

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

AUGUST 2020

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



OVERVIEW

AND THE BEAT GOES ON . . . RECORD AUGUST VOLUME AND UNIT SALES



RECORD YEAR-TO-DATE SALES VOLUME OF \$954,335,219

Up 29% from 2019's \$737,324,507, with units of 1452 up 6% from 2019's 1372. New listings of 2114 down 17%, with the sales/listings ratio of 69% up 15% from the 54% of one year ago.



RECORD AUGUST SALES VOLUME OF \$240,525,203

Up 114% from last August's \$112,592,077. Record August units of 346 up 62% from last year's 213. New listings of 315 down 5% from a year ago, with the sales/listing ratio of 110% up 46%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$657,256

Up 22% from the \$537,409 of one year ago. Average days-on-market of 45 down 7 days.



OVERVIEW (cont'd)

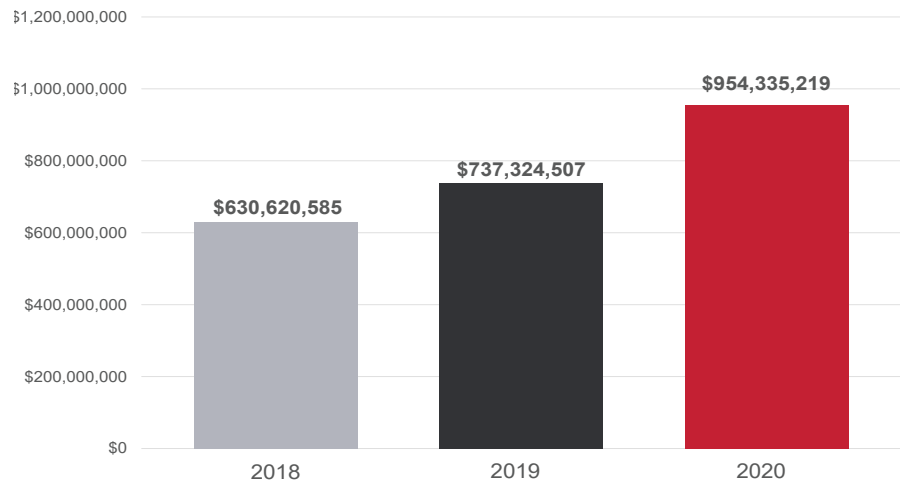


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

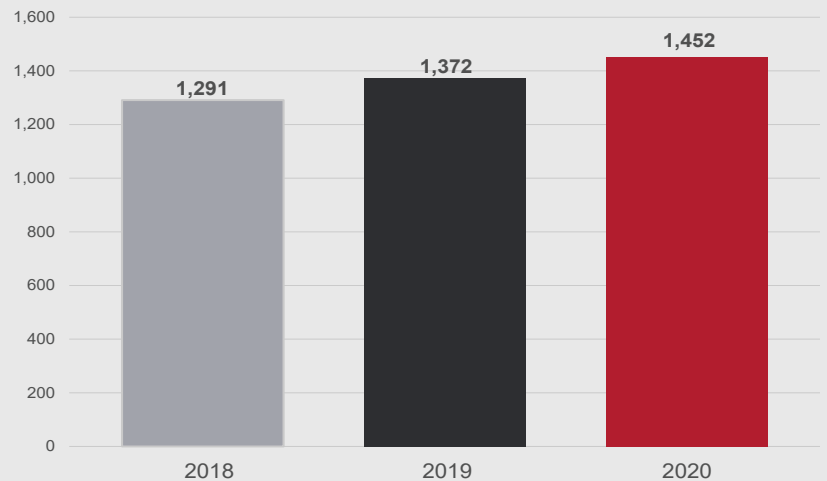
August's record volume and unit sales were accompanied by an all-time record average sale price of **\$695,160**, up a big **32%** from last August's **\$528,601**, and also up **6%** from 2020's overall average of **\$657,256**. With August's listings down **5%** from a year ago and its **110%** sales/listing ratio, the region currently has a strong **seller's market**.



Graph 1:
Southern Georgian Bay MLS® Sales
 2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
 2018 vs. 2019 vs. 2020

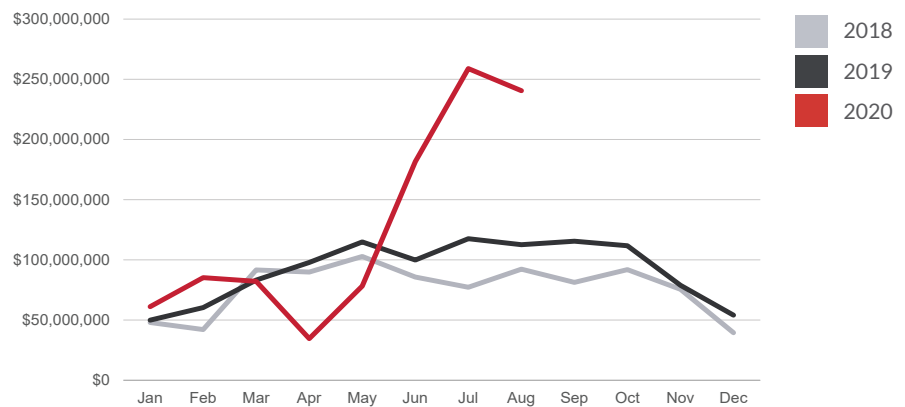
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$630,620,585	\$737,324,507	\$954,335,219	+29%
YTD Unit Sales	1291	1372	1452	+6%
YTD New Listings	2281	2546	2114	-17%
YTD Sales/Listings Ratio	57%	54%	69%	+15%
August Volume Sales	\$91,938,510	\$112,592,077	\$240,525,203	+114%
August Unit Sales	181	213	346	+62%
August New Listings	280	331	315	-5%
August Sales/Listing Ratio	65%	64%	110%	+46%
August Average Sale Price	\$507,948	\$528,601	\$695,160	+32%
YTD Sales: Under \$100K	7	7	1	-86%
YTD Sales: \$100K - \$299K	231	168	85	-49%
YTD Sales: \$300K - \$499K	616	616	518	-16%
YTD Sales: \$500K - \$799K	320	416	539	+30%
YTD Sales: \$800K - \$999K	61	78	121	+55%
YTD Sales: \$1M - \$1.499M	41	59	121	+105%
YTD Sales: \$1.5M - \$1.999M	7	20	45	+125%
YTD Sales: \$2M+	8	8	22	+175%
YTD Average Days-On-Market	46	52	45	-13%
YTD Average Sale Price	\$488,475	\$537,409	\$657,256	+22%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Sept. 5, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

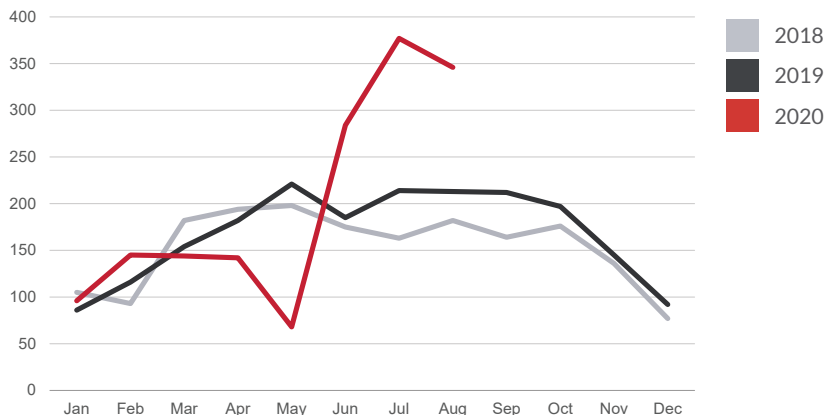
THE MARKET IN DETAIL (cont'd)

Well, the Southern Georgian Bay area registered yet another ginormous sales month. While not quite as big as July – which set new all-time volume and unit sale records – August was a close second, with just **7%** less volume and **9%** fewer units. Who could have imagined, – in the depths of the COVID-19-spooked April market – that by August our region would be on a record clip and close to \$1 billion in volume for 2020? While sales have been strong throughout Canada, there is no doubt that this area, with all it has to offer, is being recognized as a great place to live, and market demand is increasing accordingly. So are average sale prices: 2020's **\$657,256** is up **90%**, **75%**, **39%**, **35%** and **22%** from 2015-2019 respectively.

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



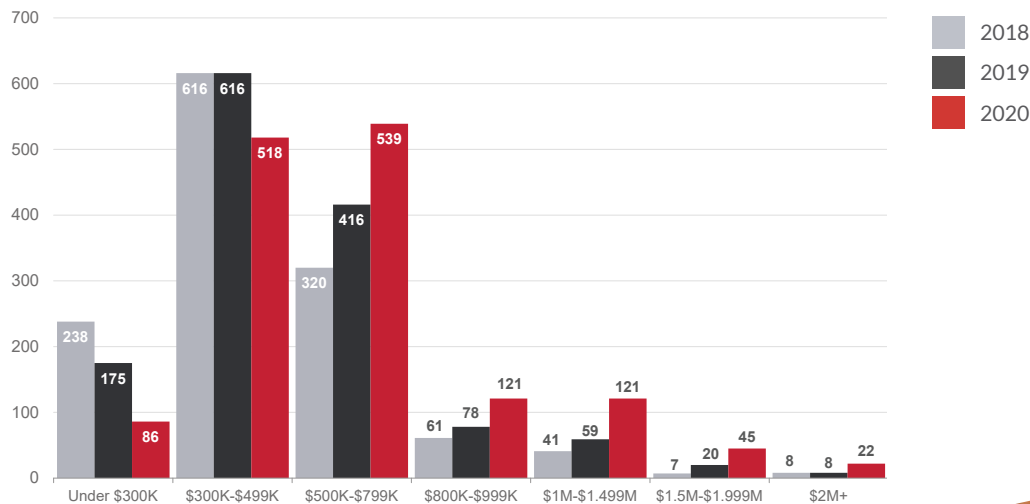
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **30%**, **55%**, **105%**, **125%** and **175%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **51%** and **16%** respectively. More generally, the Under-\$500K bracket – which accounts for **42%** of 2020's sales – is down **24%** from a year ago. The \$500K-\$999K bracket – which accounts for **45%** of the sales – is up **34%**. And the \$1M+ bracket – which accounts for **13%** of the sales – is up **116%**.

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



SALES BY PROPERTY TYPE

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$775,744,920
 UP 27% from 2019

UNIT SALES: 1064
 DOWN 1% from 2019

AV. DAYS-ON-MARKET: 53
 UP 2 days from 2019

AV. SALE PRICE: \$729,084
 UP 29% from 2019

CONDOMINIUMS

DOLLAR SALES: \$178,590,299
 UP 39% from 2019

UNIT SALES: 388
 UP 30% from 2019

AV. DAYS-ON-MARKET: 45
 DOWN 11 days from 2019

AV. SALE PRICE: \$460,284
 UP 6% from 2019

VACANT LAND

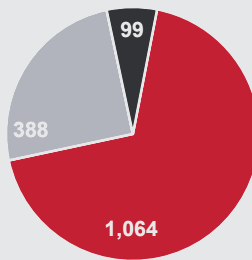
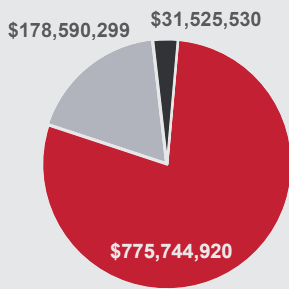
DOLLAR SALES: \$31,525,530
 UP 56% from 2019

UNIT SALES: 99
 UP 37% from 2019

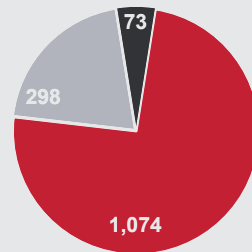
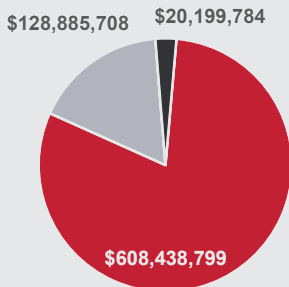
AV. DAYS-ON-MARKET: 96
 UP 3 days from 2019

AV. SALE PRICE: \$318,440
 UP 15% from 2019

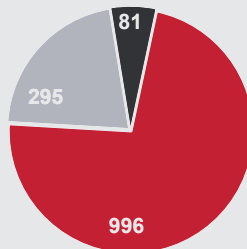
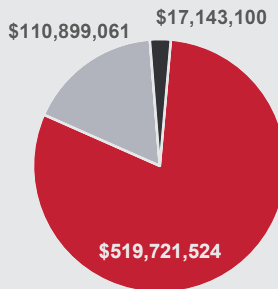
2020



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)

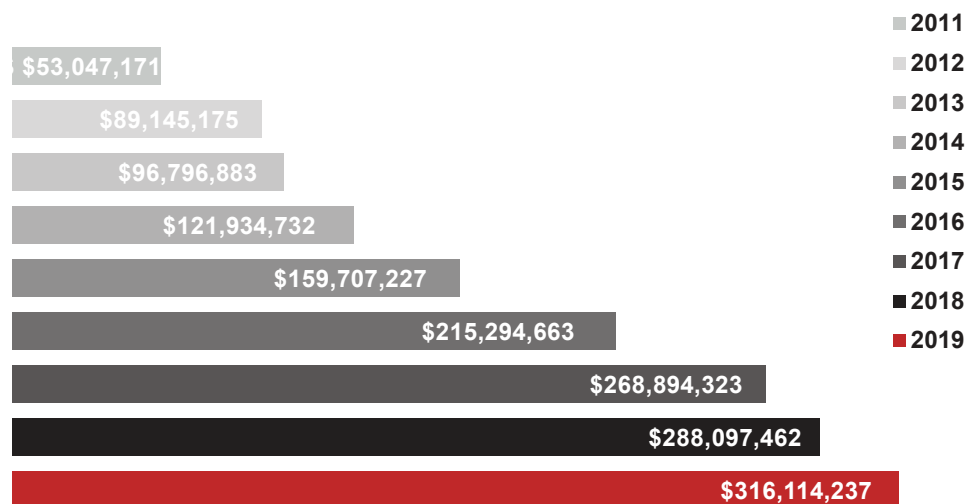
And #2 in Wasaga Beach after opening an office there in mid-2015.



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	28.0%
RE/MAX Four Seasons	82.5	13.4%
Royal LePage Trinity	60	9.8%
Chestnut Park	53.75	8.6%
Century 21 Millennium	50.5	8.2%
Clairwood	33.5	5.3%
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	133.75	25.3%
RE/MAX at Blue	43	12.3%
RE/MAX Four Seasons	34.75	10%
Century 21 Millennium	30.25	8.7%
Chestnut Park	26.75	7.7%
Royal LePage Trinity	17	4.4%
Clairwood	10	2.9%
Sotheby's	6	1.7%
Other	30	11.2%
Non MLS	51.75	14.8%

Meaford

	UNITS	PERCENTAGE
Royal LePage Locations North	57.5	25.7%
Century 21 Millennium	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	4	2.7%
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 Millennium	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 Millennium	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 Millennium	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%



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