

# GREY HIGHLANDS REAL ESTATE MARKET REPORT

## SECOND QUARTER 2021

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



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# OVERVIEW

## RECORD SALES AND SALE PRICES, FASTER SALE TIMES



### YEAR-TO-DATE SALES VOLUME OF \$104,309,577

Up **124%** from 2020's \$46,494,990, with units of **119** up **49%** from 2020's **80**. New listings of **169** up **54%**, with the sales/listings ratio of **70%** down **3%**.



### RECORD Q2 SALES VOLUME OF \$62,673,900

Up **121%** from Q2-2020's \$28,340,100. Units of **70** up **56%** from last year's **45**, with new listings of **114** up **104%** and the sales/listings ratio of **61%** down **19%**.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$876,551

Up **51%** from last year's \$581,187. Average days-on-market of **22** down **36** days.



# OVERVIEW (cont'd)

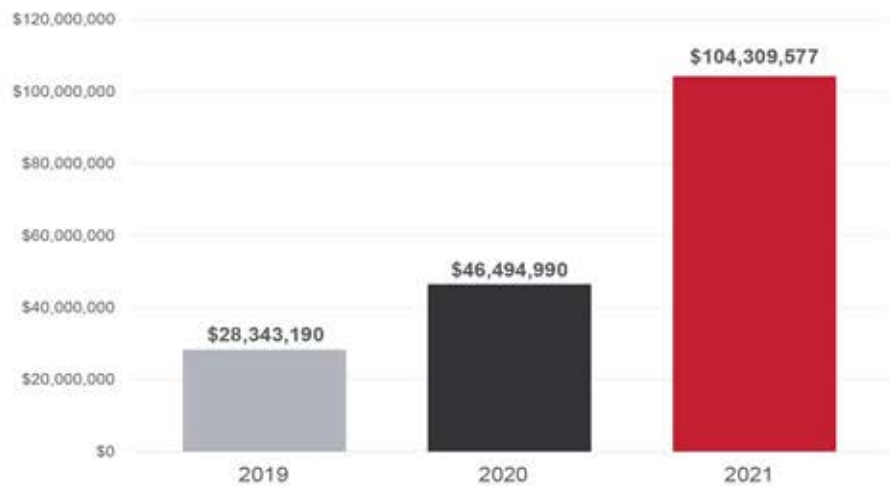


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

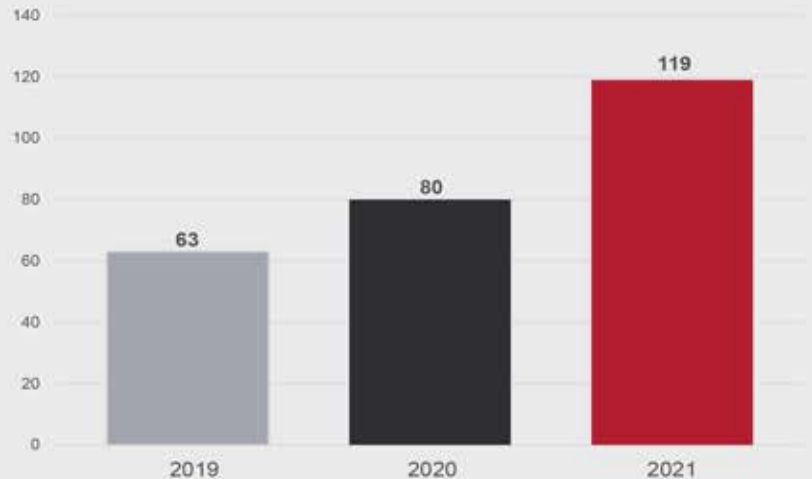
The Grey Highlands market had a **99.4%** sale/list price ratio in June. Homes sold in just **18** days on average, down **46** days from one year ago. And there is currently **2 months** of inventory. All that, together with June's **70%** sales/listings ratio, adds up to a **sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:  
**Grey Highlands MLS® Residential Sales And Listing Summary**  
 2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$28,343,190	\$46,494,990	\$104,309,577	<b>+124%</b>
YTD Unit Sales	63	80	119	<b>+49%</b>
YTD New Listings	127	110	169	<b>+54%</b>
YTD Sales/Listings Ratio	50%	73%	70%	<b>-3%</b>
YTD Expired Listings	8	22	4	<b>-82%</b>
Second Quarter (Q2) Volume Sales	\$18,941,190	\$28,340,100	\$62,673,900	<b>+121%</b>
Q2 Unit Sales	42	45	70	<b>+56%</b>
Q2 New Listings	85	56	114	<b>+104%</b>
Q2 Sales/Listings Ratio	49%	80%	61%	<b>-19%</b>
Q2 Expired Listings	4	10	3	<b>-70%</b>
Q2 Average Sale Price	\$450,981	\$629,780	\$895,341	<b>+42%</b>
YTD Sales: Under \$300K	13	12	3	<b>-75%</b>
YTD Sales: \$300K - \$499K	32	28	18	<b>-36%</b>
YTD Sales: \$500K - \$799K	13	31	39	<b>+26%</b>
YTD Sales: \$800K - \$999K	3	4	28	<b>+600%</b>
YTD Sales: \$1M - \$1.499M	2	2	23	<b>+1050%</b>
YTD Sales: \$1.5M - \$1.999M	0	1	5	<b>+400%</b>
YTD Sales: \$2M+	0	2	3	<b>+50%</b>
YTD Average Days-On-Market	45	58	22	<b>-62%</b>
YTD Average Sale Price	\$449,892	\$581,187	\$876,551	<b>+51%</b>

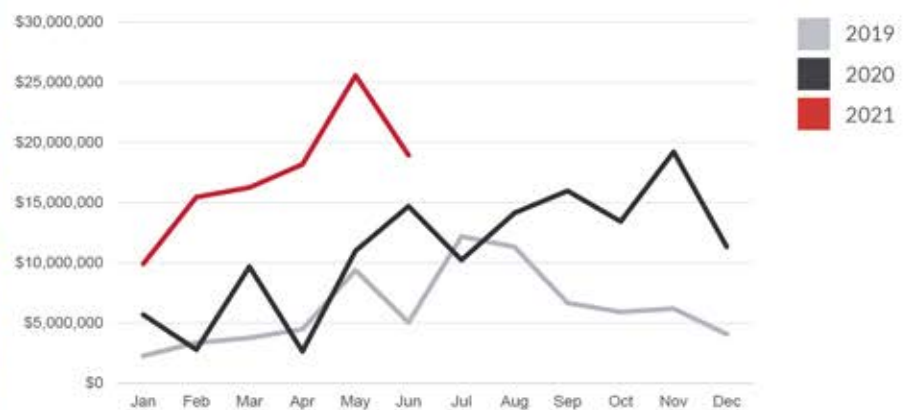
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of July 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



# THE MARKET IN DETAIL (cont'd)

Just one look at **Graphs 3 and 4** will tell you what kind of sales year Grey Highlands is having. Year-to-date volume of **\$104,309,577** is up **124%** from 2020's record. Similarly, Q2 saw three big record months, with total volume of **\$62,673,900** up **121%** from last year's former high. On the units side, this year's record **119** were up **1** sale from 2016's prior record – the last time Grey hit three digits. And Q2's **70** sales were the second-best ever, down **3** from Q2-2016's benchmark. All that said, it must be noted that June's **99.4%** sale/list price ratio, down from April's **105.4%**, and May's shift from **1** month of inventory to **2** both suggest that the market is slowing. Still, Grey Highlands average sale price of **\$876,551** is doing extraordinarily well. It's up **177%, 90%, 96%, 95%** and **51%** from that of 2016-2020 respectively.

Graph 3:  
**Grey Highlands Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Grey Highlands Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



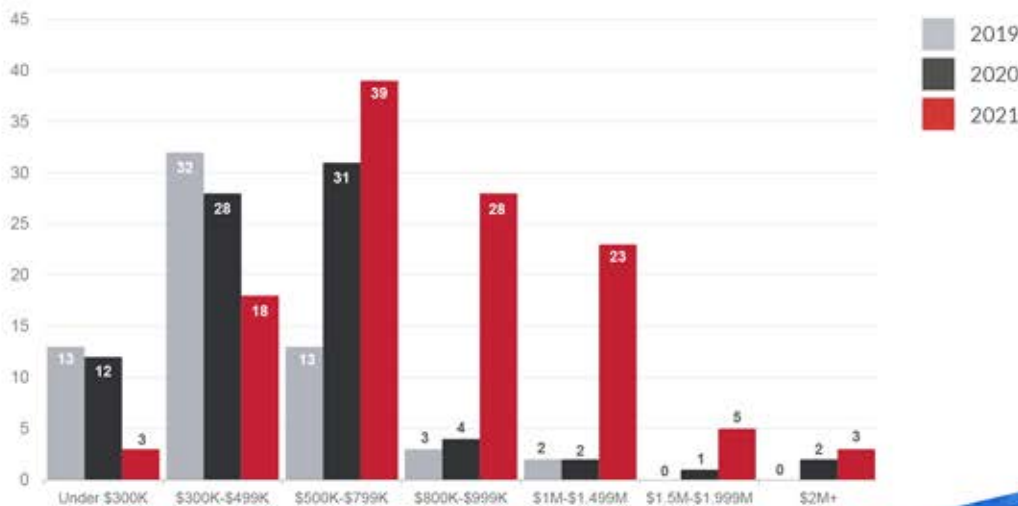


# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q2-2021 unit sales are up from Q2-2020 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 **26%**, **600%**, **1050%**, **400%** and **50%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **75%** and **36%** respectively. More generally, the Under-\$500K bracket – which accounts for **18%** of 2021's sales – is down **47%** from a year ago. The \$500K-\$999K bracket – which accounts for **56%** of all sales – is up **91%**. And the \$1M+ bracket – which accounts for **26%** of all sales – is up **520%**.

Graph 5:

**Grey Highlands MLS® Sales By Price**  
2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

Grey Highlands MLS® Sales By Property Type  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

DOLLAR SALES: \$104,309,577  
UP 125% from 2020

UNIT SALES: 119  
UP 51% from 2020

AV. DAYS-ON-MARKET: 22  
DOWN 37 days from 2020

AV. SALE PRICE: \$876,551  
UP 49% from 2020

### CONDOS/TOWNS

DOLLAR SALES: 0

UNIT SALES: 0

AV. DAYS-ON-MARKET: 0

AV. SALE PRICE: 0

### VACANT LAND

DOLLAR SALES: \$8,403,000  
UP 235% from 2020

UNIT SALES: 22  
UP 57% from 2020

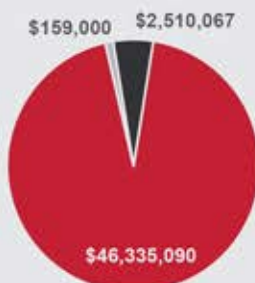
AV. DAYS-ON-MARKET: 30  
DOWN 32 days from 2020

AV. SALE PRICE: \$381,955  
UP 113% from 2020

2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

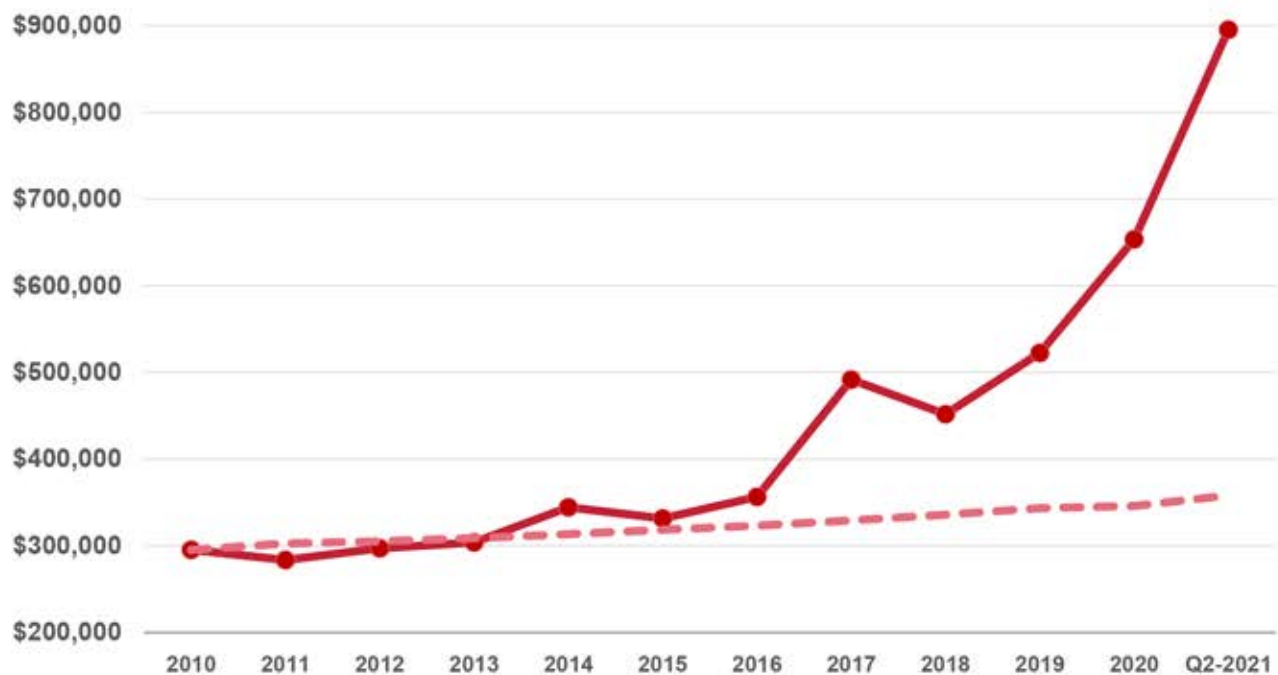


# GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highlands' average sale price for single-family homes underwent relatively modest increases from 2010-2016 and then began to climb rapidly in 2017. In Q2-2020 it reached **\$895,341** – up **37%, 71%, 98%, 82%, 151%** and **203%** from 2020, 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010 to 2013 Grey Highlands' annual average sale price for single-family homes increased at slightly less than the Canada's inflation rate. By 2016 the average sale price was **10%** above the inflation rate, after which it jumped to **150%** above the inflation rate in Q2-2021.



—●— Single-Family Home Average Sale Price: 2010 > Q2-2021  
- - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price



# 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

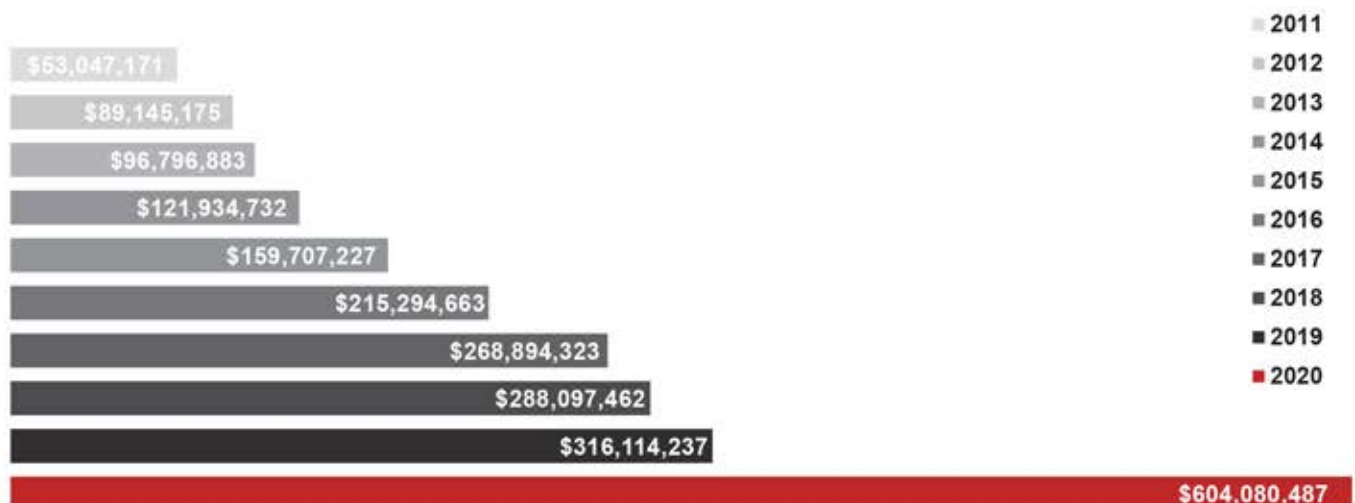


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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 Overview\*

	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](http://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.