

CLEARVIEW REAL ESTATE MARKET REPORT THIRD QUARTER 2020

RECIPIENT OF ROYAL LEPAGE'S
BROKERAGE OF THE YEAR AWARD FOR ONTARIO



OVERVIEW

RECORD Q3 VOLUME AND UNIT SALES, WITH LISTINGS DOWN AND PRICES UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$95,508,150

Up 23% from 2019's \$77,501,626, with units of 128 down 4% from 2019's 134. New listings of 187 down 18%, with the sales/listings ratio of 68% up 9%.



RECORD Q3 SALES VOLUME OF \$49,237,650

Up 54% from Q3-2019's \$32,056,651. Record unit sales of 62 up 15% from Q3-2019's 54, with new listings of 70 down 12% and the sales/listings ratio of 89% up 21%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$746,157

Up 29% from the \$578,370 of a year ago. Average days-on-market of 56 down 17 days.



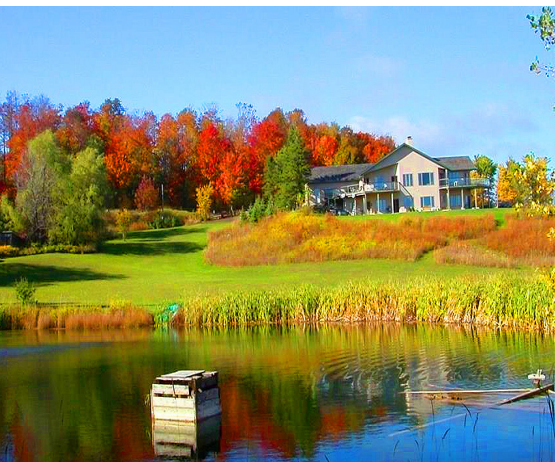
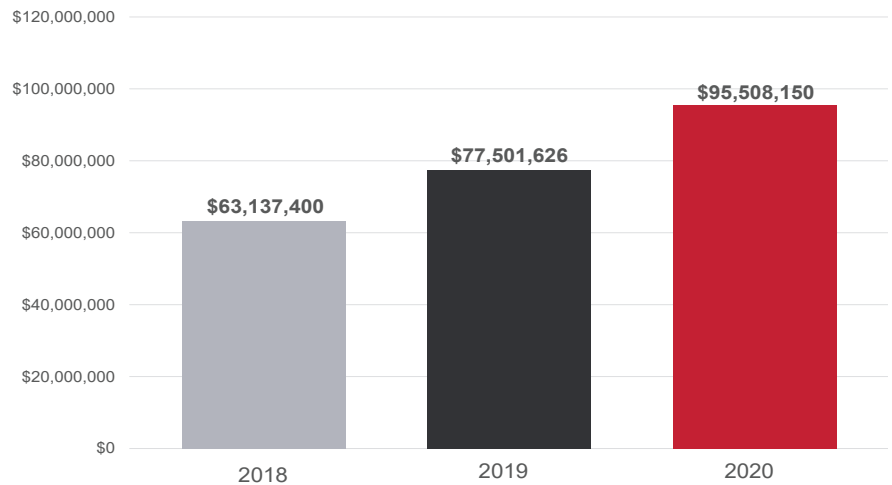
OVERVIEW (cont'd)



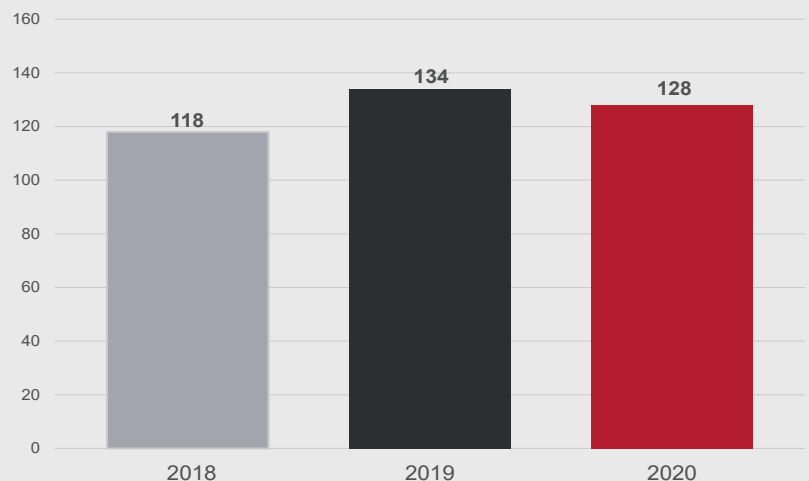
THE DEMAND FOR LISTINGS IS CURRENTLY EQUAL TO THE SUPPLY

September's record volume of **\$8,010,500** was up **11%** from 2018's previous high for the month, while its **10** unit sales were down **53%** from 2015's record. September's average sale price of **\$801,050** was a new, all-time high. However, September's **45%** sales/listings ratio – well below Q3's **89%** overall – technically indicates a buyers' market, perhaps due to prices rising so quickly. All that considered, we'll say that it's a **balanced market**.

Graph 1:
Clearview MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Clearview MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

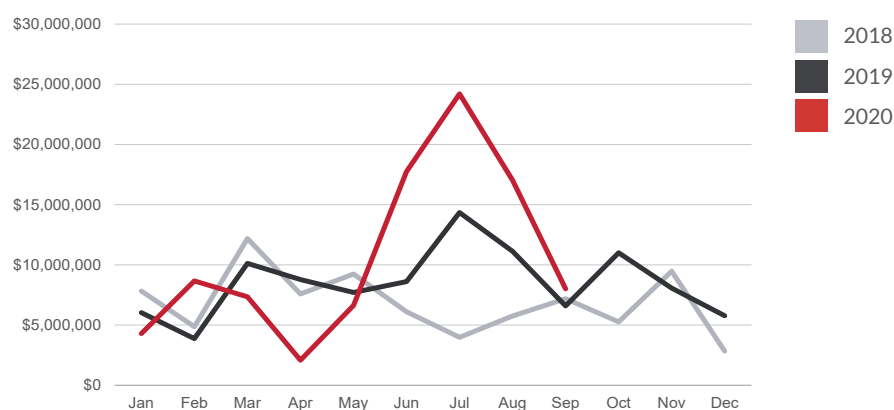
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$63,137,400	\$77,501,626	\$95,508,150	+23%
YTD Unit Sales	118	134	128	-4%
YTD New Listings	240	228	187	-18%
YTD Sales/Listings Ratio	49%	59%	68%	+9%
Third Quarter (Q3) Volume Sales	\$16,925,900	\$32,056,651	\$49,237,650	+54%
Q3 Unit Sales	30	54	62	+15%
Q3 New Listings	92	80	70	-12%
Q3 Sales/Listings Ratio	33%	68%	89%	+21%
Q3 Average Sale Price	\$564,197	\$593,642	\$794,156	+34%
September Volume Sales	\$7,190,800	\$6,586,100	\$8,010,500	+22%
September Unit Sales	15	16	10	-37%
September New Listings	33	24	22	-8%
September Sales/Listings Ratio	45%	67%	45%	-22%
September Average Sale Price	\$479,387	\$411,631	\$801,050	+95%
YTD Sales: \$100K - \$299K	12	14	1	-93%
YTD Sales: \$300K - \$499K	59	62	47	-24%
YTD Sales: \$500K - \$799K	37	37	46	+24%
YTD Sales: \$800K - \$999K	4	7	10	+43%
YTD Sales: \$1M - \$1.499M	4	7	12	+71%
YTD Sales: \$1.5M - \$1.999M	0	7	8	+14%
YTD Sales: \$2M+	2	0	4	+400%
YTD Average Days-On-Market	61	73	56	-23%
YTD Average Sale Price	\$535,995	\$578,370	\$746,157	+29%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Oct. 3, 2020.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

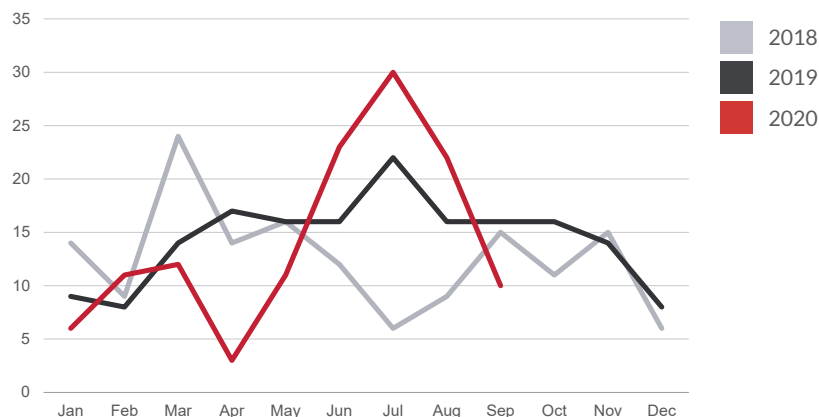
THE MARKET IN DETAIL (cont'd)

Clearview enjoyed its best third quarter volume sales ever, as well as its best quarter *period*, with three record months. Q3's volume of **\$49,237,650** was up **54%** from Q3-2019 – Clearview's second best Q3 – and up **31%** from its former quarterly record set in Q2-2016. As well, its year-to-date volume of **\$95,508,150** was up **19%** from 2016's previous high. On the units side, while Clearview set a new Q3 record, its **62** sales were down **21%** from Q2-2016's **78**; and its **128** year-to-date sales were down **26%** from 2016's **173**. All that said, the good news is that Clearview's year-to-date average sale price is continuing to climb nicely. At **\$746,157**, it's up **120%, 53%, 34%, 39%** and **29%** from 2015-19 respectively.

Graph 3:
Clearview Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:
Clearview Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



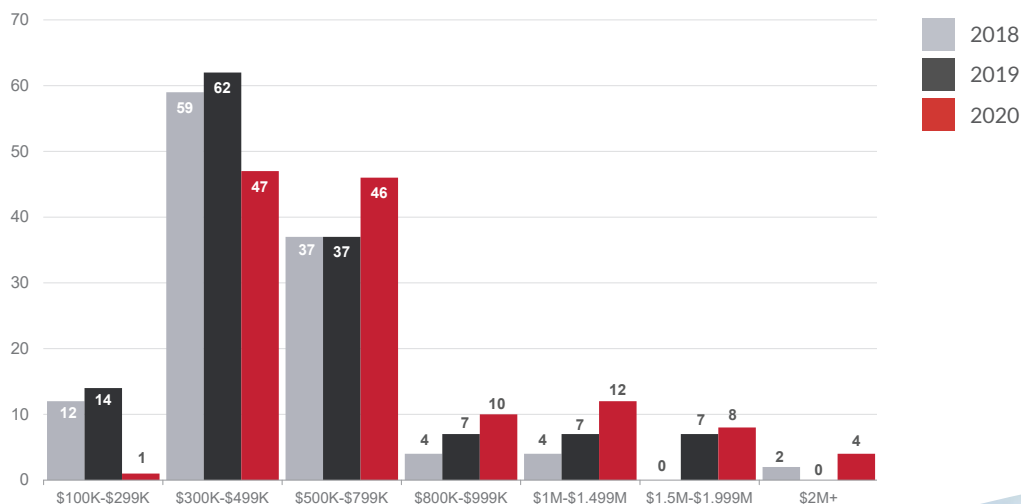
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **24%**, **43%**, **71%**, **14%** and **400%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **93%** and **24%** respectively. More generally, the Under-\$500K bracket – which accounts for **38%** of 2020's sales – is down **37%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of all sales – is up **33%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **71%**.

Graph 5:

Clearview MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Clearview MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$93,681,650
UP 25% from 2019

UNIT SALES: 123
DOWN 2% from 2019

AV. DAYS-ON-MARKET: 68
DOWN 5 days from 2019

AV. SALE PRICE: \$761,639
UP 28% from 2019

CONDOMINIUMS

DOLLAR SALES: \$1,826,500
DOWN 23% from 2019

UNIT SALES: 5
DOWN 37% from 2019

AV. DAYS-ON-MARKET: 15
DOWN 90 days from 2019

AV. SALE PRICE: \$365,300
UP 23% from 2019

VACANT LAND

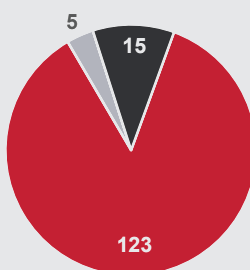
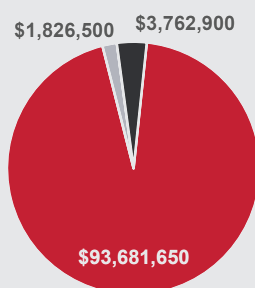
DOLLAR SALES: \$3,762,900
UP 5% from 2019

UNIT SALES: 15
UP 25% from 2019

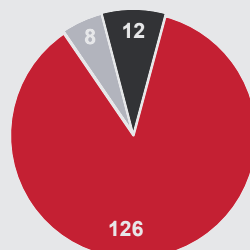
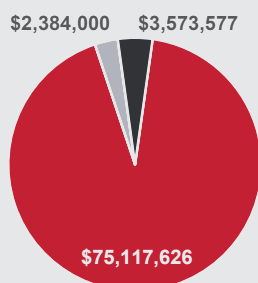
AV. DAYS-ON-MARKET: 74
UP 12 days from 2019

AV. SALE PRICE: \$250,860
DOWN 16% from 2019

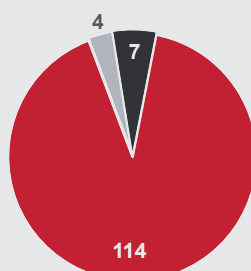
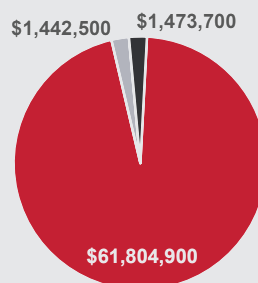
2020



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)

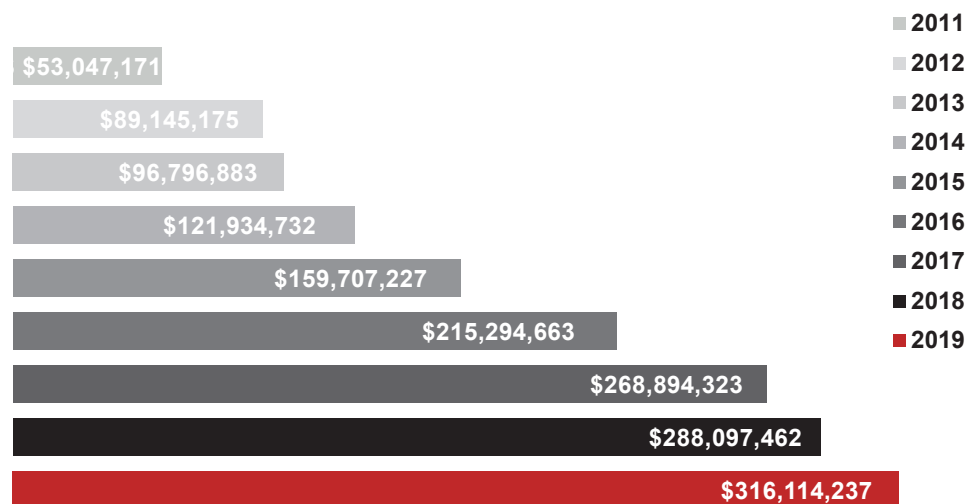
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

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

Southern Georgian Bay Luxury Homes**

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



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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore

