

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## APRIL 2020

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WE'RE GRATEFUL TO HAVE BEEN CHOSEN  
ROYAL LEPAGE'S 2016  
BROKERAGE OF THE YEAR FOR ONTARIO



# OVERVIEW

## VOLUME, UNITS AND SALES DOWN, WITH AVERAGE SALE PRICE UP



### YEAR-TO-DATE SALES VOLUME OF \$262,952,602

Down 10% from 2019's \$292,749,433, with units of 451 down 16% from 2019's 538. New listings of 910 were down 13% from a year ago, with the sales/listings ratio of 49% down 2%.



### APRIL SALES VOLUME OF \$34,170,700

Down 65% from last April's \$97,857,297. Units of 67 down 63% from last year's 182. New listings of 162 were down 55%, while the sales/listing ratio of 41% was down 10%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$583,043

Up 7% from the \$544,144 of last year. Average days-on-market of 54 is down 4 days.





# OVERVIEW (cont'd)

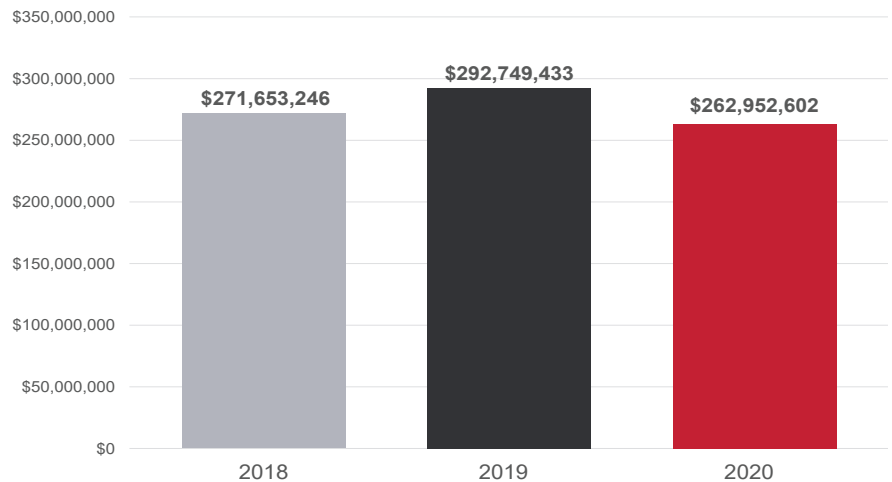


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

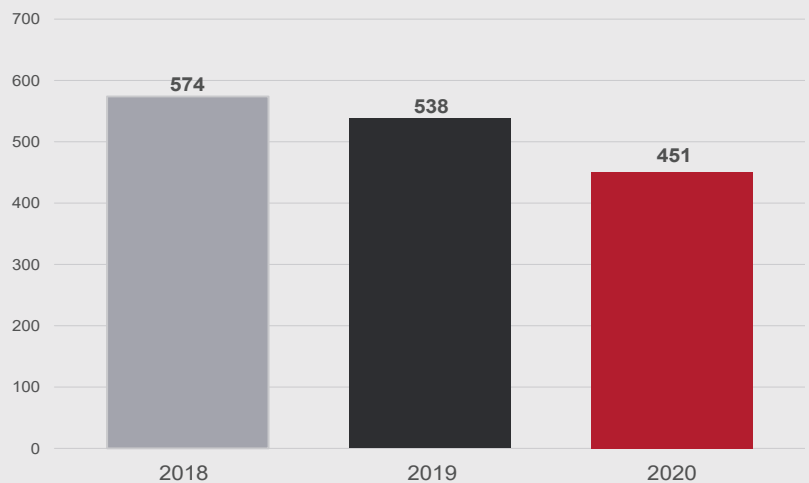
After a strong Q1, nearly all of April's key metrics – volume, units, average sale price and new listings – dropped sharply from last April due to COVID-19. Also, expired listings were up **35%** from a year ago, while average sale times were down **3** days. April's **41%** sales/listings ratio means that it's a **buyers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

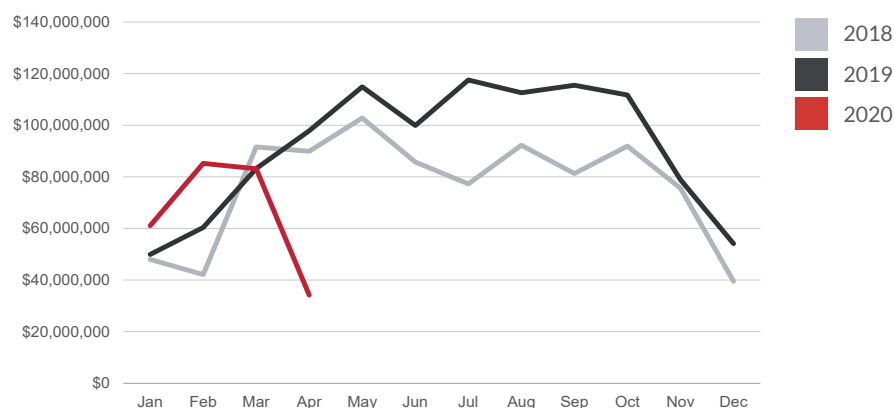
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$271,653,246	\$292,749,433	\$262,952,602	-10%
YTD Unit Sales	574	538	451	-16%
YTD New Listings	955	1045	910	-13%
YTD Sales/Listings Ratio	60%	51%	49%	-2%
YTD Expired Listings	160	185	243	+31%
April Volume Sales	\$89,948,249	\$97,857,297	\$34,170,700	-65%
April Unit Sales	194	182	67	-63%
April New Listings	269	357	162	-55%
April Sales/Listings Ratio	72%	51%	41%	-10%
April Expired Listings	38	46	62	+35%
April Average Sale Price	\$463,651	\$537,667	\$510,010	-5%
YTD Sales: Under \$100K	4	2	0	-200%
YTD Sales: \$100K - \$299K	112	61	51	-16%
YTD Sales: \$300K - \$499K	276	238	182	-24%
YTD Sales: \$500K - \$799K	129	174	140	-20%
YTD Sales: \$800K - \$999K	32	33	40	+21%
YTD Sales: \$1M - \$1.499M	16	16	21	+31%
YTD Sales: \$1.5M - \$1.999M	3	9	15	+67%
YTD Sales: \$2M+	2	5	2	-60%
YTD Average Days-On-Market	49	58	54	-7%
YTD Average Sale Price	\$473,263	\$544,144	\$583,043	+7%

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

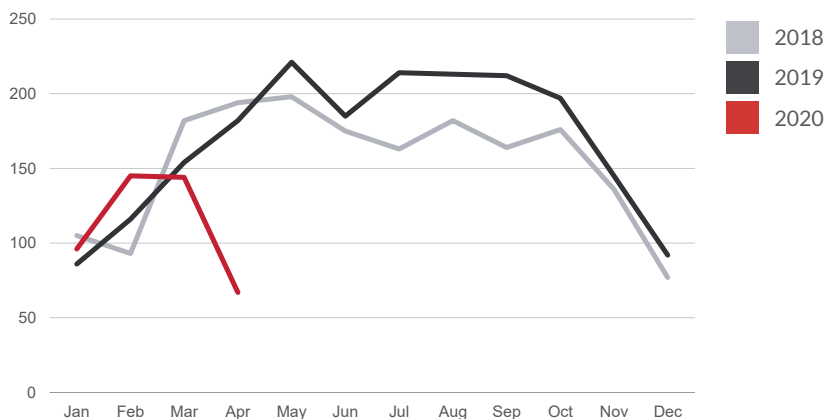
# THE MARKET IN DETAIL (cont'd)

In the current situation where there's little to crow about, it's a good time to take the 35,000 foot view. And what do we see? *A decade of record sales and prices* that kicked into overdrive in 2013. In 2012 the Southern Georgian Bay had **\$537,220,046** in sales, a **\$292,923** average sale price, and an average sale time of **88** days. In 2019 sales more than doubled to **\$1,098,493,531**, the average price of **\$544,618** was up **86%**, and the average sale time was **54** days. Also, before COVID-19, January/February volume was up **32%** from 2019 and the average price was up **11%**. All this points to strong fundamentals in the regional market. In fact, given all that this region has to offer, it's likely that it will be increasingly attractive – and in demand – for years to come.

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



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





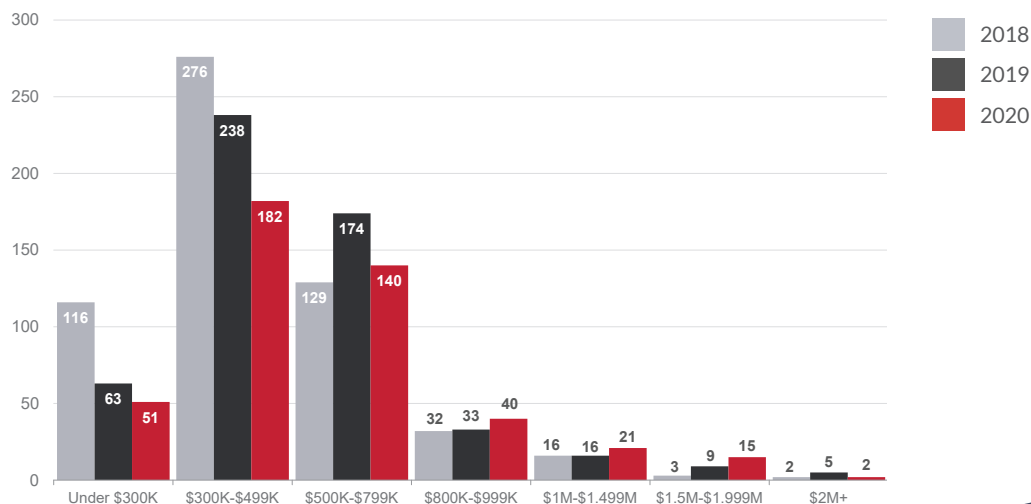
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in three price ranges and down in four. The \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **21%**, **31%** and **67%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K and \$2M+ ranges are down **19%**, **24%**, **20%** and **60%** respectively. More generally, sales in the Under-\$500K price bracket – which account for **52%** of 2020's sales – are down **23%** from 2019, while the \$500K-\$999K bracket is down **13%** and the \$1M+ bracket is up **27%**.

Graph 5:

## Georgian Triangle MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$217,924,581  
DOWN 12% from 2019

**UNIT SALES:** 342  
DOWN 20% from 2019

**AV. DAYS-ON-MARKET:** 57  
EQUAL to 2019

**AV. SALE PRICE:** \$637,206  
UP 10% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$45,028,021  
DOWN .2% from 2019

**UNIT SALES:** 109  
DOWN 2% from 2019

**AV. DAYS-ON-MARKET:** 47  
DOWN 14 days from 2019

**AV. SALE PRICE:** \$413,101  
UP 2% from 2019

### VACANT LAND

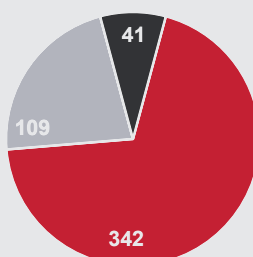
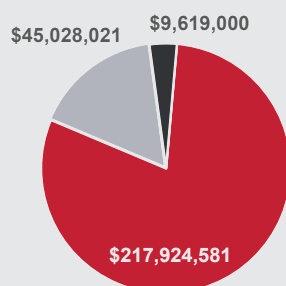
**DOLLAR SALES:** \$9,619,000  
DOWN 9% from 2019

**UNIT SALES:** 41  
UP 21% from 2019

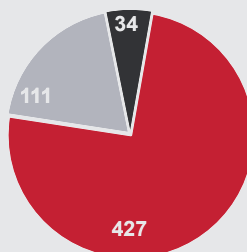
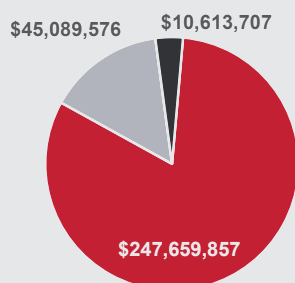
**AV. DAYS-ON-MARKET:** 90  
DOWN 20 days from 2019

**AV. SALE PRICE:** \$234,610  
DOWN 25% from 2019

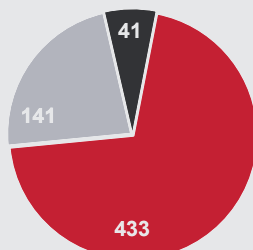
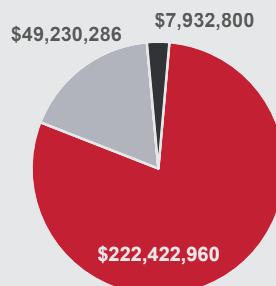
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2019

## OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL 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 OF OUR CLOSEST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

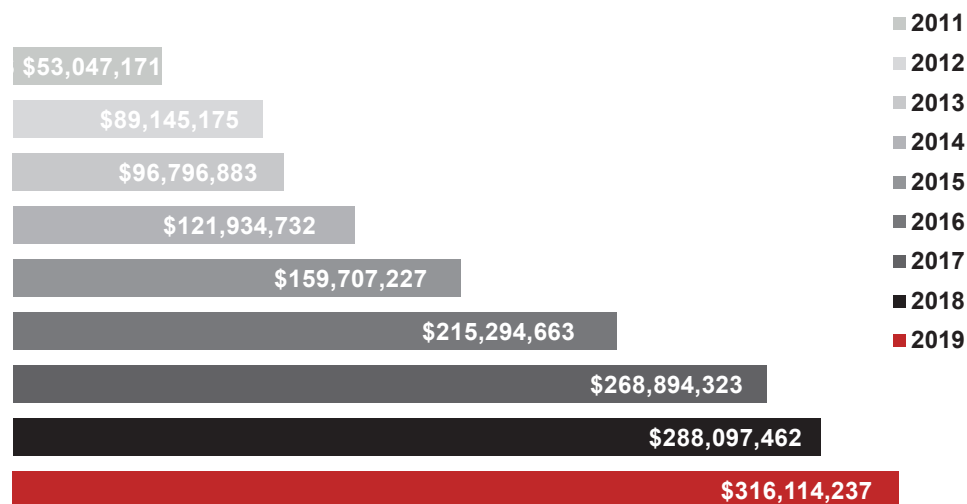
And #2 in Wasaga Beach after opening an office there in mid-2015.



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



**Locations North Sales Volume, 2011 - 2019**



*\*Southern Georgian Bay Association of REALTORS®*



# 2019 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	<div></div>
RE/MAX Four Seasons	82.5	13.4%	<div></div>
Royal LePage Trinity	60	9.8%	<div></div>
Chestnut Park	53.75	8.6%	<div></div>
Century 21 Millenium	50.5	8.2%	<div></div>
Clairwood	35.5	5.8%	<div></div>
RE/MAX of Wasaga Beach	23.75	3.9%	<div></div>
Engel & Volkers	15.5	2.5%	<div></div>
Other	49.5	8.1%	<div></div>
Non-MLS	67.5	11%	<div></div>

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	<div></div>
RE/MAX at Blue	43	12.3%	<div></div>
RE/MAX Four Seasons	34.75	10%	<div></div>
Century 21 Millenium	30.25	8.7%	<div></div>
Chestnut Park	26.75	7.7%	<div></div>
Royal LePage Trinity	12	3.4%	<div></div>
Clairwood	10	2.9%	<div></div>
Sotheby's	6	1.7%	<div></div>
Other	39	11.2%	<div></div>
Non-MLS	51.75	14.8%	<div></div>

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	<div></div>
Century 21 Millenium	16.5	10.2%	<div></div>
RE/MAX Four Seasons	10.5	6.5%	<div></div>
Royal LePage RCR	9	5.6%	<div></div>
RE/MAX Grey Bruce	7	4.3%	<div></div>
Chestnut Park	6	3.7%	<div></div>
Wilfred McIntee	5.5	3.4%	<div></div>
Royal LePage Trinity	2	1.2%	<div></div>
Other	24.5	15.2%	<div></div>
Non-MLS	13	8.1%	<div></div>

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	<div></div>
Royal LePage Trinity	18.5	12.8%	<div></div>
RE/MAX Four Seasons	17	11.7%	<div></div>
RE/MAX of Wasaga Beach	10.25	7.1%	<div></div>
Chestnut Park	10	6.9%	<div></div>
Century 21 Millenium	5.5	3.8%	<div></div>
Exit	5.5	3.8%	<div></div>
Forest Hill	2.5	1.7%	<div></div>
Other	21	14.5%	<div></div>
Non-MLS	30.25	20.9%	<div></div>

## Southern Georgian Bay (West)\*

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

## Georgian Triangle Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	<div></div>
RE/MAX Four Seasons	18.5	13.8%	<div></div>
Chestnut Park	15	11.2%	<div></div>
Century 21 Millenium	9.5	7.3%	<div></div>
RE/MAX of Wasaga Beach	5	3.7%	<div></div>
Engel & Volkers	4.5	3.4%	<div></div>
Sotheby's	4.5	3.4%	<div></div>
Royal LePage Trinity	3.5	2.6%	<div></div>
Clairwood	3	2.2%	<div></div>
Other	23	17.2%	<div></div>

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$800,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2019

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

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

**Featured Listings**

 **21,400+**  
People Reached†

**6,100+**   
Clicks, Shares, Views, & Likes‡

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



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



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

**Annual Sales Volume**  
**2019 Sales Up 10%**  
from 2018



**Almost  
3 TIMES  
MORE**

than our closest regional competitor†



**Award Winning Service**

**Socially Connected**



**92,500+**  
**Social Media Impressions**  
Clicks, Views, Shares,  
Likes, Tweets‡

We average

**300+**

**Buyer leads/month§**

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



**LocationsNorth.com**



**\$32,465**

Giving back and working  
in our community

**Raised for Local Charities  
in 2019**

**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, 2020 to March 31st, 2020). ‡Based on social media channels (January 1st, 2020 to March 31st, 2020). §Based on Lead Assign (Jan. 1st, 2020 to Mar. 31st, 2020)



**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 Sreet, Unit 5



## **CLEARVIEW**

705-881-9005

143 Mill St., Creemore

