

CLEARVIEW REAL ESTATE MARKET REPORT

SECOND QUARTER 2021

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



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www.locationsnorth.com

OVERVIEW

SALES DOWN FROM MARCH'S PEAK, BUT STILL SETTING BIG RECORDS



RECORD YEAR-TO-DATE SALES VOLUME OF \$153,748,757

Up **133%** from 2020's \$65,905,405, with units of **170** up **75%** from one year ago. New listings of **231** up **28%**, with the sales/listings ratio of **74%** up **20%**.



RECORD Q2 SALES VOLUME OF \$81,822,412

Up **109%** from Q2-2020's \$39,064,905, with units of **88** up **49%** from Q2-2020's **59**. New listings of **142** up **58%**, with the sales/listings ratio of **62%** down **4%**.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$904,404

Up **33%** from 2020's \$679,437. Average days-on-market of **19** down **41** days.

OVERVIEW (cont'd)

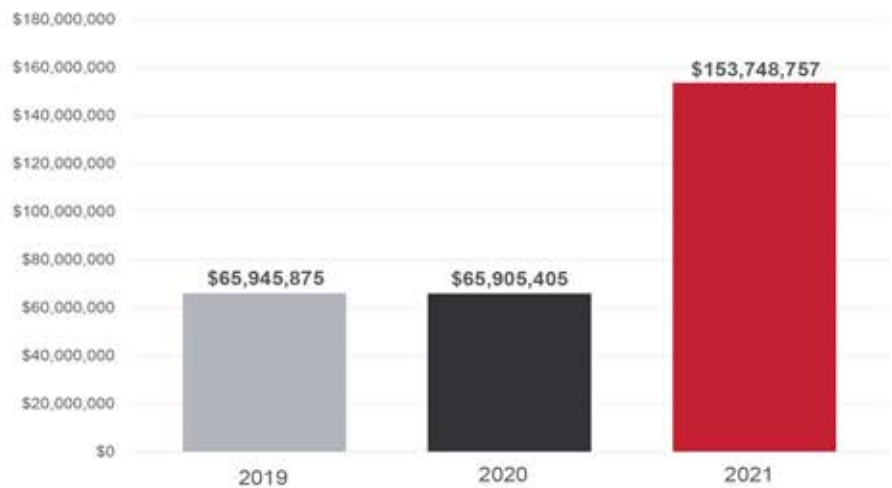


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

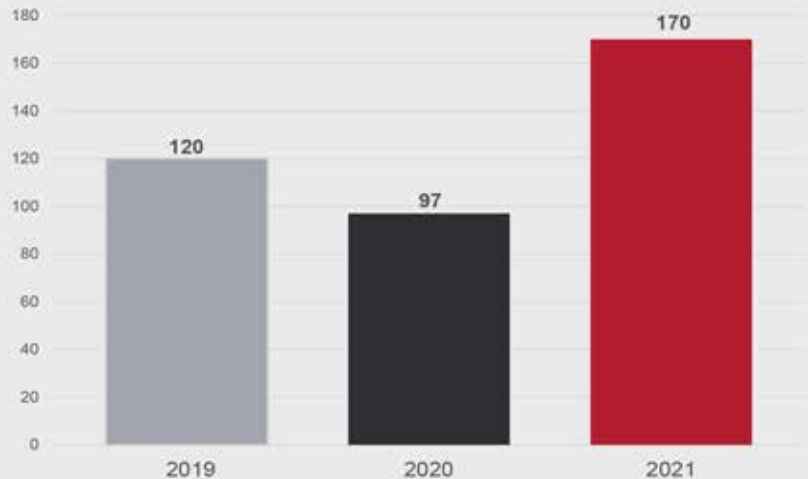
The Clearview market had a **100%** sale/list price ratio in June. Homes sold in just **14** days on average, down **52** days from one year ago, and there is now just **one month** of inventory. All that, together with June's **64%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
Clearview MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

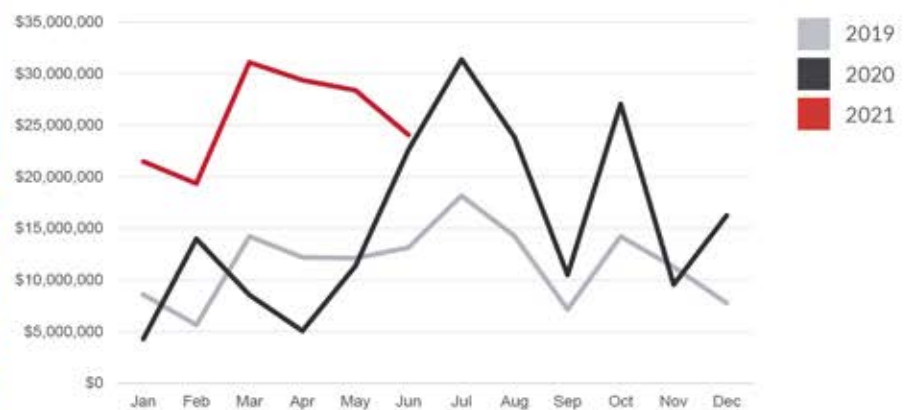
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$65,945,875	\$65,905,405	\$153,748,757	+133%
YTD Unit Sales	120	97	170	+75%
YTD New Listings	224	181	231	+28%
YTD Sales/Listings Ratio	54%	54%	74%	+20%
YTD Expired Listings	41	39	7	-82%
Second Quarter (Q2) Volume Sales	\$37,465,175	\$39,064,905	\$81,822,412	+109%
Q2 Unit Sales	72	59	88	+49%
Q2 New Listings	124	90	142	+58%
Q2 Sales/Listings Ratio	58%	66%	62%	-4%
Q2 Expired Listings	22	25	4	-84%
Q2 Average Sale Price	\$520,350	\$662,117	\$929,800	+40%
YTD Sales: Under \$300K	11	1	0	-100%
YTD Sales: \$300K - \$499K	59	43	18	-58%
YTD Sales: \$500K - \$799K	38	36	88	+144%
YTD Sales: \$800K - \$999K	5	6	19	+217%
YTD Sales: \$1M - \$1,499M	4	4	29	+625%
YTD Sales: \$1.5M - \$1,999M	3	4	10	+150%
YTD Sales: \$2M+	0	3	6	+100%
YTD Average Days-On-Market	68	60	19	-38%
YTD Average Sale Price	\$549,549	\$679,437	\$904,404	+33%

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 July 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

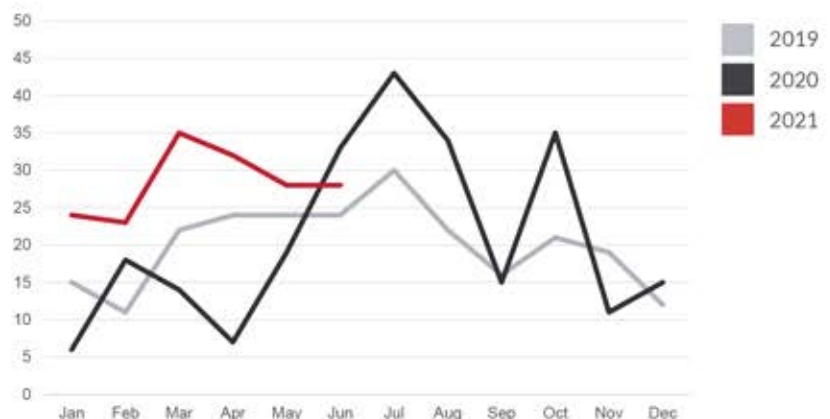
THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, the Clearview market continued to set records in Q2 despite the fact that it seems to be cooling. On the volume side, Q2 enjoyed three record months, with its **\$81,822,412** in volume up **80%** from Q2-2017's previous high. On the units side, Q2 saw two records and its **88** overall sales, while up **49%** from last year, were down **14%** from Q2-2016's benchmark **100**. That said, signs which indicate a cooling of the market include June's **69%** drop in the sales/listings ratio and its **7.1%** drop in the sale/list price ratio, both since January. Nonetheless, Clearview's year-to-date, average sale price is continuing to do very well. At **\$904,404** it's up **93%, 61%, 69%, 65%** and **33%** from 2016-2020 respectively.

Graph 3:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



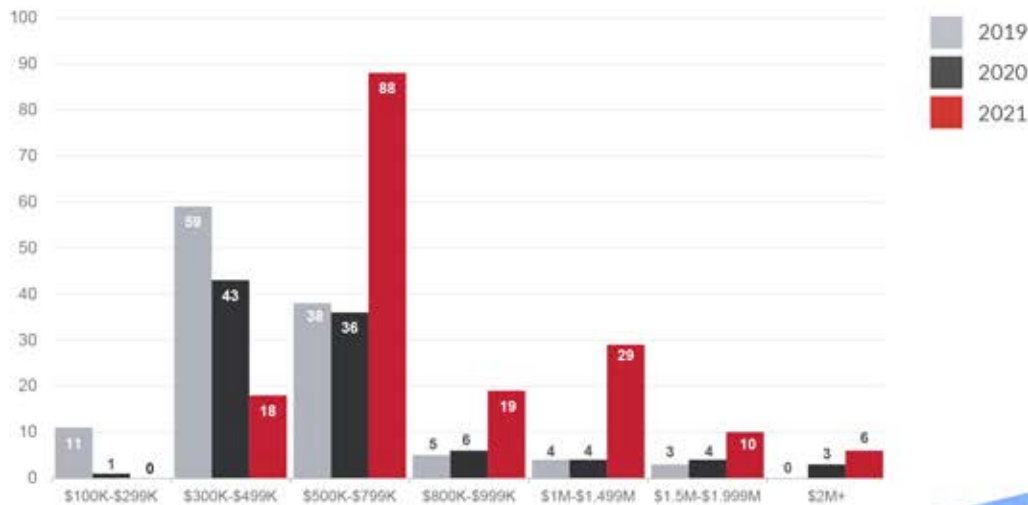
Graph 4:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **144%**, **217%**, **625%**, **150%** and **100%** respectively. The Under \$300K and \$300K-\$499K ranges are down **100%** and **58%** respectively. More generally, the Under-\$500K bracket – which accounts for **11%** of 2021's sales – is down **59%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is up **155%**. And the \$1M+ bracket – which accounts for **26%** of all sales – is up **309%**.

Graph 5:
Clearview MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Clearview MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$149,892,157
UP 131% from 2020

UNIT SALES: 163
UP 73% from 2020

AV. DAYS-ON-MARKET: 20
DOWN 41 days from 2020

AV. SALE PRICE: \$919,584
UP 33% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$3,856,600
UP 248% from 2020

UNIT SALES: 7
UP 133% from 2020

AV. DAYS-ON-MARKET: 9
DOWN 3 days from 2020

AV. SALE PRICE: \$550,943
UP 49% from 2020

VACANT LAND

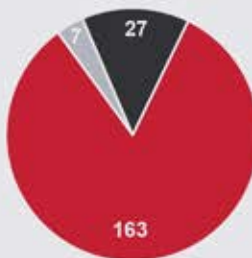
DOLLAR SALES: \$12,626,600
UP 1187% from 2020

UNIT SALES: 27
UP 350% from 2020

AV. DAYS-ON-MARKET: 36
DOWN 56 days from 2020

AV. SALE PRICE: \$467,652
UP 186% from 2020

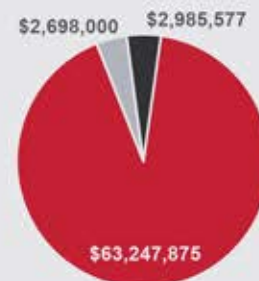
2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

CLEARVIEW AVERAGE SALE PRICES: 2010-2021

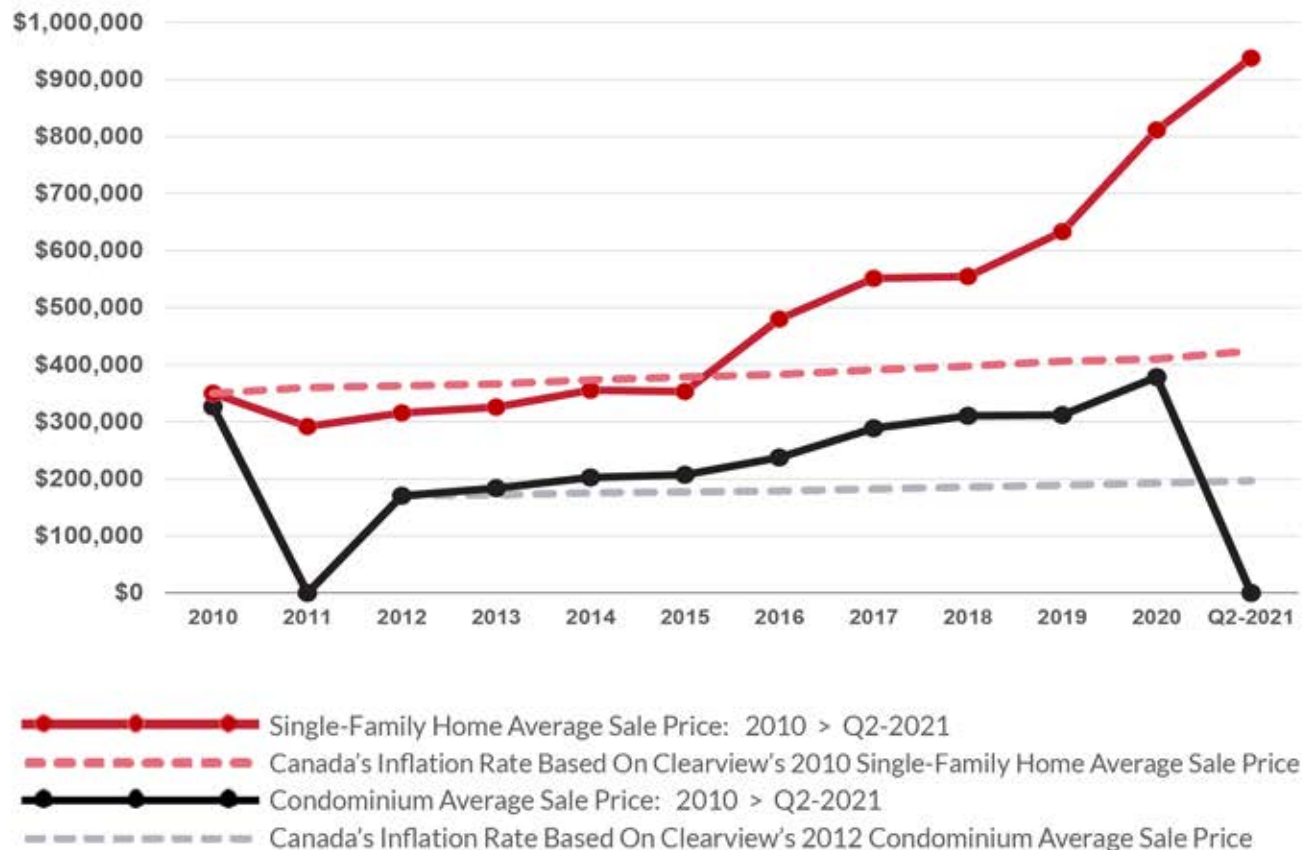
BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION



Clearview's average sale price for single-family homes in Q2-2021 was **\$937,098**: that's up **16%, 48%, 69%, 70%** and **168%** from 2020, 2019, 2018, 2017 and 2010 respectively. There have been no condo sales in 2021. 2020's average condo price of **\$378,313** was up **21%, 22%, 31%** and **122%** from 2019, 2018, 2017 and 2012 respectively.



Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q2-2021 the average price rose to **121%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **98%** rise above the inflation rate by 2020.



ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

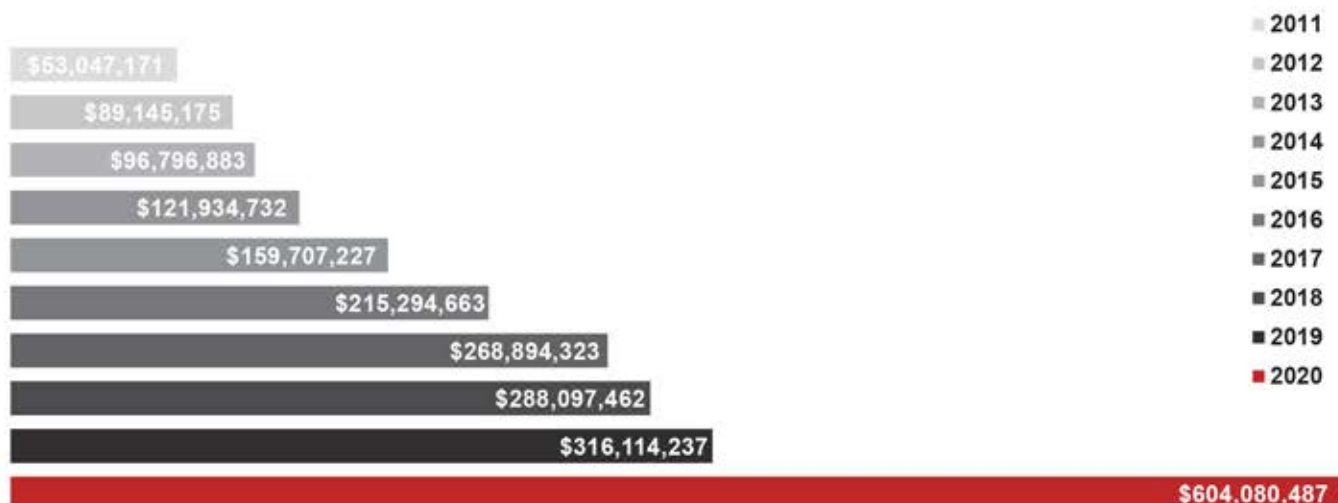


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



2020 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



59,379+

People Reached†

9,393+

Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

Region's Best
Market Intelligence



56

Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019



**4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



435,118+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

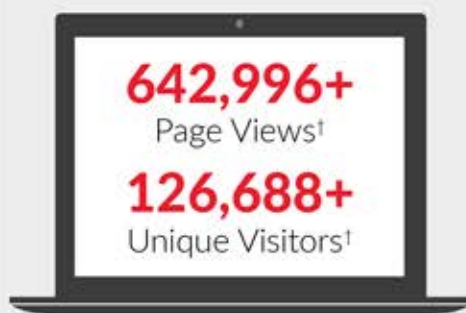
600

Buyer leads/month§

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



LocationsNorth.com



642,996+

Page Views†

126,688+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020



\$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, 2021 to March 31st, 2021). §Based on social media channels (January 1st, 2021 to March 31st, 2021). ¶Based on March 2021 lead volume



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.

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.