

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## AUGUST 2021

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



[collaborativerealestate.ca](http://collaborativerealestate.ca)

[www.locationsnorth.com](http://www.locationsnorth.com)



# OVERVIEW

## SALES REBOUND AND REMAIN STRONG, WITH THE AVERAGE SALE PRICE WAY UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$1,621,461,562

Up 46% from 2020's \$1,109,943,558, with units of 1899 up 10% from 2020's 1734. New listings of 2546 up 1% from one year ago, with the sales/listings ratio of 75% up 6%.



### AUGUST SALES VOLUME OF \$200,693,887

Down 18% from last August's \$276,886,753. Units of 219 down 46% from last year's 407. New listings of 263 down 31% from a year ago, with the sales/listing ratio of 83% down 24%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$853,850

Up 33% from the \$640,105 of one year ago. Average days-on-market of 20 down 29 days.



# OVERVIEW (cont'd)

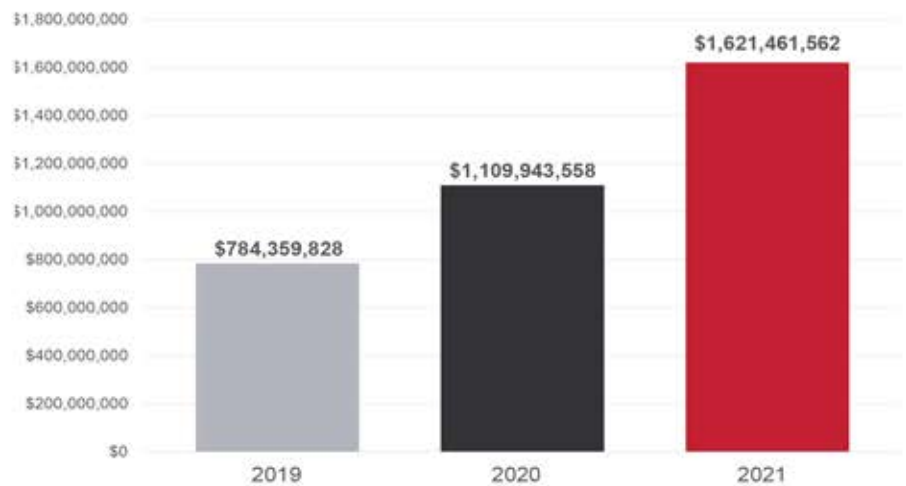


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

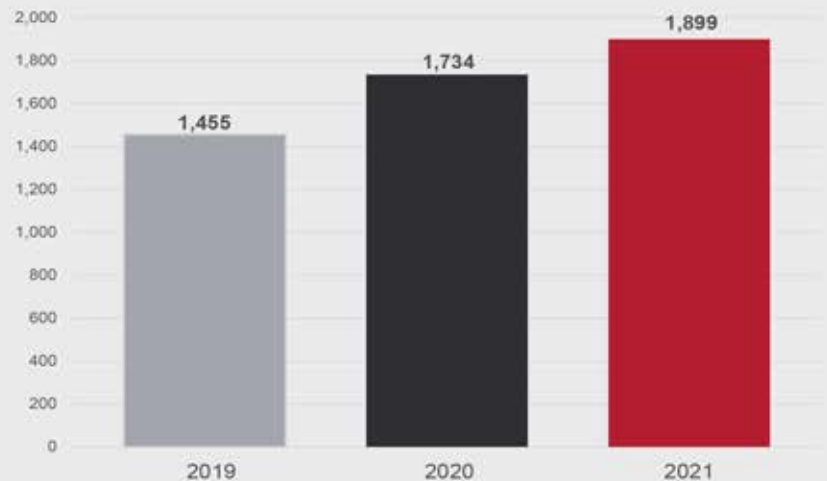
The Southern Georgian Bay market had a **98.8%** sale/list price ratio in August, down from last August's **99.1%**. Homes sold in **26** days on average, down **17** days from a year ago, and there is currently **one month** of inventory. All that, together with August's high **83%** sales/listings 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	\$784,359,828	\$1,109,943,558	\$1,621,461,562	<b>+46%</b>
YTD Unit Sales	1455	1734	1899	<b>+10%</b>
YTD New Listings	2721	2524	2546	<b>+1%</b>
YTD Sales/Listings Ratio	53%	69%	75%	<b>+6%</b>
YTD Expired Listings	365	361	121	<b>-66%</b>
August Volume Sales	\$115,070,977	\$276,886,753	\$200,693,887	<b>-18%</b>
August Unit Sales	217	407	219	<b>-46%</b>
August New Listings	349	380	263	<b>-31%</b>
August Sales/Listings Ratio	62%	107%	83%	<b>-24%</b>
August Expired Listings	61	35	29	<b>-17%</b>
August Average Sale Price	\$530,281	\$680,311	\$916,410	<b>+35%</b>
YTD Sales: Under \$300K	161	107	34	<b>-68%</b>
YTD Sales: \$300K - \$499K	672	618	275	<b>-56%</b>
YTD Sales: \$500K - \$799K	456	671	826	<b>+23%</b>
YTD Sales: \$800K - \$999K	76	143	347	<b>+143%</b>
YTD Sales: \$1M - \$1,499M	62	124	263	<b>+112%</b>
YTD Sales: \$1.5M - \$1,999M	20	47	88	<b>+87%</b>
YTD Sales: \$2M+	8	24	66	<b>+175%</b>
YTD Average Days-On-Market	52	49	20	<b>-59%</b>
YTD Average Sale Price	\$539,079	\$640,105	\$853,850	<b>+33%</b>

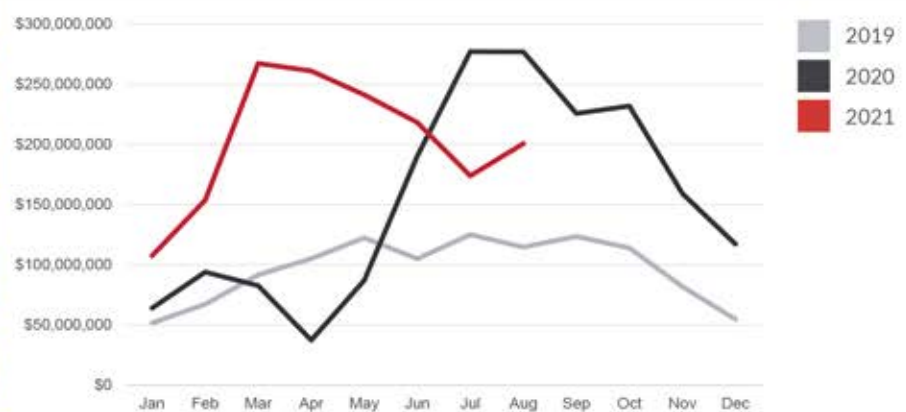
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association of REALTORS® and refers specifically to residential sales as of Sept. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



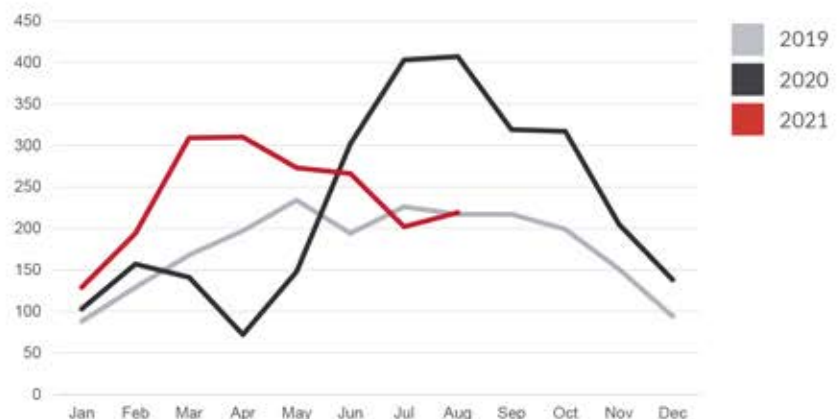
# THE MARKET IN DETAIL (cont'd)

After four months of declining – but still very strong – sales, the Southern Georgian Bay enjoyed a nice uptick in August. Volume of **\$200,693,887**, although down **18%** from last year, was the second best August ever – and up a big **74%** from 2019's third best total. That said, August's **219** unit sales, while up **8%** from July, were down **46%** from last August's all-time regional monthly record of **407**. Nonetheless, August had a high **83%** sales/listings ratio, and also saw **31%** fewer new listings, **17%** fewer expired listings and a **35%** higher average sale price than last August. So the market has remained relatively robust. Additionally, the year-to-date average price is still doing extraordinarily well: At **\$853,850** it's up **122%, 77%, 73%, 58%** and **33%** 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)



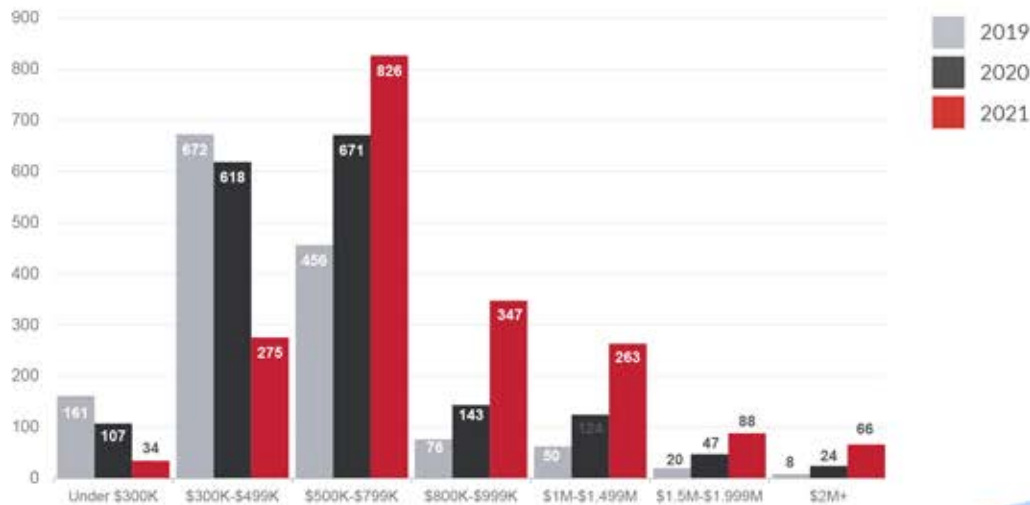
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 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 **23%**, **143%**, **112%**, **87%** and **175%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **68%** and **56%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **57%** from a year ago. The \$500K-\$999K bracket – which accounts for **62%** of all sales – is up **44%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **114%**.

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:** \$1,304,880,489  
UP 43% from 2020

**UNIT SALES:** 1387  
UP 6% from 2020

**AV. DAYS-ON-MARKET:** 19  
DOWN 31 days from 2020

**AV. SALE PRICE:** \$940,793  
UP 34% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$316,581,073  
UP 60% from 2020

**UNIT SALES:** 512  
UP 19% from 2020

**AV. DAYS-ON-MARKET:** 23  
DOWN 22 days from 2020

**AV. SALE PRICE:** \$618,322  
UP 35% from 2020

### VACANT LAND

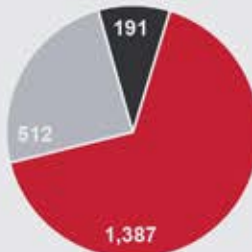
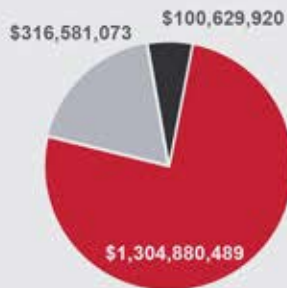
**DOLLAR SALES:** \$100,629,920  
UP 208% from 2020

**UNIT SALES:** 191  
UP 55% from 2020

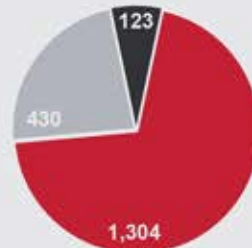
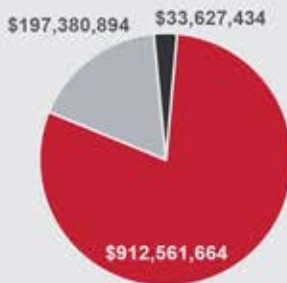
**AV. DAYS-ON-MARKET:** 74  
DOWN 11 days from 2020

**AV. SALE PRICE:** \$526,858  
UP 93% from 2020

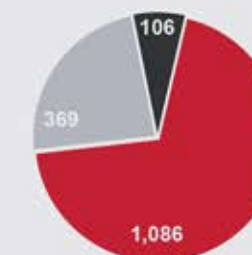
2021



2020



2019



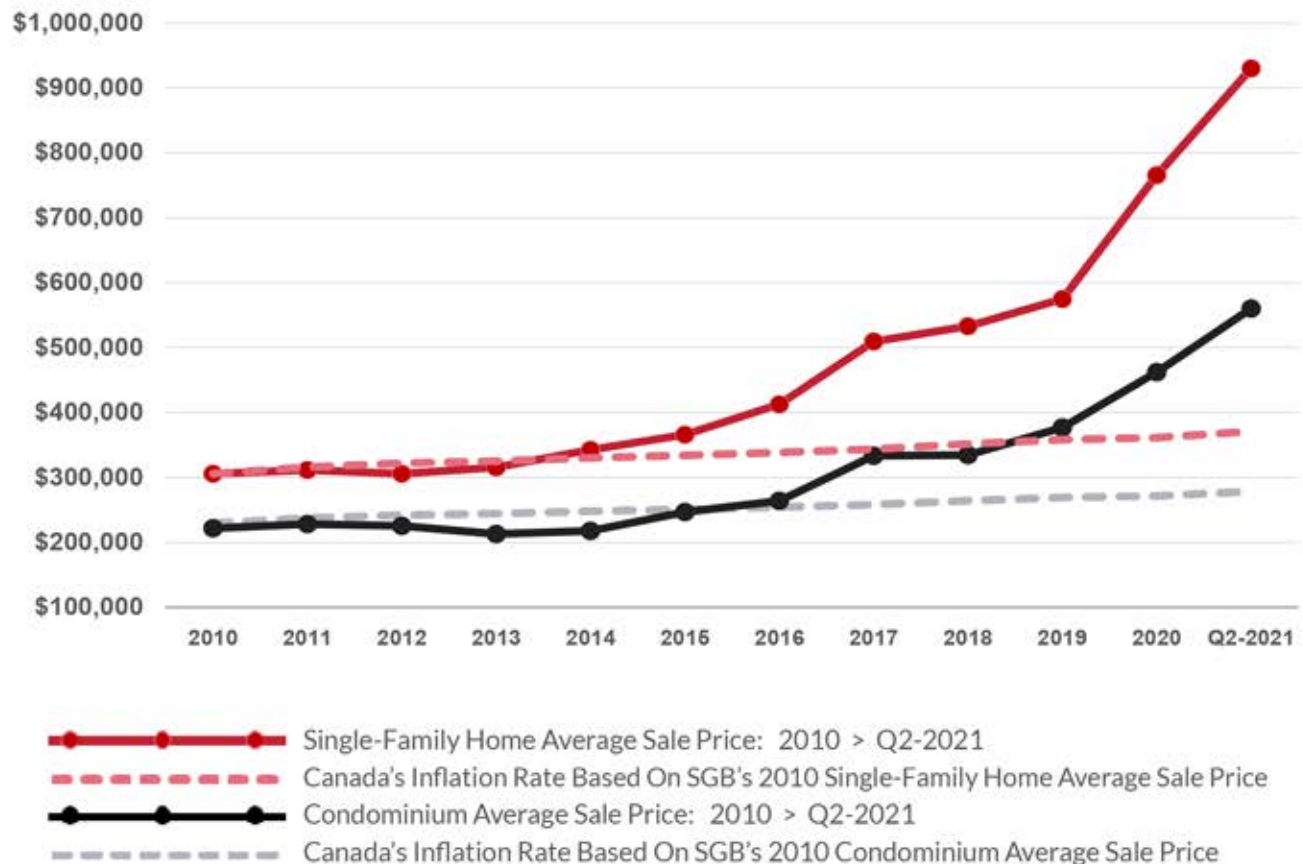
■ Single Family ■ Condos/Towns ■ Vacant Land

# 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 Q2-2021 was **\$929,874**; that's up **21%, 62%, 75%, 83% and 204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$560,107** was up **21% 49%, 59%, 63% and 153%** from 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 **151%** above inflation in Q2-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **101%** above inflation in Q2-2021.





# 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

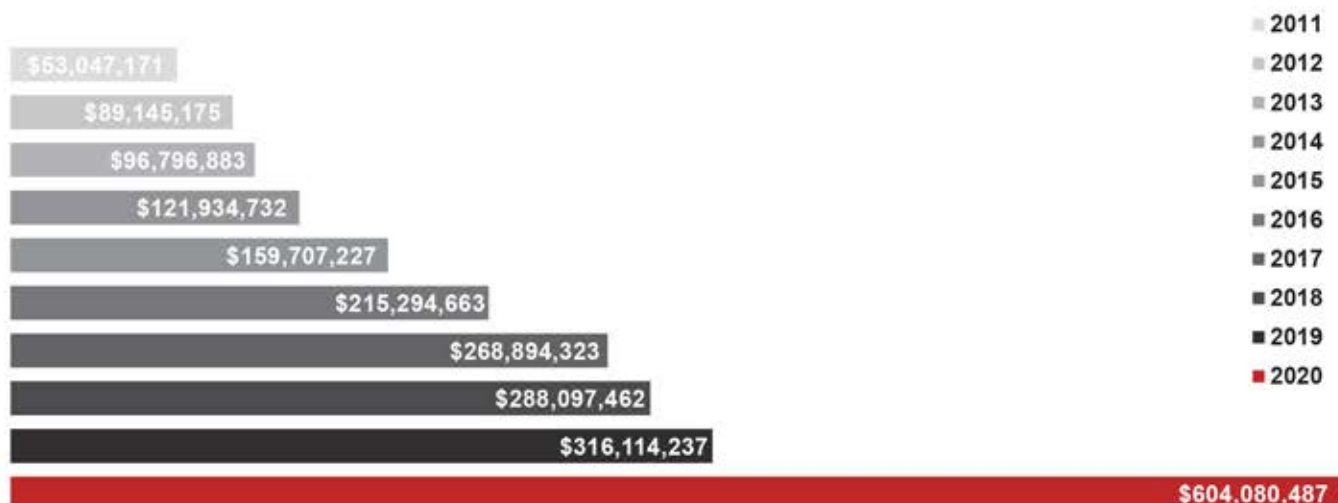


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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**



**59,379+**

People Reached†

**9,393+**

Clicks, Shares, Views, & Likes‡

**Q2** BY THE  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**56**

Detailed **Market Reports**  
Per Year Covering  
10 Local Markets

**Annual Sales Volume**  
**2020 Sales Up 91%**  
from 2019



**4 TIMES  
MORE**

than our closest regional competitor†

**#1** in regional luxury  
home sales



**4+**  
**times  
more**

than our closest regional competitor†

**Socially Connected**



**435,118+**

**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**600**

**Buyer leads/month§**

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



**LocationsNorth.com**



**642,996+**

Page Views†

**126,688+**

Unique Visitors†



**\$36,720**

Giving back and working  
in our community

**Raised for Local Charities  
in 2020**

**WINBLAST \$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





# PERSONAL PROFESSIONAL PROGRESSIVE

## REAL ESTATE SERVICE



*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.