

COLLINGWOOD REAL ESTATE MARKET REPORT

2021 IN REVIEW

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



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OVERVIEW

RECORD VOLUME, NEAR-RECORD UNITS, AND STRONG AVERAGE SALE PRICE INCREASES



RECORD ANNUAL SALES VOLUME OF \$590,907,175

Up 25% from 2020's \$472,336,070, with units of 721 down 1% from last year's 726. New listings of 907 down 3%, with the sales/listings ratio of 79% up 1%.



RECORD FOURTH QUARTER SALES VOLUME OF \$136,031,777

Up 9% from Q4-2020's \$124,907,810, with units of 150 down 15% from Q4-2020's 177. New listings of 161 up 8%, with the sales/listings ratio of 93% down 27%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$819,566

Up 26% from 2020's \$650,601. Average days-on-market of 19 down by 17 days.



OVERVIEW (cont'd)

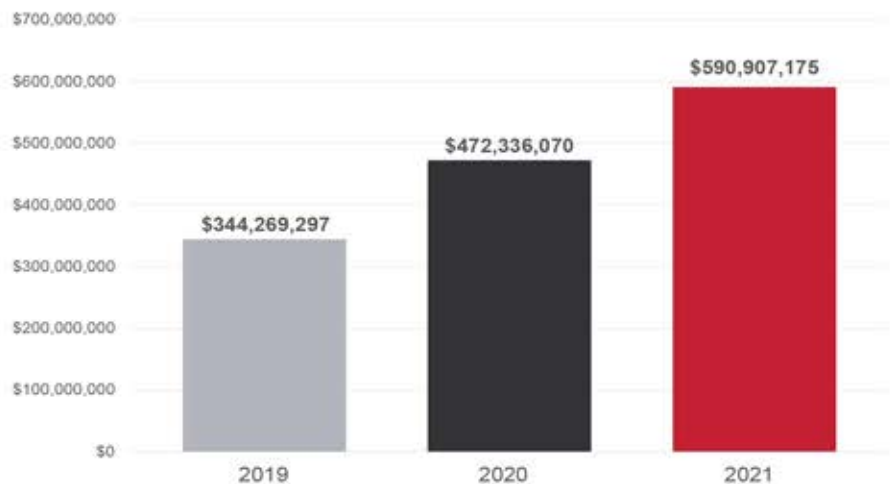


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

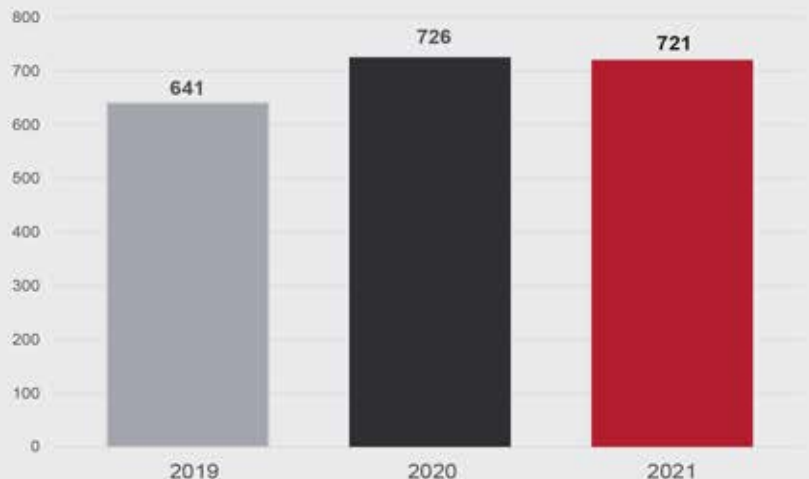
The Collingwood market had a **99.5%** sale/list price ratio in December. Homes sold in **24** days on average, up **1** day from a year ago, and there is now just **one month** of inventory. All that, together with December's very high **117%** sales/listings ratio, adds up to a **strong sellers' market**.



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



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



THE MARKET IN DETAIL



Table 1:
Collingwood MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

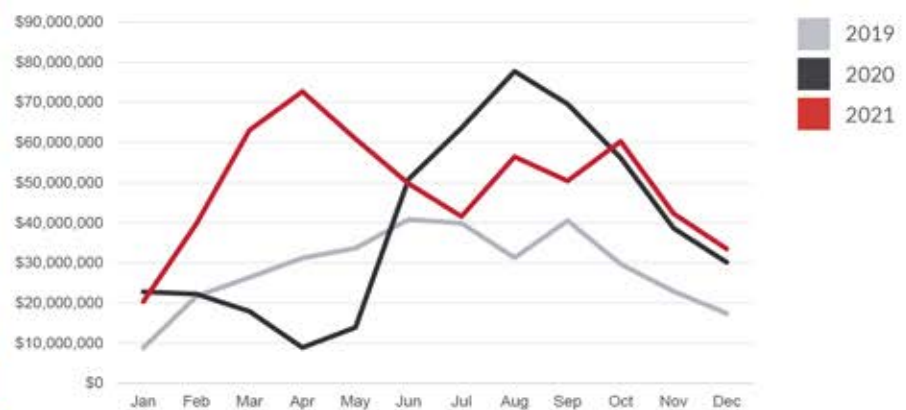
| | 2019 | 2020 | 2021 | 2020-2021 |
|----------------------------------|---------------|---------------|---------------|--------------|
| Annual Volume Sales | \$344,269,297 | \$472,336,070 | \$590,907,175 | +25% |
| Annual Unit Sales | 641 | 726 | 721 | -1% |
| Annual New Listings | 1031 | 936 | 907 | -3% |
| Annual Sales/Listings Ratio | 62% | 78% | 79% | +1% |
| Annual Expired Listings | 161 | 99 | 59 | -40% |
| Fourth Quarter (Q4) Volume Sales | \$70,079,935 | \$124,907,810 | \$136,031,777 | +9% |
| Q4 Unit Sales | 127 | 177 | 150 | -15% |
| Q4 New Listings | 197 | 149 | 161 | +8% |
| Q4 Sales/Listings Ratio | 64% | 120% | 93% | -27% |
| Q4 Expired Listings | 66 | 19 | 34 | +79% |
| Q4 Average Price | \$551,811 | \$705,694 | \$906,879 | +29% |
| Annual Sales: Under \$300K | 50 | 25 | 6 | -76% |
| Annual Sales: \$300K - \$499K | 291 | 262 | 115 | -56% |
| Annual Sales: \$500K - \$799K | 236 | 283 | 316 | +12% |
| Annual Sales: \$800K - \$999K | 39 | 72 | 139 | +93% |
| Annual Sales: \$1M - \$1.499M | 20 | 59 | 103 | +75% |
| Annual Sales: \$1.5M - \$1.999M | 4 | 19 | 25 | +32% |
| Annual Sales: \$2M+ | 1 | 6 | 17 | +183% |
| Annual Average Days-On-Market | 43 | 36 | 19 | -47% |
| Annual Average Sale Price | \$537,082 | \$650,601 | \$819,566 | +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. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

THE MARKET IN DETAIL (cont'd)

By any measure, the Collingwood market had a great year in 2021. On the volume side there were seven record months and five runners-up. Annual sales of **\$590,907,175** – capped by record Q4 sales of **\$136,031,777** – were up **25%** from 2020's former record of **\$472,336,070**. Particularly strong were the condo and luxury home markets, with volume up **59%** and **87%** respectively. In fact, in Q4 the average price of a Collingwood single-family home topped the \$1M mark for the first time, at **\$1,103,472**. On the units side, 2021's **721** were down just **1%** from 2020's record **726**. As well, December's **117%** sales/listings ratio and only one month of inventory both point to a good start in 2022. Lastly, 2021's average sale price also fared very well. At **\$819,566** it was up **116%, 80%, 68%, 53%** and **26%** from 2016-2020 respectively.

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



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

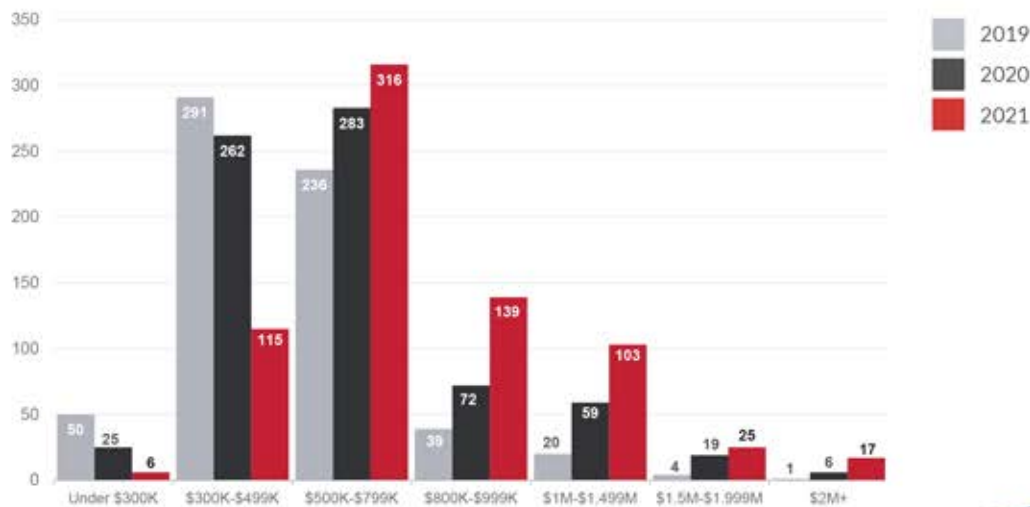


THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **12%**, **93%**, **75%**, **32%** and **183%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **76%** and **56%** respectively. More generally, the Under-\$500K bracket – which accounted for **17%** of 2021's sales – was down **58%** from 2020. The \$500K-\$999K bracket – which accounted for **63%** of all sales – was up **28%**. And the \$1M+ bracket – which accounted for **20%** of all sales – was up **77%**.

Graph 5:

Collingwood MLS* Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$374,181,275
UP 23% from 2020

UNIT SALES: 383
DOWN 5% from 2020

AV. DAYS-ON-MARKET: 16
DOWN 23 days from 2020

AV. SALE PRICE: \$976,975
UP 29% from 2020

CONDOMINIUMS

DOLLAR SALES: \$113,946,320
UP 59% from 2020

UNIT SALES: 194
UP 37% from 2020

AV. DAYS-ON-MARKET: 28
DOWN 4 days from 2020

AV. SALE PRICE: \$587,352
UP 17% from 2020

TOWNHOUSES

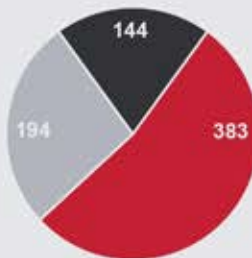
DOLLAR SALES: \$102,794,572
UP 7% from 2020

UNIT SALES: 144
DOWN 20% from 2020

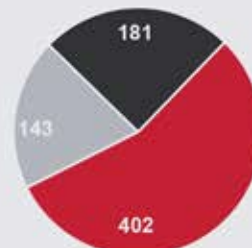
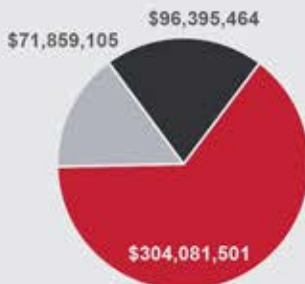
AV. DAYS-ON-MARKET: 13
DOWN 20 days from 2020

AV. SALE PRICE: \$713,747
UP 34% from 2020

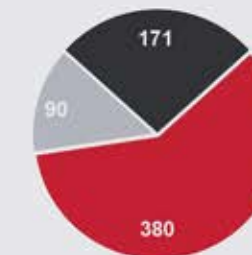
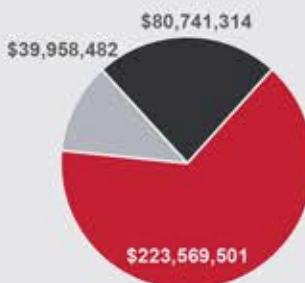
2021



2020



2019



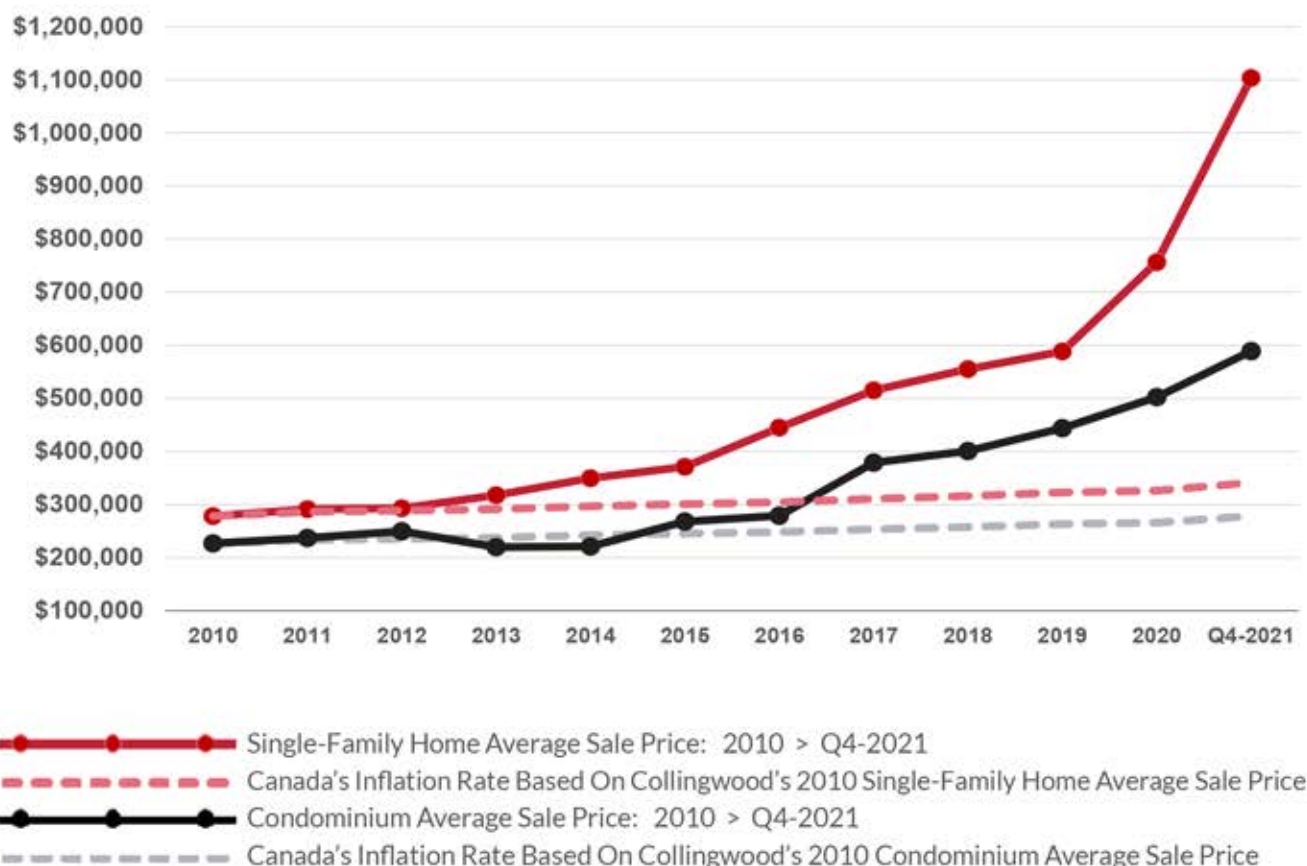
■ Single Family ■ Condominium ■ Townhouse

COLLINGWOOD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q4-2021 was **\$1,103,472**: up **46%, 88%, 99%, 114%** and **297%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$588,900** is up **17%, 33%, 47%, 55%** and **160%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q4-2021 the average price rose to **223%** above inflation. The condo average price was under the inflation rate in 2011 before rising to **112%** above inflation in 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

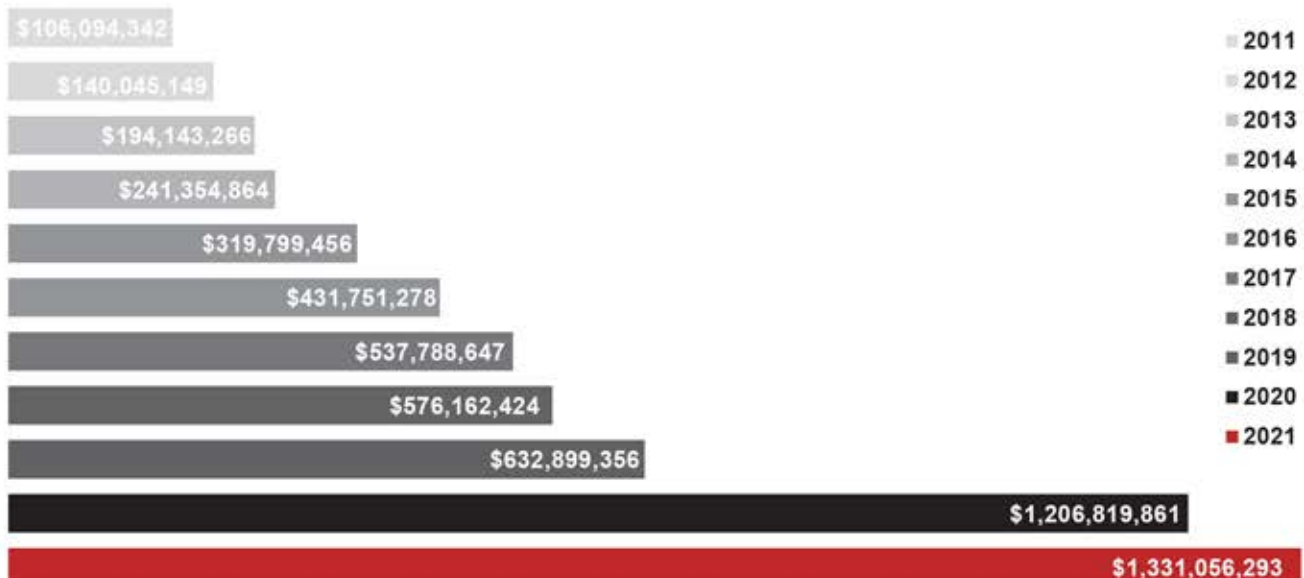


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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% | |



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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.