

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## APRIL 2020

WE'RE GRATEFUL TO HAVE BEEN CHOSEN  
ROYAL LEPAGE'S 2016  
BROKERAGE OF THE YEAR FOR ONTARIO



# OVERVIEW

## VOLUME, UNITS AND SALES DOWN, WITH AVERAGE SALE PRICE UP



### YEAR-TO-DATE SALES VOLUME OF \$262,952,602

Down 10% from 2019's \$292,749,433, with units of 451 down 16% from 2019's 538. New listings of 910 were down 13% from a year ago, with the sales/listings ratio of 49% down 2%.



### APRIL SALES VOLUME OF \$34,170,700

Down 65% from last April's \$97,857,297. Units of 67 down 63% from last year's 182. New listings of 162 were down 55%, while the sales/listing ratio of 41% was down 10%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$583,043

Up 7% from the \$544,144 of last year. Average days-on-market of 54 is down 4 days.



# OVERVIEW (cont'd)

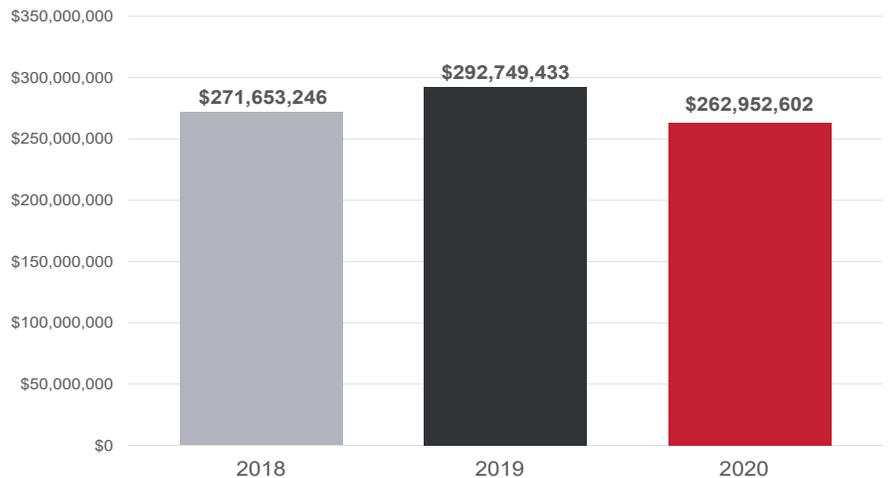


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

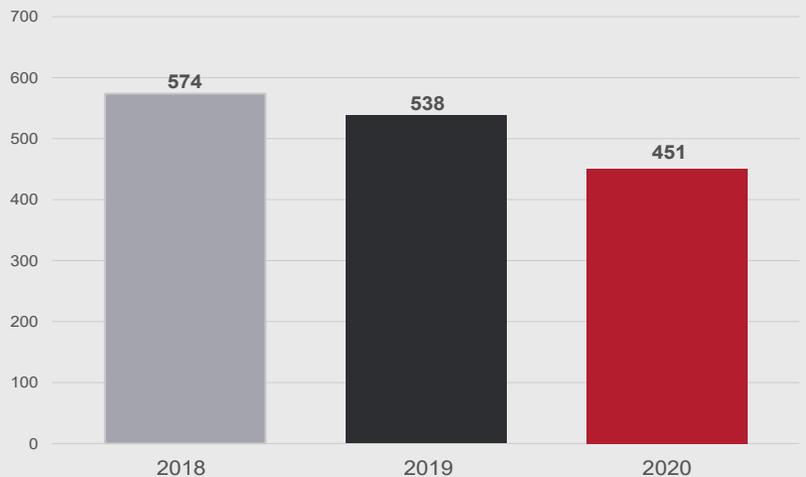
After a strong Q1, nearly all of April's key metrics – volume, units, average sale price and new listings – dropped sharply from last April due to COVID-19. Also, expired listings were up **35%** from a year ago, while average sale times were down **3** days. April's **41%** sales/listings ratio means that it's a **buyers' market**.



Graph 1:  
**Georgian Triangle MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Georgian Triangle MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
**Georgian Triangle MLS® Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

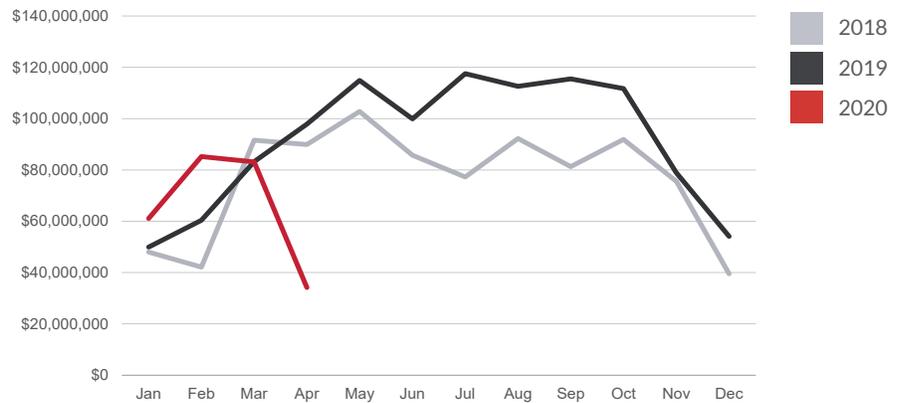
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$271,653,246	\$292,749,433	\$262,952,602	-10%
YTD Unit Sales	574	538	451	-16%
YTD New Listings	955	1045	910	-13%
YTD Sales/Listings Ratio	60%	51%	49%	-2%
YTD Expired Listings	160	185	243	+31%
April Volume Sales	\$89,948,249	\$97,857,297	\$34,170,700	-65%
April Unit Sales	194	182	67	-63%
April New Listings	269	357	162	-55%
April Sales/Listings Ratio	72%	51%	41%	-10%
April Expired Listings	38	46	62	+35%
April Average Sale Price	\$463,651	\$537,667	\$510,010	-5%
YTD Sales: Under \$100K	4	2	0	-200%
YTD Sales: \$100K - \$299K	112	61	51	-16%
YTD Sales: \$300K - \$499K	276	238	182	-24%
YTD Sales: \$500K - \$799K	129	174	140	-20%
YTD Sales: \$800K - \$999K	32	33	40	+21%
YTD Sales: \$1M - \$1.499M	16	16	21	+31%
YTD Sales: \$1.5M - \$1.999M	3	9	15	+67%
YTD Sales: \$2M+	2	5	2	-60%
YTD Average Days-On-Market	49	58	54	-7%
YTD Average Sale Price	\$473,263	\$544,144	\$583,043	+7%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales.

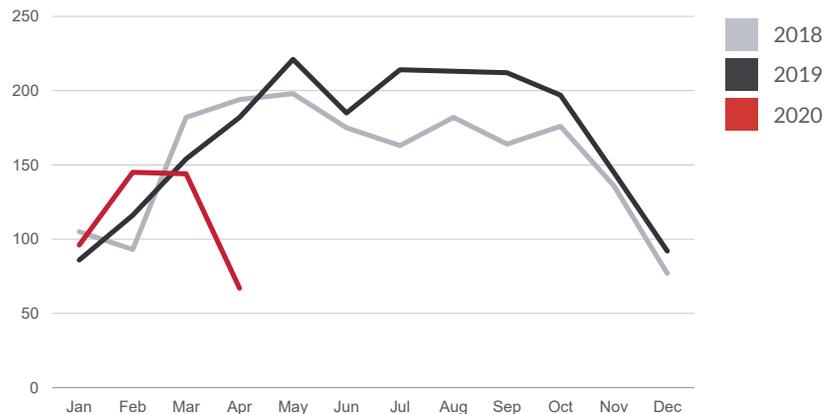
# THE MARKET IN DETAIL (cont'd)

In the current situation where there's little to crow about, it's a good time to take the 35,000 foot view. And what do we see? *A decade of record sales and prices* that kicked into overdrive in 2013. In 2012 the Southern Georgian Bay had **\$537,220,046** in sales, a **\$292,923** average sale price, and an average sale time of **88** days. In 2019 sales more than doubled to **\$1,098,493,531**, the average price of **\$544,618** was up **86%**, and the average sale time was **54** days. Also, before COVID-19, January/February volume was up **32%** from 2019 and the average price was up **11%**. All this points to strong fundamentals in the regional market. In fact, given all that this region has to offer, it's likely that it will be increasingly attractive – and in demand – for years to come.

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



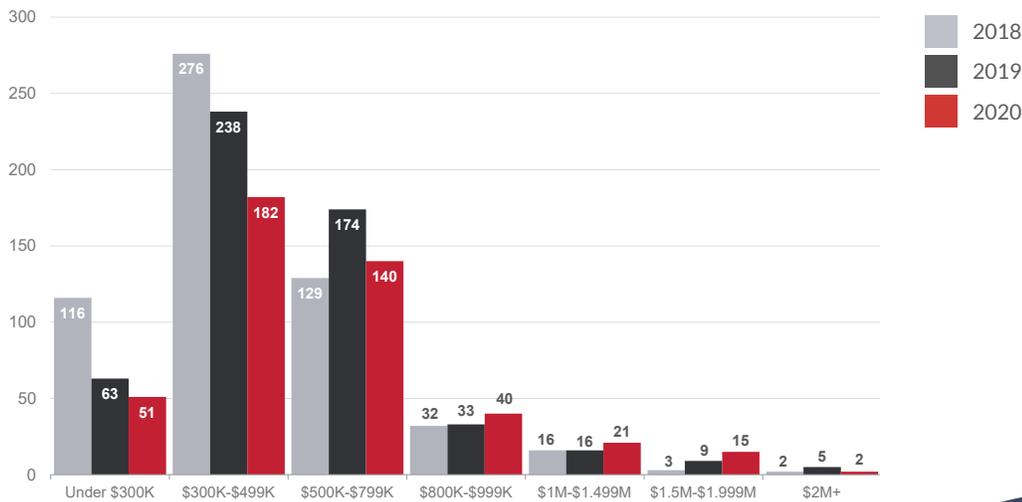
Graph 4:  
**Georgian Triangle Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in three price ranges and down in four. The \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **21%**, **31%** and **67%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K and \$2M+ ranges are down **19%**, **24%**, **20%** and **60%** respectively. More generally, sales in the Under-\$500K price bracket – which account for **52%** of 2020's sales – are down **23%** from 2019, while the \$500K-\$999K bracket is down **13%** and the \$1M+ bracket is up **27%**.

Graph 5:  
**Georgian Triangle MLS® Sales By Price**  
2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
**Georgian Triangle MLS® Sales By Property Type**  
 2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$217,924,581  
 DOWN 12% from 2019

**UNIT SALES:** 342  
 DOWN 20% from 2019

**AV. DAYS-ON-MARKET:** 57  
 EQUAL to 2019

**AV. SALE PRICE:** \$637,206  
 UP 10% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$45,028,021  
 DOWN .2% from 2019

**UNIT SALES:** 109  
 DOWN 2% from 2019

**AV. DAYS-ON-MARKET:** 47  
 DOWN 14 days from 2019

**AV. SALE PRICE:** \$413,101  
 UP 2% from 2019

### VACANT LAND

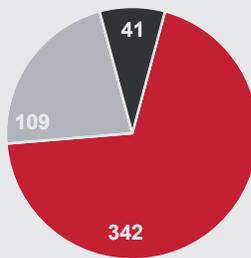
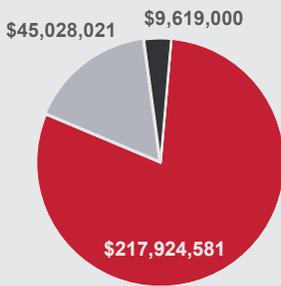
**DOLLAR SALES:** \$9,619,000  
 DOWN 9% from 2019

**UNIT SALES:** 41  
 UP 21% from 2019

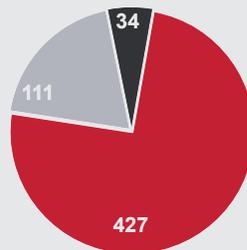
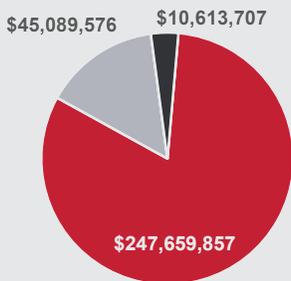
**AV. DAYS-ON-MARKET:** 90  
 DOWN 20 days from 2019

**AV. SALE PRICE:** \$234,610  
 DOWN 25% from 2019

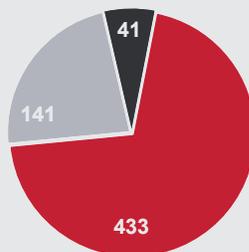
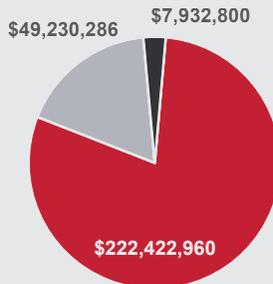
## 2020



## 2019



## 2018



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2019

**OUR 7TH STRAIGHT RECORD-BREAKING YEAR!**



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



**WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

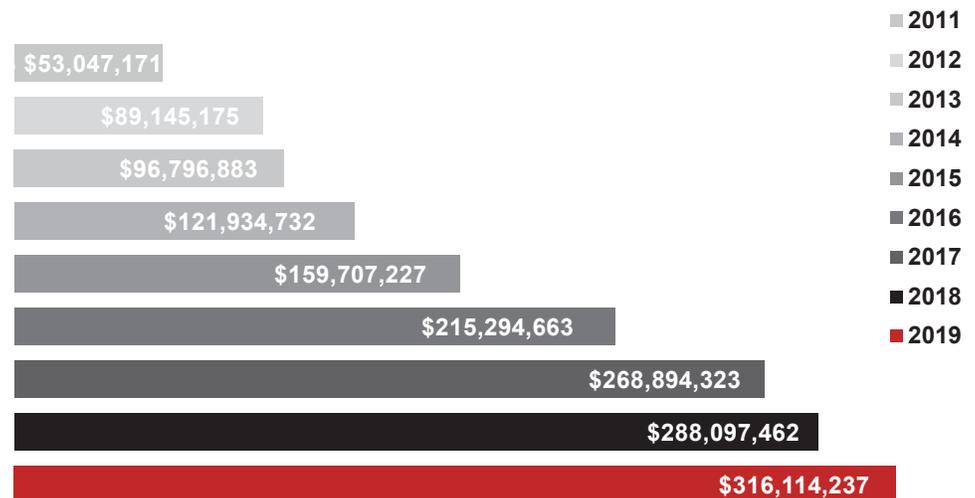
And #2 in Wasaga Beach after opening an office there in mid-2015.



**WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR**



**Locations North Sales Volume, 2011 - 2019**



\*Southern Georgian Bay Association of REALTORS®

# 2019 UNIT SALES

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

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

## Georgian Triangle Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$800,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2019

**#1** Georgian Triangle  
**BROKERAGE**

**8**  
Straight Years\*  
Of Record Sales!

**Featured Listings**

**21,400+**  
People Reached†

**6,100+**  
Clicks, Shares, Views, & Likes‡

**Q1** BY THE  
**Numbers**

**ROYAL LEPAGE** LOCATIONS **NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**40** Detailed Market Reports  
Per Year FOR YOU

**Annual Sales Volume**  
2019 Sales Up 10%  
from 2018



Almost  
**3** TIMES  
MORE

than our closest regional competitor†



**Award Winning Service**

**Socially Connected**



**92,500+**

**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**300+**

**Buyer leads/month**§

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**



**\$32,465**

Giving back and working  
in our community

**Raised for Local Charities  
in 2019**

**WINBLAST \$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755  
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969



# WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO  
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



**COLLINGWOOD**

705-445-5520

330 First Street



**THE BLUE MOUNTAINS**

519-599-2136

27 Arthur Street



**MEAFORD**

519-538-5755

96 Sykes Street



**WASAGA BEACH**

705-617-9969

1344 Mosley Sreet, Unit 5



**CLEARVIEW**

705-881-9005

143 Mill St., Creemore