

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## JULY 2020

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





# OVERVIEW

## WILD THING! JULY SEES STRATOSPHERIC, ALL-TIME RECORD VOLUME AND UNIT SALES



### RECORD YEAR-TO-DATE SALES VOLUME OF \$769,599,315

Up **23%** from 2019's \$624,248,530, with units of **1228** up **6%** from 2019's **1156**. New listings of **1982** down **11%**, with the sales/listings ratio of **62%** up from the **52%** of one year ago.



### ALL-TIME RECORD MONTHLY SALES VOLUME IN JULY OF \$247,488,487

Up **109%** from last July's \$118,263,487. All-time record units of **362** up **69%** from last year's **214**. New listings of **362** up **7%** from a year ago, with the sales/listing ratio of **100%** up **36%**.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$626,710

Up **16%** from the \$540,007 of one year ago. Average days-on-market of **51** down **2** days.



# OVERVIEW (cont'd)

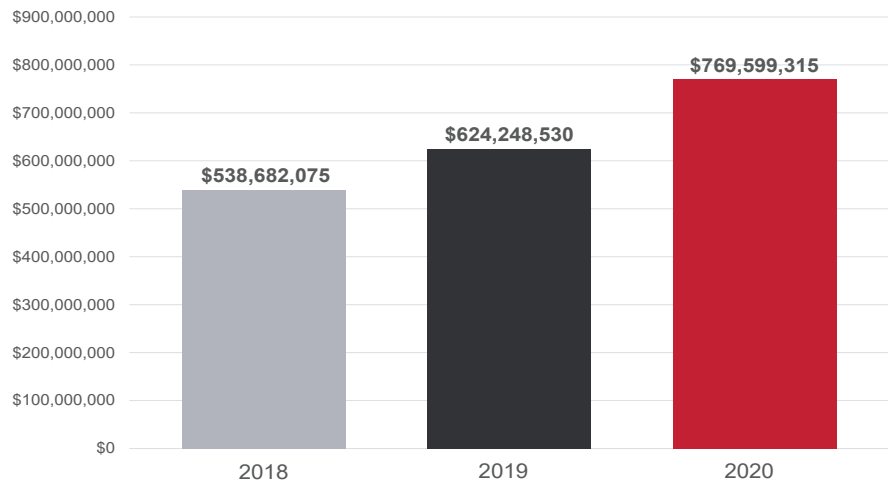


## THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

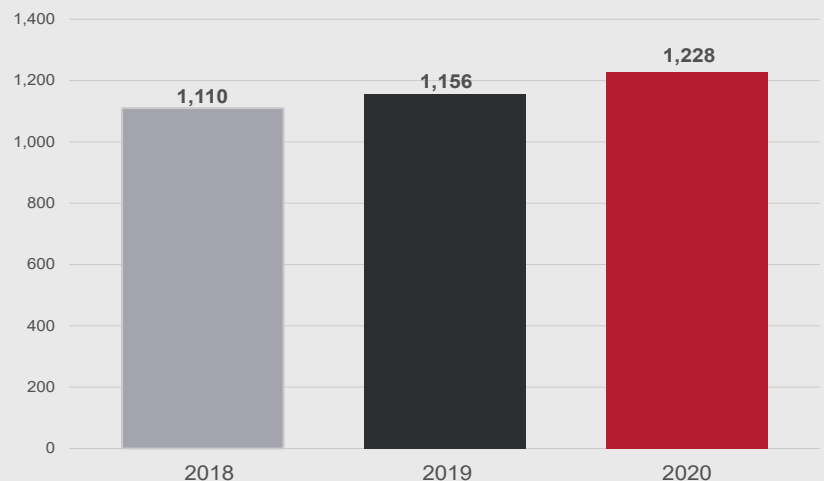
July's all-time, volume record of **\$247,488,487** was up **39%** from June's prior high of **\$177,787,576**, while its all-time units record of **362** was up **19%** from May 2016's former benchmark of **304**. July's average sale price was up **24%** from last July, its expired listings were down **48%**, and its high **100%** sales/listings ratio means a strong **sellers' market**.



Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$538,682,075	\$624,248,530	\$769,599,315	+23%
YTD Unit Sales	1110	1156	1228	+6%
YTD New Listings	1997	2216	1982	-11%
YTD Sales/Listings Ratio	56%	52%	62%	+10%
YTD Expired Listings	314	365	385	+5%
July Volume Sales	\$77,250,065	\$118,263,488	\$247,488,487	+109%
July Unit Sales	163	214	362	+69%
July New Listings	317	337	362	+7%
July Sales/Listing Ratio	51%	64%	100%	+36%
July Expired Listings	53	73	38	-48%
July Average Sale Price	\$473,927	\$552,663	\$683,670	+24%
YTD Sales: Under \$100K	7	4	3	-25%
YTD Sales: \$100K - \$299K	200	138	99	-28%
YTD Sales: \$300K - \$499K	525	524	447	-15%
YTD Sales: \$500K - \$799K	277	354	452	+28%
YTD Sales: \$800K - \$999K	53	64	93	+45%
YTD Sales: \$1M - \$1.499M	36	47	81	+72%
YTD Sales: \$1.5M - \$1.999M	7	18	36	+100%
YTD Sales: \$2M+	5	7	17	+143%
YTD Average Days-On-Market	45	53	51	-4%
YTD Average Sale Price	\$485,299	\$540,007	\$626,710	+16%

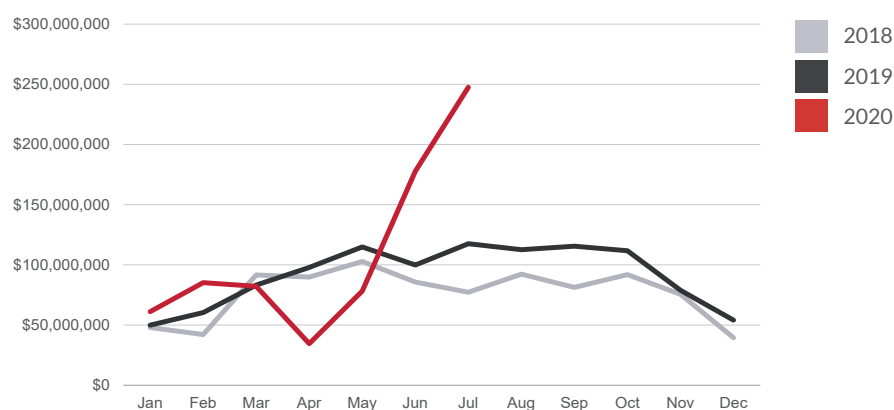
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of August 2, 2020..



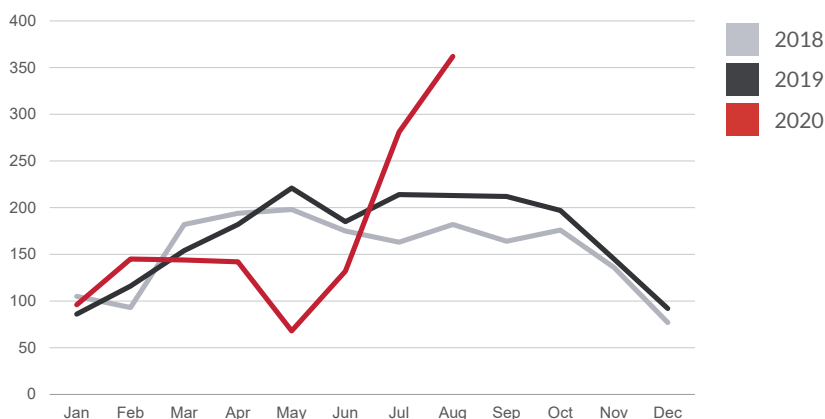
# THE MARKET IN DETAIL (cont'd)

What a year! Or perhaps we should say *what a ride*, given 2020's intense, rollercoaster pattern of sales thus far. As **Graph 3** shows, July – not content with June's all-time, monthly volume sales record – bested it by **39%**, and was also up an incredible **76%** from May 2017's long-standing highwater mark. However, as **Graph 4** shows, even more remarkable was July's **362** unit sales, up **19%** from May 2016's previous high of **304**. To put it in perspective, the average number of sales/month in the Southern Georgian Bay from 2015-19 was **184** – i.e. *slightly more than half of July's total*. Who knows where we go from here? All that said, average prices keep rising: 2020's **\$626,710** is up **82%**, **69%**, **32%**, **29%** and **16%** from 2015-19 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



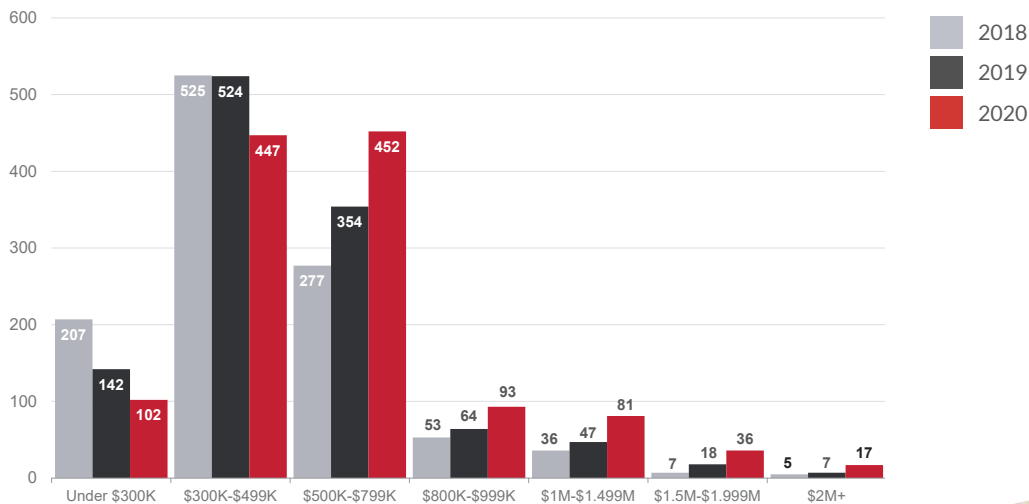
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 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 **28%**, **45%**, **72%**, **100%** and **143%** respectively. The Under-\$300K and \$300K-\$499K and ranges are down **28%** and **15%** respectively. More generally, the Under-\$500K bracket – which accounts for **45%** of 2020's sales – is down **18%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of the sales – is up **30%**. And the \$1M+ bracket – which accounts for **11%** of the sales – is up **86%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$659,770,776  
UP 29% from 2019

**UNIT SALES:** 982  
UP 9% from 2019

**AV. DAYS-ON-MARKET:** 52  
EQUAL to 2019

**AV. SALE PRICE:** \$671,864  
UP 18% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$109,828,539  
DOWN 2% from 2019

**UNIT SALES:** 246  
DOWN 4% from 2019

**AV. DAYS-ON-MARKET:** 45  
DOWN 11 days from 2019

**AV. SALE PRICE:** \$446,457  
UP 2% from 2019

### VACANT LAND

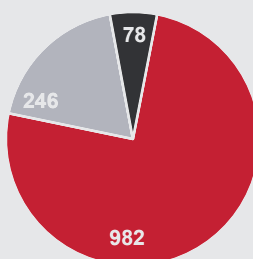
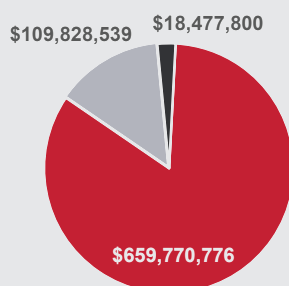
**DOLLAR SALES:** \$18,477,800  
UP 2% from 2019

**UNIT SALES:** 78  
UP 30% from 2019

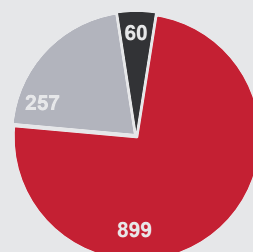
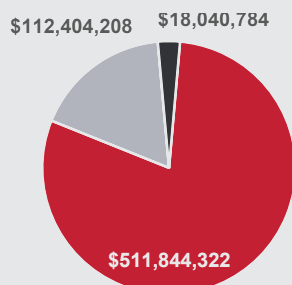
**AV. DAYS-ON-MARKET:** 82  
DOWN 15 days from 2019

**AV. SALE PRICE:** \$236,921  
DOWN 21% from 2019

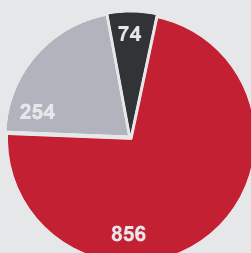
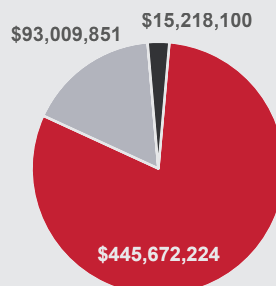
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S #1 SELLING BROKERAGE

## IN 2019:



WE HAD OUR 7TH STRAIGHT RECORD YEAR FOR REGIONAL MLS SALES VOLUME










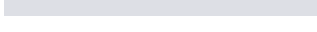
With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



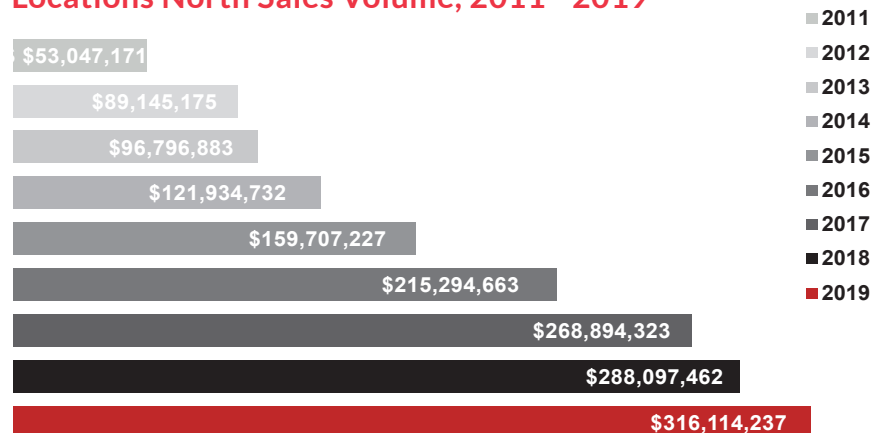
WE HAD NEARLY 3 TIMES THE SALES VOLUME, AND MORE THAN 2 TIMES THE SALES UNITS OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

## Locations North Sales Volume, 2011 - 2019







**LOCATIONS NORTH**  
BROKERAGE

# WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO  
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



## **COLLINGWOOD**

705-445-5520

330 First Street



## **THE BLUE MOUNTAINS**

519-599-2136

27 Arthur Street



## **MEAFORD**

519-538-5755

96 Sykes Street



## **WASAGA BEACH**

705-617-9969

1344 Mosley Street, Unit 5



## **CLEARVIEW**

705-881-9005

143 Mill Street, Creemore

