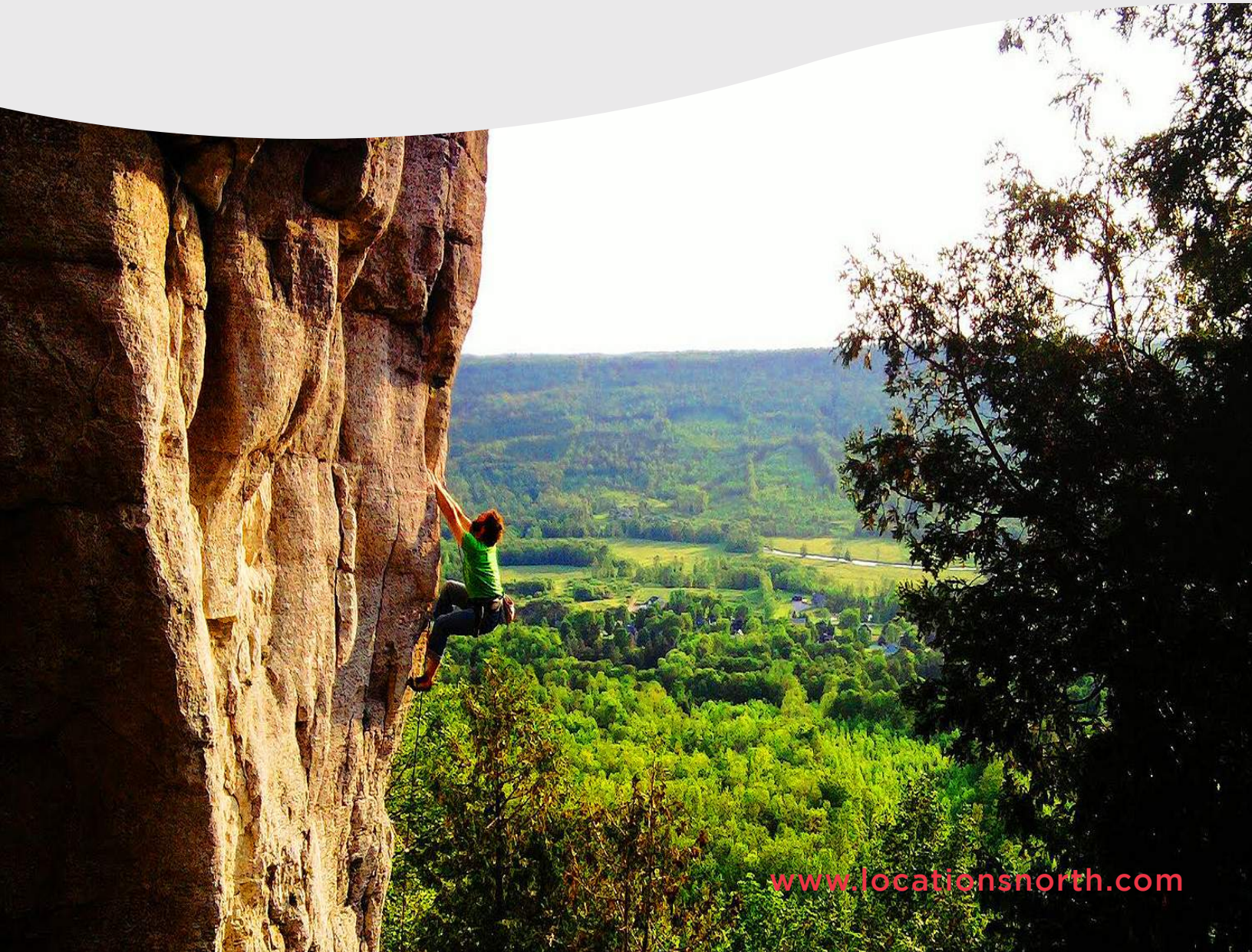


SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

HUGE JUNE VOLUME AND UNIT SALES SIGNAL TENTATIVE MARKET REBOUND



YEAR-TO-DATE SALES VOLUME OF \$518,296,828

Up 2% from 2019's \$505,985,042, with units of 863 down 8% from 2019's 942. New listings of 1614 down 14%, with the sales/listings ratio of 53% up from the 50% of one year ago.



RECORD JUNE SALES VOLUME OF \$177,787,576

Up 82% from last March's \$97,594,502. Units of 281 up 54% from last year's 182. New listings of 412 were up 2% from a year ago, while the sales/listing ratio of 68% was up 23%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$600,576

Up 12% from the \$537,935 of one year ago. Average days-on-market of 54 is up 1 day.



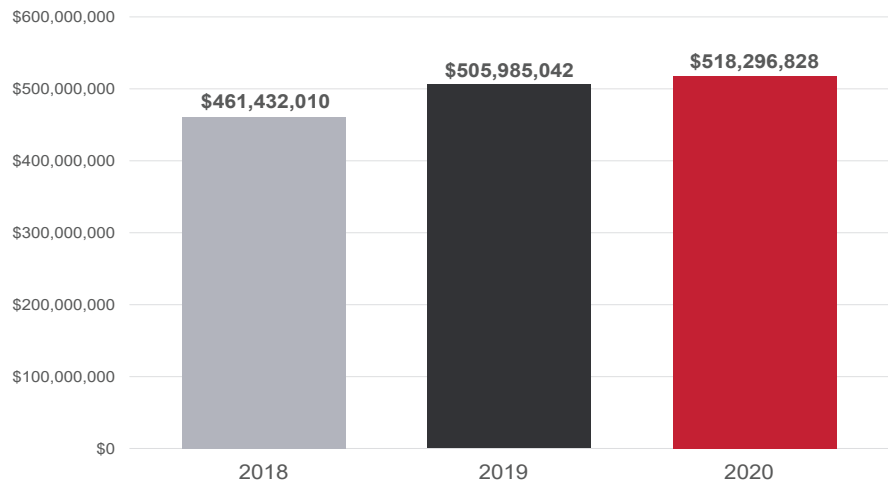
OVERVIEW (cont'd)



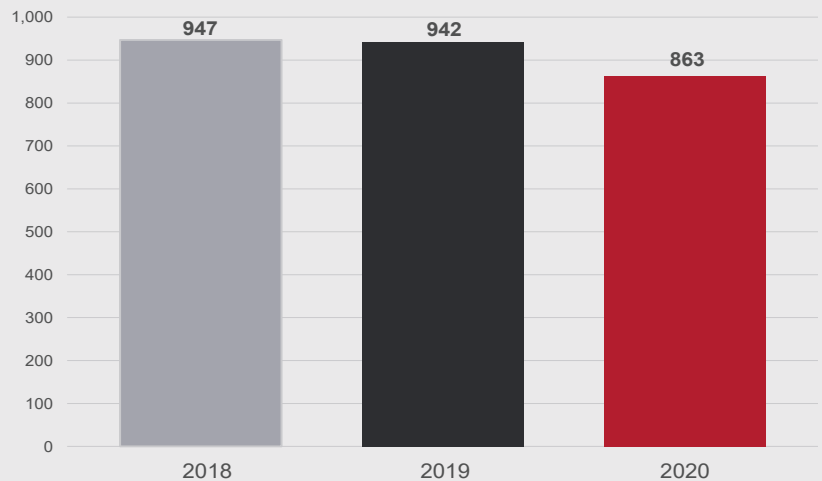
THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

June's volume was not only a record for June, but an all-time monthly record, up **26%** from May 2017's prior high of **\$141,247,497**. June's **281** units were the fourth best ever, down **8%** from May 2016's **304**. June's **68%** sales/listings ratio raised Q2's ratio to **57%**, and 2020's ratio to **53%**. So it's currently a **sellers' market**.

Graph 1:
Southern Georgian Bay MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Southern Georgian Bay MLS® Sales And Listing Summary

2018 vs. 2019 vs. 2020

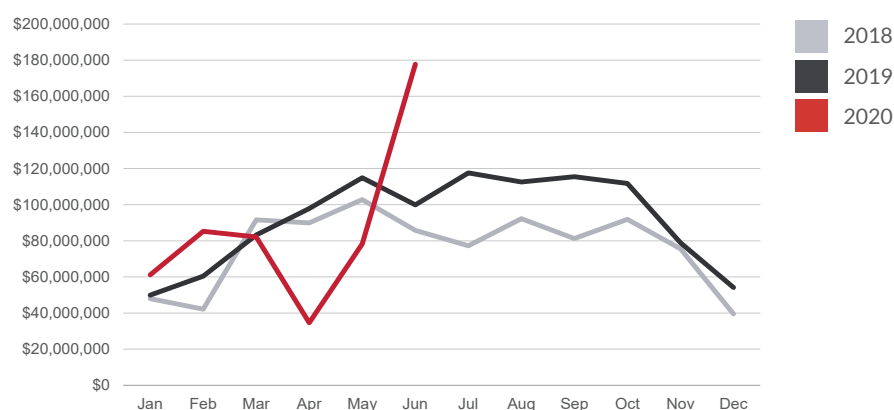
| | 2018 | 2019 | 2020 | 2019-2020 |
|----------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$461,432,010 | \$505,985,042 | \$518,296,828 | +2% |
| YTD Unit Sales | 947 | 942 | 863 | -8% |
| YTD New Listings | 1683 | 1874 | 1614 | -14% |
| YTD Sales/Listings Ratio | 56% | 50% | 53% | +3% |
| YTD Expired Listings | 237 | 293 | 347 | +18% |
| Second Quarter (Q2) Volume Sales | \$279,727,013 | \$311,092,906 | \$290,629,926 | -7% |
| Q2 Unit Sales | 567 | 586 | 491 | -16% |
| Q2 New Listings | 997 | 1185 | 862 | -27% |
| Q2 Sales/Listings Ratio | 57% | 49% | 57% | +8% |
| Q2 Expired Listings | 115 | 154 | 165 | +7% |
| Q2 Average Price | \$493,346 | \$530,875 | \$604,220 | +14% |
| June Volume Sales | \$86,037,028 | \$97,594,502 | \$177,787,576 | +82% |
| June Unit Sales | 176 | 182 | 281 | +54% |
| June New Listings | 354 | 402 | 412 | +2% |
| June Sales/Listings Ratio | 50% | 45% | 68% | +23% |
| June Expired Listings | 54 | 60 | 49 | -18% |
| June Average Price | \$488,847 | \$536,234 | \$632,696 | +18% |
| YTD Sales: Under \$100K | 7 | 5 | 0 | -500% |
| YTD Sales: \$100K - \$299K | 166 | 103 | 79 | -23% |
| YTD Sales: \$300K - \$499K | 451 | 428 | 344 | -20% |
| YTD Sales: \$500K - \$799K | 234 | 307 | 305 | -1% |
| YTD Sales: \$800K - \$999K | 46 | 52 | 57 | +10% |
| YTD Sales: \$1M - \$1.499M | 34 | 34 | 47 | +38% |
| YTD Sales: \$1.5M - \$1.999M | 4 | 13 | 23 | +77% |
| YTD Sales: \$2M+ | 5 | 6 | 8 | +33% |
| YTD Average Days-On-Market | 45 | 53 | 54 | +2% |
| YTD Average Sale Price | \$487,257 | \$537,935 | \$600,576 | +12% |

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

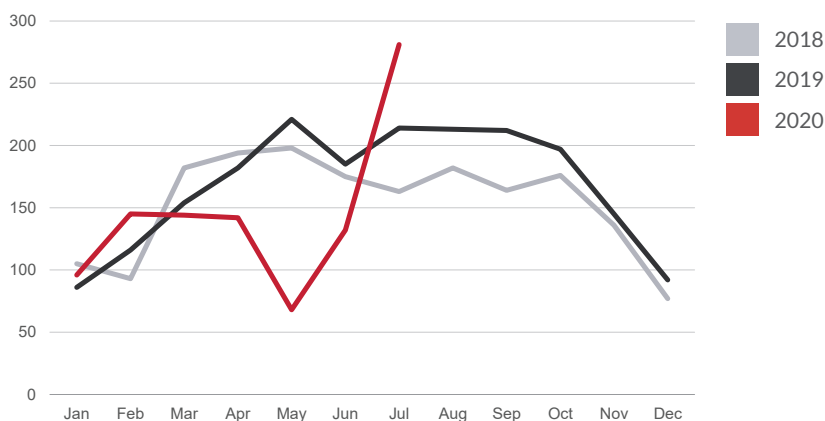
THE MARKET IN DETAIL (cont'd)

What a difference a month can make. As **Graph 3** shows, June's volume of **\$177,787,576** – the new, all-time monthly record for the Southern Georgian Bay area – up **26%** from the previous high – went a long way to making up for the slow sales we saw from the second half of March to the end of May. In fact, partly due to strong sales from January through the first two weeks of March, 2020's first-half volume is **actually the region's second best ever** after 2017. However, 2020's high volume is largely due to this year's average sale price being up **12%, 23%, 26%, 64% and 77%** from the last five years respectively. All that said, it is still too early to say how the market will fair in the coming months. We'll keep you posted.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



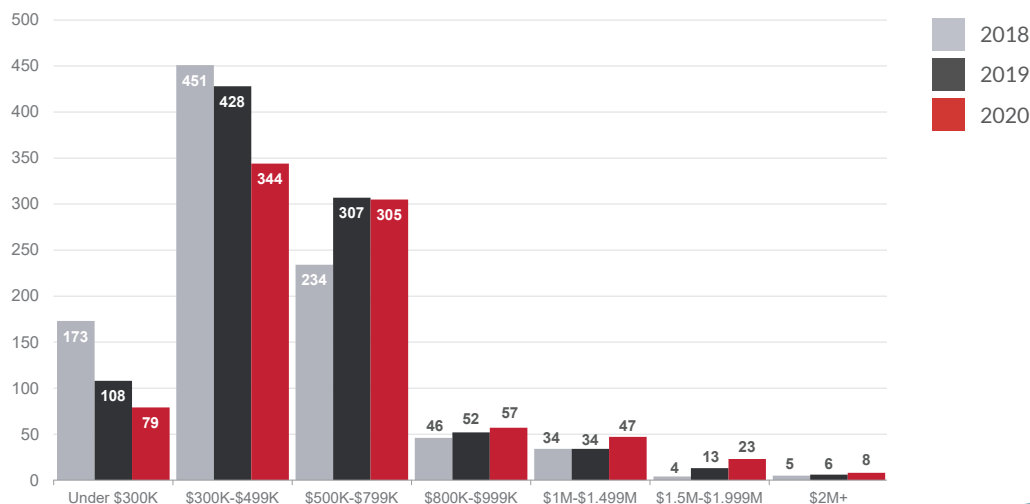
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **10%**, **38%**, **77%**, and **33%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **27%**, **20%** and **1%** respectively. More generally, the Under-\$500K bracket – which accounts for **49%** of 2020's sales – is down **21%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of sales – is up **1%**. And the \$1M+ bracket – which accounts for **9%** of sales – is up **47%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$439,321,139
UP 4% from 2019

UNIT SALES: 683
DOWN 8% from 2019

AV. DAYS-ON-MARKET: 56
UP 4 days from 2019

AV. SALE PRICE: \$643,223
UP 13% from 2019

CONDOMINIUMS

DOLLAR SALES: \$78,975,689
DOWN 6% from 2019

UNIT SALES: 180
DOWN 9% from 2019

AV. DAYS-ON-MARKET: 46
DOWN 11 days from 2019

AV. SALE PRICE: \$438,754
UP 4% from 2019

VACANT LAND

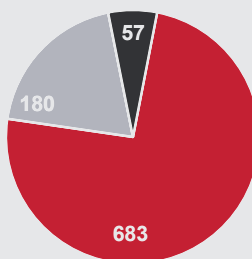
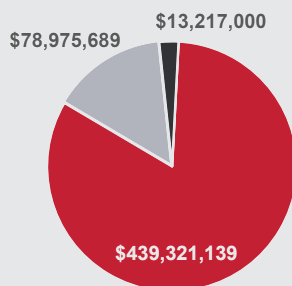
DOLLAR SALES: \$13,217,000
DOWN 19% from 2019

UNIT SALES: 57
UP 6% from 2019

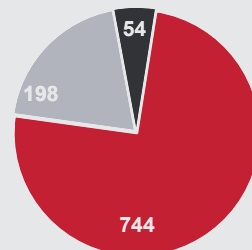
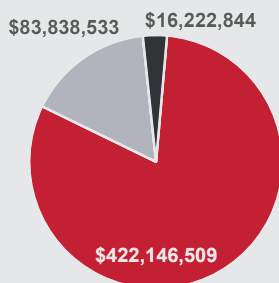
AV. DAYS-ON-MARKET: 90
DOWN 9 days from 2019

AV. SALE PRICE: \$231,877
DOWN 23% from 2019

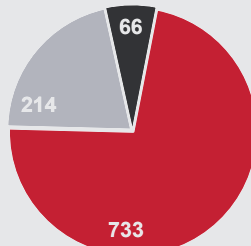
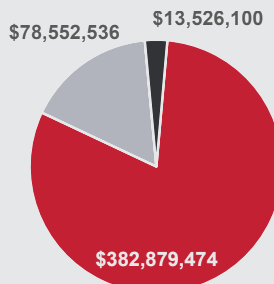
2020



2019



2018



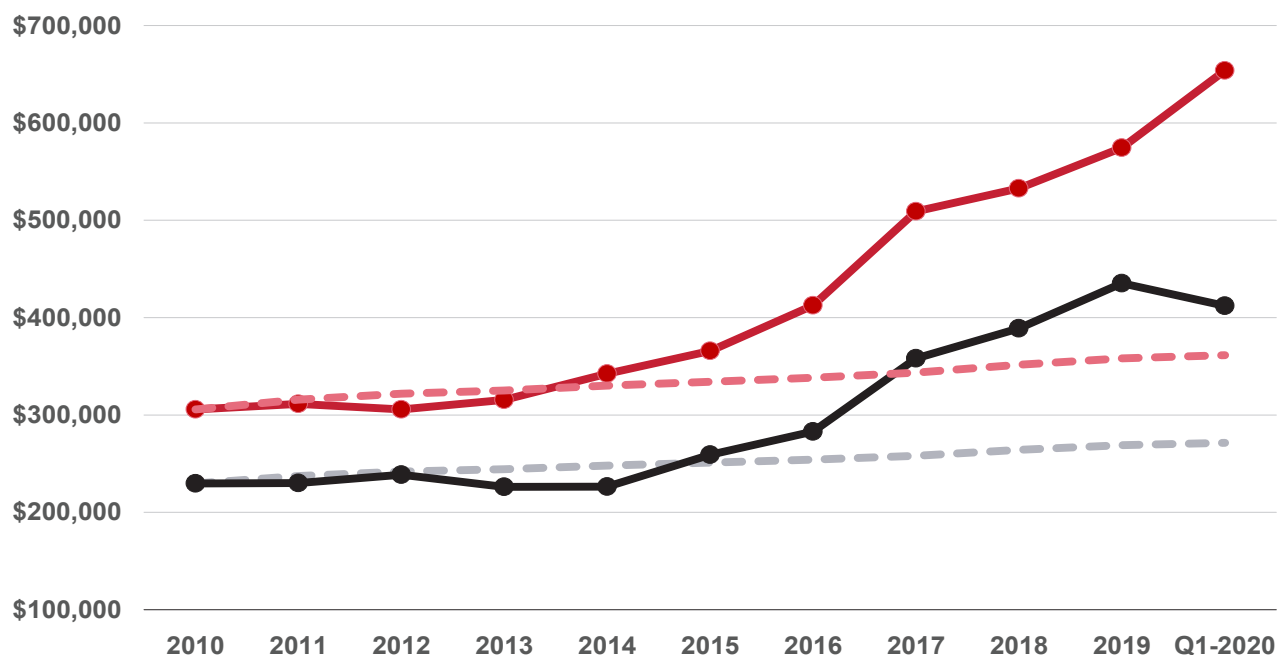
■ Single Family ■ Condominium ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2020 was **\$653,880**: that's up **14%, 23%, 28%, 59%** and **139%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$412,169** was down **5%** from 2019, but up **6%, 15%** and **79%** from 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **91%** above inflation by Q1-2020. Condo prices were under the inflation rate until 2014 before climbing to **62%** above inflation in 2019, and then settling at **52%** above inflation in Q1-2020.



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

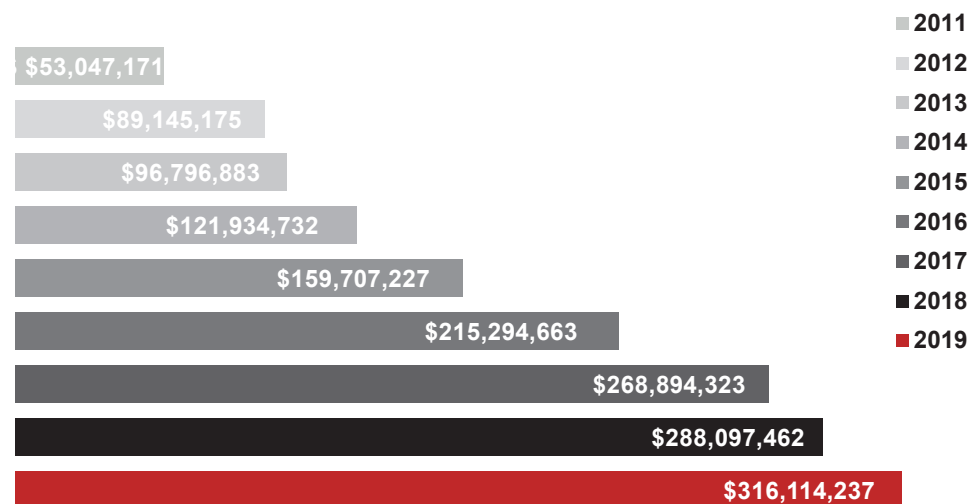
And #2 in Wasaga Beach after opening an office there in mid-2015.



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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

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

Southern Georgian Bay Luxury Homes**

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



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 Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

