

TINY TOWNSHIP REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

VOLUME, UNITS, LISTINGS AND AVERAGE PRICES UP



YEAR-TO-DATE SALES VOLUME OF \$66,371,888

Down 1% from 2019's \$66,927,705, with units of 123 equal to 2019. New listings of 242 down 22% from one year ago, with the sales/listings ratio of 51% up 11%.



Q2 SALES VOLUME OF \$41,661,188

Down 9% from 2019's \$45,597,205. Units of 75 down 7% from Q2-2019's 81, with new listings of 127 down 41% and the sales/listings ratio of 59% up 21%.



YEAR-TO-DATE AVERAGE SALE PRICE OF \$539,609

Down 1% from last year's \$544,128. Average days-on-market of 49 up 9 days.



OVERVIEW (cont'd)

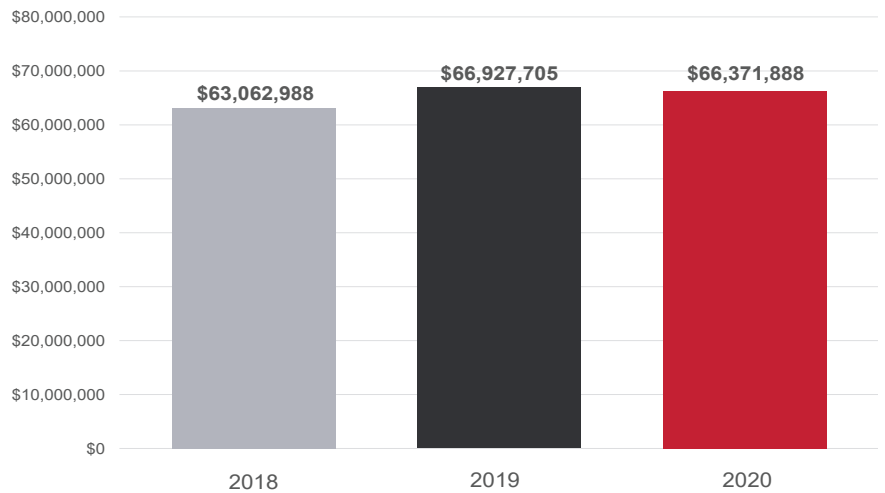


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

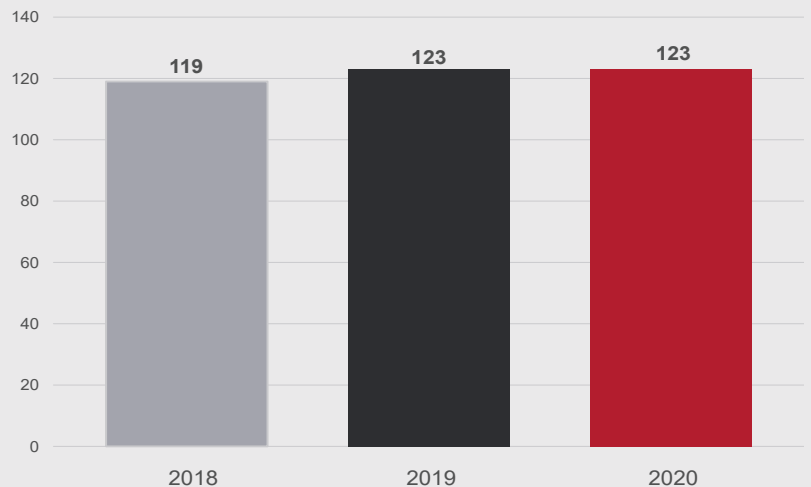
COVID-19 had relatively little effect on June's numbers. Volume of **\$20,093,788** was down **13%** from 2019, but up **7%** from 2018. Units of **34** were down from 2019's **42** and 2018's **36**, but the average sale price was up **8%** and **14%** respectively. New listings were down **37%** from 2019, yielding a **67%** sales/listings ratio and a **sellers' market**.



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



Graph 2:
Tiny Township MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Tiny Township MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

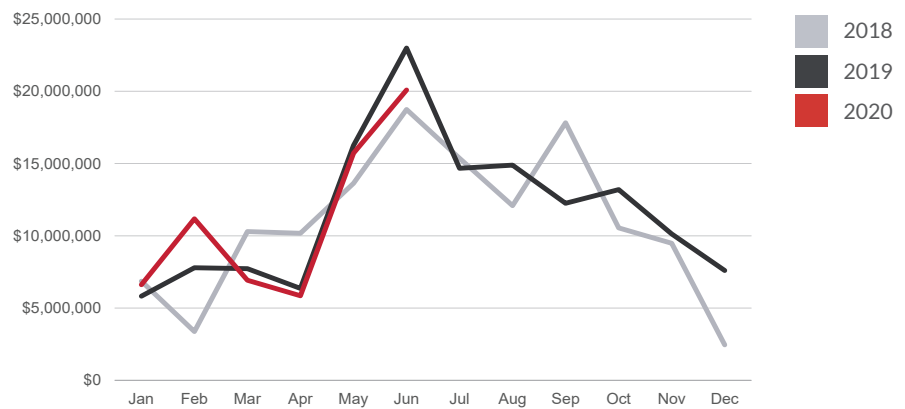
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$63,062,988	\$66,927,705	\$66,371,888	-1%
YTD Unit Sales	119	123	123	0%
YTD New Listings	264	311	242	-22%
YTD Sales/Listings Ratio	45%	40%	51%	+11%
YTD Expired Listings	31	47	55	+17%
Second Quarter (Q2) Volume Sales	\$42,546,888	\$45,597,205	\$41,661,188	-9%
Q2 Unit Sales	80	81	75	-7%
Q2 New Listings	181	216	127	-41%
Q2 Sales/Listings Ratio	44%	38%	59%	+21%
Q2 Expired Listings	14	27	25	-7%
Q2 Average Sale Price	\$531,836	\$562,928	\$555,483	-1%
June Volume Sales	\$18,739,700	\$22,990,645	\$20,093,788	-13%
June Unit Sales	36	42	34	-19%
June New Listings	73	81	51	-37%
June Sales/Listings Ratio	49%	52%	67%	+15%
June Expired Listings	6	10	10	0%
June Average Sale Price	\$520,547	\$547,396	\$590,994	+8%
YTD Sales: \$100K - \$299K	21	18	6	-67%
YTD Sales: \$300K - \$499K	56	51	58	+14%
YTD Sales: \$500K - \$799K	25	41	47	+15%
YTD Sales: \$800K - \$999K	6	5	5	0%
YTD Sales: \$1M - \$1.499M	5	6	6	0%
YTD Sales: \$1.5M - \$1.999M	6	1	1	0%
YTD Sales: \$2M+	0	1	0	-100%
YTD Average Days-On-Market	43	40	49	+23%
YTD Average Sale Price	\$529,941	\$544,128	\$539,609	-1%

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

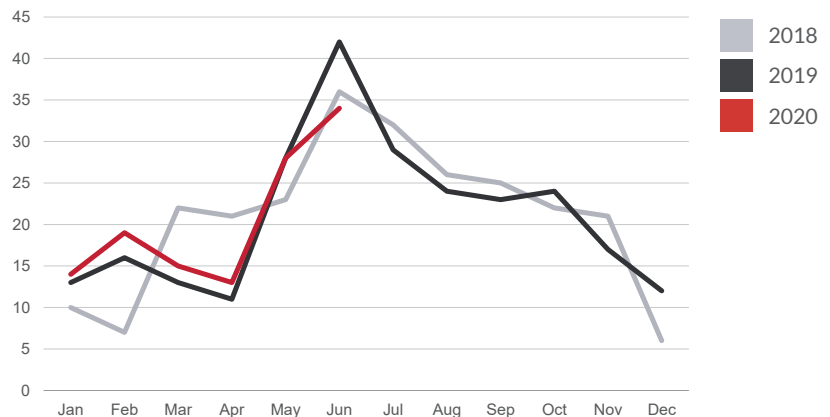
THE MARKET IN DETAIL (cont'd)

Looking at **Graph 3**, what is most striking is how similar 2020's and 2019's sales lines are. The key differences are February and June, which offset one another. The same is more or less true with **Graph 4**. The point is: even though COVID -19 affected how real estate was practiced, *it had surprisingly little effect on 2020's sales numbers*. As to the specifics, 2020 had just **1%** less volume than 2019, and both saw **123** sales. The main difference was 2020's **22%** fewer listings, making it a sellers' market, whereas 2019 was a buyers'. As far as average sale prices go, 2020 is down **1%** from 2019, but up **54%**, **23%** and **2%** from 2016-2018 respectively.

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



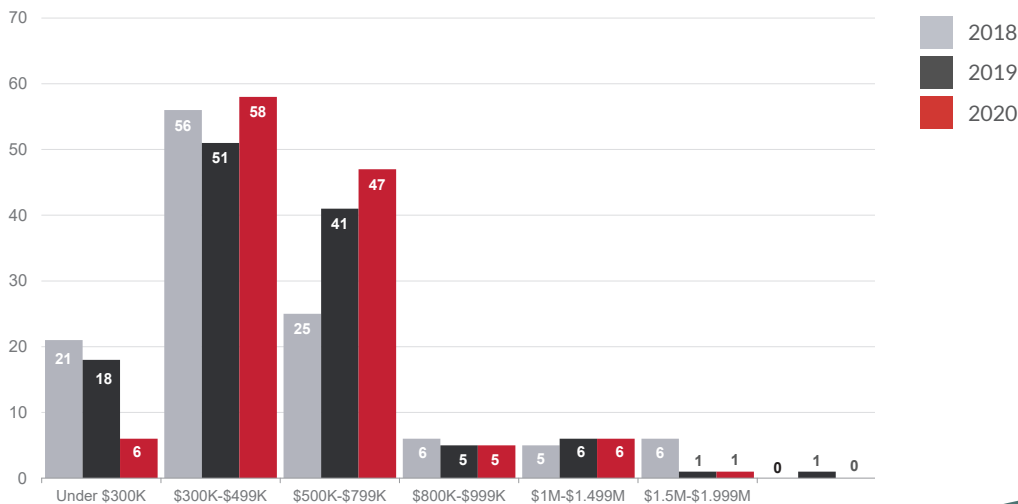
Graph 4:
Tiny Township Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020's unit sales are up from 2019 in two price ranges, down in one and equal in three. The \$300K-\$499K and \$500K-\$799K ranges are up **14%** and **15%** respectively. The Under-\$300K range is down **67%**. And the \$800K-\$999K, \$1M-\$1.499M and \$1.5M+ ranges are **equal**. More generally, sales in the Under-\$500K bracket - which account for **52%** of 2020's sales - are down **7%** from 2019. Sales in the \$500K-\$999K bracket - which account for **42%** of the sales - are up **13%**. And sales in the \$1M+ bracket - which account for **6%** of the sales - are down **12%**.

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



SALES BY PROPERTY TYPE

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

2020 IN DETAIL

2020



SINGLE-FAMILY HOMES

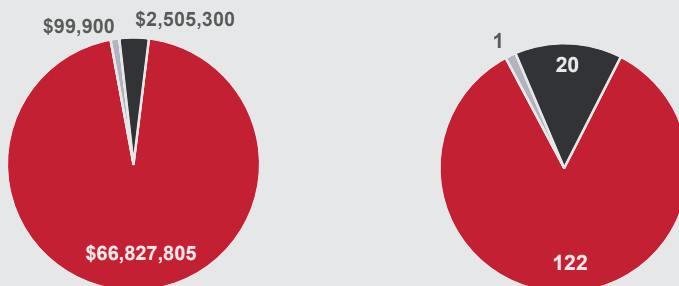
DOLLAR SALES: \$66,371,888
DOWN 1% from 2019

UNIT SALES: 123
UP 1% from 2019

AV. DAYS-ON-MARKET: 49
UP 10 days from 2019

AV. SALE PRICE: \$539,609
DOWN 1% from 2019

2019



CONDOMINIUMS

DOLLAR SALES: 0
DOWN \$99,999 from 2019

UNIT SALES: 0
DOWN 1 from 2019

AV. DAYS-ON-MARKET: 0
DOWN 139 days from 2019

AV. SALE PRICE: 0
DOWN \$99,999 from 2019

2018



VACANT LAND

DOLLAR SALES: \$4,786,200
UP 91% from 2019

UNIT SALES: 32
UP 60% from 2019

AV. DAYS-ON-MARKET: 75
UP 6 days from 2019

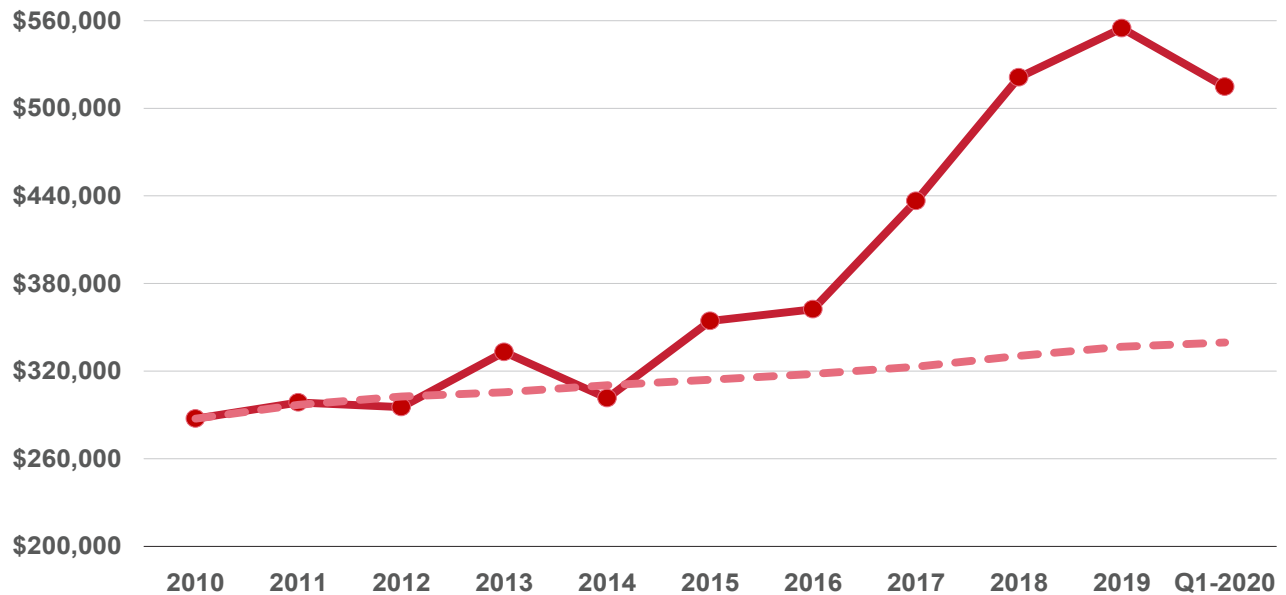
AV. SALE PRICE: \$149,569
UP 19% from 2019

■ Single Family ■ Condominium ■ Vacant Land

TINY TOWNSHIP AVERAGE SALE PRICES: 2010-2020

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

- ↑ Tiny's average sale price for single-family homes began to climb rapidly in 2015, reaching its annual peak in 2019 at **\$554,847** – up **6%, 27%, 53%, 57%, 84%** and **93%** from 2018, 2017, 2016, 2015, 2014 and 2010 respectively., It then dropped to **7%** to **\$514,806** in Q1-2020.
- ↑ From 2010 to 2014 Tiny's annual average sale price for single-family homes increased at approximately Canada's inflation rate. From 2015-2019 the average price rose **65%** above the inflation rate before dropping to **52%** above inflation in Q1-2020.



—●—●—● Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Tiny's 2010 Single-Family Home Average Sale Price

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!

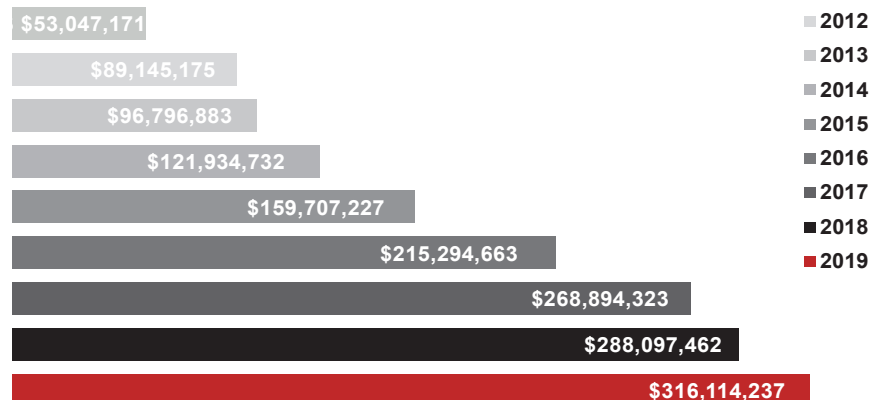
- WE HAD NEARLY 3 TIMES THE SALES VOLUME, AND MORE THAN 2 TIMES THE SALES UNITS OF OUR CLOSEST REGIONAL COMPETITOR**

- 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



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

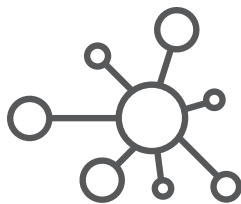
Clicks, Views, Shares,
Likes, Tweets‡

We average

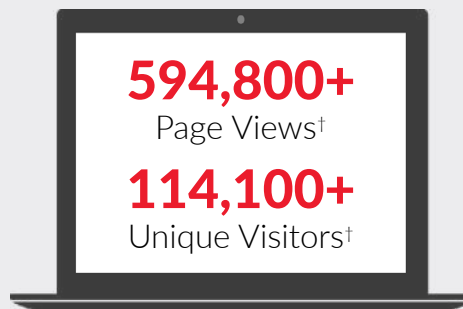
600

Buyer leads/month^s

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



LocationsNorth.com



\$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