

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JANUARY 2022

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



collaborativerealestate.ca



www.locationsnorth.com

OVERVIEW

RECORD VOLUME AND UNITS, WITH FASTER SALES AND PRICES WAY UP

- ↑ RECORD JANUARY VOLUME OF \$149,730,326**
Up **41%** from 2021's **\$106,008,661**, with record units of **132** up **3%** from last year's former high of **128**. New listings of **158** up **12%** from a year ago, with the sales/listings ratio of **84%** down **7%**.
- ↑ JANUARY UNIT SALES UP IN FOUR PRICE SEGMENTS, DOWN IN THREE**
The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ segments were up **154%**, **73%**, **86%** and **500%** respectively from last January; while the Under-\$300K, \$300K-\$499K and \$500K-\$799K, segments were down **50%**, **46%** and **25%** respectively.
- ↑ RECORD AVERAGE SALE PRICE OF \$1,134,321**
Up **37%** from January 2021's **\$828,818**, with the average days-on-market of **25** down **4** days.



OVERVIEW (cont'd)

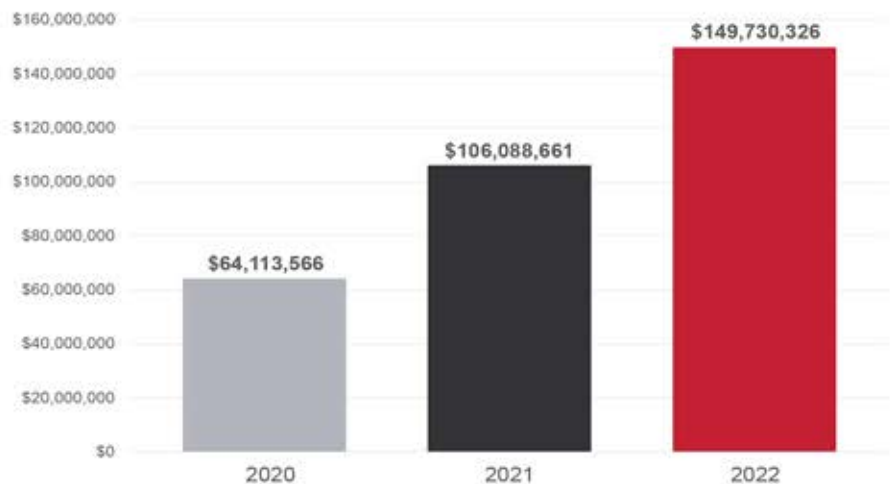


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

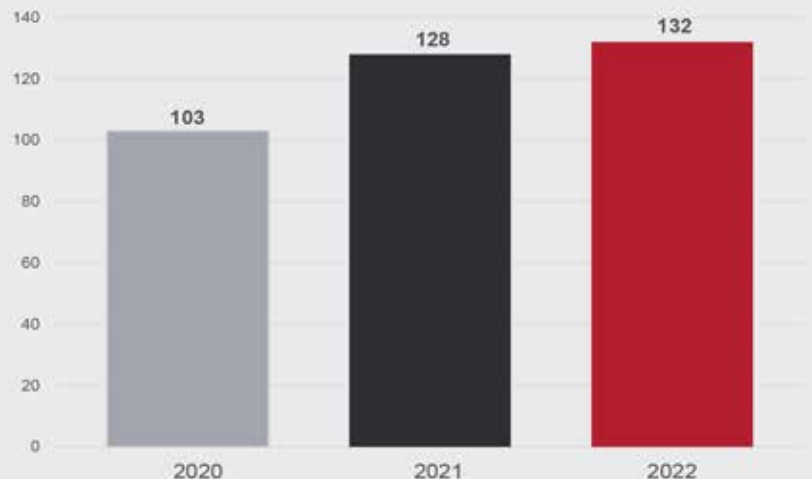
The Southern Georgian Bay market had a **100%** sale/list price ratio in January. Homes sold in **25** days on average, down **4** days from a year ago, and there is now just **one month** of inventory. All that, together with January's **84%** sales/listings ratio and just **17** expired listings, adds up to a relatively strong **sellers' market**.



Graph 1:
Georgian Triangle MLS® Sales
January 2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
January 2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL

Table 1:

Georgian Triangle MLS® Sales And Listing Summary

January 2020 vs. 2021 vs. 2022

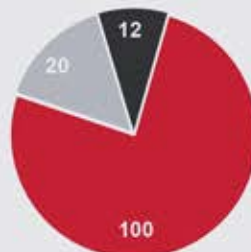
	2020	2021	2022	2021-2022
Volume Sales	\$64,113,566	\$106,088,661	\$149,730,326	+41%
Unit Sales	103	128	132	+3%
New Listings	220	141	158	+12%
Sales/Listings Ratio	47%	91%	84%	-7%
Expired Listings	47	14	17	+21%
Sales: Under \$300K	8	4	2	-50%
Sales: \$300K - \$499K	48	24	13	-46%
Sales: \$500K - \$799K	26	55	41	-25%
Sales: \$800K - \$999K	8	13	33	+154%
Sales: \$1M - \$1.499M	7	22	38	+73%
Sales: \$1.5M-\$1.999M	6	7	13	+86%
Sales: \$2M+	0	3	18	+500%
Average Days-On-Market	71	29	25	-14%
Average Sale Price	\$622,462	\$828,818	\$1,134,321	+37%

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 Feb. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

SALES BY PROPERTY TYPE

2022 IN DETAIL

2022



SINGLE-FAMILY HOMES

DOLLAR SALES: \$127,587,637
UP 39% from 2021

UNIT SALES: 100
EQUAL to 2021

AV. DAYS-ON-MARKET: 25
DOWN 5 days from 2021

AV. SALE PRICE: \$1,275,876
UP 39% from 2021

2021



CONDOMINIUMS

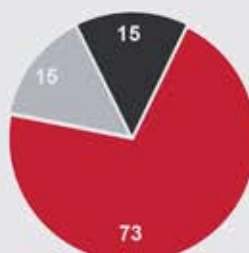
DOLLAR SALES: \$11,112,192
UP 30% from 2021

UNIT SALES: 20
UP 18% from 2021

AV. DAYS-ON-MARKET: 27
DOWN 9 days from 2021

AV. SALE PRICE: \$602,962
UP 19% from 2021

2020



TOWNHOUSES

DOLLAR SALES: \$11,030,497
UP 92% from 2021

UNIT SALES: 12
UP 9% from 2021

AV. DAYS-ON-MARKET: 16
UP 3 days from 2021

AV. SALE PRICE: \$919,208
UP 76% from 2021

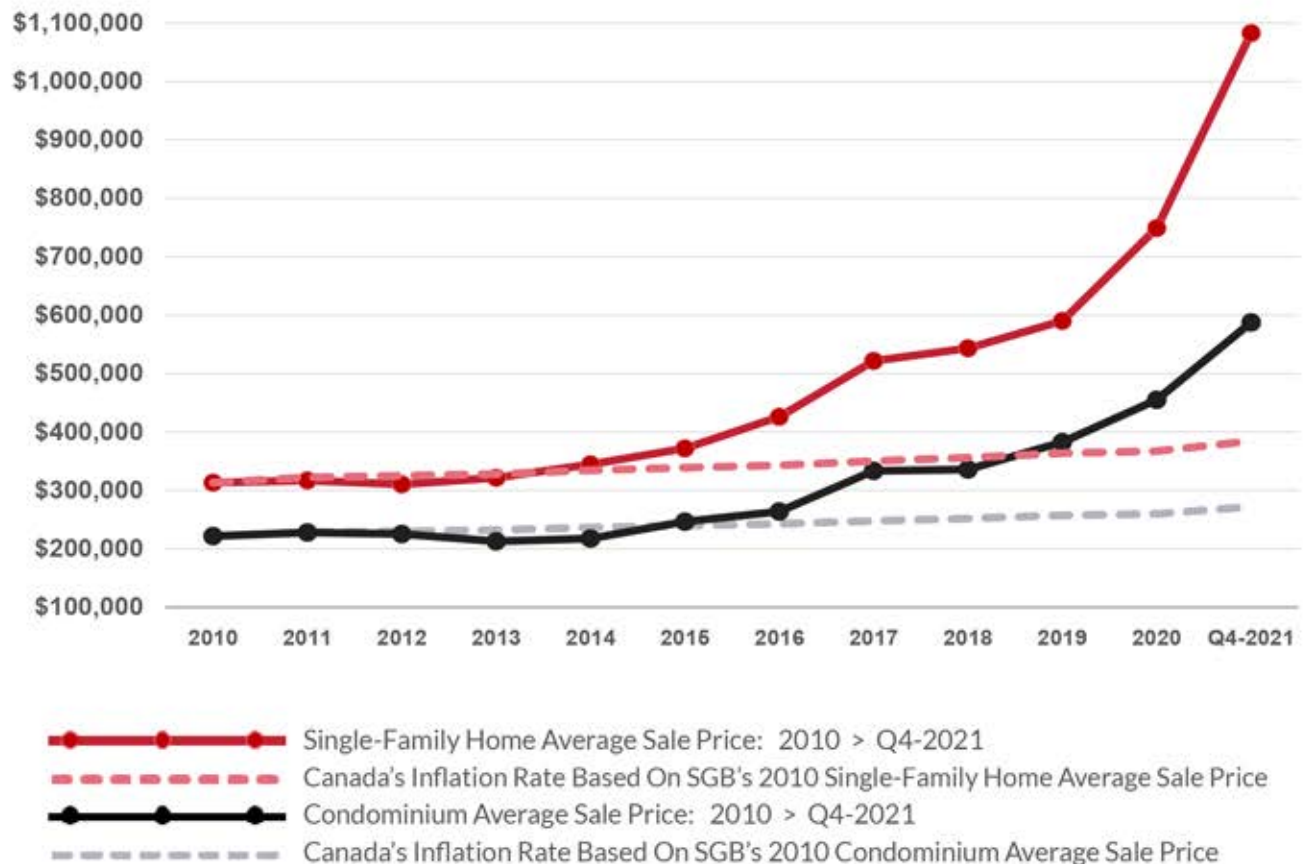
■ Single Family ■ Condominium ■ Townhouse

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 Q4-2021 was **\$1,082,599**: that's up **45%, 83%, 99%, 108%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$587,471** is up **29% 54%, 75%, 76%** and **165%** 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 **182%** above inflation in Q4-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **116%** above inflation in Q4-2021.



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

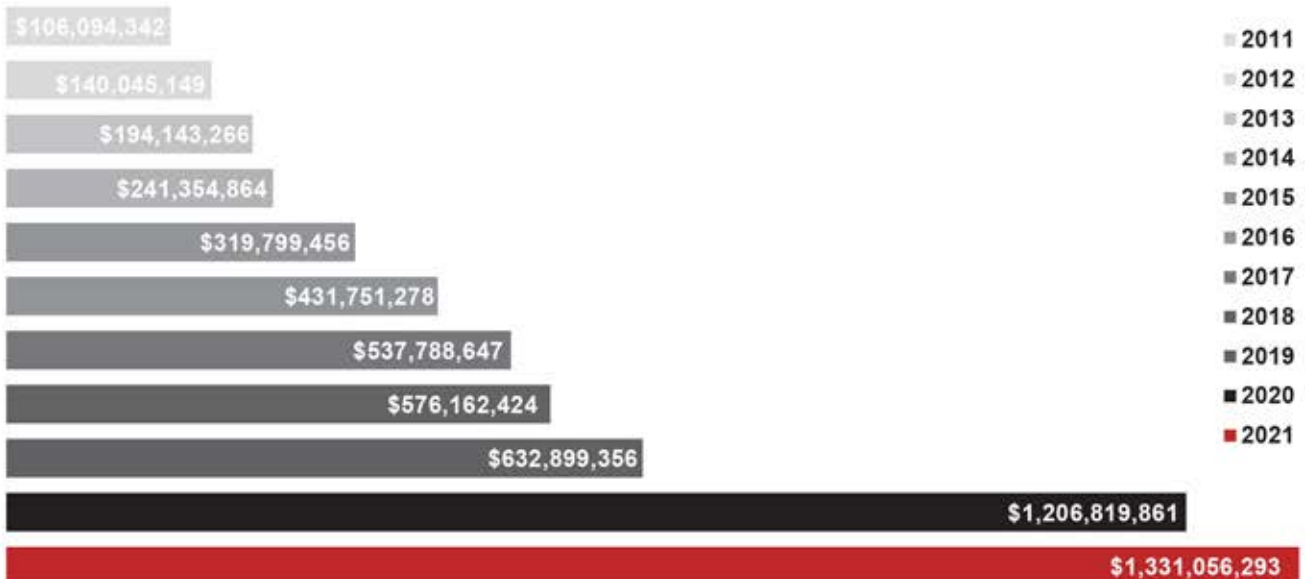


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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 2013-2021

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



107,970+

People Reached†

22,514+

Clicks, Shares, Views, & Likes‡

Q4 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



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

WE BROKE OUR OWN SOUTHERN
GEORGIAN BAY REGIONAL RECORD FOR
ANNUAL MLS SALES VOLUME

With \$1,331,056,293



**3 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



3+
times
more

than our closest regional competitor†

Socially Connected



623,371+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com

1,142,298+

Page Views†

234,529+

Unique Visitors†



\$24,500

Giving back and working
in our community

**Raised for Local Charities
in 2021**

WINBLAST \$5200

\$10,000

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 September 30th, 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



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.