

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## MAY 2020

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



# OVERVIEW

## VOLUME, UNITS AND LISTINGS DOWN, WITH THE AVERAGE SALE PRICE UP



### YEAR-TO-DATE SALES VOLUME OF \$339,944,252

Down 17% from 2019's \$408,390,540, with units of 581 down 24% from 2019's 760. New listings of 1200 were down 18% from a year ago, with the sales/listings ratio of 48% down 4%.



### MAY SALES VOLUME OF \$77,681,650

Down 33% from last May's \$115,641,107. Units of 131 down 41% from last year's 222. New listings of 286 were down 32%, while the sales/listing ratio of 46% was down 7%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$585,102

Up 9% from the \$537,356 of last year. Average days-on-market of 54 is equal to 2019.

# OVERVIEW (cont'd)

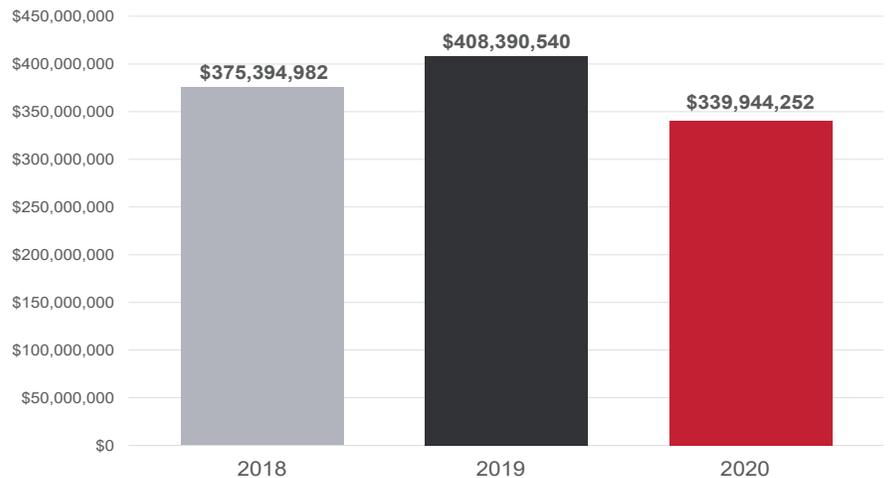


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

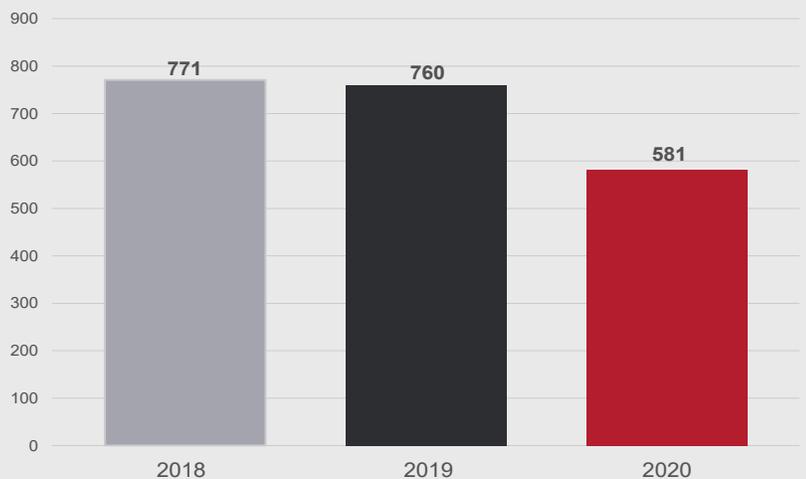
After just 67 sales and volume of \$34,170,700 in April, May bounced back with 131 sales and \$77,681,650 in volume. Still, May's units and volume were down 41% and 33% respectively from last May, with new listings down 32% and the average sale price up 14%. May's 46% sales/listings ratio means it's a buyers' market.



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



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



# THE MARKET IN DETAIL



Table 1:  
**Georgian Triangle MLS® Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

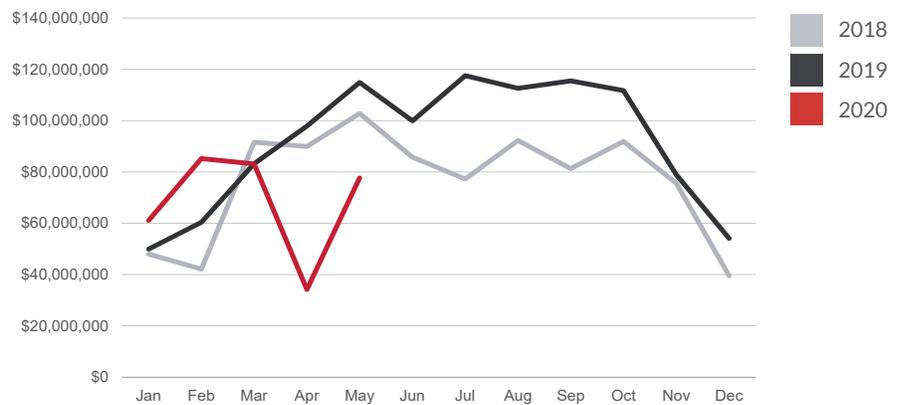
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$375,394,982	\$408,390,540	\$339,944,252	-17%
YTD Unit Sales	771	760	581	-24%
YTD New Listings	1327	1465	1200	-18%
YTD Sales/Listings Ratio	58%	52%	48%	-4%
YTD Expired Listings	207	235	299	+27%
May Volume Sales	\$103,741,736	\$115,641,107	\$77,681,650	-33%
May Unit Sales	197	222	131	-41%
May New Listings	372	418	286	-32%
May Sales/Listing Ratio	52%	53%	46%	-7%
May Expired Listings	25	51	56	+10%
May Average Sale Price	\$526,608	\$520,906	\$592,990	+14%
YTD Sales: Under \$100K	4	3	0	-300%
YTD Sales: \$100K - \$299K	144	84	56	-33%
YTD Sales: \$300K - \$499K	364	342	236	-31%
YTD Sales: \$500K - \$799K	185	245	199	-19%
YTD Sales: \$800K - \$999K	40	45	42	-7%
YTD Sales: \$1M - \$1.499M	25	25	29	+16%
YTD Sales: \$1.5M - \$1.999M	4	11	15	+36%
YTD Sales: \$2M+	5	5	4	-20%
YTD Average Days-On-Market	46	54	54	0%
YTD Average Sale Price	\$486,894	\$537,356	\$585,102	+9%

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

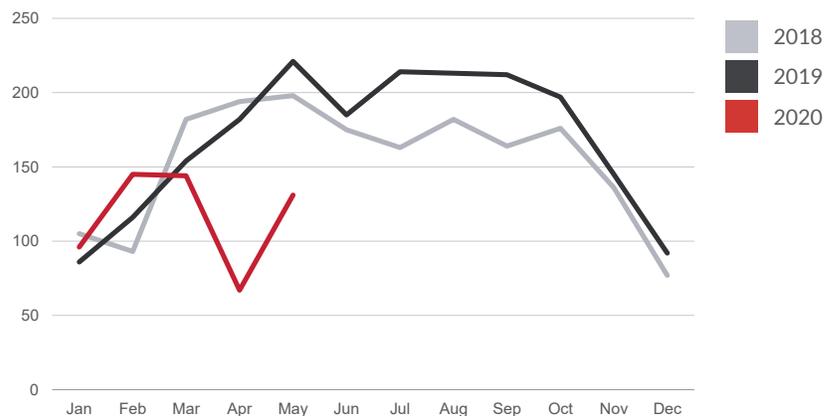
# THE MARKET IN DETAIL (cont'd)

The effects of COVID-19 continued to be felt throughout the Southern Georgian Bay market in May, with unit and volume sales down from 2019, as well as new listings. However, **Graph 3** shows that after a very slow April, May volume rebounded to nearly March levels despite new listings being down 32% from last May. And as **Graph 4** shows, the same is true for unit sales. While it is still unclear how long a full recovery will take, the bottom line is that the regional market's fundamentals are solid: average prices are up slightly from April and up 9% from last May, the region's star is rising and demand will continue to grow. For a detailed look at what area prices have done, see **Southern Georgian Bay's Average Sale Prices: 2010-2020** on page 8.

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



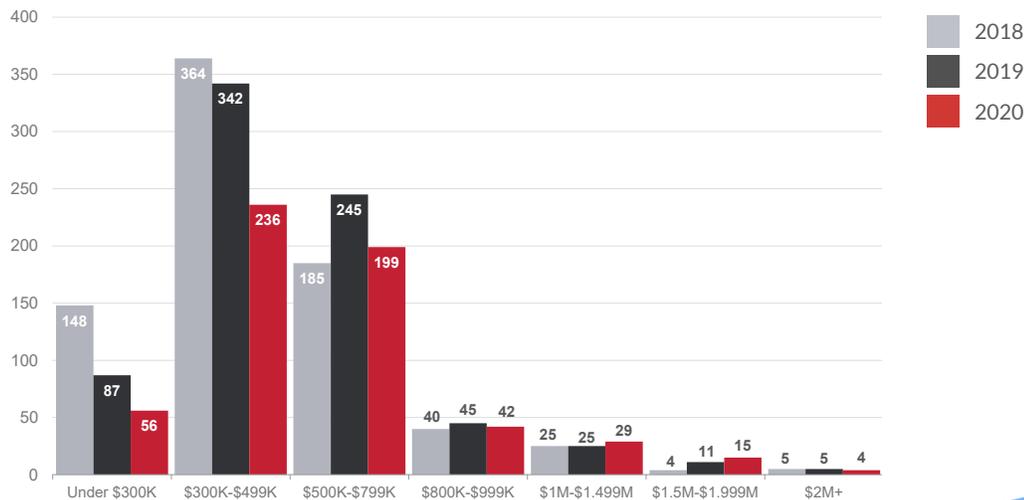
Graph 4:  
**Georgian Triangle Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in two price ranges and down in five. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **16%** and **36%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **36%**, **31%**, **19%**, **7%** and **20%** respectively. More generally, sales in the Under-\$500K price bracket – which account for **50%** of 2020's sales – are down **32%** from 2019, while the \$500K-\$999K bracket is down **17%** and the \$1M+ bracket is up **17%**.

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



# SALES BY PROPERTY TYPE

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$285,400,681  
DOWN 17% from 2019

**UNIT SALES:** 452  
DOWN 25% from 2019

**AV. DAYS-ON-MARKET:** 56  
UP 3 days from 2019

**AV. SALE PRICE:** \$631,417  
UP 11% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$54,543,571  
DOWN 15% from 2019

**UNIT SALES:** 129  
DOWN 18% from 2019

**AV. DAYS-ON-MARKET:** 46  
DOWN 15 days from 2019

**AV. SALE PRICE:** \$422,818  
UP 5% from 2019

### VACANT LAND

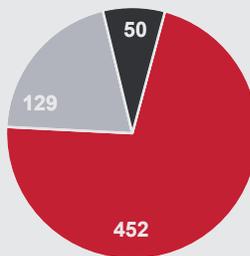
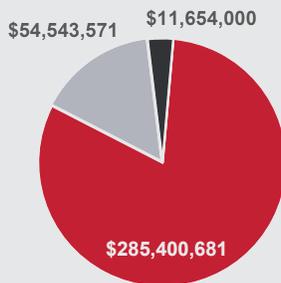
**DOLLAR SALES:** \$11,654,000  
DOWN 22% from 2019

**UNIT SALES:** 50  
UP 11% from 2019

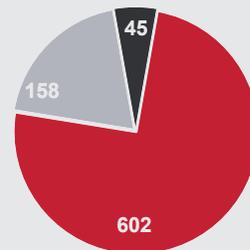
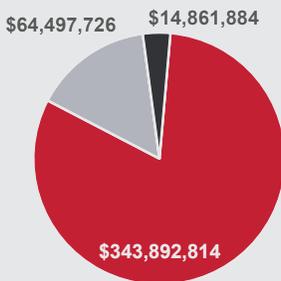
**AV. DAYS-ON-MARKET:** 87  
DOWN 19 days from 2019

**AV. SALE PRICE:** \$233,080  
DOWN 28% from 2019

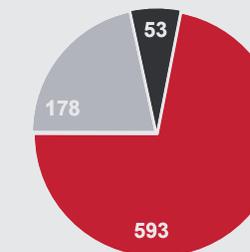
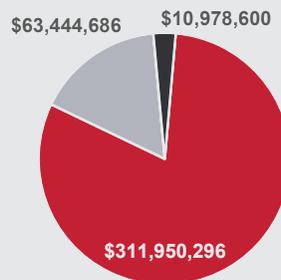
## 2020



## 2019



## 2018



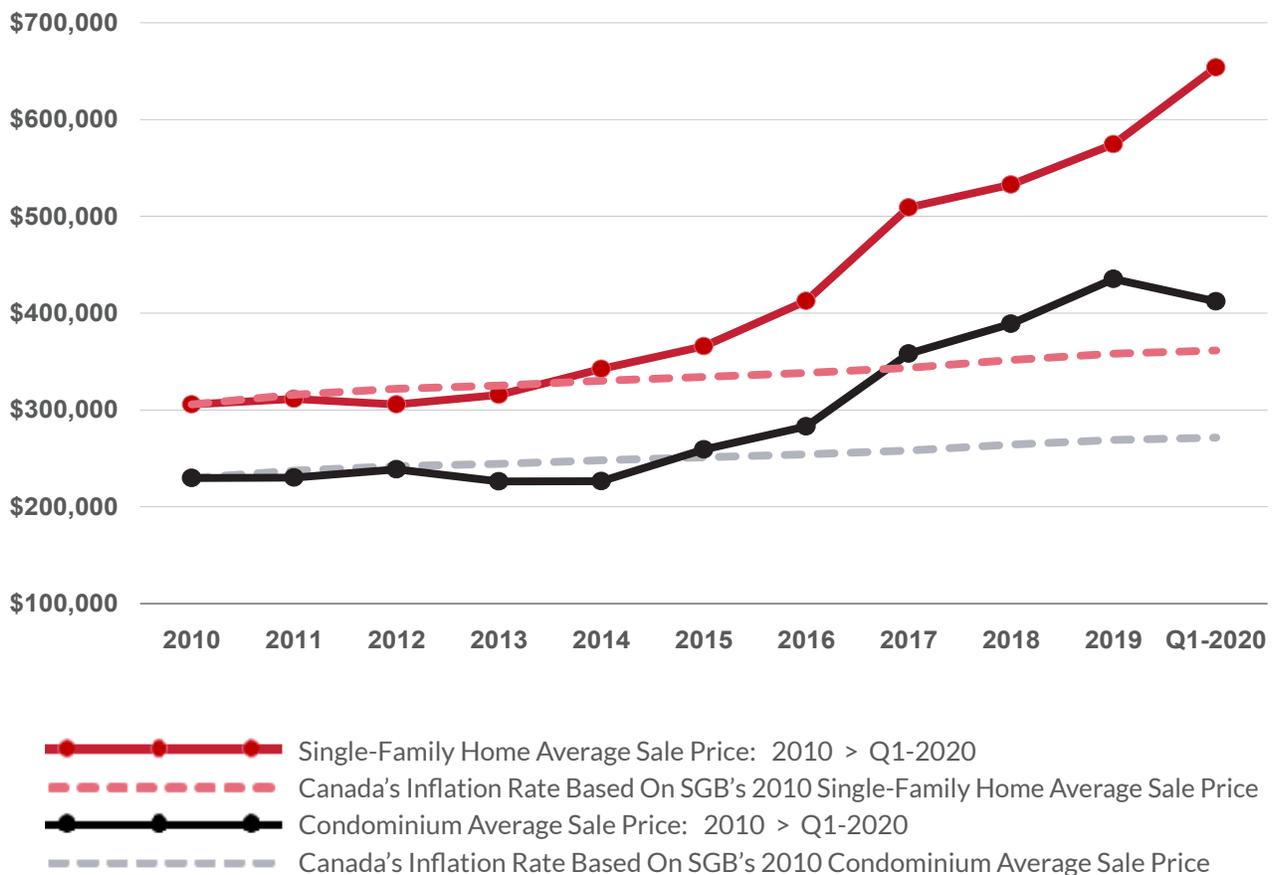
■ Single Family ■ Condominium ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2020 was **\$653,880**: that's up **14%, 23%, 28%, 59%** and **139%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$412,169** was down **5%** from 2019, but up **6%, 15%** and **79%** from 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **91%** above inflation by Q1-2020. Condo prices were under the inflation rate until 2014 before climbing to **62%** above inflation in 2019, and then settling at **52%** above inflation in Q1-2020.



# 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)**

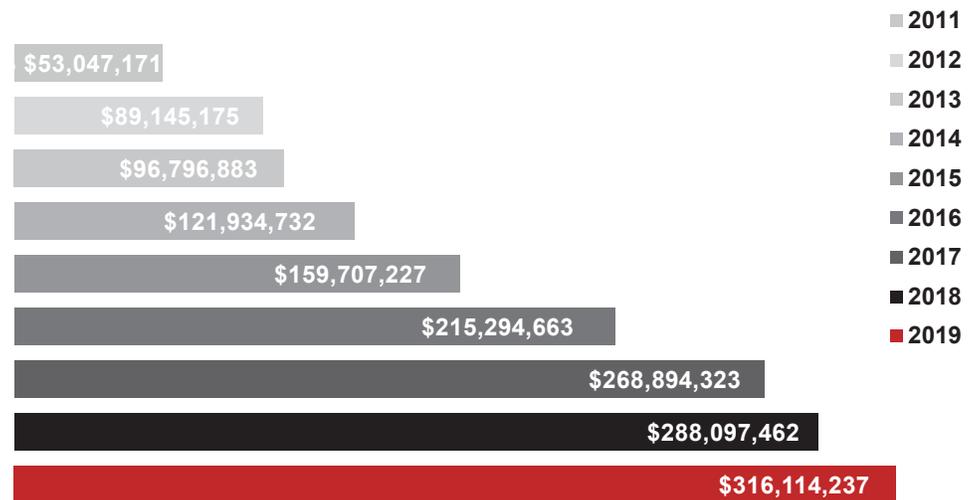
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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%	

## Georgian Triangle 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

**21,400+**  
People Reached†

**6,100+**   
Clicks, Shares, Views, & Likes‡

**Q1** 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



**92,500+**

Social Media Impressions

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**300+**

Buyer leads/month§

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



LocationsNorth.com

**250,400+**

Page Views†

**49,500+**

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 Sreet, Unit 5



**CLEARVIEW**

705-881-9005

143 Mill St., Creemore