

COLLINGWOOD REAL ESTATE MARKET REPORT

SECOND QUARTER 2022

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



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OVERVIEW

VOLUME AND UNIT SALES DOWN WITH AVERAGE SALE PRICES UP



YEAR-TO-DATE SALES VOLUME OF \$256,024,081

Down 16% from 2021's \$306,463,369, with units of 260 down 33% from last year's 386. New listings of 538 up 3%, with the sales/listings ratio of 48% down 26%.



SECOND QUARTER SALES VOLUME OF \$127,398,611

Down 31% from Q2-2021's \$183,321,674, with units of 135 down 42% from Q2-2021's 233. New listings of 369 up 17%, with the sales/listings ratio of 37% down 37%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$984,708

Up 24% from 2021's \$793,947. Average days-on-market of 12 down by 4 days.



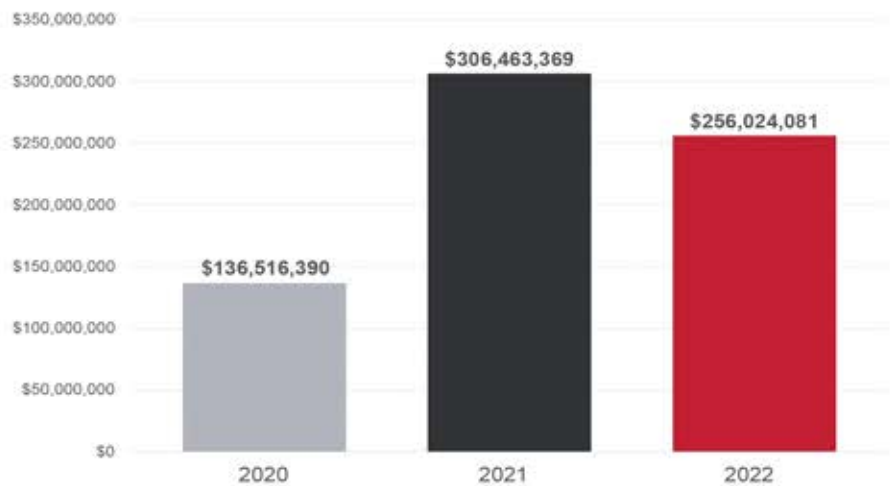
OVERVIEW (cont'd)



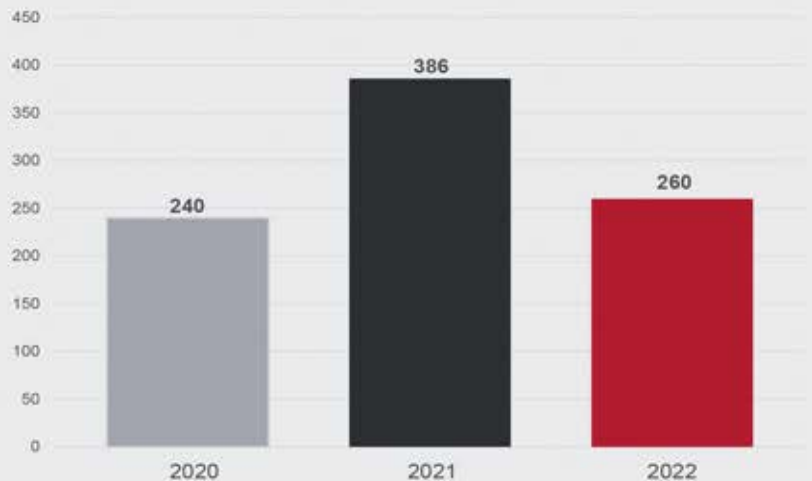
THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

The Collingwood market had a **96.9%** sale/list price ratio in June. Homes sold in **16** days on average, up **2** days from a year ago. Overall, the market is transitioning towards balance.

Graph 1:
Collingwood MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Collingwood MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL



Table 1:
Collingwood MLS® Residential Sales And Listing Summary
2020 vs. 2021 vs. 2022

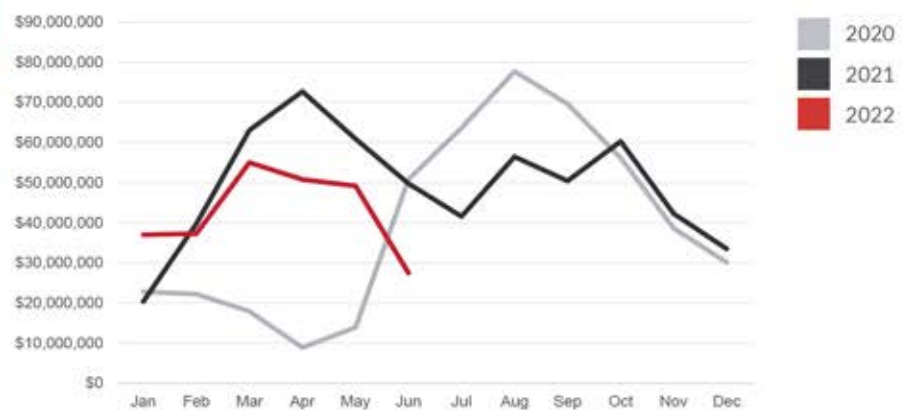
| | 2020 | 2021 | 2022 | 2021-2022 |
|----------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$136,516,390 | \$306,463,369 | \$256,024,081 | -16% |
| YTD Unit Sales | 240 | 386 | 260 | -33% |
| YTD New Listings | 465 | 523 | 538 | +3% |
| YTD Sales/Listings Ratio | 52% | 74% | 48% | -26% |
| YTD Expired Listings | 63 | 13 | 16 | +23% |
| Second Quarter (Q2) Volume Sales | \$73,609,434 | \$183,321,674 | \$127,398,611 | -31% |
| Q2 Unit Sales | 132 | 233 | 135 | -42% |
| Q2 New Listings | 260 | 315 | 369 | +17% |
| Q2 Sales/Listings Ratio | 51% | 74% | 37% | -37% |
| Q2 Expired Listings | 31 | 6 | 12 | +100% |
| Q2 Average Sale Price | \$557,647 | \$786,788 | \$943,693 | +20% |
| YTD Sales: Under \$300K | 17 | 4 | 0 | -400% |
| YTD Sales: \$300K - \$499K | 104 | 61 | 17 | -72% |
| YTD Sales: \$500K - \$799K | 89 | 188 | 75 | -60% |
| YTD Sales: \$800K - \$999K | 15 | 60 | 76 | +27% |
| YTD Sales: \$1M - \$1,499M | 10 | 56 | 59 | +5% |
| YTD Sales: \$1.5M - \$1,999M | 5 | 11 | 24 | +118% |
| YTD Sales: \$2M+ | 0 | 6 | 9 | +50% |
| YTD Average Days-On-Market | 45 | 16 | 12 | -25% |
| YTD Average Sale Price | \$568,818 | \$793,947 | \$984,708 | +24% |

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, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

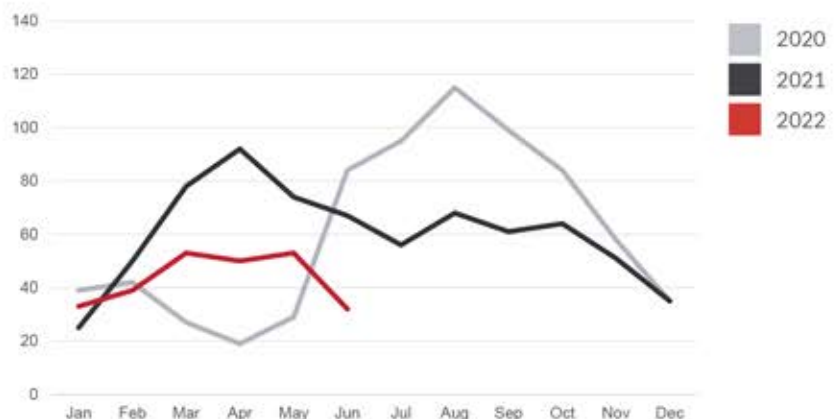
THE MARKET IN DETAIL (cont'd)

Collingwood has enjoyed relatively strong, volume sales this year despite a slow June. Q2 sales of **\$127,398,611**, the second best total ever, were down **31%** from 2021's record **\$183,321,674**. Year-to-date sales of **\$256,024,081**, also the second best ever, were down **16%** from a year ago. However, on the units side Q2's **135** were down **46%** from 2016's record **249**, and the second fewest in the last ten years. Lastly, 2022's year-to-date, average sale price of **\$984,708** is up **101%, 85%, 73%** and **24%** from that of 2018, 2019, 2020 and 2021 respectively.

Graph 3:
Collingwood Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



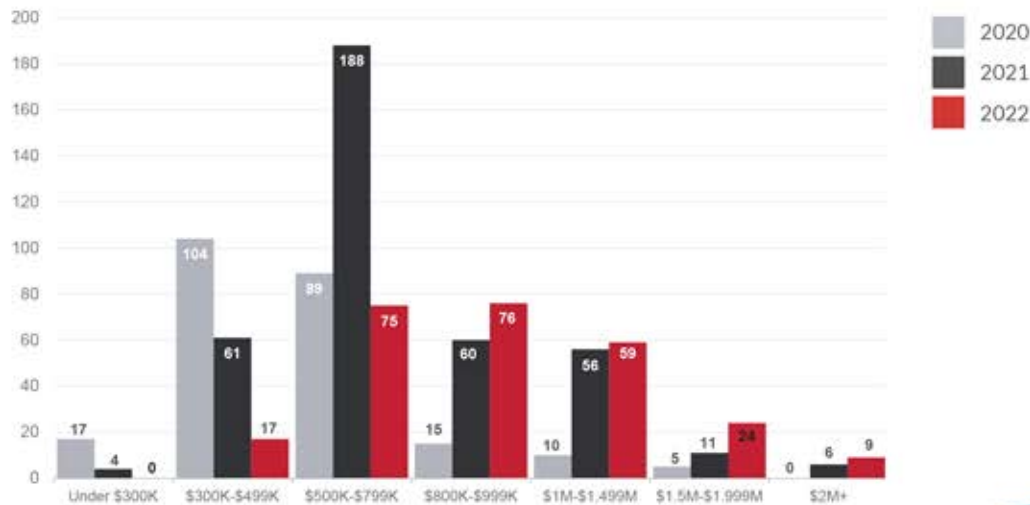
Graph 4:
Collingwood Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **27%**, **5%**, **118%** and **50%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **400%**, **72%** and **60%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2022's sales – is down **74%** from a year ago. The \$500K-\$999K bracket – which accounts for **58%** of all sales – is down **39%**. And the \$1M+ bracket – which accounts for **35%** of all sales – is up **26%**.

Graph 5:
Collingwood MLS* Sales By Price
2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2020 vs. 2021 vs. 2022 (Dollars and Units)

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$170,164,787
DOWN 8% from 2021

UNIT SALES: 149
DOWN 23% from 2021

AV. DAYS-ON-MARKET: 12
EQUAL to 2021

AV. SALE PRICE: \$1,142,046
UP 20% from 2021

CONDOMINIUMS

DOLLAR SALES: \$41,311,672
DOWN 32% from 2021

UNIT SALES: 60
DOWN 42% from 2021

AV. DAYS-ON-MARKET: 13
DOWN 18 days from 2021

AV. SALE PRICE: \$688,528
UP 17% from 2021

TOWNHOUSES

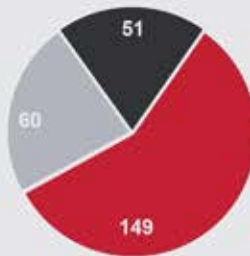
DOLLAR SALES: \$44,547,622
DOWN 27% from 2021

UNIT SALES: 51
DOWN 43% from 2021

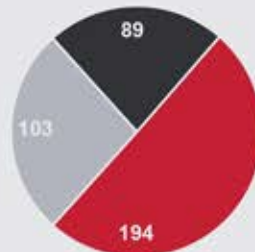
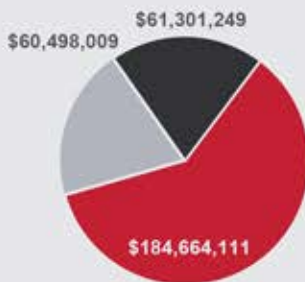
AV. DAYS-ON-MARKET: 11
UP 2 days from 2021

AV. SALE PRICE: \$873,483
UP 27% from 2021

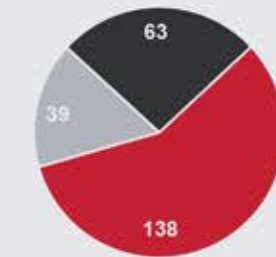
2022



2021



2020



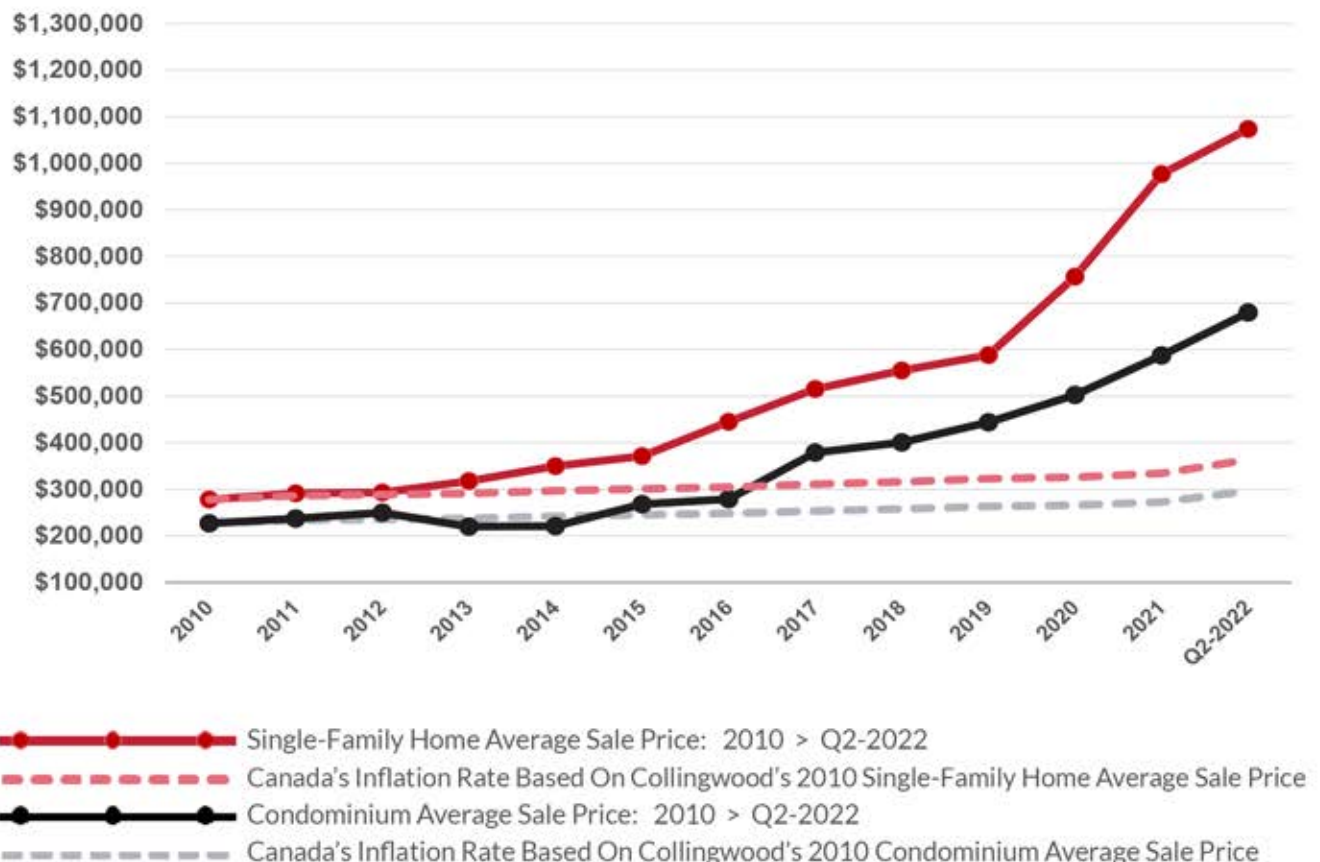
■ Single Family ■ Condominium ■ Townhouse

COLLINGWOOD AVERAGE SALE PRICES: 2010-2022

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q2-2022 was **\$1,073,495**; that's up **10%, 42%, 82%, 93%** and **286%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q2-2022's average condo price of **\$679,565** is up **16%, 35%, 53%, 70%** and **201%** from 2021, 2020, 2019, 2018 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q2-2022 the average price rose to **238%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **209%** above inflation in Q2-2022.



ROYAL LEPAGE LOCATIONS NORTH IN 2021

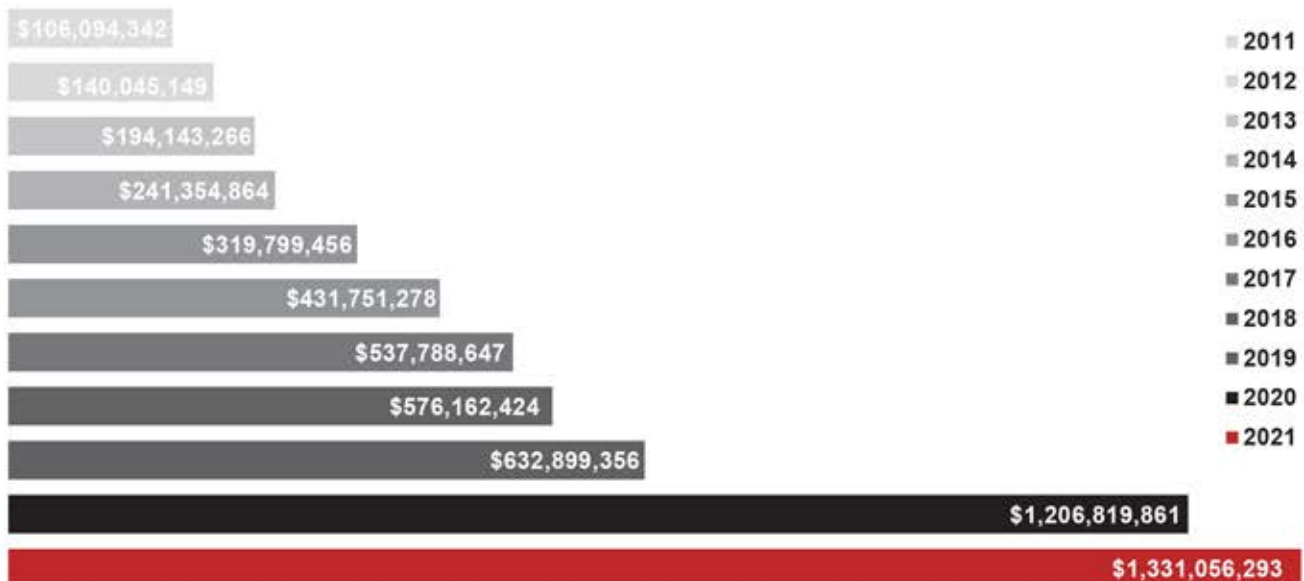
OUR 9TH STRAIGHT RECORD-BREAKING YEAR

↑ WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME
With **\$1,331,056,293** – up **12½** times from 2011

↑ OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR

↑ WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH
NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2021



2021 UNIT SALES

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

Collingwood

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 416.5 | 33.3% | |
| Century 21 Millenium | 196.5 | 15.7% | |
| RE/MAX Four Seasons | 132.5 | 10.6% | |
| Chestnut Park | 89 | 7.1% | |
| Clairwood | 70 | 5.6% | |
| RE/MAX By The Bay | 30 | 2.4% | |
| Royal LePage RCR | 24 | 1.9% | |
| Engel & Volkers | 23 | 1.8% | |
| Forest Hill | 21 | 1.7% | |
| Other | 246.5 | 19.9% | |

The Blue Mountains

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 260.5 | 31.1% | |
| RE/MAX at Blue | 111 | 13.3% | |
| Century 21 Millenium | 106.5 | 12.7% | |
| Chestnut Park | 68 | 8.1% | |
| RE/MAX Four Seasons | 65.5 | 7.8% | |
| Clairwood | 30 | 3.6% | |
| Royal LePage RCR | 22 | 2.6% | |
| Forest Hill | 19 | 2.3% | |
| Sotheby's | 19 | 2.3% | |
| Other | 136.5 | 16.2% | |

Meaford

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 142 | 36.1% | |
| Century 21 Millenium | 40.5 | 10.3% | |
| Chestnut Park | 21 | 5.4% | |
| RE/MAX Four Seasons | 20 | 5.1% | |
| ARA | 17 | 4.3% | |
| Royal LePage RCR | 13 | 3.3% | |
| Sotheby's | 10 | 2.5% | |
| Engel & Volkers | 9 | 2.3% | |
| Clairview | 8 | 2% | |
| Other | 112 | 28.7% | |

Clearview

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 95 | 20.4% | |
| RE/MAX Four Seasons | 39 | 8.4% | |
| RE/MAX Hallmark Chay | 36 | 8.4% | |
| RE/MAX By The Bay | 35 | 7.7% | |
| Keller Williams Experience | 31.5 | 5.8% | |
| Century 21 Millenium | 25 | 4.4% | |
| Century 21 - BJ Roth | 22 | 3.6% | |
| Faris Team | 19 | 1.8% | |
| RE/MAX Hallmark | 16 | 1.8% | |
| Other | 144 | 31.5% | |

Southern Georgian Bay (West)*

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 1156 | 27.9% | |
| Century 21 Millenium | 499 | 12% | |
| RE/MAX By The Bay | 373 | 9% | |
| RE/MAX Four Seasons | 295 | 7.4% | |
| Chestnut Park | 213 | 5.1% | |
| RE/MAX At Blue | 126 | 3% | |
| Clairwood | 117 | 2.8% | |
| RE/MAX Hallmark Chay | 94 | 2.3% | |
| Sotheby's | 68 | 1.6% | |
| Other | 1203 | 28.9% | |

Southern Georgian Bay Luxury Homes**

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 144 | 26% | |
| RE/MAX Four Seasons | 54 | 9.8% | |
| Chestnut Park | 37.5 | 6.8% | |
| Century 21 Millenium | 35.5 | 6.4% | |
| RE/MAX By The Bay | 34 | 6.2% | |
| Royal LePage RCR | 28 | 5.1% | |
| Clairwood | 19.5 | 3.5% | |
| Sotheby's | 18 | 3.3% | |
| Forest Hill | 13 | 2.4% | |
| Other | 168.5 | 30.5% | |



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27 Arthur St.

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154 Mill St.

STAYNER
705-428-2800
7458 ON-26, #11.

MEAFORD
519-538-5755
96 Sykes St.

WASAGA BEACH
705-429-4800
1249 Mosley St.

WASAGA BEACH
705-617-9969
1344 Mosley St. Unit 5.