

COLLINGWOOD REAL ESTATE MARKET REPORT

FIRST QUARTER 2021

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



collaborativerealestate.ca

www.locationsnorth.com

OVERVIEW

RECORD VOLUME AND UNIT SALES, WITH AVERAGE SALE PRICE WAY UP



RECORD Q1 SALES VOLUME OF \$123,141,695

Up 96% from Q1-2020's \$62,906,956, with units of 153 up 42% from Q1-2020's 108. New listings of 208 up 1% from a year ago, with the sales/listings ratio of 74% up 21%.



RECORD MARCH SALES VOLUME OF \$63,055,683

Up 252% from March 2020's \$17,912,156. Units of 78 up 189% from last March's 27, with new listings of 94 up 12%, and the sales/listings ratio of 83% up 51%.



RECORD Q1 AVERAGE SALE PRICE OF \$804,848

Up 38% from the \$582,742 of Q1-2020. Average days-on-market of 17 down by 33 days.



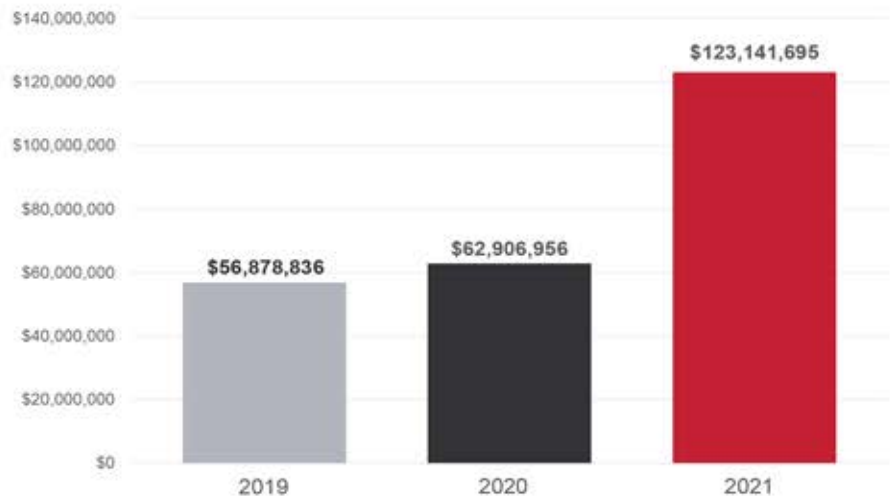
OVERVIEW (cont'd)



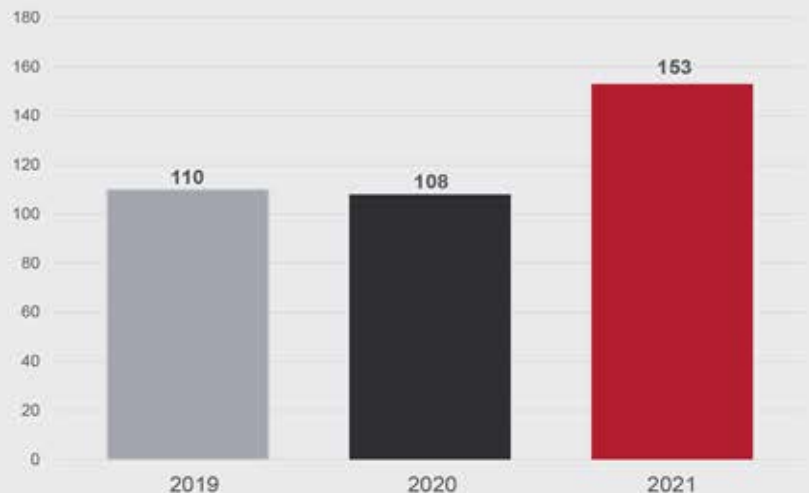
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Collingwood market had a very high **107.7%** sale/list price ratio in March. Homes sold in just **16** days on average, down **28** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **83%** sales/listings ratio, add up to a very strong **sellers' market**.

Graph 1:
Collingwood MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Collingwood MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
Collingwood MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

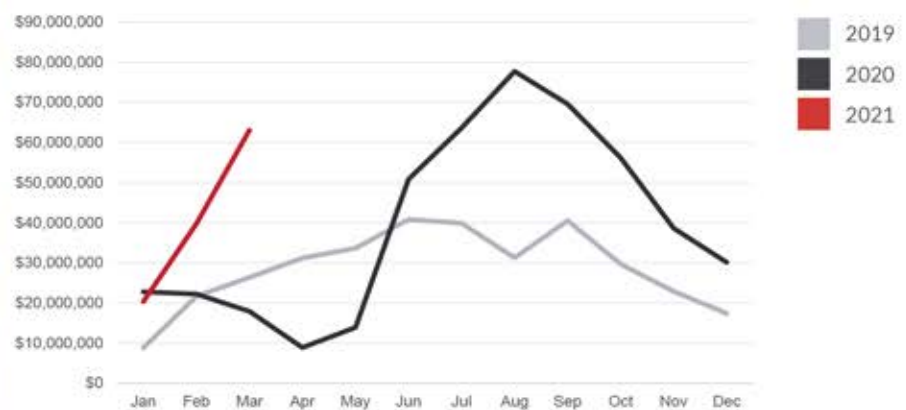
	2019	2020	2021	2020-2021
First Quarter (Q1) Volume Sales	\$56,878,836	\$62,906,956	\$123,141,695	+96%
Q1 Unit Sales	110	108	153	+42%
Q1 New Listings	214	205	208	+1%
Q1 Sales/Listings Ratio	51%	53%	74%	+21%
Q1 Expired Listings	25	32	7	-78%
Q1 Sales: Under \$300K	10	9	0	-900%
Q1 Sales: \$300K - \$499K	47	46	22	-52%
Q1 Sales: \$500K - \$799K	41	34	77	+126%
Q1 Sales: \$800K - \$999K	9	11	25	+127%
Q1 Sales: \$1M - \$1.499M	3	6	21	+250%
Q1 Sales: \$1.5M - \$1.999M	0	2	4	+100%
Q1 Sales: \$2M+	0	0	4	+400%
Q1 Average Days-On-Market	51	50	17	-66%
Q1 Average Sale Price	\$517,080	\$582,472	\$804,848	+38%

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 April 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

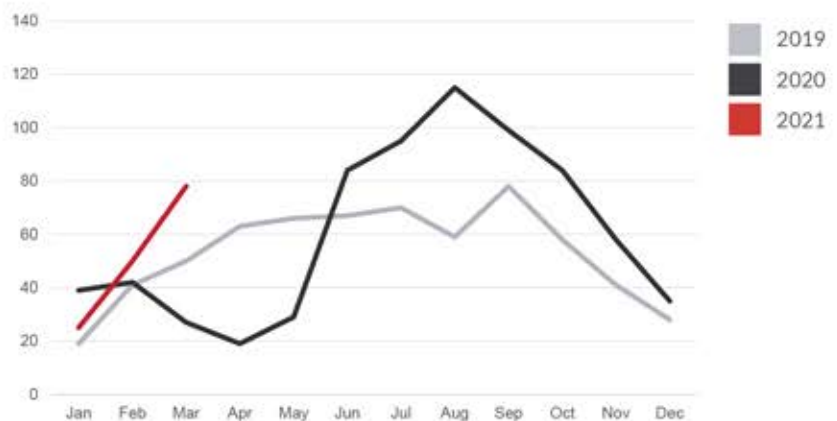
THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** make clear, Collingwood enjoyed record volume and unit sales in Q1. On the volume side, not only was Q1's record **\$123,141,695** up **96%** from Q1-2020's previous record of **\$62,906,956**; March's **\$63,055,683** itself was up **1%** from Q1-2020, and was also Collingwood's fourth best month ever. On the units side, Q1's **153** sales were up **18%** from Q1-2017's former benchmark **101**. That said, perhaps most noteworthy is the fact that unit sales in the \$500K+ bracket – which accounted for **86%** of Collingwood's total – were up **147%** from Q1-2020. Sale prices were also up correspondingly: Q1's average sale price of **\$804,843** was up **134%, 76%, 82%, 56%** and **38%** from 2016-2020 respectively.

Graph 3:
Collingwood Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Collingwood Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



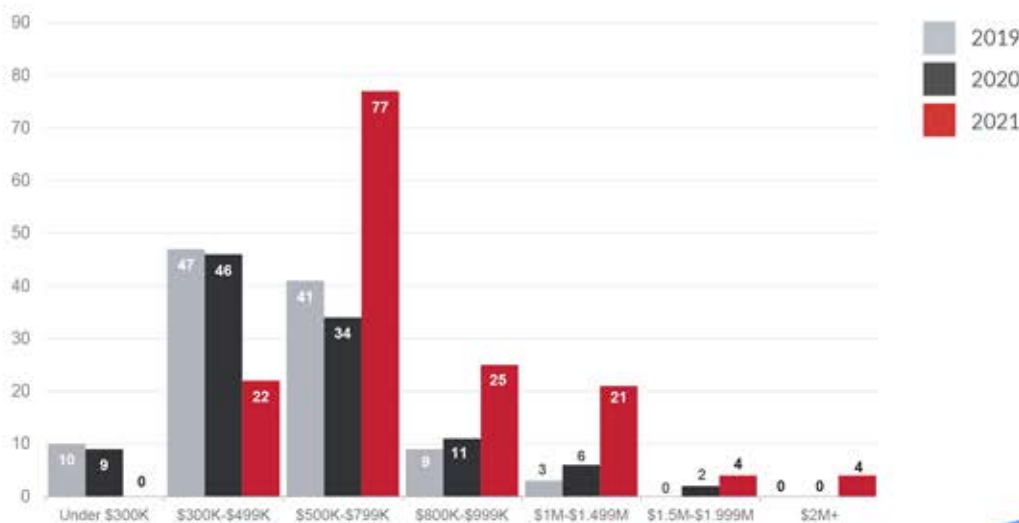
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2021 unit sales are up from Q1-2020 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 **126%**, **127%**, **250%**, **100%** and **400%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **900%** and **52%** respectively. More generally, the Under-\$500K bracket – which accounts for **14%** of 2021's sales – is down **60%** from a year ago. The \$500K- \$999K bracket – which accounts for **67%** of all sales – is up **127%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **262%**.

Graph 5:

Collingwood MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Collingwood MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$78,815,107
UP 92% from Q1-2020

UNIT SALES: 81
UP 40% from Q1-2020

AV. DAYS-ON-MARKET: 10
DOWN 43 days from Q1-2020

AV. SALE PRICE: \$973,026
UP 37% from Q1-2020

CONDOS/TOWNS

DOLLAR SALES: \$44,326,588
UP 104% from Q1-2020

UNIT SALES: 72
UP 44% from Q1-2020

AV. DAYS-ON-MARKET: 24
DOWN 23 days from Q1-2020

AV. SALE PRICE: \$615,647
UP 42% from Q1-2020

VACANT LAND

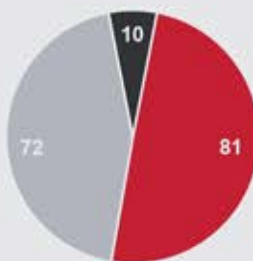
DOLLAR SALES: \$6,182,000
UP 100% from Q1-2020

UNIT SALES: 10
UP 100% from Q1-2020

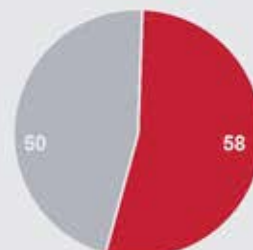
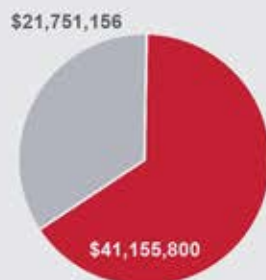
AV. DAYS-ON-MARKET: 577
UP 100% from Q1-2020

AV. SALE PRICE: \$618,200
UP 100% from Q1-2020

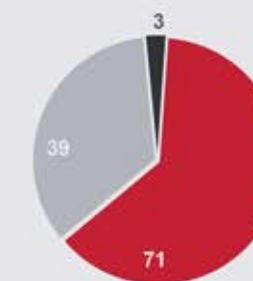
2021



2020



2019



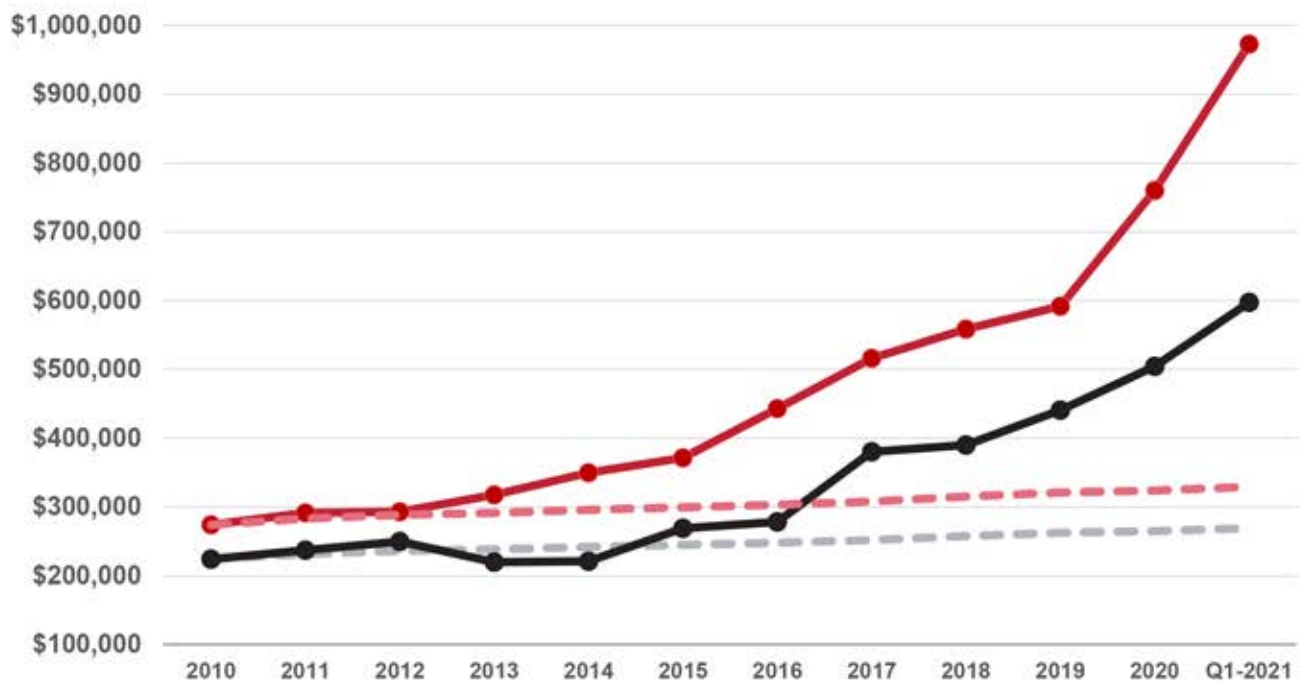
■ Single Family ■ Condo/Town ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q1-2021 was **\$973,026**: that's up **29%**, **65%**, **75%**, **89%** and **250%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q1- 2021's average condo price of **\$597,365** is up **18%**, **36%**, **53%**, **57%** and **167%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q1-2021 the average price rose to **195%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **122%** above inflation in Q1-2021.



- Single-Family Home Average Sale Price: 2010 > Q1-2021
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2021
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Condominium Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



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

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

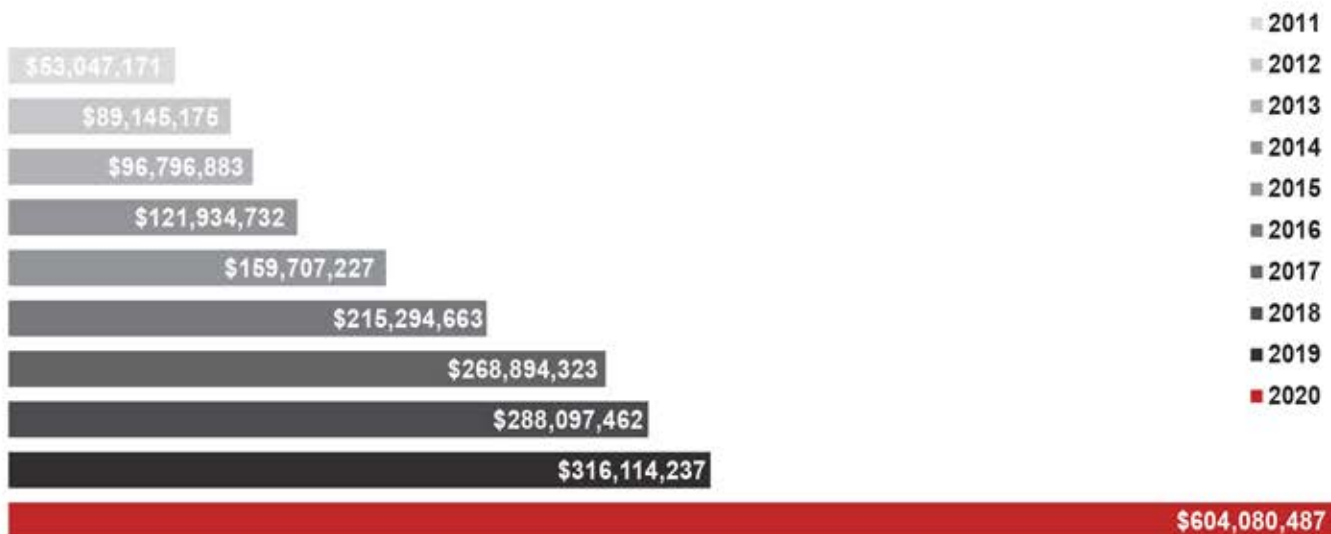


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



2020 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

Southern Georgian Bay Overview*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



27,690+

People Reached†

4,333+

Clicks, Shares, Views, & Likes‡

Q1 BY THE
Numbers



LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



52 Detailed Market Reports
Per Year FOR YOU

Annual Sales Volume
2020 Sales Up 91%
from 2019



Almost
**4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



285,872+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com



308,757+

Page Views†

62,165+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020

WINBLAST \$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, 2021 to March 31st, 2021). §Based on social media channels (January 1st, 2021 to March 31st, 2021). ¶Based on March 2021 lead volume



PERSONAL PROFESSIONAL PROGRESSIVE

REAL ESTATE SERVICE

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COLLINGWOOD

705-445-5520

330 First St.

THORNbury

519-599-2136

27 Arthur St.

CREEMORE

705-881-9005

154 Mill St.

CRAIGLEITH

705-445-7799

209820 Hwy. 26 West.

MEAFORD

519-538-5755

96 Sykes St.

WASAGA BEACH

705-429-4800

1249 Mosley St.

STAYNER

705-428-2800

7458 ON-26, #11.

WASAGA BEACH

705-617-9969

1344 Mosley St. Unit 5.