

GREY HIGHLANDS 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 AND UNIT SALES, WITH AVERAGE PRICES WAY UP



RECORD ANNUAL SALES VOLUME OF \$195,405,838

Up 49% from 2020's \$130,847,290, with units of 226 up 12% from 2020's 201. New listings of 281 up 25%, with the sales/listings ratio of 80% down 10%.



FOURTH QUARTER SALES VOLUME OF \$43,139,711

Down 2% from Q4-2020's \$43,992,800. Units of 44 down 15% from last year's 52, with new listings of 44 up 2% and the sales/listings ratio of 100% down 21%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$864,628

Up 33% from last year's \$650,982. Average days-on-market of 26 down 25 days.

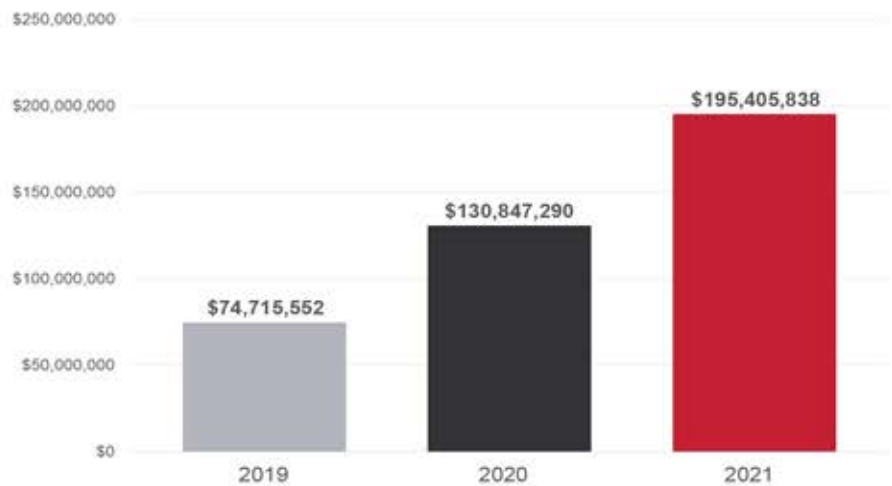
OVERVIEW (cont'd)



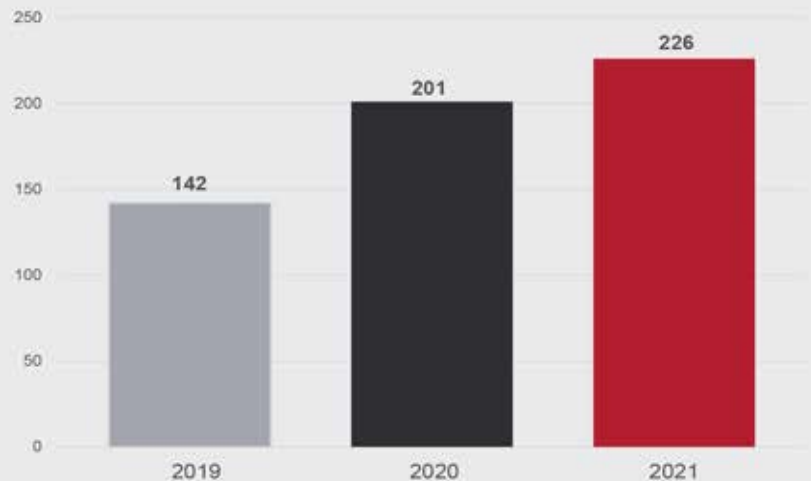
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Grey Highlands market had a **99%** sale/list price ratio in December. Homes sold in just **20** days on average, down **19** days from a year ago, and there is currently just **1 month** of inventory. All that, together with December's very high **133%** sales/listings ratio, adds up to a **strong sellers' market**.

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



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



THE MARKET IN DETAIL



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

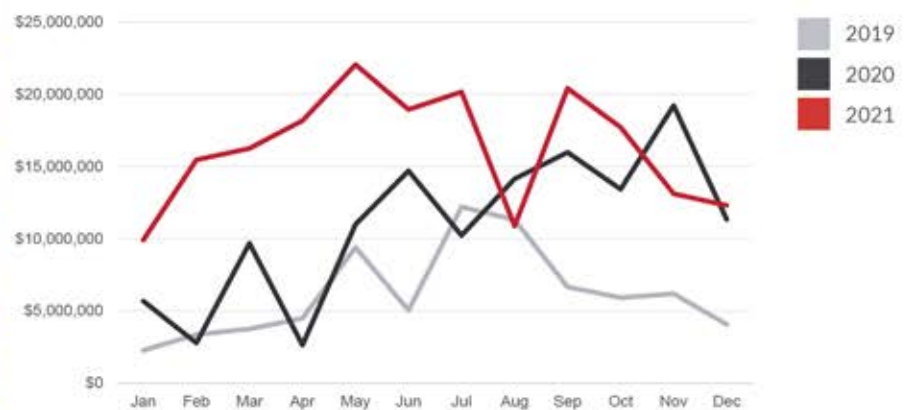
	2019	2020	2021	2020-2021
Annual Volume Sales	\$74,715,552	\$130,847,290	\$195,405,838	+49%
Annual Unit Sales	143	201	226	+12%
Annual New Listings	231	224	281	+25%
Annual Sales/Listings Ratio	62%	90%	80%	-10%
Annual Expired Listings	54	28	19	-32%
Fourth Quarter (Q4) Volume Sales	\$16,189,900	\$43,992,800	\$43,139,711	-2%
Q4 Unit Sales	30	52	44	-15%
Q4 New Listings	37	43	44	+2%
Q4 Sales/Listings Ratio	81%	121%	100%	-21%
Q4 Expired Listings	31	5	7	+40%
Q4 Average Price	\$539,663	\$846,015	\$980,448	+16%
Annual Sales: Under \$300K	21	19	5	-74%
Annual Sales: \$300K - \$499K	70	67	37	-45%
Annual Sales: \$500K - \$799K	36	75	82	+9%
Annual Sales: \$800K - \$999K	9	20	45	+125%
Annual Sales: \$1M - \$1.499M	5	12	37	+208%
Annual Sales: \$1.5M - \$1.999M	1	1	12	+1100%
Annual Sales: \$2M+	1	7	8	+14%
Annual Average Days-On-Market	53	51	26	-49%
Annual Average Sale Price	\$522,486	\$650,982	\$864,628	+33%

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)

Grey Highlands had an unprecedented sales year in 2021, with volume of **\$195,405,838** up **49%** from 2020's former high of **\$130,847,290**. All totaled the community enjoyed ten record months and one runner-up. Single-family home volume was up **49%** from 2020 and homes sold **25** days faster on average; while vacant land sales were up **37%** and sold **17** days faster on average. On the units side, 2021 saw eight record months, and its **226** sales were up **7%** from 2016's previous benchmark of **212**. That said, December's super-high **133%** sales/listings ratio, its **one month of inventory** and its **20-day** average sale time all signal that strong sales may continue into 2022. Lastly, Grey Highland's average sale price did very well. At **\$864,628** it was up **143%, 77%, 92%, 65%** and **33%** from that of 2016-2020 respectively.

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



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

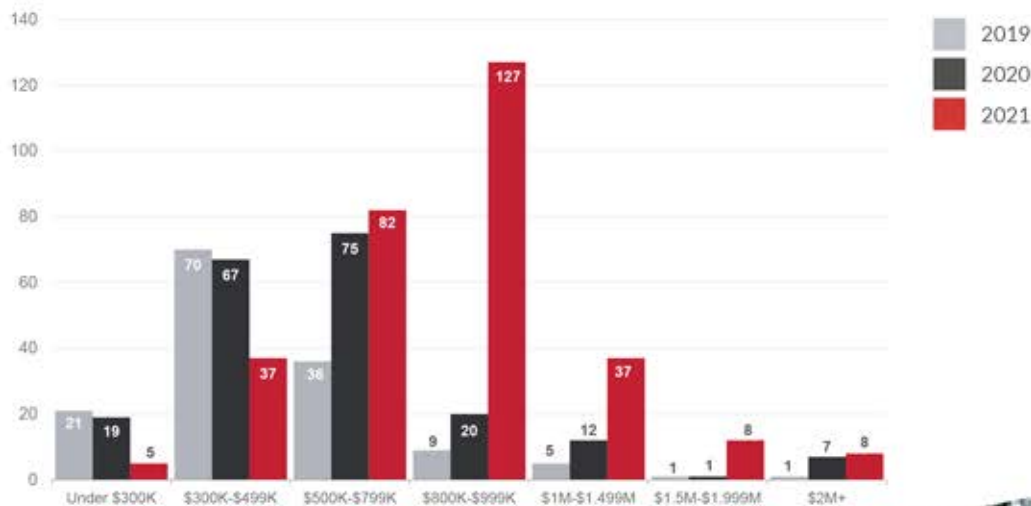


THE MARKET IN DETAIL (cont'd)

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 **9%**, **125%**, **208%**, **1100%** and **14%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **74%** and **45%** respectively. More generally, the Under-\$500K bracket – which accounted for **19%** of 2021's sales – was down **51%** from 2020. The \$500K-\$999K bracket – which accounted for **56%** of all sales – was up **34%**. And the \$1M+ bracket – which accounted for **25%** of all sales – was up **185%**.

Graph 5:

Grey Highlands MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$194,724,838
UP 49% from 2020

UNIT SALES: 225
UP 13% from 2020

AV. DAYS-ON-MARKET: 26
DOWN 25 days from 2020

AV. SALE PRICE: \$865,444
UP 32% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$681,000
UP 326% from 2020

UNIT SALES: 1
EQUAL to 2020

AV. DAYS-ON-MARKET: 7
DOWN 21 days from 2020

AV. SALE PRICE: \$681,000
UP 326% from 2020

VACANT LAND

DOLLAR SALES: \$15,014,970
UP 37% from 2020

UNIT SALES: 38
DOWN 10% from 2020

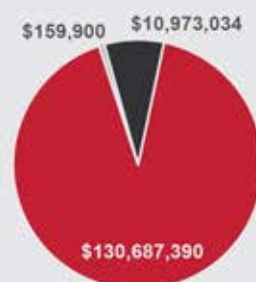
AV. DAYS-ON-MARKET: 39
DOWN 17 days from 2020

AV. SALE PRICE: \$395,131
UP 51% from 2020

2021



2020



2019



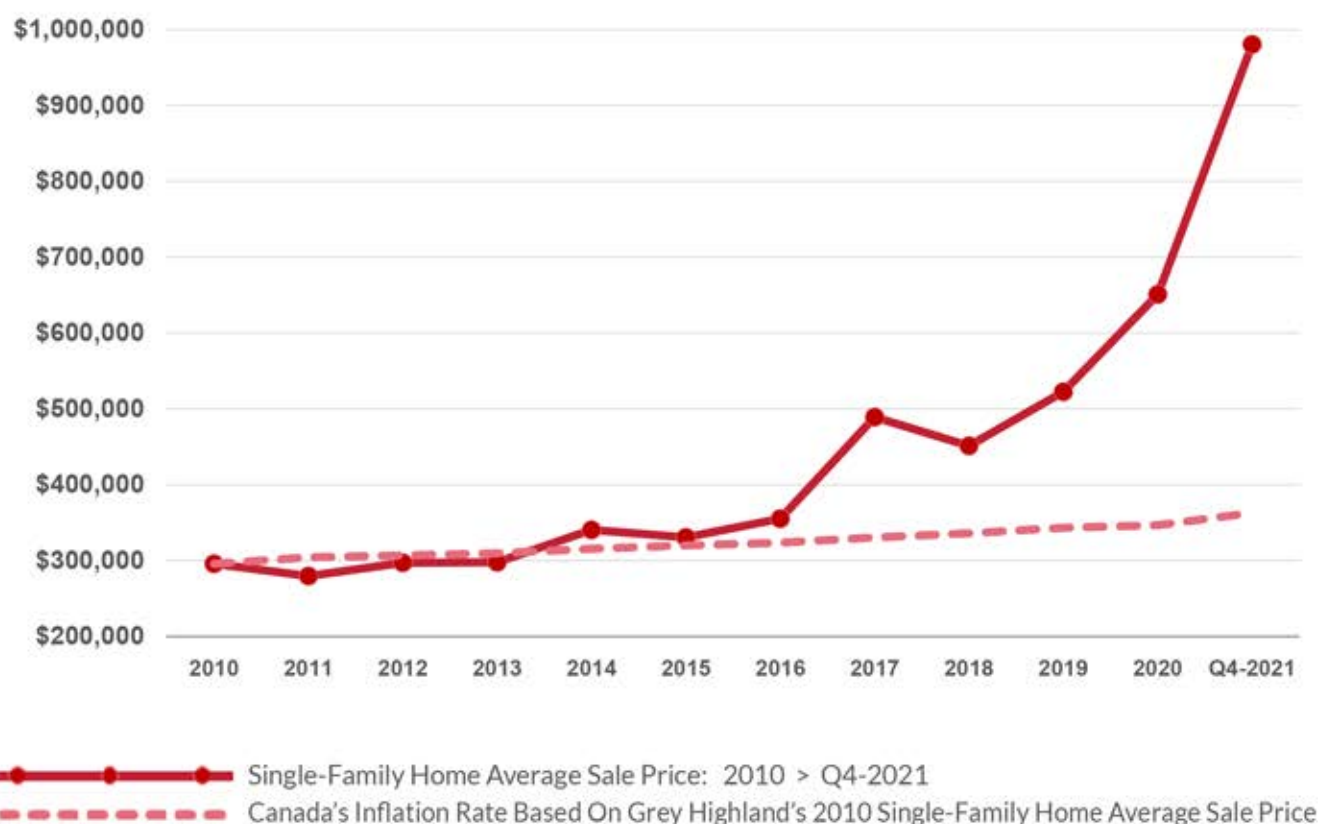
■ Single Family ■ Condo/Town ■ Vacant Land

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2021

HUGE GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highlands' average sale price for single-family homes underwent relatively modest increases from 2010-2016 and then began to climb rapidly in 2017. In Q4-2021 it reached **\$980,448** – up **51%, 88%, 117%, 100%, 176%** and **231%** from 2020, 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010 to 2013 Grey Highlands' annual average sale price for single-family homes increased at slightly less than the Canada's inflation rate. By 2016 the average sale price was **10%** above the inflation rate, after which it jumped to **170%** above the inflation rate 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

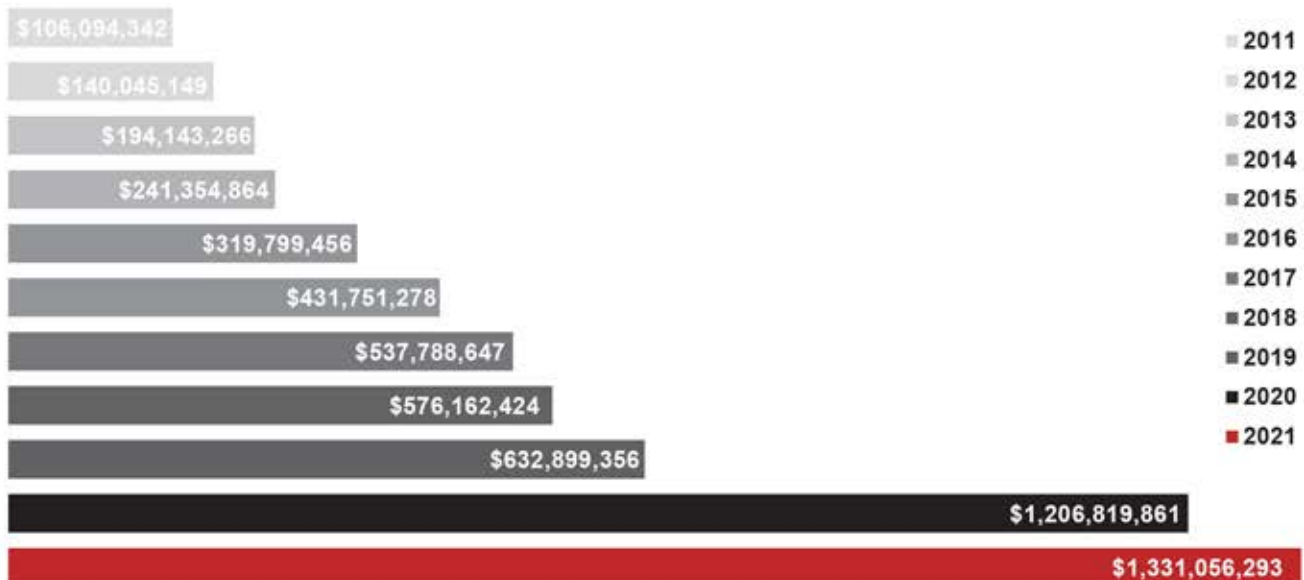


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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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27 Arthur St.

CREEMORE

705-881-9005

154 Mill St.

CRAIGLEITH

705-445-7799

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MEAFORD

519-538-5755

96 Sykes St.

WASAGA BEACH

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1249 Mosley St.

STAYNER

705-428-2800

7458 ON-26, #11.

WASAGA BEACH

705-617-9969

1344 Mosley St. Unit 5.