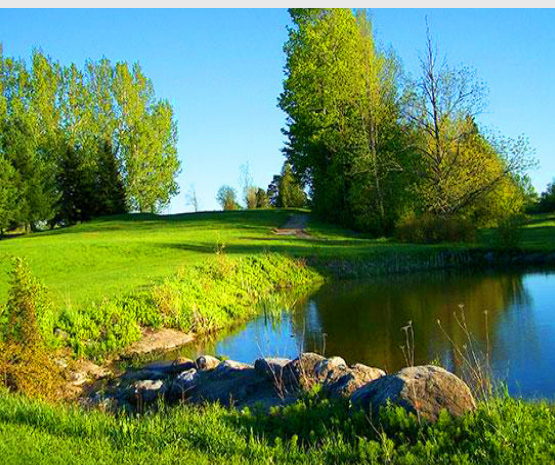
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, the Meaford market, after a slow January, rebounded to have its second best Q1 ever. This was followed by a flat April, a moderate spike in May and a declining June, all of which added up to Meaford's third-best year-to-date volume. However, as **Graph 4** shows, Meaford's volume was not the result of greater unit sales, for this year's **83** sales were the fewest since 2012's **81**. It was due to rising sale prices: 2019's average **\$480,412** is up **69%**, **51%**, **54%**, **22%** and **20%** from 2014-2018. And those gains indicate steady demand and a healthy market overall.

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



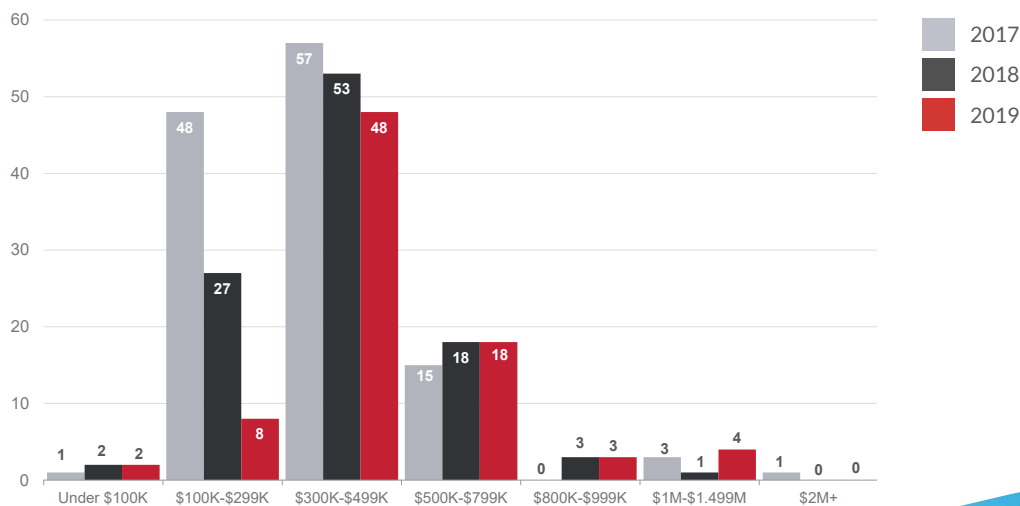
Graph 4:
Meaford Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Meaford units sales were up from 2018 in one price range, down in two and even in four. And so, the \$1M-\$1.499M range was up **300%**; the \$100K-\$299K and \$300K-\$499K ranges were down **70%** and **9%** respectively; and the Under-\$100K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges were **even**. More generally, the high-volume, Under-\$500K bracket – which accounted for **70%** of Meaford's sales in 2019 – was down **29%** from 2018; the \$500K-\$999K bracket was equal to 2018; and the luxury \$1M+ bracket was up **300%**.

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



SALES BY PROPERTY TYPE

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

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$39,607,236
 DOWN .3% from 2018

UNIT SALES: 82
 DOWN 15% from 2018

AV. DAYS-ON-MARKET: 51
 UP 3 days from 2018

AV. SALE PRICE: \$483,015
 UP 17% from 2018

CONDOMINIUMS

DOLLAR SALES: \$267,000
 DOWN 87% from 2018

UNIT SALES: 1
 DOWN 88% from 2018

AV. DAYS-ON-MARKET: 14
 DOWN 29 days from 2018

AV. SALE PRICE: \$267,000
 UP 6% from 2018

VACANT LAND

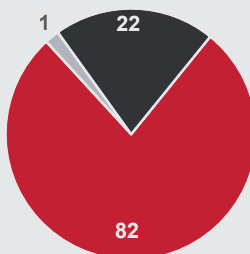
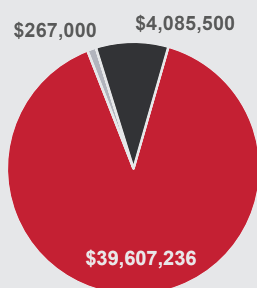
DOLLAR SALES: \$4,085,500
 UP 166% from 2018

UNIT SALES: 22
 UP 47% from 2018

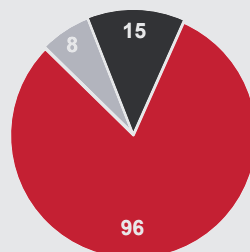
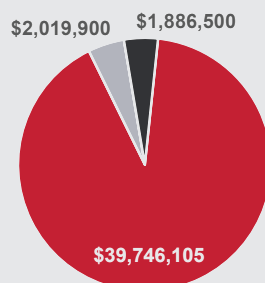
AV. DAYS-ON-MARKET: 124
 UP 51 days from 2018

AV. SALE PRICE: \$185,705
 UP 48% from 2018

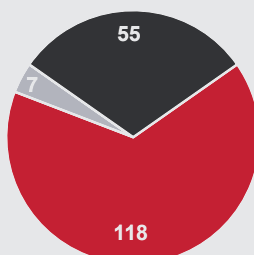
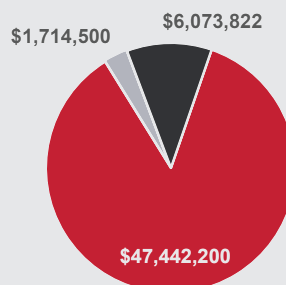
2019



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)

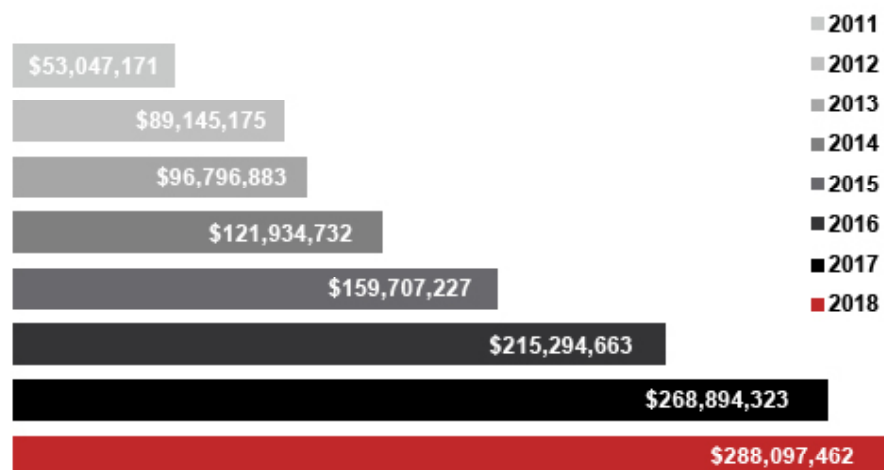
And we were #3 in Wasaga Beach after opening an office in 2015.



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%	



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

