

THE BLUE MOUNTAINS 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 NUMBERS, WITH HIGHER AVERAGE SALE PRICES AND FASTER SALES



RECORD YEAR-TO-DATE SALES VOLUME OF \$289,015,317

Up 136% from 2020's \$122,670,782, with units of 289 up 86% from last year's 155. New listings of 416 up 22%, with the sales/listings ratio of 69% up 23%.



RECORD Q2 SALES VOLUME OF \$145,419,597

Up 153% from Q2-2020's \$57,494,700. Units of 145 up 116% from last year's 67, with new listings of 232 up 37% and the sales/listings ratio of 63% up 23%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,000,053

Up 26% from the \$791,424 of one year ago. Average days-on-market of 23 down 44 days.



OVERVIEW (cont'd)

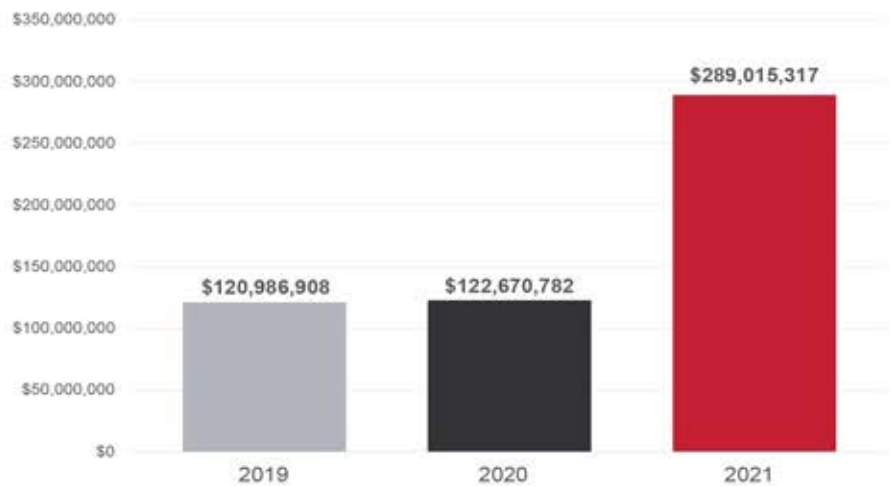


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

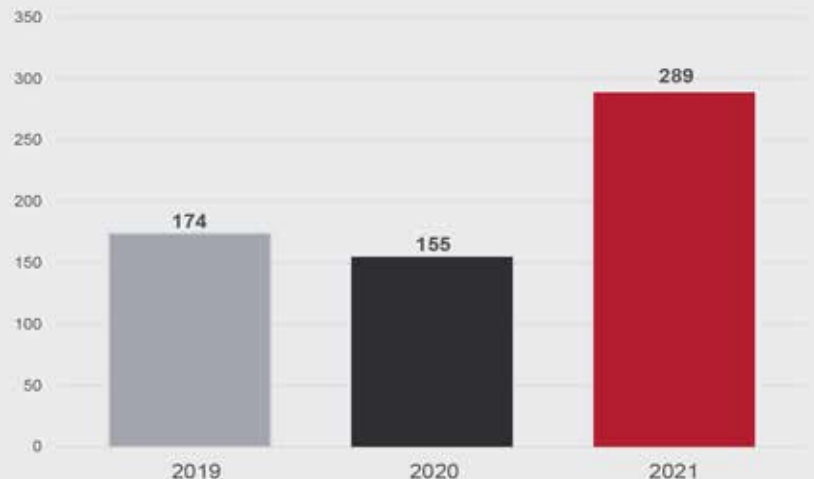
The Blue Mountains market had a **100%** sale/list price ratio in June. Homes sold in just **21** days on average, down **44** days from one year ago, and there is now **two months** of inventory. All that, together with June's **60%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
The Blue Mts. MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

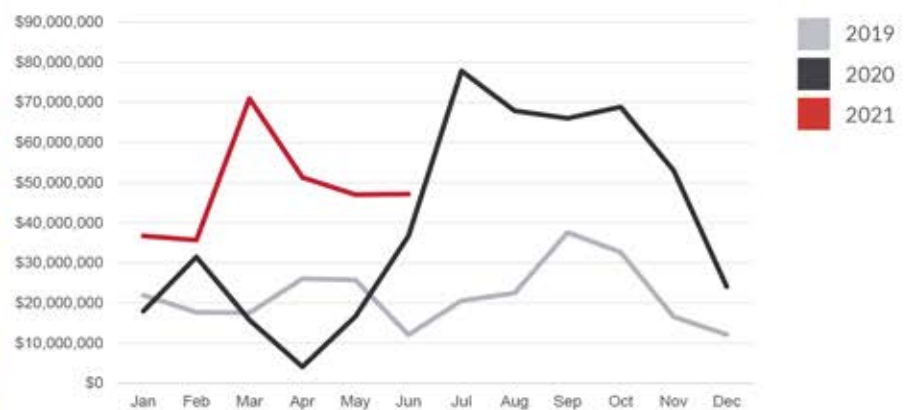
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$120,986,908	\$122,670,782	\$289,015,317	+136%
YTD Unit Sales	174	155	289	+86%
YTD New Listings	343	341	416	+22%
YTD Sales/Listings Ratio	51%	46%	69%	+23%
YTD Expired Listings	53	85	29	-66%
Second Quarter (Q2) Volume Sales	\$63,826,408	\$57,494,700	\$145,419,597	+153%
Q2 Unit Sales	95	67	145	+116%
Q2 New Listings	223	169	232	+37%
Q2 Sales/Listings Ratio	43%	40%	63%	+23%
Q2 Expired Listings	40	55	18	-67%
Q2 Average Sale Price	\$671,857	\$858,130	\$1,002,894	+17%
YTD Sales: Under \$300K	26	16	13	-19%
YTD Sales: \$300K - \$499K	47	39	45	+15%
YTD Sales: \$500K - \$799K	57	41	63	+54%
YTD Sales: \$800K - \$999K	17	24	55	+129%
YTD Sales: \$1M - \$1,499M	14	19	60	+216%
YTD Sales: \$1.5M - \$1,999M	8	12	35	+192%
YTD Sales: \$2M+	5	4	18	+350%
YTD Average Days-On-Market	71	67	23	-66%
YTD Average Sale Price	\$695,327	\$791,424	\$1,000,053	+26%

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 market, The Blue Mts. was the only Southern Georgian Bay community that enjoyed three months of both record volume and unit sales in Q2. On the volume side, The Blue Mts. had **\$145,419,597** in sales, up **98%** from Q2-2017's previous high. And on the units side, Q2's **145** sales were up **22%** from Q2-2017's former benchmark **119**. That said, indicators of a slowing market include: June's **49%** drop in volume and **42%** drop in units from March; the fall from January's **92%** sales/listings ratio to June's **60%**; and the fact that in May the market transitioned from having **one** month of inventory to **two**. Still, The Blue Mts.' year-to-date, average sale price is doing very well. At **\$1,000,053** it's up **105%, 62%, 58%, 44%** and **26%** from 2016-2020 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



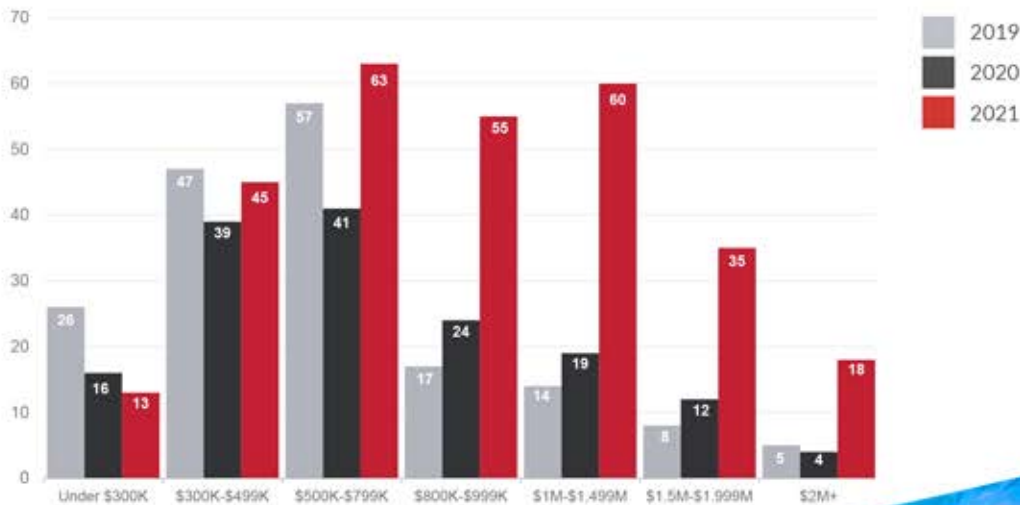
Graph 4:
The Blue Mts. Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021's unit sales are up from 2020's in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **15%, 54%, 129%, 216%, 192%** and **350%** respectively. The Under-\$300K range is down **19%**. More generally, the Under-\$500K bracket – which accounts for **20%** of 2021's sales – is up **5%** from a year ago. The \$500K- \$999K bracket – which accounts for **41%** of all sales – is up **82%**. And the \$1M+ bracket – which accounts for **39%** of all sales – is up **237%**.

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



SALES BY PROPERTY TYPE

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$194,223,981
UP 117% from 2020

UNIT SALES: 140
UP 69% from 2020

AV. DAYS-ON-MARKET: 22
DOWN 58 days from 2020

AV. SALE PRICE: \$1,387,314
UP 28% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$94,791,336
UP 186% from 2020

UNIT SALES: 149
UP 107% from 2020

AV. DAYS-ON-MARKET: 24
DOWN 28 days from 2020

AV. SALE PRICE: \$636,183
UP 38% from Q1-2020

VACANT LAND

DOLLAR SALES: \$26,677,115
UP 317% from 2020

UNIT SALES: 31
UP 63% from 2020

AV. DAYS-ON-MARKET: 45
DOWN 32 days from 2020

AV. SALE PRICE: \$860,552
UP 156% from 2020

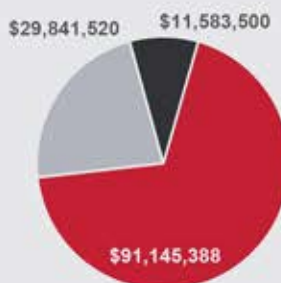
2021



2020



2019



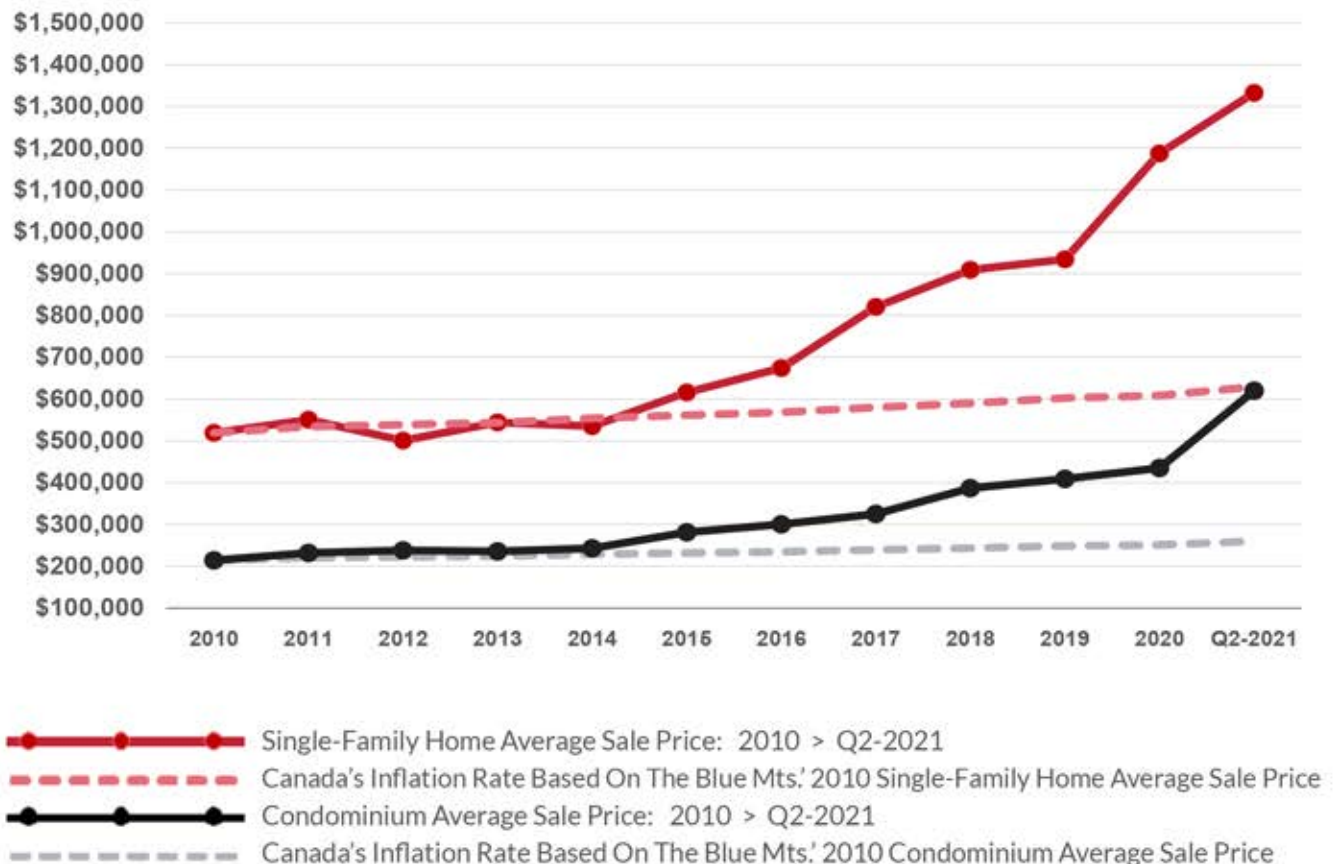
■ Single Family ■ Condo/Town ■ Vacant Land

THE BLUE MTS. AVERAGE SALE PRICES: 2010-2021

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in Q2-2021 was **\$1,332,257**; that's up **12%**, **43%**, **47%**, **62%** and **157%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$619,908** was up **43%**, **52%**, **60%**, **91%** and **189%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes generally increased at just under Canada's inflation rate, and then rose to **112%** above inflation by Q2-2021. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **139%** 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

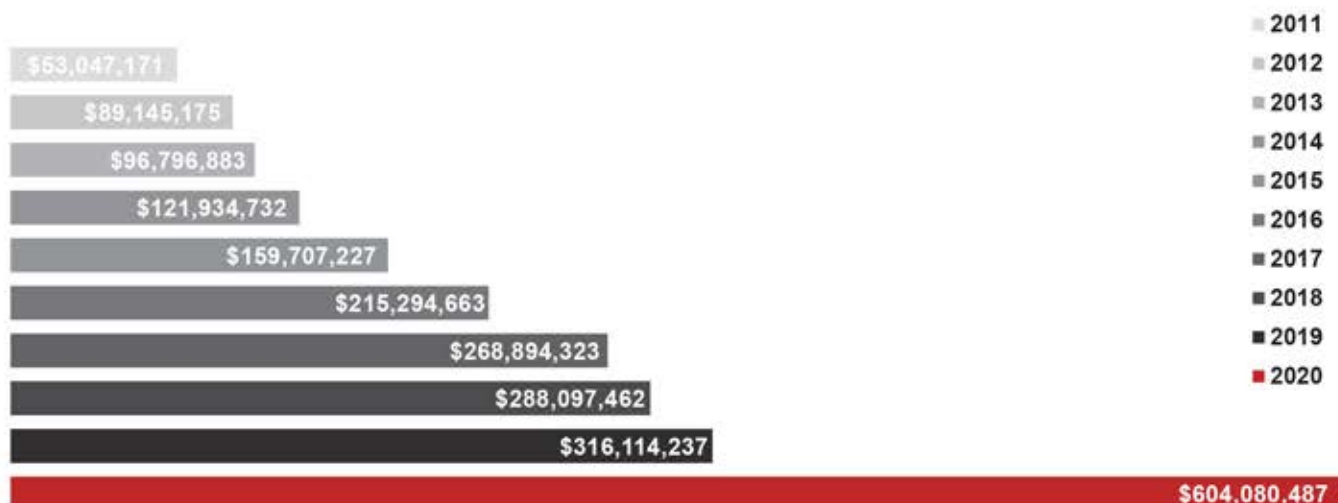


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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
THORN BURY: 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.

THORNbury

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.