

MEAFORD REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

RECORD JUNE VOLUME AND UNIT SALES FUEL MARKET REBOUND



YEAR-TO-DATE SALES VOLUME OF \$41,579,220

Up 4% from 2019's \$39,874,236, with units of 70 down 16% from 2019's 83. New listings of 139 down 14% from a year ago, with the sales/listings ratio of 50% down 2%.



Q2-2020 SALES VOLUME OF \$24,388,943

Down 5% from Q2-2019's \$25,761,336. Units of 38 were down 27% from Q2-2019's 52, with new listings of 82 down 28% and the sales/listings ratio of 46% equal to one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$593,989

Up 24% from the \$480,412 of 2020, with the average days-on-market of 53 up 3 days.



OVERVIEW (cont'd)

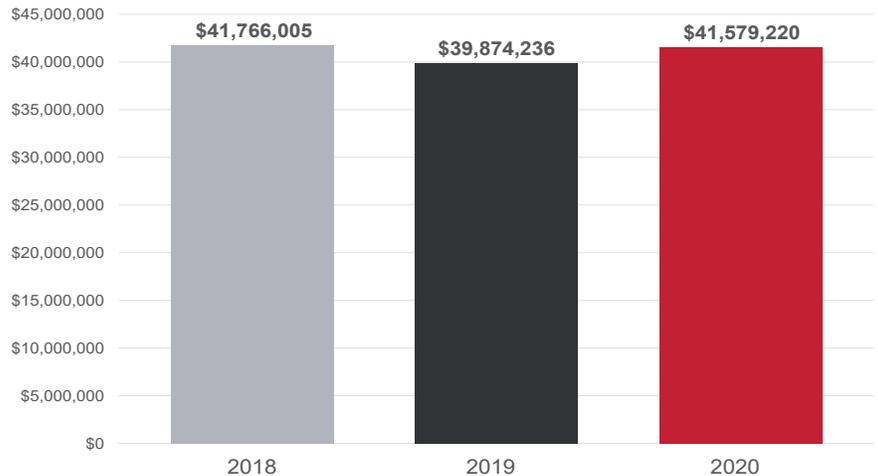


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

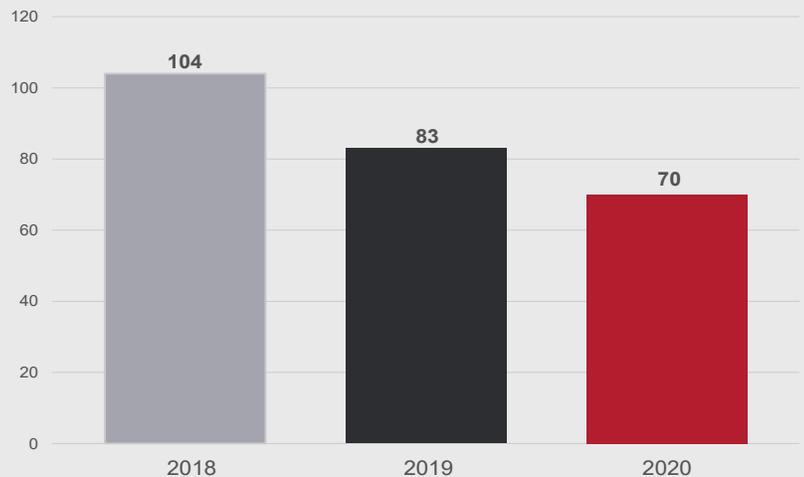
After a very slow April (just 2 sales) and a small May rebound, June delivered all-time, record monthly volume sales, up 87% from last June and 7% from May 2017's previous high. June also: had 25 unit sales, its most since last July; had just 1 expired listing; and finished with a 64% sales/listings ratio. All this adds up to a **seller's market**.



Graph 1:
Meaford MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Meaford MLS® Sales
Q1 - 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
Meaford MLS® Residential Sales And Listing Summary
 2018 vs. 2019 vs. 2020

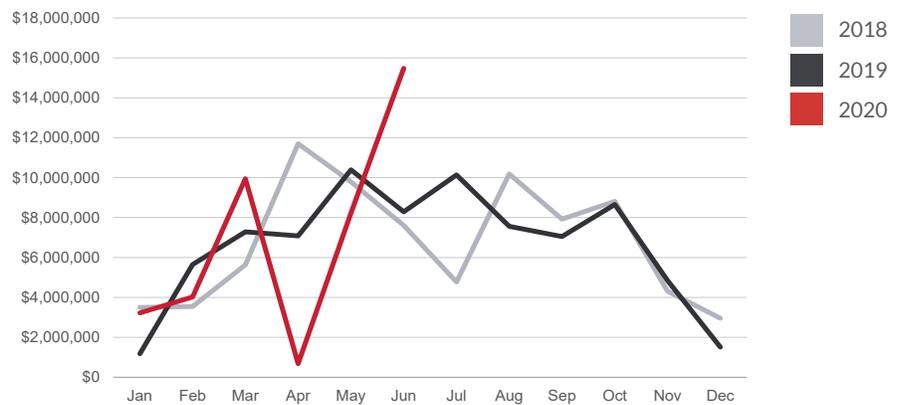
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$41,766,005	\$39,874,236	\$41,579,220	+4%
YTD Unit Sales	104	83	70	-16%
YTD New Listings	173	161	139	-14%
YTD Sales/Listings Ratio	60%	52%	50%	-2%
YTD Expired Listings	15	9	15	+67%
Second Quarter (Q2) Volume Sales	\$29,095,155	\$25,761,336	\$24,388,943	-5%
Q2 Unit Sales	70	52	38	-27%
Q2 New Listings	107	114	82	-28%
Q2 Sales/Listings Ratio	65%	46%	46%	0%
Q2 Expired Listings	6	5	4	-20%
Q2 Average Sale price	\$415,645	\$495,510	\$641,814	+30%
June Volume Sales	\$7,607,220	\$8,288,907	\$15,480,543	+87%
June Unit Sales	19	18	25	+39%
June New Listings	47	35	39	+11%
June Sales/Listings Ratio	40%	51%	64%	+13%
June Expired Listings	3	3	1	-67%
June Average Sale Price	\$400,380	\$460,495	\$619,222	+34%
YTD Sales: Under \$100K	2	2	0	-200%
YTD Sales: \$100K - \$299K	27	8	7	-12%
YTD Sales: \$300K - \$499K	53	48	27	-44%
YTD Sales: \$500K - \$799K	18	18	22	+22%
YTD Sales: \$800K - \$999K	3	3	6	+100%
YTD Sales: \$1M - \$1.499M	1	4	7	+75%
YTD Sales: \$1.5M - \$1.999M	0	0	1	+100%
YTD Average Days-On-Market	48	50	53	+6%
YTD Average Sale Price	\$401,596	\$480,412	\$593,989	+24%

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

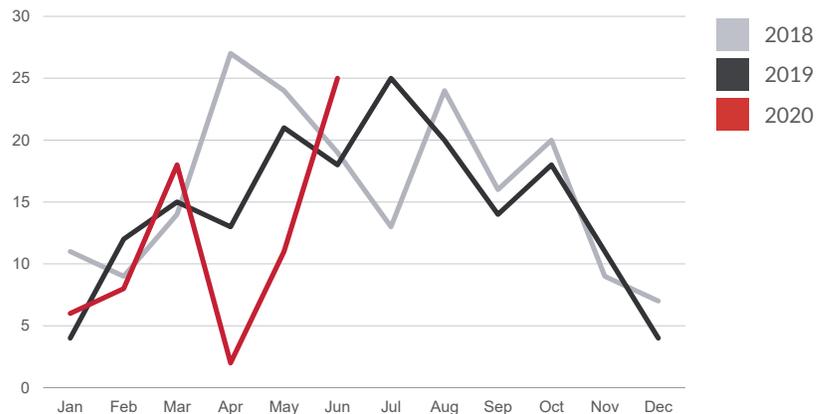
THE MARKET IN DETAIL (cont'd)

The Meaford market has been one of extreme ups and downs in 2020. It started with the best Q1 sales volume ever, and Meaford being *the only regional market to have record March sales* after COVID-19's effects had set in. Then came April: Meaford was the hardest hit of all the regional markets with just **2 sales** and **\$678,000** in volume, an all-time low. This was followed by a strong May, and then a new, all-time monthly volume record of **\$15,480,543** in June. One thing is clear: Meaford home values have risen rapidly. 2020's average sale price of **\$593,989** is up **90%**, **51%**, **48%** and **24%** from 2016-19 respectively.

Graph 3:
Meaford Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Volume)



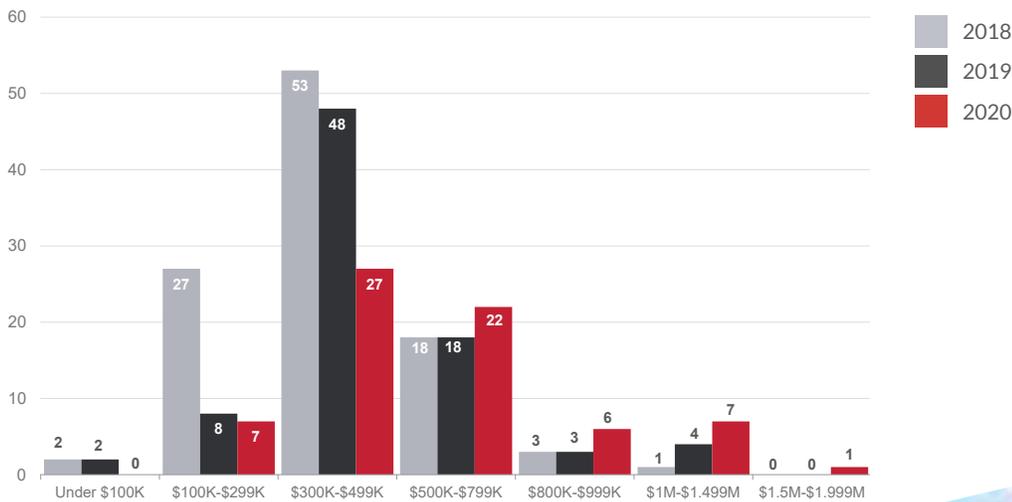
Graph 4:
Meaford Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 units are up from 2019 in four price ranges and down in three. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **22%**, **100%**, **75%** and **100%** respectively. The Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges are down **200%**, **12%** and **44%** respectively. More generally, the Under-\$500K bracket – which accounts for **49%** of 2020's sales – is down **41%** from 2019. The \$500K-\$999K bracket – which accounts for **40%** of the sales – is up **33%**. And the \$1M+ bracket – which accounts for **11%** of the sales – is up **100%**.

Graph 5:
Meaford MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$38,782,925
DOWN 2% from 2019

UNIT SALES: 62
DOWN 24% from 2019

AV. DAYS-ON-MARKET: 57
UP 6 days from 2019

AV. SALE PRICE: \$625,531
UP 30% from 2019

CONDOMINIUMS

DOLLAR SALES: \$2,796,295
UP 947% from 2019

UNIT SALES: 8
UP 700% from 2019

AV. DAYS-ON-MARKET: 24
UP 10 days from 2019

AV. SALE PRICE: \$349,537
UP 31% from 2019

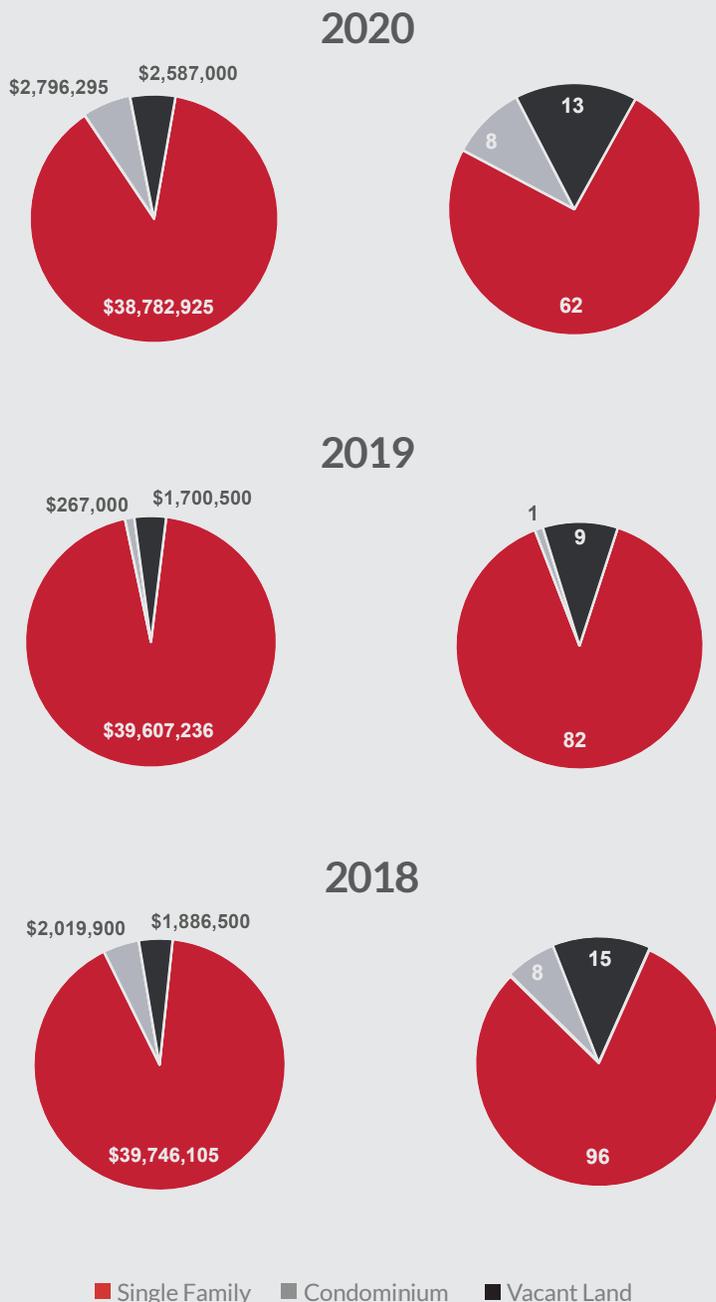
VACANT LAND

DOLLAR SALES: \$2,587,000
UP 52% from 2019

UNIT SALES: 13
UP 44% from 2019

AV. DAYS-ON-MARKET: 151
UP 17 days from 2019

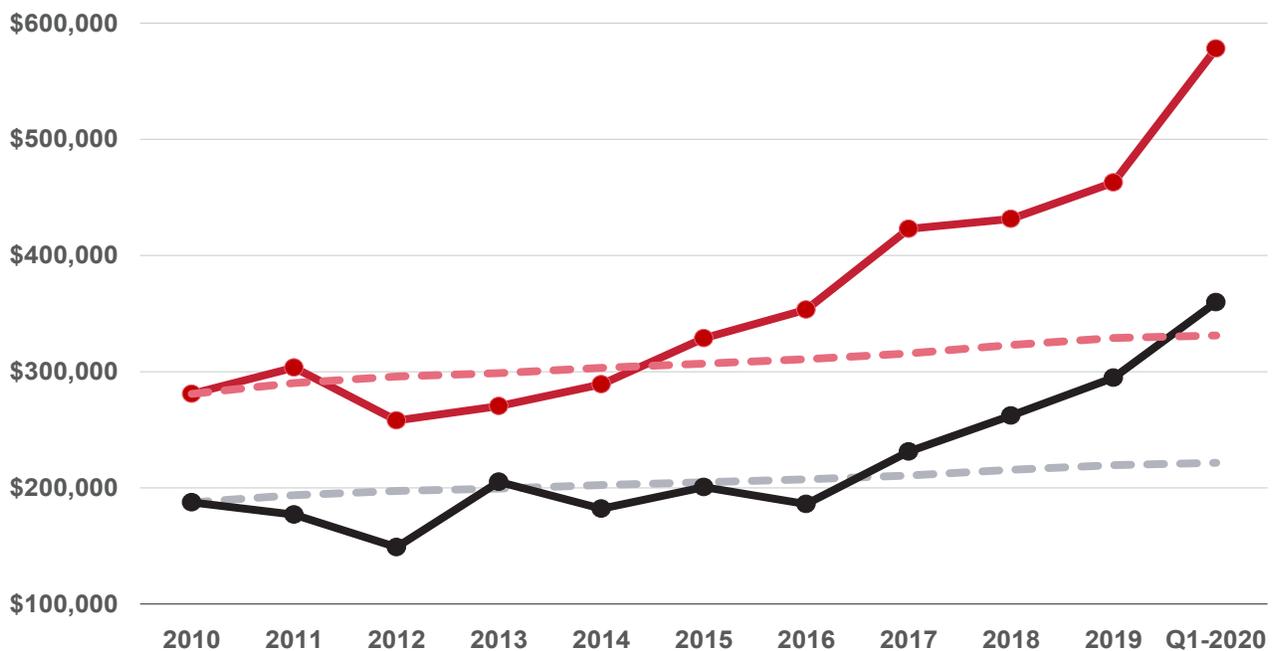
AV. SALE PRICE: \$199,000
UP 5% from 2019



MEAFORD AVERAGE SALE PRICES: 2010-2020

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

- ↑ Meaford's average sale price for single-family homes in Q1-2020 was **\$578,154**: that's up **25%, 34%, 37%, 64%** and **106%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$359,713** was up **22%, 37%, 56%, 93%** and **92%** from 2019, 2018, 2017, 2016 and 2010 respectively.
- ↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **75%** above inflation by Q1-2020. Condo prices were generally under the inflation rate until 2016. They then climbed rapidly to **62%** above the inflation rate by Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Meaford's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Meaford's 2010 Condominium Average Sale Price

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)

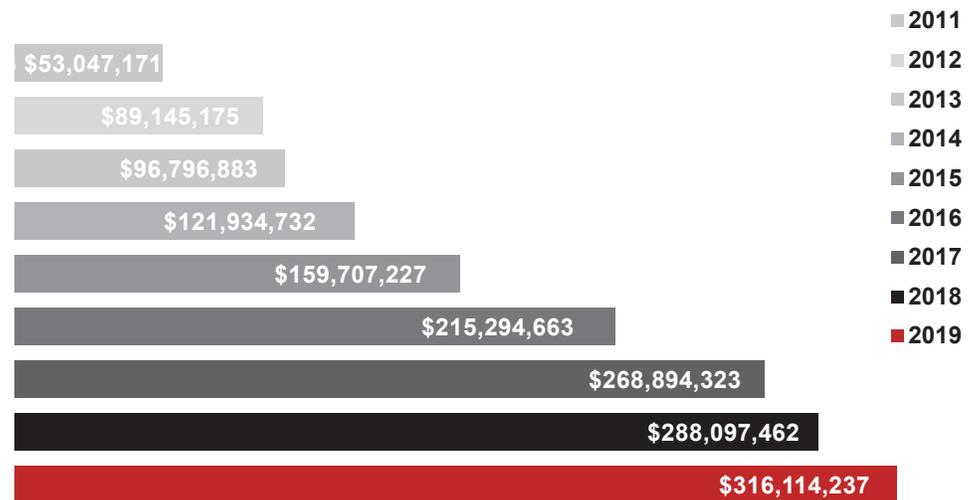
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

	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%	

Southern Georgian Bay Luxury Homes**

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

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

47,600+
People Reached†

11,300+ 
Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers

ROYAL LEPAGE 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



187,000+
Social Media Impressions

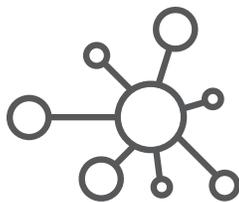
Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month^s

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



LocationsNorth.com

594,800+
Page Views†

114,100+
Unique Visitors†



\$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



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