

PRESS RELEASE

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For Immediate Release

A Balanced Market is a Healthy Market**Year-to-Date MLS® Sales Down 2%; Dollar Volume Rises 11%**

WINNIPEG - With an increase in inventory and moderating demand, the Winnipeg MLS® market is becoming balanced. There is now close to four months of inventory going into November which is considered more in line with the balanced market territory. The overall MLS® market sale price to list price ratio is hovering right around 100 per cent, meaning the average sale price is matching the average list price. This result speaks to more balance in what has previously been a sellers market where the average sale price was a few percentage points higher than the average list price.

Active listings are over 3,000, an increase of 48 per cent over the same time last year, and the close to 1,600 new listings entered on the MLS® in October show a 15 per cent rise over October 2007. Buyers are in a much better position to take advantage of a market where activity is no longer at the breakneck pace it was earlier this year.

October saw the eighth million dollar plus sale on MLS®, a Frank Lloyd Wright design featuring a private golf course on its 50 manicured acres outside of St. Norbert. These eight million dollar plus MLS® sales this year break the record set in 2006 when there were seven million dollar plus MLS® sales.

October MLS® unit sales were down 18% (981/1,201) while dollar volume was off 13% (\$183.4 million/\$210.4 million) in comparison to October 2007. Given October 2007 was the best October on record and by a significant amount over previous Octobers this result is not that disappointing. It is actually more in keeping with other Octobers which precede 2007.

Year-to-date sales are only off 2% (11,470/11,704) from the same period last year. Dollar volume is still 11% higher (\$2.21 billion/\$1.99 billion) over 2007. The \$2.21 billion level is closing in on the record \$2.34 billion transacted on MLS® in 2007 so 2008 will set a new dollar volume record by year end.

“The real silver lining behind this October slowdown, given some of the uncertainty that has been created by the volatility in the stock markets and global economic downturn, is Winnipeg’s local economy is faring quite well,” said Darlene Clare, president of the WinnipegREALTORS®. “With increased resale housing supply, there are some excellent buying opportunities for more competitively priced homes. A more competitively priced market is good news for buyers and also sends a strong message to sellers to be realistic

in their pricing and make sure their REALTOR® has a solid marketing plan to give the property maximum exposure.”

“It is important to bear in mind the Winnipeg MLS® market has been on a steady incline for six consecutive years so to assume it would continue forever is naïve,” said Clare. “We may be encountering some turbulence now but Winnipeg is in a good position to weather the storm. Our well diversified local economy coupled with strong immigration will help offset the hit in consumer confidence that is occurring across the country. Winnipeg has some of the most affordable housing in Canada for a major metropolitan centre and this alone will be a positive factor in motivating buyers to take advantage of our prices with mortgage rates that remain historically low.”

For residential-detached sales, the most active price range was from \$160,000 to \$199,999 with 23 % of total sales. Next busiest was the \$130,000 to \$159,999 price range at 15%. The average days on market for sales of MLS® residential-detached listings was 29 days, three days slower than last month and 5 days off the pace set in October 2007.

When you compare Winnipeg’s average days on market to sell a home in October to other markets across the country, sellers should realize we are in a very enviable position. Here are the results of a few other major markets in October – Vancouver 57, Calgary 48, Edmonton 58, Regina 40, Toronto 37 and Montreal 65 days.

Established in 1903, WinnipegREALTORS® is a professional association representing over 1,500 real estate brokers, salespeople, appraisers, and financial members active in the Greater Winnipeg Area real estate market. Its REALTOR® members adhere to a strict code of ethics and share a state-of-the-art Multiple Listing Service® (MLS®) designed exclusively for REALTORS®. WinnipegREALTORS® serves its members by promoting the benefits of an organized real estate profession.

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