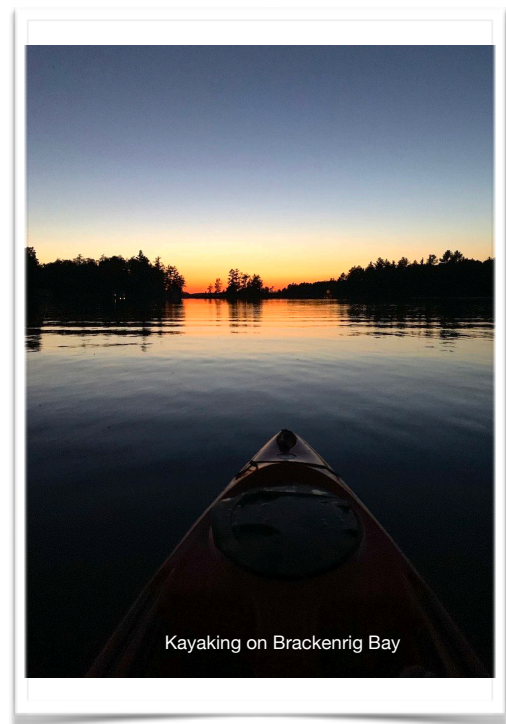




Hot Market!

Waterfront Dollar Sales Up 59%

Total January to June Waterfront Dollar Sales on the Big 3 Lakes were **up 59%** driven by a massive 40% increase in units sold and a very strong 12% increase in selling prices. In fact, the Second Quarter contributed 70 sales with 43 occurring in June, a +80% increase versus 2019. The median selling price rose 36% and sales trending at 96% sold to list prices indicate that limited negotiations are taking place. The Days on Market held steady at 77 days. For comparison, Year To Date Total Waterfront Sales in the overall District of Muskoka were up 58%, with neighbouring regions not as hot: Parry Sound +21%, Haliburton +1%, Kawarthas +22%.



Big 3 Single Family Waterfront Sold Properties	# Sales	Total Dollar Sales	Avg. List Price	Avg. Sale Price	Median Sale Price	Avg. DOM	% sold. price/list price
YTD June 2020	81	\$182,158,040	\$2,366,056	\$2,248,876	\$1,842,500	77	96.2%
YTD June 2019	58	\$114,609,500	\$2,152,978	\$2,010,693	\$1,358,000	76	92.2%
'20 vs. '19	40%	59%	10%	12%	36%	1%	4%

**Big 3 includes Rosseau, Joseph with Joe River, and Muskoka including Muskoka River up to the Muskoka Falls, Mirror Lake, Indian River

YTD Single Family Waterfront Sold Listings*	# Sold			Average Sales Price			2020	2020
	2020	2019	% vs. 2020	2020	2019	% vs. 2020	Days On Market	Selling/List Price
District of Muskoka	295	207	43%	\$1,189,811	\$1,038,222	15%	58	97%
Total Big 3	81	58	40%	\$2,248,876	\$2,010,693	12%	77	96%
Lake Muskoka	50	34	47%	\$1,847,838	\$1,309,924	41%	78	97%
Lake Rosseau	16	15	7%	\$2,631,769	\$3,039,200	(13%)	89	96%
Lake Joseph	15	9	67%	\$3,280,000	\$2,716,000	21%	58	95%

The District of Muskoka saw unit sales up 43% and average prices up 15%. The Big 3 increase in unit sales was driven by strong activity on Lake Muskoka, which was up 47% with 50 sales. Average selling prices trended up 12% based on significant increases on Lake Muskoka and Lake Joseph which were partially offset by a 13% decline on Lake Rosseau. Overall, days on market were fairly average on the Big 3. With the Cottage Life Show being cancelled this year and COVID shut downs in March, many properties did not hit the market until May and sales started to take off in June. A total of 30 properties were on the market for less than 30 days before selling and older inventory finally started moving. More good news for sellers as the selling Price vs list Price ratios are also very strong in the region averaging 96% on the Big 3 lakes.

The most sales took place in the \$1-2 million price band and the highest % increases took place in the \$3 to \$4 million price band. On Lake Muskoka, 21 unit sales took place in the \$1-2 million band and 3 properties sold over \$5 million. Lake Joseph saw strong performance in most price bands. Unusually, there were no sales above \$5MM on Lake Rosseau.

Price Bands of Sold Cottages on Big 3: January-June 2020

# units sold	Muskoka		Rosseau		Joseph		TOTAL BIG 3		% difference
	2020	2019	2020	2019	2020	2019	2020	2019	
In \$MM	2020	2019	2020	2019	2020	2019	2020	2019	
<\$0.5	2	4	0	0	0	0	2	4	-50%
\$0.5-0.99	12	10	2	2	1	0	15	12	25%
\$1.0-\$1.99	21	14	2	5	5	4	28	23	22%
\$2.0-\$2.99	8	3	6	4	0	2	14	9	56%
\$3.0-3.99	3	2	4	1	4	0	11	3	267%
\$4.0-4.99	1	1	2	1	3	1	6	3	100%
>\$5.0	3	0	0	2	2	2	5	4	25%
Total	50	34	16	15	15	9	81	58	40%

Source: The Lakelands Matrix System/Ontario Collective. Information in this report is not guaranteed. There is no express or implied warranty of the accuracy of information. Do not reproduce without the expressed written consent of Steve Taylor.

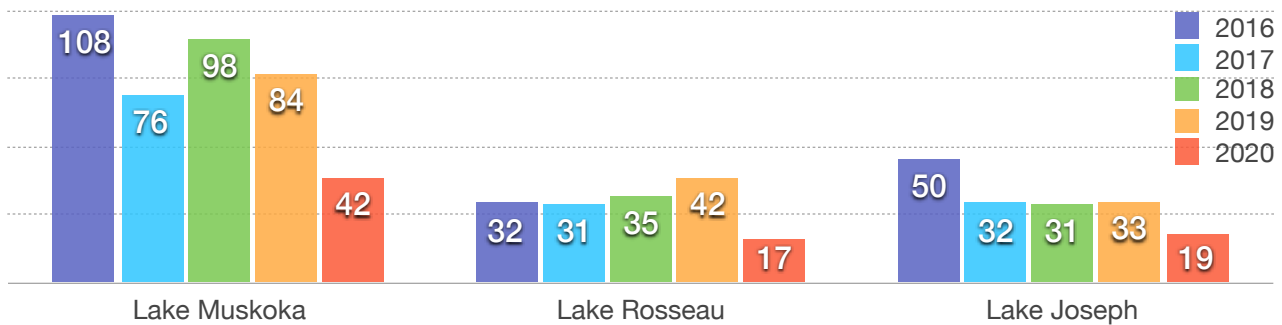
Prices are also on the rise on the smaller Muskoka Lakes. This month a client of ours set a record price for a sale on Brandy Lake, which sold in under 24 hours with multiple offers. The combined group of Brandy, Three Mile, and Skeleton accounted for 13 YTD sales.

Inventory Levels At Five Year Lows.

A snapshot on June 30th is showing 78 active listings on the market compared to 130 in 2019, a 40% decline. In fact, inventories are at their lowest levels in 5 years. There has been a dramatic decrease in the “entry level” segment under \$1MM which now has just 7 listings and accounts for only 9% of active listings compared to 28% in 2018. Conversely, there is solid level of high end listings available with 20 active listings over \$5MM, representing 26% of the market compared to 8% in 2018.

June Active Listing Inventory By Major Lake: 2016-2020

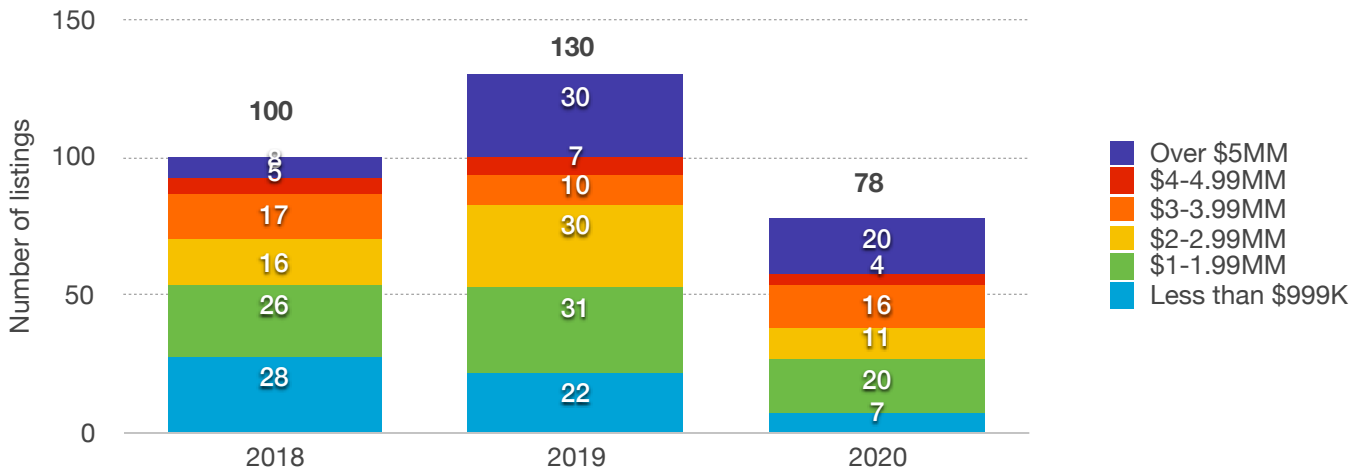
Includes waterfront residential property only



Note: Inventory is counted if it a property was an active listing at any time during the month

June 30th Inventory Levels - # Listings In Each Price Band

Comparing Mix By Price Point: 2018, 2019, 2020



Source: The Lakelands Matrix System/Ontario Collective. Information in this report is not guaranteed. There is no express or implied warranty of the accuracy of information. Do not reproduce without the expressed written consent of Steve Taylor.

Water Access Single Family Sales On Big 3 Lakes

Total Big 3 Boat Access	# Sales	Avg. Sale Price	Median Sale Price	Avg. DOM	% sold. price/ list price
YTD 2020	14	\$1,163,081	\$970,620	106	99%
YTD 2019	6	\$918,333	\$622,500	137	92%
'20 vs. '19	133%	27%	56%	(23%)	8%

A remarkable 14 sales of water access cottage properties have taken place so far in 2020, a 133% increase versus 2019. The properties range from \$350K to \$2.4MM. Inventories are low with only 18 Properties available ranging from \$870K on Lake Muskoka to a \$9.8MM historic island property on Lake Joe.

Vacant Land On Big 3 Lakes

Lot sales are up 120% versus year ago. There were 4 sales above \$2MM which drove the average sale price up 192%. As of June 30th, there were 18 active listings vs 26 in 2019 ranging from a \$349,000 water access lot on Lake Muskoka to a \$7MM Lake Joe lot with 520 feet of frontage and 61 acres.

Total Big 3 Waterfront Land	# Sales	Avg. Sale Price	Median Sale Price	Avg. DOM	% sold. price/ list price
YTD 2020	11	\$1,279,455	\$450,000	60	96%
YTD 2019	5	\$438,000	\$415,000	106	93%
'20 vs. '19	120%	192%	8%	(43%)	3%

My Conclusions

Waterfront Single Family	June Sales	June 30 Inventory	Months of Inventory (MOI)	Market Status
District Of Muskoka	158	222	1.4	Seller's Market
Big 3 Lakes	43	78	1.8	Seller's Market
Lake Muskoka	28	42	1.5	Seller's Market
Lake Rosseau	6	19	3.2	Seller's Market
Lake Joseph	9	19	2.1	Seller's Market
Over \$5MM	1	18	18.0	Buyer's Market

* Definition: Sellers Market = below 4 MOI; Balanced Market = 4-6 MOI; Buyers Market = over 6 MOI

For all but the highest price range, it is clear we have entered a robust Seller's Market. The new "entry level" for an existing cottage on the Big 3 Lakes is anything below \$2MM. Limited inventories at these price points will mean lots of Buyers competing for new listings. Buyers should be prepared to move quickly when they find "the one" and consider island properties or smaller lakes in Muskoka like Brandy, Skeleton, or Clear Lake to get under \$1MM.

For Sellers, getting your list price right is critical and can make the difference between a long and frustrating selling experience and a quick sale for top dollar. If you are considering selling, please contact me for a Complimentary Opinion Of Value for your property.

**Please reach out if to me if there are additional questions I can answer.
Feel free to forward this on to friends and family. The lifeblood of my business is referrals and I would be happy to help them with them with a Muskoka purchase or sale.**