

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2020

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





# OVERVIEW

## RECORD JUNE VOLUME SALES, CAP THIRD BEST Q2 EVER

**↑ YEAR-TO-DATE SALES VOLUME OF \$123,592,481**  
Up 15% from 2019's \$107,742,189, with units of 250 up 6% from 2019's 236. New listings of 436 down 20% from a year ago, with the sales/listings ratio of 57% up 14%.

**↑ Q2 SALES VOLUME OF \$78,976,050**  
Up 12% from Q2-2019's \$70,698,389. Units of 158 up 4% from Q2-2019's 152, with new listings of 235 down 31% and the sales/listings ratio of 67% up 22%.

**↑ RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$494,370**  
Up 8% from the \$456,535 of a year ago. Average days-on-market of 48 down 3 days.



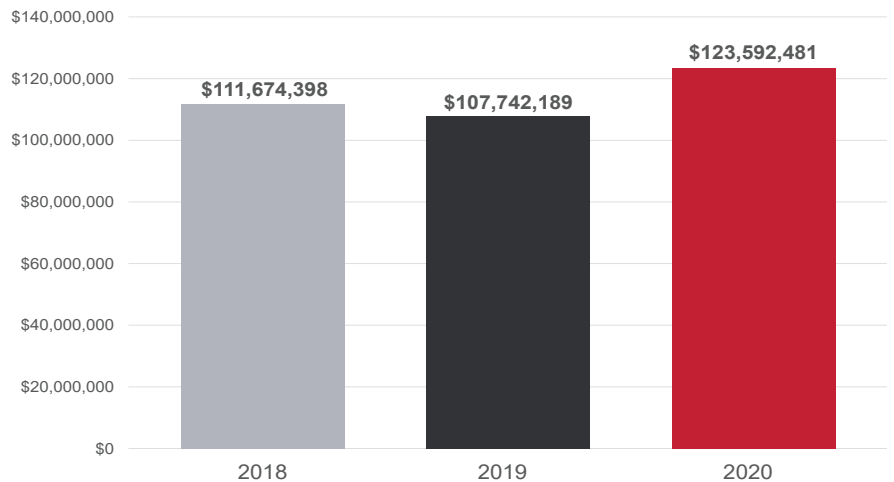
# OVERVIEW (cont'd)



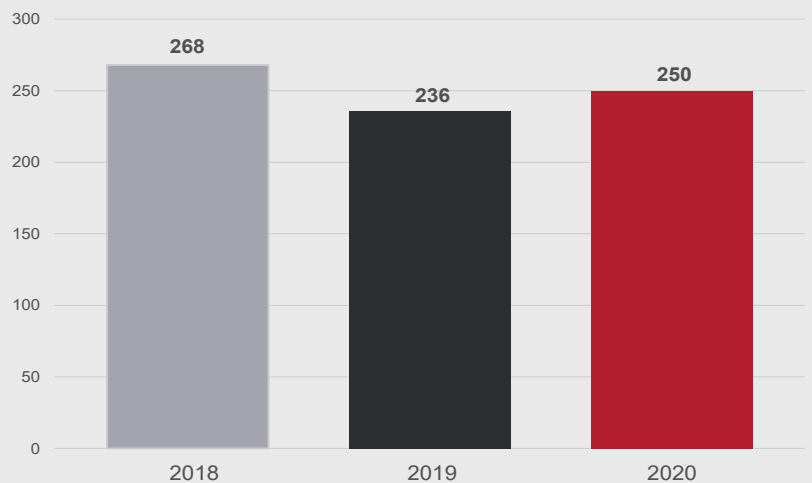
## THE DEMAND FOR LISTINGS IS LESS CURRENTLY GREATER THAN THE SUPPLY

After a slow April and May, Wasaga Beach enjoyed its best ever monthly volume of **\$43,487,100** in June, up **92%** from last June and **13%** from May 2017's previous high. June's **85** units were the third-best ever. With June's new and expired listings both down from 2019, and its sales/listings ratio of **77%**, Wasaga has a **sellers' market**.

Graph 1:  
**Wasaga Beach MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Wasaga Beach MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$111,674,398	\$107,742,189	\$123,592,481	<b>+15%</b>
YTD Unit Sales	268	236	250	<b>+6%</b>
YTD New Listings	486	543	436	<b>-20%</b>
YTD Sales/Listings Ratio	55%	43%	57%	<b>+14%</b>
YTD Expired Listings	56	72	69	<b>-4%</b>
Second Quarter (Q2) Volume Sales	\$73,517,348	\$70,698,389	\$78,976,050	<b>+12%</b>
Q2 Unit Sales	173	152	158	<b>+4%</b>
Q2 New Listings	297	340	235	<b>-31%</b>
Q2 Sales/Listings Ratio	58%	45%	67%	<b>+22%</b>
Q2 Expired Listings	28	42	35	<b>-17%</b>
Q2 Average Sale Price	\$424,956	\$465,121	\$499,848	<b>+7%</b>
June Volume Sales	\$23,879,158	\$22,631,988	\$43,487,100	<b>+92%</b>
June Unit Sales	59	50	85	<b>+70%</b>
June New Listings	94	116	108	<b>-7%</b>
June Sales/Listings Ratio	63%	43%	79%	<b>+36%</b>
June Expired Listings	17	15	13	<b>-13%</b>
June Average Sale Price	\$404,731	\$452,640	\$511,613	<b>+13%</b>
YTD Sales: Under \$100K	5	1	0	<b>-100%</b>
YTD Sales: \$100K - \$299K	51	25	27	<b>+8%</b>
YTD Sales: \$300K - \$499K	149	125	113	<b>-10%</b>
YTD Sales: \$500K - \$799K	58	78	99	<b>+27%</b>
YTD Sales: \$800K - \$999K	3	4	6	<b>+50%</b>
YTD Sales: \$1M - \$1.499M	2	3	5	<b>+67%</b>
YTD Average Days-On-Market	43	51	48	<b>-6%</b>
YTD Average Sale Price	\$416,696	\$456,535	\$494,370	<b>+8%</b>

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)

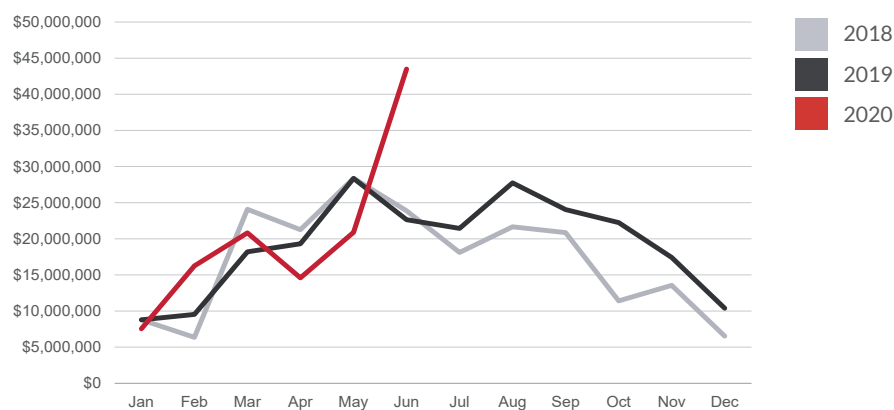
One notable fact about Wasaga Beach's market in the COVID-19 world is that, with one exception<sup>1</sup>, its volume and unit sales never fell as far in April and May as all the other Southern Georgian Bay communities did. It's difficult to say why, but Wasaga's combined April and May volume was only down **26%** from 2019, while the other regional communities were collectively down **61%**. And while Wasaga's April/May units were down **28%**, the other communities were collectively down **58%**. As well, Wasaga's June volume and units were up **92%** and **70%** respectively over 2019, the region's third-best<sup>2</sup> increase. All that said, it's good to see the average sale price keep climbing: 2020's is up **66%**, **54%**, **22%**, **19%** and **8%** from 2015-2019 respectively.

Graph 3:

**Wasaga Beach Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)

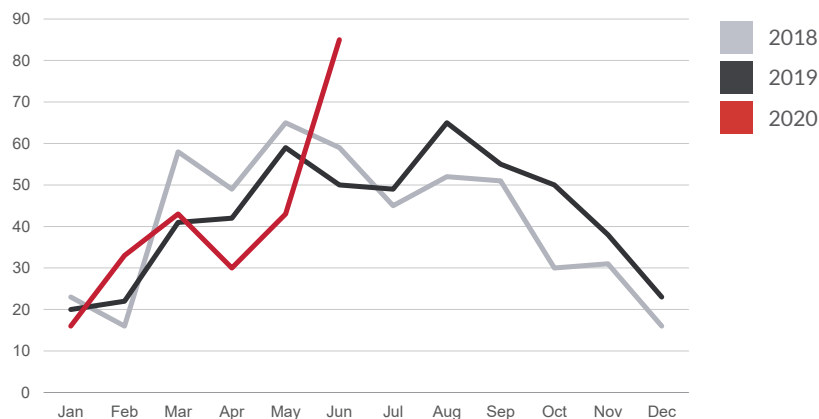
<sup>1</sup> Grey Highlands volume was down less.

<sup>2</sup> The Blue Mts. and Grey Highlands had greater gains.



Graph 4:

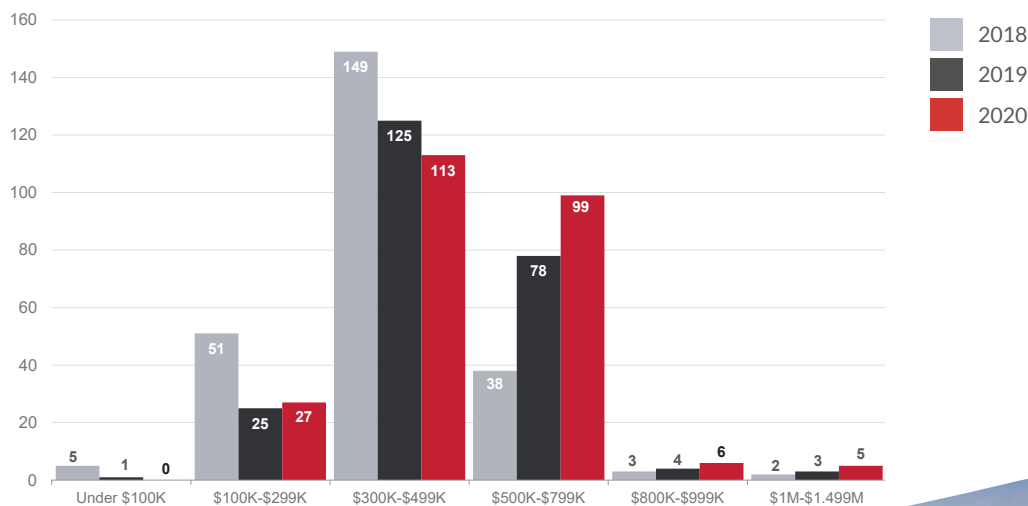
**Wasaga Beach Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in four price ranges and down in two. The \$100K-\$299K, \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges are up **8%**, **27%**, **50%** and **67%** respectively, while the Under-\$100K and \$300K-\$499K ranges are down **100%** and **10%** respectively. More generally, the Under-\$500K price bracket – which accounts for **56%** of 2020's sales – is down **7%** from 2019. The \$500K-\$999K bracket – which accounts for **42%** of the sales – is up **28%**. And the \$1M+ range – which accounts for **2%** of the sales – is up **67%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$118,834,831  
UP 16% from 2019

**UNIT SALES:** 236  
UP 6% from 2019

**AV. DAYS-ON-MARKET:** 48  
DOWN 2 days from 2019

**AV. SALE PRICE:** \$503,537  
UP 9% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$4,757,650  
DOWN 4% from 2019

**UNIT SALES:** 14  
EQUAL to 2019

**AV. DAYS-ON-MARKET:** 58  
DOWN 8 days from 2019

**AV. SALE PRICE:** \$339,832  
DOWN 4% from 2019

### VACANT LAND

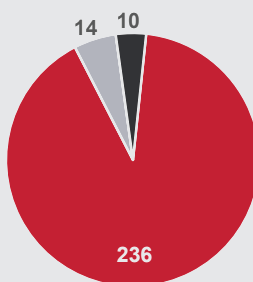
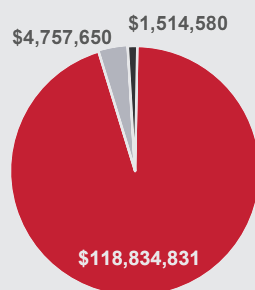
**DOLLAR SALES:** \$1,514,580  
UP 44% from 2019

**UNIT SALES:** 10  
UP 11% from 2019

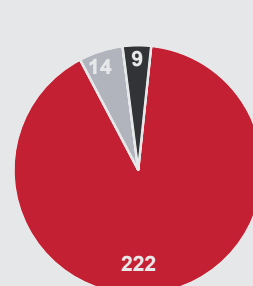
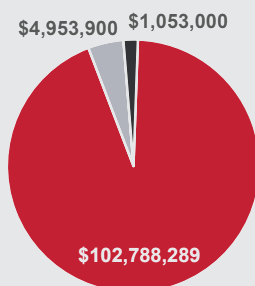
**AV. DAYS-ON-MARKET:** 78  
UP 50 days from 2019

**AV. SALE PRICE:** \$151,450  
UP 29% from 2019

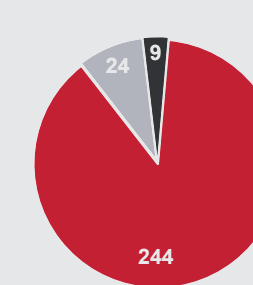
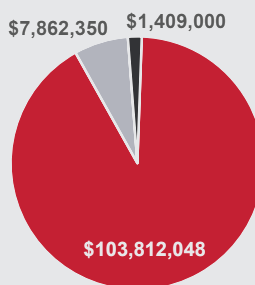
2020



2019



2018



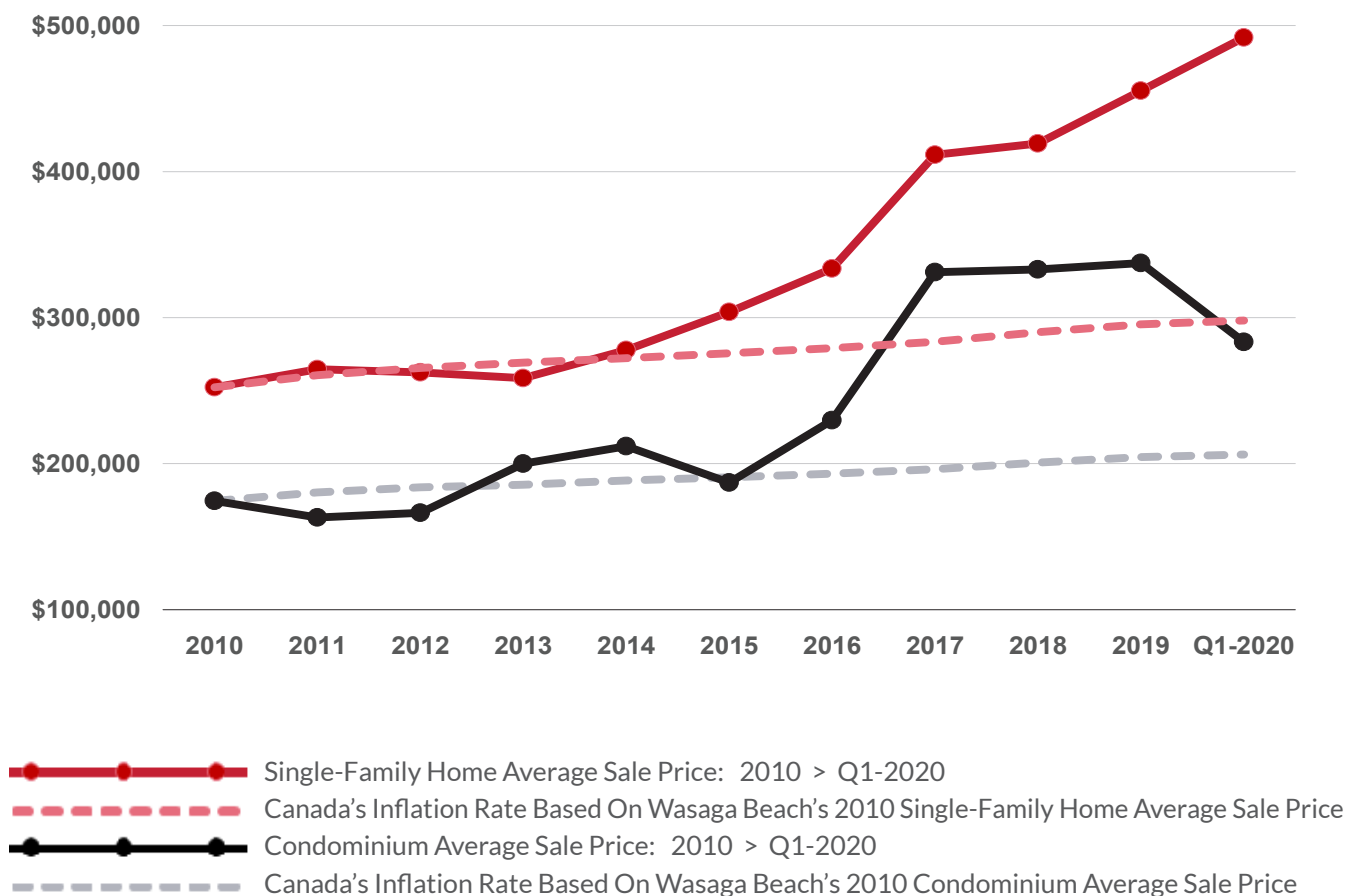
■ Single Family ■ Condominium ■ Vacant Land

# WASAGA BEACH AVERAGE SALE PRICES: 2010-2020

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Wasaga Beach's average sale price for single-family homes in Q1-2020 was **\$491,758**; that's up **8%, 17%, 19%, 47%** and **95%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2019's average condo price of **\$337,418** was up **1%, 2%** and **47%** from 2018, 2017 and 2016, but fell **16%** to **\$283,333** in Q1-2020.

↑ From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **65%** above inflation by Q1-2020. Condo prices started rising in 2016, peaked at **69%** above inflation in 2017, leveled off in 2018-19, and dropped to **37%** over inflation in Q1-2020.





# SOUTHERN GEORGIAN BAY'S #1 SELLING BROKERAGE

## IN 2019:



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










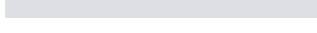
With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



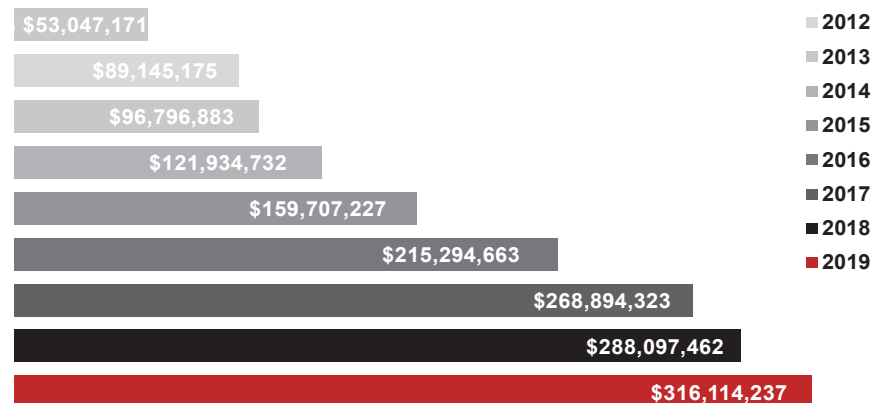
WE HAD NEARLY 3 TIMES THE SALES VOLUME, AND MORE THAN 2 TIMES THE SALES UNITS OF OUR CLOSEST REGIONAL COMPETITOR



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**



**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**

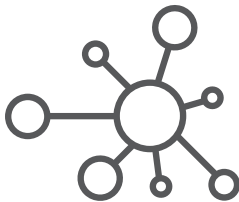
Clicks, Views, Shares,  
Likes, Tweets‡

We average

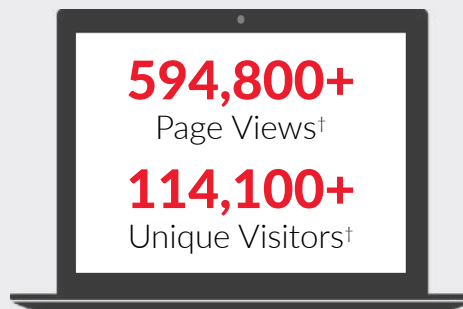
**600**

**Buyer leads/month§**

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**



**\$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 June 30th, 2020). ‡Based on social media channels (January 1st, 2020 to June 30th, 2020). §Based on June 2020 lead volume



# 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

