

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## NOVEMBER 2022

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



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# OVERVIEW

## VOLUME AND UNIT SALES DOWN, WITH AVERAGE SALE PRICE UP

- ↓ YEAR-TO-DATE SALES VOLUME OF \$1,537,980,993**  
Down 30% from 2021's \$2,194,405,031, with units of 1567 down 37% from 2021's 1567. New listings of 3626 up 11% from one year ago, with the sales/listings ratio of 43% down 34%.
- ↓ NOVEMBER SALES VOLUME OF \$102,117,403**  
Down 37% from last year's \$163,063,633. November units of 104 down 39% from last year's 170. New listings of 224 up 8% from a year ago, with the sales/listing ratio of 46% down 36%.
- ↑ RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$981,481**  
Up 12% from last November's \$875,311. Average days-on-market of 25 up 4 from a year ago.





# OVERVIEW (cont'd)

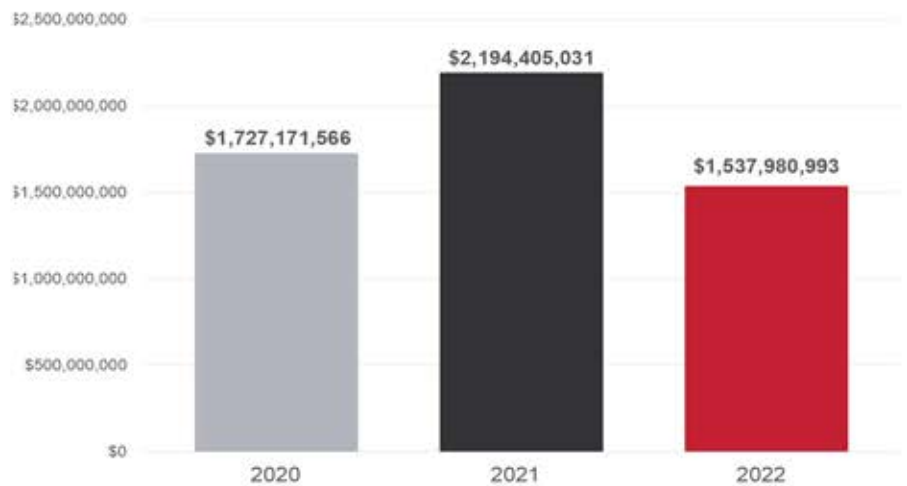


## THE DEMAND FOR LISTINGS IS EQUAL TO THE SUPPLY

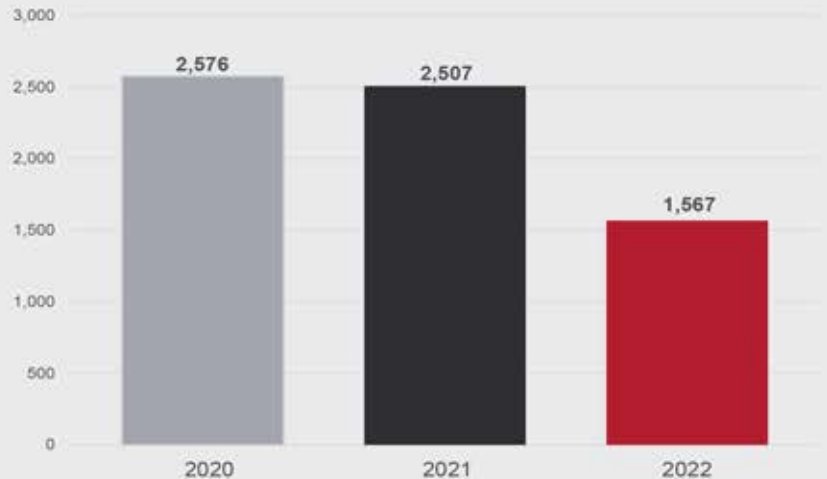
The Southern Georgian Bay market had a **95.9%** sale/list price ratio in November. Homes sold in **45** days on average, up **22** days from a year ago, and there is now **6 months** of inventory. All that, and November's **46%** sales/listings ratio, adds up to a balanced market.



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	\$1,727,171,566	\$2,194,405,031	\$1,537,980,993	-30%
YTD Unit Sales	2576	2507	1567	-37%
YTD New Listings	3379	3272	3626	+11%
YTD Sales/Listings Ratio	76%	77%	43%	-34%
YTD Expired Listings	456	208	424	+104%
November Volume Sales	\$159,079,776	\$163,063,633	\$102,177,403	-37%
November Unit Sales	203	170	104	-39%
November New Listings	200	208	224	+8%
November Sales/Listings Ratio	102%	82%	46%	-36%
November Expired Listings	28	32	85	+166%
November Average Sale Price	\$775,999	\$959,198	\$982,475	+2%
YTD Sales: Under \$300K	140	41	16	-61%
YTD Sales: \$300K - \$499K	868	350	127	-64%
YTD Sales: \$500K - \$799K	1002	1074	570	-47%
YTD Sales: \$800K - \$999K	237	451	347	-23%
YTD Sales: \$1M - \$1,499M	203	366	315	-14%
YTD Sales: \$1.5M - \$1,999M	76	122	104	-15%
YTD Sales: \$2M+	50	103	88	-15%
YTD Average Days-On-Market	45	21	25	+19%
YTD Average Sale Price	\$670,486	\$875,311	\$981,481	+12%

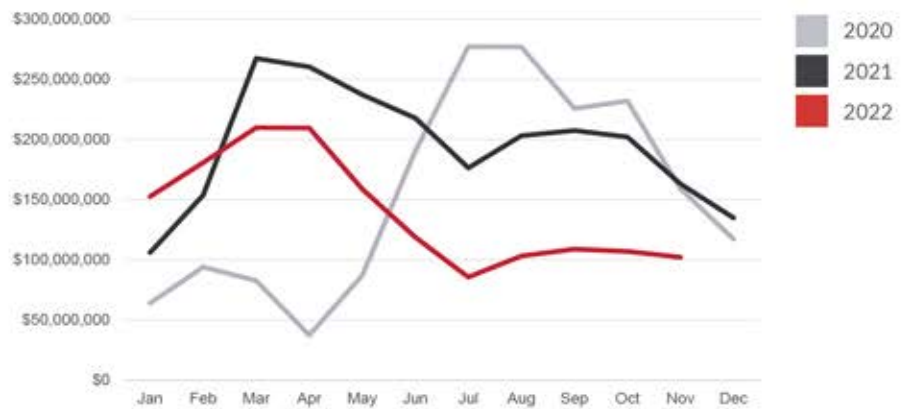
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association of REALTORS® and refers specifically to residential sales as of Dec. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



# THE MARKET IN DETAIL (cont'd)

As **Graphs 3 and 4** show, the SGB market has undergone a slight seasonal fall – actually less than most years – since September. Nonetheless, November's volume of **\$102,177,403** was down **39%** from last year's record **\$163,063,663**, and the slowest since 2019's **\$81,858,260**. Year-to-date sales of **\$1,537,980,993** – the third best ever – were down **30%** from 2021's record **\$2,194,405,031**. On the units side, November's **104** were down **49%** from 2020's record **203**, and the fewest of the last ten years. 2022's year-to-date total of **1567** was down **39%** from 2020's benchmark **2576**, and also the fewest in the last ten years. That said, 2022's year-to-date, average sale price is still doing well overall. At **\$981,481** it's up **95%, 80%, 46%** and **12%** from that of 2018, 2019, 2020 and 2021 respectively.

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)



**Maestra Metelich: Fortissima for Blue Mountains**  
From Metelich's ability to see and plan...  
By: An Kravtsov

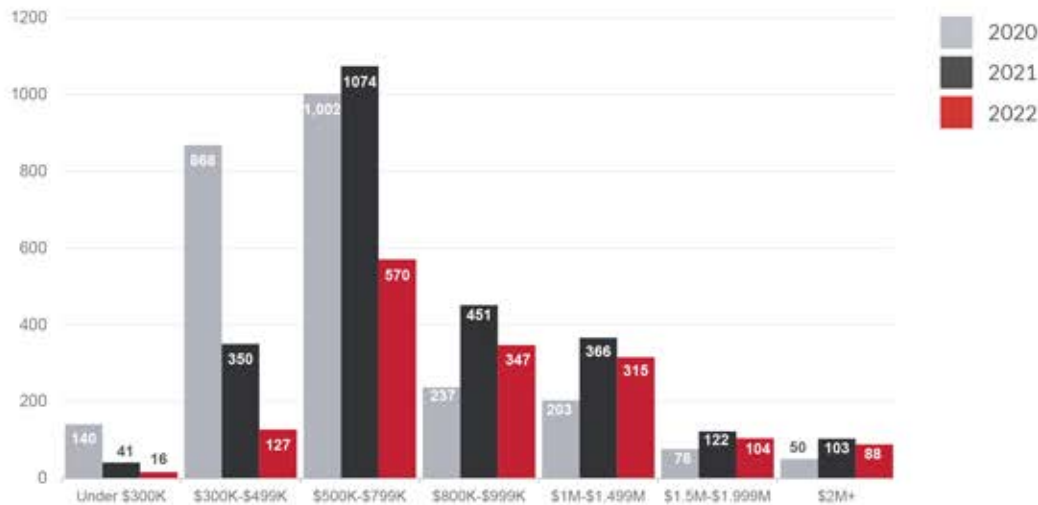
Maestra Metelich is a professional skier and a former Olympian. She has spent her career competing at the highest levels of the sport. In 2002, she won a silver medal in the giant slalom at the Salt Lake City Winter Olympics. She has also competed in the Winter X Games and the World Cup. Metelich is currently a coach and a commentator for the Winter Olympics. She is also a member of the International Ski Federation (FIS) and the International Ski and Snowboard Federation (ISF). Metelich is a role model for many young skiers and is known for her passion for the sport and her dedication to her craft.



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are down from this time last year in all seven price ranges. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **61%**, **64%**, **47%**, **23%**, **14%**, **15%** and **15%** respectively. More generally, the Under-\$500K bracket - which accounts for **9%** of 2022's sales - is down **63%** from a year ago. The \$500K-\$999K bracket - which accounts for **59%** of all sales - is down **40%**. And the \$1M+ bracket - which accounts for **32%** of all sales - is down **14%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
2020 vs. 2021 vs. 2022 (Units)



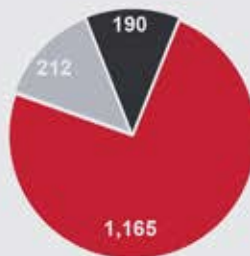


# SALES BY PROPERTY TYPE

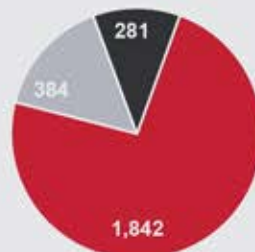
Graph 6:  
**Southern Georgian Bay MLS® Sales By Property Type**  
 2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

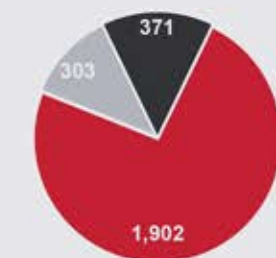
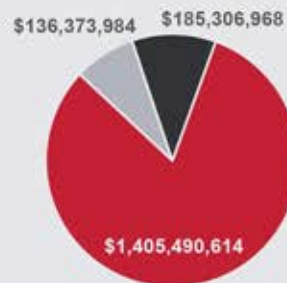
### 2022



### 2021



### 2020



■ Single Family ■ Condominium ■ Townhouse

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$1,258,390,584  
 DOWN 29% from 2021

**UNIT SALES:** 1165  
 DOWN 37% from 2021

**AV. DAYS-ON-MARKET:** 25  
 UP 5 days from 2021

**AV. SALE PRICE:** \$1,080,164  
 UP 12% from 2021

### CONDOMINIUMS

**DOLLAR SALES:** \$129,106,716  
 DOWN 40% from 2021

**UNIT SALES:** 212  
 DOWN 45% from 2021

**AV. DAYS-ON-MARKET:** 29  
 DOWN 1 day from 2021

**AV. SALE PRICE:** \$608,994  
 UP 8% from 2021

### TOWNHOUSES

**DOLLAR SALES:** \$150,483,693  
 DOWN 24% from 2021

**UNIT SALES:** 190  
 DOWN 32% from 2021

**AV. DAYS-ON-MARKET:** 21  
 UP 6 days from 2021

**AV. SALE PRICE:** \$792,019  
 UP 12% from 2021

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

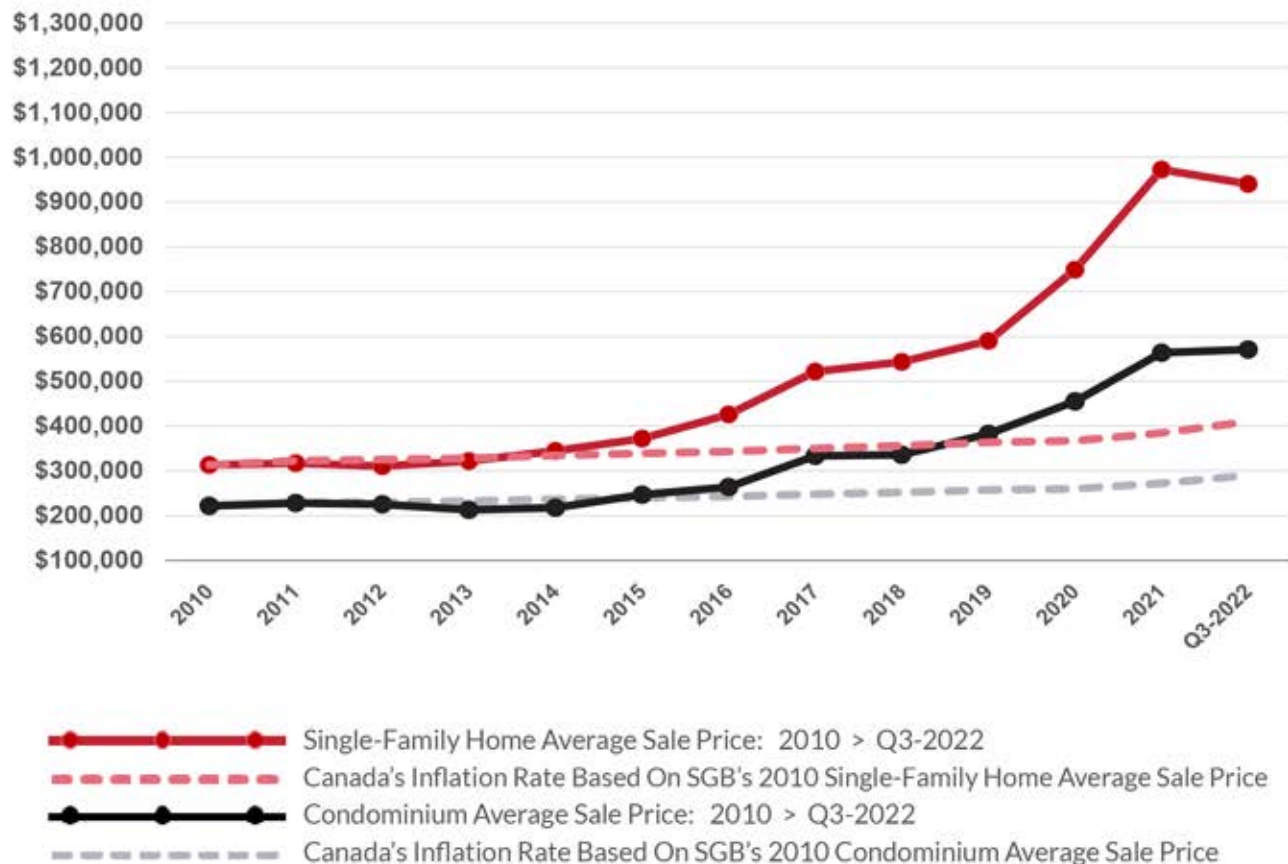
## SINGLE-FAMILY HOMES DOWN, CONDOS UP IN Q3, WITH BOTH WAY UP RELATIVE TO INFLATION



SGB's average sale price for single-family homes in Q3-2022 was **\$940,406**: that's down **3%** from Q2, but up **26%, 59%, 73%, 80%** and **200%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q3-2022's average condo price of **\$570,856** was up **1%, 25%, 49%, 70%** and **157%** 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 **130%** above inflation in Q3-2022. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **97%** above inflation in Q3-2022.





# ROYAL LEPAGE LOCATIONS NORTH IN 2021

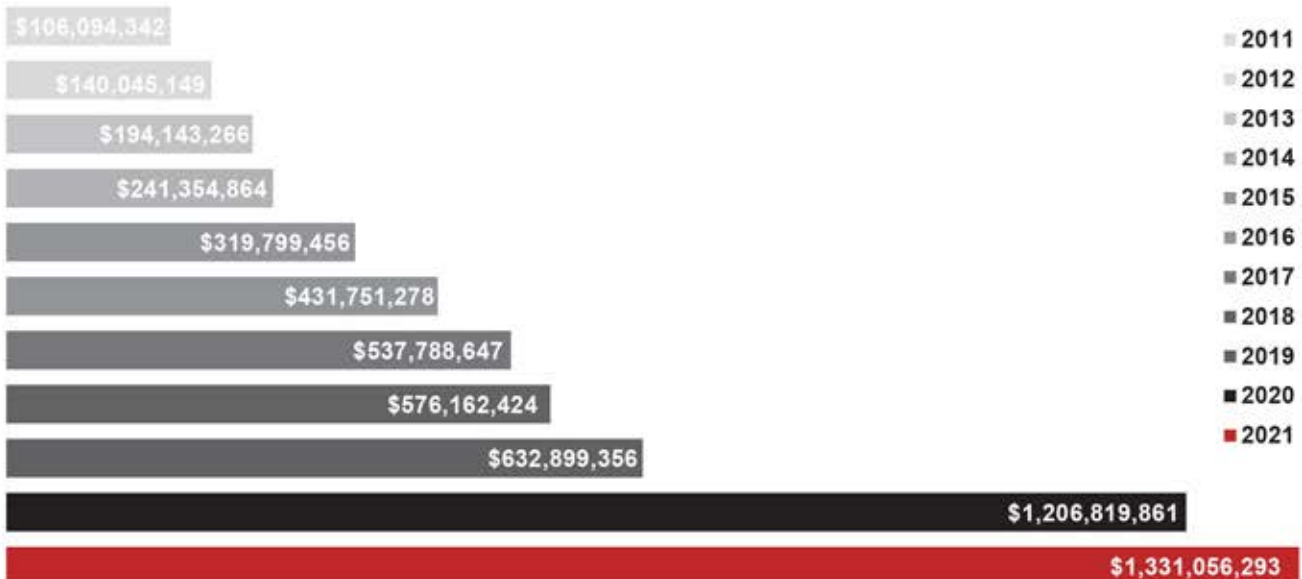
## OUR 9TH STRAIGHT RECORD-BREAKING YEAR

**↑** 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%	





# PERSONAL PROFESSIONAL PROGRESSIVE

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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.