

MEAFORD REAL ESTATE MARKET REPORT

SECOND QUARTER 2021

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



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OVERVIEW

BIG RECORD VOLUME SALES AND AVERAGE SALE PRICES



RECORD YEAR-TO-DATE SALES VOLUME OF \$102,398,327

Up 146% from 2020's \$41,579,220, with units of 124 up 77% from last year's 70. New listings of 178 up 23%, with the sales/listings ratio of 70% up 22%.



RECORD Q2 SALES VOLUME OF \$66,218,997

Up 172% from Q2-2020's \$24,388,943. Units of 81 up 113% from last year's 38, with new listings of 123 up 41% and the sales/listings ratio of 66% up 22%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$825,793

Up 39% from the \$593,989 of 2020. Average days-on-market of 24 down 29 days.

OVERVIEW (cont'd)

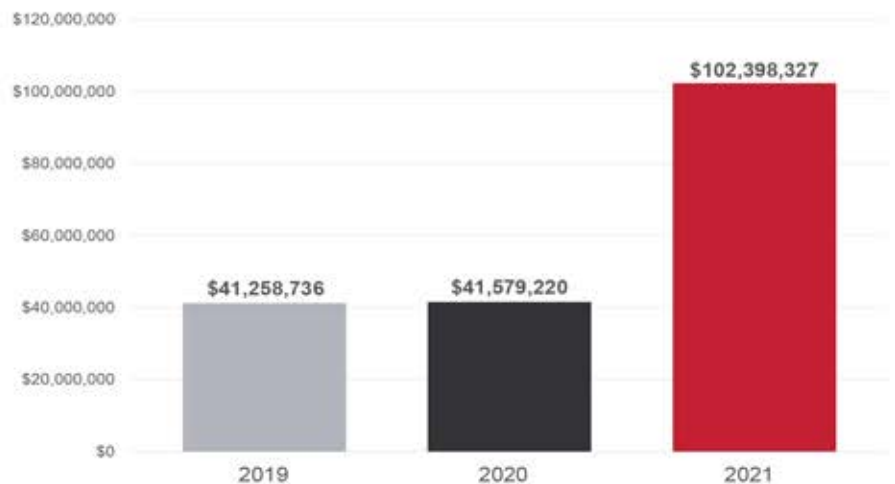


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

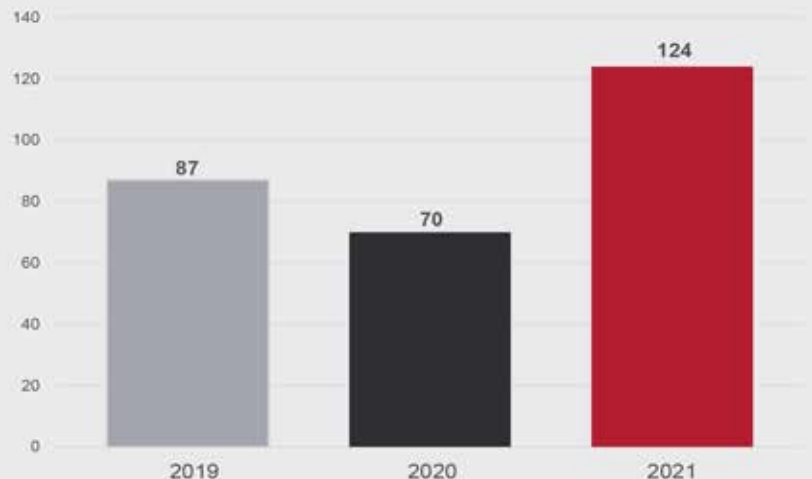
The Meaford market had a **99.7%** sale/list price ratio in June. Homes sold in just **20** days on average, down **33** days from one year ago, and there is now **two months of inventory**. All that, together with June's **58%** sales/listings ratio, adds up to a **sellers' market**.



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



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



THE MARKET IN DETAIL



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

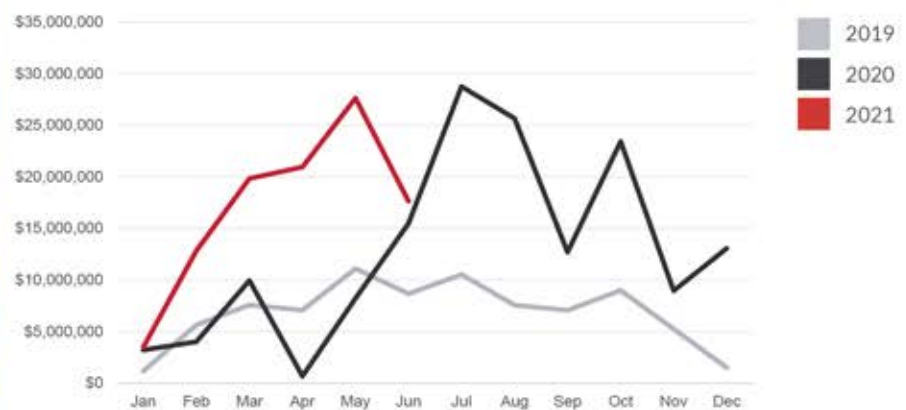
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$41,258,736	\$41,579,220	\$102,398,327	+146%
YTD Unit Sales	87	70	124	+77%
YTD New Listings	168	145	178	+23%
YTD Sales/Listings Ratio	52%	48%	70%	+22%
YTD Expired Listings	9	12	2	-83%
Second Quarter (Q2) Volume Sales	\$26,850,836	\$24,388,943	\$66,218,997	+172%
Q2 Unit Sales	55	38	81	+113%
Q2 New Listings	120	87	123	+41%
Q2 Sales/Listings Ratio	46%	44%	66%	+22%
Q2 Expired Listings	5	3	1	-67%
Q2 Average Sale Price	\$488,197	\$641,814	\$817,518	+27%
YTD Sales: Under \$300K	11	7	3	-57%
YTD Sales: \$300K - \$499K	51	27	25	-7%
YTD Sales: \$500K - \$799K	18	22	54	+145%
YTD Sales: \$800K - \$999K	3	6	19	+217%
YTD Sales: \$1M - \$1,499M	4	7	11	+57%
YTD Sales: \$1.5M - \$1,999M	0	1	5	+400%
YTD Sales: \$2M+	0	0	7	+700%
YTD Average Days-On-Market	49	53	24	-55%
YTD Average Sale Price	\$474,238	\$593,989	\$825,793	+39%

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)

Despite signs of a gradually cooling regional market, Meaford saw big record Q2 sales as **Graphs 3 and 4** show. On the volume side, Q2 enjoyed three record months, with its **\$66,218,977** in sales up **99%** from Q2-2017's previous high. On the units side, Q2 had two monthly records, with its **81** sales equaling Q2-2017's benchmark. That said, signs which indicate a slowing market include June's **36%** drop in volume and **40%** drop in units from May. Additionally, June's sales/listings ratio of **57%** was down **43%** from February's 2021 high, and its sale/list price ratio was down **3.4%** from April. Nonetheless, Meaford's year-to-date, average sale price is doing **extraordinarily well**. At **\$825,793** it's up **161%, 107%, 105%, 74% and 39%** from 2016-2020 respectively.

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



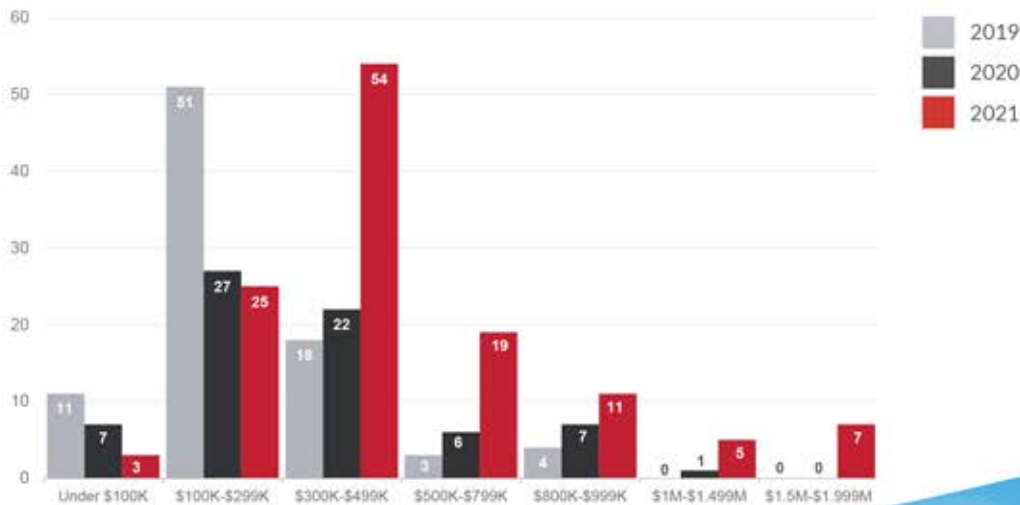
Graph 4:
Meaford Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



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 **145%**, **217%**, **57%**, **400%** and **700%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **57%** and **7%** respectively. More generally, the Under-\$500K bracket – which accounts for **23%** of 2021's sales – is down **18%** from a year ago. The \$500K-\$999K bracket – which accounts for **58%** of all sales – is up **160%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **188%**.

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



SALES BY PROPERTY TYPE

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$97,959,985
UP 147% from 2020

UNIT SALES: 114
UP 75% from 2020

AV. DAYS-ON-MARKET: 22
DOWN 33 days from 2020

AV. SALE PRICE: \$859,298
UP 41% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$4,438,342
UP 128% from 2020

UNIT SALES: 10
UP 100% from 2020

AV. DAYS-ON-MARKET: 47
UP 14 days from 2020

AV. SALE PRICE: \$443,834
UP 14% from 2020

VACANT LAND

DOLLAR SALES: \$13,799,100
UP 328% from 2020

UNIT SALES: 31
UP 107% from 2020

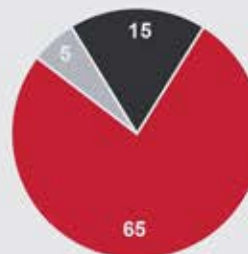
AV. DAYS-ON-MARKET: 72
DOWN 86 days from 2020

AV. SALE PRICE: \$445,132
UP 107% from 2020

2021



2020



2019



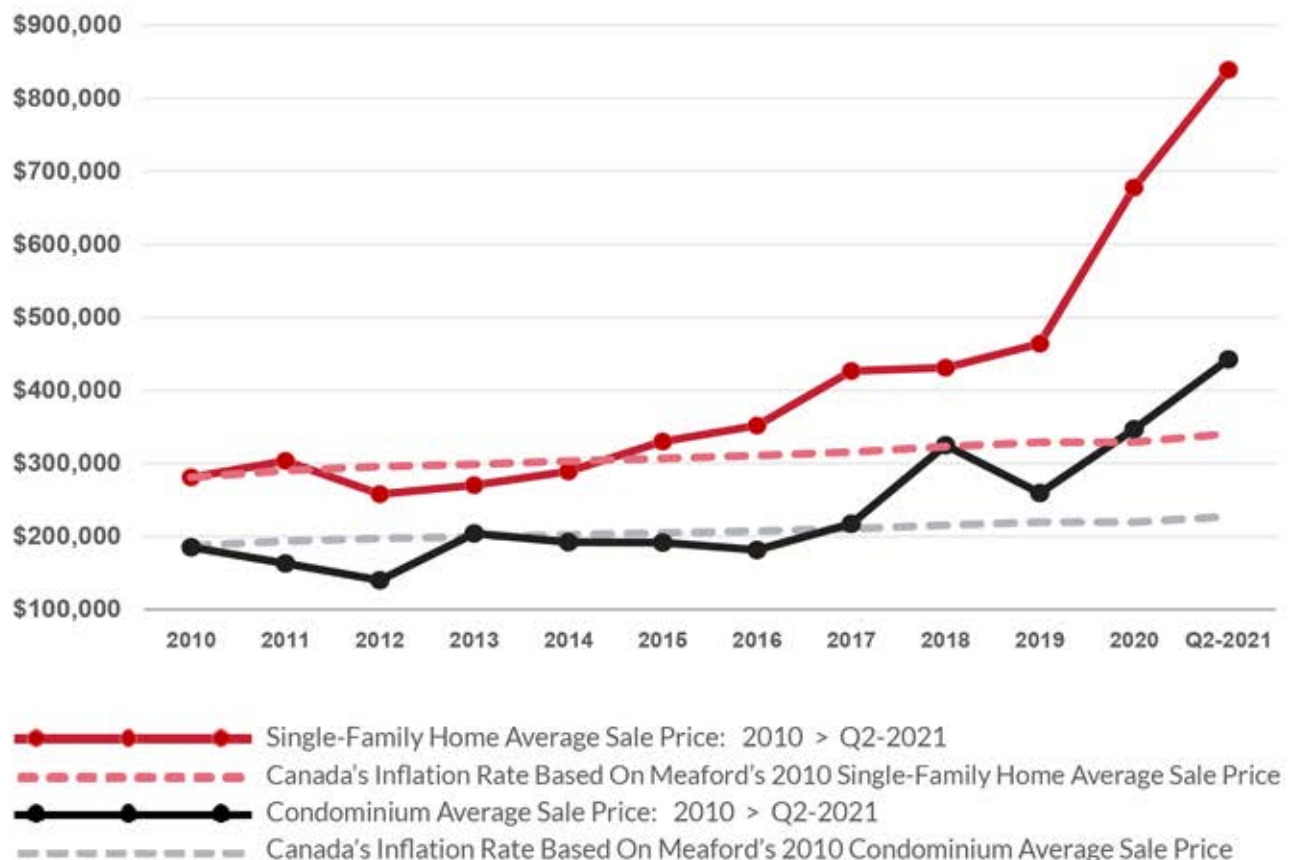
■ Single Family ■ Condo/Town ■ Vacant Land

MEAFORD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q2-2021 was **\$838,987**: that's up **24%, 81%, 95%, 97%** and **199%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$442,500** is up **28%, 71%, 37%, 104%** and **139%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **146%** above inflation by Q2-2021. Condo prices were generally under the inflation rate until 2016. They then climbed to **95%** above the inflation rate by Q2-2021.



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

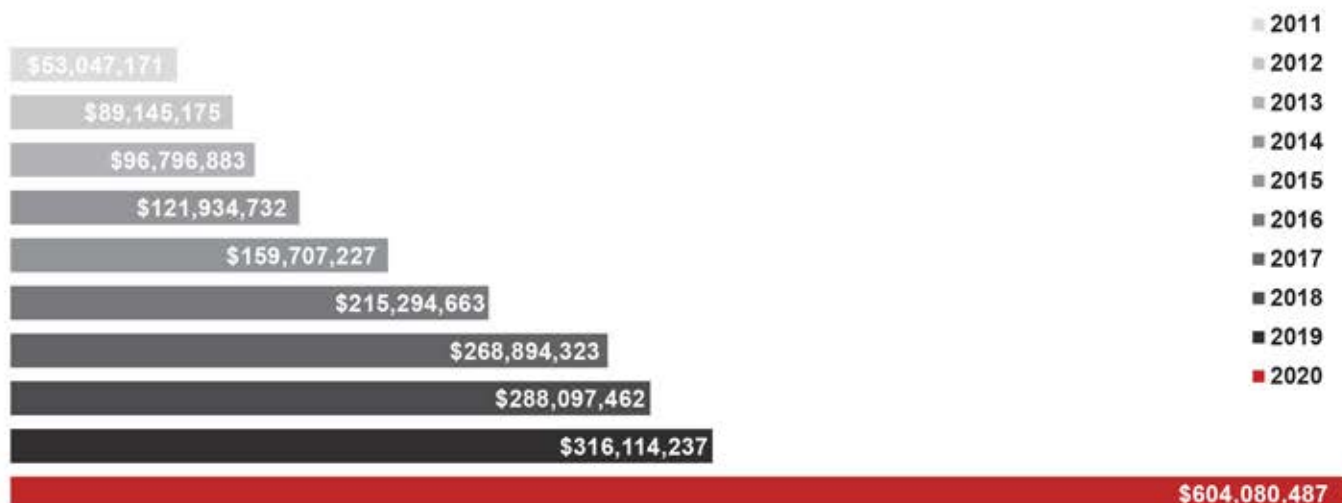


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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REAL ESTATE SERVICE



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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.

