

COLLINGWOOD REAL ESTATE MARKET REPORT THIRD QUARTER 2020

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



collaborativerealestate.ca

www.locationsnorth.com

OVERVIEW

RECORD THIRD QUARTER SALES VOLUME, WITH SALES UNITS AND PRICES UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$320,393,015

Up 21% from 2019's \$263,831,974, with units of 509 up 3% from 2019's 492. New listings of 729 down 8% from a year ago, with the sales/listings ratio of 73% up 11%.



RECORD Q3 SALES VOLUME OF \$193,726,970

Up 81% from Q3-2019's \$106,775,097. Units of 288 were up 47% from Q3-2019's 196, with new listings of 300 up 10%, and the sales/listings ratio of 96% up 24%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$629,456

Up 17% from the \$536,244 of a year ago. Average days-on-market of 40 down by 4 days.



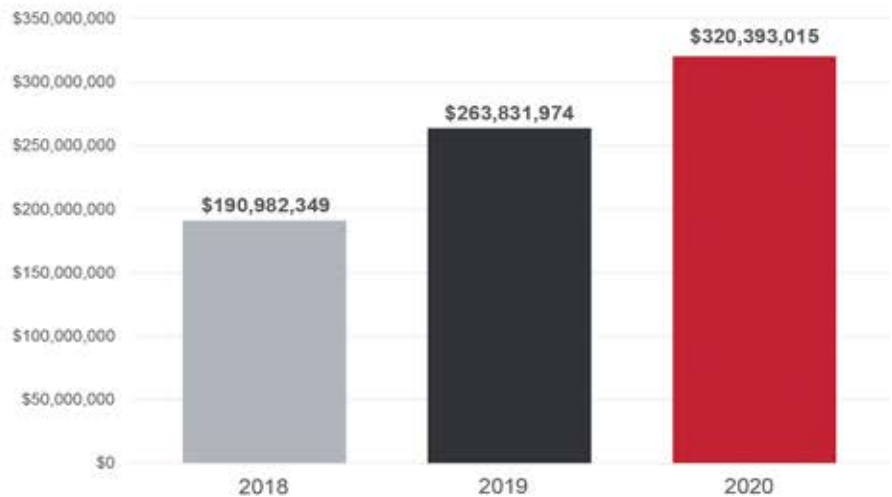
OVERVIEW (cont'd)



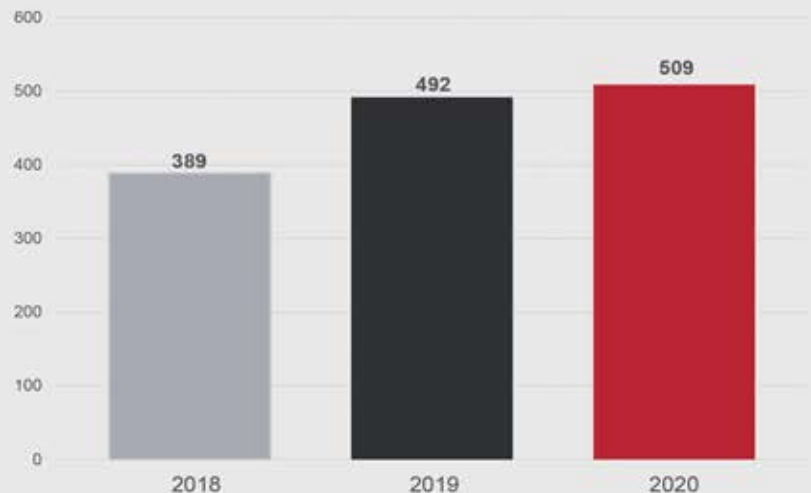
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September's record volume of **\$62,734,675** was up **61%** from 2019's prior record for the month, while its **92** unit sales were up **23%** from 2019's previous high. September's average sale price of **\$681,899** was also a new, all-time monthly high. Lastly, its **107%** sales/listings ratio indicates a strong **sellers' market**.

Graph 1:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Collingwood MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

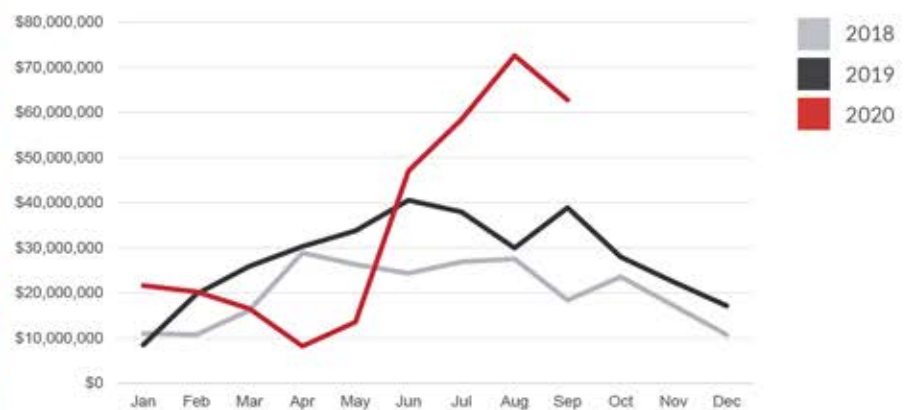
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$190,982,349	\$263,831,974	\$320,393,015	+21%
YTD Unit Sales	389	492	509	+3%
YTD New Listings	665	795	729	-8%
YTD Sales/Listings Ratio	58%	62%	73%	+11%
Third Quarter (Q3) Volume Sales	\$73,951,850	\$106,775,097	\$193,726,970	+81%
Q3 Unit Sales	149	196	288	+47%
Q3 New Listings	242	273	300	+10%
Q3 Sales/Listings Ratio	62%	72%	96%	+24%
Q3 Average Sale Price	\$496,321	\$544,771	\$672,663	+23%
September Volume Sales	\$19,510,500	\$38,877,382	\$62,734,675	+61%
September Unit Sales	39	75	92	+23%
September New Listings	84	102	86	-16%
September Sales/Listings Ratio	46%	74%	107%	+33%
September Average Sale Price	\$500,269	\$518,365	\$681,899	+32%
YTD Sales: Under \$300K	44	42	22	-48%
YTD Sales: \$300K - \$499K	204	225	194	-14%
YTD Sales: \$500K - \$799K	111	174	194	+11%
YTD Sales: \$800K - \$999K	18	32	44	+38%
YTD Sales: \$1M - \$1.499M	10	14	39	+179%
YTD Sales: \$1.5M - \$1.999M	0	4	14	+250%
YTD Sales: \$2M+	2	1	2	+100%
YTD Average Days-On-Market	33	44	40	-9%
YTD Average Sale Price	\$490,957	\$536,244	\$629,456	+17%

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 Oct. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Collingwood enjoyed a giant Q3 that consisted of its three best volume sales months ever. Q3's volume of **\$193,726,970** was not only up **81%** from Q3-2019's prior high, it was also nearly **60%** of last year's *record annual sales*. In fact, if you tack on June's volume of **\$47,046,134** – when the market really began to recover from the COVID-19 slowdown – you get a four-month total of **\$240,773,104**: more than all of Collingwood's *annual sales except of 2019, 2017 and 2016*. **Graph 4** tells a similar story with regard to units. There were **60%** as many sales from June to September as there were in all of 2019. The good news is that prices have just kept rising: they're up **93%, 71%, 37%, 28%** and **17%** from 2015-19 respectively.

Graph 3:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



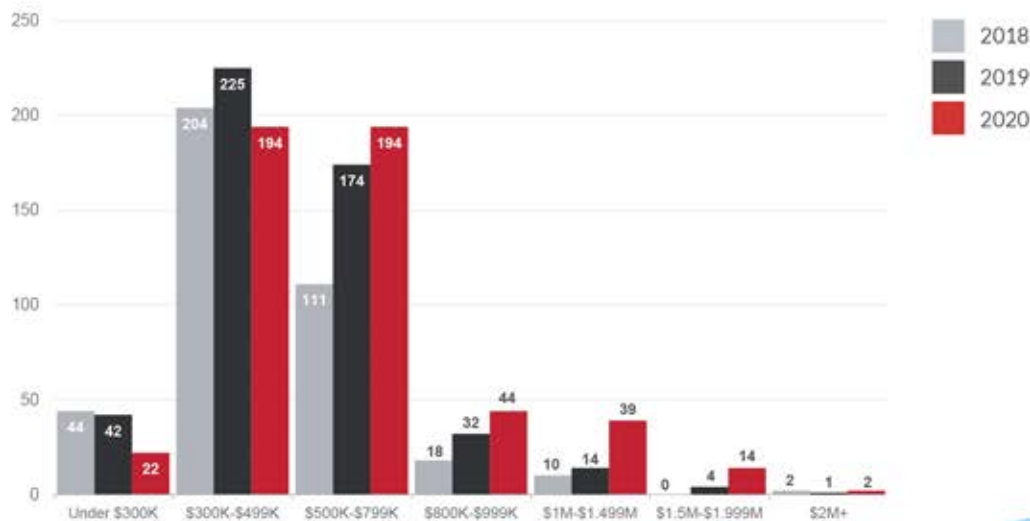
Graph 4:
Collingwood Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **11%**, **38%**, **179%**, **250%** and **100%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **48%** and **14%** respectively. More generally, the Under-\$500K bracket – which accounts for **42%** of 2020's sales – is down **19%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of all sales – is up **16%**. And the \$1M+ bracket – which accounts for **11%** of all sales – is up **189%**.

Graph 5:
Collingwood MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$204,817,954
UP 15% from 2019

UNIT SALES: 281
DOWN 9% from 2019

AV. DAYS-ON-MARKET: 42
DOWN 4 days from 2019

AV. SALE PRICE: \$728,890
UP 23% from 2019

CONDOMINIUMS

DOLLAR SALES: \$115,575,061
UP 35% from 2019

UNIT SALES: 228
UP 25% from 2019

AV. DAYS-ON-MARKET: 38
DOWN 3 days from 2019

AV. SALE PRICE: \$506,908
UP 11% from 2019

VACANT LAND

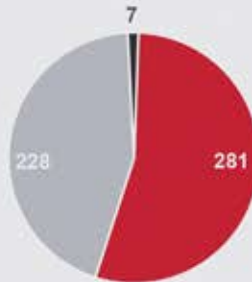
DOLLAR SALES: \$1,989,900
UP 49% from 2019

UNIT SALES: 7
UP 17% from 2019

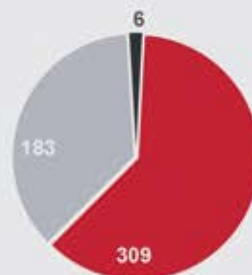
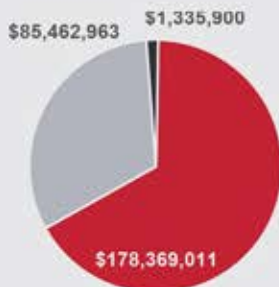
AV. DAYS-ON-MARKET: 119
UP 17 days from 2019

AV. SALE PRICE: \$284,271
UP 19% from 2019

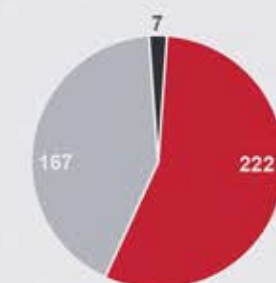
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

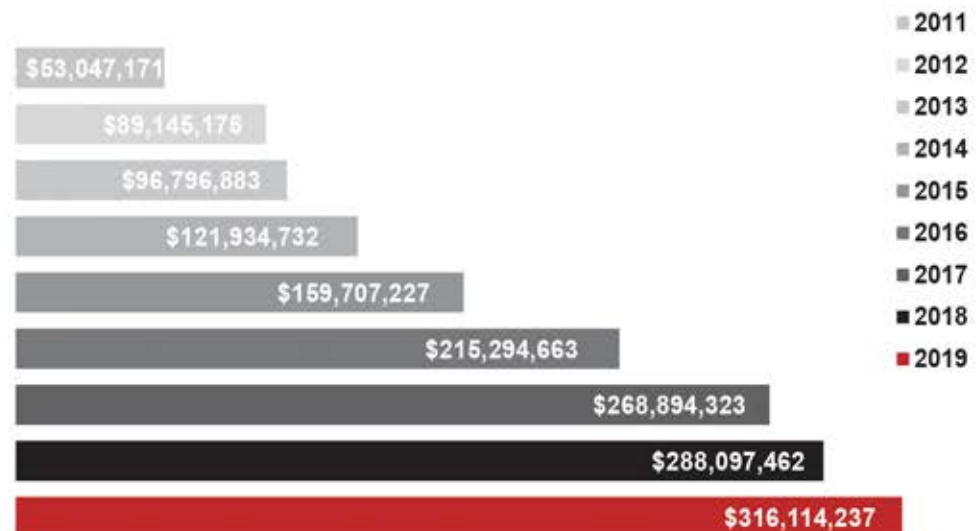
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2½ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



*Southern Georgian Bay Association of REALTORS®

2019 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

Southern Georgian Bay Overview*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	



WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.

ROYAL LEPAGE
SHELTER
FOUNDATION

TOP 1%
DONOR 2019



COLLINGWOOD

705-445-5520

330 First Street



THE BLUE MOUNTAINS

519-599-2136

27 Arthur Street



MEAFORD

519-538-5755

96 Sykes Street



WASAGA BEACH

705-617-9969

1344 Mosley Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore

