

# MEAFORD 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 \$73,313,998

Down 14% from 2021's \$102,398,327, with units of 88 down 29% from last year's 124. New listings of 174 down 2%, with the sales/listings ratio of 51% down 19%.



### SECOND QUARTER SALES VOLUME OF \$45,759,898

Down 31% from Q2-2021's \$66,218,977. Units of 51 down 37% from last year's 81, with new listings of 114 down 7% and the sales/listings ratio of 45% down 21%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$878,568

Up 6% from 2021's \$825,793. Average days-on-market of 17 down 7 days.



# OVERVIEW (cont'd)

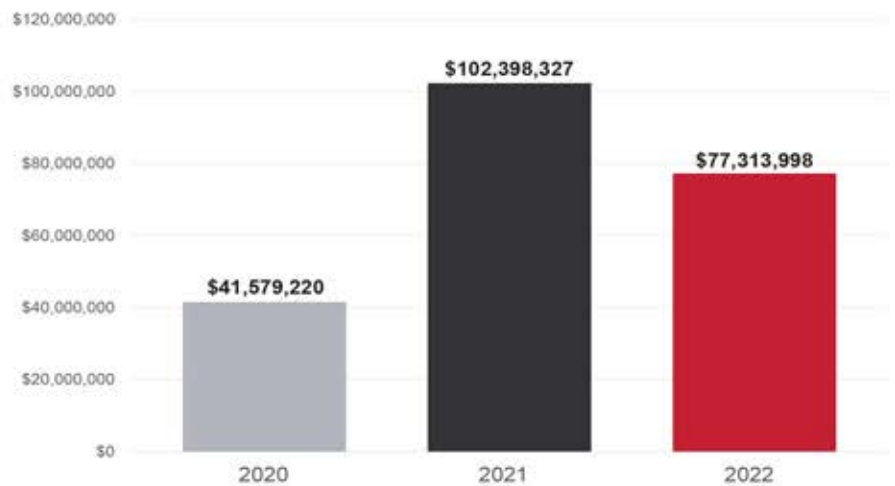


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

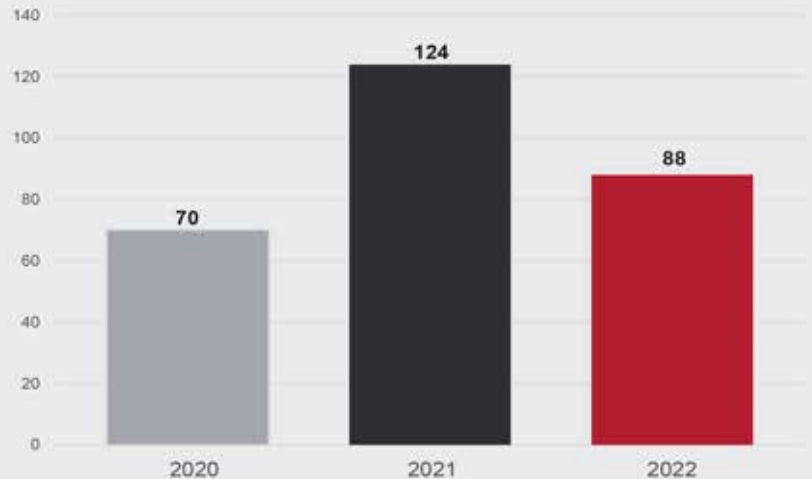
The Meaford market had a **99.5%** sale/list price ratio in June. Homes sold in **18** days on average, down **2** days from a year ago. Overall, the market is transitioning towards balance.



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



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



# THE MARKET IN DETAIL



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

	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$41,579,220	\$102,398,327	\$77,313,998	-24%
YTD Unit Sales	70	124	88	-29%
YTD New Listings	145	178	174	-2%
YTD Sales/Listings Ratio	48%	70%	51%	-19%
YTD Expired Listings	12	2	7	+250%
Second Quarter (Q2) Volume Sales	\$24,388,943	\$66,218,997	\$45,759,898	-31%
Q2 Unit Sales	38	81	51	-37%
Q2 New Listings	87	123	114	-7%
Q2 Sales/Listings Ratio	44%	66%	45%	-21%
Q2 Expired Listings	3	1	4	+300%
Q2 Average Sale Price	\$641,814	\$817,518	\$897,253	+10%
YTD Sales: Under \$300K	7	3	1	-67%
YTD Sales: \$300K - \$499K	27	25	8	-68%
YTD Sales: \$500K - \$799K	22	54	40	-26%
YTD Sales: \$800K - \$999K	6	19	15	-21%
YTD Sales: \$1M - \$1,499M	7	11	17	+55%
YTD Sales: \$1.5M - \$1,999M	1	5	5	0%
YTD Sales: \$2M+	0	7	2	-71%
YTD Average Days-On-Market	53	24	17	-29%
YTD Average Sale Price	\$593,989	\$825,793	\$878,568	+6%

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.



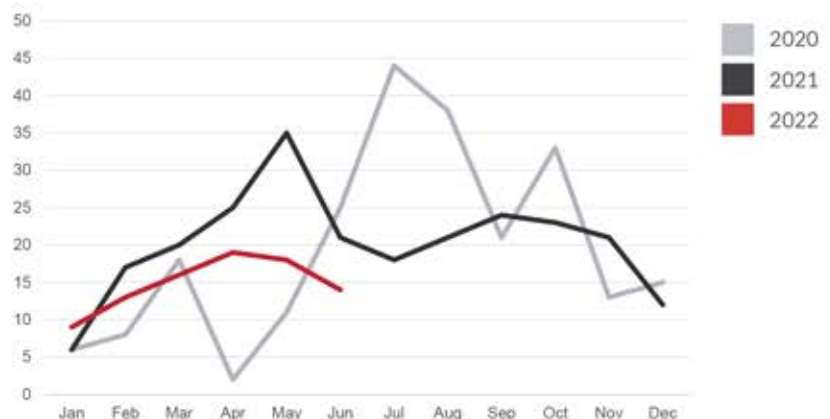
# THE MARKET IN DETAIL (cont'd)

Meaford has enjoyed relatively strong, volume sales this year despite a May and June slowdown. Q2 sales of **\$45,759,828**, the second best total ever, were down **31%** from 2021's big record **\$66,218,997**. Year-to-date sales of **\$77,313,998**, also the second best ever, were down **24%** from a year ago. However, on the units side Q2's **51** were down **37%** from 2021's record **81**, and the second fewest in the last ten years. Lastly, 2022's year-to-date, average sale price of **\$878,568** is up **118%, 85%, 48%** and **6%** from that of 2018, 2019, 2020 and 2021 respectively.

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



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

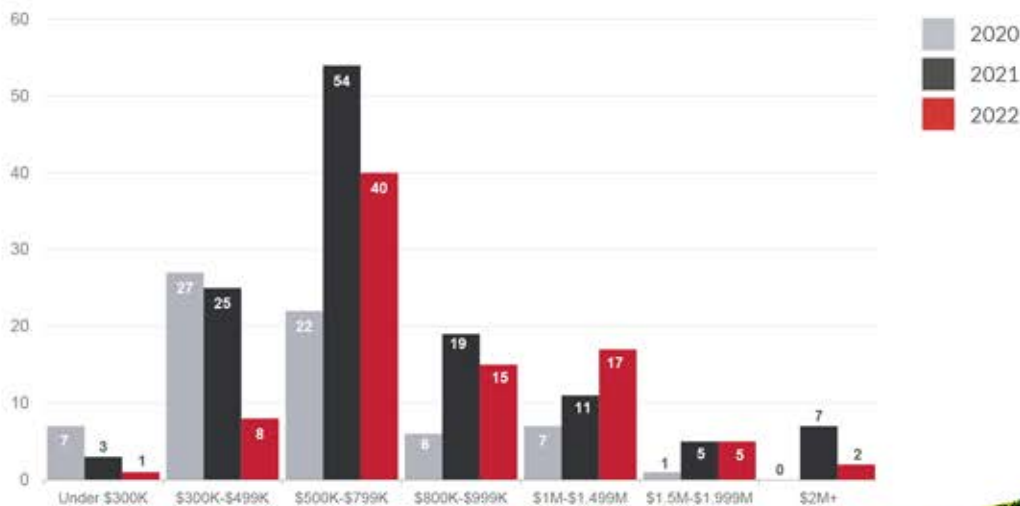




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in one price range, down in five and equal in one. The \$1M-\$1.499M range is up **55%**. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **67%**, **68%**, **26%**, **21%** and **71%** respectively. And the \$1.5M-\$1.999M range is **even**. More generally, the Under-\$500K bracket – which accounts for **10%** of 2022's sales – is down **68%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is down **25%**. And the \$1M+ bracket – which accounts for **27%** of all sales – is up **4%**.

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





# SALES BY PROPERTY TYPE

Graph 6:  
Meaford MLS® Sales By Property Type  
2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$72,857,498  
DOWN 26% from 2021

**UNIT SALES:** 79  
DOWN 31% from 2021

**AV. DAYS-ON-MARKET:** 18  
DOWN 4 days from 2021

**AV. SALE PRICE:** \$922,247  
UP 7% from 2021

### CONDOS/TOWNS

**DOLLAR SALES:** \$4,456,500  
UP .04% from 2021

**UNIT SALES:** 9  
DOWN 10% from 2021

**AV. DAYS-ON-MARKET:** 16  
DOWN 31 days from 2021

**AV. SALE PRICE:** \$495,167  
UP 12% from 2021

### RESIDENTIAL LAND

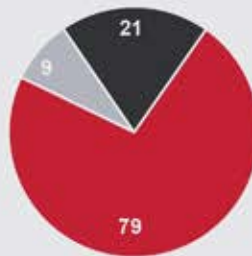
**DOLLAR SALES:** \$12,610,000  
DOWN 9% from 2021

**UNIT SALES:** 21  
DOWN 32% from 2021

**AV. DAYS-ON-MARKET:** 60  
DOWN 12 days from 2021

**AV. SALE PRICE:** \$600,476  
UP 35% from 2021

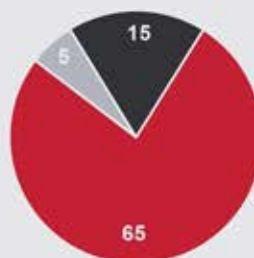
2022



2021



2020



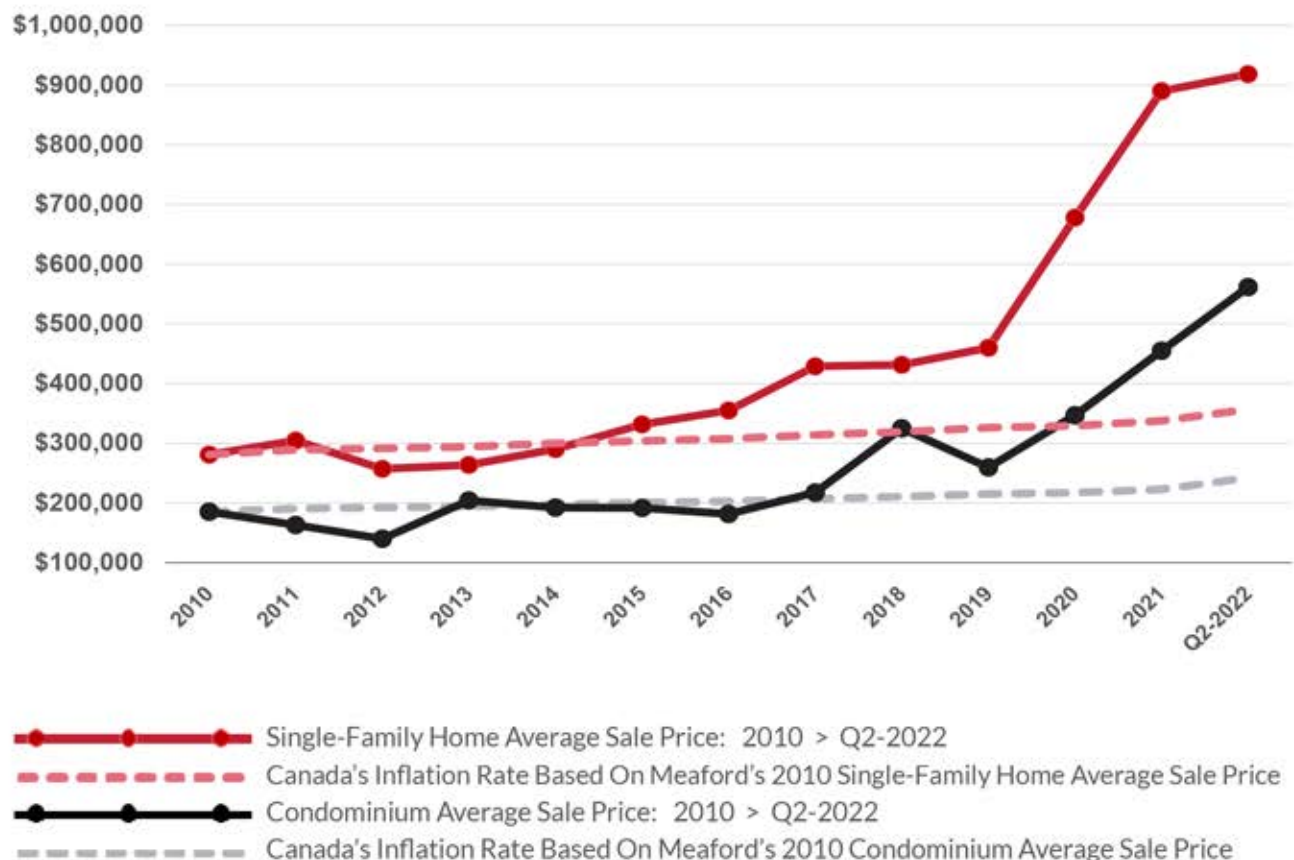
■ Single Family ■ Condo/Town ■ Residential Land

# MEAFORD AVERAGE SALE PRICES: 2010-2022

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q2-2022 was **\$918,229**; that's up **3%, 35%, 100%, 113%** and **227%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q2-2022's average condo/town price of **\$561,663** is up **23%, 62%, 116%, 73%** and **203%** from 2021, 2020, 2019, 2018, 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 **157%** above inflation by Q2-2022. Condo prices were generally under the inflation rate until 2016. They then climbed to **132%** above the inflation rate by 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

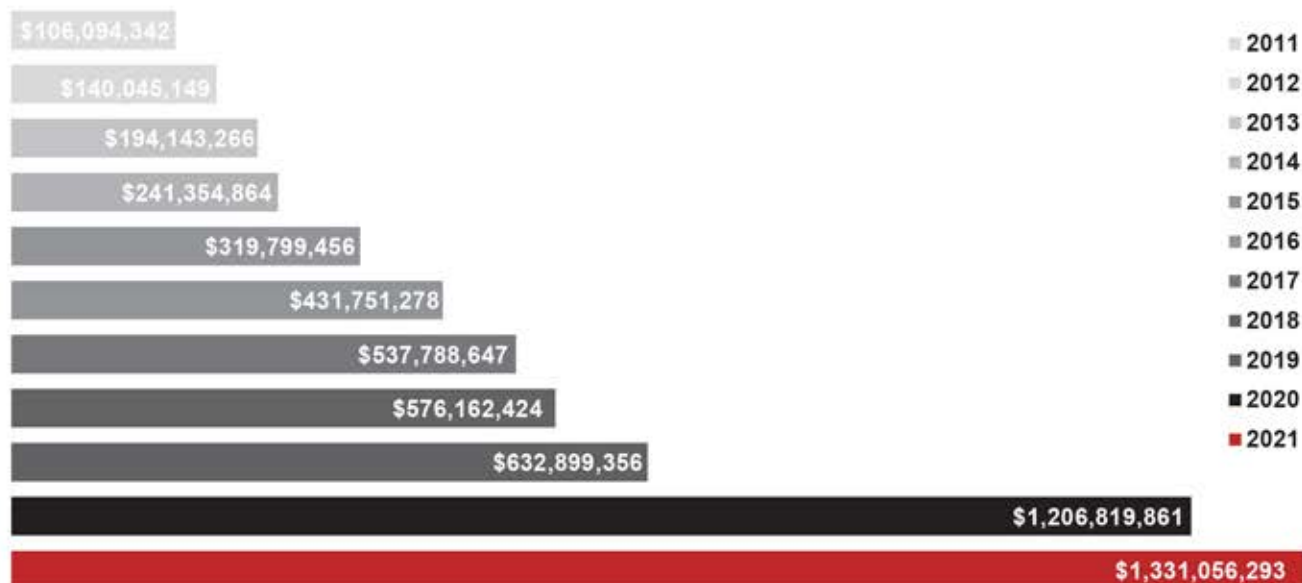


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	





# PERSONAL PROFESSIONAL PROGRESSIVE

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705-445-5520

330 First St.

### THORN BURY

519-599-2136

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.