

GREY HIGHLANDS REAL ESTATE MARKET REPORT

FIRST QUARTER 2021

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



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www.locationsnorth.com

OVERVIEW

RECORD SALES, BIG AVERAGE SALE PRICE JUMP, FASTER SALE TIMES



RECORD Q1 SALES VOLUME OF \$41,635,677

Up 129% from Q1-2020's \$18,154,890, with units of 49 up 40% from Q1-2020's 35. New listings of 55 up 2% from a year ago, with the sales/listings ratio of 89% up 24%.



RECORD MARCH SALES VOLUME OF \$16,253,400

Up 68% from March 2020's \$9,985,000. Units of 20 up 11% from last March's 18, with new listings of 25 up 9% and the sales/listings ratio of 80% down 2%.



Q1 AVERAGE SALE PRICE OF \$849,708

Up 64% from the \$518,711 of Q1-2020. Average days-on-market of 22 down 40 days.

OVERVIEW (cont'd)

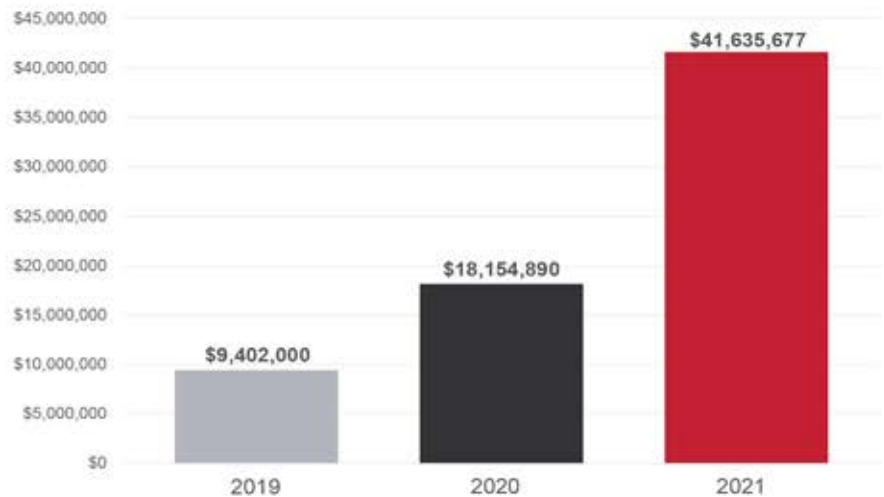


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

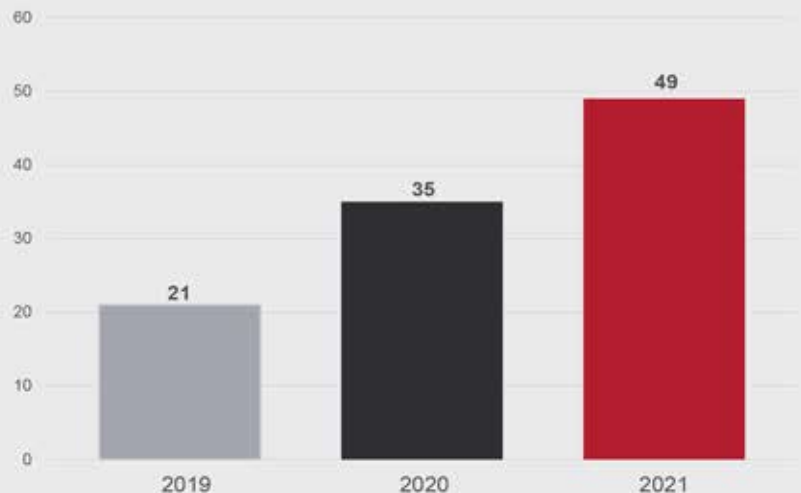
The Grey Highlands market had a relatively high **100%** sale/list price ratio in March. Homes sold in just **26** days on average, down **27** days from one year ago. And there is currently **3 months** of inventory. All that, together with March's **89%** sales/listings ratio, adds up to a strong **sellers' market**.



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



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



THE MARKET IN DETAIL



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

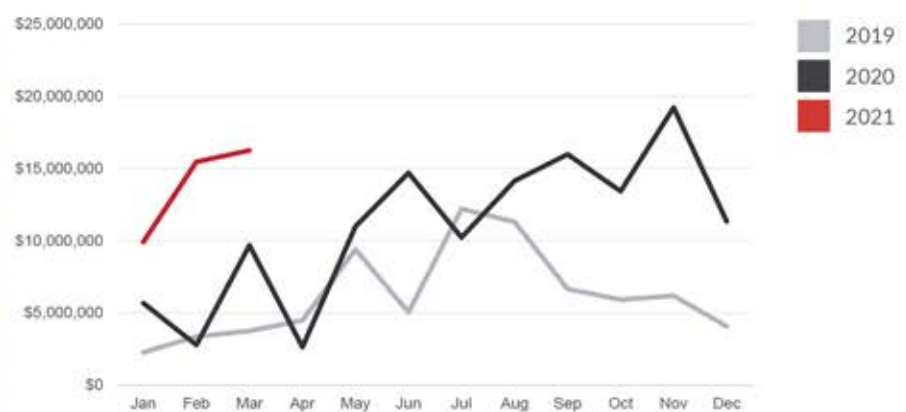
	2019	2020	2021	2020-2021
Volume Sales	\$9,402,000	\$18,154,890	\$41,635,677	+129%
Unit Sales	21	35	49	+40%
New Listings	42	54	55	+2%
Sales/Listings Ratio	50%	65%	89%	+24%
Expired Listings	4	10	6	-40%
Sales: Under \$300K	2	5	1	-80%
Sales: \$300K - \$499K	14	15	8	-47%
Sales: \$500K - \$799K	4	11	18	+64%
Sales: \$800K - \$999K	1	3	10	+233%
Sales: \$1M - \$1.499M	0	0	8	+800%
Sales: \$1.5M - \$1.999M	0	1	3	+200%
Sales: \$2M+	0	0	1	+100%
Average Days-On-Market	49	62	22	-65%
Average Sale Price	\$447,714	\$518,711	\$849,708	+64%

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.

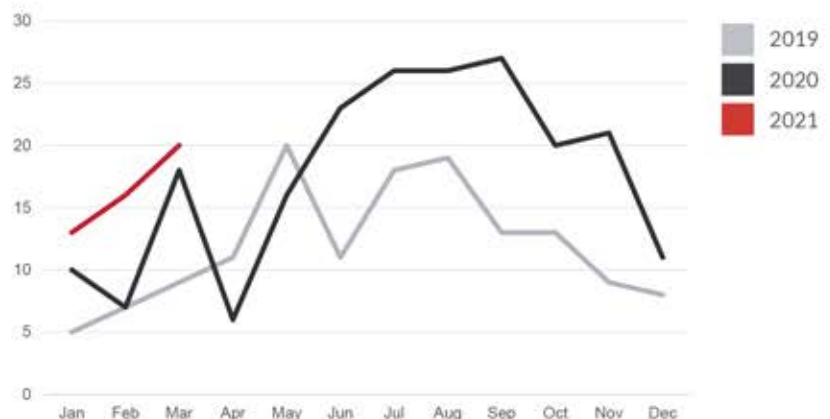
THE MARKET IN DETAIL (cont'd)

Just one look at **Graphs 3 and 4** clearly shows the kind of sales year Grey Highlands has had. Overall, Q1 volume and unit sales were up **129%** and **40%** respectively from Q1-2020. On the volume side, January, February and March were all record months, with March's **\$16,253,400** in sales also making it Grey Highland's second best month ever after last November's benchmark. On the units side, Q1's **49** were the second-best ever after Q1-2012's **50**. Perhaps most notably, Q1's record **22** sales in the \$800K+ bracket were up **450%** from Q1-2020's **4**. Prices have jumped correspondingly: Q1's average sale price of **\$849,708** is up **187%**, **86%**, **111%**, **90%** and **64%** from that of 2016-2020 respectively.

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



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

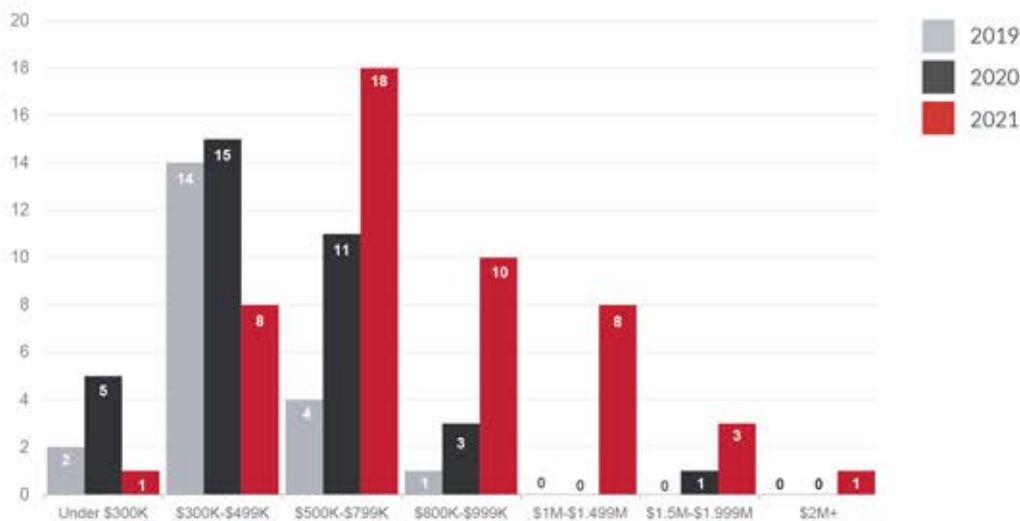


THE MARKET IN DETAIL (cont'd)

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 **64%**, **233%**, **800%**, **200%** and **100%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **80%** and **40%** respectively. More generally, the Under-\$500K bracket – which accounts for **18%** of 2021's sales – is down **55%** from a year ago. The \$500K-\$999K bracket – which accounts for **58%** of all sales – is up **100%**. And the \$1M+ bracket – which accounts for **24%** of all sales – is up **1100%**.

Graph 5:

Grey Highlands MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Grey Highlands MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$41,635,677
UP 131% from Q1-2020

UNIT SALES: 49
UP 44% from Q1-2020

AV. DAYS-ON-MARKET: 22
DOWN 41 days from Q1-2020

AV. SALE PRICE: \$849,708
UP 61% from Q1-2020

CONDOMINIUMS

DOLLAR SALES: 0

UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

VACANT LAND

DOLLAR SALES: \$4,684,900
UP 300% from Q1-2020

UNIT SALES: 13
UP 117% from Q1-2020

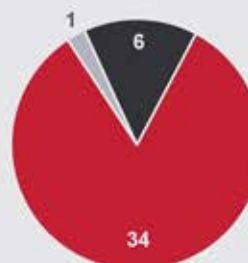
AV. DAYS-ON-MARKET: 31
DOWN 7 days from Q1-2020

AV. SALE PRICE: \$360,377
UP 85% from Q1-2020

2021



2020



2019



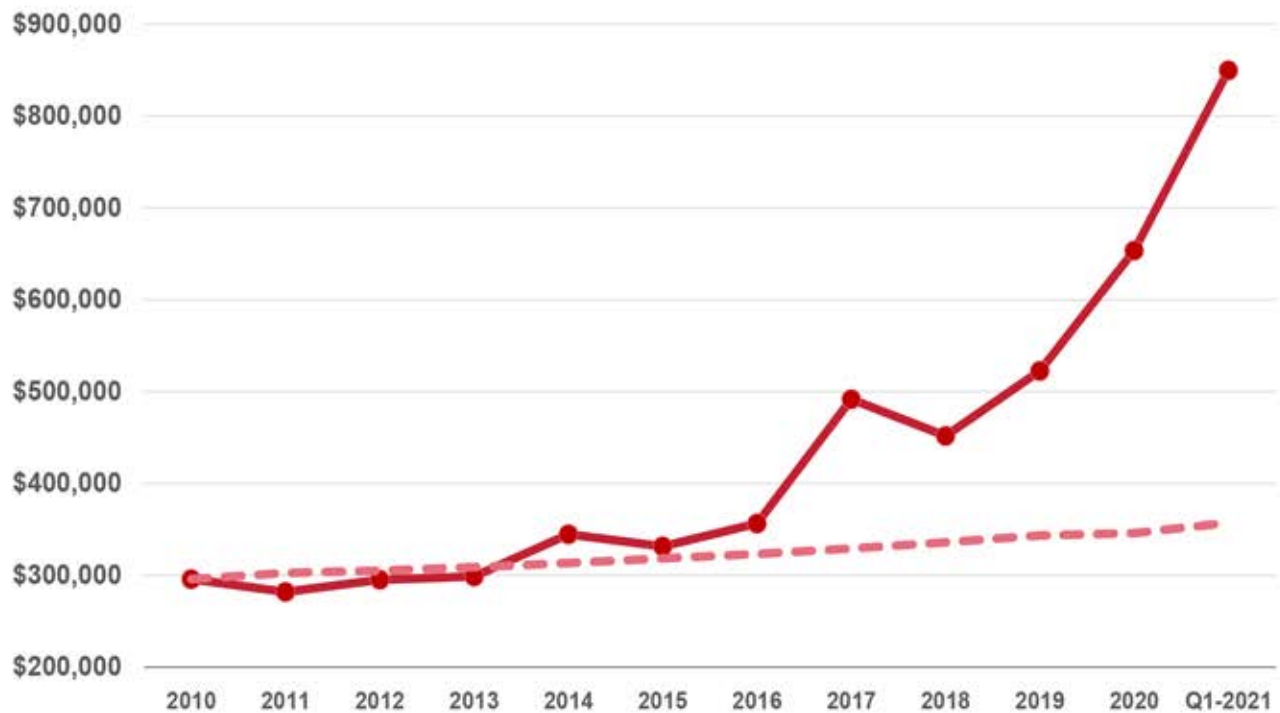
■ Single Family ■ Condominium ■ Vacant Land

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2021

HUGE GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highlands' average sale price for single-family homes underwent relatively modest increases from 2010-2016 and then began to climb rapidly in 2017. In Q1-2021 it reached **\$849,708** – up **30%**, **64%**, **90%**, **73%**, **138%** and **187%** from 2020, 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010 to 2013 Grey Highlands' annual average sale price for single-family homes increased at slightly less than the Canada's inflation rate. By 2016 the average sale price was **10%** above the inflation rate, after which it jumped to **138%** above the inflation rate in Q1-2021.



—●— Single-Family Home Average Sale Price: 2010 > Q1-2021
- - - - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home 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

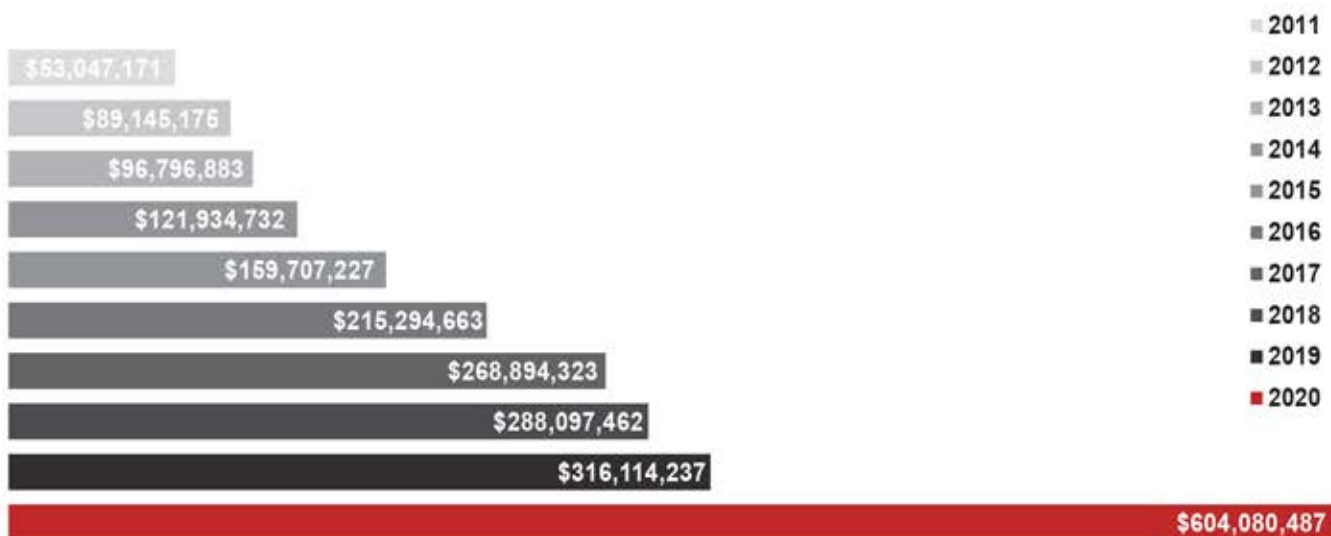


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



\$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

At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at www.locationsnorth.com



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.