

**GEORGIAN TRIANGLE REAL ESTATE
MARKET REPORT: APRIL 2017**



**We're Proud And Grateful To Have Recently Been Chosen As
ROYAL LEPAGE'S 2016 BROKERAGE OF THE YEAR For Ontario**



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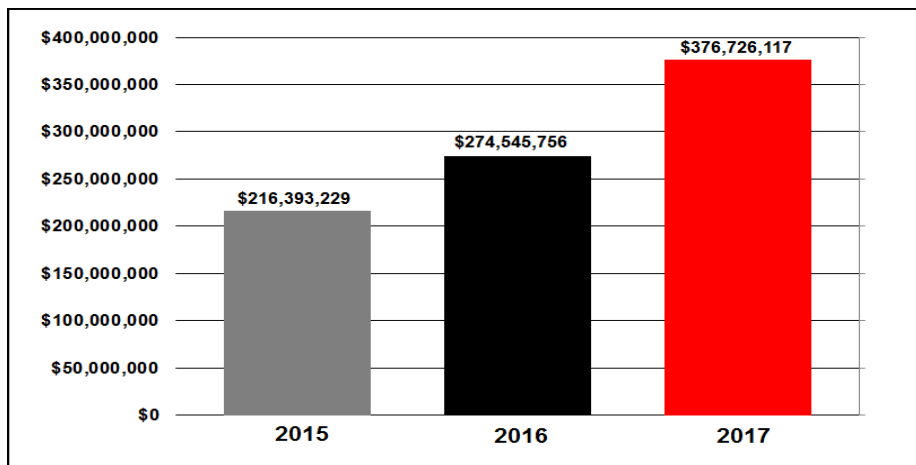
Overview: April Sets All-Time Dollar Sales And Average Price Records

Due to a big demand for listings, lots of multiple and overprice offer situations, and a resulting huge increase in the average sales price, April set a new monthly record for volume sales.

Sales of **\$131,396,861** were up **10%** from last August's prior monthly record of **\$119,605,759**, and were also up **32%** from last April's **\$99,509,289**. Unit sales of **270** were down **5%** from last April's **285**. However, that drop was due to a shortage of listings, not to a lack of demand for them, as shown by the fact that April's expired listings count was down **53%** from last April.

Turning now to year-to-date sales, 2017's record volume of **\$376,726,117** and units of **829** are up **37%** and **10%** respectively from the first four months of 2016, all on **18%** fewer new listings. As well, with so many multiple/overprice offer situations, the average sale price of **\$454,434** is up a big **25%** from the **\$362,676** of one year ago.

Graph 1: Georgian Triangle MLS® Sales – January-April, 2015 vs 2016 vs 2017 (Dollars)

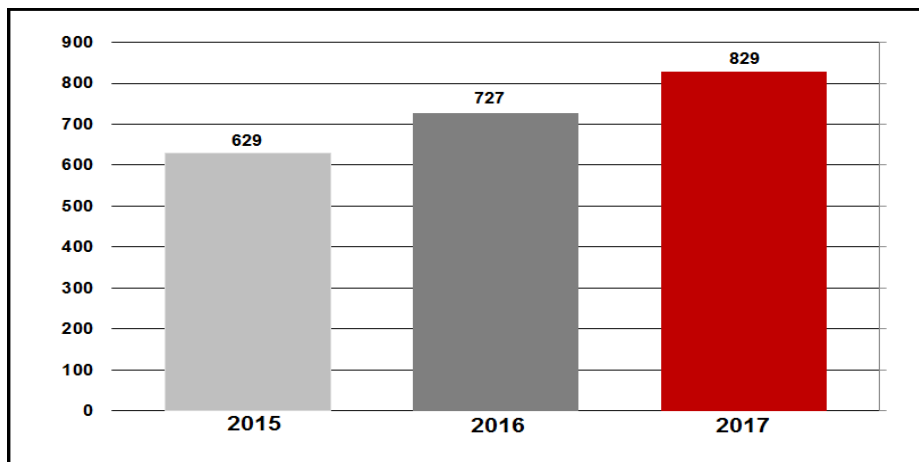


NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



2017's record sales, big average sale price increase and high **73%** sales/listings ratio indicate that the **demand for listings GREATLY exceeds the supply**. As we have repeatedly noted, agents say that **sales would be much higher still if there were more homes on the market**.

Graph 2: Georgian Triangle MLS® Sales – January-April, 2015 vs 2016 vs 2017 (Units)



The Market In Detail

As **Table 1** and **Graph 3** show (see next page), 2017's year-to-date **10%** rise in unit sales over 2016 is primarily due to increased sales in the high-priced home segments, partly the result of the region's **25%** jump in the average sale price to **\$454,434**.

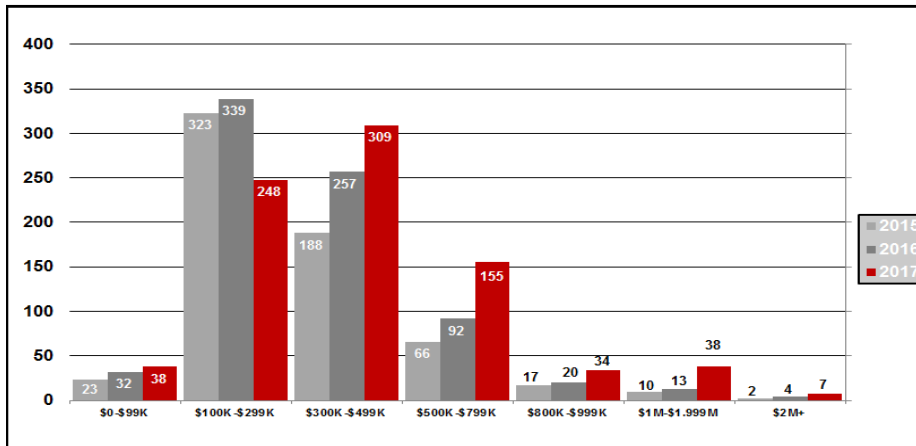
And so, while unit sales are down **27%** in the high-volume \$100K-\$299K price range, they are way up in all other ranges. The \$300K-\$499K range is up **20%** from 2016, while the entire \$500K+ range is up a huge **81%** over 2016. Within that range, the \$500K-\$799K, \$800K-\$999K, \$1M-\$1.999M and \$2M+ ranges are up **68%**, **70%**, **192%** and **75%** respectively. Even sales in the under \$100K price range – which have generally decreased with each passing year due to fewer homes being listed at that price – are currently up **19%** from 2016. As 2017 progresses it will be interesting to see whether the demand for higher-priced homes continues to increase.



Table 1: Georgian Triangle MLS® Sales & Listing Summary – January-April, 2015 vs 2016 vs 2017

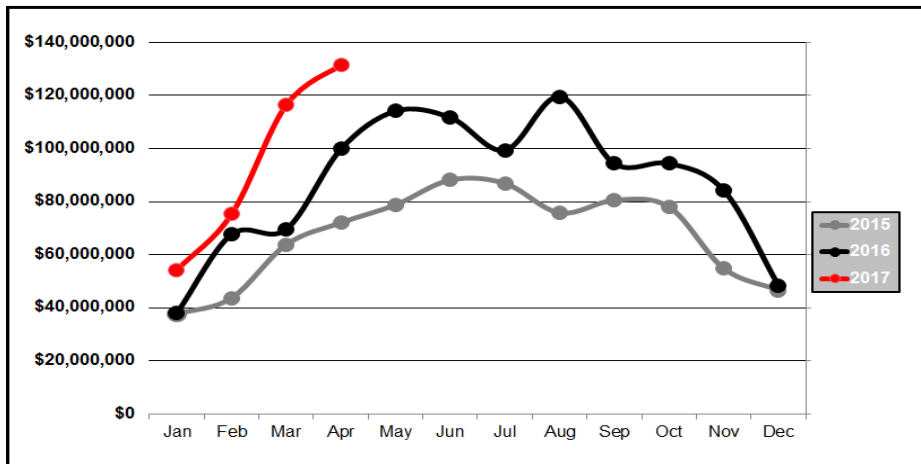
	2015	2016	2017	2016-2017
Year-To-Date Volume Sales	\$216,393,229	\$274,545,756	\$376,726,117	+37%
YTD Unit Sales	629	757	829	+10%
YTD New Listings	1522	1375	1129	-18%
YTD Sales/Listings Ratio	41%	55%	73%	+18%
YTD Expired Listings	595	355	174	-51%
April Volume Sales	\$71,127,274	\$99,509,289	\$131,396,861	+32%
April Unit Sales	212	285	270	-5%
April New Listings	483	427	381	-11%
April Sales/Listings Ratio	44%	67%	71%	+4%
April Expired Listings	106	73	34	-53%
YTD Sales: Under \$100K	23	32	38	+19%
YTD Sales: \$100K – \$299K	323	339	248	-27%
YTD Sales: \$300K - \$499K	188	257	309	+20%
YTD Sales: \$500K - \$799K	66	92	155	+68%
YTD Sales: \$800K - \$999K	17	20	34	+70%
YTD Sales: \$1M - \$1.999M	10	13	38	+192%
YTD Sales: \$2M+	2	4	7	+75%
YTD Average Sale Price	\$344,027	\$362,676	\$454,434	+25%

Graph 3: Georgian Triangle MLS® Sales By Price – January-April, 2015 vs 2016 vs 2017 (Units)

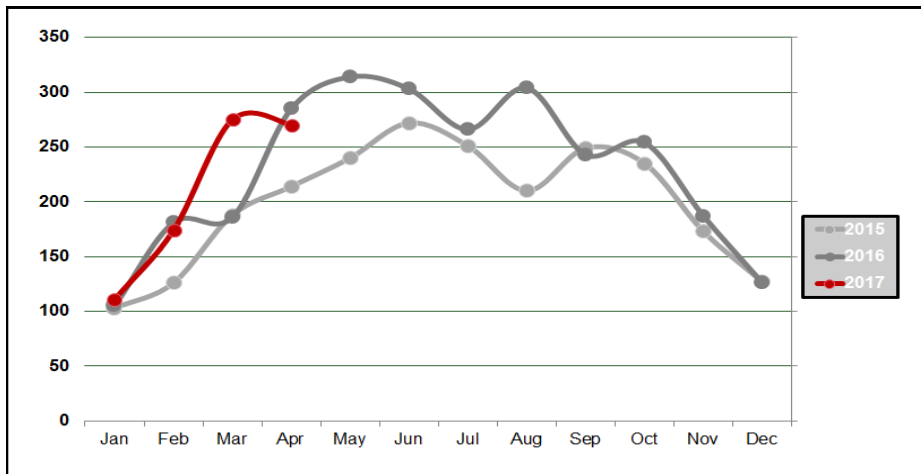


In **Graph 4** we can see April's record dollar sales in perspective, rising above the prior record set last August. On the units side, **Graph 5** shows April's sales fell just short of last April – *not, however, due to a lack of demand for listings but rather due to a shortage of listings.*

Graph 4: Georgian Triangle MLS® Monthly Sales – 2015 vs 2016 vs 2017 (Dollars)



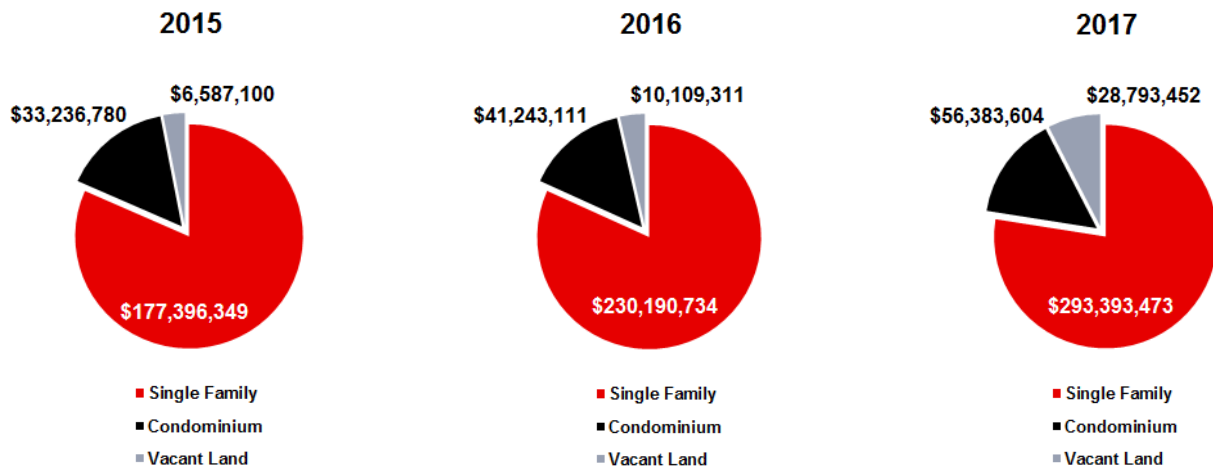
Graph 5: Georgian Triangle MLS® Monthly Sales – 2015 vs 2016 vs 2017 (Units)



Sales By Property Type

As **Graphs 6 and 7** show, 2017's record pace is reflected in the region's sales by property type. In each case, the numbers indicate that **demand for listings greatly exceeds the supply**.

Graph 6: Georgian Triangle MLS® Sales By Property Type – January-April, 2015 vs 2016 vs 2017 (Dollars)



Single-Family Homes:

- Year-to-date dollar sales of **\$293,393,473** are up **27%** from April 2016, while unit sales of **552** are down **4%**. The average sale price of **\$531,510** is up **32%**.

Condominiums:

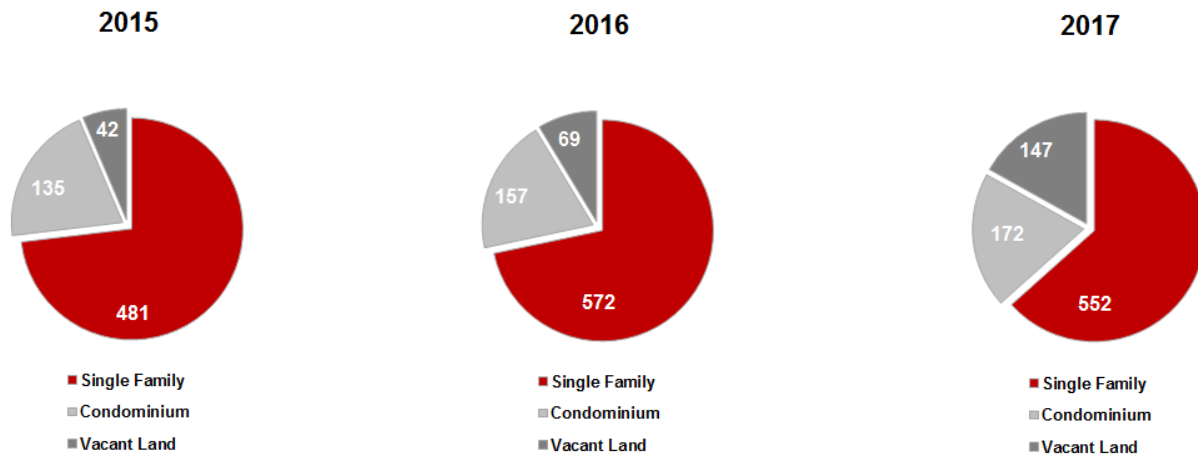
- Year-to-date dollar sales of **\$56,383,604** are up **37%** from April 2016, while unit sales of **172** are up **10%**. The average sale price of **\$327,812** is up **25%**.

Vacant Land:

- Year-to-date dollar sales of **\$28,793,452** are up **185%** from April 2016, while unit sales of **147** are up **113%**. The average sale price of **\$195,874** is up **34%**.

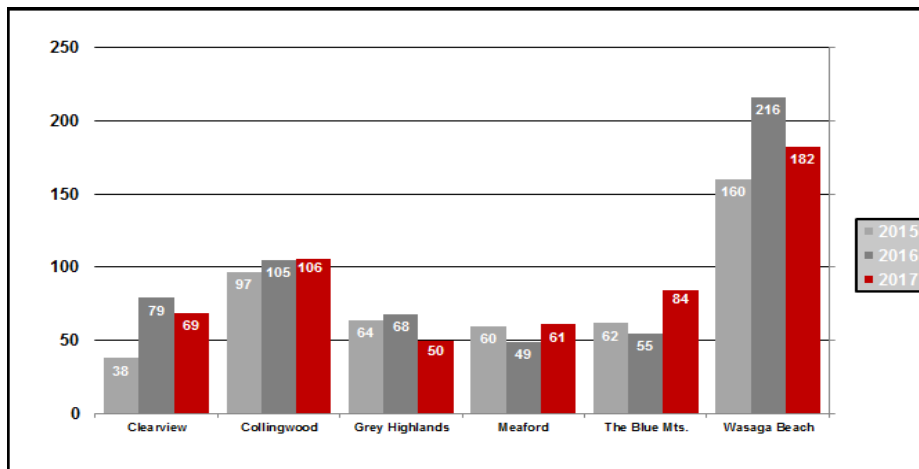


Graph 7: Georgian MLS® Sales By Property Type – January-April, 2015 vs 2016 vs 2017 (Units)



As **Graph 8** shows, 2017's YTD drop in single-family home sales translated variously into the communities. The Blue Mts., Meaford and Collingwood were up **53%**, **24%** and **1%** respectively from 2016 while Clearview, Wasaga Beach and Grey Highlands were down **13%**, **16%** and **26%**.

Graph 8: Georgian Triangle MLS® Single-Family Home Sales – January-April, 2015 vs 2016 vs 2017 (Units)



The Takeaway

Well, the Georgian Bay real estate market just keeps climbing as sales records continue to be surpassed. In addition to being the biggest volume sales month ever, April was also the region's **37th consecutive record month**. And – knock on wood – the regional market currently shows no signs of slowing, that is, unless the listings shortage becomes so pronounced that the market is brought to a stasis.

Again, the question remains: How long can this unprecedented combination of fewer and fewer listings, greater and greater demand, record-shattering sales, rising prices and multiple/overpriced offers continue? Anecdotally, a few Locations North agents have said that the market has begun to slow just a little after being so very overheated throughout 2017.

That said, the demographic-based fundamentals remain very strong. So we'll close again by saying: If you've considered selling your home, **your chances of getting a great price in a timely manner are excellent.**

*As to whether the region's record sales will continue throughout 2017 as more people discover the Georgian Triangle's four-season lifestyle and great value, time will tell. Please stay tuned as we provide **Georgian Triangle Market Reports** to help you make **better-informed decisions.***



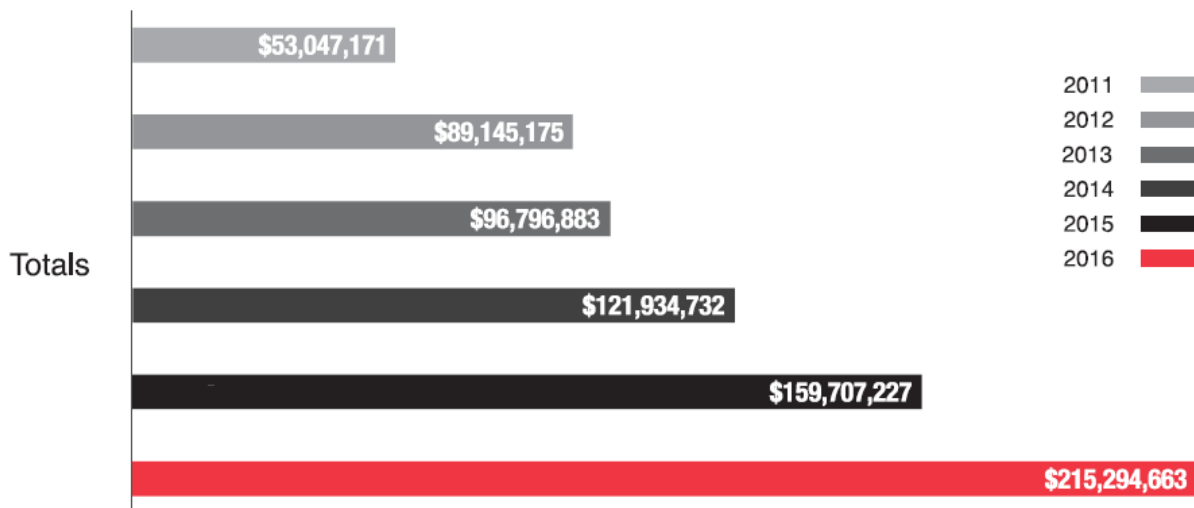
Royal LePage Locations North In 2016

2016 was **yet another record-breaking year** for Royal LePage Locations North. We:

- **Broke our own Georgian Triangle record** for annual MLS sales (set in 2015) with **\$215,294,663** – up **35%** from 2015 and **more than quadrupling** our 2011 sales!
- **Sold 61% more real estate** than our nearest competitor.
- **Were #1 in** Collingwood, The Blue Mountains and Meaford. And we've already jumped to **#2 in Clearview** and **#3 in Wasaga Beach** after opening offices there in mid-to-late 2015.

Also, as of April 30th our sales are up 49% over 2016 and 108% more than our nearest competitor!

Locations North Sales Volume, 2011 - 2016



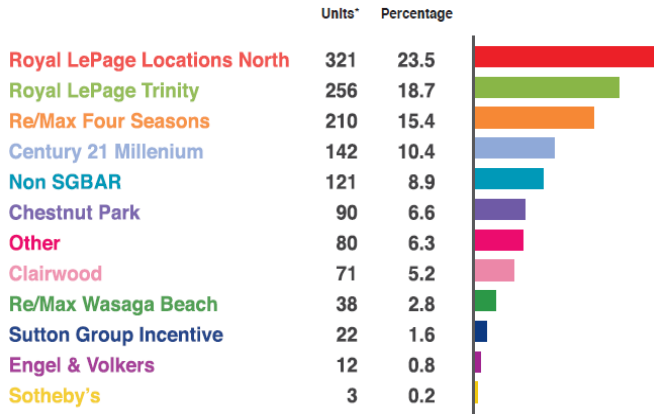
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



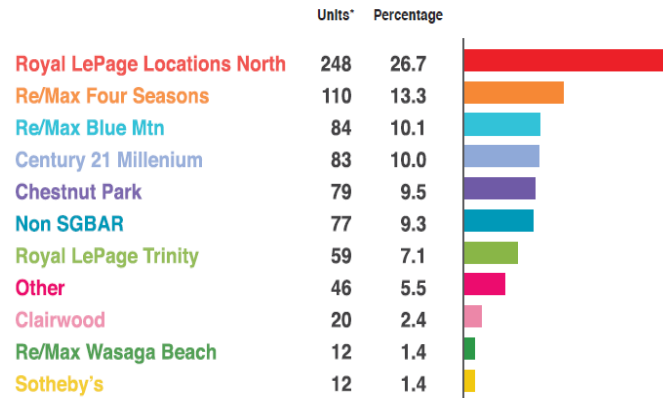
LOCATIONS NORTH

BROKERAGE

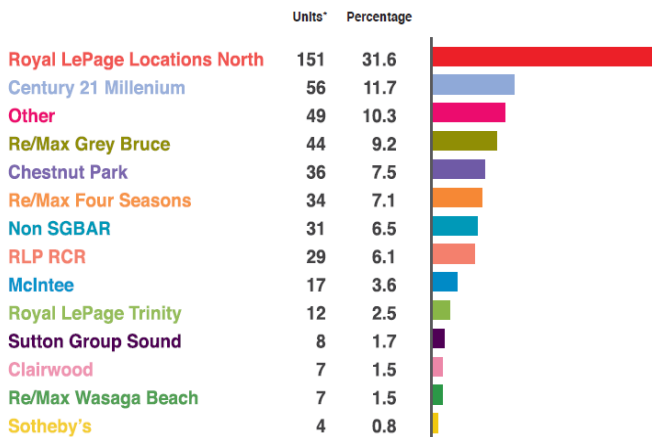
Collingwood Unit Sales, 2016



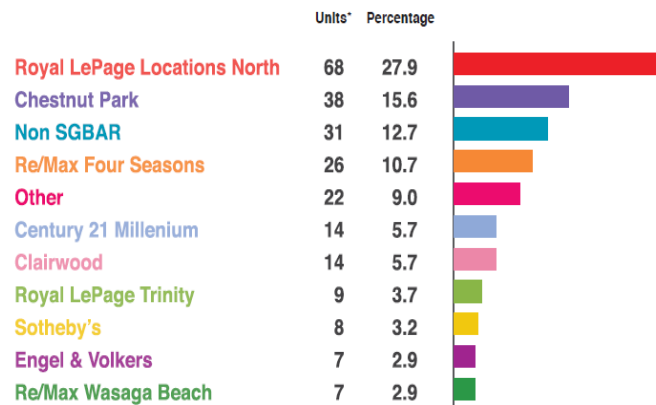
The Blue Mountains Unit Sales, 2016



Meaford Unit Sales, 2016



Georgian Triangle Luxury Homes \$800,000+ Unit Sales, 2016



* – 'Units' refers to the combined number of Listing and Selling Sides

We Give YOU Options

At Locations North, we do everything we can to put **YOU** first – and that includes respecting **your privacy by enabling you to choose your level of engagement.**

Collingwood Office

330 First St.,
Collingwood ON
705-445-5520

The Blue Mountains Office

27 Arthur St.,
Thornbury ON
519-599-2136

Meaford Office

96 Sykes St.
Meaford, ON
519-538-5755

Wasaga Beach Office

1288 Mosley St., Unit 7
Wasaga Beach, ON
705-617-9969

Clearview Office

143 Mill St.
Creemore, ON
705-881-9005

