



# Georgian Triangle Real Estate News

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## 2008 Highlights

- ◆ Sales Revenue declines 23%
- ◆ Unit Sales decline 22%.
- ◆ New listings increase 10%
- ◆ Expired listings increase 24%
- ◆ Average Price decreases 3.3%
- ◆ Condo Sales decline 23%
- ◆ Overall the market has shifted from a Seller's to a Buyer's market.

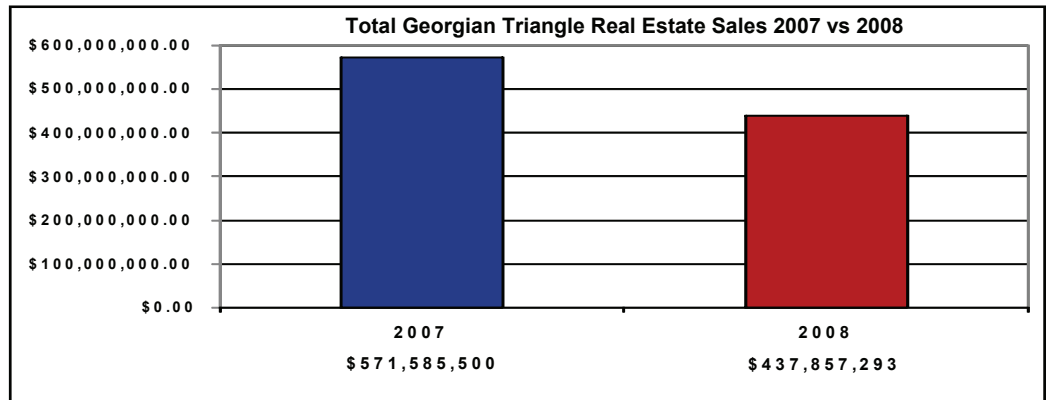
## 2008 Sales by Area

- ◆ Clearview -11.4%
- ◆ Collingwood -11.1%
- ◆ Grey Highlands -24.2%
- ◆ Meaford -17.6%
- ◆ Mulmur -33.3%
- ◆ Town Blue Mountains -25%
- ◆ Wasaga Beach -27.9%

## Georgian Triangle Real Estate Sales Soften in 2008

After reaching record sales in 2007, area real estate activity softened in 2008 particular in the last six months of the year. Sales revenue reported through the MLS® (multiple listing service) of the Georgian Triangle Real Estate Board declined 23% to \$437.8 million down from the \$571.6 million sold in 2007. Unit sales for the year fell 22% with 1,709 properties changing hands as compared to 2,178 the prior year. These results however do not include the sales of new homes and condominiums done by developers throughout the area which are being done on an ever increasing basis as consumers elect to buy new versus a resale property.

Residential new listing activity in 2008 remained very strong with a total of 5,978 new properties coming onto the market in 2008 versus 5,427 in 2007, an increase of 10%. The number of "expired" listings in 2008 rose 24% as many sellers failed to list their homes at prices consistent with overall market conditions. For three consecutive years, (2006 thru 2008) the number of "expired" listings has exceeded the number that have "sold." Between a record number of properties on the market in addition to the many new residential developments in the area, Buyers have a wide selection of choices and there is no willingness on their part to over-pay!



### NOTE:

These average sale prices are based on sales reported through the MLS® system of the Georgian Triangle Real Estate Board. Average sale prices alone do not reflect the annual rate of property appreciation or depreciation which are impacted by the mix of properties in specific price ranges.

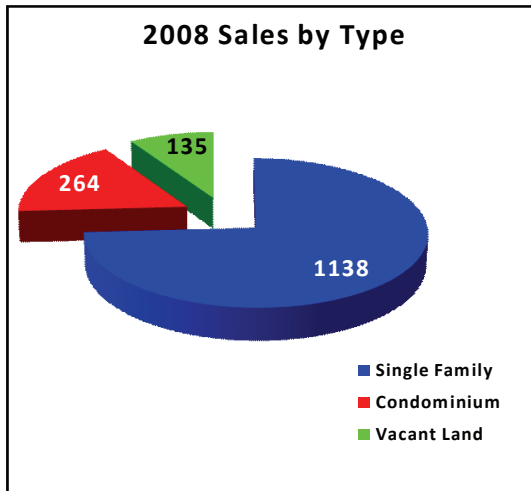
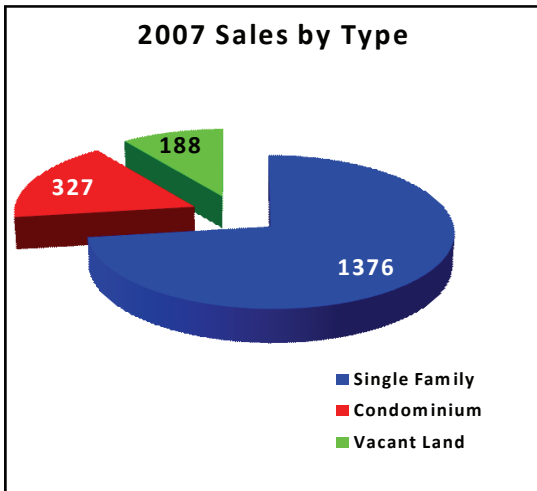
### Sales & Average Prices by Area 2008 vs 2007

	Sales			Average Price		
	2008	2007	%±/-	2008	2007	%±/-
Clearview	147	166	-11.4%	\$278,200	\$311,442	-10.7%
Collingwood	248	279	-11.1%	\$257,247	\$243,726	5.5%
Grey Highlands	75	99	-24.2%	\$271,501	\$358,644	-24.3%
Meaford	136	165	-17.6%	\$243,874	\$257,714	-5.4%
Mulmur	2	3	-33.3%	\$402,500	\$430,000	-6.4%
The Blue Mountains	129	173	-25.4%	\$444,201	\$460,714	-3.6%
Wasaga Beach	356	494	-27.9%	\$253,158	\$248,495	1.9%
<b>TOTAL ALL</b>	<b>1,093</b>	<b>1,379</b>	<b>-26.2%</b>	<b>\$279,513</b>	<b>\$288,949</b>	<b>-3.3%</b>



**Unsettled by current market conditions?** We have the training and knowledge required to assist Sellers in correctly pricing & marketing your property in order to get results! Buyers receive the same professional expertise and counsel with respect to establishing "fair market value" in addition to the appropriate conditions to be included with regards to submitting a credible offer to purchase, consistent with "current" market conditions.

**In 2008, Condominium sales continued to represent 17% of total units SOLD!**



“..the real estate market is affected far more by demographics than it is by economics.”

David Foot author of Boom, Bust, Echo

**Higher -end Home Sales Weaken in 2008**

Number of Units Sold by Price 2008 vs 2007

	<u>2008</u>	<u>2007</u>	%+/-
Under \$100,000	114	160	-28.8%
\$100K to \$199,999	554	745	-25.6%
\$200K to \$299,999	633	744	-14.9%
\$300K to \$399,999	211	263	-19.8%
\$400K to \$499,999	93	106	-12.3%
\$500K to \$599,999	45	58	-22.4%
\$600K to \$699,999	28	38	-26.3%
\$700K to \$799,999	9	18	-50.0%
\$800K to \$899,999	6	16	-62.5%
\$900K to \$999,999	5	7	-28.6%
\$1,000K to \$1,499,999	6	14	-57.1%
Over \$1,500,000	5	9	-44.4%

**The Luxury Market**

After several years of strong growth, MLS® sales of higher-end homes throughout the Georgian Triangle were weakened in 2008. MLS® sales of properties valued above \$500,000 declined by 37% while the sale of properties over \$1 million saw a decrease of 52%. Construction activity for new homes at the upper end of the market remained strong with many buyers electing to build “new” versus buy.



**NOTE:** We finalized the sale of an area home which was not listed for sale that traded for over \$1 million. This sale is not reflected in the chart to the left. **Contact us** to see how our Carriage Trade program can sell your home of distinction!

**Market Outlook 2009: Housing Demand to Remain “Strong by Historical Standards”**

The economic uncertainties that unfolded in the last quarter of 2008 have created more balanced conditions across most markets nationwide. Canada’s economic indicators are fundamentally strong. High employment levels, rising incomes, a continued flow of affluent immigrants entering Canada and low mortgage rates make for a healthy housing market. Many sellers have removed their homes from the market thus reducing the inventory of MLS® listed properties. This reduced listing inventory combined with a strong demand and low mortgage rates will stem any significant downward pressure on residential home prices. Royal LePage Canada predicts the average residential price may decline nationally by 3.5% in 2009. Overall, market conditions will exist that clearly favour Buyers, making this an excellent time to invest in real estate.

**For additional market information, or to discuss your specific real estate selling or buying needs, please contact:**



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**Helping you is what we do!**