

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## APRIL 2022

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



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# OVERVIEW

## VOLUME AND UNITS DOWN FROM 2021, WITH AVERAGE SALE PRICES UP AND FASTER SALES



### YEAR-TO-DATE SALES VOLUME OF \$751,668,462

Down 5% from 2021's \$787,430,894, with units of 706 down 25% from 2021's 940. New listings of 1136 down 8% from one year ago, with the sales/listings ratio of 62% down 14%.



### APRIL SALES VOLUME OF \$206,660,128

Down 21% from last April's \$260,289,200. April units of 200 down 35% from last year's 309. New listings of 414 down 7% from a year ago, with the sales/listing ratio of 48% down 21%.

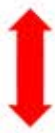


### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,064,686

Up 27% from last April's \$837,692. Average days-on-market of 17 down 3 days.



# OVERVIEW (cont'd)

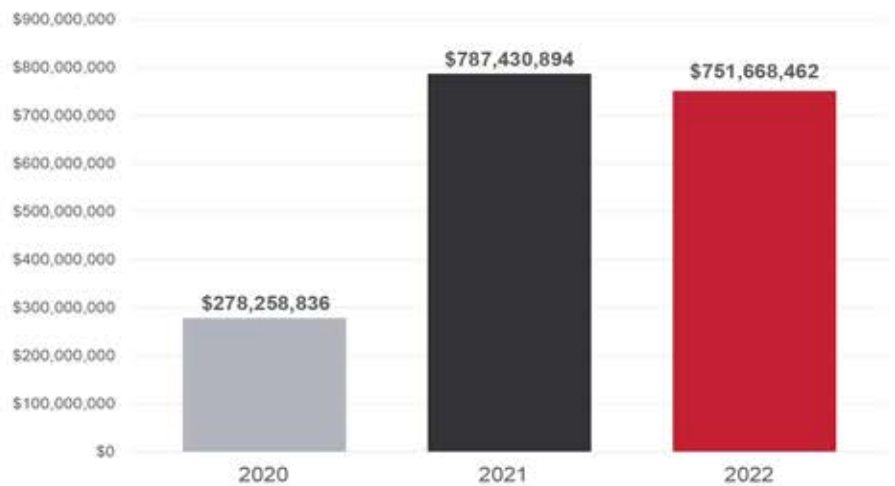


## THE DEMAND FOR LISTINGS IS EQUAL TO THE SUPPLY

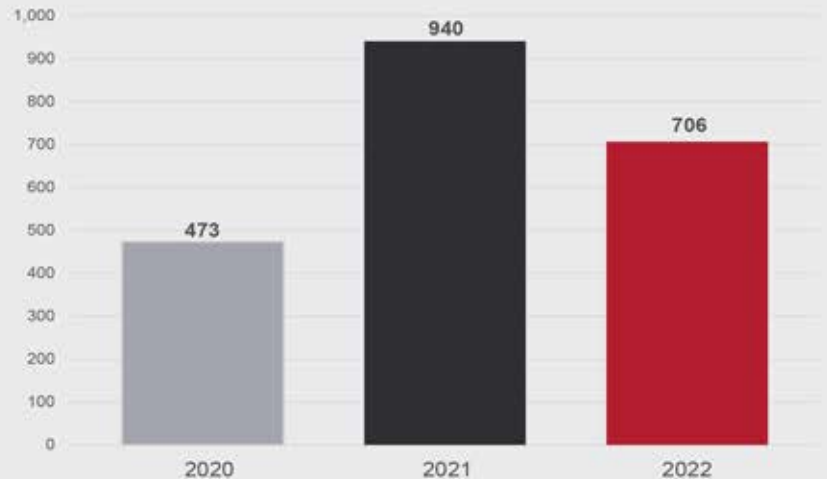
The Southern Georgian Bay market had a solid **100.4%** sale/list price ratio in April. Homes sold in just **13** days on average, down **3** days from a year ago, and there is currently **two months** of inventory. Despite those numbers, April's **48%** sales/listings ratio tentatively indicates that it is currently a **balanced market**.



Graph 1:  
Southern Georgian Bay MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
Southern Georgian Bay MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)





# THE MARKET IN DETAIL



Table 1:  
**Southern Georgian Bay MLS® Sales And Listing Summary**  
2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$278,258,836	\$787,430,894	\$751,668,462	-5%
YTD Unit Sales	473	940	706	-25%
YTD New Listings	985	1230	1136	-8%
YTD Sales/Listings Ratio	48%	76%	62%	-14%
YTD Expired Listings	187	36	37	+3%
April Volume Sales	\$37,400,200	\$260,289,200	\$206,660,128	-21%
April Unit Sales	72	309	200	-35%
April New Listings	175	446	414	-7%
April Sales/Listings Ratio	41%	69%	48%	-21%
April Expired Listings	55	8	8	0%
April Average Sale Price	\$519,447	\$842,360	\$1,033,301	+23%
YTD Sales: Under \$300K	44	18	5	-72%
YTD Sales: \$300K - \$499K	195	140	47	-66%
YTD Sales: \$500K - \$799K	153	415	200	-52%
YTD Sales: \$800K - \$999K	44	163	171	+5%
YTD Sales: \$1M - \$1,499M	19	129	178	+38%
YTD Sales: \$1.5M - \$1,999M	15	45	54	+20%
YTD Sales: \$2M+	3	30	51	+70%
YTD Average Days-On-Market	52	20	17	-15%
YTD Average Sale Price	\$588,285	\$837,692	\$1,064,686	+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 May 3, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

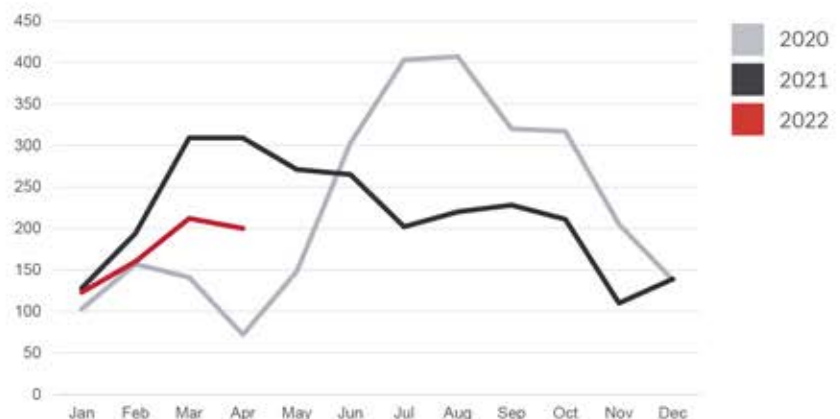
# THE MARKET IN DETAIL (cont'd)

Although the Southern Georgian Bay market has not matched 2021's highs, it has performed strongly nonetheless. Volume of **\$751,668,462** was down **5%** from last year's record **\$787,430,894**, but up **94%** from 2017's third best total. On the units side, 2022's **706** were down **25%** from 2021's big record **940**, but still the fourth best ever. All that said, it will be interesting to watch the market going forward given the odd combination of April's: relatively strong **100.4%** sale/list price ratio; low **13-day** average sale time; low **48%** sales/listings ratio; and current **two months** of inventory. The good news is that the average sale price is doing very nicely. At **\$1,064,686** it's up **124%, 96%, 81%** and **27%** from 2018-2021 respectively.

Graph 3:  
Southern Georgian Bay Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:  
Southern Georgian Bay Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)





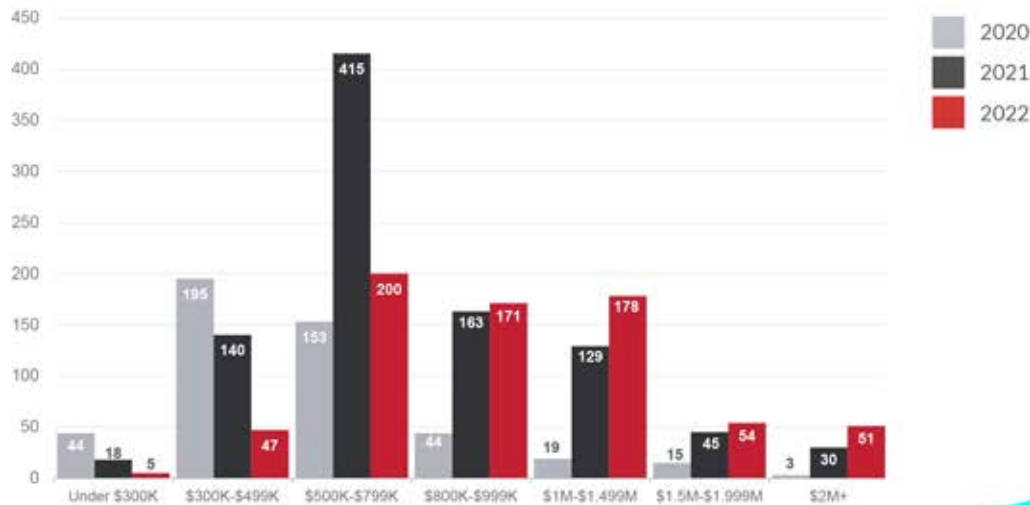
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **5%**, **38%**, **20%** and **70%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **72%**, **66%**, and **52%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2022's sales – is down **67%** from a year ago. The \$500K-\$999K bracket – which accounts for **53%** of all sales – is down **36%**. And the \$1M+ bracket – which accounts for **40%** of all sales – is up **39%**.

Graph 5:

**Southern Georgian Bay MLS® Sales By Price**

2020 vs. 2021 vs. 2022 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$617,309,061  
DOWN 1% from 2021

**UNIT SALES:** 521  
DOWN 21% from 2021

**AV. DAYS-ON-MARKET:** 16  
DOWN 2 days from 2021

**AV. SALE PRICE:** \$1,184,894  
UP 26% from 2021

### CONDOS/TOWNS

**DOLLAR SALES:** \$134,359,401  
DOWN 18% from 2021

**UNIT SALES:** 185  
DOWN 34% from 2021

**AV. DAYS-ON-MARKET:** 17  
DOWN 7 days from 2021

**AV. SALE PRICE:** \$726,267  
UP 22% from 2021

### VACANT LAND

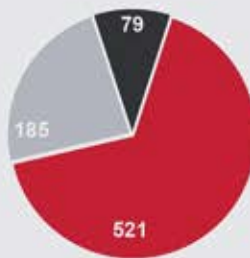
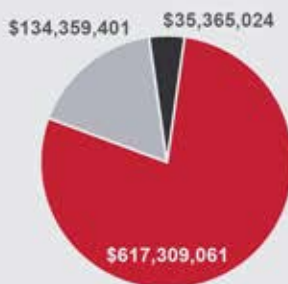
**DOLLAR SALES:** \$35,365,024  
DOWN 41% from 2021

**UNIT SALES:** 79  
DOWN 32% from 2021

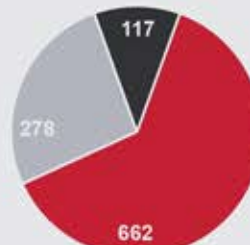
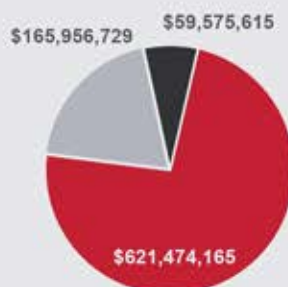
**AV. DAYS-ON-MARKET:** 58  
DOWN 34 days from 2021

**AV. SALE PRICE:** \$447,659  
DOWN 12% from 2021

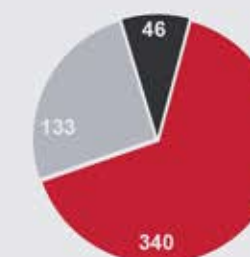
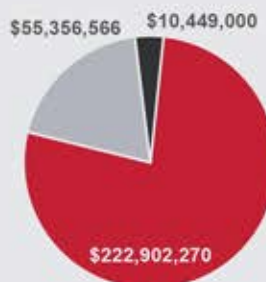
2022



2021



2020



■ Single Family ■ Condos/Towns ■ Vacant Land

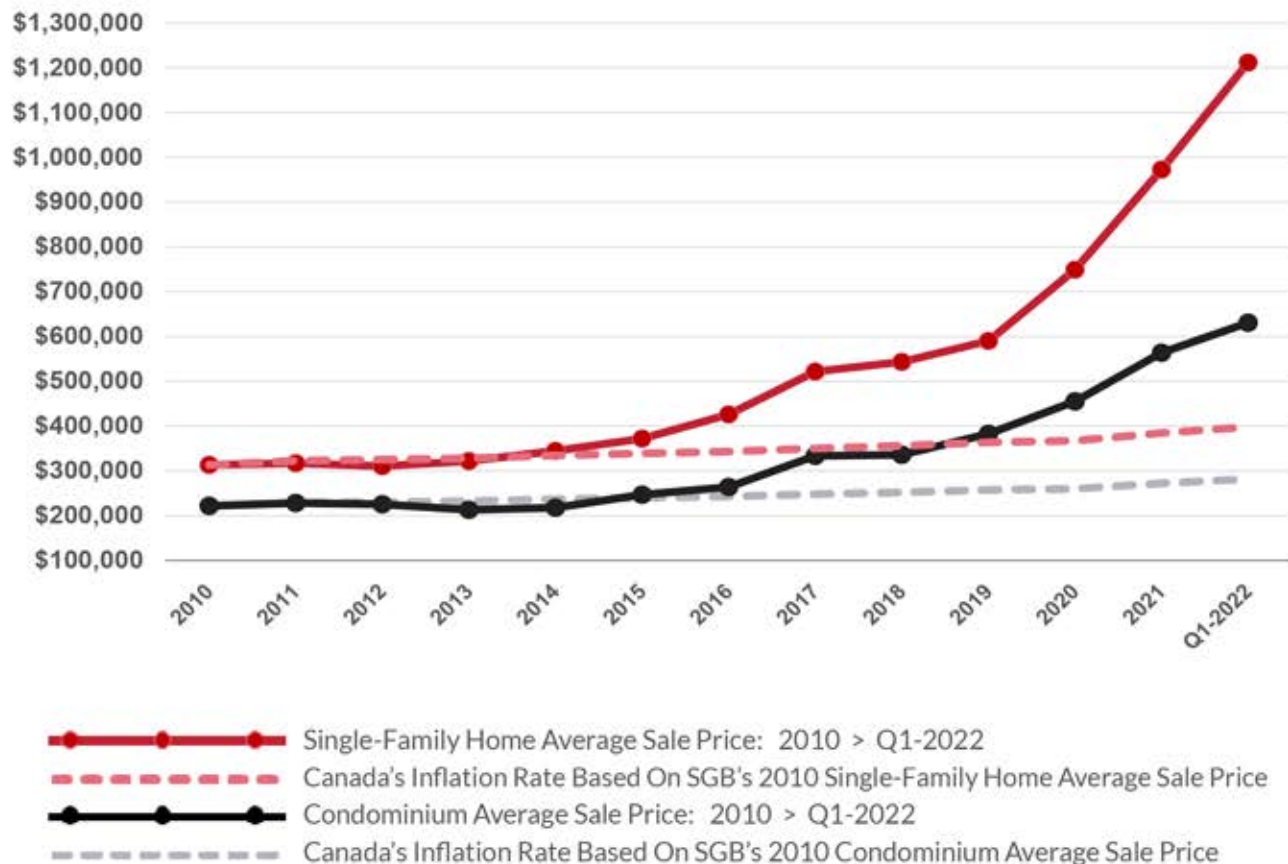


# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2022

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2022 was **\$1,211,518**: that's up **25%, 62%, 105%, 123%** and **287%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$630,688** was up **38%, 73%, 101%, 106%** and **140%** from 2021, 2020, 2019, 2018 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 **204%** above inflation in Q1-2022. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **124%** above inflation in Q1-2022.





# 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

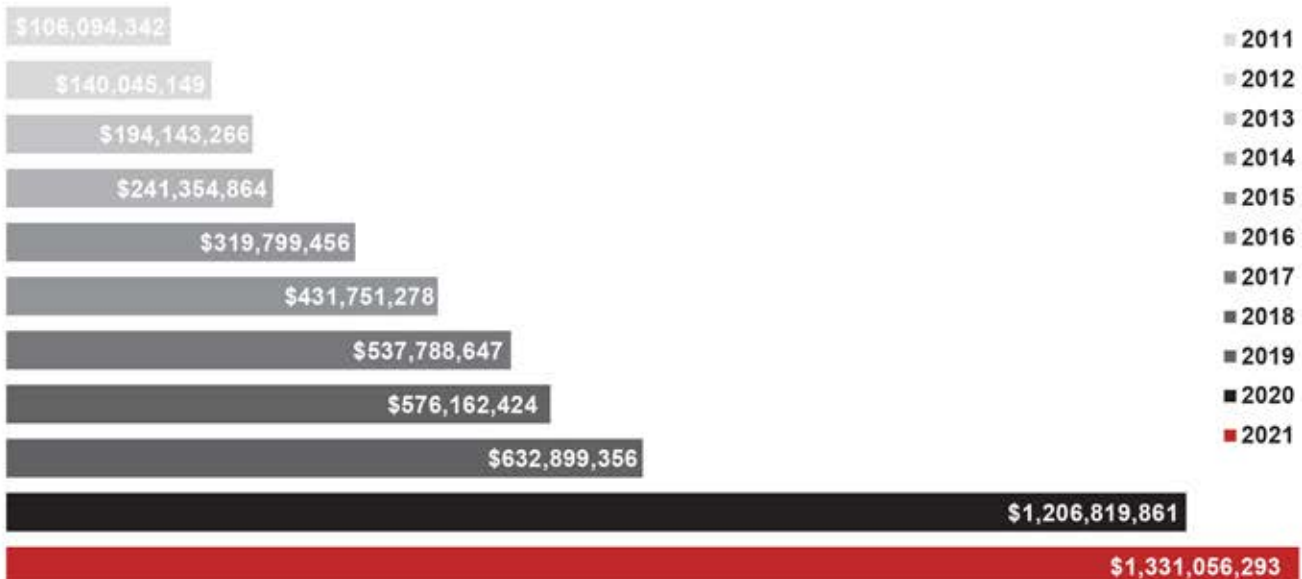


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	



Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$878,700+**

Raised for local causes &  
Community Sponsorships  
from 2013-2022

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

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

Featured Listings

 **36,239+**  
People Reached†

**5,899+**   
Clicks, Shares, Views, & Likes‡

**Q1** BY THE **2022**  
**Numbers**

 **LOCATIONS NORTH**  
BROKERAGE

Region's Best  
Market Intelligence



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

**RECORD Q1 SALES  
VOLUME OF**

With \$543,188,334



**3 TIMES  
MORE**

than our closest regional competitor†



Award Winning Service

Socially Connected



**67,766+**

Social Media Impressions

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**600**

Buyer leads/month§

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



**LocationsNorth.com**



**2021 TOP 1%  
DONOR**  
ROYAL LEPAGE  
SHELTER FOUNDATION

**WYBLAST \$5200**

Raised for Local Charities  
in 2022

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, 2022 to March 31st, 2022). ‡Based on social media channels (January 1st, 2022 to March 31st, 2022). §Based on June 2020 lead volume



# PERSONAL PROFESSIONAL PROGRESSIVE

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*At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at [www.locationsnorth.com](http://www.locationsnorth.com)*



**COLLINGWOOD**  
705-445-5520  
330 First St.

**THORN BURY**  
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.