

# CLEARVIEW REAL ESTATE MARKET REPORT

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## 2021 IN REVIEW

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



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# OVERVIEW

## RECORD-BREAKING VOLUME SALES WITH BIG AVERAGE PRICE INCREASES



### RECORD ANNUAL SALES VOLUME OF \$270,860,167

Up **47%** from 2020's \$184,485,055, with units of **289** up **16%** from one year ago. New listings of **385** up **12%**, with the sales/listings ratio of **75%** up **2%**.



### FOURTH QUARTER SALES VOLUME OF \$42,809,800

Down **19%** from Q4-2020's \$52,872,600, with units of **44** down **28%** from Q4-2020's **61**. New listings of **68** up **3%**, with the sales/listings ratio of **65%** down **27%**.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$937,232

Up **27%** from 2020's \$737,940. Average days-on-market of **22** down **36** days.

# OVERVIEW (cont'd)

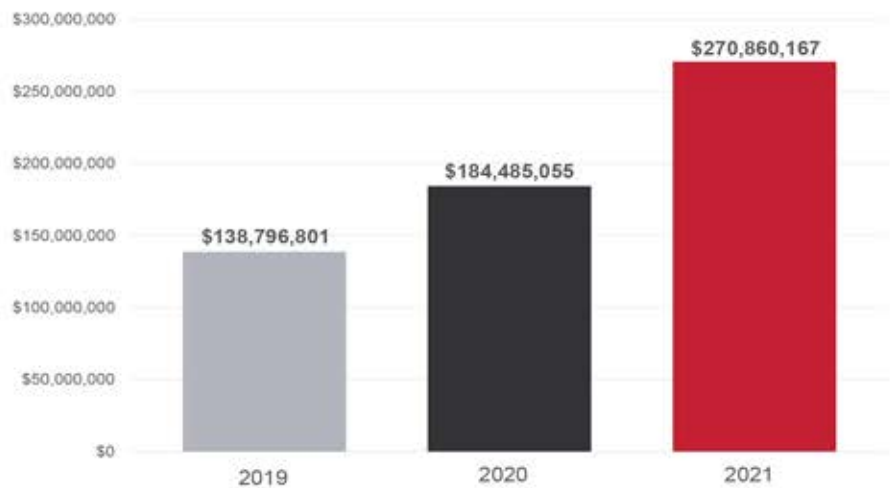


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

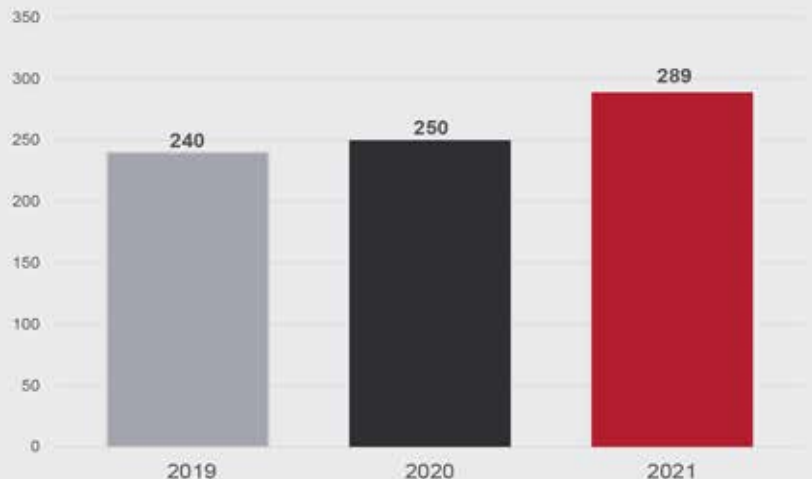
The Clearview market had a **100%** sale/list price ratio in December. Homes sold in **33** days on average, down **1** day from a year ago, and there is currently **two months** of inventory. All that, together with December's very high **115%** sales/listings ratio, adds up to a **relatively strong sellers' market**.



Graph 1:  
Clearview MLS® Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
Clearview MLS® Sales  
2019 vs. 2020 vs. 2021 (Units)





# THE MARKET IN DETAIL



Table 1:

## Clearview MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

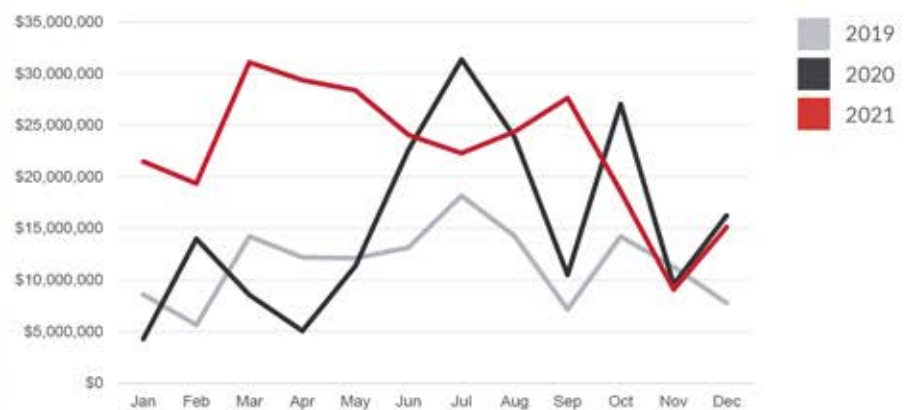
	2019	2020	2021	2020-2021
Annual Volume Sales	\$138,796,801	\$184,485,055	\$270,860,167	+47%
Annual Unit Sales	240	250	289	+16%
Annual New Listings	405	344	385	+12%
Annual Sales/Listings Ratio	59%	73%	75%	+2%
Annual Expired Listings	112	58	29	-50%
Fourth Quarter (Q4) Volume Sales	\$33,263,375	\$52,872,600	\$42,809,800	-19%
Q4 Unit Sales	52	61	44	-28%
Q4 New Listings	59	66	68	+3%
Q4 Sales/Listings Ratio	88%	92%	65%	-27%
Q4 Expired Listings	44	10	11	+10%
Q4 Average Price	\$639,680	\$866,764	\$972,950	+12%
Annual Sales: Under \$300K	16	3	1	-67%
Annual Sales: \$300K - \$499K	112	88	28	-68%
Annual Sales: \$500K - \$799K	80	103	143	+39%
Annual Sales: \$800K - \$999K	13	13	40	+208%
Annual Sales: \$1M - \$1.499M	10	19	46	+142%
Annual Sales: \$1.5M - \$1.999M	8	14	14	0%
Annual Sales: \$2M+	1	10	17	+70%
Annual Average Days-On-Market	65	58	22	-62%
Annual Average Sale Price	\$578,320	\$737,940	\$937,232	+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. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

# THE MARKET IN DETAIL (cont'd)

In a year of extraordinary real estate sales, Clearview enjoyed the second biggest increase of all the Southern Georgian Bay markets. Volume sales of **\$270,860,167** were up **47%** from last year's benchmark **\$184,485,055**, setting eight new monthly records in the process. On the units side, Clearview set five new monthly records en route to **289** sales, up **16%** from last year and second only to 2016's **295**. Although the market slowed in Q4 – with volume and unit sales down **19%** and **28%** respectively from Q4-2020's records – December's high **115%** sales/listings ratio and strong sales showed promise for Q1-2022. Lastly, Clearview's average sale price did very well in 2021. At **\$937,232** it was up **97%, 77%, 76%, 62%** and **27%** from 2016-2020 respectively.

Graph 3:  
**Clearview Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Clearview Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)

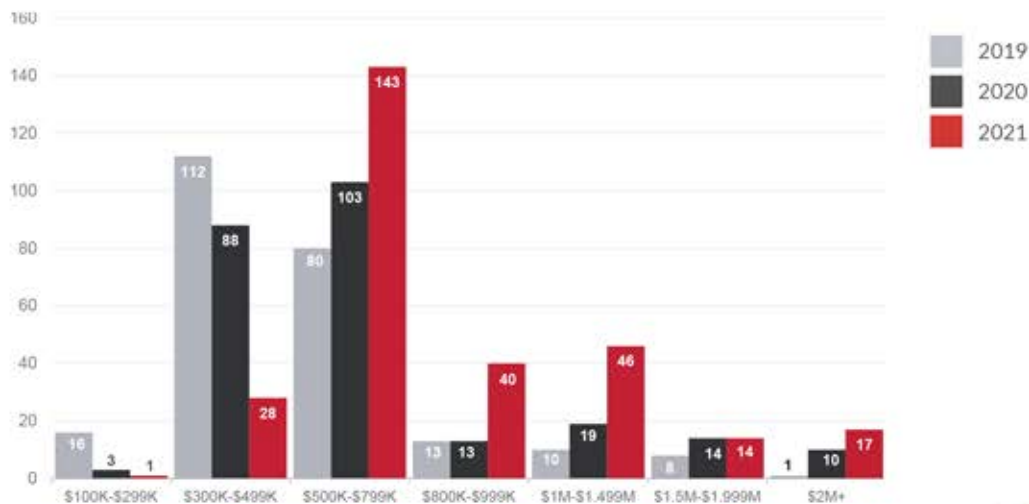




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were up from 2020 in four price ranges, equal in one and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$2M+ ranges were up **39%**, **208%**, **142%** and **70%** respectively. The \$1.5M-\$1.999M range was **equal**. And the Under-\$300K and \$300K-\$499K ranges were down **67%** and **68%** respectively. More generally, the Under-\$500K bracket – which accounted for **10%** of 2021's sales – was down **68%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – was up **45%**. And the \$1M+ bracket – which accounted for **27%** of all sales – was up **79%**.

Graph 5:  
**Clearview MLS® Sales By Price**  
2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
Clearview MLS® Sales By Property Type  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$264,882,516  
UP 46% from 2020

**UNIT SALES:** 278  
UP 15% from 2020

**AV. DAYS-ON-MARKET:** 23  
DOWN 36 days from 2020

**AV. SALE PRICE:** \$952,815  
UP 27% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$5,977,651  
UP 98% from 2020

**UNIT SALES:** 11  
UP 38% from 2020

**AV. DAYS-ON-MARKET:** 9  
DOWN 11 days from 2020

**AV. SALE PRICE:** \$543,423  
UP 47% from 2020

### VACANT LAND

**DOLLAR SALES:** \$25,259,600  
UP 195% from 2020

**UNIT SALES:** 47  
UP 62% from 2020

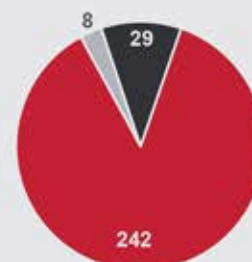
**AV. DAYS-ON-MARKET:** 41  
DOWN 44 days from 2020

**AV. SALE PRICE:** \$537,438  
UP 82% from 2020

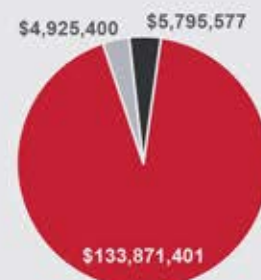
2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

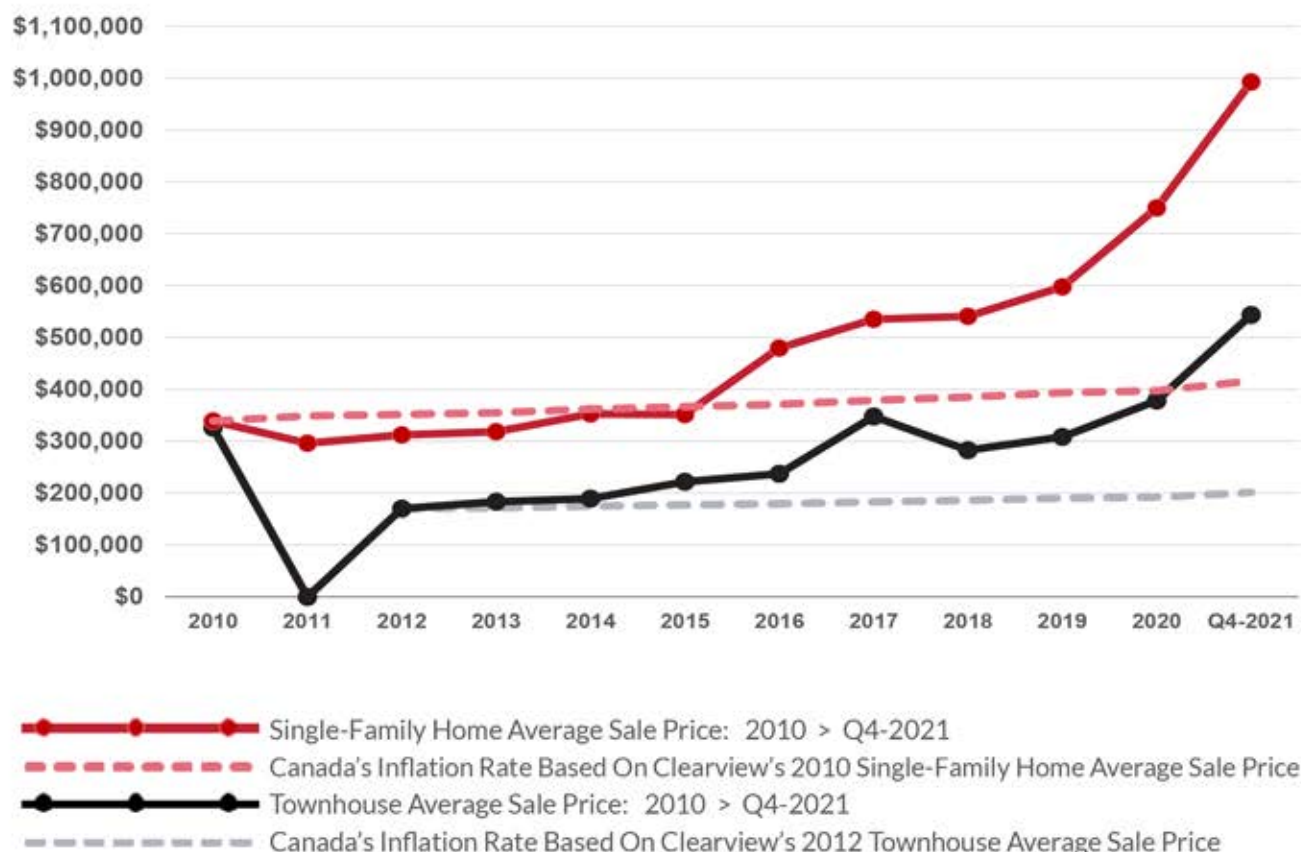


# CLEARVIEW AVERAGE SALE PRICES: 2010-2021

## BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q4-2021 was **\$992,614**: that's up **32%, 66%, 84%, 85%** and **193%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average townhouse price of **\$543,423** was up **44%, 76%, 92%, 56%** and **219%** from 2020, 2019, 2018, 2017 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q4-2021 the average price rose to **139%** above inflation. Due to 2010's townhouse price anomaly and 2011's no sales, the starting point was set at 2012 in the graph below, yielding a **170%** rise above the inflation rate by Q4-2021.





# ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR



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

With \$1,331,056,293 – up 12½ times from 2011

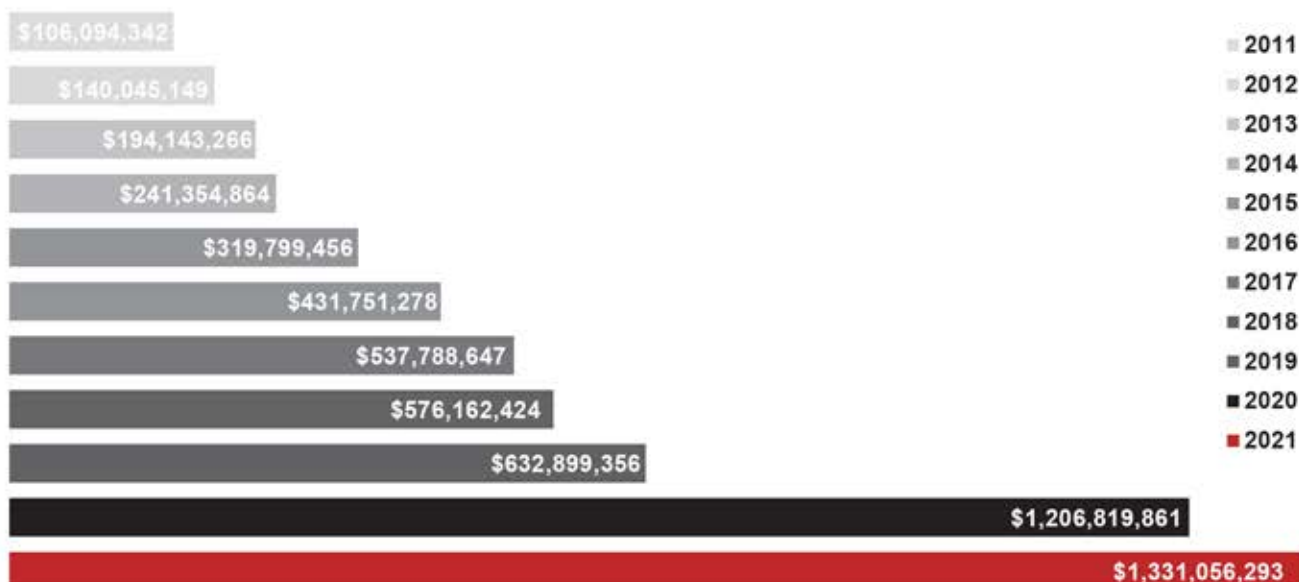


OVERALL WE HAD MORE THAN 2½ TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH  
NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

## Locations North Sales Volume, 2011 - 2021



# 2021 UNIT SALES

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

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	
Century 21 Millenium	196.5	15.7%	
RE/MAX Four Seasons	132.5	10.6%	
Chestnut Park	89	7.1%	
Clairwood	70	5.6%	
RE/MAX By The Bay	30	2.4%	
Royal LePage RCR	24	1.9%	
Engel & Volkers	23	1.8%	
Forest Hill	21	1.7%	
Other	246.5	19.9%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	
RE/MAX at Blue	111	13.3%	
Century 21 Millenium	106.5	12.7%	
Chestnut Park	68	8.1%	
RE/MAX Four Seasons	65.5	7.8%	
Clairwood	30	3.6%	
Royal LePage RCR	22	2.6%	
Forest Hill	19	2.3%	
Sotheby's	19	2.3%	
Other	136.5	16.2%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	
Century 21 Millenium	40.5	10.3%	
Chestnut Park	21	5.4%	
RE/MAX Four Seasons	20	5.1%	
ARA	17	4.3%	
Royal LePage RCR	13	3.3%	
Sotheby's	10	2.5%	
Engel & Volkers	9	2.3%	
Clairview	8	2%	
Other	112	28.7%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	
RE/MAX Four Seasons	39	8.4%	
RE/MAX Hallmark Chay	36	8.4%	
RE/MAX By The Bay	35	7.7%	
Keller Williams Experience	31.5	5.8%	
Century 21 Millenium	25	4.4%	
Century 21 - BJ Roth	22	3.6%	
Faris Team	19	1.8%	
RE/MAX Hallmark	16	1.8%	
Other	144	31.5%	

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	
Century 21 Millenium	499	12%	
RE/MAX By The Bay	373	9%	
RE/MAX Four Seasons	295	7.4%	
Chestnut Park	213	5.1%	
RE/MAX At Blue	126	3%	
Clairwood	117	2.8%	
RE/MAX Hallmark Chay	94	2.3%	
Sotheby's	68	1.6%	
Other	1203	28.9%	

## Southern Georgian Bay Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	
RE/MAX Four Seasons	54	9.8%	
Chestnut Park	37.5	6.8%	
Century 21 Millenium	35.5	6.4%	
RE/MAX By The Bay	34	6.2%	
Royal LePage RCR	28	5.1%	
Clairwood	19.5	3.5%	
Sotheby's	18	3.3%	
Forest Hill	13	2.4%	
Other	168.5	30.5%	





# PERSONAL PROFESSIONAL PROGRESSIVE

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