

WASAGA BEACH REAL ESTATE MARKET REPORT

SECOND QUARTER 2019

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



www.collaborativerealestate.ca

www.locationsnorth.com

OVERVIEW

SLOW Q1 SALES, LISTINGS UP, AVERAGE SALE PRICE UP



YEAR-TO-DATE SALES VOLUME OF \$107,344,189

Down 4% from 2018's \$111,674,398, with units of 235 down 12% from 2018's 268. New listings of 543 up 12% from a year ago, with the sales/listings ratio of 43% down 12%.



Q2-2019 SALES VOLUME OF \$70,300,389

Down 4% from Q2-2018's \$73,517,348. Units of 151 down 13% from Q2-2018's 173, with new listings of 340 up 14% and the sales/listings ratio of 44% down 14%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$456,784

Up 10% from the \$416,696 of Q2-2018. Average days-on-market of 52 up 9 days.



OVERVIEW (cont'd)

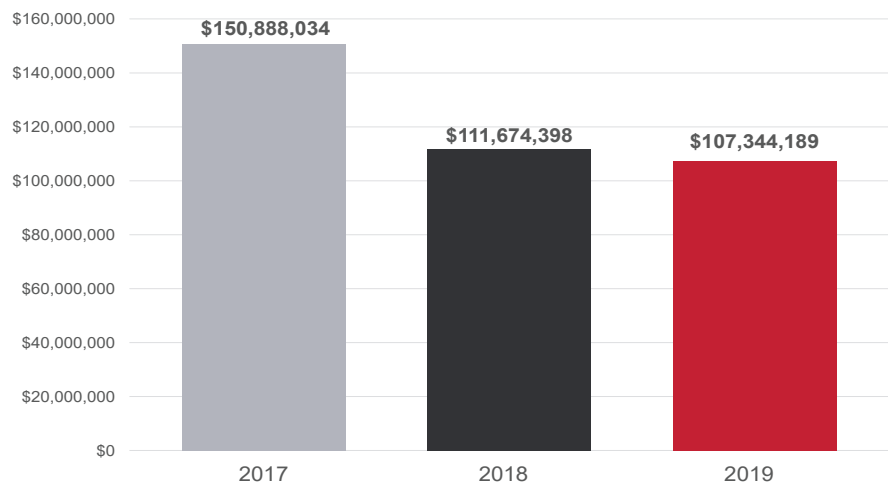


THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

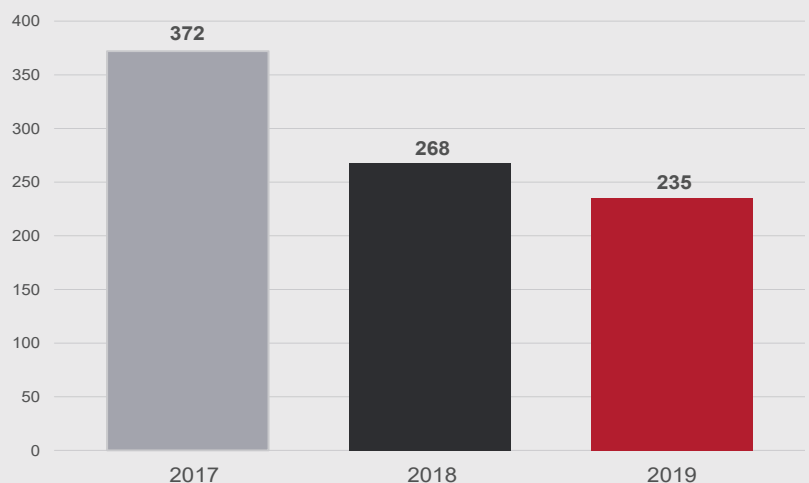
June's average sale price of **\$452,640** was up **12%** from a year ago. However, its **50** sales were June's fewest since 2012, and its volume of **\$22,631,988** was the month's lowest since 2014. With listings also up **23%**, and a **43%** sales/listings ratio, Wasaga has been a **buyers' market** for two quarters now.



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



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



THE MARKET IN DETAIL



Table 1:

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

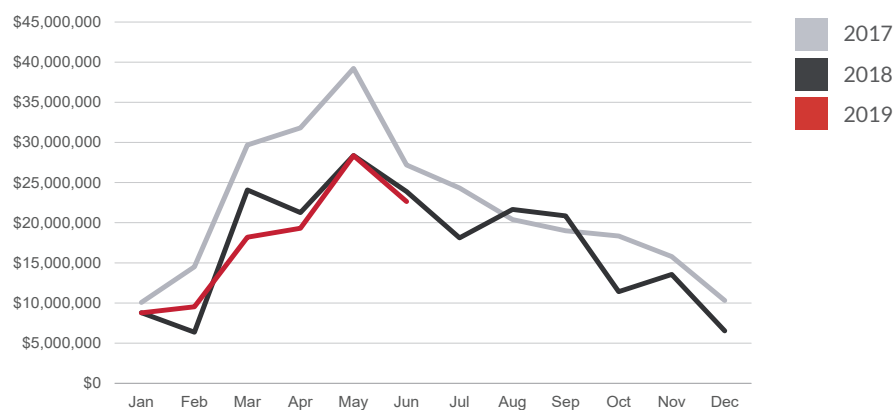
	2017	2018	2019	2018-2019
Year-To-Date (YTD) Volume Sales	\$150,888,034	\$111,674,398	\$107,344,189	-4%
YTD Unit Sales	372	268	235	-12%
YTD New Listings	526	486	543	+12%
YTD Sales/Listings Ratio	71%	55%	43%	-12%
YTD Expired Listings	26	56	72	+29%
Second Quarter (Q2) Volume Sales	\$96,624,194	\$73,517,348	\$70,300,389	-4%
Q2 Unit Sales	230	173	151	-13%
Q2 New Listings	353	297	340	+14%
Q2 Sales/Listings Ratio	65%	58%	44%	-14%
Q2 Expired Listings	16	28	42	+50%
Q2 Average Sale Price	\$420,105	\$424,956	\$465,565	+10%
June Volume Sales	\$27,192,599	\$23,879,158	\$22,631,988	-5%
June Unit Sales	69	59	50	-15%
June New Listings	130	94	116	+23%
June Sales/Listings Ratio	53%	63%	43%	-20%
June Expired Listings	7	17	15	-12%
June Average Sale Price	\$394,036	\$404,731	\$452,640	+12%
YTD Sales: Under \$100K	5	5	1	-80%
YTD Sales: \$100K - \$299K	83	51	25	-51%
YTD Sales: \$300K - \$499K	200	149	124	-17%
YTD Sales: \$500K - \$799K	76	58	78	+34%
YTD Sales: \$800K - \$999K	7	3	4	+33%
YTD Sales: \$1M - \$1.499M	1	2	3	+50%
YTD Average Days-On-Market	21	43	52	+21%
YTD Average Sale Price	\$405,613	\$416,696	\$456,784	+10%

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

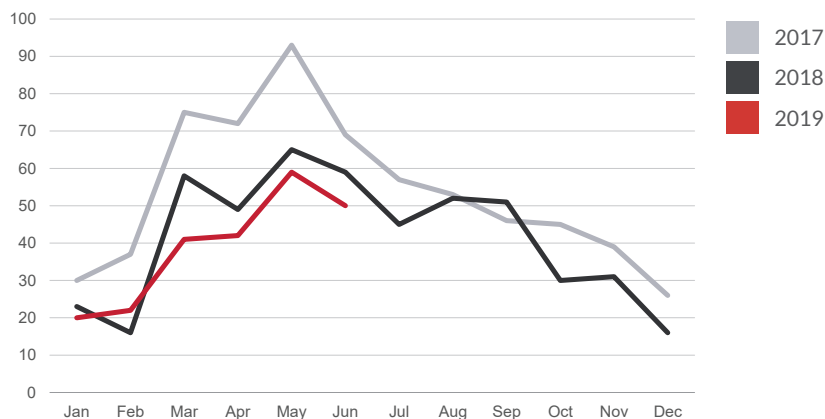
THE MARKET IN DETAIL (cont'd)

After witnessing three stellar years and one great year from 2015-18 – i.e. years with months of record volume and transactions numbers, high monthly sales/listings ratios, short sale times and big demand generally – it's been interesting to see Wasaga Beach gradually revert to a buyers' market in Q1 and Q2 of 2019. Given real estate's cyclic nature (not to mention that the Q2-2019 average sale price is up **69%** from Q2-2014), it was perhaps inevitable. Now, throw in the multiple interest rate hikes and 'stress test' and you have the present situation. That said, Wasaga still offers a beautiful setting, good value, and has huge potential. So it probably won't be a buyers' market for long.

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



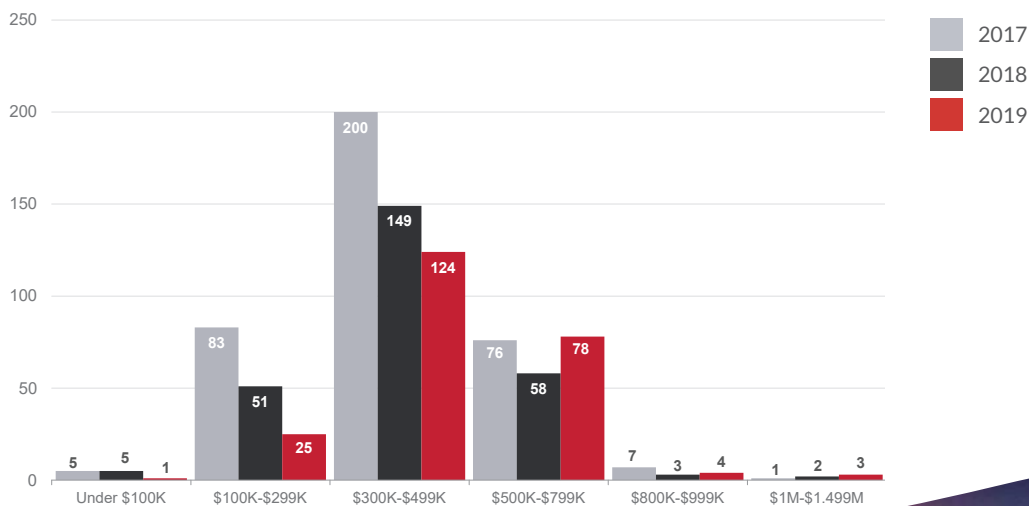
Graph 4:
Wasaga Beach Monthly MLS® Sales
2017 vs. 2018 vs. 2019 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q2-2019 unit sales were up from Q2-2018 in three price ranges and down in three ranges. And so, the \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499K ranges were up **34%**, **33%** and **50%** respectively from Q2-2018; and the Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges were down **80%**, **51%** and **17%** respectively. More generally, the Under-\$500K bracket – which accounted for **64%** of Wasaga Beach's sales in Q2-2019 – was down **27%** from Q2-2018, while the \$500K+ market was up **35%**.

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



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type
Q1 – 2017 vs. 2018 vs. 2019 (Dollars and Units)

2019 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$102,390,289
DOWN 1% from 2018

UNIT SALES: 221
DOWN 9% from 2018

AV. DAYS-ON-MARKET: 51
UP 8 days from 2018

AV. SALE PRICE: \$463,304
UP 9% from 2018

CONDOMINIUMS

DOLLAR SALES: \$4,953,900
DOWN 37% from 2018

UNIT SALES: 14
DOWN 42% from 2018

AV. DAYS-ON-MARKET: 66
UP 17 days from 2018

AV. SALE PRICE: \$353,850
UP 8% from 2018

VACANT LAND

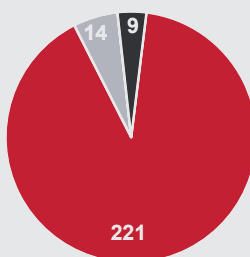
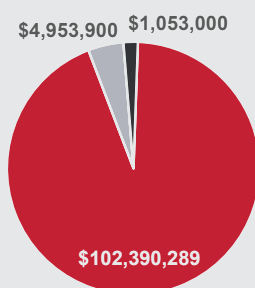
DOLLAR SALES: \$1,053,000
DOWN 25% from 2018

UNIT SALES: 9
EQUAL to 2018

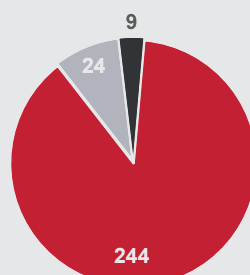
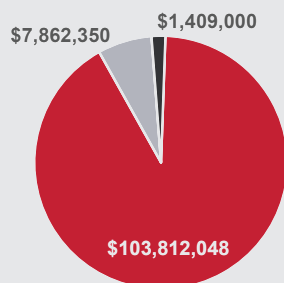
AV. DAYS-ON-MARKET: 28
DOWN 5 days from 2018

AV. SALE PRICE: \$117,033
DOWN 25% from 2018

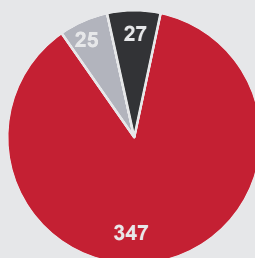
2019



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)

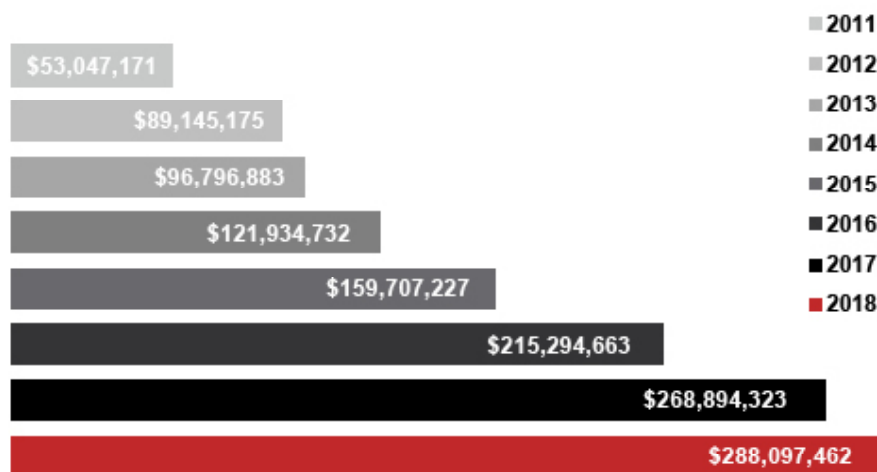
And we were #3 in Wasaga Beach after opening an office in 2015.



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®*










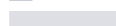
2018 UNIT SALES

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









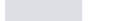

Collingwood

	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

