

GREY HIGHLANDS 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 \$62,680,759

Down 38% from 2021's \$100,809,577, with units of 67 down 43% from 2021's 118.
New listings of 142 down 16%, with the sales/listings ratio of 47% down 23%.



SECOND QUARTER SALES VOLUME OF \$32,470,912

Down 45% from Q2-2021's \$59,173,900. Units of 34 down 51% from last year's 69, with
new listings of 93 down 18% and the sales/listings ratio of 27% down 34%.

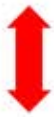


YEAR-TO-DATE AVERAGE SALE PRICE OF \$935,534

Up 10% from last year's \$854,318. Average days-on-market of 26 up 5 days.



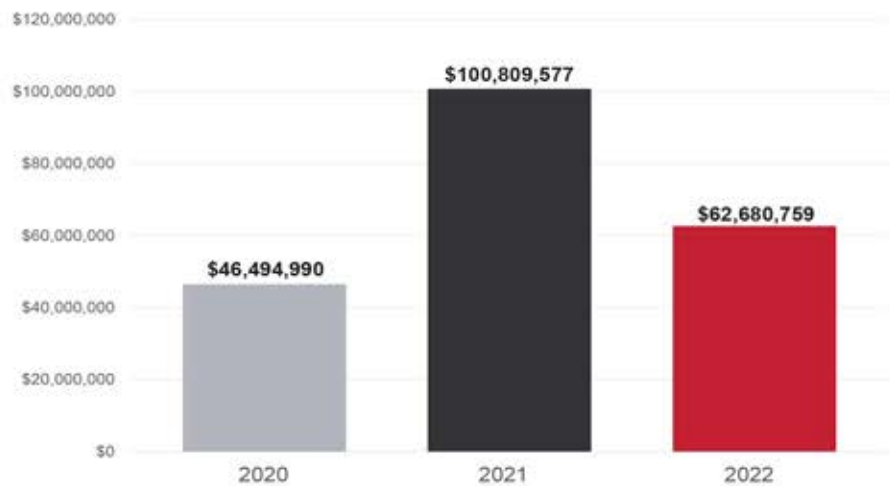
OVERVIEW (cont'd)



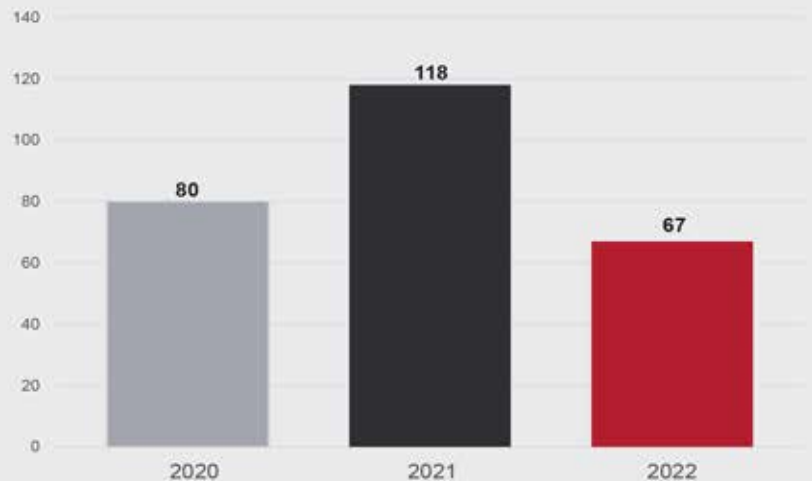
THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

The Grey Highlands market had a **95.4%** sale/list price ratio in June. Homes sold in **32** days on average, up **14** days from a year ago. Overall, the market is transitioning towards balance.

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



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



THE MARKET IN DETAIL



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

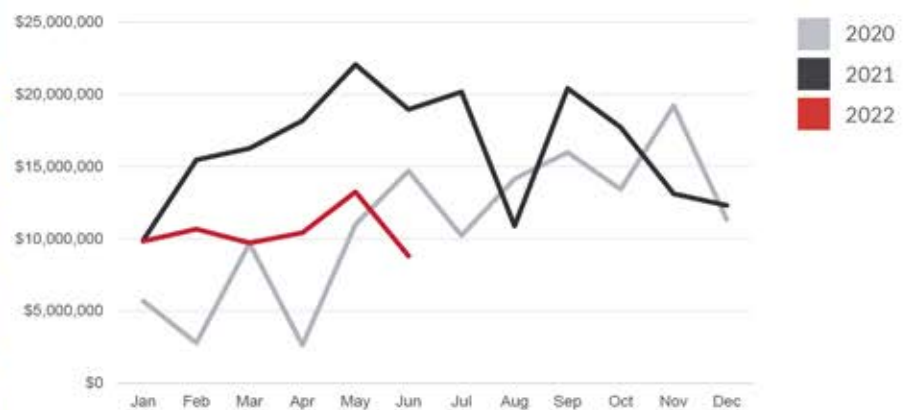
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$46,494,990	\$100,809,577	\$62,680,759	-38%
YTD Unit Sales	80	118	67	-43%
YTD New Listings	110	169	142	-16%
YTD Sales/Listings Ratio	73%	70%	47%	-23%
YTD Expired Listings	22	4	8	-100%
Second Quarter (Q2) Volume Sales	\$28,340,100	\$59,173,900	\$32,470,912	-45%
Q2 Unit Sales	45	69	34	-51%
Q2 New Listings	56	114	93	-18%
Q2 Sales/Listings Ratio	80%	61%	27%	-34%
Q2 Expired Listings	10	3	6	+100%
Q2 Average Sale Price	\$629,780	\$857,593	\$955,027	+11%
YTD Sales: Under \$300K	12	3	0	-300%
YTD Sales: \$300K - \$499K	28	18	6	-67%
YTD Sales: \$500K - \$799K	31	39	24	-38%
YTD Sales: \$800K - \$999K	4	28	13	-54%
YTD Sales: \$1M - \$1,499M	2	23	18	-22%
YTD Sales: \$1.5M - \$1,999M	1	5	5	0%
YTD Sales: \$2M+	2	2	1	-50%
YTD Average Days-On-Market	58	21	26	+24%
YTD Average Sale Price	\$581,187	\$854,318	\$935,534	+10%

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.

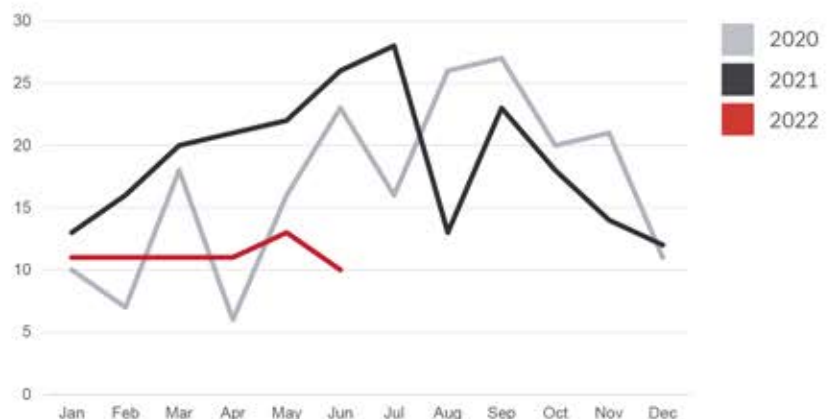
THE MARKET IN DETAIL (cont'd)

Despite being down **38%** from last year's big record volume of **\$100,809,577**, Grey Highlands' 2022 sales of **\$62,680,759** were its second best total ever. The community's Q2-2022's volume of **\$32,470,912** was down **45%** from Q2-2021's **\$59,173,900**, but also the second best ever. On the units side, Grey Highlands' year-to-date sales of **67** were down **43%** from last year's **118**, and the second fewest in the last ten years; while Q2-2022's **34** sales were down **51%** and the fewest in the last ten years. That said, 2022's year-to-date, average sale price of **\$935,534** is up **109%**, **110%**, **61%** and **10%** from that of 2018, 2019, 2020 and 2021 respectively.

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



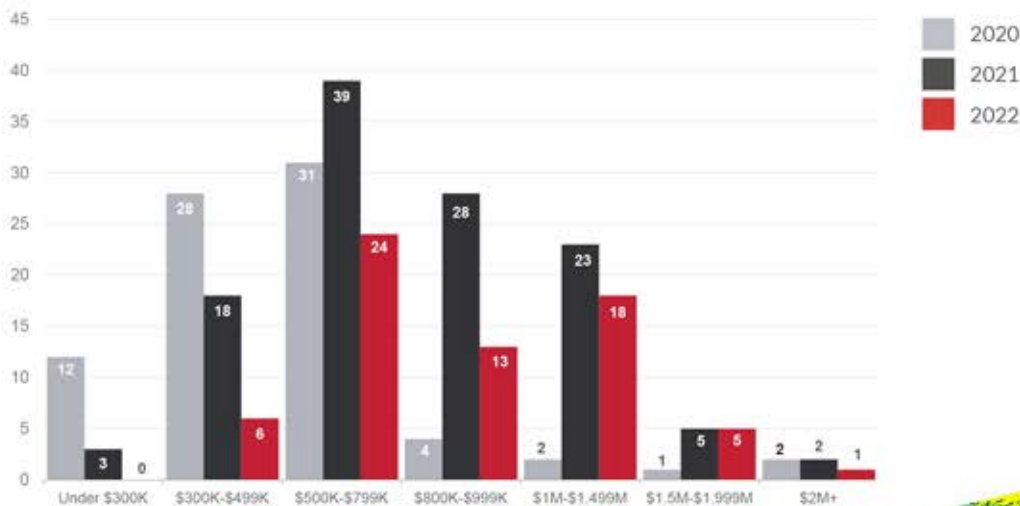
Graph 4:
Grey Highlands Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales were equal to 2021 in one price range and down in six. The \$1.5M-\$1.999M range was equal. The Under \$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, and \$2M+ ranges were down 300%, 67%, 38%, 54%, 22% and 50% respectively. More generally, the Under-\$500K bracket – which accounted for 9% of 2022's sales – is down 71% from a year ago. The \$500K-\$999K bracket – which accounts for 55% of all sales – is down 45%. And the \$1M+ bracket – which accounts for 36% of all sales – is down 20%.

Graph 5:
Grey Highlands MLS® Sales By Price
2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$61,210,759
DOWN 39% from 2021

UNIT SALES: 65
DOWN 45% from 2021

AV. DAYS-ON-MARKET: 27
UP 6 days from 2021

AV. SALE PRICE: \$941,704
UP 20% from 2021

CONDOS/TOWNS

DOLLAR SALES: \$1,470,000
UP 100% from 2021

UNIT SALES: 2
UP 100% from 2021

AV. DAYS-ON-MARKET: 6
UP 100% from 2021

AV. SALE PRICE: \$735,000
UP 100% from 2021

RESIDENTIAL LAND

DOLLAR SALES: \$7,450,700
DOWN 11% from 2021

UNIT SALES: 21
DOWN 5% from 2021

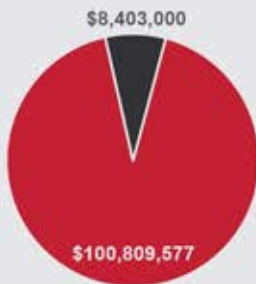
AV. DAYS-ON-MARKET: 53
UP 23 days from 2021

AV. SALE PRICE: \$354,795
DOWN 7% from 2021

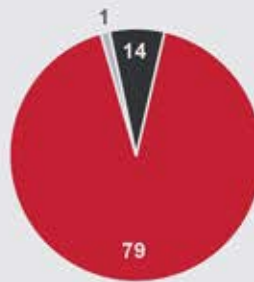
2022



2021



2020



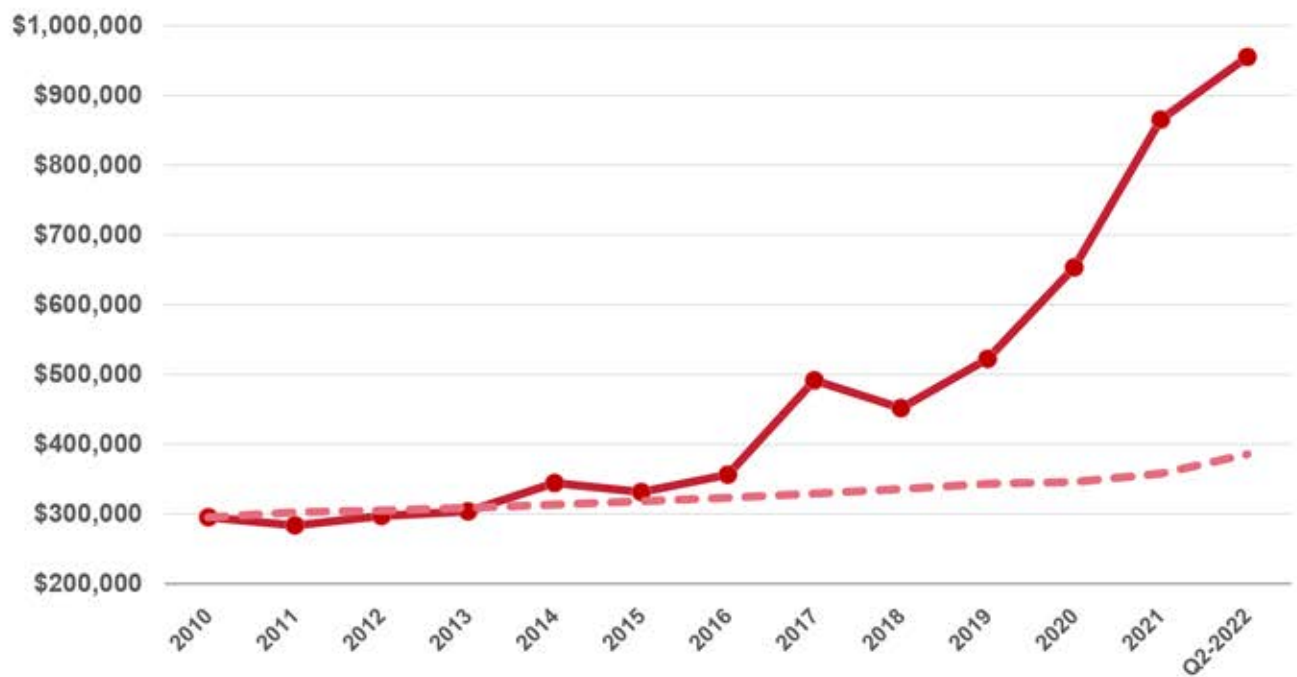
■ Single-Family ■ Condo/Town ■ Residential Land

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2022

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 Q2-2022 it reached **\$955,027** – up **10%, 46%, 83%, 111%, 90%** and **223%** from 2021, 2020, 2019, 2018 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 **148%** above the inflation rate in Q2-2022.



— Single-Family Home Average Sale Price: 2010 > Q2-2022
 - - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price

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

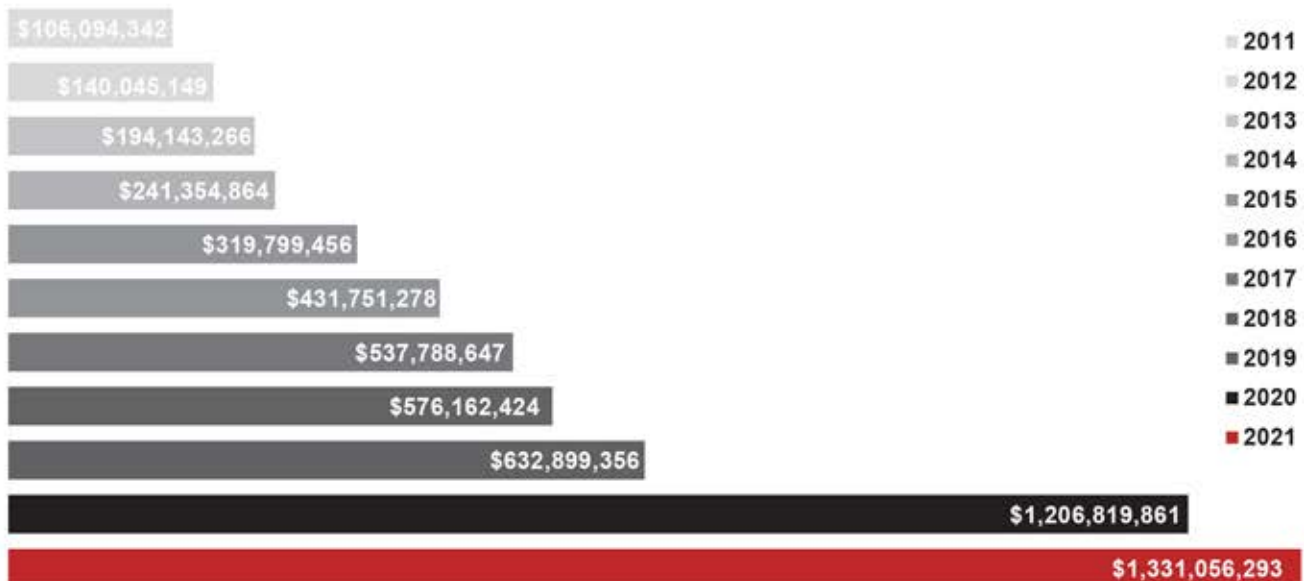


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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.

CREEMORE
705-881-9005
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.