

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

APRIL 2021

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



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OVERVIEW

HUGE RECORD SALES, WITH AVERAGE PRICES WAY UP AND DAYS-ON-MARKET DOWN



RECORD YEAR-TO-DATE SALES VOLUME OF \$790,385,744

Up 184% from 2020's \$278,258,836, with units of 941 up 99% from 2020's 473. New listings of 1230 up 25% from one year ago, with the sales/listings ratio of 77% up 29%.



RECORD APRIL SALES VOLUME OF \$261,032,050

Up 598% from last April's \$37,400,200. Record April units of 308 up 328% from last year's 72. New listings of 445 up 154% from a year ago, with the sales/listing ratio of 69% up 28%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$839,942

Up 43% from the \$588,285 of one year ago. Average days-on-market of 20 down 32 days.

OVERVIEW (cont'd)

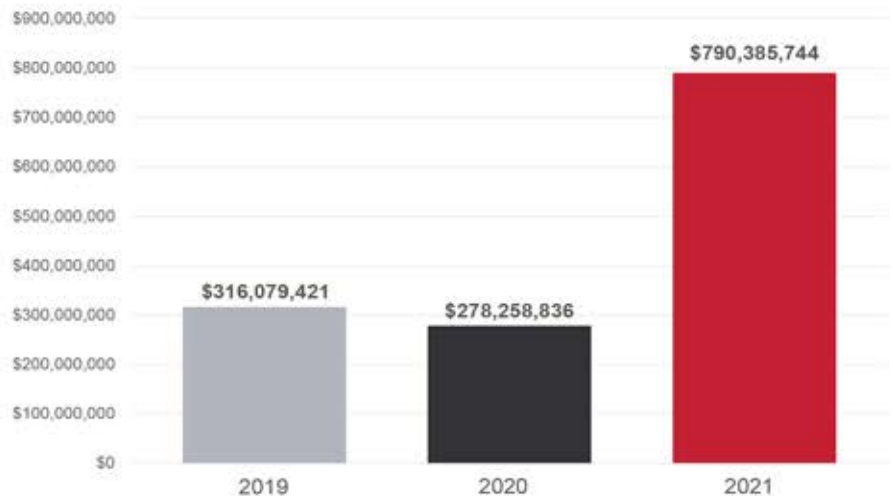


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

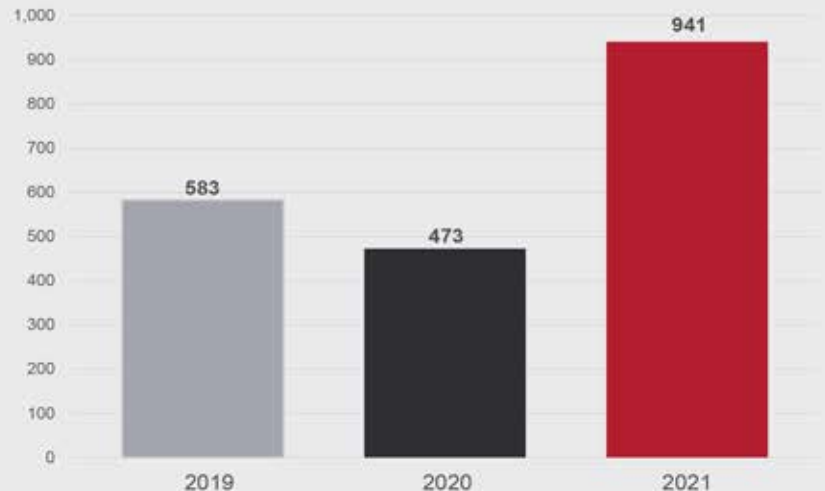
The Southern Georgian Bay market had a high **103.7%** sale/list price ratio in April. Homes sold in just **16** days on average, down **30** days from a year ago. And there is now just **one month** of inventory. All that, and April's **69%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:

Southern Georgian Bay MLS® Sales And Listing Summary
2019 vs. 2020 vs. 2021

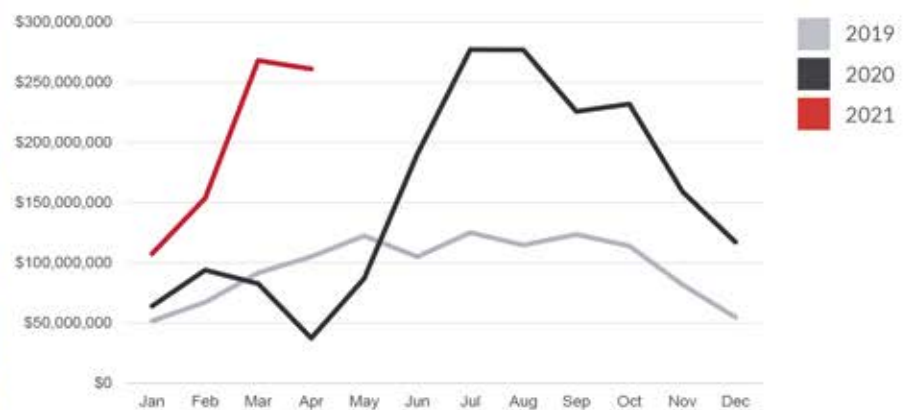
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$316,079,421	\$278,258,836	\$790,385,744	+184%
YTD Unit Sales	583	473	941	+99%
YTD New Listings	1136	985	1230	+25%
YTD Sales/Listings Ratio	51%	48%	77%	+29%
YTD Expired Listings	136	187	36	-81%
April Volume Sales	\$105,177,085	\$37,400,200	\$261,032,050	+598%
April Unit Sales	197	72	308	+328%
April New Listings	385	175	445	+154%
April Sales/Listings Ratio	51%	41%	69%	+28%
April Expired Listings	42	55	8	-85%
April Average Sale Price	\$533,894	\$519,447	\$847,507	+63%
YTD Sales: Under \$300K	65	44	17	-61%
YTD Sales: \$300K - \$499K	259	195	140	-28%
YTD Sales: \$500K - \$799K	195	153	416	+172%
YTD Sales: \$800K - \$999K	34	44	162	+268%
YTD Sales: \$1M - \$1.499M	16	19	129	+579%
YTD Sales: \$1.5M - \$1.999M	9	15	47	+213%
YTD Sales: \$2M+	5	3	30	+900%
YTD Average Days-On-Market	56	52	20	-62%
YTD Average Sale Price	\$542,160	\$588,285	\$839,942	+43%

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 May 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

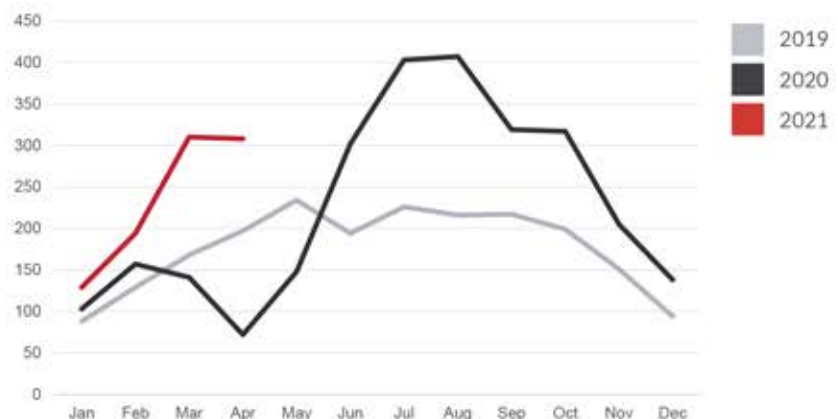
THE MARKET IN DETAIL (cont'd)

Southern Georgian Bay's market is in overdrive. As **Graph 3** shows, while April's volume of **\$261,032,050** was down **3%** from March, it was the region's fourth best month ever and eleventh straight record. As well, 2021's year-to-date volume of **\$790,385,744** was not only up **184%** from last year, it was up **104%** from 2017's prior high. On the units side, **Graph 4** shows a similar but less pronounced pattern. April's **308** sales were SGB's fourth best ever, while 2021's year-to-date sales of **941** were up **19%** from 2017's former benchmark **793**. Perhaps most notable was the region's **368** sales in the \$800K+ bracket: they're up **354%** from 2020's **81**. Not surprisingly, SGB's year-to-date average sale price is doing quite nicely. It's up **126%, 73%, 77%, 55% and 43%** from 2016-2020 respectively.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



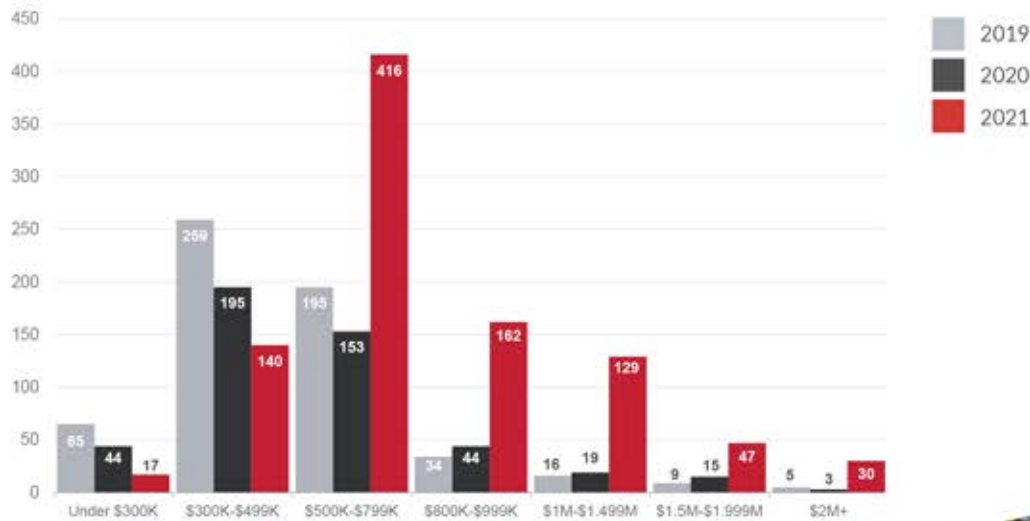
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **172%**, **268%**, **579%**, **213%** and **900%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **61%** and **28%** respectively. More generally, the Under-\$500K bracket – which accounts for **17%** of 2021's sales – is down **34%** from a year ago. The \$500K- 999K bracket – which accounts for **61%** of all sales – is up **193%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **457%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$624,774,015
UP 180% from 2020

UNIT SALES: 664
UP 95% from 2020

AV. DAYS-ON-MARKET: 18
DOWN 36 days from 2020

AV. SALE PRICE: \$940,925
UP 44% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$165,611,729
UP 199% from 2020

UNIT SALES: 277
UP 108% from 2020

AV. DAYS-ON-MARKET: 24
DOWN 24 days from 2020

AV. SALE PRICE: \$597,876
UP 44% from 2020

VACANT LAND

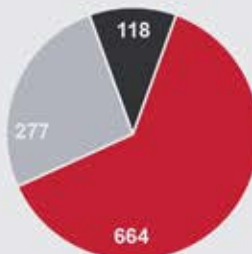
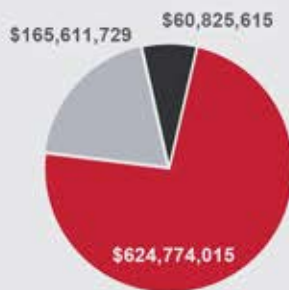
DOLLAR SALES: \$60,825,615
UP 482% from 2020

UNIT SALES: 118
UP 157% from 2020

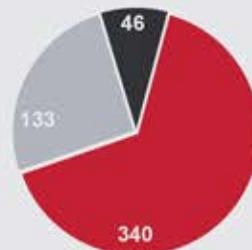
AV. DAYS-ON-MARKET: 92
UP 3 days from 2020

AV. SALE PRICE: \$515,471
UP 127% from 2020

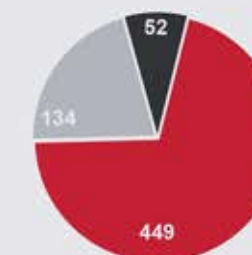
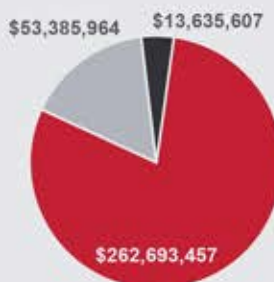
2021



2020



2019



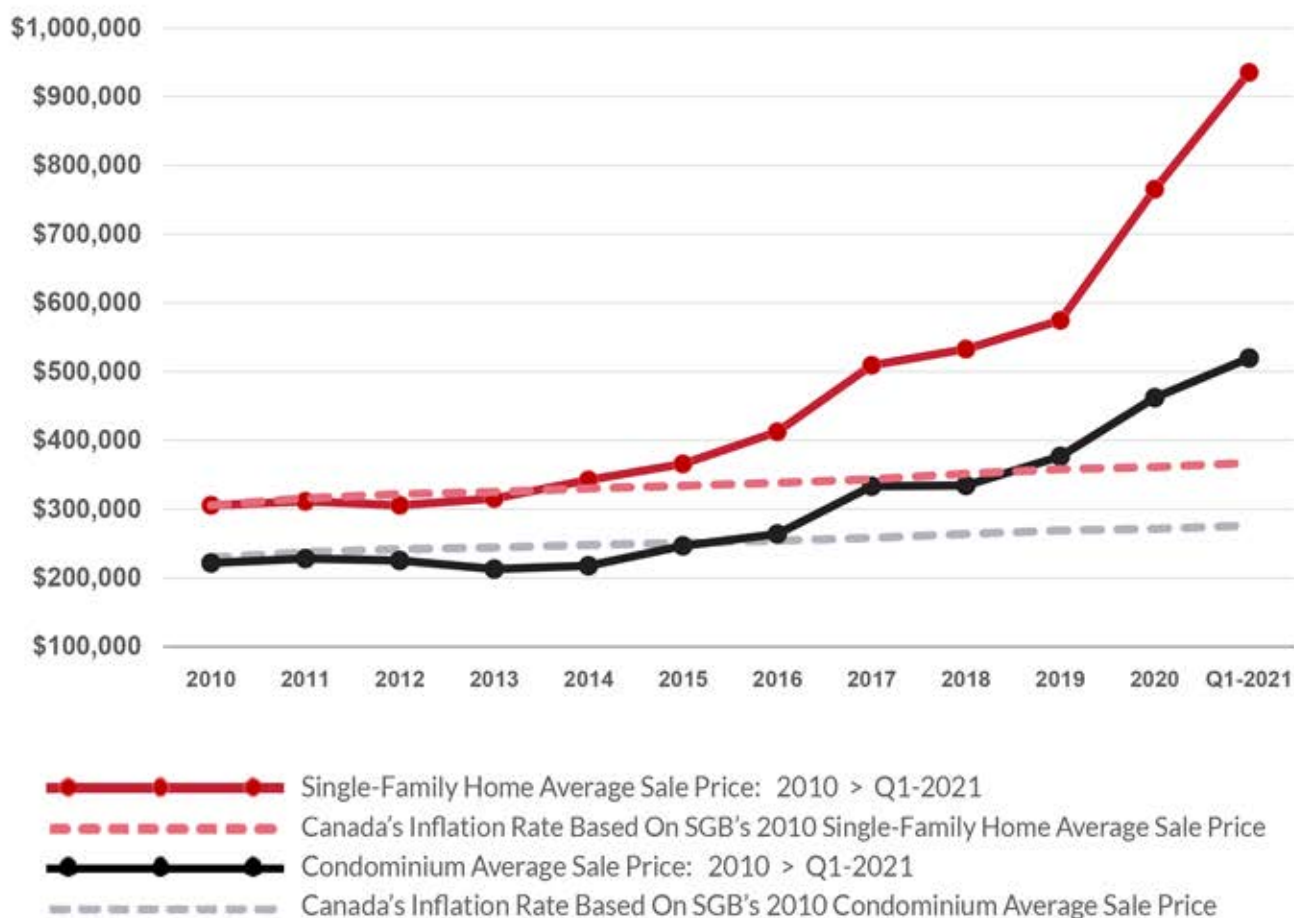
■ Single Family ■ Condos/Towns ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2021 was **\$935,242**; that's up **39%, 60%, 77%, 78%** and **205%** from Q1 of 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$576,006** was up **38% 73%, 101%, 106%** and **140%** from Q1 of 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **155%** above inflation in Q1-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **88%** above inflation in Q1-2021.



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

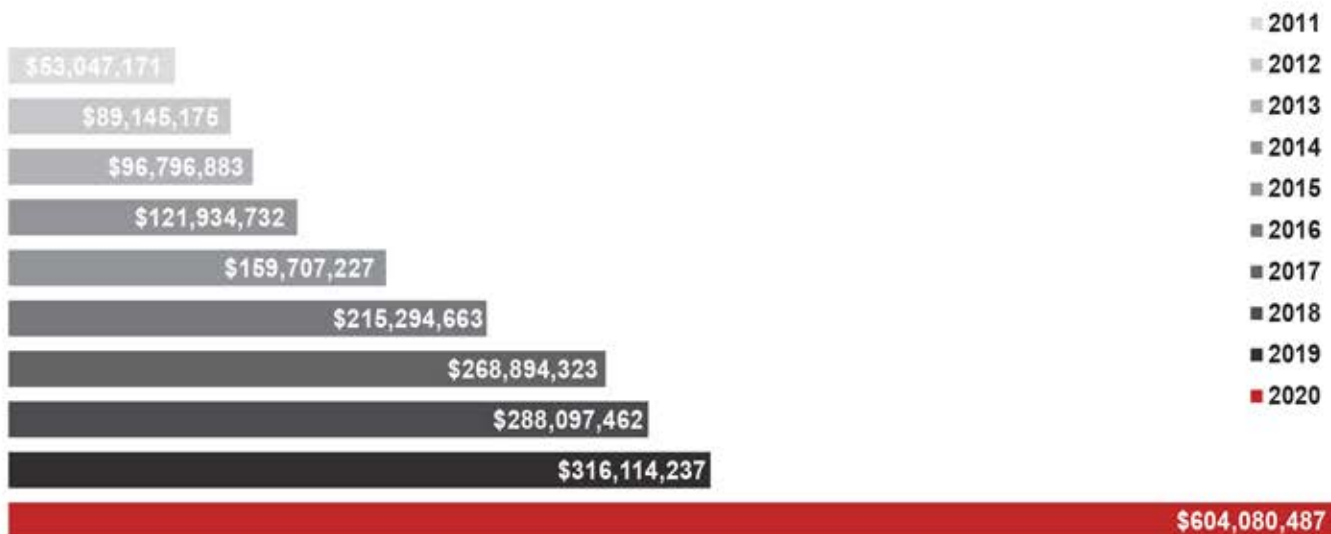


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



27,690+

People Reached†

4,333+

Clicks, Shares, Views, & Likes‡

Q1 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



52 Detailed Market Reports
Per Year FOR YOU

Annual Sales Volume
2020 Sales Up 91%
from 2019



**Almost
4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
**times
more**

than our closest regional competitor†

Socially Connected



285,872+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com



308,757+

Page Views†

62,165+

Unique Visitors†



\$36,720

Giving back and working
in our community

**Raised for Local Charities
in 2020**



WIBLAST \$22,500

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

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2021 to March 31st, 2021). ‡Based on social media channels (January 1st, 2021 to March 31st, 2021). §Based on March 2021 lead volume



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REAL ESTATE SERVICE

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COLLINGWOOD

705-445-5520

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.

