

MEAFORD REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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



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www.locationsnorth.com

OVERVIEW

STRONG Q1 VOLUME AND UNIT SALES, WITH A SURPRISINGLY FLAT AVERAGE SALE PRICE



Q1 SALES VOLUME OF \$32,978,100

Down 9% from Q1-2021's \$36,179,330, with units of 39 down 9% from Q1-2021's 43. New listings of 60 up 7% from a year ago, with the sales/listings ratio of 65% down 12%.



MARCH SALES VOLUME OF \$13,709,100

Down 31% from March 2021's \$19,834,100. Units of 17 down 15% from last March's 20, with new listings of 31 up 19% and the sales/listings ratio of 55% down 22%.



Q1 AVERAGE SALE PRICE OF \$845,592

Up 1% from the \$841,380 of Q1-2021. Average days-on-market of 18 down 2 days.



OVERVIEW (cont'd)

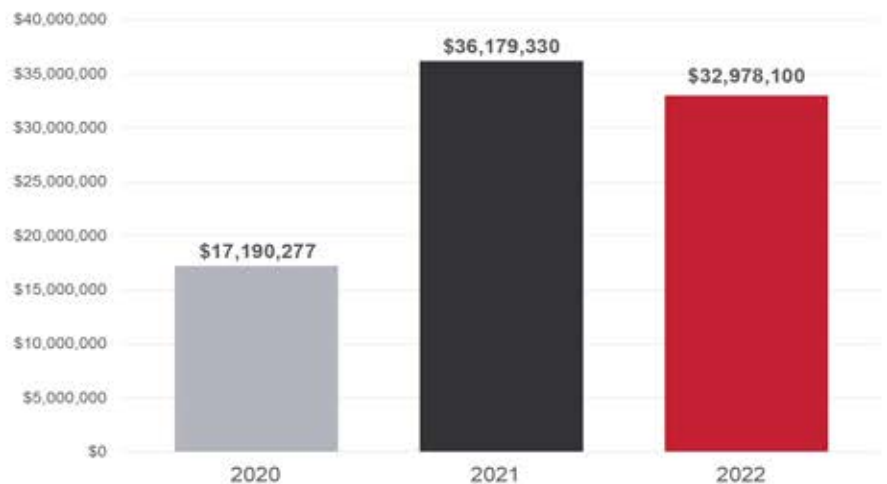


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

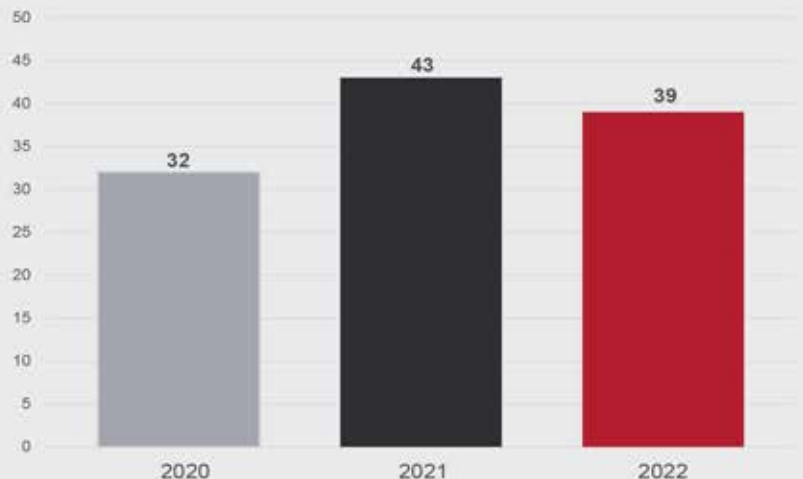
The Meaford market had a strong **102.8%** sale/list price ratio in March. Homes sold in just **10** days on average, down **6** days from one year ago. And there is now just **one month of inventory**. All that, together with March's **55%** sales/listings ratio, adds up to a **sellers' market**.



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



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



THE MARKET IN DETAIL



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

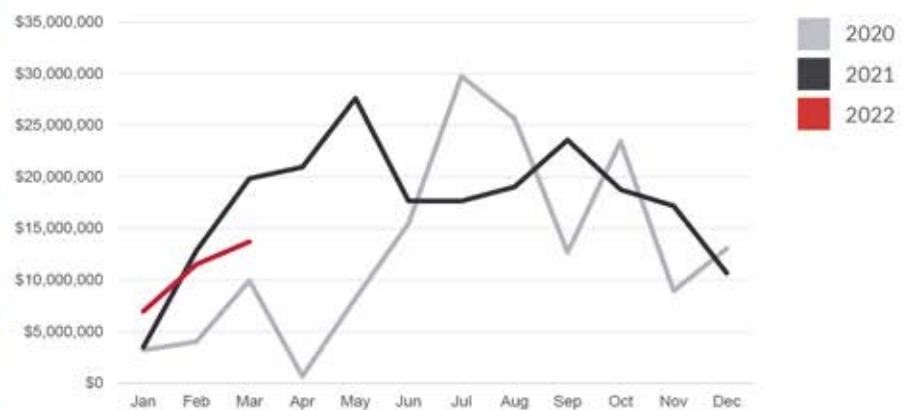
	2020	2021	2022	2021-2022
First Quarter (Q1) Volume Sales	\$17,190,277	\$36,179,330	\$32,978,100	-9%
Q1 Unit Sales	32	43	39	-9%
Q1 New Listings	50	56	60	+7%
Q1 Sales/Listings Ratio	64%	77%	65%	-12%
Q1 Expired Listings	8	1	3	+200%
Q1 Sales: Under \$300K	3	2	1	-50%
Q1 Sales: \$300K - \$499K	14	9	5	-44%
Q1 Sales: \$500K - \$799K	11	15	15	0%
Q1 Sales: \$800K - \$999K	2	9	6	-33%
Q1 Sales: \$1M - \$1.499M	1	3	10	+233%
Q1 Sales: \$1.5M - \$1.999M	1	2	2	0%
Q1 Sales: \$2M+	0	3	0	-300%
Q1 Average Days-On-Market	49	20	18	-10%
Q1 Average Sale Price	\$537,196	\$841,380	\$845,592	+1%

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.

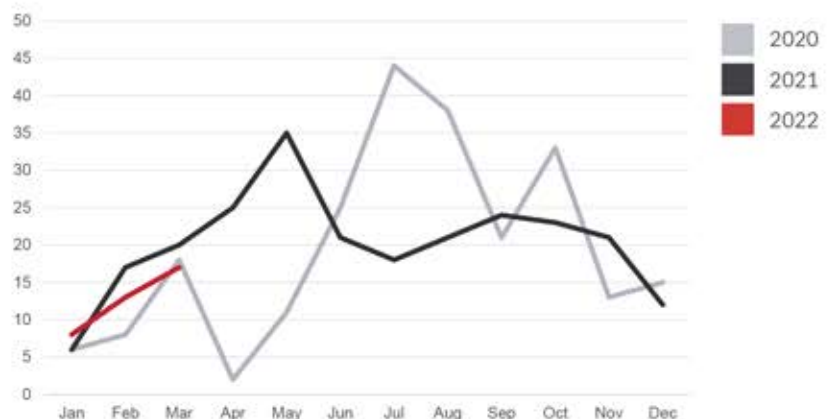
THE MARKET IN DETAIL (cont'd)

While not as active as Q1-2021, Meaford had a fairly strong first quarter. With record volume in January, a near record in February and a relatively strong March, Meaford's Q1-2022 volume of **\$32,978,100** was down **9%** from Q1-2021's benchmark **\$36,179,330** —and the second best Q1 ever. On the units side, Q1's **39** were also down **9%** (from last year's **43**), and the fourth best ever. That said, other signs that the market is still strong include March's: **102.8%** sale/list price ratio; average **10-day** sale time; and just **one month** of inventory. Regarding Meaford's Q1 average sales price: while it was only up **1%** from Q1-2021, anecdotal info from long-time area Realtors suggests that it was primarily due to the specific homes sold. At **\$845,592** it was still up **126%, 89%, 57%** from the Q1's of 2018-2020 respectively.

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



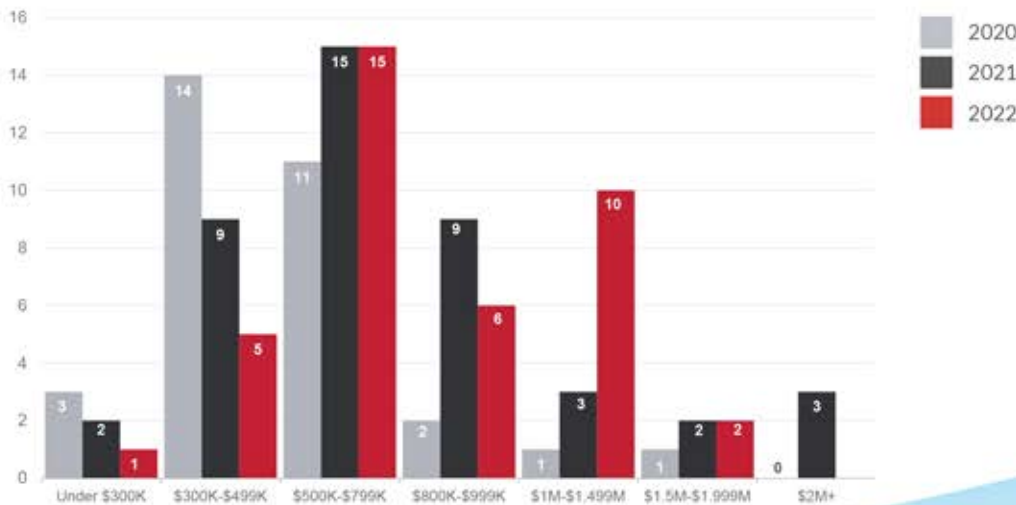
Graph 4:
Meaford Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in one price range, equal in two, and down in four. The \$1M-\$1.499M range was up **233%**. The \$500K-\$799K and \$1.5M-\$1.999M ranges were **equal** to last year. And the Under-300K, \$300K-\$499K, \$800K-\$999K and \$2M+ ranges were down **50%**, **44%**, **33%** and **300%** respectively. More generally, the Under-\$500K bracket – which accounted for **15%** of all sales – was down **45%**. The \$500K-\$999K bracket – which accounted for **54%** of all sales – was down **12%**. And the \$1M+ bracket – which accounted for **31%** of all sales – was up **50%**.

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



SALES BY PROPERTY TYPE

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

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$30,206,500
DOWN 12% from Q1-2021

UNIT SALES: 33
DOWN 13% from Q1-2021

AV. DAYS-ON-MARKET: 20
EQUAL to Q1-2021

AV. SALE PRICE: \$915,378
UP 2% from Q1-2021

CONDOS/TOWNS

DOLLAR SALES: \$2,771,600
UP 40% from Q1-2021

UNIT SALES: 6
UP 20% from Q1-2021

AV. DAYS-ON-MARKET: 8
DOWN 12 days from Q1-2021

AV. SALE PRICE: \$461,963
UP 16% from Q1-2021

VACANT LAND

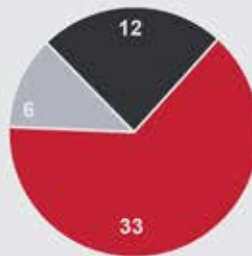
DOLLAR SALES: \$4,783,000
DOWN 40% from Q1-2021

UNIT SALES: 12
DOWN 40% from Q1-2021

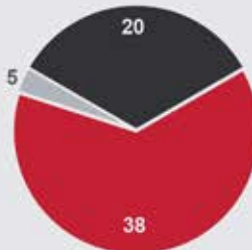
AV. DAYS-ON-MARKET: 54
DOWN 14 days from Q1-2021

AV. SALE PRICE: \$398,583
DOWN .2% from Q1-2021

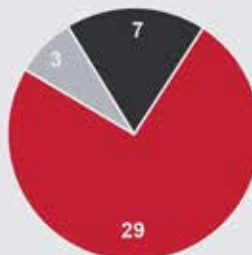
2022



2021



2020



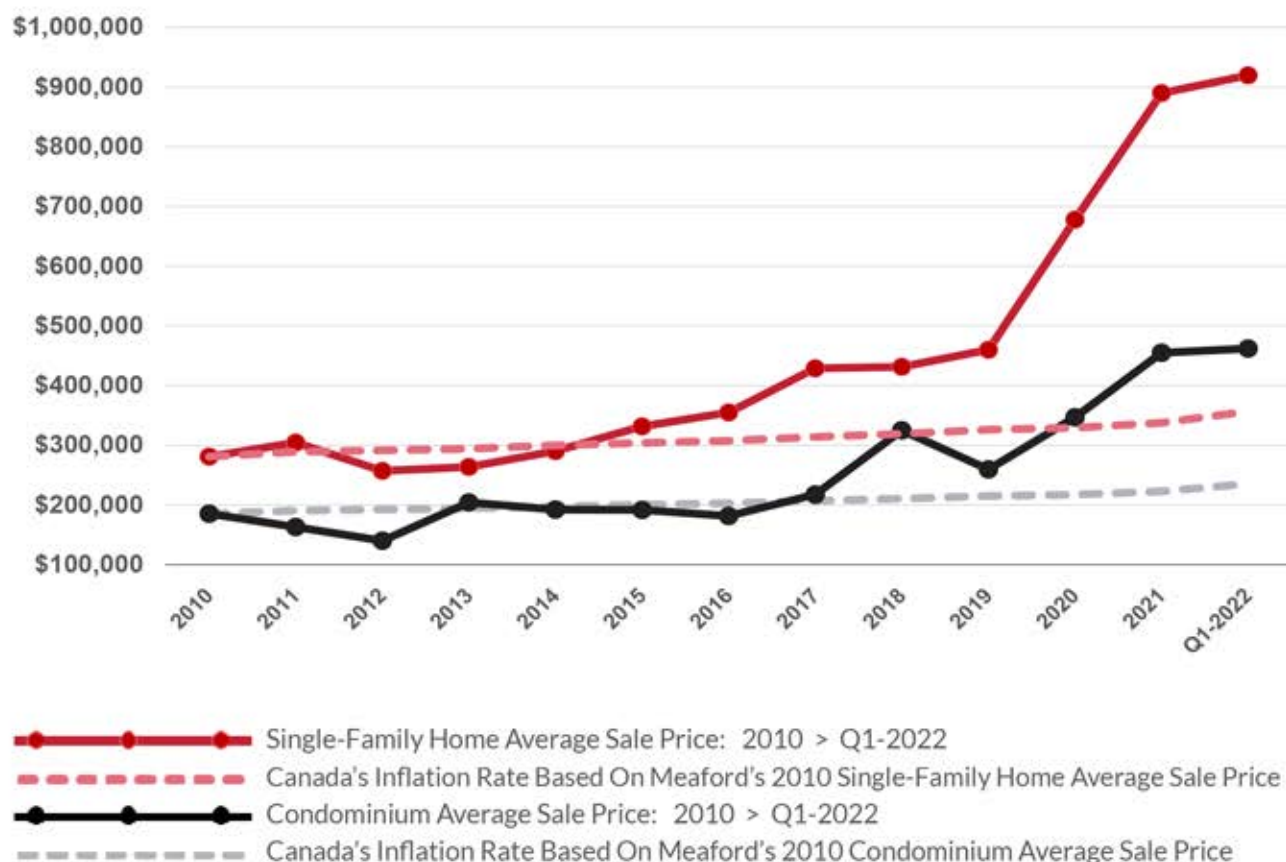
■ Single Family ■ Condo/Town ■ Vacant Land

MEAFORD AVERAGE SALE PRICES: 2010-2022

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q1-2022 was **\$915,378**: that's up **3%, 35%, 99%, 112%** and **226%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo/town price of **\$461,963** is up **2%, 33%, 78%, 42%** and **149%** from 2021, 2020, 2019, 2018, and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **157%** above inflation by Q1-2022. Condo prices were generally under the inflation rate until 2016. They then climbed to **66%** 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

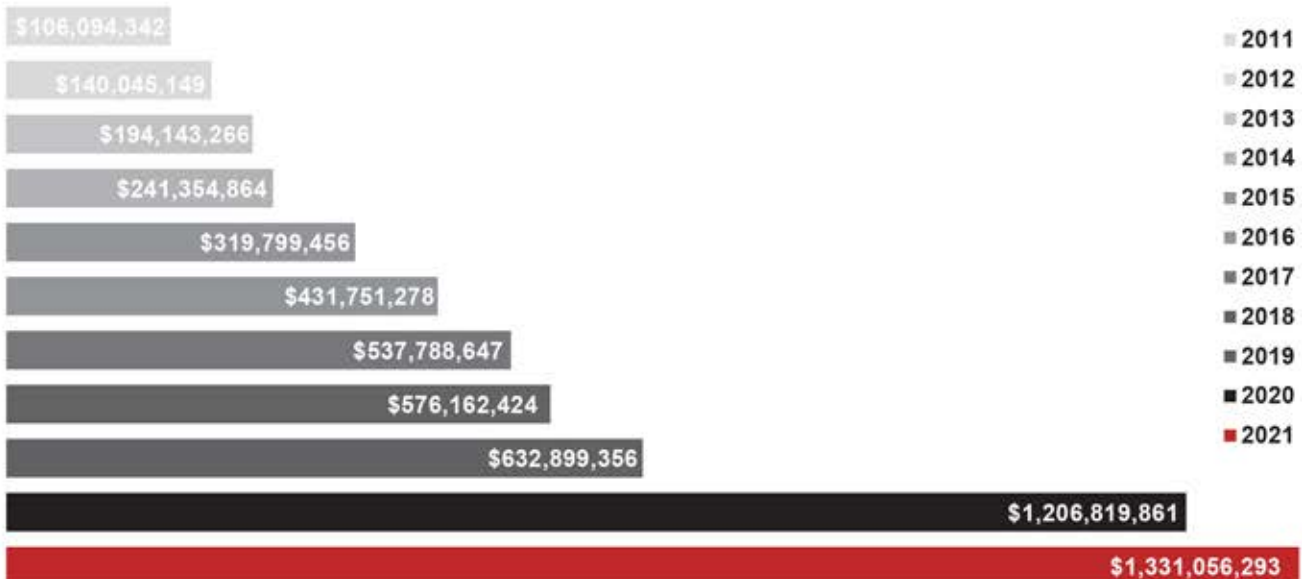


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	

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

 **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
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



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REAL ESTATE SERVICE

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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.

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.