

# MEAFORD REAL ESTATE MARKET REPORT SECOND QUARTER 2023

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



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# OVERVIEW

## VOLUME, UNITS AND PRICES DOWN, BUT SALES HAVE BEEN ON THE RISE



### YEAR-TO-DATE SALES VOLUME OF \$54,592,000

Down 29% from 2022's \$77,213,998, with units of 67 down 24% from last year's 88. New listings of 189 up 9%, with the sales/listings ratio of 35% down 16%.



### SECOND QUARTER SALES VOLUME OF \$36,872,400

Down 19% from Q2-2022's \$45,759,898. Units of 42 down 18% from last year's 51, with new listings of 118 up 4% and the sales/listings ratio of 36% down 9%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$814,906

Down 7% from 2022's \$877,432. Average days-on-market of 47 up 30 days.

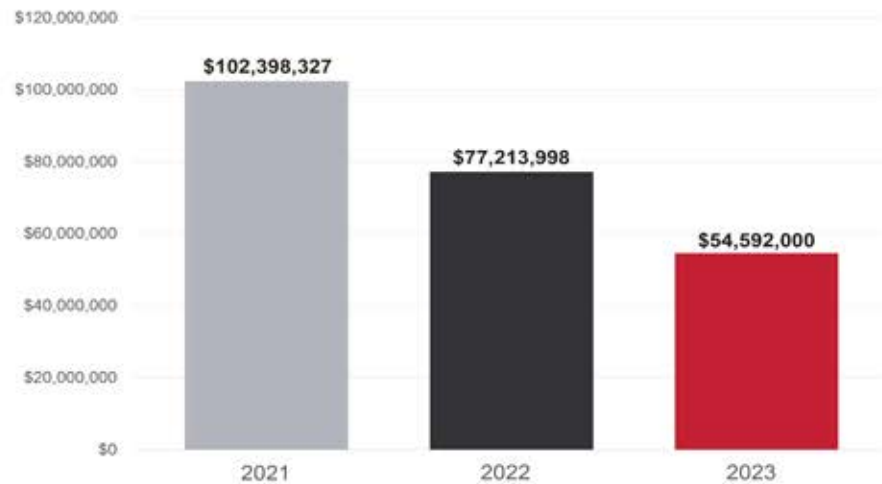
# OVERVIEW (cont'd)



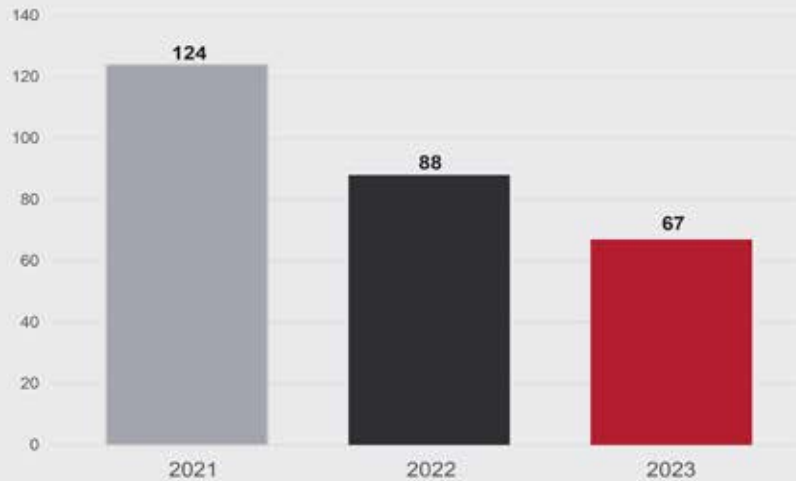
## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

The Meaford market had a **98.1%** sale/list price ratio in June, up from May's **96.7%** and down from last June's **98.8%**. Homes sold in **32** days on average, up **14** days from a year ago. There is currently **6 months** of inventory. All that, and June's **32%** sales/listings ratio – down from last June's **34%** – adds up to a balanced market.

Graph 1:  
**Meaford MLS® Sales**  
2021 vs. 2022 vs. 2023 (Volume)



Graph 2:  
**Meaford MLS® Sales**  
2021 vs. 2022 vs. 2023 (Units)





# THE MARKET IN DETAIL



Table 1:  
**Meaford MLS® Residential Sales And Listing Summary**  
2021 vs. 2022 vs. 2023

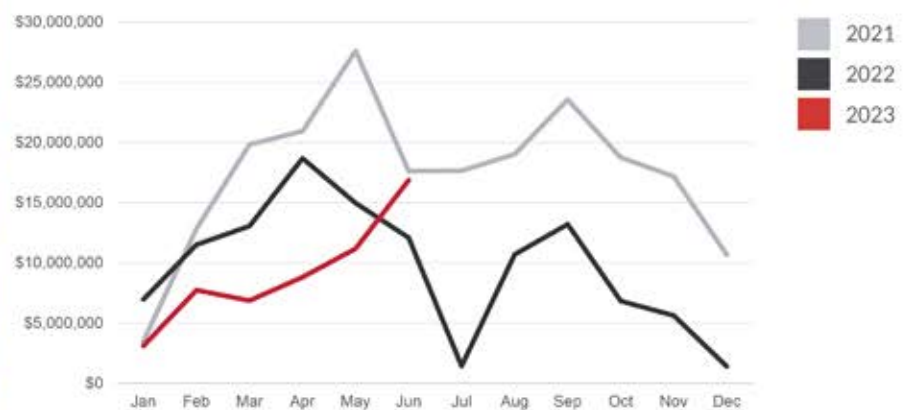
	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$102,398,327	\$77,213,998	\$54,592,000	-29%
YTD Unit Sales	124	88	67	-24%
YTD New Listings	178	174	189	+9%
YTD Sales/Listings Ratio	70%	51%	35%	-16%
YTD Expired Listings	2	7	24	+243%
Second Quarter (Q2) Volume Sales	\$66,218,997	\$45,759,898	\$36,872,400	-19%
Q2 Unit Sales	81	51	42	-18%
Q2 New Listings	123	114	118	+4%
Q2 Sales/Listings Ratio	66%	45%	36%	-9%
Q2 Expired Listings	1	4	14	+250%
Q2 Average Sale Price	\$817,518	\$895,292	\$877,914	-2%
YTD Sales: Under \$300K	3	1	2	+100%
YTD Sales: \$300K - \$499K	25	8	9	+13%
YTD Sales: \$500K - \$799K	54	40	32	-20%
YTD Sales: \$800K - \$999K	19	15	13	-13%
YTD Sales: \$1M - \$1.499M	11	17	6	-65%
YTD Sales: \$1.5M - \$1.999M	5	5	3	-40%
YTD Sales: \$2M+	7	2	2	0%
YTD Average Days-On-Market	24	17	47	+176%
YTD Average Sale Price	\$825,793	\$877,432	\$814,906	-7%

NOTE: All MLS® sales data in this report comes from the Lakelands Association Of REALTORS® and refers specifically to residential sales as of July 3, 2023. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

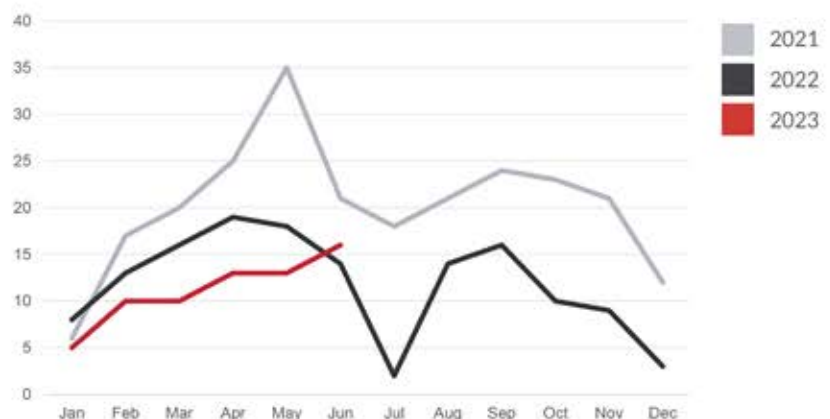
# THE MARKET IN DETAIL (cont'd)

As **Graphs 3 and 4** show, the Meaford market started slowly this year but has been gradually on the rise. Q2 volume of **\$36,872,400** was down **19%** from Q2-2022 and **36%** from Q2-2021's record **\$66,218,997**. However, it was still the third best ever. In terms of year-to-date sales, Meaford's **\$54,592,000** was down **29%** from last year and **47%** from 2021; but again, it was the third best ever. On the units side, Q2-2023's **42** were down **48%** from Q2-2021's record **81**, and its year-to-date count of **67** was down **46%** from 2021's benchmark **124**. As such, it was the second fewest since 2010. Lastly, although Meaford's year-to-date, average sale price of **\$814,906** was down **7%** from 2022 and **1%** from 2021, it was up **37%** and **72%** from 2020 and 2019 respectively.

Graph 3:  
**Meaford Monthly MLS® Sales**  
2021 vs. 2022 vs. 2023 (Volume)



Graph 4:  
**Meaford Monthly MLS® Sales**  
2021 vs. 2022 vs. 2023 (Units)

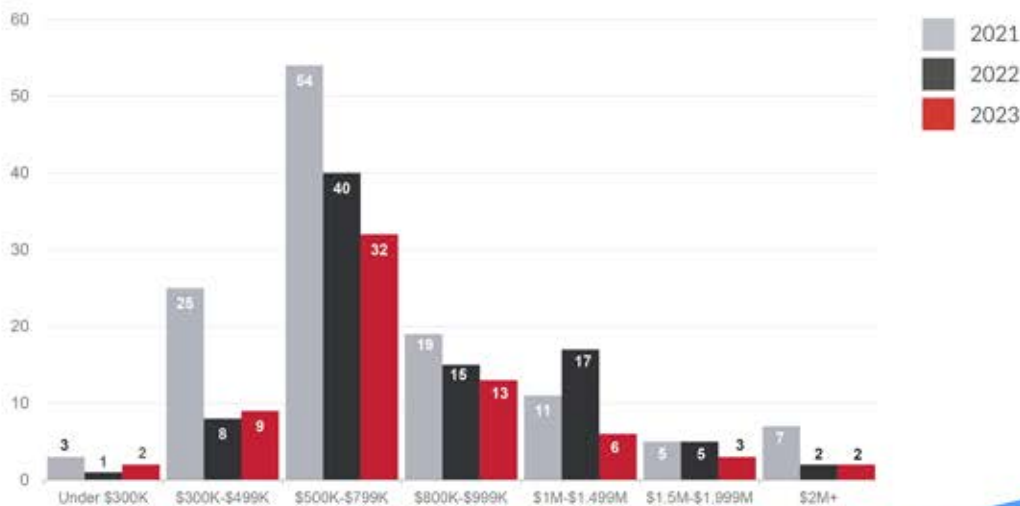




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2023 unit sales are up from 2022 in one price range, down in four and equal in one. The Under-\$500K range is up **22%**. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499K and \$1.5M-\$1.999M ranges are down **20%**, **13%**, **65%** and **40%** respectively. And the \$2M+ range is **equal**. More generally, the Under-\$500K bracket – which accounts for **16%** of 2023's sales – is up **22%** from a year ago. The \$500K-\$999K bracket – which accounts for **68%** of all sales – is down **18%**. And the \$1M+ bracket – which accounts for **16%** of all sales – is down **54%**.

Graph 5:  
**Meaford MLS® Sales By Price**  
2021 vs. 2022 vs. 2023 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
Meaford MLS® Sales By Property Type  
2021 vs. 2022 vs. 2023 (Dollars and Units)

## 2023 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$49,948,100  
DOWN 31% from 2022

**UNIT SALES:** 59  
DOWN 25% from 2022

**AV. DAYS-ON-MARKET:** 47  
UP 29 days from 2022

**AV. SALE PRICE:** \$846,578  
DOWN 8% from 2022

### CONDOS/TOWNS

**DOLLAR SALES:** \$4,643,900  
UP 4% from 2022

**UNIT SALES:** 8  
DOWN 11% from 2022

**AV. DAYS-ON-MARKET:** 47  
UP 31 days from 2022

**AV. SALE PRICE:** \$580,488  
UP 17% from 2022

### RESIDENTIAL LAND

**DOLLAR SALES:** \$2,727,500  
DOWN 68% from 2022

**UNIT SALES:** 7  
DOWN 65% from 2022

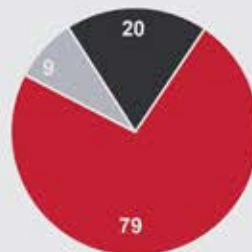
**AV. DAYS-ON-MARKET:** 140  
UP 84 days from 2022

**AV. SALE PRICE:** \$389,643  
DOWN 9% from 2022

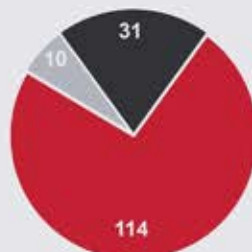
2023



2022



2021



■ Single Family ■ Condo/Town ■ Residential Land



# MEAFORD AVERAGE SALE PRICES: 2010-2023

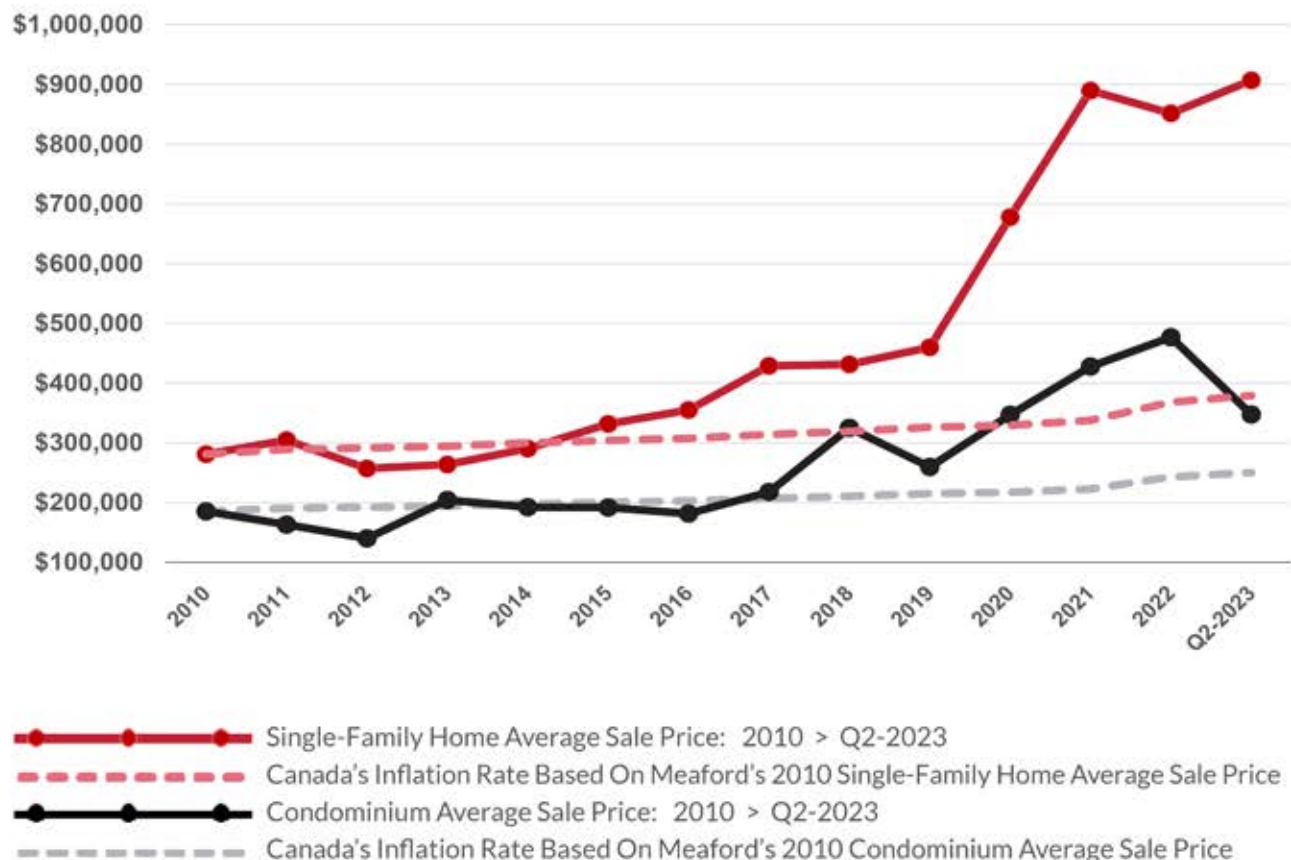
## SINGLE-FAMILY HOMES UP, WITH ONLY ONE CONDO SALE TO GENERALIZE FROM



The average sale price for a single-family home in Q2-2023 was **\$907,921**; that's up **7%**, **2%**, **34%** and **223%** from 2022, 2021, 2020 and 2010 respectively. There were no condo sales in Q2-2023, but Q1-2023's average price of **\$347,500** was down **27%** and **19%** from 2021 and 2020 respectively, and up **87%** from 2010.



From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and rose to **139%** above inflation in Q2-2023. Condo prices were under the inflation rate until 2014 before beginning to steadily climb in 2015. In Q1-2023 they were at **39%** above inflation.





# ROYAL LEPAGE LOCATIONS NORTH IN 2022

OUR 10TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE



HIGHEST AVERAGE AGENT SALES PRODUCTIVITY IN THE REGION



TWO-AND-A-HALF TIMES THE VOLUME SALES OF OUR CLOSEST REGIONAL COMPETITOR

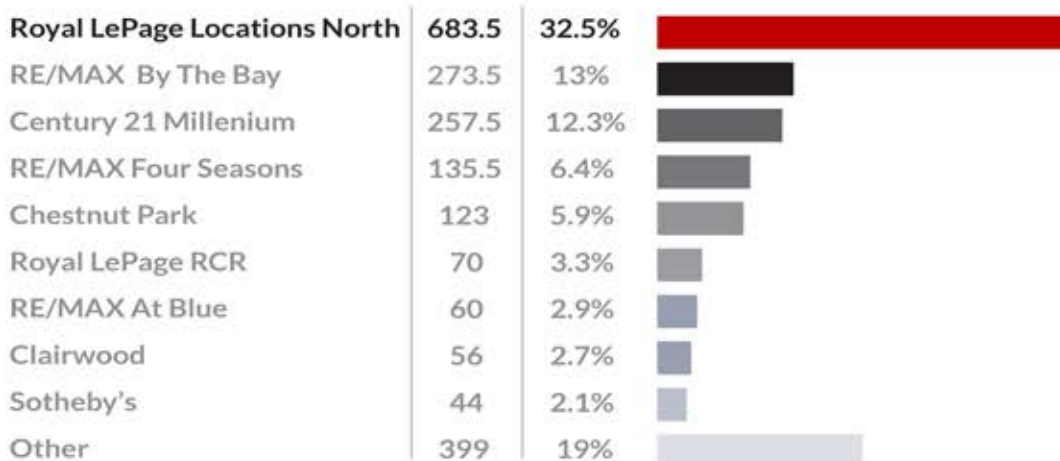


TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR



NEARLY FOUR TIMES THE LUXURY HOME SALES OF OUR CLOSEST REGIONAL COMPETITOR

## 2022 Southern Georgian Bay Unit Sales



# 2022 COMMUNITY SALES

\*\$1,500,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	265	37%	
Century 21 Millenium	103	14.4%	
RE/MAX Four Seasons	67.5	9.4%	
Chestnut Park	42	5.9%	
Clairwood	40	5.6%	
Royal LePage RCR	32	4.5%	
RE/MAX By The Bay	26	3.6%	
Forest Hill	23	3.2%	
Engel And Volkers	16	2.2%	
Other	91.5	12.8%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	173.5	36.6%	
Century 21 Millenium	59	12.5%	
RE/MAX At Blue	59	12.5%	
RE/MAX Four Seasons	41	8.7%	
Chestnut Park	38	8%	
Royal LePage RCR	20	4.2%	
Sothebys	18	3.8%	
Clairwood	12	2.5%	
Bosley	11	2.3%	
Other	42	8.9%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	73	45.3%	
Chestnut Park	14	8.7%	
Century 21 Millenium	14	8.7%	
Sotheby's	8	5%	
RE/MAX Four Seasons	8	5%	
RE/MAX Hallmark	7	4.3%	
Forest Hill	3	1.9%	
Bosley	3	1.9%	
RE/MAX By The Bay	3	1.9%	
Other	28	17.4%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	51	32.1%	
RE/MAX By The Bay	28	17.6%	
Chestnut Park	17	10.7%	
Royal LePage RCR	9	5.7%	
RE/MAX Four Seasons	7	4.4%	
Century 21 Millenium	6.5	4.1%	
Forest Hill	3	1.9%	
Sotheby's	3	1.9%	
Bosley	2	1.3%	
Other	32.5	20%	

## Grey Highlands

	UNITS	PERCENTAGE	
Royal LePage Locations North	12	36.4%	
Chestnut Park	7	21.2%	
Century 21 Millenium	3	9.1%	
Forest Hill	2	6.1%	
RE/MAX Four Seasons	2	6.1%	
Johnston & Daniel	1	3%	
Royal LePage RCR	1	3%	
Solid Rock	1	3%	
Royal LePage Royal City	1	3%	
Other	3	9.1%	

## Southern Georgian Bay Luxury Homes\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	53	27%	
Century 21 Millenium	14	7%	
Chestnut Park	13.5	6.9%	
RE/MAX Four Seasons	12	6%	
Royal LePage RCR	9	4.6%	
Sothebys	9	4.6%	
Forest Hill	8	4.1%	
RE/MAX By The Bay	8	4.1%	
Engel & Volkers	5	2.6%	
Other	57.5	29.6%	





**TOP 1%  
DONOR**  
ROYAL LEPAGE  
SHELTER FOUNDATION

# PERSONAL PROFESSIONAL PROGRESSIVE

## REAL ESTATE SERVICE

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705-445-5520

330 First St.

### THORN BURY

519-599-2136

27 Arthur St.

### MEAFORD

519-538-5755

96 Sykes St.

### CREEMORE

705-881-9005

154 Mill St.

### STAYNER

705-4289-2800

7458 ON-26 Unit 11.

### WASAGA BEACH

705-429-4800

1249 Mosley St.