

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

2020 IN REVIEW

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



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OVERVIEW

AN EXTRAORDINARY YEAR FOR SOUTHERN GEORGIAN BAY REAL ESTATE SALES



RECORD ANNUAL SALES VOLUME OF \$1,676,507,774

Up 53% from 2019's \$1,097,926,031, with units of 2424 up 20% from 2019's 2017. New listings of 3090 down 11%, with the sales/listings ratio of 78% up 20% from a year ago.



RECORD FOURTH-QUARTER SALES VOLUME OF \$470,650,706

Up 92% from Q4-2019's \$244,712,964. Record Q4 units of 592 up 36% from 2019's 434. New listings of 517 down 14% from a year ago, with the sales/listing ratio of 115% up 43%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$691,629

Up 27% from the \$544,336 of one year ago. Average days-on-market of 45 down 9 days.



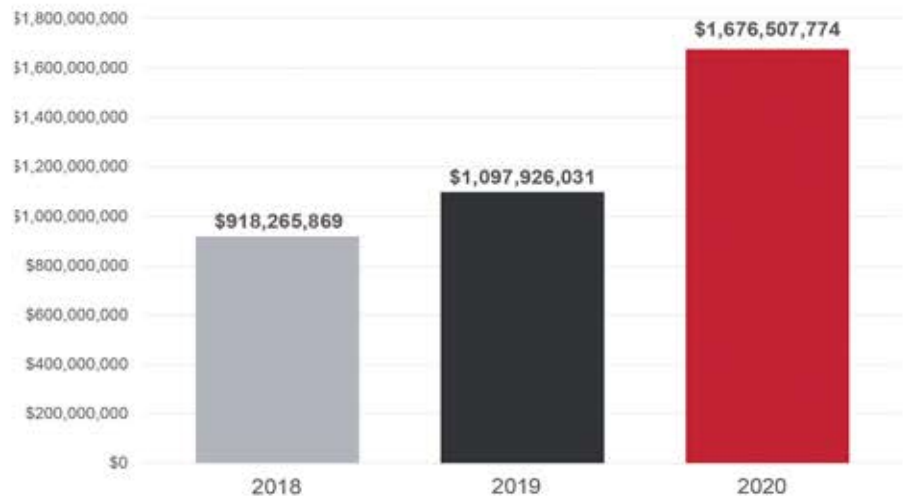
OVERVIEW (cont'd)



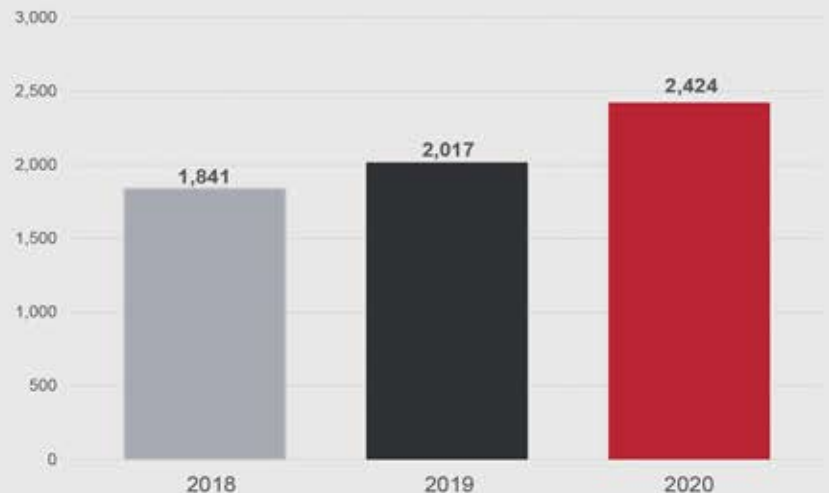
THE DEMAND FOR LISTINGS IS CURRENTLY MUCH GREATER THAN THE SUPPLY

December's volume was up **100%** from 2019's record, while its **124** units were up **25%** from 2016's former benchmark. The month also had a high **99.1%** sale/list price ratio; homes sold **34** days faster on average than a year ago; and there is now just **one month** of inventory. All that, and December's **120%** sales/listings ratio, add up to a bodacious **sellers' market**.

Graph 1:
Southern Georgian Bay MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
2018 vs. 2019 vs. 2020

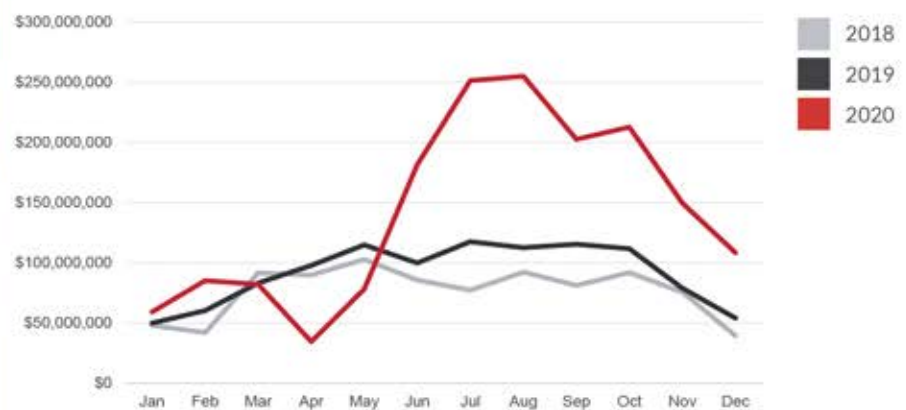
	2018	2019	2020	2019-2020
Annual Volume Sales	\$918,265,869	\$1,097,926,031	\$1,676,507,774	+53%
Annual Unit Sales	1841	2017	2424	+20%
Annual New Listings	3133	3491	3090	-11%
Annual Sales/Listings Ratio	59%	58%	78%	+20%
Fourth Quarter (Q4) Volume Sales	\$205,271,484	\$244,712,964	\$470,650,706	+92%
Q4 Unit Sales	385	434	592	+36%
Q4 New Listings	548	604	517	-14%
Q4 Sales/Listings Ratio	70%	72%	115%	+43%
Q4 Average Sales Price	\$533,173	\$563,855	\$795,018	+41%
December Volume Sales	\$38,144,750	\$54,104,968	\$108,366,422	+100%
December Unit Sales	76	92	124	+35%
December New Listings	102	116	103	-11%
December Sales/Listings Ratio	74%	79%	120%	+41%
December Average Sale Price	\$501,905	\$588,097	\$873,923	+49%
Annual Sales: Under \$100K	9	6	0	-600%
Annual Sales: \$100K - \$299K	318	236	130	-45%
Annual Sales: \$300K - \$499K	860	891	785	-12%
Annual Sales: \$500K - \$799K	465	635	924	+46%
Annual Sales: \$800K - \$999K	95	120	236	+97%
Annual Sales: \$1M - \$1.499M	66	88	213	+142%
Annual Sales: \$1.5M - \$1.999M	14	30	81	+170%
Annual Sales: \$2M+	14	11	55	+400%
Annual Average Days-On-Market	48	54	45	-17%
Annual Average Sale Price	\$498,786	\$544,336	\$691,629	+27%

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.

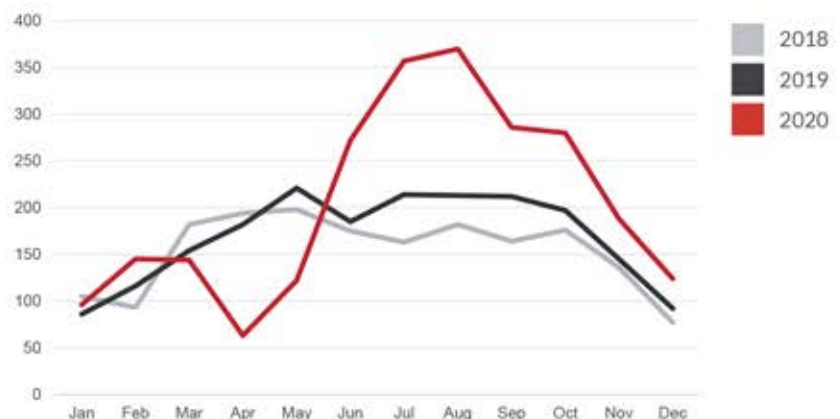
THE MARKET IN DETAIL (cont'd)

What a year. We've run out of superlatives in reporting on it, so we'll just offer a few notable juxtapositions. 2015's **\$804,882,436** in sales was a stratospheric record at the time. 2020's **\$1,676,507,774** was up **108%** from 2015 – on **29%** fewer listings! Here's another: 2020's second-half sales of **\$1,179,638,520** was **7% more** than 2019's former annual record. Yet another: 2020's **349** sales of \$1M+ homes was up **7%** from 2017-19 combined! We could go on and on. And to think that so much of this super-sales activity has occurred virtually in a global pandemic. You couldn't make this stuff up – no one would believe it. One thing is certain: the Southern Georgian Bay's star is on the rise. So is its average sale price. It's up **99%, 76%, 44%, 39%** and **27%** from 2015-2019 respectively.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)

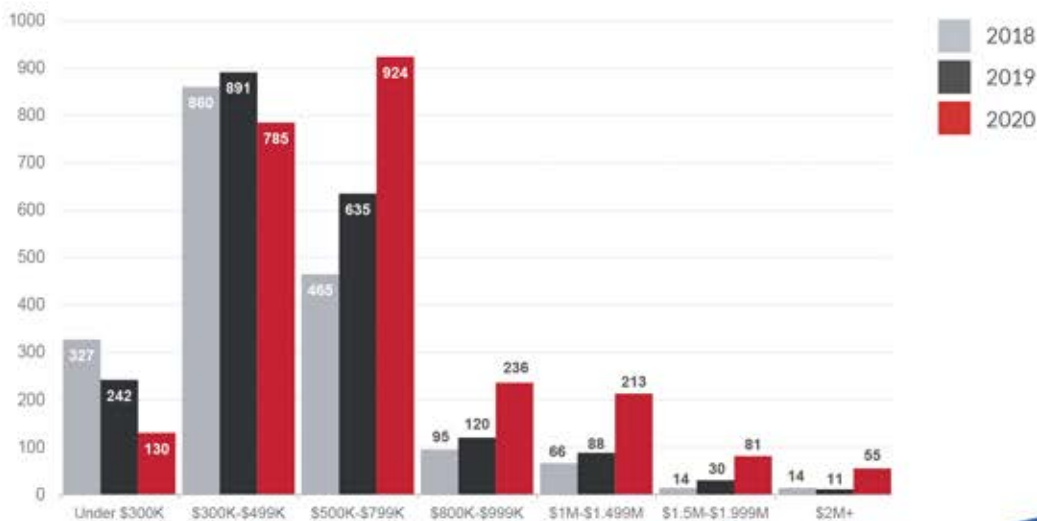


THE MARKET IN DETAIL (cont'd)

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 **46%**, **97%**, **142%**, **170%** and **400%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **46%** and **12%** respectively. More generally, the Under-\$500K bracket – which accounted for **38%** of 2020's sales – was down **19%** from a year ago. The \$500K-\$999K bracket – which accounted for **48%** of all sales – was up **54%**. And the \$1M+ bracket – which accounted for **14%** of all sales – was up **171%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$1,358,792,817
UP 49% from 2019

UNIT SALES: 1775
UP 12% from 2019

AV. DAYS-ON-MARKET: 48
DOWN 6 days from 2019

AV. SALE PRICE: \$765,517
UP 28% from 2019

CONDOS/TOWNS

DOLLAR SALES: \$317,714,957
UP 68% from 2019

UNIT SALES: 649
UP 50% from 2019

AV. DAYS-ON-MARKET: 39
DOWN 15 days from 2019

AV. SALE PRICE: \$489,545
UP 16% from 2019

VACANT LAND

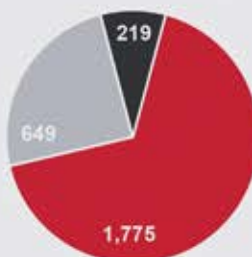
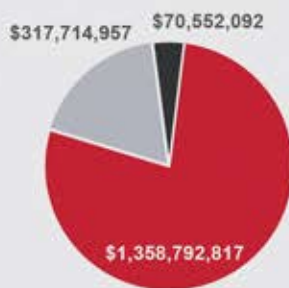
DOLLAR SALES: \$70,552,092
UP 141% from 2019

UNIT SALES: 219
UP 99% from 2019

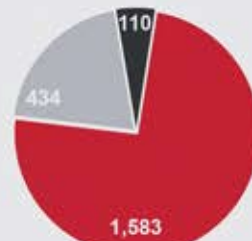
AV. DAYS-ON-MARKET: 85
DOWN 10 days from 2019

AV. SALE PRICE: \$322,156
UP 30% from 2019

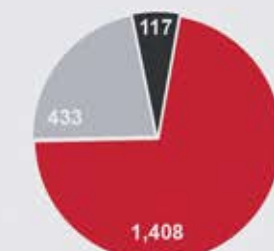
2020



2019



2018



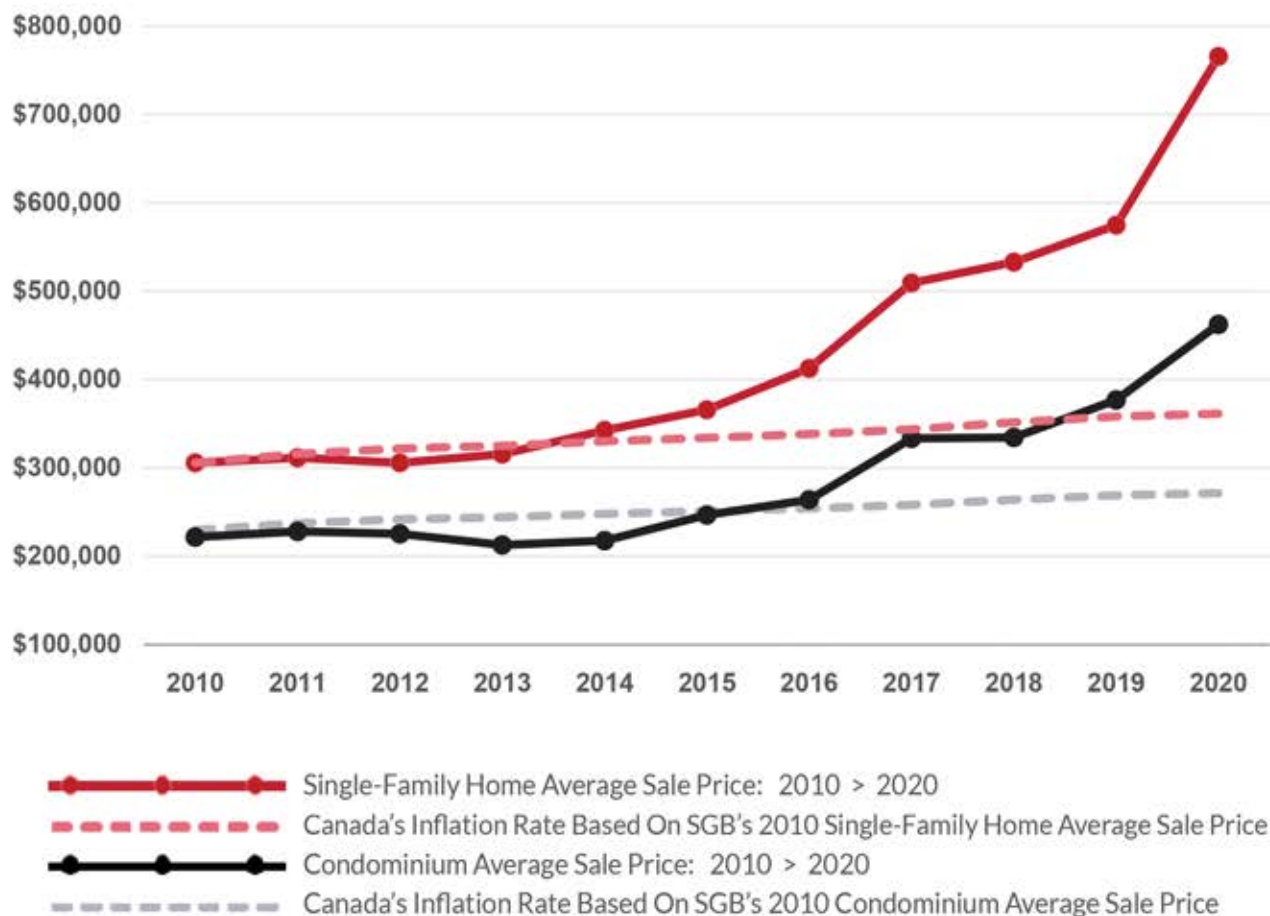
■ Single Family ■ Condominium ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in 2020 was **\$765,517**: that's up **28%, 44%, 50%, 86%** and **150%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$462,246** was up **23% 38%, 39%, 75%** and **108%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **112%** above inflation in 2020. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **70%** above inflation in 2020.



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

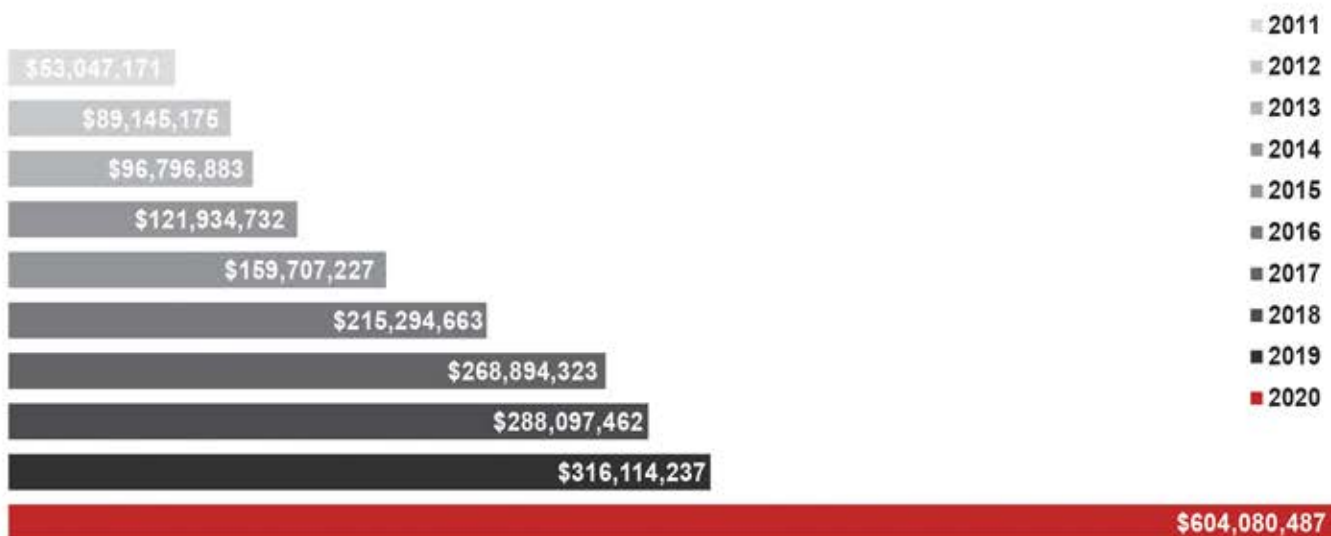


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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 (West)*

	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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THORNbury

519-599-2136

27 Arthur St.

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705-881-9005

154 Mill St., Creemore

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.

