

## THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT: FIRST QUARTER 2017

in-house training  
record-setting sales  
**strategic marketing**  
state of the art  
maximum efficiency  
excellence  
BIGGEST AD PRESENCE  
friendly & collegial  
INTEGRITY

well-connected  
best social media  
fastest growing brokerage  
TOP LOCAL WEBSITE  
technologically advanced  
integrated technologies  
focus  
PROGRESSIVE  
professional

**Can you reach your goals faster?**

PERSONAL VISION

**SOLD**  
LOCATIONS NORTH  
ROYAL LEPAGE  
Melrose: 619-626-8766  
Thousand Oaks: 819-489-2136  
Cullmanwood: 705-446-6820  
www.locationsnorth.com

Royal LePage Locations North  
Sales Growth

Year	Sales Growth
2014	~100,000
2015	~150,000
2016	~250,000
2017	~400,000



## THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT: FIRST QUARTER 2017

### Overview: Record Sales, Rising Prices, Shorter Selling Times

- Thanks mainly to a very active March, Q1-2017's record dollar sales of **\$60,001,454** and record unit sales of **99** were up **46%** and **36%** respectively from Q1-2016's prior records.
- New listings of **154** were up **3%** from one year ago, while expired listings of **26** were down **37%**. Overall, there was a record **64%** sales/listings ratio, up **15%** from last year.
- The area saw a nice **8%** jump in the average sale price to **\$606,075**, while the average days-on-market dropped **10 days** to **90**. The higher prices and shorter sales times were partly due to multiple offer and overprice offer situations.

Table 1: The Blue Mts. MLS® Sales And Listing Summary – First Quarter, 2015 vs 2016 vs 2017

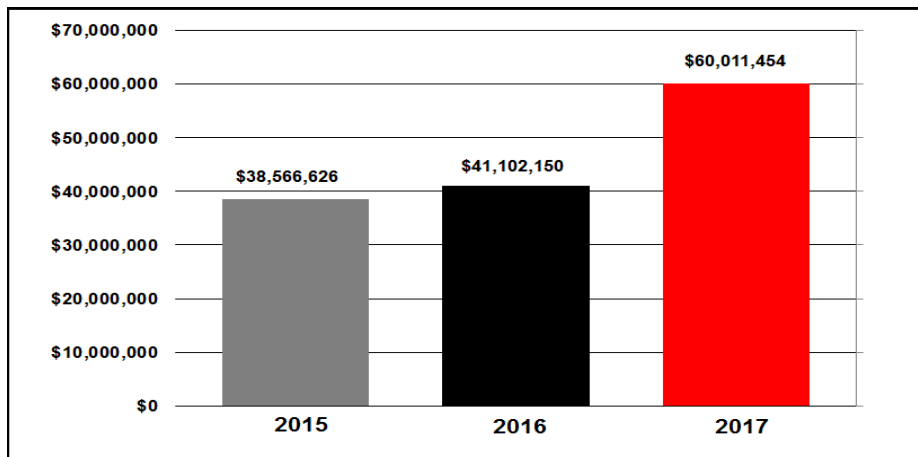
	2015	2016	2017	2016-2017
Volume Sales	\$38,566,626	\$41,102,150	\$60,001,454	<b>+46%</b>
Unit Sales	76	73	99	<b>+36%</b>
New Listings	164	149	154	<b>+3%</b>
Sales/Listings Ratio	46%	49%	64%	<b>+15%</b>
Expired Listings	76	41	26	<b>-37%</b>
Sales: \$100K – \$299K	27	22	19	<b>-14%</b>
Sales: \$300K - \$499K	23	23	31	<b>+35%</b>
Sales: \$500K - \$799K	13	15	27	<b>+80%</b>
Sales: \$800K - \$999K	7	5	8	<b>+60%</b>
Sales: \$1M - \$1.999M	5	5	13	<b>+160%</b>
Sales: \$2M +	1	3	1	<b>-67%</b>
Average Days-On-Market	111	100	90	<b>-10%</b>
Average Sale Price	\$507,921	\$563,043	\$606,075	<b>+8%</b>



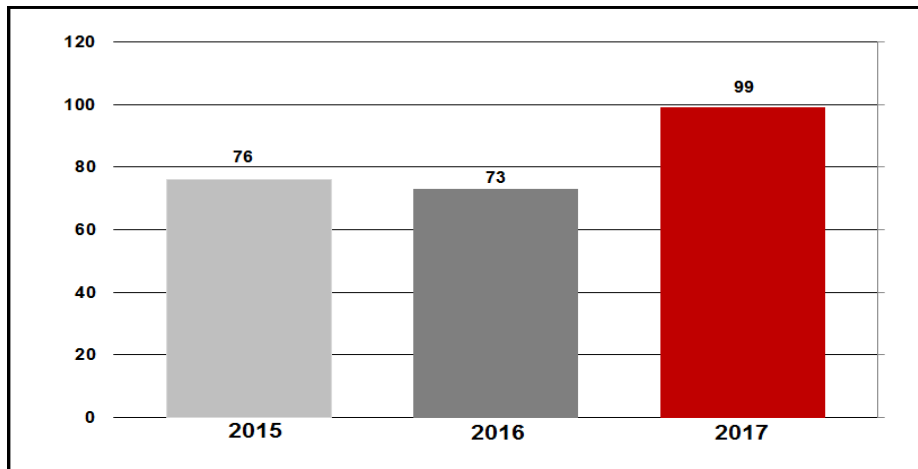
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.

- The record sales, high sales/listing ratio, shorter selling times and average price increase all indicate that the **demand for listings greatly exceeds the supply**. As has been the case for months, agents say that **sales would've been even higher if there were more listings**.

Graph 1: The Blue Mts. MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)

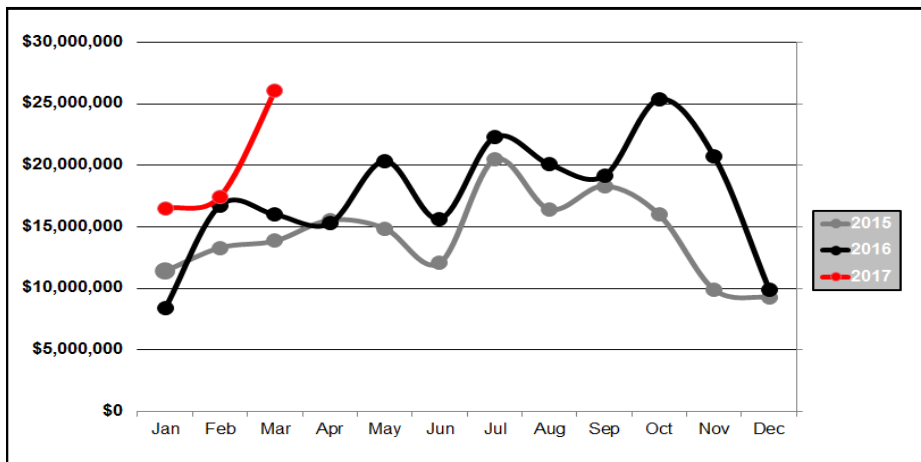


Graph 2: The Blue Mts. MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)

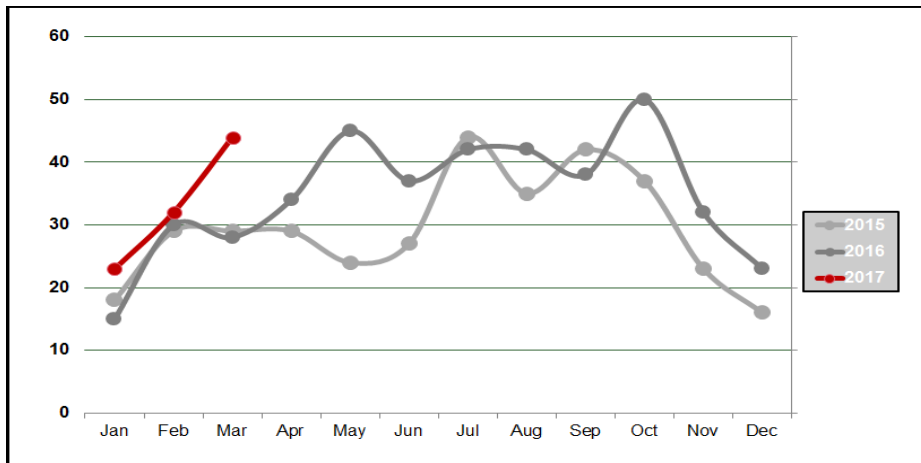


- **Graph 3** shows that Q1-2017's record-shattering sales volume was mainly due to a big March spike, up **63%** from last March's record. On the units side, **Graph 4** shows much the same: three record months giving 2017 a new Q1 record.

**Graph 3: The Blue Mts. Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Volume)**

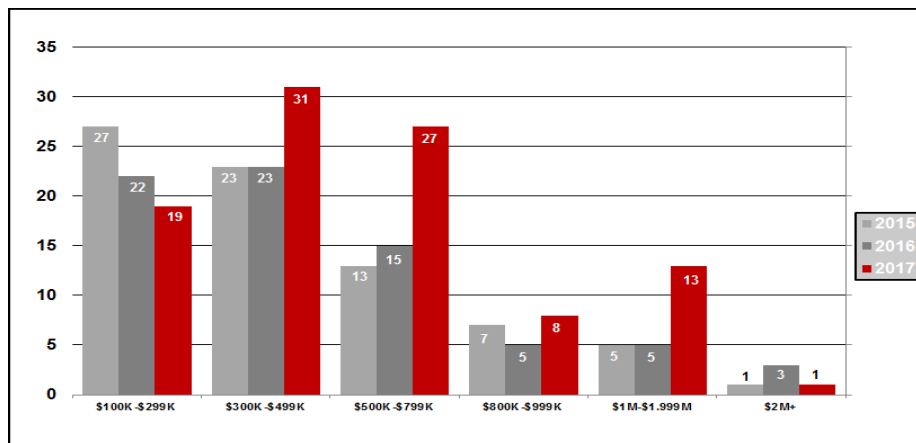


**Graph 4: The Blue Mts. Monthly MLS® Sales – First Quarter, 2015 vs 2016 vs 2017 (Units)**



- As **Graph 5** shows, 2017 unit sales were down **14%** from 2016 in the under \$300K range largely due to rising average sale prices. The \$300K-\$499K and \$500K-\$799K ranges were up **35%** and **80%** respectively, while the \$800K+ luxury home range was up **69%**.

**Graph 5: The Blue Mts. MLS® Sales By Price – First Quarter, 2015 vs 2016 vs 2017 (Units)**



## Sales By Property Type

As **Graphs 6** and **7** show, 2017 sales indicate that **demand for listings greatly exceeds supply**. Of note: a big parcel of vacant land was made available which increased lot sales dramatically.

### Single-Family Homes:

- Q1-2017 dollar sales of **\$46,829,508** up **55%** from Q1-2016; unit sales of **57** up **46%**. Average sale price of **\$821,570** up **6%**; average days-on-market of **90** down **15** days.

### Condominiums:

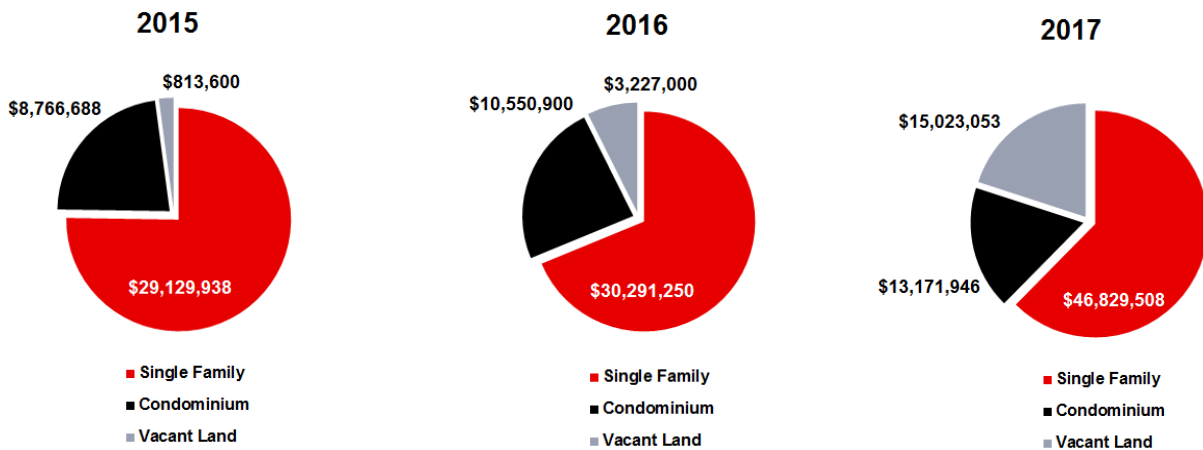
- Q1-2017 dollar sales of **\$13,171,946** up **25%** from Q1-2016; unit sales of **42** up **27%**. Average sale price of **\$313,618** down **2%**; average days-on-market of **91** down **6** days.

### Vacant Land:

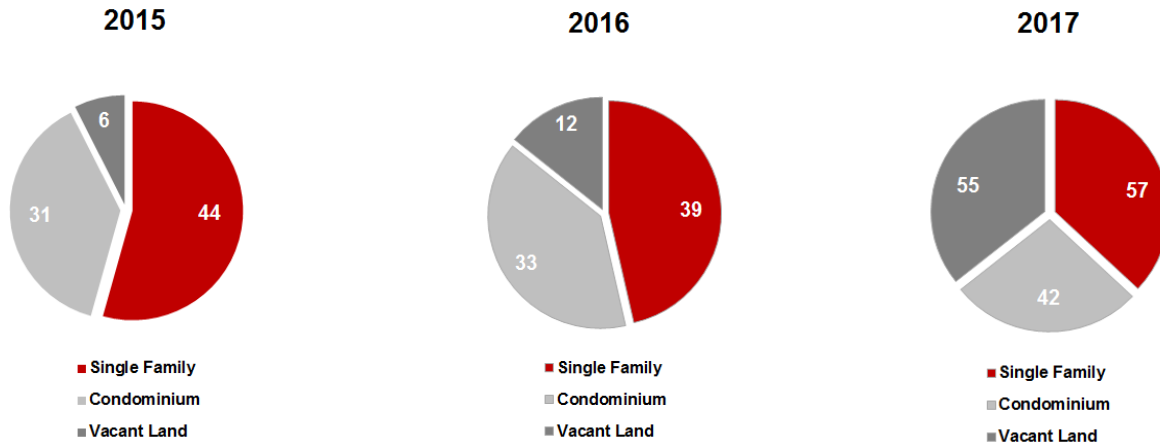
- Q1-2017 dollar sales of **\$15,023,053** up **366%** from Q1-2016; unit sales of **55** up **358%**. Average sale price of **\$273,146** up **2%**; average days-on-market of **285** down **122** days.



Graph 6: The Blue Mts. MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Dollars)



Graph 7: The Blue Mts. MLS® Sales By Type – First Quarter, 2015 vs 2016 vs 2017 (Units)



As to whether The Blue Mountains' record sales will continue through 2017, time will tell. Please stay tuned as we provide **Market Reports** to help you make **better-informed decisions**.



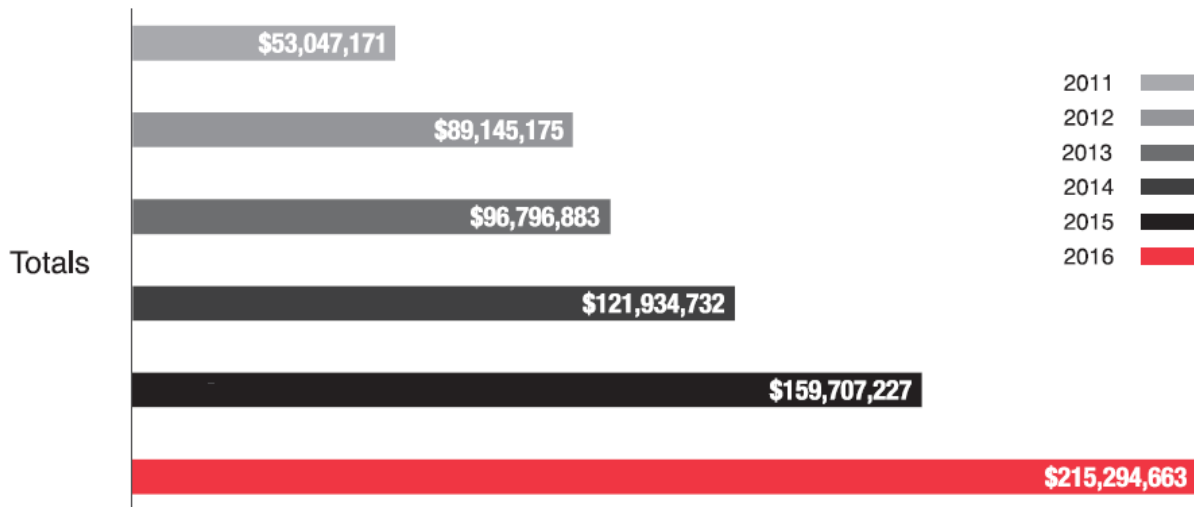
## Royal LePage Locations North In 2016

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 March 31<sup>st</sup> our sales are up 44% over 2016 and 87% more than our nearest competitor!**

Locations North Sales Volume, 2011 - 2016



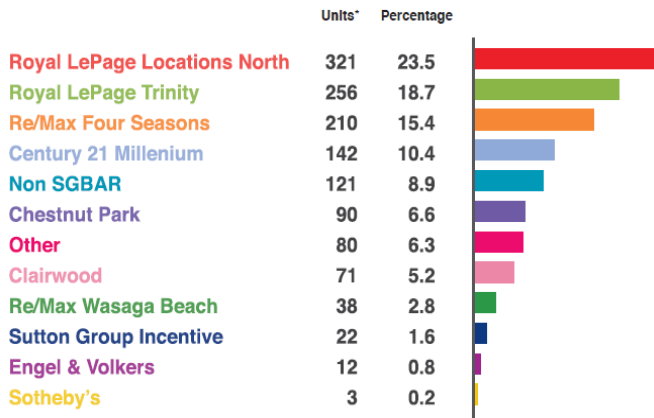
We couldn't have done all this without the trust that our clients have placed in us. **SO A VERY BIG THANK-YOU TO EVERYONE!** We look forward to serving you when you decide to buy or sell.



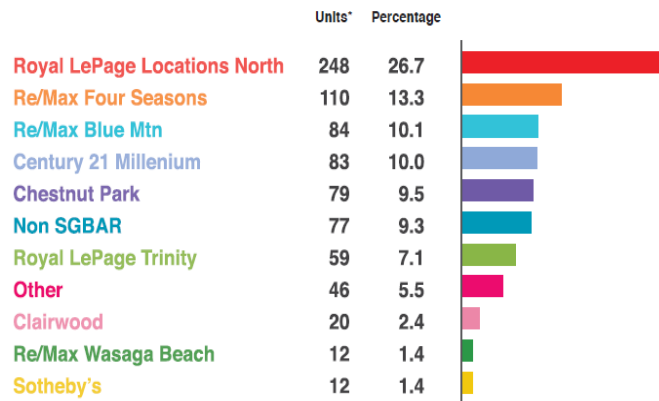
# LOCATIONS NORTH

BROKERAGE

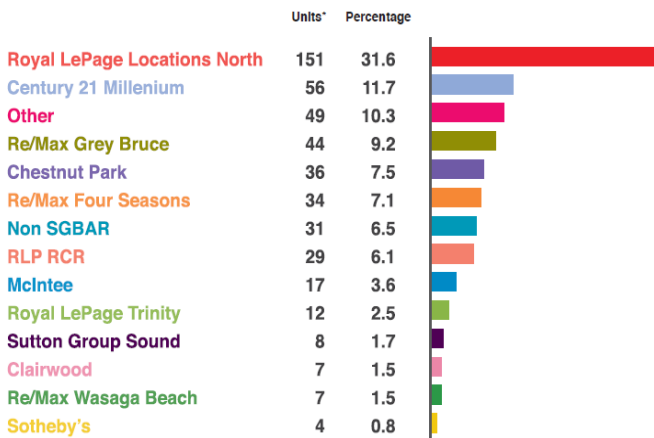
## Collingwood Unit Sales, 2016



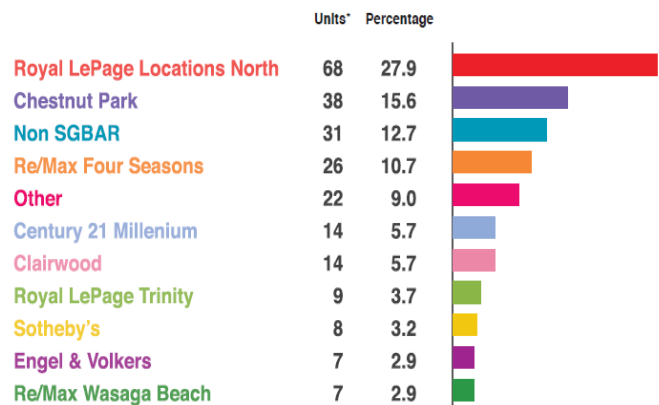
## The Blue Mountains Unit Sales, 2016



## 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.**

[Please check out our video to see how we do it.](#)

### **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

