

COLLINGWOOD REAL ESTATE MARKET REPORT

2020 IN REVIEW

RECIPIENT OF ROYAL LEPAGE'S
BROKERAGE OF THE YEAR AWARD FOR ONTARIO



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OVERVIEW

BIG RECORD SALES WITH AVERAGE PRICES UP, ON FEWER LISTINGS



RECORD ANNUAL SALES VOLUME OF \$441,187,325

Up 34% from 2019's \$330,454,009, with units of 672 up 10% from 2019's 612. New listings of 862 down 12% from 2019, with the sales/listings ratio of 80% up 18%.



RECORD Q4 SALES VOLUME OF \$117,894,310

Up 74% from Q4-2019's \$67,567,535. Units of 162 up 33% from Q4-2019's 122, with new listings of 134 down 28%, and the sales/listings ratio of 121% up 55%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$656,529

Up 22% from 2019's \$539,958. Average days-on-market of 36 down by 7 days.

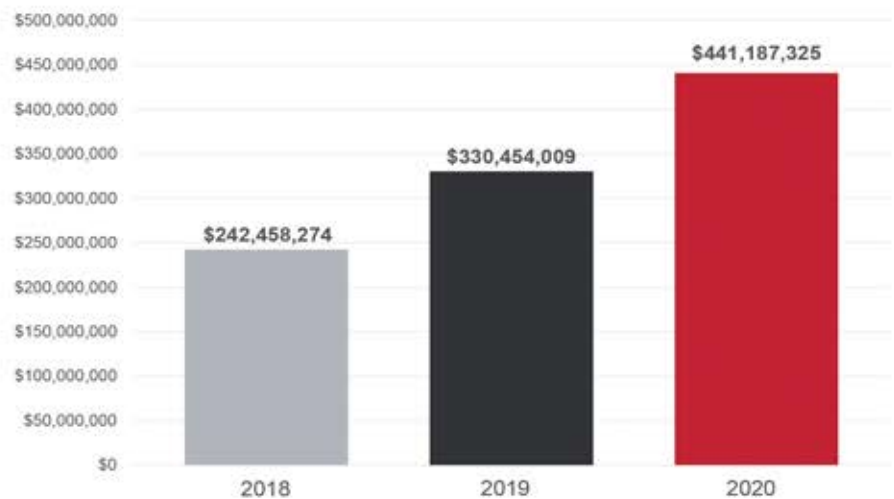
OVERVIEW (cont'd)



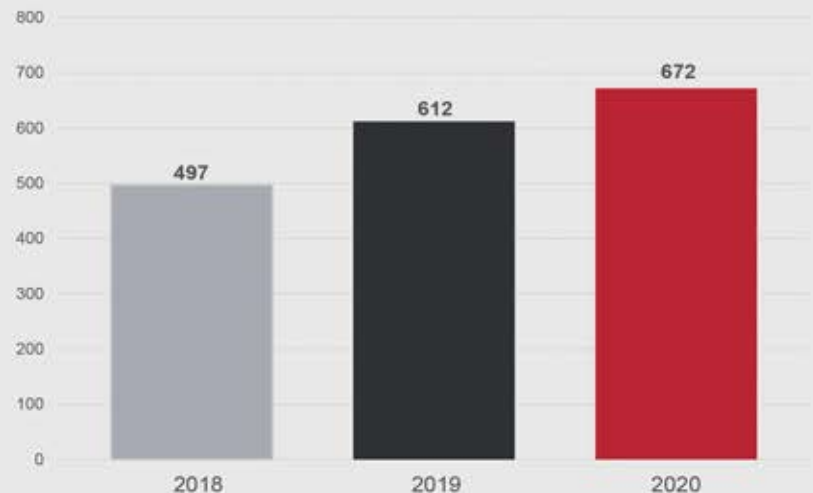
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's volume was up **79%** from 2019's record, while its **35** units were down **5%** from 2016's benchmark **37**. The month had a high **100%** sale/list price ratio; homes sold **20** days faster on average than December 2019; and there is now just **one month** of inventory. All that, and December's **152%** sales/listings ratio, add up to a strong **sellers' market**.

Graph 1:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
Collingwood MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

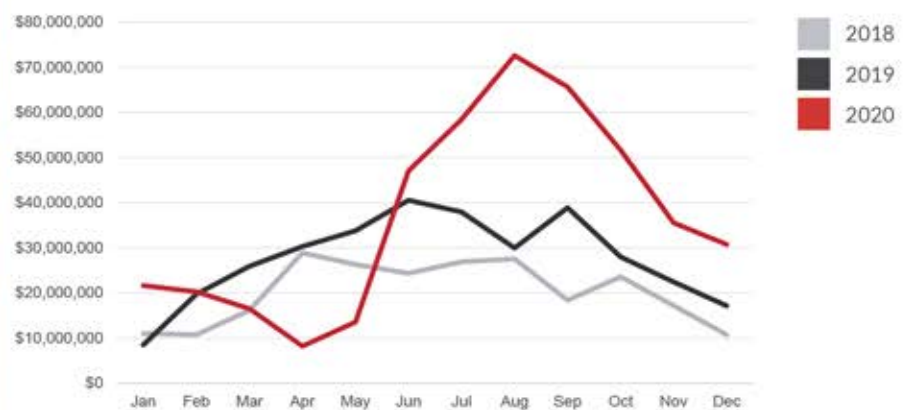
	2018	2019	2020	2019-2020
Annual Volume Sales	\$242,458,274	\$330,454,009	\$441,187,325	+34%
Annual Unit Sales	497	612	672	+10%
Annual New Listings	818	980	862	-12%
Annual Sales/Listings Ratio	61%	62%	80%	+18%
Fourth Quarter (Q4) Volume Sales	\$51,475,925	\$67,567,535	\$117,894,310	+74%
Q4 Unit Sales	108	122	162	+33%
Q4 New Listings	153	185	134	-28%
Q4 Sales/Listings Ratio	71%	66%	121%	+55%
Q4 Average Sale Price	\$476,629	\$553,932	\$727,743	+31%
December Volume Sales	\$10,729,000	\$17,151,700	\$30,740,025	+79%
December Unit Sales	20	27	35	+30%
December New Listings	31	35	23	-34%
December Sales/Listings Ratio	65%	77%	152%	+75%
December Average Sale Price	\$536,450	\$635,248	\$878,286	+38%
Annual Sales: Under \$300K	60	47	23	-51%
Annual Sales: \$300K - \$499K	265	276	245	-11%
Annual Sales: \$500K - \$799K	132	226	255	+13%
Annual Sales: \$800K - \$999K	24	38	68	+79%
Annual Sales: \$1M - \$1.499M	13	20	56	+180%
Annual Sales: \$1.5M - \$1.999M	1	4	18	+350%
Annual Sales: \$2M+	2	1	7	+600%
Annual Average Days-On-Market	34	43	36	-16%
Annual Average Sale Price	\$487,844	\$539,958	\$656,529	+22%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association of REALTORS® and refers specifically to residential sales as of Jan. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

THE MARKET IN DETAIL (cont'd)

It was a year like no other. Collingwood saw its highest ever volume sales in 2020, mainly due to seven record months from June to December that yielded **\$358,729,414** in sales: **81%** of Collingwood's 2020 total and **9% more** than 2019's prior annual record. Unit sales followed a similar pattern, with **78%** occurring from June to December. Collingwood's **672** units overall came on **12%** fewer listings than 2019. That said, those **672** units were just shy of 2016's benchmark **680**. Homeowners will be happy that 2020's average sale price of **\$656,529** was up **101%, 74%, 44%, 35%** and **21%** from 2015-19 respectively. It'll be interesting to see what the 2021 market has in store.

Graph 3:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



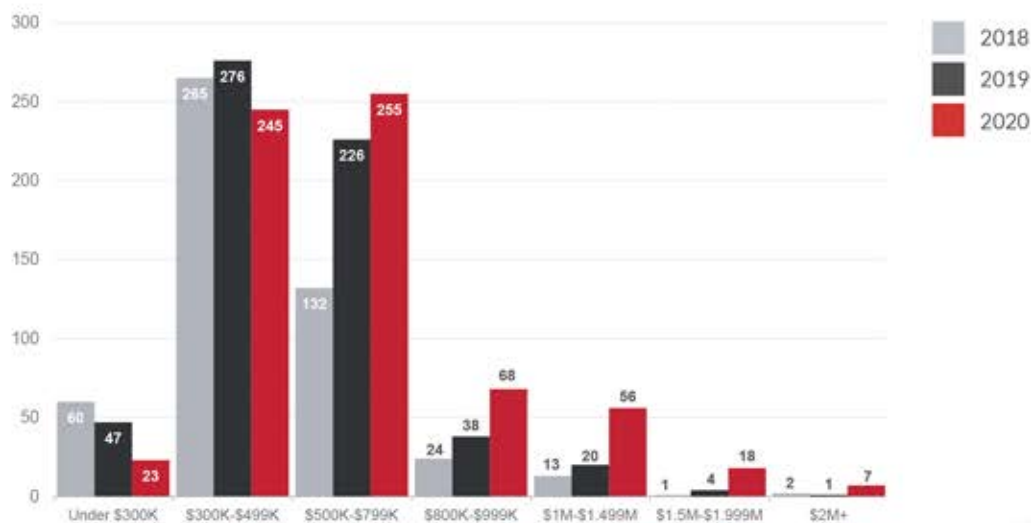
Graph 4:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **13%**, **79%**, **180%**, **350%** and **600%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **51%** and **11%** respectively. More generally, the Under-\$500K bracket – which accounted for **40%** of 2020's sales – was down **17%** from a year ago. The \$500K-\$999K bracket – which accounted for **48%** of all sales – was up **22%**. And the \$1M+ bracket – which accounted for **12%** of all sales – was up **224%**.

Graph 5:
Collingwood MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$282,827,001
UP 29% from 2019

UNIT SALES: 372
DOWN 2% from 2019

AV. DAYS-ON-MARKET: 38
DOWN 5 days from 2019

AV. SALE PRICE: \$760,288
UP 32% from 2019

CONDOS/TOWNS

DOLLAR SALES: \$158,360,324
UP 43% from 2019

UNIT SALES: 300
UP 29% from 2019

AV. DAYS-ON-MARKET: 33
DOWN 10 days from 2019

AV. SALE PRICE: \$527,868
UP 10% from 2019

RESIDENTIAL LAND

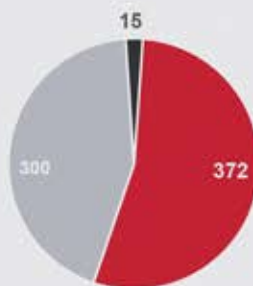
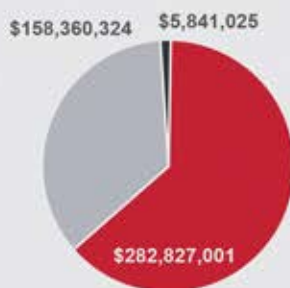
DOLLAR SALES: \$5,841,025
UP 261% from 2019

UNIT SALES: 15
UP 88% from 2019

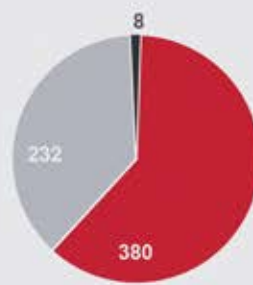
AV. DAYS-ON-MARKET: 164
UP 66 days from 2019

AV. SALE PRICE: \$389,402
UP 93% from 2019

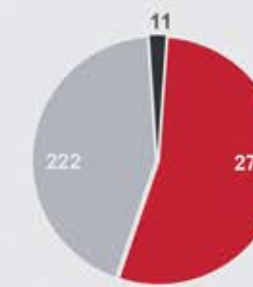
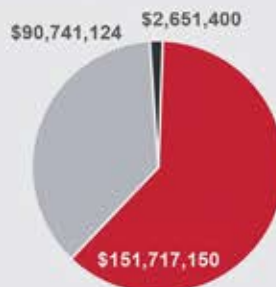
2020



2019



2018



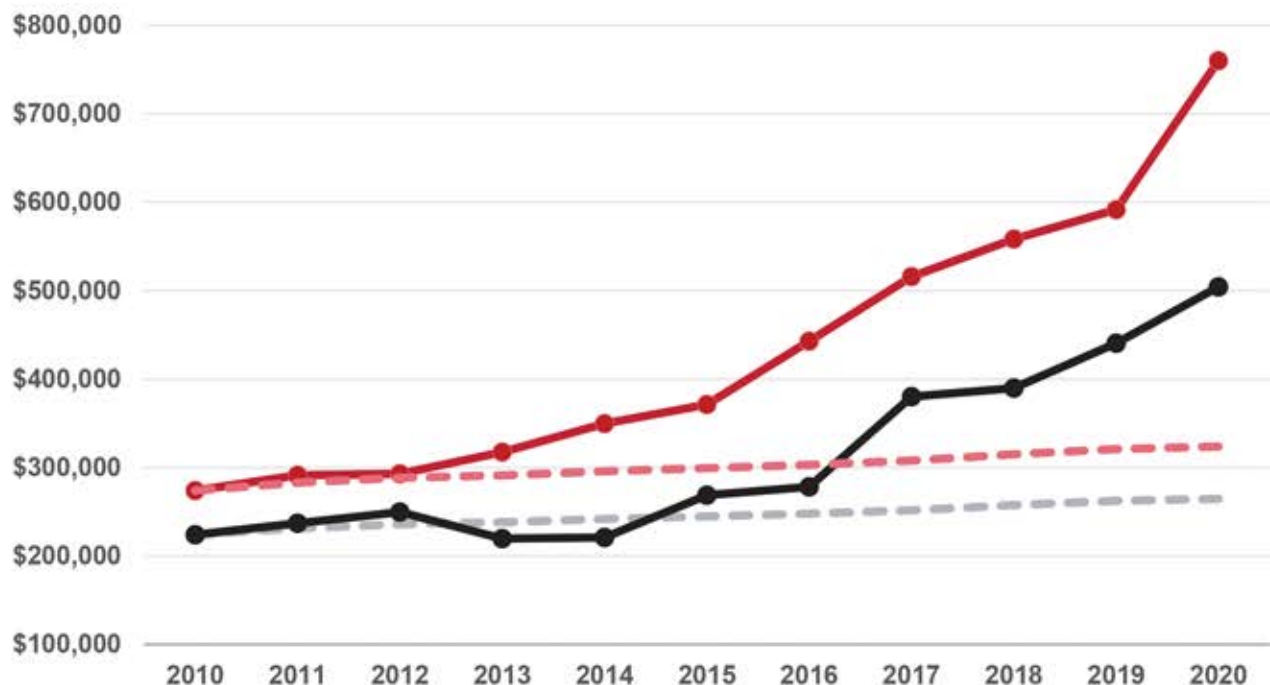
■ Single Family ■ Condominium ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2020

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in 2020 was **\$760,288**; that's up **32%, 36%, 47%, 72%** and **177%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$504,479** was up **14%, 29%, 33%, 81%** and **125%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to 2020 the average price rose to **135%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **90%** above inflation in 2020.



- Single-Family Home Average Sale Price: 2010 > 2020
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > 2020
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Condominium Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

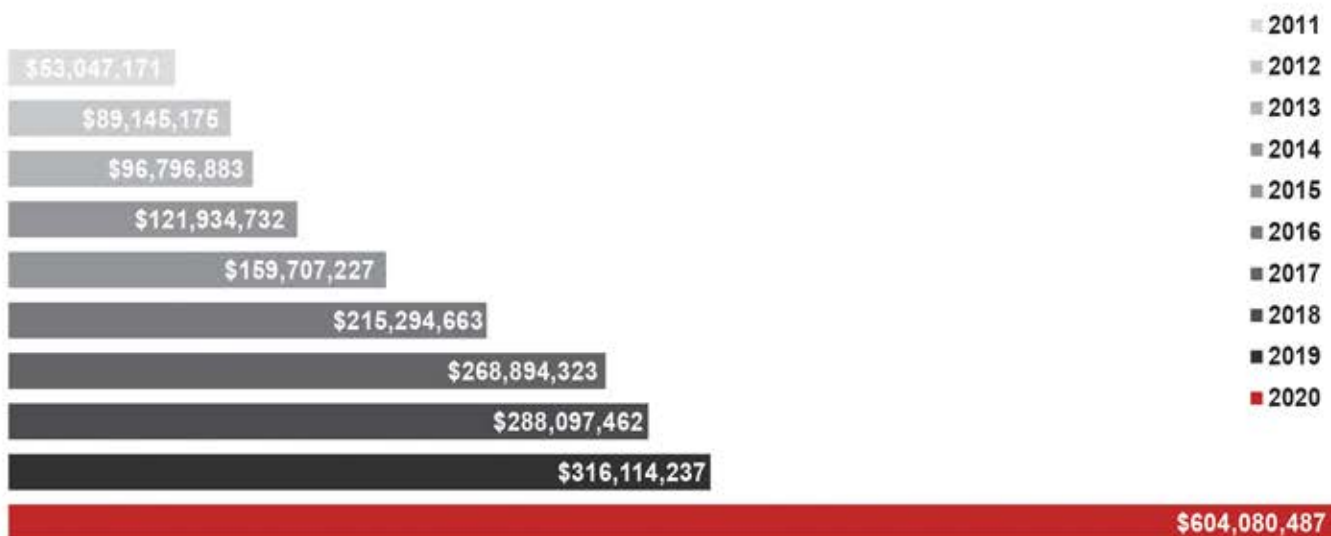


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



2020 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

Southern Georgian Bay Overview*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	



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330 First St.

THORNbury

519-599-2136

27 Arthur St.

CREEMORE

705-881-9005

154 Mill St.

CRAIGLEITH

705-445-7799

209820 Hwy. 26 West.

MEAFORD

519-538-5755

96 Sykes St.

WASAGA BEACH

705-429-4800

1249 Mosley St.

STAYNER

705-428-2800

7458 ON-26, #11.

WASAGA BEACH

705-617-9969

1344 Mosley St. Unit 5.