

WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

FIRST QUARTER 2022

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



collaborativerealestate.ca

www.locationsnorth.com

OVERVIEW

Q1-2022 VOLUME SALES UP IN 3 OF 6 COMMUNITIES, WITH STRONG AVERAGE SALE PRICE INCREASES IN 5

In Q1-2022 the communities of Owen Sound, Meaford, The Blue Mountains., Collingwood, Wasaga Beach and Tiny collectively saw a record **\$58,152,155** in waterfront home sales on **29** transactions. That volume was up **35%** from Q1-2021's **\$43,057,700**, while the unit sales were down **17%** from last year's **35**. By comparison, Q1-2022's *total volume* for these six communities was up **8%** from Q1-2021, while total units were down **16%**.

The biggest year-over-year volume gains went to The Blue Mountains (**up 679%**), Wasaga Each (**up 19%**) and Owen Sound (**up 8%**). That said, there were average price gains in all communities but one. The Blue Mountains was up **123%**, Owen Sound was up **44%**, Collingwood was up **31%**, Wasaga Beach was up **19%**, Tiny was up **9%** and Meaford – which only had one sale – was down **25%**.

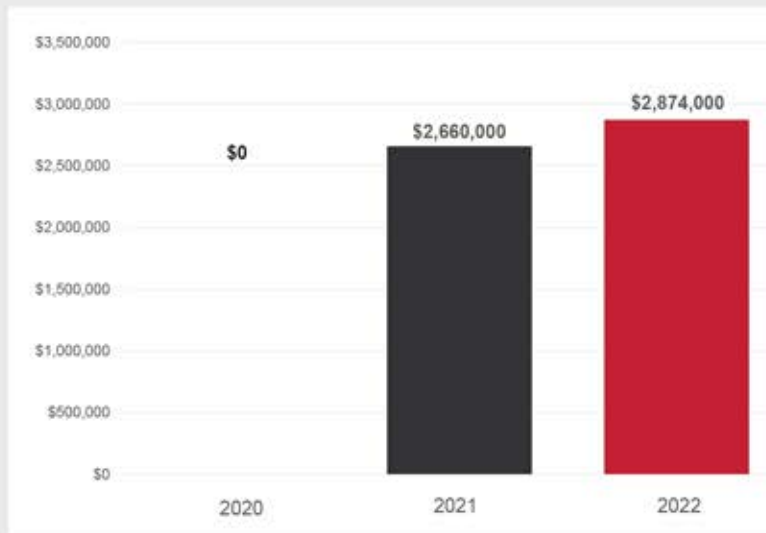


OWEN SOUND

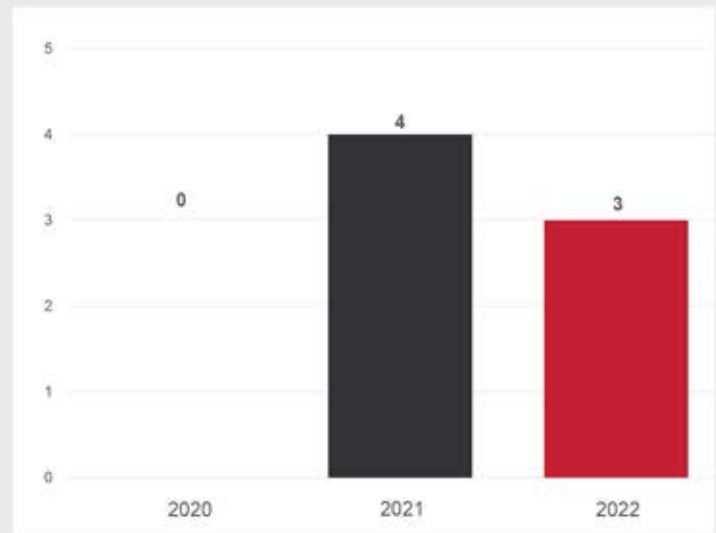
KEY METRICS — Q1-2022 TOTALS

- \$2,874,000 in volume sales — 5th highest
- 3 unit sales — Tied for 3rd highest
- 6 new listings — 4th highest
- 50% sales/listings ratio — Tied for 3rd highest
- 17 days-on-market average — 5th highest
- 100% close price / list price ratio — Tied for 3rd highest
- \$478 close price / sq. ft. ratio — 6th highest
- \$958,000 average sale price — 6th highest

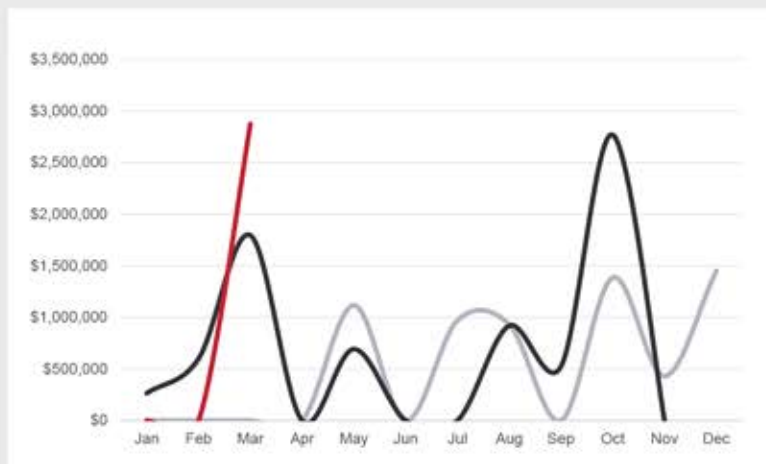
Graph 1:
Owen Sound Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



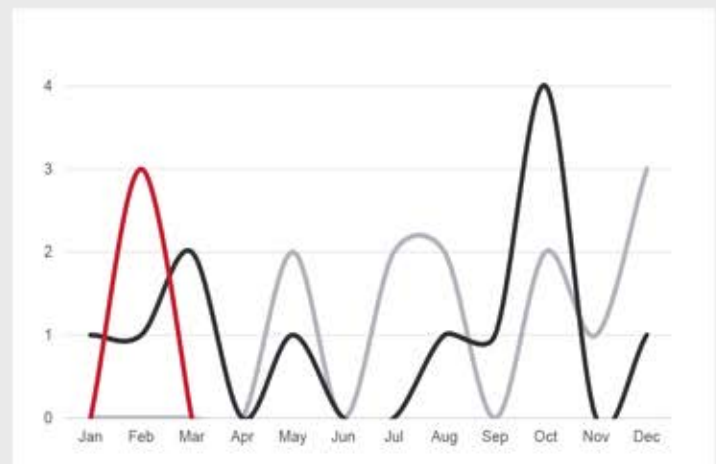
Graph 2:
Owen Sound Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



Graph 3:
Owen Sound Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:
Owen Sound Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



OWEN SOUND



Table 1:

Owen Sound MLS® Waterfront Sales And Listings Summary

First Quarter: 2020 vs. 2021 vs. 2022

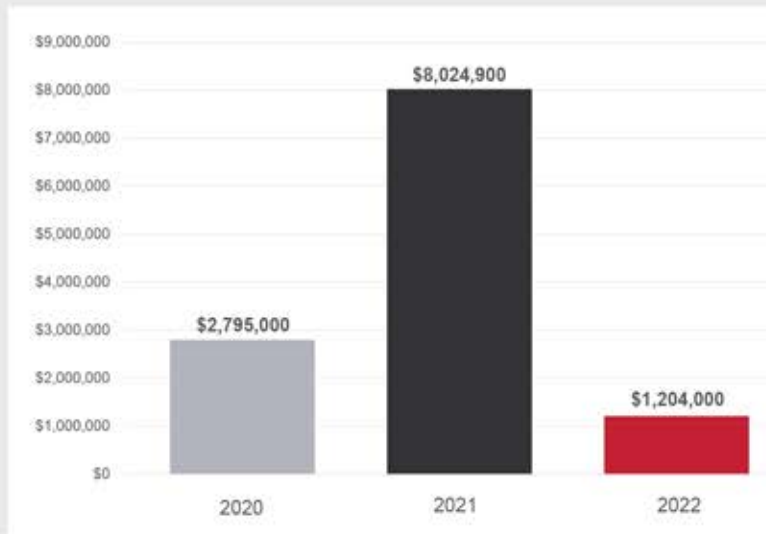
	2020	2021	2022	2021-2022
Volume Sales	0	\$2,660,000	\$2,874,000	+8%
Unit Sales	0	4	3	-25%
New Listings	0	2	6	+200%
Sales/Listings Ratio	0	200%	50%	-150%
Expired Listings	0	0	1	+100%
Sales: Under \$300K	0	1	0	-100%
Sales: \$300K - \$499K	0	0	1	+100%
Sales: \$500K - \$799K	0	3	1	-67%
Sales: \$800K - \$999K	0	0	0	0%
Sales: \$1M - \$1,499M	0	0	0	0%
Sales: \$1.5M - \$1,999M	0	0	1	+100%
Sales: \$2M+	0	0	0	0%
Average Days-On-Market	0	14	17	+21%
Close Price / List Price Ratio	0	100%	100%	0%
Close Price / Sq. Ft. Ratio	0	\$542	\$478	-12%
Average Sale Price	0	\$665,000	\$958,000	+44%

MEAFORD

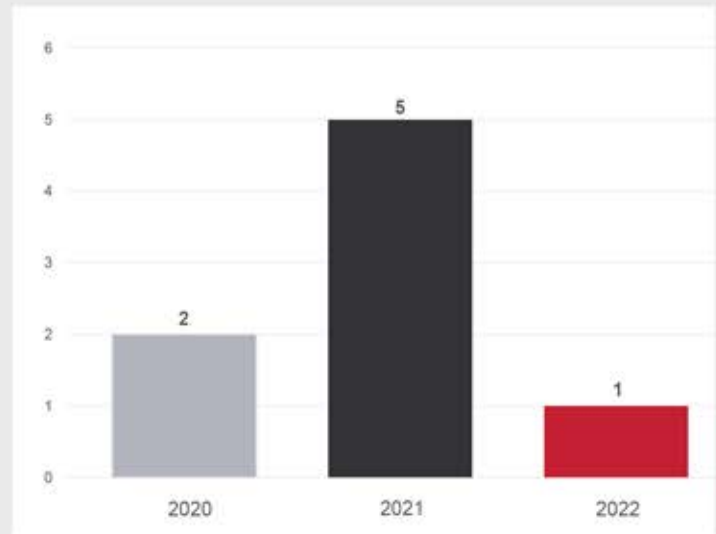
KEY METRICS — Q1-2022 TOTALS

- \$1,204,000 in volume sales — 6th highest
- 1 unit sale — 6th highest
- 2 new listings — 6th highest
- 50% sales/listings ratio — Tied for 3rd highest
- 7 days-on-market average — 6th highest
- 121.6% close price / list price ratio — Highest
- \$1,186 close price / sq. ft. ratio — 2nd highest
- \$1,204,000 average sale price — 4th highest

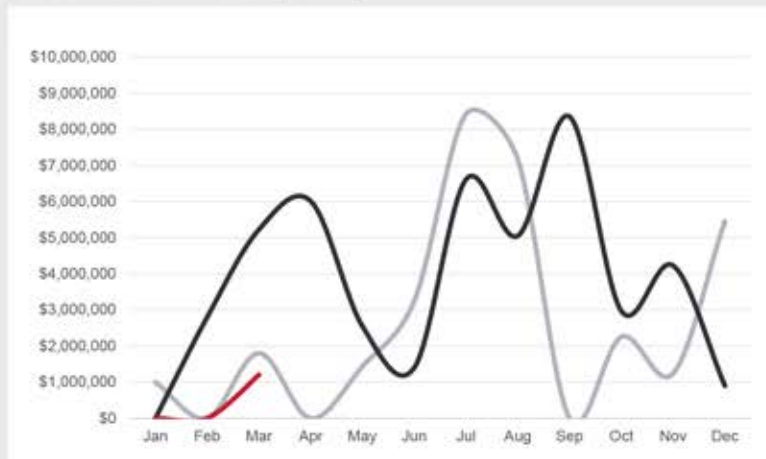
Graph 1:
Meaford Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



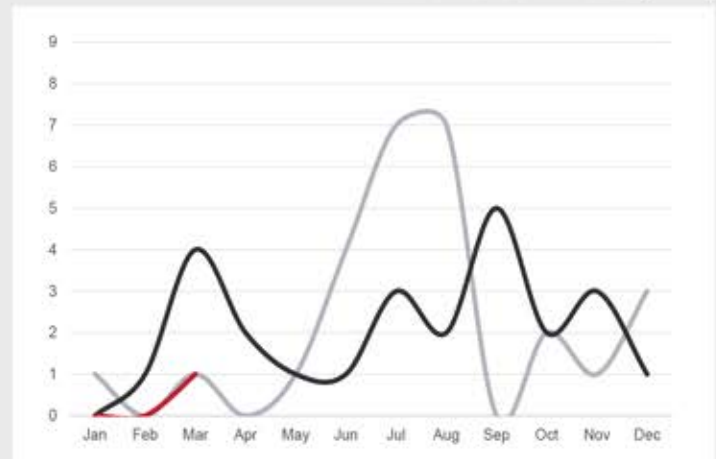
Graph 2:
Meaford Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



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



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



MEAFORD



Table 1:

Meaford MLS® Waterfront Sales And Listings Summary

First Quarter: 2020 vs. 2021 vs. 2022

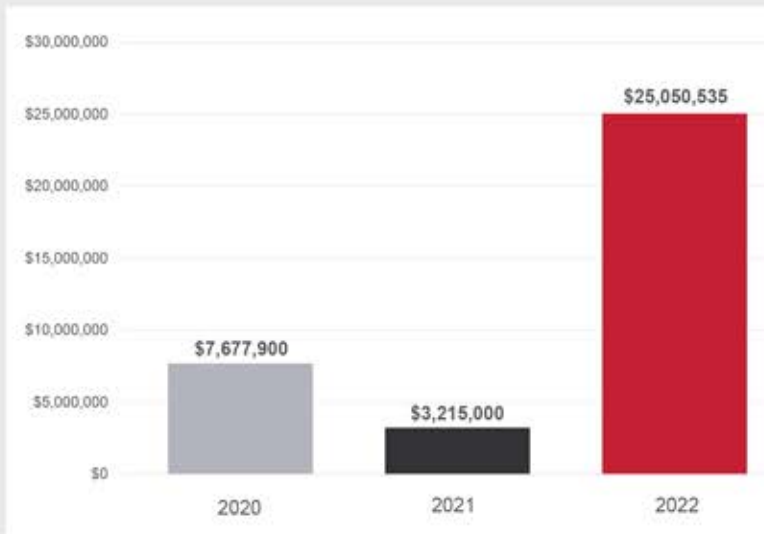
	2020	2021	2022	2021-2022
Volume Sales	\$2,795,000	\$8,024,900	\$1,204,000	-85%
Unit Sales	2	5	1	-80%
New Listings	7	5	2	-60%
Sales/Listings Ratio	29%	100%	50%	-50%
Expired Listings	2	0	3	+300%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	0	0	0	0%
Sales: \$500K - \$799K	0	0	0	0%
Sales: \$800K - \$999K	1	1	0	-100%
Sales: \$1M - \$1.499M	0	1	1	0%
Sales: \$1.5M - \$1.999M	2	2	0	-200%
Sales: \$2M+	0	1	0	-100%
Average Days-On-Market	236	21	7	-67%
Close Price / List Price Ratio	81.6%	107.3%	121.6%	+14.3%
Close Price / Sq. Ft. Ratio	\$405	\$797	\$1,186	+49%
Average Sale Price	\$1,397,500	\$1,604,980	\$1,204,000	-25%

THE BLUE MOUNTAINS

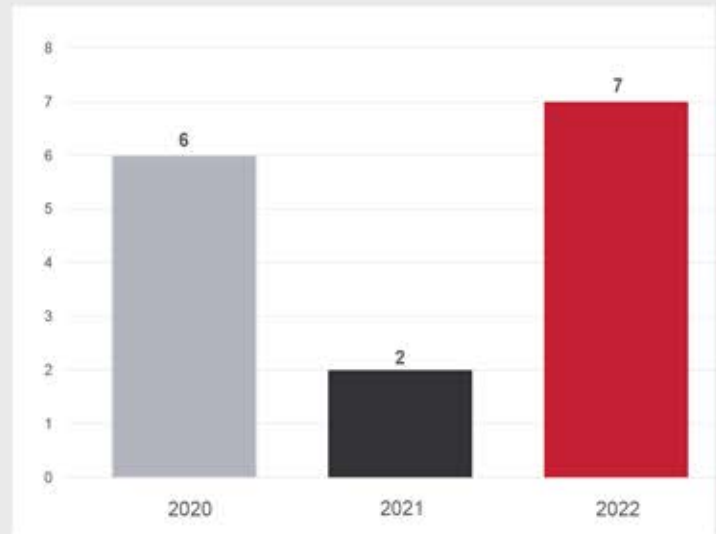
KEY METRICS — Q1-2022 TOTALS

- \$25,050,535 in volume sales — Highest
- 7 unit sales — 2nd highest
- 4 new listings — 5th highest
- 175% sales/listings ratio — Highest
- 24 days-on-market average — 2nd highest
- 96.2% close price / list price ratio — 6th highest
- \$1,317 close price / sq. ft. ratio — Highest
- \$3,578,648 — Highest

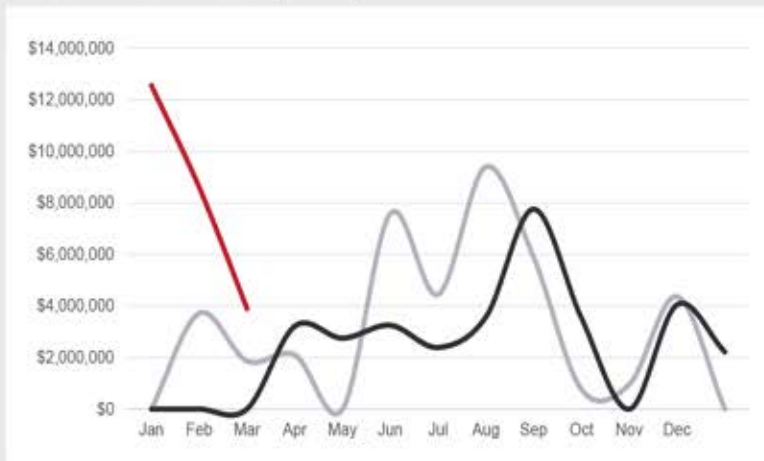
Graph 1:
The Blue Mts. Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



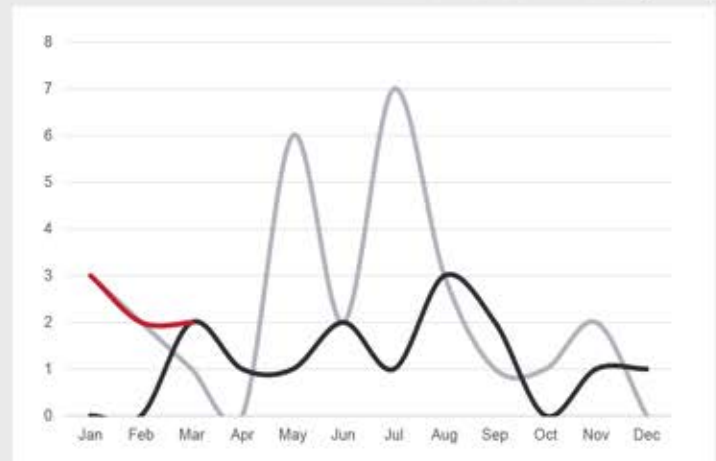
Graph 2:
The Blue Mts. Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



Graph 3:
The Blue Mts. Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:
The Blue Mts. Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



THE BLUE MOUNTAINS



Table 1:

The Blue Mts. MLS® Waterfront Sales And Listings Summary

First Quarter: 2020 vs. 2021 vs. 2022

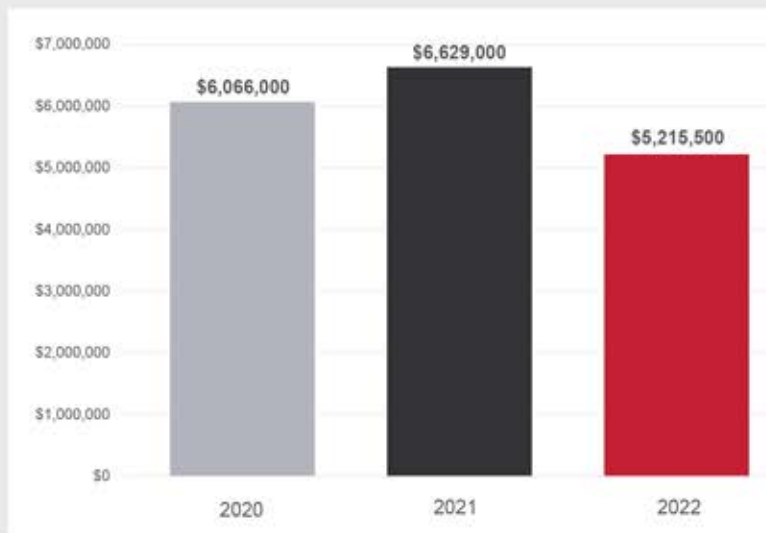
	2020	2021	2022	2021-2022
Volume Sales	\$7,677,900	\$3,215,000	\$25,050,535	+679%
Unit Sales	6	2	7	+250%
New Listings	17	9	4	-56%
Sales/Listings Ratio	35%	22%	175%	+153%
Expired Listings	2	0	0	0%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	0	1	0	-100%
Sales: \$800K - \$999K	1	0	0	0%
Sales: \$1M - \$1.499M	1	0	1	+100%
Sales: \$1.5M - \$1.999M	2	0	0	0%
Sales: \$2M+	1	1	6	+500%
Average Days-On-Market	65	10	24	+140%
Close Price / List Price Ratio	95.1%	97.7%	96.2%	-1.5%
Close Price / Sq. Ft. Ratio	\$560	\$841	\$1,317	+57%
Average Sale Price	\$1,279,650	\$1,607,500	\$3,578,648	+123%

COLLINGWOOD

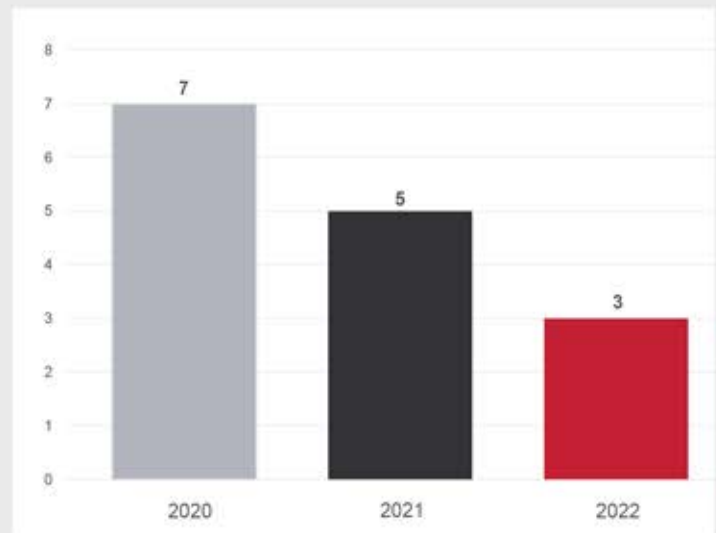
KEY METRICS — Q1-2022 TOTALS

- \$5,215,500 in volume sales — 4th highest
- 3 unit sales — Tied for 3rd highest
- 9 new listings — Tied for 2nd highest
- 33% sales/listings ratio — Tied for 5th highest
- 18 days-on-market average — 4th highest
- 106% close price / list price ratio — 2nd highest
- \$674 close price / sq. ft. ratio — 4th highest
- \$1,738,500 average sale price — 3rd highest

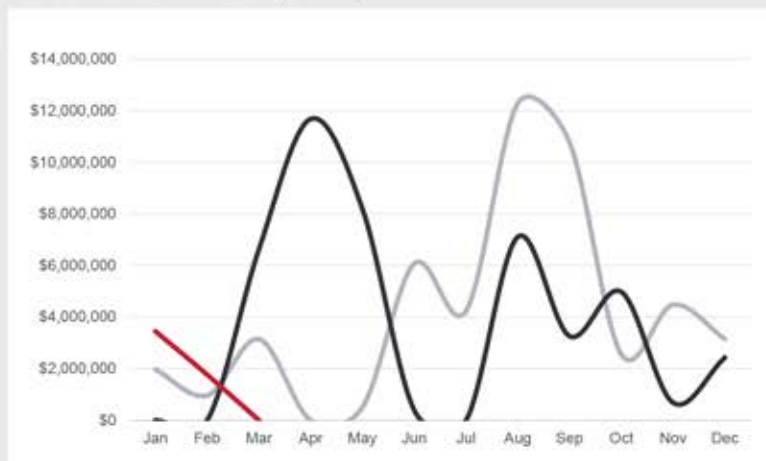
Graph 1:
Collingwood Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



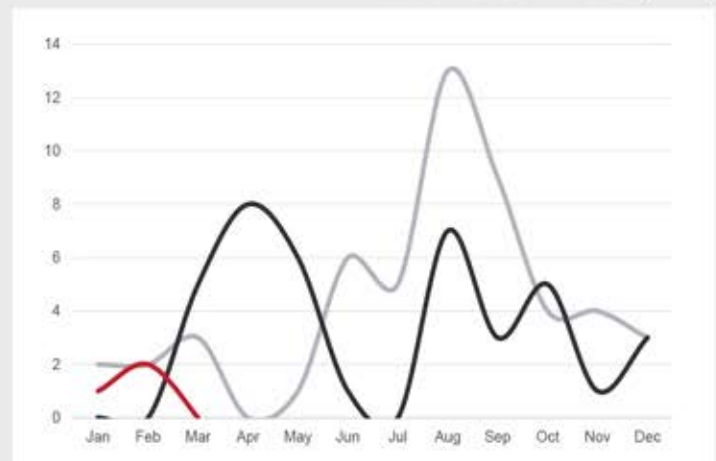
Graph 2:
Collingwood Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



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



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



COLLINGWOOD



Table 1:
Collingwood MLS® Waterfront Sales And Listings Summary
 First Quarter: 2020 vs. 2021 vs. 2022

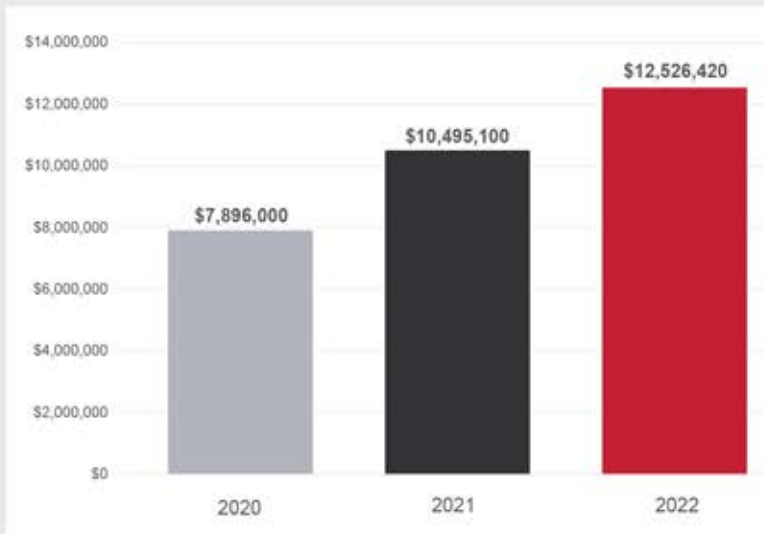
	2020	2021	2022	2021-2022
Volume Sales	\$6,066,000	\$6,629,000	\$5,215,500	-21%
Unit Sales	7	5	3	-40%
New Listings	9	10	9	-10%
Sales/Listings Ratio	77%	50%	33%	-17%
Expired Listings	2	1	6	+500%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	2	1	1	0%
Sales: \$800K - \$999K	2	1	0	-100%
Sales: \$1M - \$1.499M	2	1	1	0%
Sales: \$1.5M - \$1.999M	0	1	0	-100%
Sales: \$2M+	0	1	1	0%
Average Days-On-Market	23	5	18	+260%
Close Price / List Price Ratio	96%	115.6%	106%	-9.6%
Close Price / Sq. Ft. Ratio	\$459	\$959	\$674	-30%
Average Sale Price	\$866,571	\$1,325,800	\$1,738,500	+31%

WASAGA BEACH

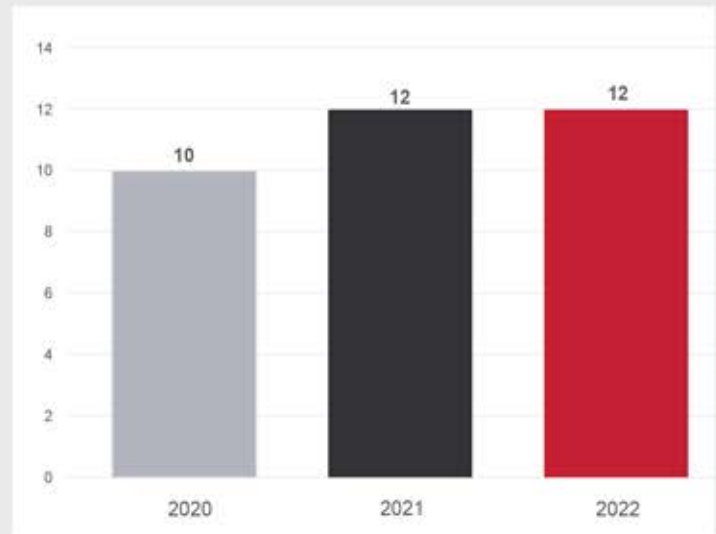
KEY METRICS — Q1-2022 TOTALS

- \$12,526,420 in volume sales — 2nd highest
- 12 unit sales — Highest
- 23 new listings — Highest
- 52% sales/listings ratio — 2nd highest
- 22 days-on-market average — 3rd highest
- 100% close price / list price ratio — Tied for 3rd highest
- \$659 close price / sq. ft. ratio — 5th highest
- \$1,043,868 average sale price — 5th highest

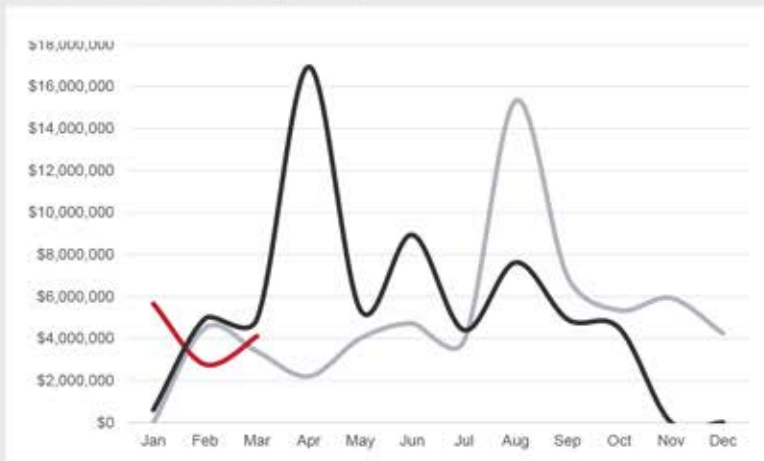
Graph 1:
Wasaga Beach Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



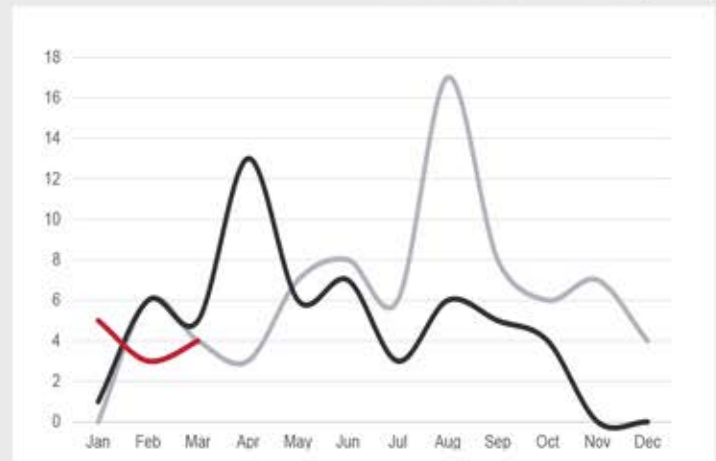
Graph 2:
Wasaga Beach Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



Graph 3:
Wasaga Beach Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:
Wasaga Beach Monthly MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



WASAGA BEACH



Table 1:
Wasaga Beach MLS® Waterfront Sales And Listings Summary
 First Quarter: 2020 vs. 2021 vs. 2022

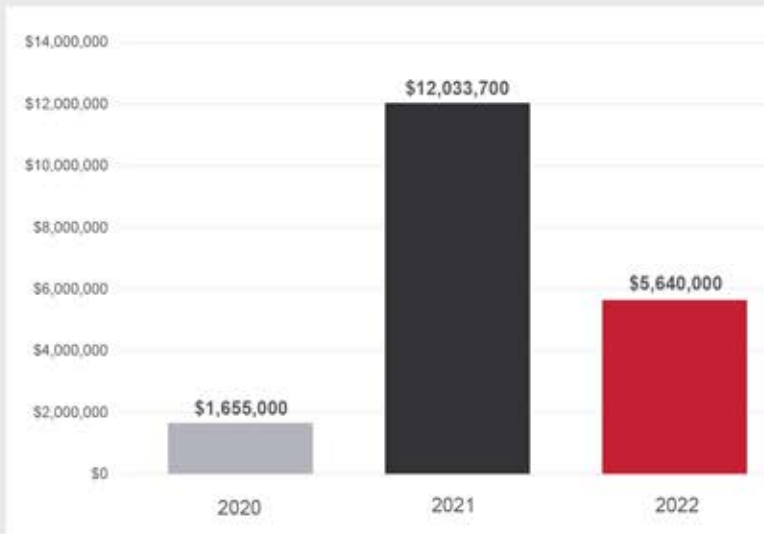
	2020	2021	2022	2021-2022
Volume Sales	\$7,896,000	\$10,495,100	\$12,526,420	+19%
Unit Sales	10	12	12	0%
New Listings	34	14	23	+64%
Sales/Listings Ratio	29%	86%	52%	-32%
Expired Listings	6	1	0	-100%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	2	0	-200%
Sales: \$500K - \$799K	4	4	4	0%
Sales: \$800K - \$999K	2	0	1	+100%
Sales: \$1M - \$1.499M	3	6	5	-17%
Sales: \$1.5M - \$1.999M	0	0	2	+200%
Sales: \$2M+	0	0	0	0%
Average Days-On-Market	41	61	22	-64%
Close Price / List Price Ratio	96.2%	98.8%	100%	+1.2%
Close Price / Sq. Ft. Ratio	\$399	\$463	\$659	+42%
Average Sale Price	\$789,600	\$874,592	\$1,043,868	+19%

TINY TOWNSHIP

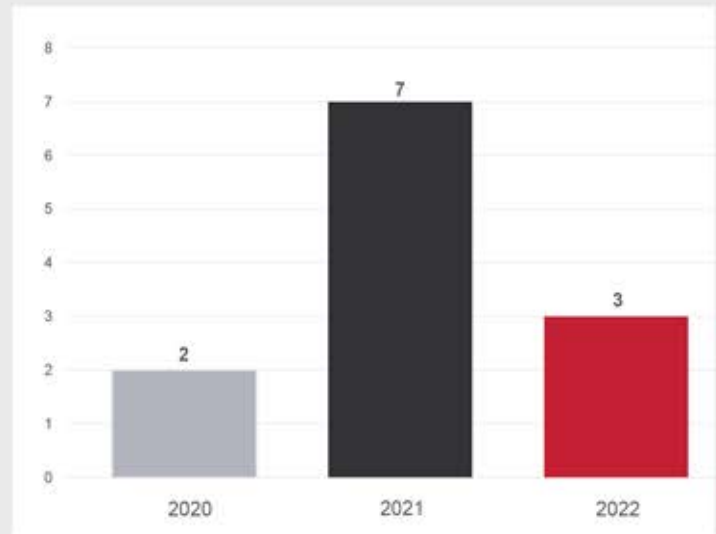
KEY METRICS — Q1-2022 TOTALS

- \$5,640,000 in volume sales — Third highest
- 3 unit sales — Tied for 3rd highest
- 9 new listings — Tied for 2nd highest
- 33% sales/listings ratio — Tied for 5th highest
- 26 days-on-market average — Highest
- 98.3% close price / list price ratio — 5th highest
- \$892 close price / sq. ft. ratio — 3rd highest
- \$1,880,000 average sale price — 2nd highest

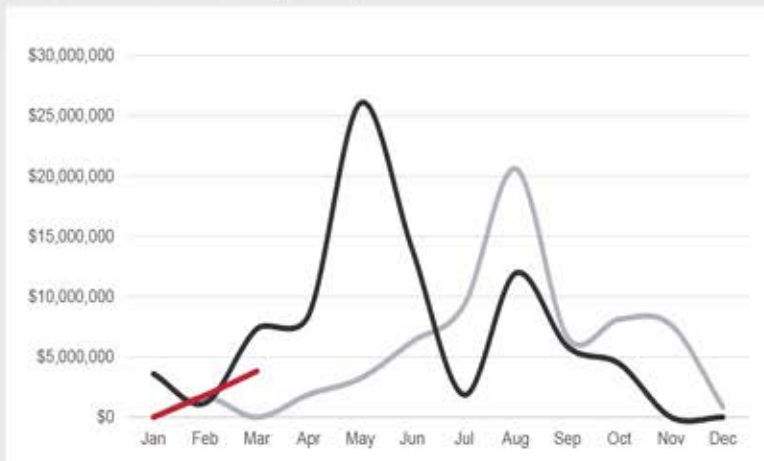
Graph 1:
Tiny Township Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Volume)



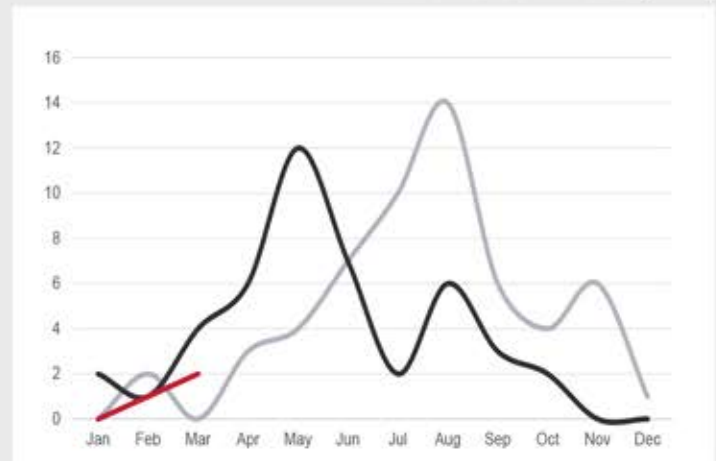
Graph 2:
Tiny Township Annual MLS® Waterfront Sales
2020 vs. 2021 vs. 2022 (Units)



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



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



TINY TOWNSHIP



Table 1:
Tiny Township MLS® Waterfront Sales And Listings Summary
 First Quarter: 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$1,655,000	\$12,033,700	\$5,640,000	-53%
Unit Sales	2	7	3	-57%
New Listings	20	14	9	-36%
Sales/Listings Ratio	10%	50%	33%	-17%
Expired Listings	7	1	2	+100%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	0	1	0	-100%
Sales: \$800K - \$999K	0	0	0	0%
Sales: \$1M - \$1.499M	1	1	1	0%
Sales: \$1.5M - \$1.999M	0	2	1	-100%
Sales: \$2M+	0	3	1	-200%
Average Days-On-Market	134	19	26	+37%
Close Price / List Price Ratio	93.8%	105.6%	98.3%	-7.3%
Close Price / Sq. Ft. Ratio	\$531	\$713	\$892	+25%
Average Sale Price	\$827,500	\$1,719,100	\$1,880,000	+9%

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

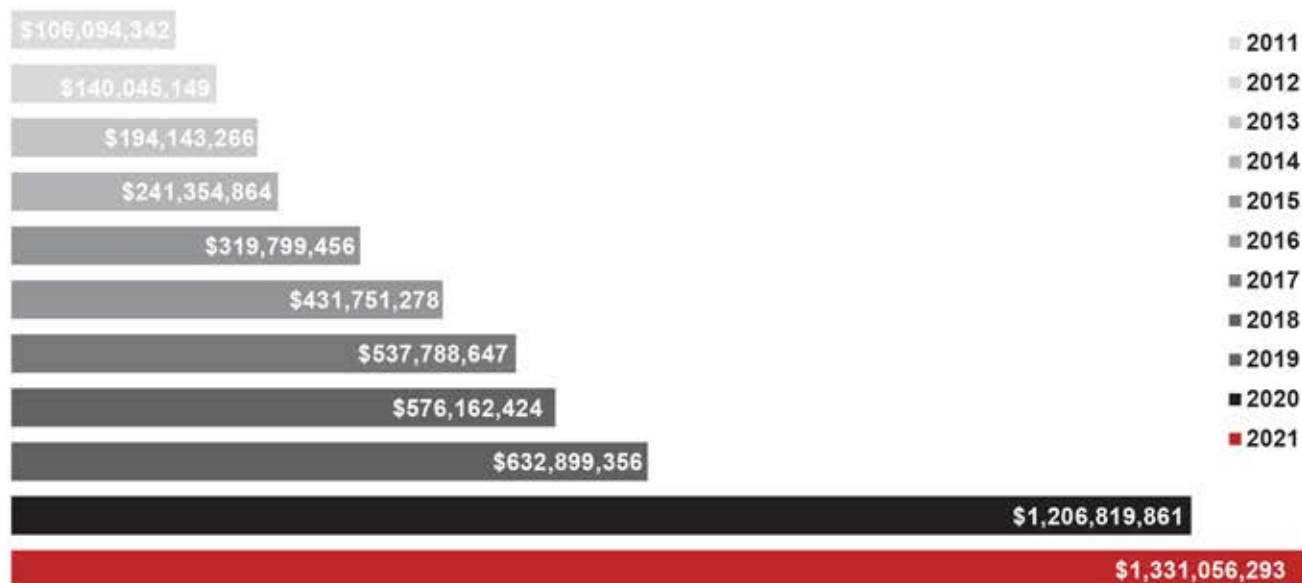


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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





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.

