

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## MAY 2022

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



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# OVERVIEW

## VOLUME AND UNITS DOWN FROM 2021, WITH AVERAGE SALE PRICES UP



### YEAR-TO-DATE SALES VOLUME OF \$915,236,419

Down 11% from 2021's \$1,024,588,348, with units of 873 down 28% from 2021's 1211. New listings of 1590 down 3% from one year ago, with the sales/listings ratio of 55% down 19%.



### MAY SALES VOLUME OF \$161,679,577

Down 32% from last May's \$237,157,454. May units of 166 down 39% from last year's 271. New listings of 453 up 11% from a year ago, with the sales/listing ratio of 37% down 30%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,048,381

Up 24% from last May's \$846,068. Average days-on-market of 16 down 3 days.





# OVERVIEW (cont'd)

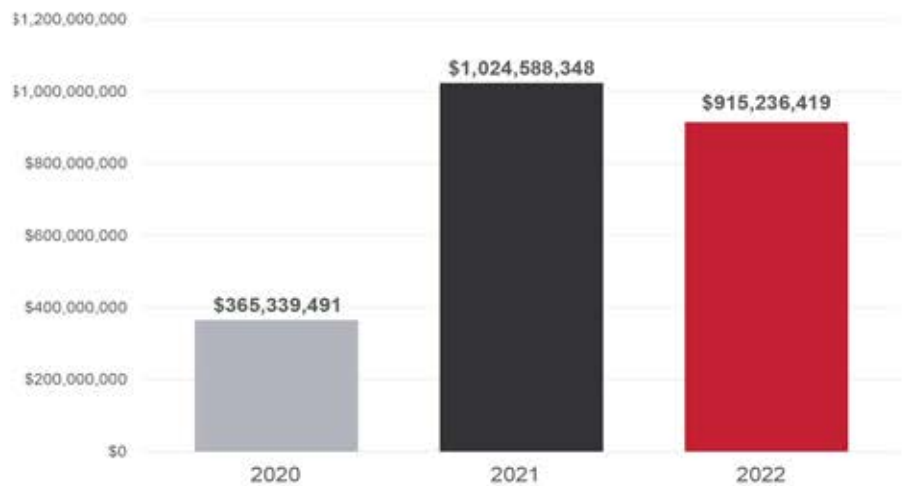


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

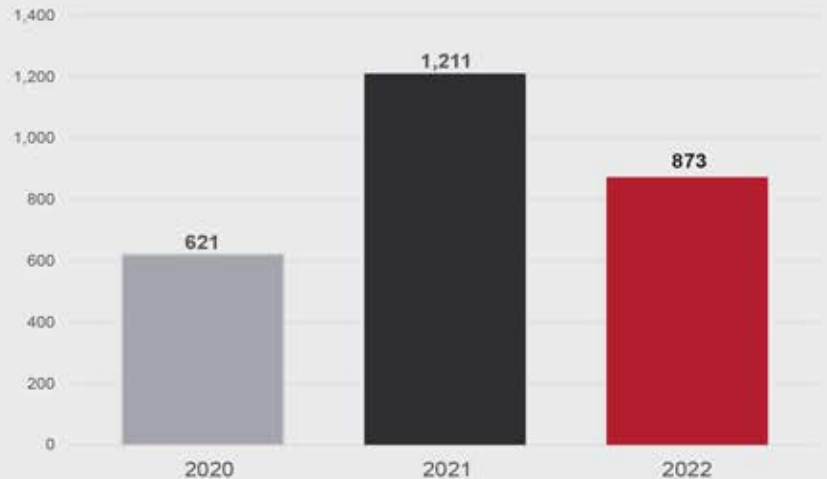
The Southern Georgian Bay market had a **99.9%** sale/list price ratio in May. Homes sold in just **15** days on average, down **2** days from a year ago. However, the combination of May's **37%** sales/listings ratio and **three months** of inventory means that it is currently a **buyers' market**.



Graph 1:  
Southern Georgian Bay MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
Southern Georgian Bay MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)



# THE MARKET IN DETAIL



Table 1:  
Southern Georgian Bay MLS® Sales And Listing Summary  
2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$365,339,491	\$1,024,588,348	\$915,236,419	-11%
YTD Unit Sales	621	1211	873	-28%
YTD New Listings	1299	1639	1590	-3%
YTD Sales/Listings Ratio	48%	74%	55%	-19%
YTD Expired Listings	241	43	52	+21%
May Volume Sales	\$87,080,655	\$237,157,454	\$161,679,577	-32%
May Unit Sales	148	271	166	-39%
May New Listings	314	407	453	+11%
May Sales/Listings Ratio	47%	67%	37%	-30%
May Expired Listings	54	7	15	+114%
May Average Sale Price	\$588,383	\$875,120	\$973,973	+11%
YTD Sales: Under \$300K	51	20	5	-75%
YTD Sales: \$300K - \$499K	254	175	55	-69%
YTD Sales: \$500K - \$799K	220	539	262	-51%
YTD Sales: \$800K - \$999K	48	210	213	+1%
YTD Sales: \$1M - \$1,499M	28	174	213	+22%
YTD Sales: \$1.5M - \$1,999M	15	54	65	+20%
YTD Sales: \$2M+	5	39	60	+54%
YTD Average Days-On-Market	53	19	16	-16%
YTD Average Sale Price	\$588,308	\$846,068	\$1,048,381	+24%

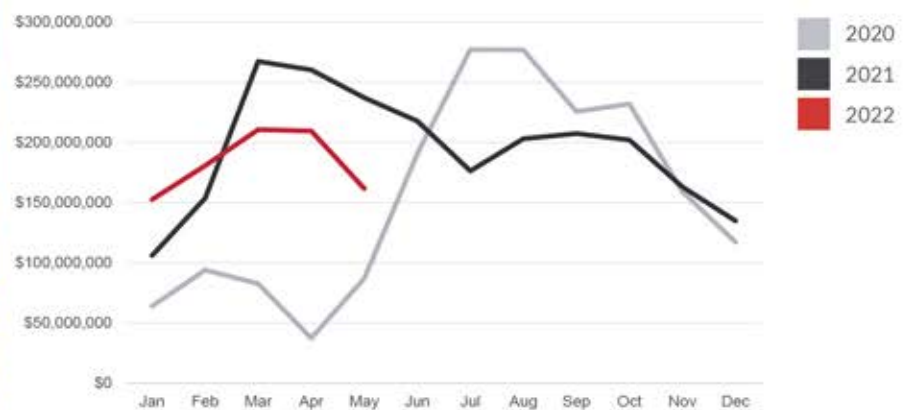
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association of REALTORS® and refers specifically to residential sales as of June 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



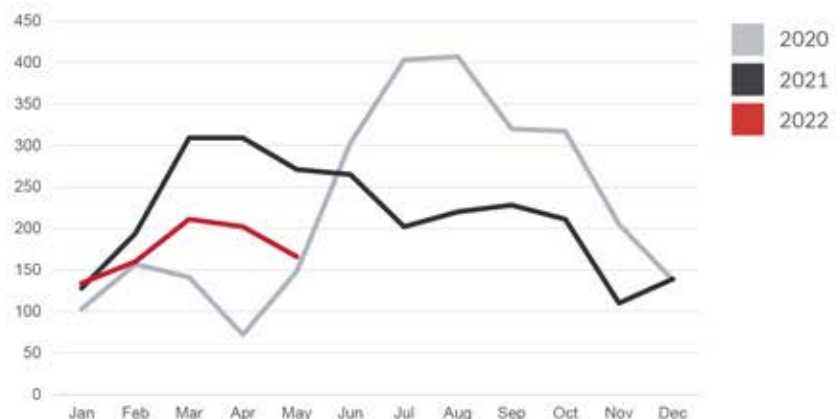
# THE MARKET IN DETAIL (cont'd)

The momentous sea change within the Southern Georgian Bay market (and generally) continued into May. Although May's volume sales of **\$161,679,577** were the month's second-best ever – mainly due to strong average price increases – they were down **32%** from last year's record **\$237,157,454**. The year-to-date volume of **\$915,236,419** – again the second-best ever – was down **11%** from last year's record **\$1,024,588,348**. On the units side, this year's **873** were down **28%** from last year's record **1211**, and the fifth best ever. All that said, while May's average sale price of **\$1,046,381** is up **24%** from one year ago, it is down **2%** from April's **\$1,064,686** and **3%** from Q1's **\$1,077,755**.

Graph 3:  
Southern Georgian Bay Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:  
Southern Georgian Bay Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)



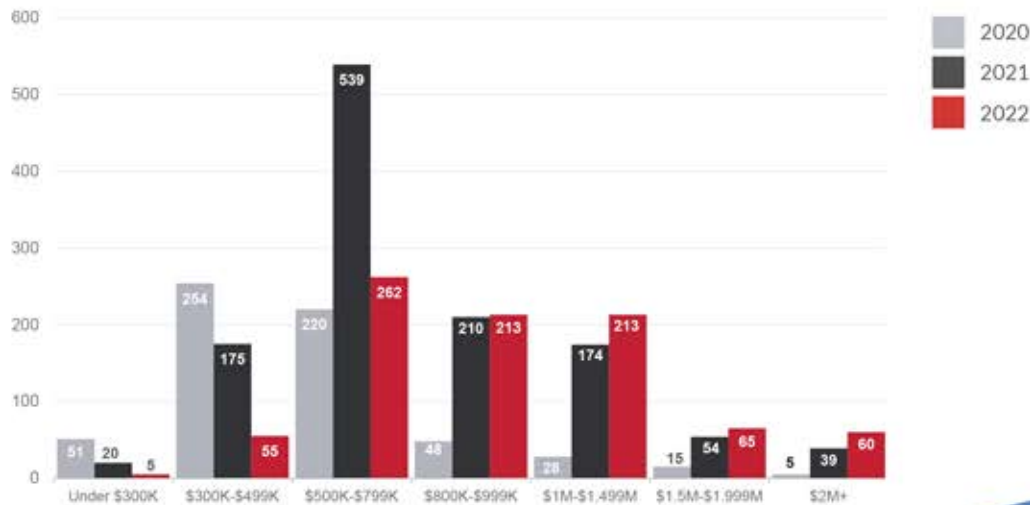
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **1%**, **22%**, **20%** and **54%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **75%**, **69%**, and **71%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2022's sales – is down **69%** from a year ago. The \$500K-\$999K bracket – which accounts for **54%** of all sales – is down **37%**. And the \$1M+ bracket – which accounts for **39%** of all sales – is up **27%**.

Graph 5:

**Southern Georgian Bay MLS® Sales By Price**

2020 vs. 2021 vs. 2022 (Units)





# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$745,690,238  
DOWN 8% from 2021

**UNIT SALES:** 642  
DOWN 26% from 2021

**AV. DAYS-ON-MARKET:** 16  
DOWN 1 days from 2021

**AV. SALE PRICE:** \$1,161,511  
UP 24% from 2021

### CONDOMINIUMS

**DOLLAR SALES:** \$75,766,488  
DOWN 31% from 2021

**UNIT SALES:** 118  
DOWN 40% from 2021

**AV. DAYS-ON-MARKET:** 21  
DOWN 10 days from 2021

**AV. SALE PRICE:** \$642,089  
UP 15% from 2021

### TOWNHOUSES

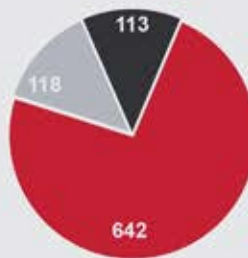
**DOLLAR SALES:** \$93,779,693  
DOWN 8% from 2021

**UNIT SALES:** 113  
DOWN 24% from 2021

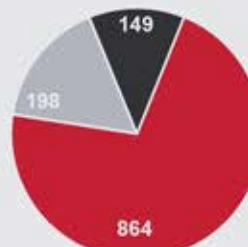
**AV. DAYS-ON-MARKET:** 13  
EQUAL to 2021

**AV. SALE PRICE:** \$829,909  
UP 21% from 2021

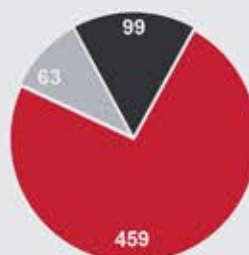
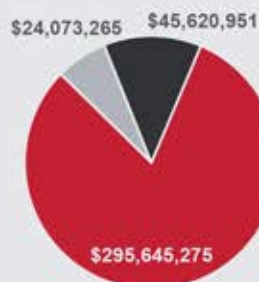
2022



2021



2020



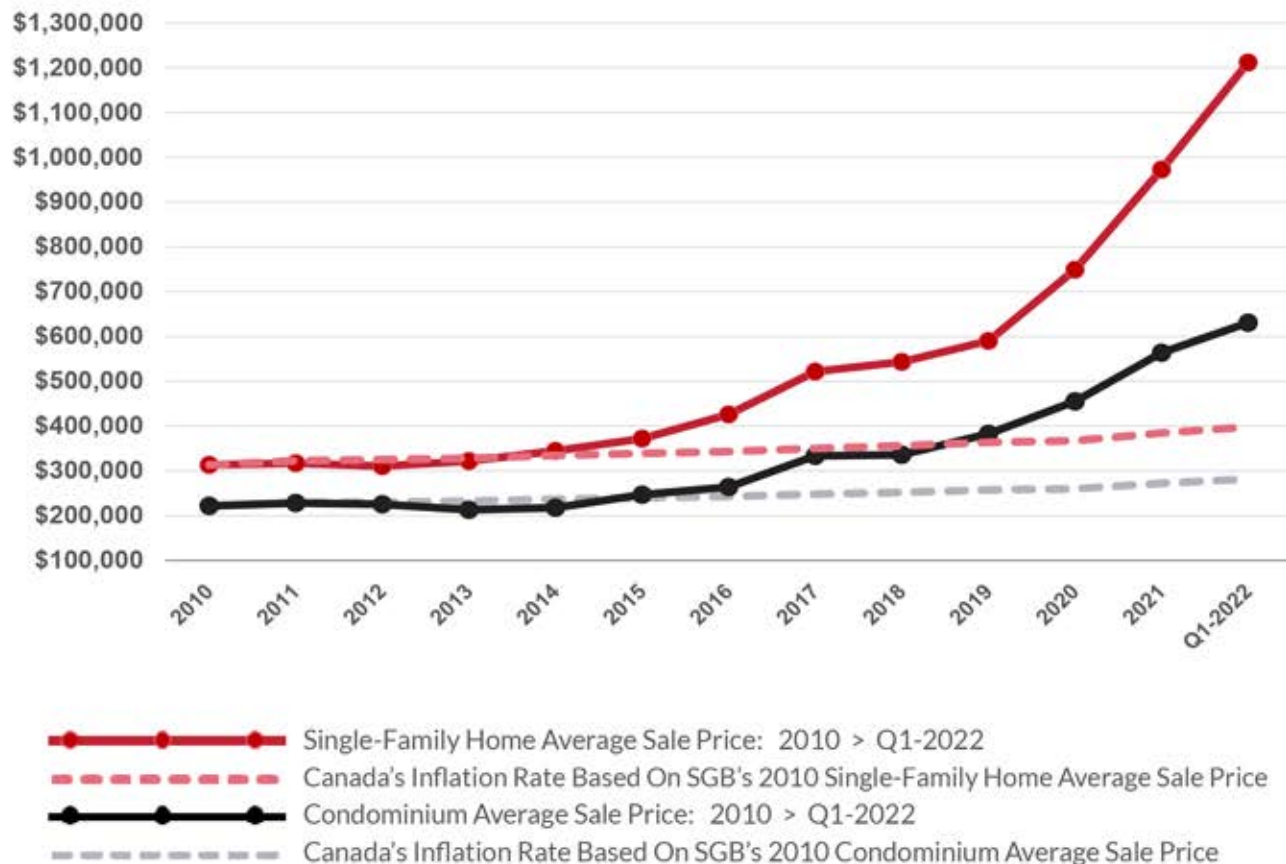
■ Single Family ■ Condominium ■ Townhouse

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2022

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2022 was **\$1,211,518**: that's up **25%, 62%, 105%, 123%** and **287%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$630,688** was up **38%, 73%, 101%, 106%** and **140%** from 2021, 2020, 2019, 2018 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **204%** above inflation in Q1-2022. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **124%** above inflation in Q1-2022.





# ROYAL LEPAGE LOCATIONS NORTH IN 2021

## OUR 9TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY  
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$1,331,056,293 – up 12½ times from 2011

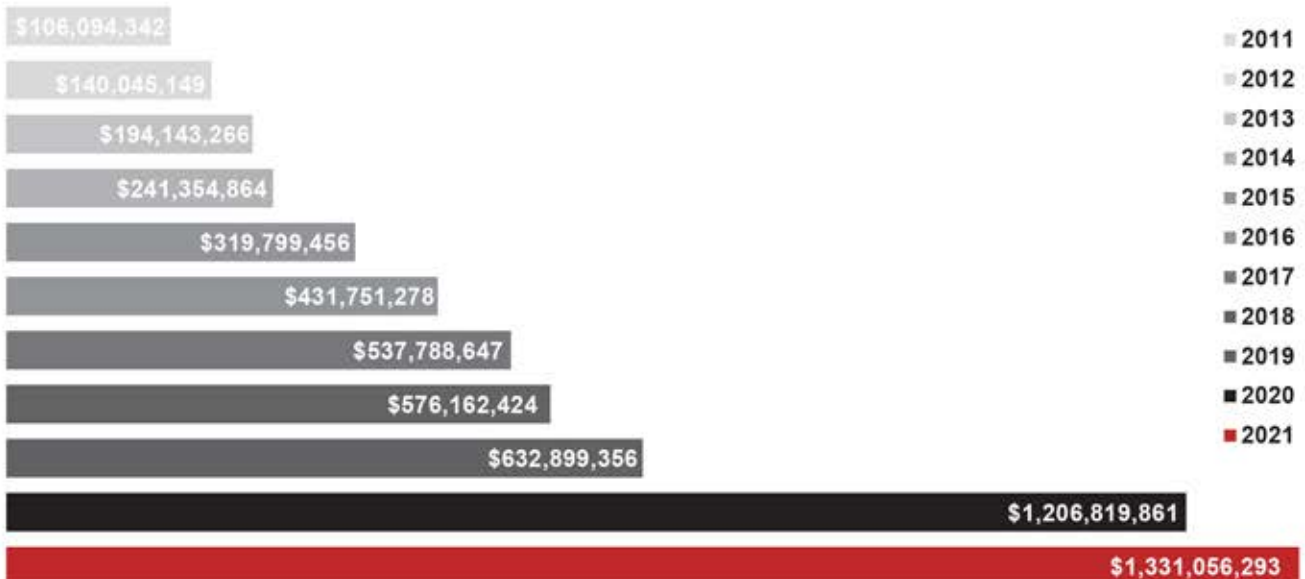


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH  
NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

### Locations North Sales Volume, 2011 - 2021



# 2021 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	
Century 21 Millenium	196.5	15.7%	
RE/MAX Four Seasons	132.5	10.6%	
Chestnut Park	89	7.1%	
Clairwood	70	5.6%	
RE/MAX By The Bay	30	2.4%	
Royal LePage RCR	24	1.9%	
Engel & Volkers	23	1.8%	
Forest Hill	21	1.7%	
Other	246.5	19.9%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	
RE/MAX at Blue	111	13.3%	
Century 21 Millenium	106.5	12.7%	
Chestnut Park	68	8.1%	
RE/MAX Four Seasons	65.5	7.8%	
Clairwood	30	3.6%	
Royal LePage RCR	22	2.6%	
Forest Hill	19	2.3%	
Sotheby's	19	2.3%	
Other	136.5	16.2%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	
Century 21 Millenium	40.5	10.3%	
Chestnut Park	21	5.4%	
RE/MAX Four Seasons	20	5.1%	
ARA	17	4.3%	
Royal LePage RCR	13	3.3%	
Sotheby's	10	2.5%	
Engel & Volkers	9	2.3%	
Clairview	8	2%	
Other	112	28.7%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	
RE/MAX Four Seasons	39	8.4%	
RE/MAX Hallmark Chay	36	8.4%	
RE/MAX By The Bay	35	7.7%	
Keller Williams Experience	31.5	5.8%	
Century 21 Millenium	25	4.4%	
Century 21 - BJ Roth	22	3.6%	
Faris Team	19	1.8%	
RE/MAX Hallmark	16	1.8%	
Other	144	31.5%	

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	
Century 21 Millenium	499	12%	
RE/MAX By The Bay	373	9%	
RE/MAX Four Seasons	295	7.4%	
Chestnut Park	213	5.1%	
RE/MAX At Blue	126	3%	
Clairwood	117	2.8%	
RE/MAX Hallmark Chay	94	2.3%	
Sotheby's	68	1.6%	
Other	1203	28.9%	

## Southern Georgian Bay Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	
RE/MAX Four Seasons	54	9.8%	
Chestnut Park	37.5	6.8%	
Century 21 Millenium	35.5	6.4%	
RE/MAX By The Bay	34	6.2%	
Royal LePage RCR	28	5.1%	
Clairwood	19.5	3.5%	
Sotheby's	18	3.3%	
Forest Hill	13	2.4%	
Other	168.5	30.5%	



Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$878,700+**

Raised for local causes &  
Community Sponsorships  
from 2013-2022

**#1** Georgian Triangle  
**BROKERAGE**



**8**

Straight Years\*  
Of Record Sales!

Featured Listings



**36,239+**

People Reached†

**5,899+**

Clicks, Shares, Views, & Likes†

**Q1** BY THE **2022**  
**Numbers**

**ROYAL LEPAGE** LOCATIONS **NORTH**  
BROKERAGE

Region's Best  
Market Intelligence



**56** Detailed Market Reports  
Per Year FOR YOU

**RECORD Q1 SALES  
VOLUME OF**

With \$543,188,334



**3** TIMES  
MORE

than our closest regional competitor†



Award Winning Service

Socially Connected



**67,766+**

Social Media Impressions

Clicks, Views, Shares,  
Likes, Tweets†

We average

**600**

Buyer leads/month‡

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



LocationsNorth.com



**2021** TOP **1%**  
DONOR  
ROYAL LEPAGE  
SHELTER FOUNDATION

**WYBLAST \$5200**

Raised for Local Charities  
in 2022

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755  
THORNHURST: 519-599-2136 | WASAGA BEACH: 705-617-9969

†Based on data received from the Royal LePage database. ‡Based on Google Analytics January 1st, 2022 to March 31st, 2022. †Based on social media channels January 1st, 2022 to March 31st, 2022. †Based on June 2022 and 2023.



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**COLLINGWOOD**  
705-445-5520  
330 First St.

**THORN BURY**  
519-599-2136  
27 Arthur St.

**CREEMORE**  
705-881-9005  
154 Mill St.

**STAYNER**  
705-428-2800  
7458 ON-26, #11.

**MEAFORD**  
519-538-5755  
96 Sykes St.

**WASAGA BEACH**  
705-429-4800  
1249 Mosley St.

**WASAGA BEACH**  
705-617-9969  
1344 Mosley St. Unit 5.