

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

2020 IN REVIEW

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



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OVERVIEW

RECORD VOLUME AND UNIT SALES, WITH PRICES WAY UP AND SALE TIMES DOWN



RECORD ANNUAL SALES VOLUME OF \$454,324,944

Up 80% from 2019's \$252,241,612, with units of 506 up 43% from 2019's 354. New listings of 689 up 5% from 2019, with the sales/listings ratio of 73% up 19%.



RECORD Q4 SALES VOLUME OF \$140,067,273

Up 127% from Q4-2019's \$61,655,036. Units of 144 up 69% from Q4-2019's 85, with new listings of 137 down 8% and the sales/listings ratio of 105% up 48%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$897,875

Up 26% from 2019's \$712,547. Average days-on-market of 51 down 14 days.



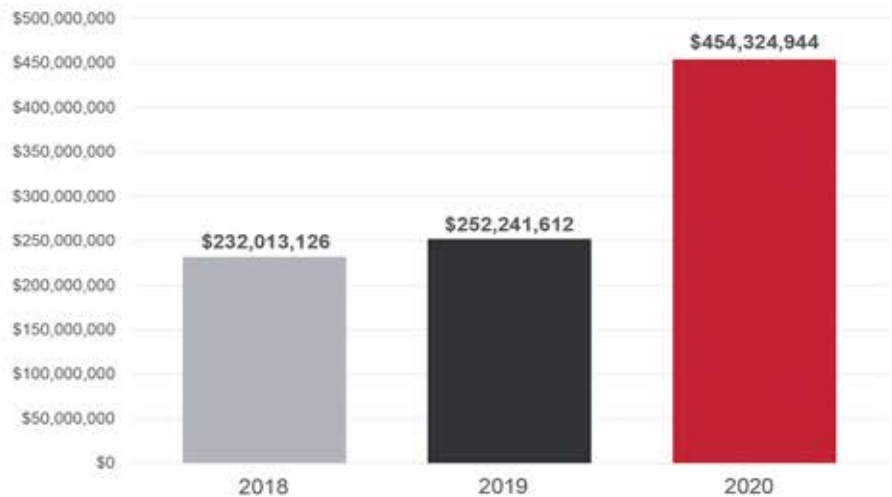
OVERVIEW (cont'd)



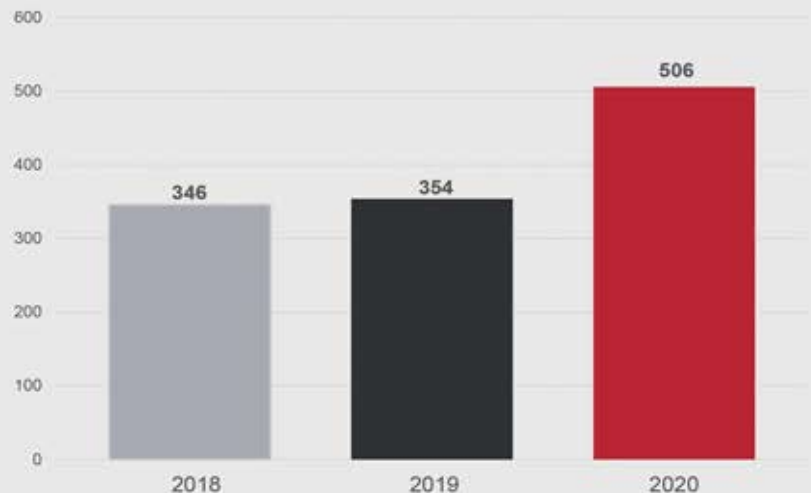
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's record volume was up **78%** from 2018's prior high, and its **25** units were up **9%** from 2016's benchmark. The month had a **100%** sale/list price ratio; homes on average sold **50** days faster than in December 2019; and there is now **2 months** of inventory. All that, and December's **96%** sales/listings ratio, add up to a strong **sellers' market**.

Graph 1:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

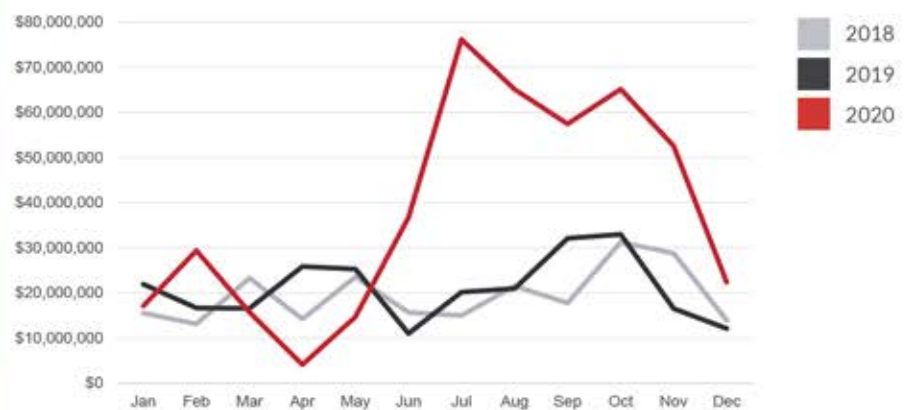
	2018	2019	2020	2019-2020
Annual Volume Sales	\$232,013,126	\$252,241,612	\$454,324,944	+80%
Annual Unit Sales	346	354	506	+43%
Annual New Listings	592	657	689	+5%
Annual Sales/Listings Ratio	58%	54%	73%	+19%
Fourth Quarter (Q4) Volume Sales	\$72,601,930	\$61,655,036	\$140,067,273	+127%
Q4 Unit Sales	100	85	144	+69%
Q4 New Listings	153	149	137	-8%
Q4 Sales/Listings Ratio	65%	57%	105%	+48%
Q4 Average Sale Price	\$726,019	\$725,353	\$972,689	+34%
December Volume Sales	\$12,567,250	\$12,124,400	\$22,380,999	+85%
December Unit Sales	20	17	25	+47%
December New Listings	26	32	26	-19%
December Sales/Listings Ratio	77%	53%	96%	+43%
December Average Sale Price	\$628,363	\$713,200	\$895,240	+26%
Annual Sales: \$100K - \$299K	63	46	42	-9%
Annual Sales: \$300K - \$499K	83	89	94	+6%
Annual Sales: \$500K - \$799K	105	121	136	+12%
Annual Sales: \$800K - \$999K	41	34	78	+129%
Annual Sales: \$1M - \$1.499M	33	39	87	+123%
Annual Sales: \$1.5M - \$1.999M	12	17	42	+147%
Annual Sales: \$2M+	9	8	27	+238%
Annual Average Days-On-Market	58	65	51	-22%
Annual Average Sale Price	\$670,558	\$712,547	\$897,875	+26%

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)

The Blue Mts. had an extraordinary sales year in 2020, with volume up **80%** from 2019's former high. The increase was mainly due to seven record months from June to December which yielded **\$372,758,551** in sales: **82%** of the town's 2020 total and **48%** more than all of 2019. However, most impressive was The Blue Mts.' **506** units: they were up **43%** from 2019, the biggest increase of any Southern Georgian Bay community. They were also up **22%** from 2016's previous high of **415**. While it's difficult to know what 2021 will bring, The Blue Mts.' homeowners can be happy that 2020's average sale price of **\$897,875** was up **84%, 78%, 47%, 34%** and **26%** from 2015-19 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



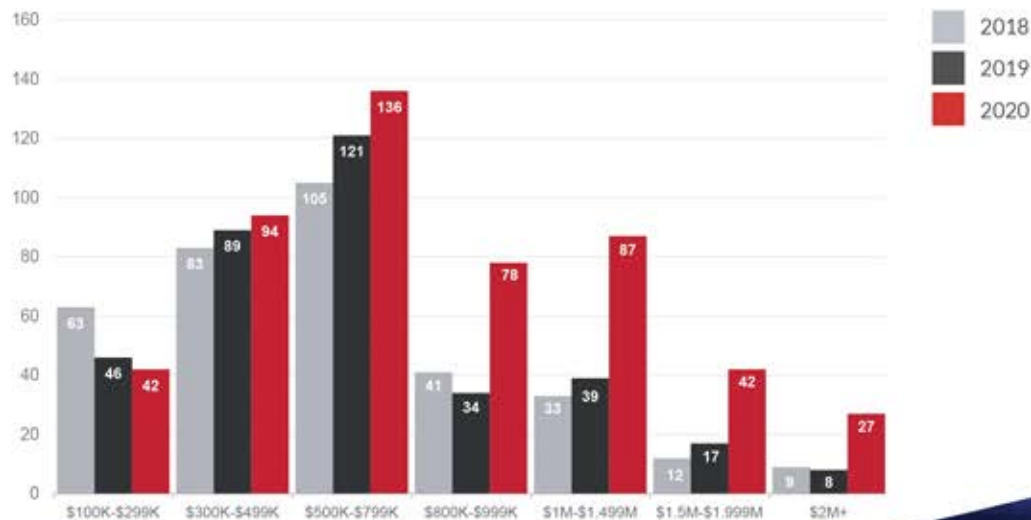
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **6%**, **12%**, **129%**, **123%**, **147%** and **238%** respectively. The Under-\$300K range was down **9%**. More generally, the Under-\$500K bracket – which accounted for **27%** of 2020's sales – was down **1%** from 2019. The \$500K-\$999K bracket – which accounted for **42%** of all sales – was up **38%**. And the \$1M+ bracket – which accounted for **31%** of all sales – was up **144%**.

Graph 5:

The Blue Mts. MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$352,759,786
UP 84% from 2019

UNIT SALES: 297
UP 44% from 2019

AV. DAYS-ON-MARKET: 56
DOWN 5 days from 2019

AV. SALE PRICE: \$1,187,743
UP 28% from 2019

CONDOS/TOWNS

DOLLAR SALES: \$101,565,158
UP 68% from 2019

UNIT SALES: 209
UP 41% from 2019

AV. DAYS-ON-MARKET: 43
DOWN 26 days from 2019

AV. SALE PRICE: \$485,958
UP 19% from 2019

RESIDENTIAL LAND

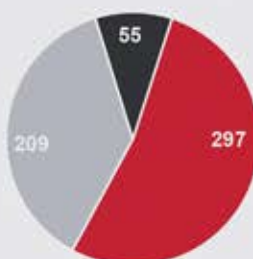
DOLLAR SALES: \$27,489,000
UP 102% from 2019

UNIT SALES: 55
UP 112% from 2019

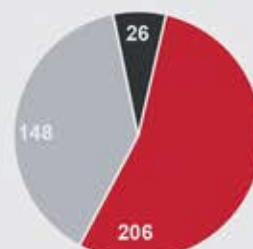
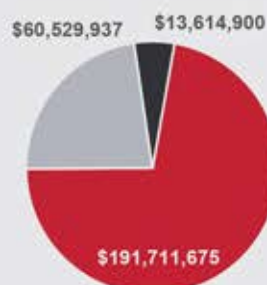
AV. DAYS-ON-MARKET: 93
DOWN 14 days from 2019

AV. SALE PRICE: \$499,800
DOWN 5% from 2019

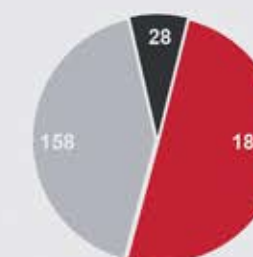
2020



2019



2018



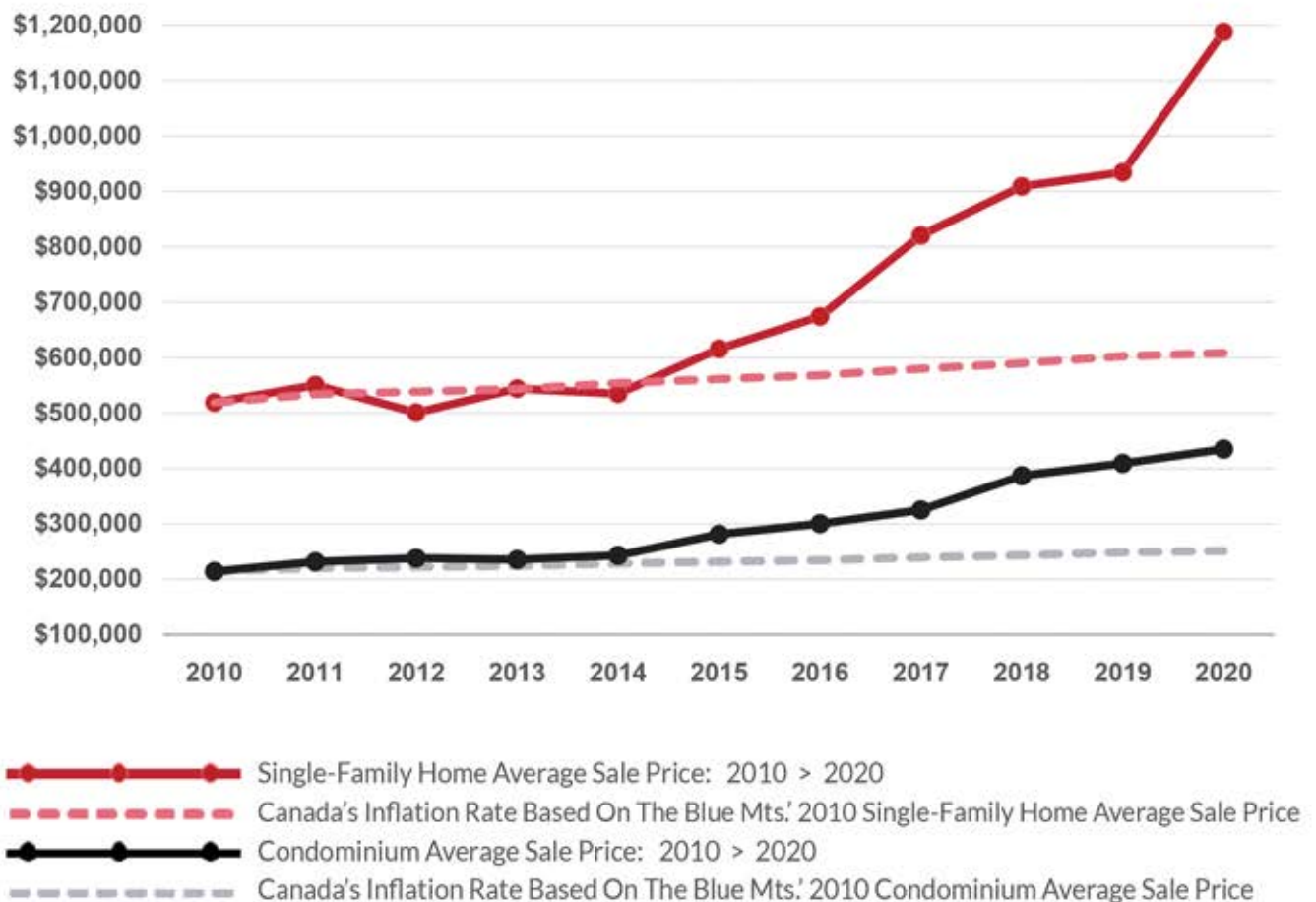
■ Single Family ■ Condominium ■ Vacant Land

THE BLUE MTS. AVERAGE SALE PRICES: 2010-2020

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in 2020 was **\$1,187,743**; that's up **28%, 31%, 45%, 76%** and **129%** from 2019, 2018, 2017, 2016, and 2010 respectively. 2020's average condo price of **\$435,005** was up **6%, 12%, 34%, 45%** and **103%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes generally increased at just under Canada's inflation rate, and then rose to **95%** above inflation by 2020. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **73%** above the inflation rate by 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

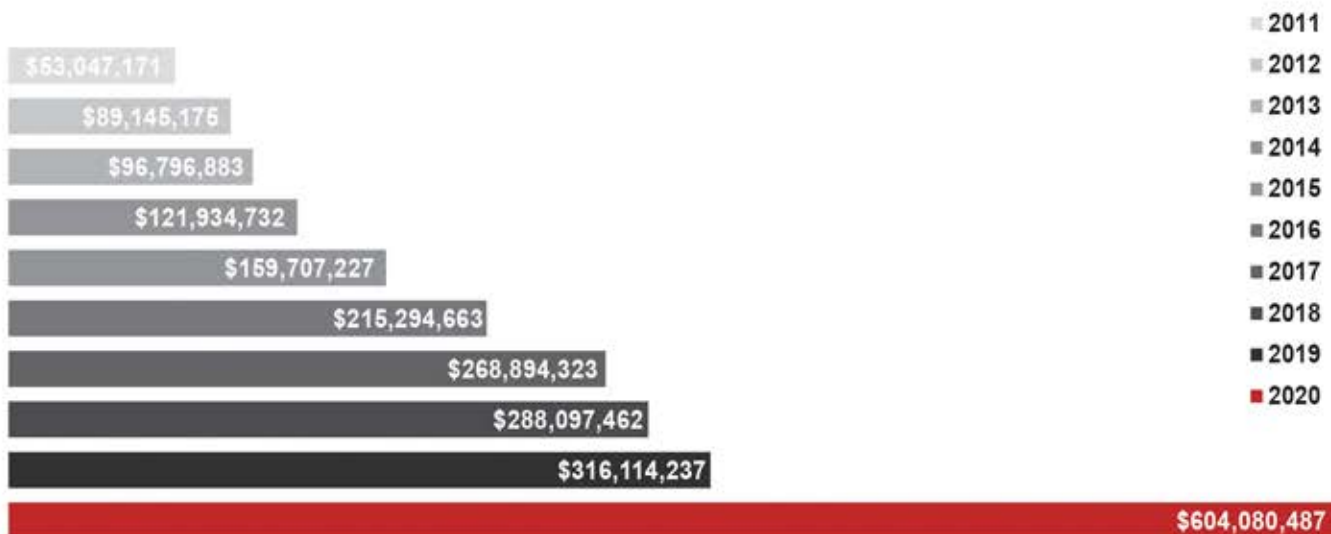


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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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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.

