

COLLINGWOOD REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

STRONG JUNE BOOSTS OTHERWISE SLOW Q2 VOLUME AND UNIT SALES



YEAR-TO-DATE SALES VOLUME OF \$127,207,045

Down 19% from 2019's \$156,656,377, with units of 222 down 24% from 2019's 294. New listings of 431 were down 18% from a year ago, with the sales/listings ratio of 52% down 4%.



Q2-2020 SALES VOLUME OF \$68,800,634

Down 33% from Q2-2019's \$102,493,541. Units of 123 were down 35% from Q2-2019's 190, with new listings of 243 down 24%, and the sales/listings ratio of 51% down 9%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$573,005

Up 8% from the \$532,845 of a year ago. Average days-on-market of 45 was up by 3 days.

OVERVIEW (cont'd)

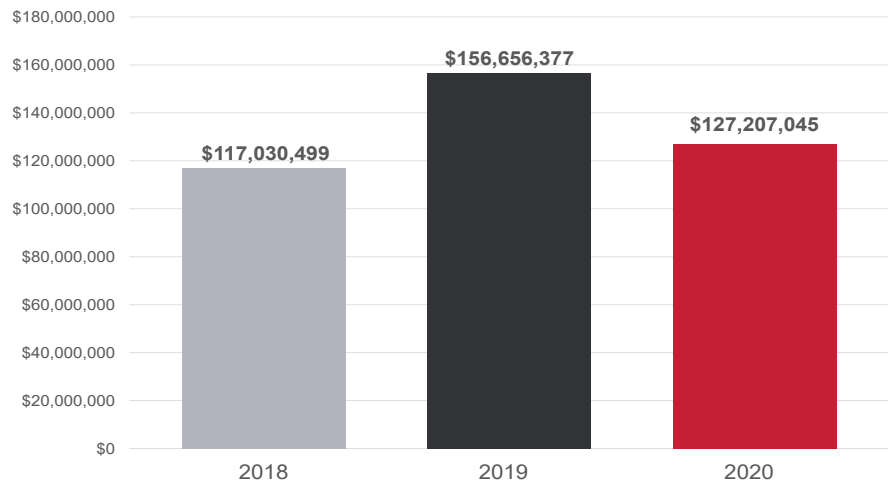


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

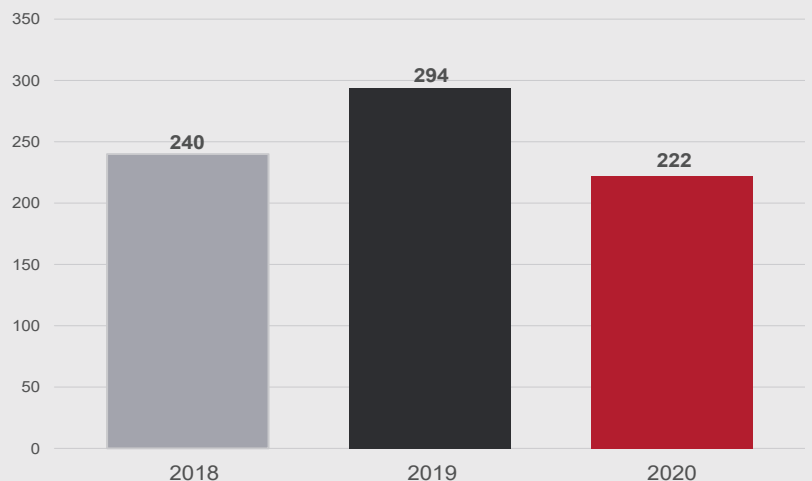
After very slow April and May sales, Collingwood saw record June volume, up **17%** from 2019's previous record. June's unit sales, though not record-breaking, were also up **17%** from last year. June new listings jumped **11%**, yielding a **62%** sales/listings ratio, while expireds were down **47%**. All this adds up to a **sellers' market**.



Graph 1:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

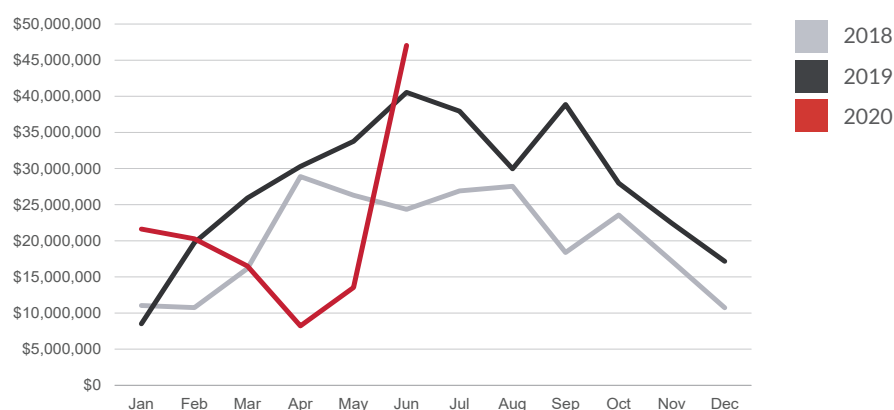
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$117,030,499	\$156,656,377	\$127,207,045	-19%
YTD Unit Sales	240	294	222	-24%
YTD New Listings	423	523	431	-18%
YTD Sales/Listings Ratio	57%	56%	52%	-4%
YTD Expired Listings	53	89	94	+6%
Second Quarter (Q2) Volume Sales	\$80,053,529	\$102,493,541	\$68,800,634	-33%
Q2 Unit Sales	156	190	123	-35%
Q2 New Listings	268	318	243	-24%
Q2 Sales/Listings Ratio	58%	60%	51%	-9%
Q2 Expired Listings	17	37	36	-3%
Q2 Average Price	\$513,184	\$539,440	\$559,355	+4%
June Volume Sales	\$23,840,499	\$40,045,208	\$47,046,134	+17%
June Unit Sales	47	66	77	+17%
June New Listings	97	112	124	+11%
June Sales/Listings Ratio	48%	59%	62%	+3%
June Expired Listings	12	15	8	-47%
June Average Price	\$507,245	\$596,143	\$610,989	+2%
YTD Sales: Under \$300K	23	25	16	-36%
YTD Sales: \$300K - \$499K	131	128	96	-25%
YTD Sales: \$500K - \$799K	68	112	81	-28%
YTD Sales: \$800K - \$999K	12	19	14	-26%
YTD Sales: \$1M - \$1.499M	5	8	10	+25%
YTD Sales: \$1.5M - \$1.999M	0	1	5	+400%
YTD Sales: \$2M+	1	1	0	-100%
YTD Average Days-On-Market	30	42	45	+7%
YTD Average Sale Price	\$487,627	\$532,845	\$573,005	+8%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales.

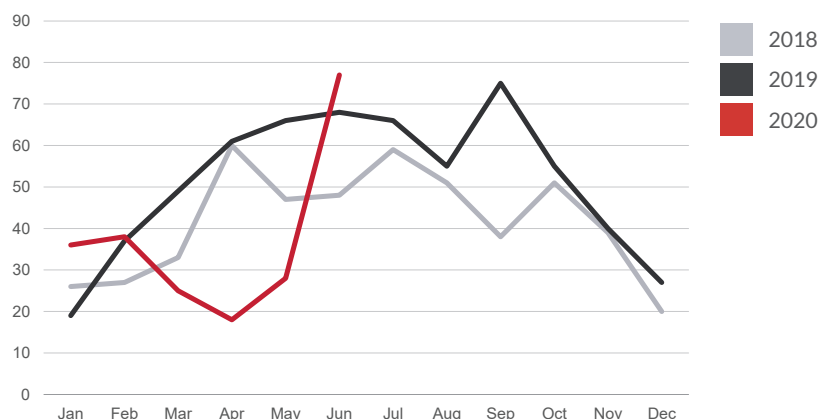
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a record January and February, Collingwood volume sales dropped slightly in March, cratered in April, rose marginally in May, and then set a new, all-time monthly record in June, up **17%** from the previous record (set last June). On the units side, **Graph 4** tells much the same story, except that June's **77** sales were not record-breaking, but down **15%** from Collingwood's all-time monthly record of **91**, set in June 2016. Through it all, Collingwood's average sale price has continued to rise: 2020's **\$573,005** is up **81%**, **59%**, **21%**, **18%** and **8%** from that of 2015-2019 respectively.

Graph 3:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



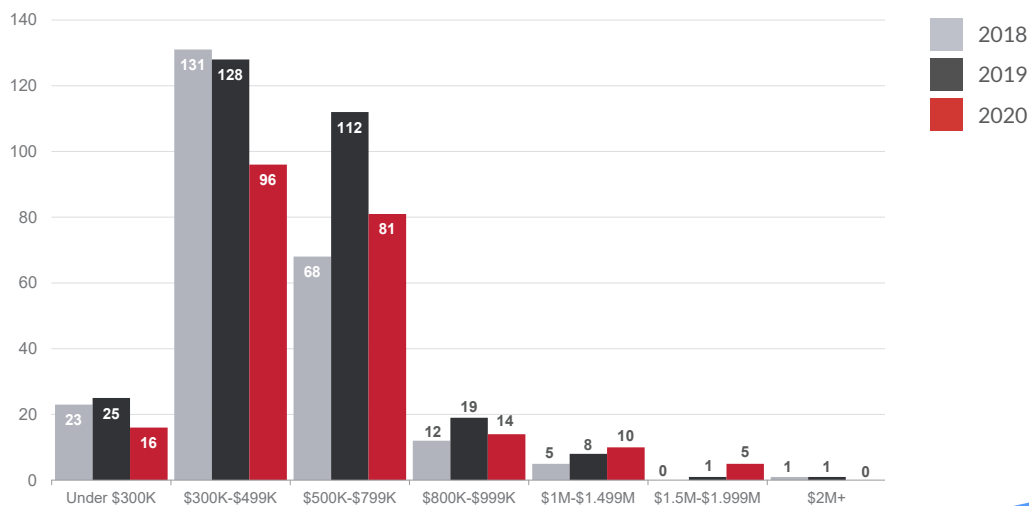
Graph 4:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in two price ranges and down in five. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **25%**, and **400%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **36%**, **25%**, **28%**, **26%** and **100%** respectively. More generally, the Under-\$500K bracket – which accounts for **50%** of 2020's sales – is down **16%** from this time last year. The \$500K-\$999K bracket – which accounts for **43%** of the sales – is down **12%**. And the \$1M+ bracket – which accounts for **7%** of the sales – is up **50%**.

Graph 5:
Collingwood MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$85,437,434
DOWN 20% from 2019

UNIT SALES: 133
DOWN 28% from 2019

AV. DAYS-ON-MARKET: 49
UP 8 days from 2019

AV. SALE PRICE: \$642,387
UP 12% from 2019

CONDOMINIUMS

DOLLAR SALES: \$41,769,611
DOWN 16% from 2019

UNIT SALES: 89
DOWN 18% from 2019

AV. DAYS-ON-MARKET: 40
DOWN 4 days from 2019

AV. SALE PRICE: \$469,321
UP 2% from 2019

VACANT LAND

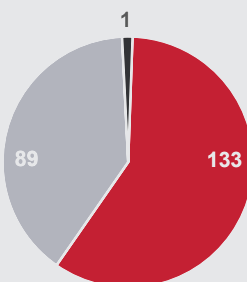
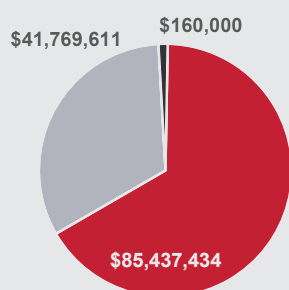
DOLLAR SALES: \$160,000
DOWN 58% from 2019

UNIT SALES: 1
DOWN 100% from 2019

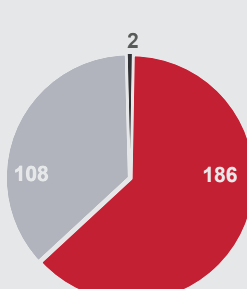
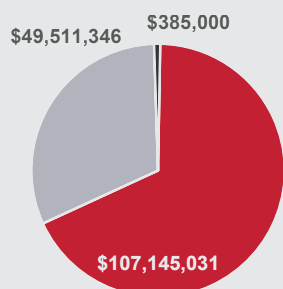
AV. DAYS-ON-MARKET: 28
DOWN 80% from 2019

AV. SALE PRICE: \$160,000
DOWN 17% from 2019

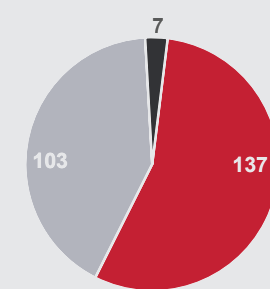
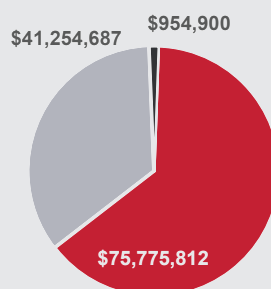
2020



2019



2018



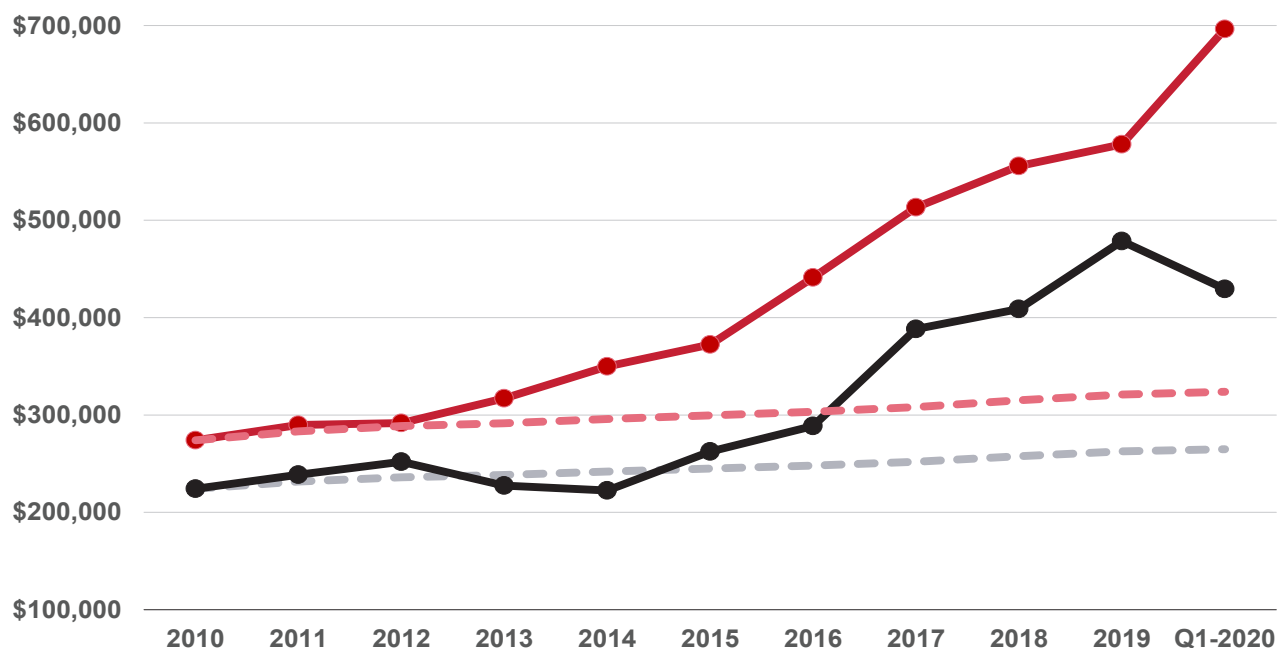
■ Single Family ■ Condominium ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2020

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q1-2020 was **\$696,463**: that's up **20%, 25%, 36%, 58% and 154%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$429,378** was down **10%** from 2019, but up **5%, 11% and 92%** from 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 Q1-2020 the average price rose to **115%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **82%** above inflation by 2019, and then falling to **60%** in Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Collingwood's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Collingwood's 2010 Condominium Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

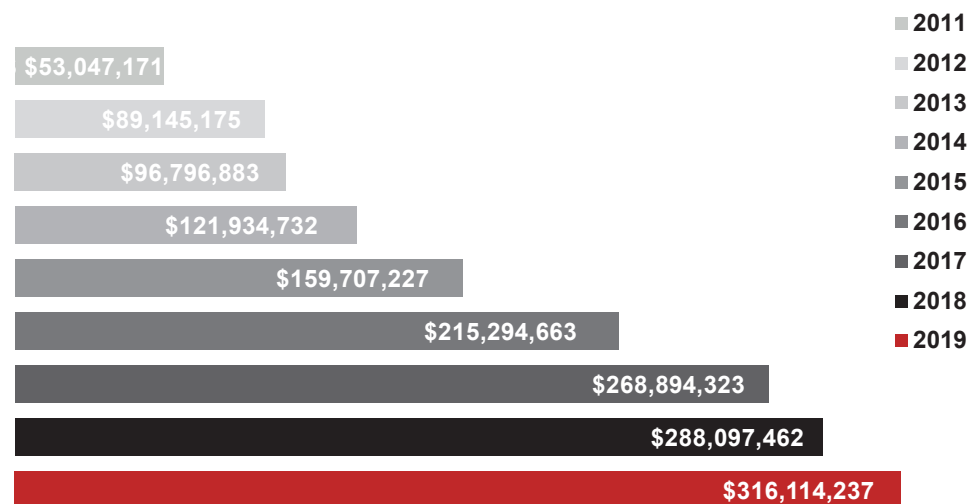
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



**Southern Georgian Bay Association of REALTORS®*

2019 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

Southern Georgian Bay Overview*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$800,000+

Raised for local causes &
Community Sponsorships
from 2013-2019

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



47,600+

People Reached†

11,300+

Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



40 Detailed **Market Reports**
Per Year FOR YOU

Annual Sales Volume
2019 Sales Up 10%
from 2018



**Almost
3 TIMES
MORE**

than our closest regional competitor†



Award Winning Service

Socially Connected



187,000+

Social Media Impressions

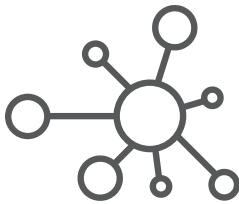
Clicks, Views, Shares,
Likes, Tweets‡

We average

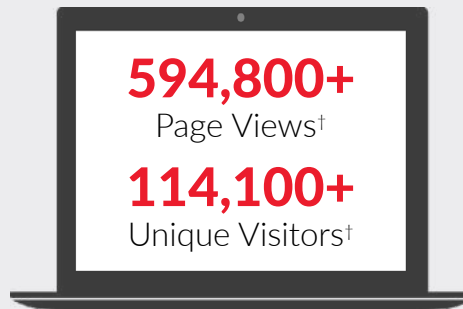
600

Buyer leads/month§

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



LocationsNorth.com



594,800+

Page Views†

114,100+

Unique Visitors†



\$32,465

Giving back and working
in our community

**Raised for Local Charities
in 2019**



\$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, 2020 to June 30th, 2020). ‡Based on social media channels (January 1st, 2020 to June 30th, 2020). §Based on June 2020 lead volume



LOCATIONS NORTH
BROKERAGE

WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



COLLINGWOOD

705-445-5520

330 First Street



THE BLUE MOUNTAINS

519-599-2136

27 Arthur Street



MEAFORD

519-538-5755

96 Sykes Street



WASAGA BEACH

705-617-9969

1344 Mosley Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore

