



## 2020 MARKET OUTLOOK:

### ESTIMATED AVERAGE RESIDENTIAL SALES PRICE IN 2020:

2019 (Jan-Oct): **\$445,100**  
2020 (Forecast): **\$467,355**

**↑ 5%**

- The RE/MAX average residential sale price expectation for Barrie in 2020 is +5%.
- Any changing interest rates, additional GO Transit service for commuters, demand and inventory levels are expected to have the biggest impact on the market in 2020.
- Move-up buyers and first-time buyers are expected to drive demand in 2020; this has historically been the case.
- New development projects in land annexed south of Barrie and condominium projects are expected to have an impact on the market. An automotive innovation industrial employment project was approved in Oro which will lead to job creation.

#### DRIVING DEMAND



First-time and move-up buyers

#### POPULAR PROPERTY



All property types

#### HOTTEST NEIGHBOURHOODS



- South west Barrie (Holly & Ardagh)
- City Centre
- Hanmer Street area

## 2019 MARKET OVERVIEW:

### AVERAGE RESIDENTIAL SALES PRICE:

2018 (full year): **\$427,570**  
2019 (Jan-Oct): **\$445,100**

**↑ 4.1%**

Barrie continues to experience a balanced market. Housing affordability is its main draw, attracting buyers from pricier parts of the GTA. New development projects in land annexed south of Barrie and condominium projects are expected to have an impact on the market. An automotive innovation industrial employment project was approved in Oro which will lead to job creation.

#### FIRST-TIME BUYER



**Typical Buyer:** Young couples and families

**Typical Property:** Townhomes  
**Average price in 2019:** \$475,000

#### LUXURY MARKET



**Typical Buyer:** Move-up buyers  
**Starting price for a luxury home:** \$800K

#### CONDO MARKET



**Typical Buyer:** Young couples, retirees/downsizers

**Typical Property:** 2-bedroom plus den  
**Average price in 2019:** \$350K-\$500K