

# CLEARVIEW REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2022

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



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# OVERVIEW

## RELATIVELY STRONG SALES, WITH AVERAGE PRICES UP NICELY



### Q1 SALES VOLUME OF \$55,190,118

Down 23% from Q1-2021's \$71,911,345, with units of 52 down 37% from Q1-2021's 82. New listings of 89 down 1%, with the sales/listings ratio of 58% down 33%.



### MARCH SALES VOLUME OF \$20,644,443

Down 34% from March 2021's \$31,091,311. Units of 20 down 43% from last March's 35, with new listings of 40 down 2% and the sales/listings ratio of 50% down 35%.



### RECORD Q1 AVERAGE SALE PRICE OF \$1,061,348

Up 21% from Q1-2021's \$876,963. Average days-on-market of 17 down 11 days.





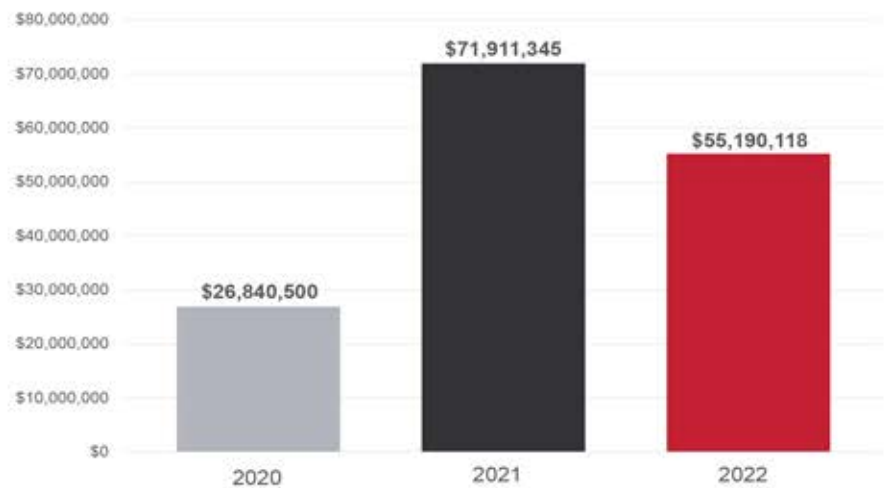
# OVERVIEW (cont'd)



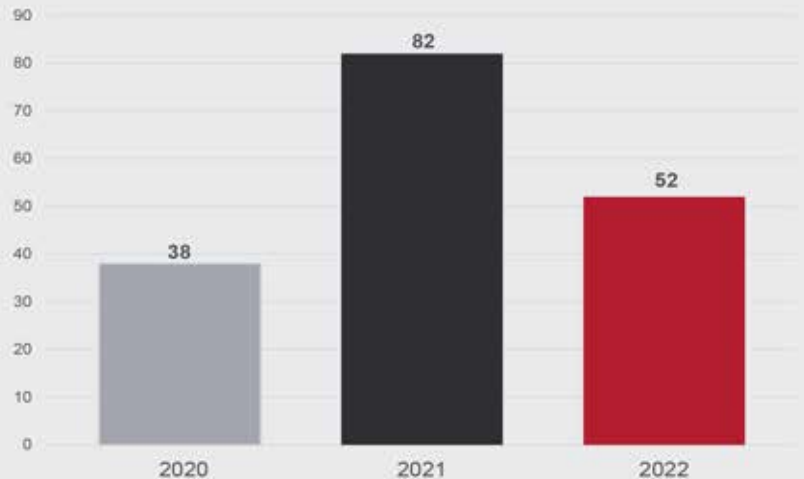
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Clearview market had a very high **103.7%** sale/list price ratio in March. Homes sold in just **11** days on average, down **7** days from one year ago. And there are currently **two months** of inventory. All that, despite March's relatively low **50%** sales/listings ratio, still adds up to a **sellers' market**.

Graph 1:  
Clearview MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
Clearview MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)



# THE MARKET IN DETAIL



Table 1:  
**Clearview MLS® Residential Sales And Listing Summary**  
2020 vs. 2021 vs. 2022

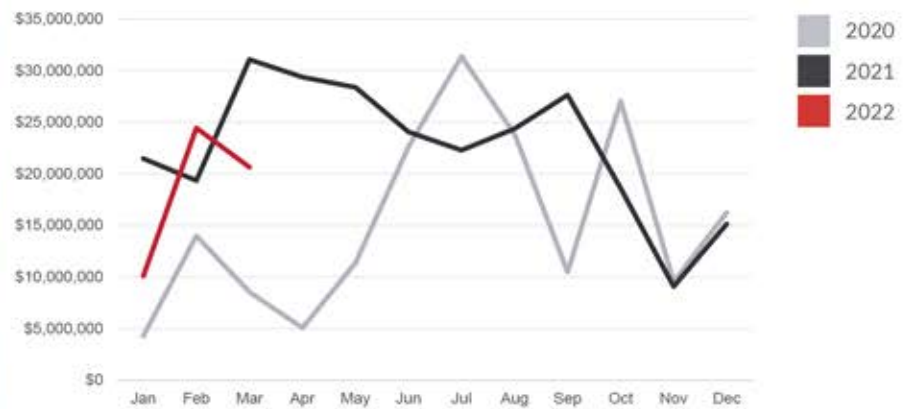
	2020	2021	2022	2021-2022
Volume Sales	\$26,840,500	\$71,911,345	\$55,190,118	-23%
Unit Sales	38	82	52	-37%
New Listings	91	90	89	-1%
Sales/Listings Ratio	42%	91%	58%	-33%
Expired Listings	14	3	6	+100%
Sales: \$300K - \$499K	16	12	0	-1200%
Sales: \$500K - \$799K	14	40	21	-47%
Sales: \$800K - \$999K	3	11	9	-18%
Sales: \$1M - \$1.499M	1	12	13	+8%
Sales: \$1.5M - \$1.999M	4	3	7	+133%
Sales: \$2M+	0	4	2	-50%
Average Days-On-Market	50	28	17	-39%
Average Sale Price	\$706,329	\$876,963	\$1,061,348	+21%

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, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

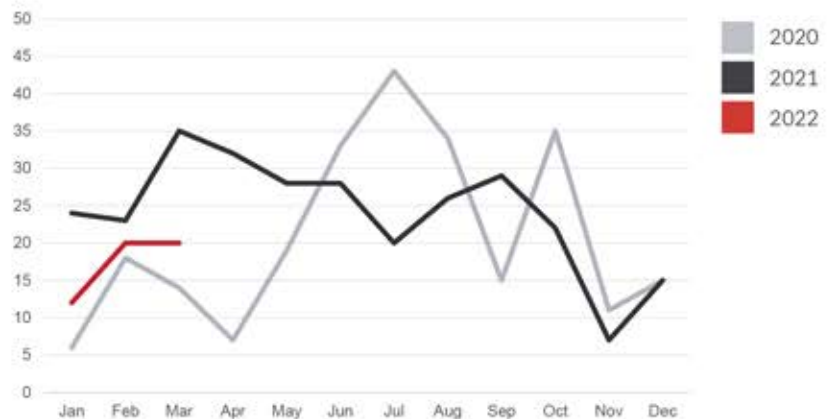
# THE MARKET IN DETAIL (cont'd)

Although not achieving the stratospheric sales heights of Q1-2021, Clearview enjoyed a relatively strong first quarter. As **Graph 3** shows, Q1-2022 consisted of an average January followed by a strong February and March, yielding quarterly volume of **\$55,190,118**; down **23%** from last year's big record, but up **43%** from Clearview's third-best Q1. On the units side, Q1's **52** were down **37%** from last year's benchmark **82**, and the fourth best tally since 2016. Other metrics which reflect the market include March's: high **103.7%** sale/list price ratio; fast **11-day** average sale time; **two months** of inventory; and low **50%** sales/listings ratio. All that said, Clearview's average sale price is doing very well. At **\$1,061,348** it's up **99%, 79%, 50%** and **21%** from the Q1's of 2018, 2019, 2020 and 2021 respectively.

Graph 3:  
Clearview Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:  
Clearview Monthly MLS® Sales  
2020 vs. 2021 vs. 2022 (Units)

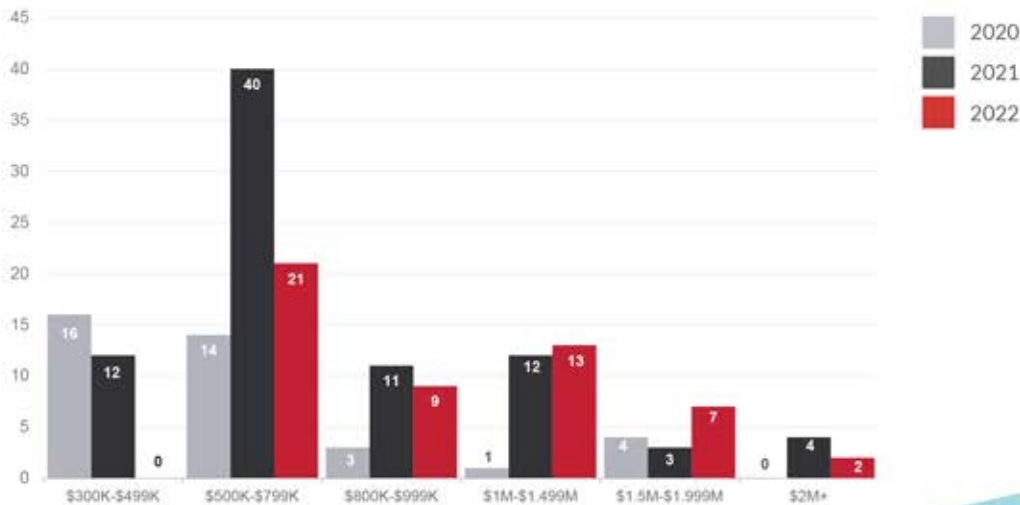




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in two price ranges and down in four. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **8%** and **133%** respectively. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges were down **1200%**, **47%**, **18%** and **50%** respectively. More generally, the Under-\$500K bracket for the first time accounted for no sales. The \$500K-\$999K Under-\$1M bracket – which accounted for **58%** of Q1-2022's sales – was down **52%** from one year ago. And the \$1M+ bracket – which accounted for **42%** of all sales – was up **16%**.

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



# SALES BY PROPERTY TYPE

Graph 6:  
Clearview MLS® Sales By Property Type  
2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$54,026,618  
DOWN 22% from Q1-2021

**UNIT SALES:** 50  
DOWN 35% from Q1-2021

**AV. DAYS-ON-MARKET:** 18  
DOWN 11 days from Q1-2021

**AV. SALE PRICE:** \$1,080,532  
UP 20% from Q1-2021

### CONDOS/TOWNS

**DOLLAR SALES:** \$1,163,500  
DOWN 56% from Q1-2021

**UNIT SALES:** 2  
DOWN 60% from Q1-2021

**AV. DAYS-ON-MARKET:** 6  
DOWN 2 days from Q1-2021

**AV. SALE PRICE:** \$581,750  
UP 11% from Q1-2021

### VACANT LAND

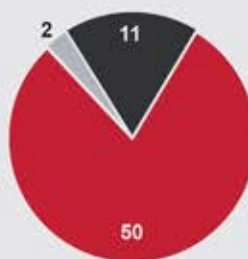
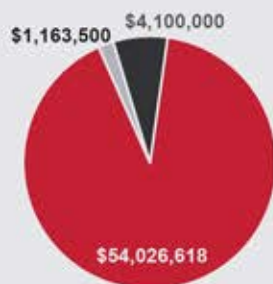
**DOLLAR SALES:** \$4,100,000  
UP 28% from Q1-2021

**UNIT SALES:** 11  
UP 57% from Q1-2021

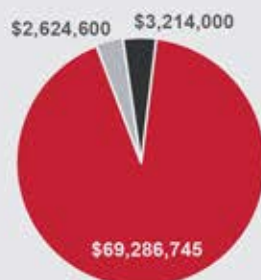
**AV. DAYS-ON-MARKET:** 62  
DOWN 14 days from Q1-2021

**AV. SALE PRICE:** \$372,727  
DOWN 19% from Q1-2021

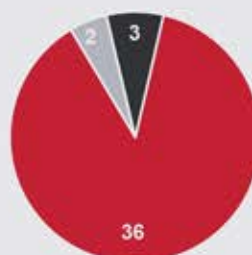
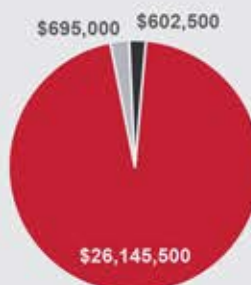
2022



2021



2020



■ Single Family ■ Condo/Town ■ Vacant Land

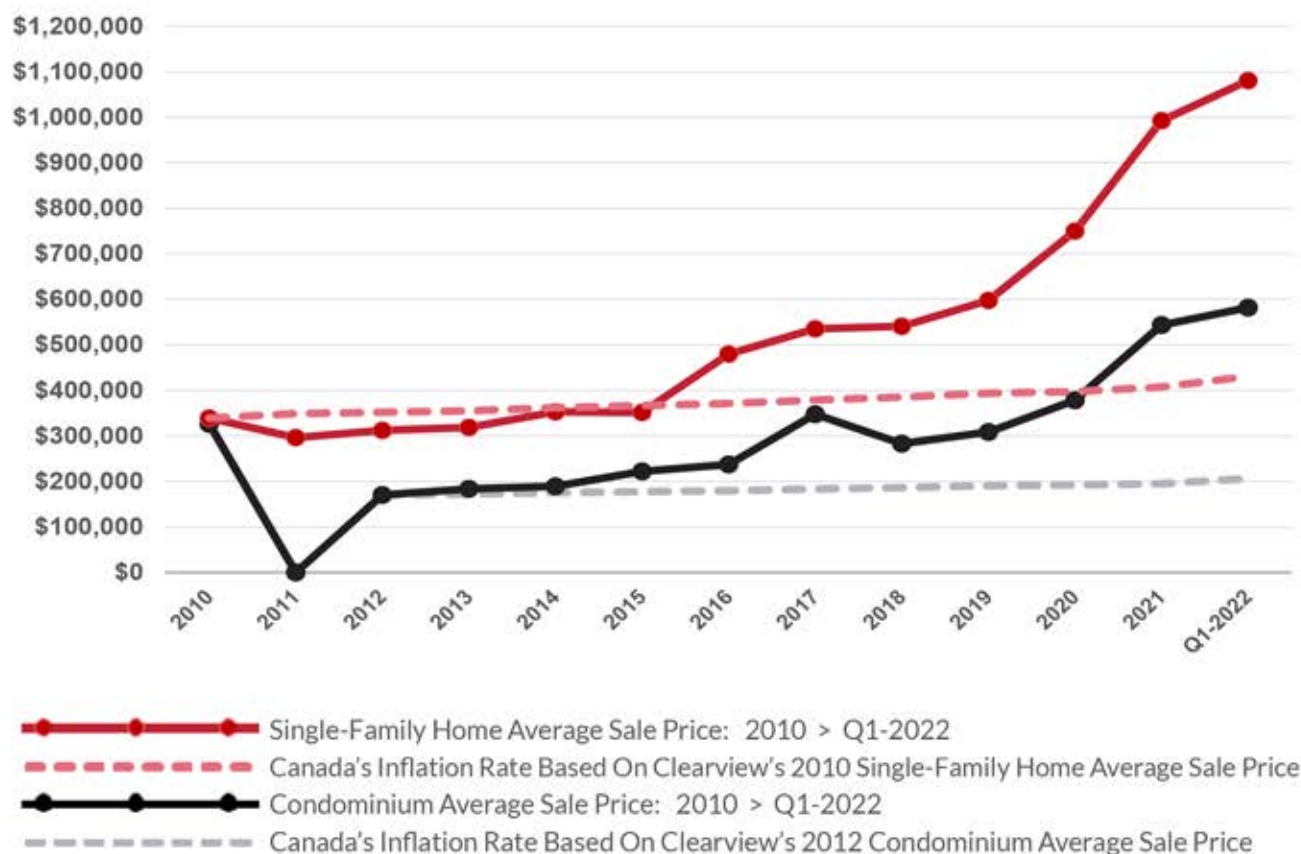


# CLEARVIEW AVERAGE SALE PRICES: 2010-2022

## BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q1-2022 was **\$1,080,532**; that's up **9%, 44%, 81%, 100%** and **219%** from 2021, 2020, 2019, 2018 and 2010 respectively. The average condo/town sales price in Q1-2022 was \$581,750. That's up **7%, 46%, 89%, 106%** and **242%** from 2021, 2020, 2019, 2018 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q1-2022 the average price rose to **151%** above inflation. Due to 2010's condo/town price anomaly and 2011's no sales, the condo/town starting point was set at 2012 in the graph below, yielding a **182%** rise above the inflation rate by 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

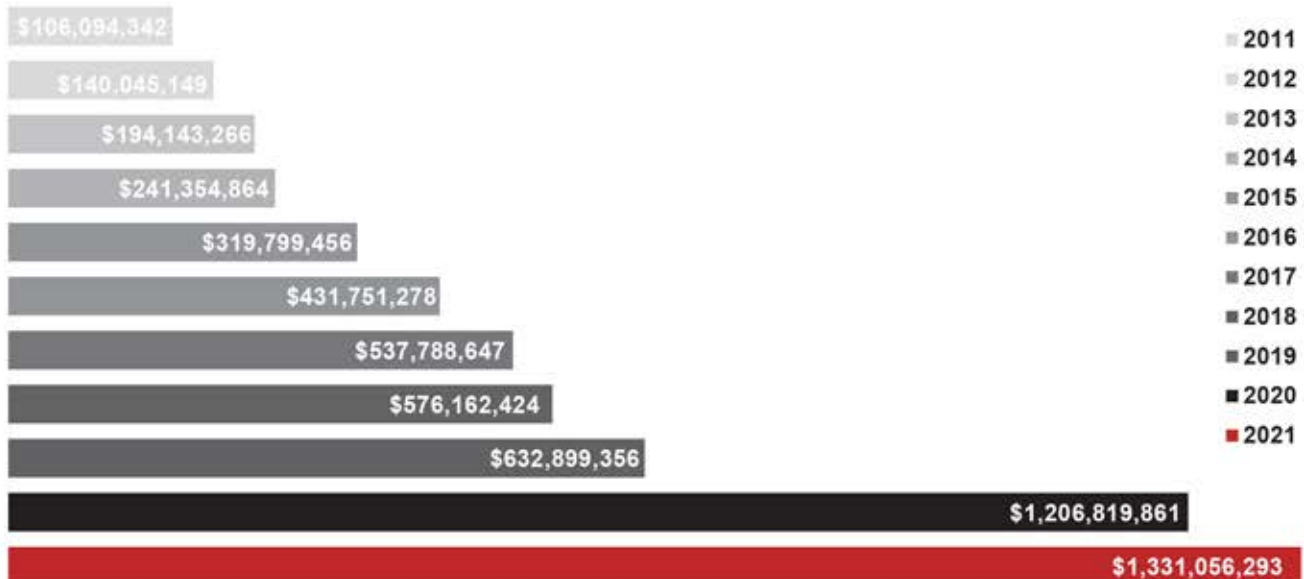


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	





# 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](http://www.locationsnorth.com)*



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

**THORN BURY**  
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.

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



**169,000+**

Page Views†

**24,530+**

Unique Visitors†



**WEBBLAST \$5200**

Raised for Local Charities  
in 2022

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, 2022 to March 31st, 2022). ‡Based on social media channels (January 1st, 2022 to March 31st, 2022). §Based on June 2020 lead volume