

# **SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT**

---

## **JANUARY 2020**

---

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



# OVERVIEW

## RECORD VOLUME SALES, WITH UNITS, PRICES AND LISTINGS UP



### RECORD JANUARY VOLUME OF \$61,615,727

Up **23%** from last January's \$49,937,700, with units of **95** up **12%** from last January's **85**. New listings of **205** up **8%**, with the sales/listings ratio of **46%** up **1%**.



### JANUARY UNIT SALES UP IN FIVE PRICE SEGMENTS, DOWN IN TWO

The, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M segments were up **8%**, **26%**, **17%**, **200%** and **50%** respectively, while the Under-\$300K and \$2M+ segments were down **38%** and **200%** respectively.



### RECORD AVERAGE SALE PRICE OF \$648,587

Up **10%** from January 2019's \$587,700, with the average days-on-market of **77** up **7** days.

# OVERVIEW (cont'd)

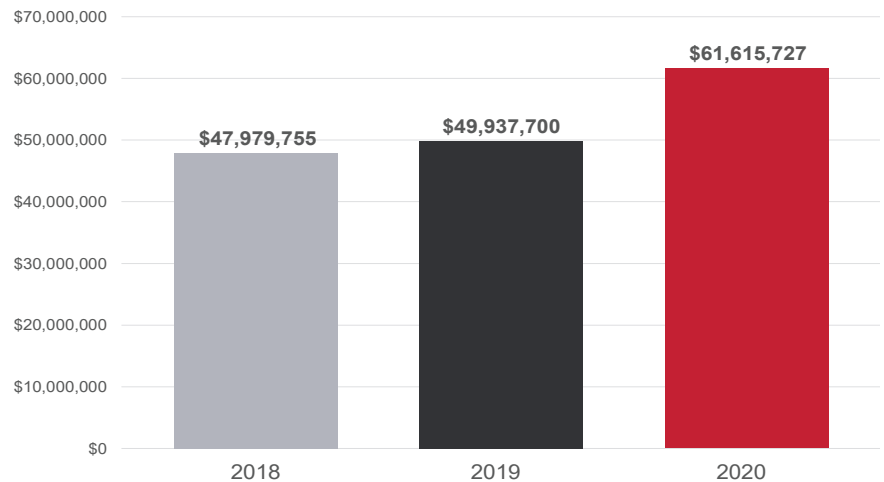


## THE DEMAND FOR LISTINGS WAS LESS THAN THE SUPPLY

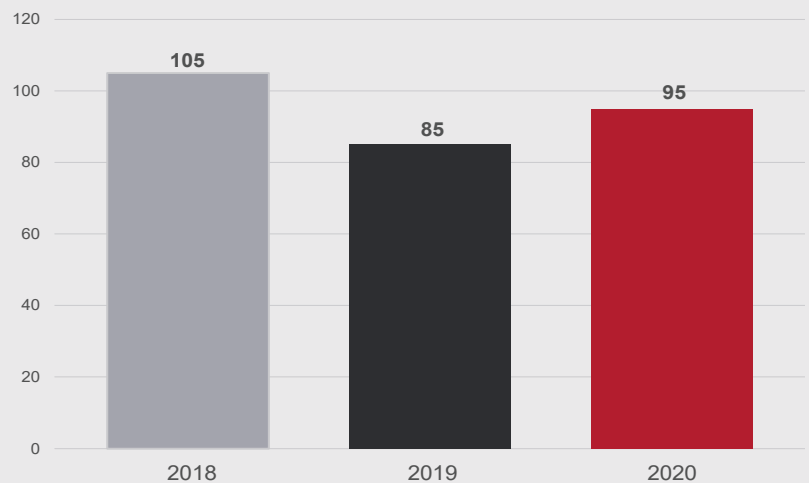
Although January's new listings were up **8%** from a year ago and its sales/listings ratio was **46%** – a buyers' market – it is not uncommon for January's ratio to be low. Given December's **79%** sales/listings ratio, it seems safe to project that the remainder of winter will give us a sellers' market.



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



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





# THE MARKET IN DETAIL

Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

January 2018 vs. 2019 vs. 2020

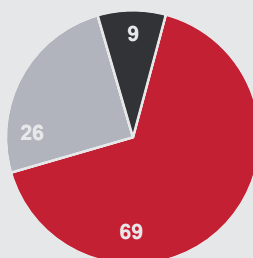
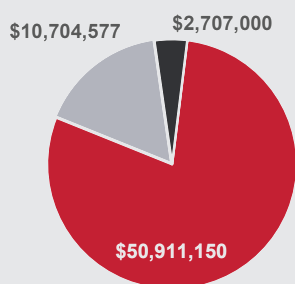
	2018	2019	2020	2019-2020
Volume Sales	\$47,979,755	\$49,937,700	\$61,615,727	+23%
Unit Sales	105	85	95	+12%
New Listings	175	190	205	+8%
Sales/Listings Ratio	62%	45%	46%	+1%
Expired Listings	61	61	74	+21%
Sales: Under \$300K	27	13	8	-38%
Sales: \$300K - \$499K	50	38	41	+8%
Sales: \$500K - \$799K	19	19	24	+26%
Sales: \$800K - \$999K	7	6	7	+17%
Sales: \$1M - \$1.499M	4	3	9	+200%
Sales: \$1.5M-\$1.999M	0	4	6	+50%
Sales: \$2M+	0	2	0	-200%
Average Days-On-Market	67	70	77	+10%
Average Sale Price	\$456,950	\$587,700	\$648,587	+10%

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

# SALES BY PROPERTY TYPE

## 2020 IN DETAIL

### 2020



### SINGLE-FAMILY HOMES

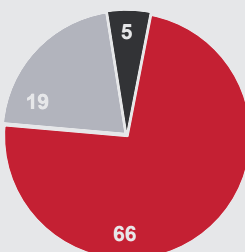
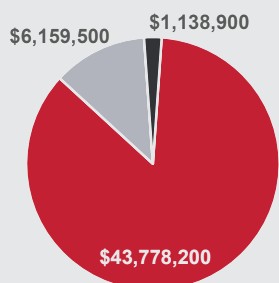
**DOLLAR SALES:** \$50,911,150  
UP 16% from 2019

**UNIT SALES:** 69  
UP 5% from 2019

**AV. DAYS-ON-MARKET:** 86  
UP 13 days from 2019

**AV. SALE PRICE:** \$737,843  
UP 11% from 2019

### 2019



### CONDOMINIUMS

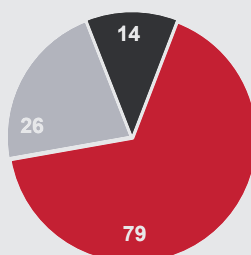
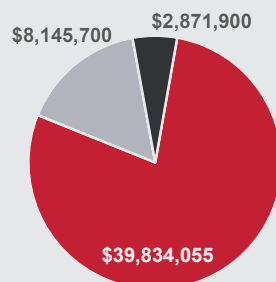
**DOLLAR SALES:** \$10,704,577  
UP 74% from 2019

**UNIT SALES:** 26  
UP 37% from 2019

**AV. DAYS-ON-MARKET:** 55  
DOWN 7 days from 2019

**AV. SALE PRICE:** \$411,715  
UP 27% from 2019

### 2018



### VACANT LAND

**DOLLAR SALES:** \$2,707,000  
UP 138% from 2019

**UNIT SALES:** 9  
UP 80% from 2019

**AV. DAYS-ON-MARKET:** 82  
UP 32 days from 2019

**AV. SALE PRICE:** \$300,778  
UP 32% from 2019

■ 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)**

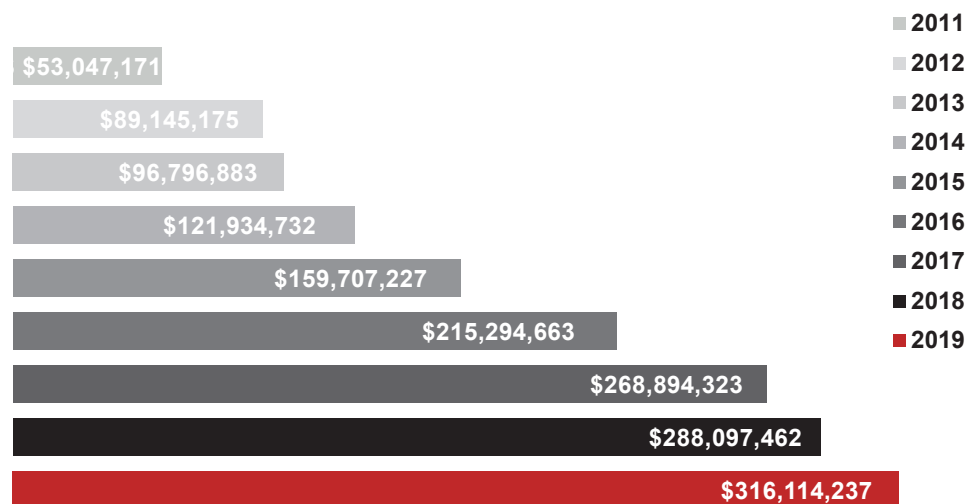
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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>





# 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

