

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

FEBRUARY 2021

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



collaborativerealestate.ca

www.locationsnorth.com

OVERVIEW

A MOMENTOUS START TO THE 2021 SALES YEAR



RECORD YEAR-TO-DATE SALES VOLUME OF \$259,938,892

Up 64% from 2020's \$158,098,505, with units of 321 up 23% from 2020's 260. New listings of 397 down 16% from one year ago, with the sales/listings ratio of 81% up 26%.



RECORD FEBRUARY SALES VOLUME OF \$152,315,231

Up 62% from last February's \$93,984,939. Record February units of 192 up 22% from last year's 157. New listings of 255 up 1 listing from a year ago, with the sales/listing ratio of 75% up 13%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$809,778

Up 33% from the \$608,071 of one year ago. Average days-on-market of 25 down 32 days.

OVERVIEW (cont'd)

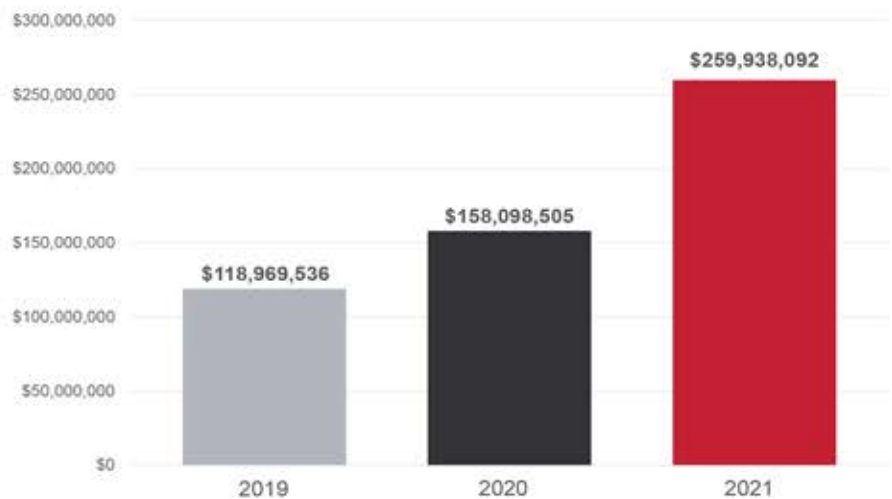


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

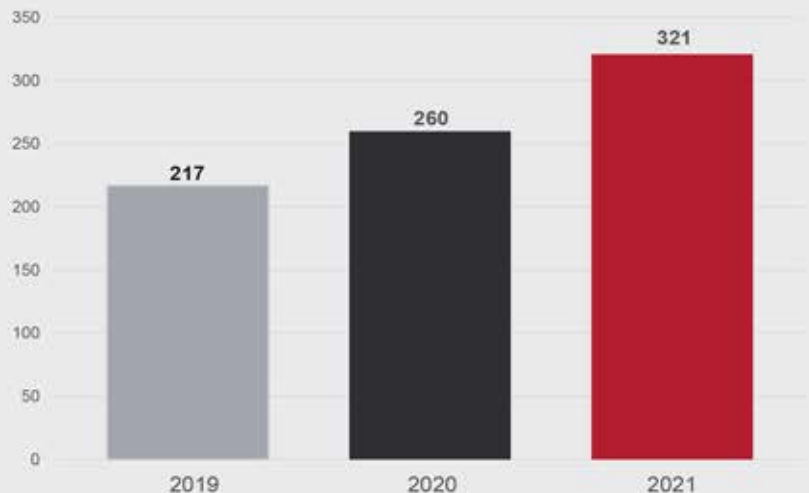
The Southern Georgian Bay market had a high **102.3%** sale/list price ratio in February. Homes sold in just **22** days on average, down **26** days from a year ago. And there is now just **one month** of inventory. All that, and February's **75%** sales/listings ratio – which is relatively high for the month – add up to a strong **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

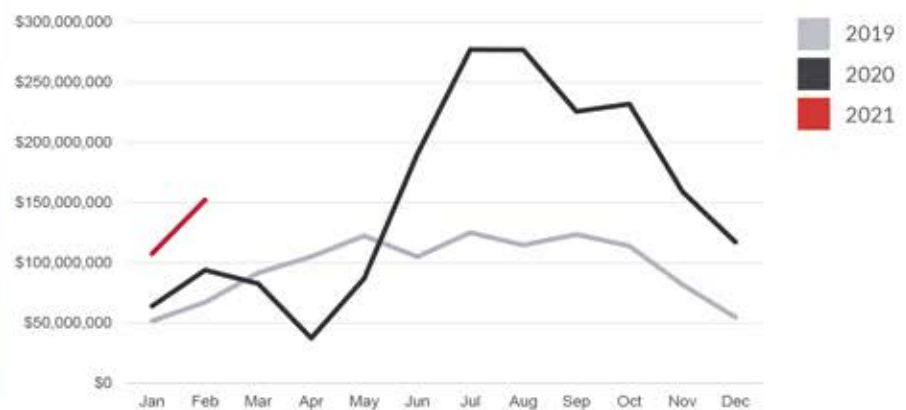
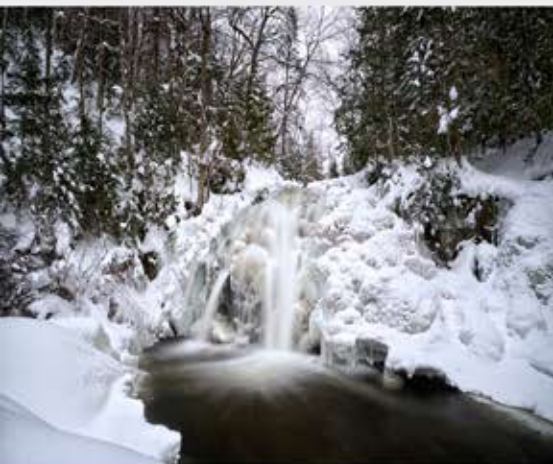
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$118,969,536	\$158,098,505	\$259,938,892	+64%
YTD Unit Sales	217	260	321	+23%
YTD New Listings	425	474	397	-16%
YTD Sales/Listings Ratio	51%	55%	81%	+26%
YTD Expired Listings	62	77	21	-73%
February Volume Sales	\$67,276,336	\$93,984,939	\$152,315,231	+62%
February Unit Sales	129	157	192	+22%
February New Listings	213	254	255	+0.04%
February Sales/Listings Ratio	61%	62%	75%	+13%
February Expired Listings	26	30	7	-77%
February Average Sale Price	\$521,522	\$598,630	\$793,308	+33%
YTD Sales: Under \$300K	27	22	6	-73%
YTD Sales: \$300K - \$499K	91	108	67	-38%
YTD Sales: \$500K - \$799K	74	77	133	+73%
YTD Sales: \$800K - \$999K	12	28	50	+79%
YTD Sales: \$1M - \$1.499M	6	13	41	+215%
YTD Sales: \$1.5M - \$1.999M	4	10	15	+50%
YTD Sales: \$2M+	3	2	9	+350%
YTD Average Days-On-Market	67	57	25	-56%
YTD Average Sale Price	\$548,247	\$608,071	\$809,778	+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 Mar. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

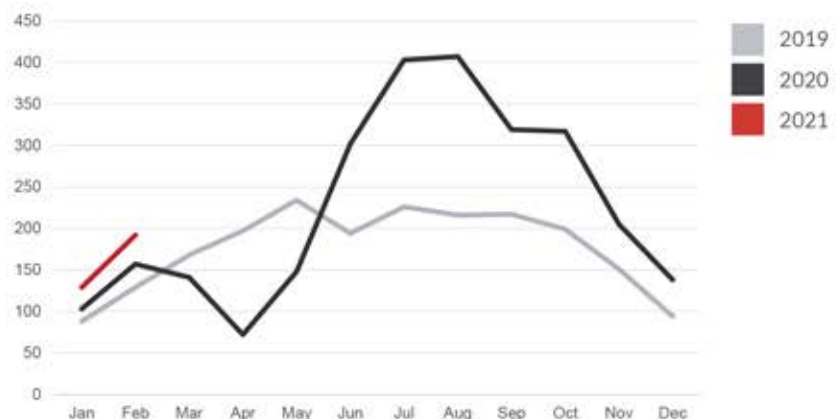
THE MARKET IN DETAIL (cont'd)

The 2021 Southern Georgian Bay market is performing just as it did during the last half of 2020, with big record volume and unit sales. As **Graph 3** shows, February followed January's new monthly record with its own record, up **62%** from last year's benchmark. On the units side, **Graph 4** shows a similar, though less pronounced, pattern. February's **192** sales were up **26%** from last year (on **16%** fewer listings); and they were up **12%** from 2016's former record of **172**. The biggest story though is that, due to increased sales and prices, units in the \$500K+ bracket are up **91%** from 2020's record! All of this translates very well into the region's year-to-date average sale price of **\$809,778**, which is up **119%, 65%, 73%, 48%** 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)



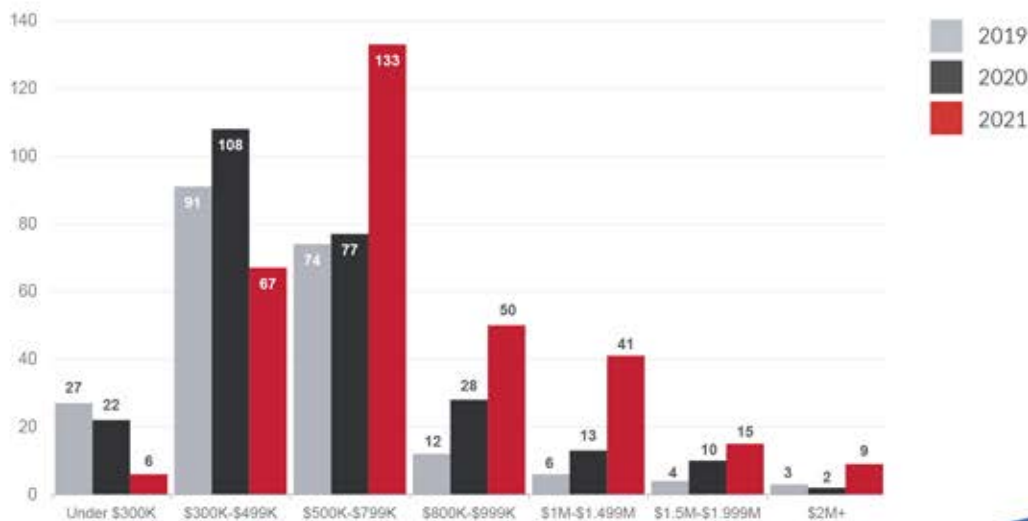
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 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 **73%**, **79%**, **215%**, **50%** and **350%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **73%** and **38%** respectively. More generally, the Under-\$500K bracket – which accounts for **23%** of 2021's sales – is down **44%** from a year ago. The \$500K- 999K bracket – which accounts for **57%** of all sales – is up **74%**. And the \$1M+ bracket – which accounts for **20%** of all sales – is up **160%**.

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: \$211,638,145
UP 70% from 2020

UNIT SALES: 233
UP 29% from 2020

AV. DAYS-ON-MARKET: 23
DOWN 40 days from 2020

AV. SALE PRICE: \$908,318
UP 31% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$48,300,747
UP 45% from 2020

UNIT SALES: 88
UP 10% from 2020

AV. DAYS-ON-MARKET: 30
DOWN 14 days from 2020

AV. SALE PRICE: \$548,872
UP 32% from 2020

VACANT LAND

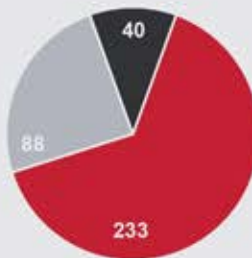
DOLLAR SALES: \$25,338,615
UP 316% from 2020

UNIT SALES: 40
UP 48% from 2020

AV. DAYS-ON-MARKET: 74
DOWN 6 days from 2020

AV. SALE PRICE: \$633,465
UP 181% from 2020

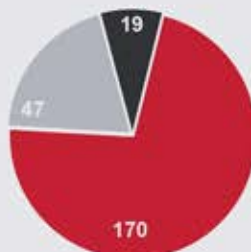
2021



2020



2019



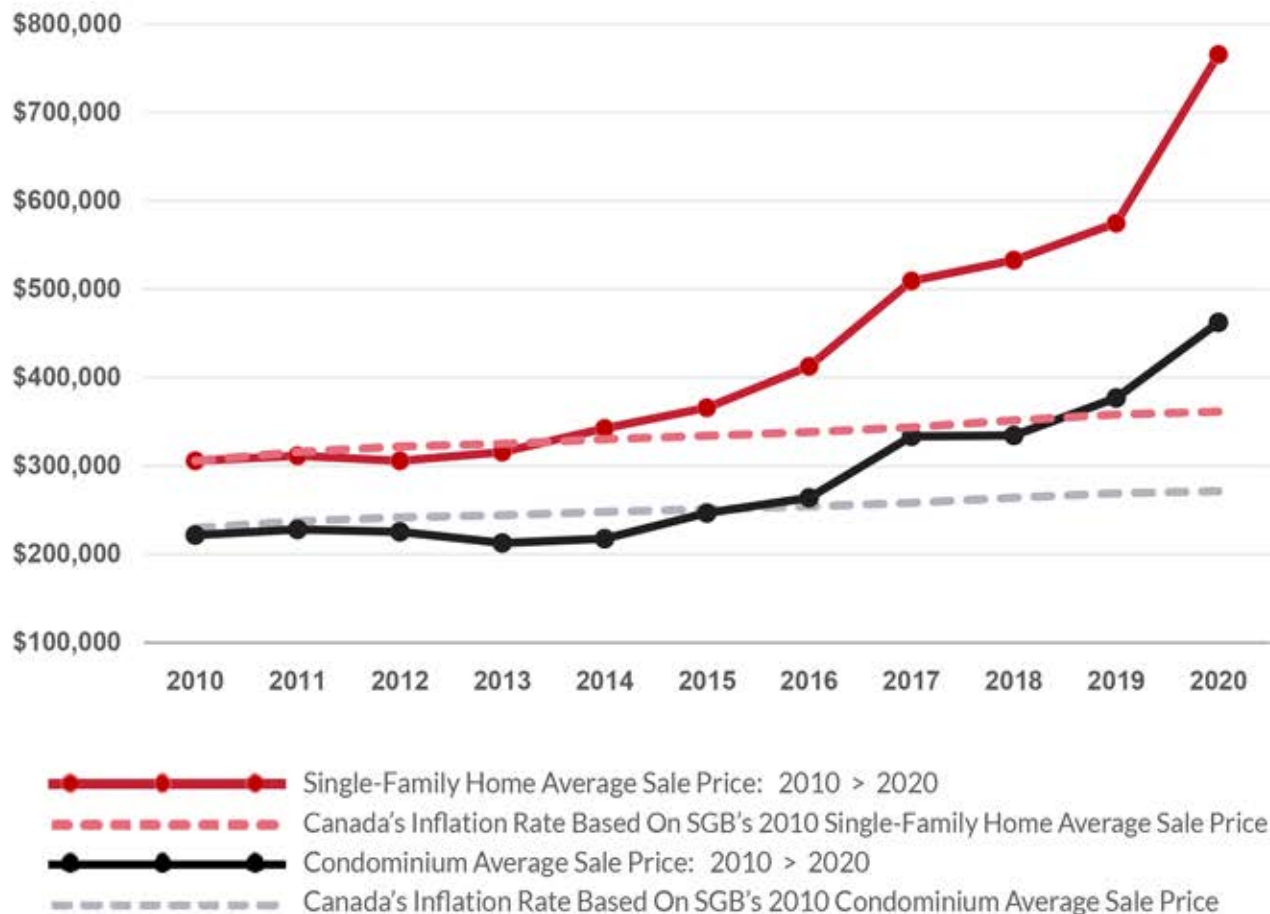
■ Single Family ■ Condos/Towns ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in 2020 was **\$765,517**: that's up **28%, 44%, 50%, 86%** and **150%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$462,246** was up **23% 38%, 39%, 75%** and **108%** from 2019, 2018, 2017, 2016 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 **112%** above inflation in 2020. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **70%** above inflation in 2020.



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

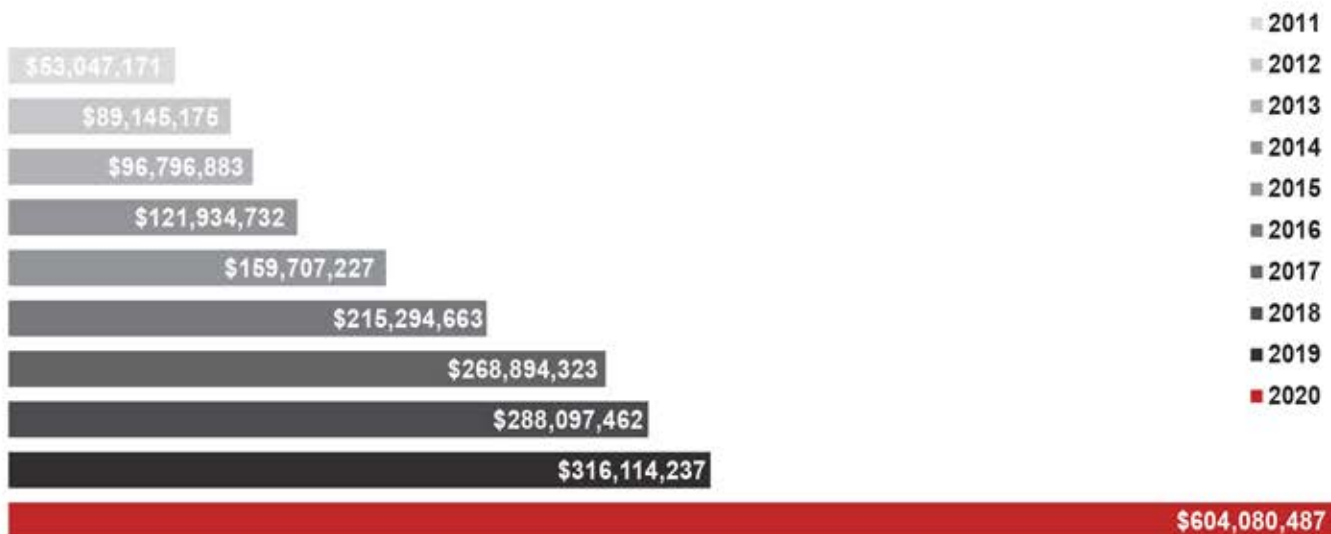


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	



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

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.

