



Georgian Triangle Real Estate News

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2011 Highlights

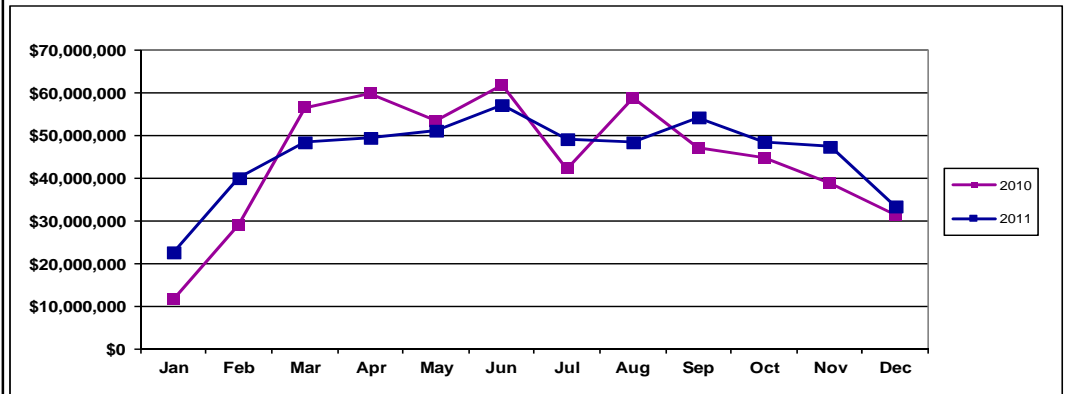
- ◆ MLS® Sales revenue totals \$548 million up \$4 million from 2010 & \$64 million from 2009
- ◆ # of units "SOLD" in 2011 total 1,869 vs 1,906 in 2010 a decrease of 2%
- ◆ # of new listings in 2011 were 6,477 up 3% from 6,314 in 2010
- ◆ The 12 month average price for the area has increased 3% to \$324,083
- ◆ 1 to 3.4 is the ratio of homes sold versus those listed in 2011

YTD Unit Sales by Area 2011 vs 2010

- ◆ Clearview up 1%
- ◆ Collingwood up 8%
- ◆ Grey Highlands down 21%
- ◆ Municipality of Meaford down 25%
- ◆ Blue Mountains up 1%
- ◆ Wasaga Beach up 8%

Area MLS® Sales Activity Gained Momentum To Close 2011

Total Georgian Triangle Monthly MLS® Sales 2011 vs 2010



Area real estate sales revenue reported through the MLS® system of the Georgian Triangle Association of REALTORS® in 2011 posted a small gain over 2010 with \$548 million in properties changing hands during the year. Despite a drop in units sales, dollar revenue was boosted with increased sales at the upper end of the market particularly in the Blue Mountains. Sales activity rallied in the latter part of the year with 4th quarter sales up over 12% from the same quarter in 2010 as buyers became increasingly confident about the economy and their own personal financial situation.

Year-to-date MLS® unit sales for 2011 totaled 1,869 individual properties, down 2% from the 1,906 MLS® sales reported sold in 2010. Collingwood and Wasaga Beach were the only municipalities in the area reporting an increase in residential unit sales during 2011 with sales up 8% in each of those areas. Per the chart below, all other area municipalities are showing fewer unit sales in 2011 versus the same period last year.

The number of new listings that came to market in 2011 totaled 6,477 up 3% from 2010. A total of 3,218 listings expired during the year, in essence 1 out of every 3.4 properties listed for sale actually sold. While the "average" residential price increased in 2011 by 3%, prices overall remained stable with the increase in "average" price resulting from increased sales activity in the upper price ranges which in turn drove the "average" residential sale price higher.

NOTE:

Average sale prices shown in the chart at right are based on sales reported through the MLS® system of the Georgian Triangle Association of REALTORS®. Average sale prices alone **do not** reflect the annual rate of property value appreciation or depreciation which are impacted more by the mix of properties sold in specific price ranges. Contact me for pricing statistics specific to your area.

Annual Sales & Average Prices by Area 2011 vs 2010

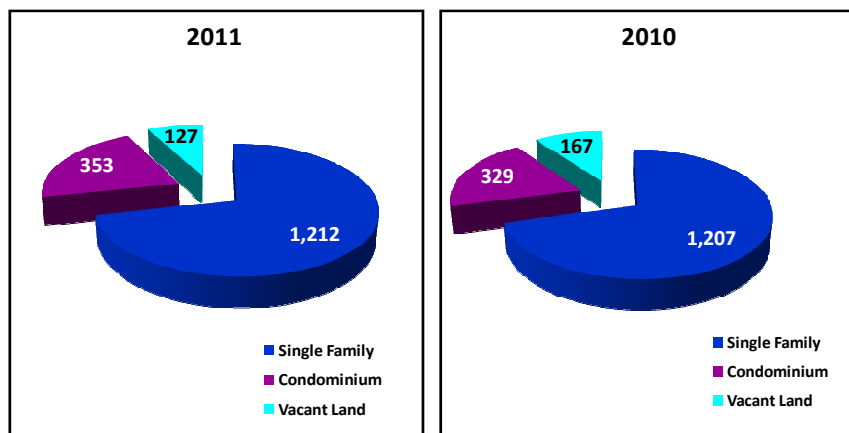
	Sales			Average Price		
	2011	2010	%+/-	2011	2010	%+/-
Clearview	1,555	153	916.3%	\$293,098	\$348,674	-15.9%
Collingwood	303	280	8.2%	\$289,747	\$275,895	5.0%
Grey Highlands	77	98	-21.4%	\$325,521	\$319,080	2.0%
Meaford	88	117	-24.8%	\$288,991	\$264,954	9.1%
The Blue Mountains	153	151	1.3%	\$552,280	\$510,427	8.2%
Wasaga Beach	385	357	7.8%	\$276,400	\$267,477	3.3%
TOTAL ALL AREAS	2,561	1,156	121.5%	\$324,083	\$315,018	2.9%



Helping YOU make informed decisions. Training and knowledge are required to assist Sellers in correctly pricing & marketing properties in order to get results! Buyers require 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.

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MLS® Condominium Sales Increased 7.3% in 2011



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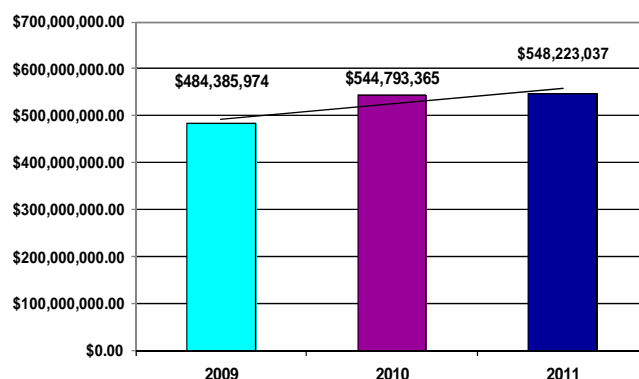
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Upper End Home Sales Remain Strong in 2011

Number of Units Sold by Price 2011 vs 2010 YTD

	2011	2010	% +/-
Under \$100,000	118	132	-10.6%
\$100K to \$199,999	466	549	-15.1%
\$200K to \$299,999	686	636	7.9%
\$300K to \$399,999	287	301	-4.7%
\$400K to \$499,999	135	107	26.2%
\$500K to \$599,999	64	64	0.0%
\$600K to \$699,999	35	38	-7.9%
\$700K to \$799,999	31	31	0.0%
\$800K to \$899,999	10	11	-9.1%
\$900K to \$999,999	8	9	-11.1%
\$1,000K to \$1,499,999	22	17	100.0%
Over \$1,500,000	7	11	-36.4%

Year-to-Date MLS® Sales 2009 to 2011



MARKET OUTLOOK - WINTER 2011 As Canada continues to emerge from the economic uncertainty caused from the 2008 global recession, consumer confidence has improved resulting in increased sales activity across the country. Statistics compiled by the Canadian Real Estate Association (CREA) indicate that home sales nationally increased 2.2% in 2011 versus 2010. The national average residential home price increased just .9% year-over-year in December 2011 making it the smallest increase in average residential pricing since October 2010. Coupled with low mortgage rates this reflects well buyers who are under no pressure or threat of over-paying for a property. Would-be sellers need to insure that their properties are priced to current market conditions and should enlist the help of a qualified REALTOR® to establish a listed price that will result in their property being in the market not just on the market.

With sales on the increase in conjunction with an increase in properties listed for sale, the overall Canadian market is forecasted to remain balanced in 2012 with neither buyers nor sellers having an advantage over each other. Currently in the Georgian Triangle we have approximately 6.7 months worth of inventory in single family homes based on 2011 sales levels compared to a national average of 5.8 months. The numbers are quite different however for properties in the \$1+ million range where 72 active MLS® listings in our area represents almost 3 years of sales activity. Positive economic news coupled with continuing record low interest rates bodes well for overall real estate activity in 2012 however a detailed analysis of your housing market and or neighbourhood is required in order to ensure you make an informed decision with respect to your real estate needs and or goals.

NOTE: Contact me for a no obligation review of how market conditions may impact your particular real estate plans.



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