

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## THIRD QUARTER 2020

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





# OVERVIEW

## RECORD Q3 VOLUME NEARLY DOUBLES PREVIOUS ALL-TIME QUARTERLY RECORD!



### RECORD YEAR-TO-DATE SALES VOLUME OF \$1,146,861,943

Up 34% from 2019's \$853,153,667, with units of 1718 up 8% from 2019's 1585. New listings of 2431 down 8%, with the sales/listings ratio of 71% up 11% from the 60% of a year ago.



### RECORD THIRD-QUARTER SALES VOLUME OF \$677,508,314

Up 95% from Q3-2019's \$346,686,125. Record Q3 units of 955 up 49% from 2019's 641. New listings of 974 up 6% from a year ago, with the sales/listing ratio of 98% up 29%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$667,556

Up 24% from the \$538,267 of one year ago. Average days-on-market of 48 down 5 days.





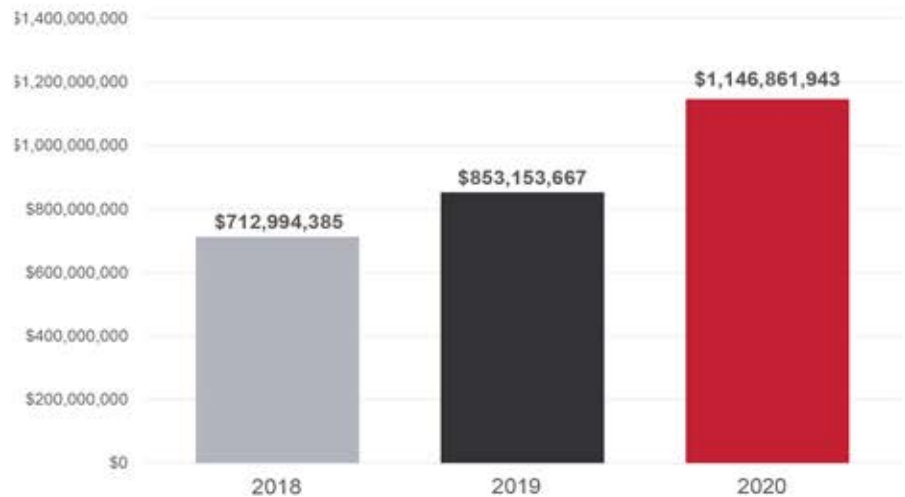
# OVERVIEW (cont'd)



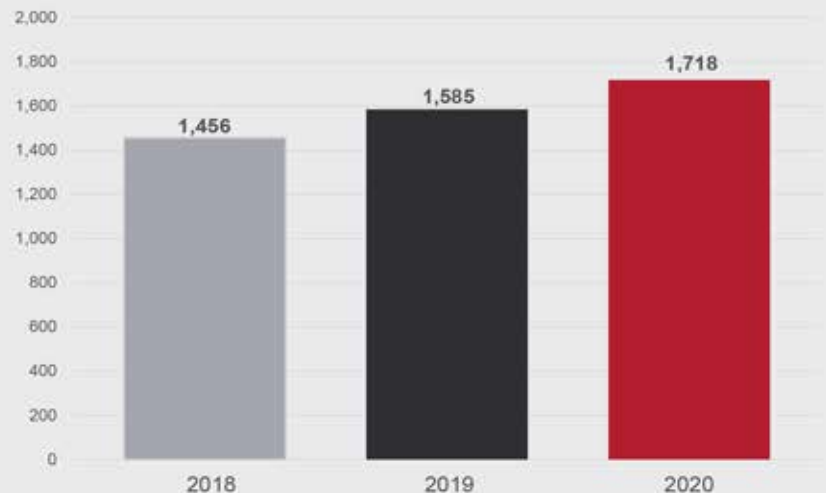
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September's record volume of **\$191,499,724** was up a big **66%** from 2019's prior record for the month, while its **265** unit sales were up **16%** from 2015's previous benchmark. September's average sale price of **\$722,640** was also a new, all-time monthly high. And its **83%** sales/listings ratio means the region has a strong **sellers' market**.

Graph 1:  
Southern Georgian Bay MLS® Sales  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
Southern Georgian Bay MLS® Sales  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
Southern Georgian Bay MLS® Sales And Listing Summary  
2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$712,994,385	\$853,153,667	\$1,146,861,943	+34%
YTD Unit Sales	1456	1585	1718	+8%
YTD New Listings	2582	2654	2431	-8%
YTD Sales/Listings Ratio	56%	60%	71%	+11%
Third Quarter (Q3) Volume Sales	\$251,562,375	\$346,686,125	\$677,508,314	+95%
Q3 Unit Sales	509	641	955	+49%
Q3 New Listings	901	923	974	+6%
Q3 Sales/Listings Ratio	56%	69%	98%	+29%
Q3 Average Sales Price	\$494,229	\$540,852	\$709,433	+31%
September Volume Sales	\$82,373,800	\$115,509,160	\$191,499,724	+66%
September Unit Sales	165	212	265	+25%
September New Listings	296	312	315	+1%
September Sales/Listings Ratio	56%	68%	83%	+15%
September Average Sale Price	\$499,235	\$544,855	\$722,640	+33%
YTD Sales: Under \$100K	8	8	1	-87%
YTD Sales: \$100K - \$299K	256	192	93	-52%
YTD Sales: \$300K - \$499K	689	710	590	-17%
YTD Sales: \$500K - \$799K	371	488	655	+34%
YTD Sales: \$800K - \$999K	66	91	156	+71%
YTD Sales: \$1M - \$1.499M	49	63	144	+129%
YTD Sales: \$1.5M - \$1.999M	8	24	50	+108%
YTD Sales: \$2M+	9	9	29	+222%
YTD Average Days-On-Market	47	53	48	-9%
YTD Average Sale Price	\$489,694	\$538,267	\$667,556	+24%

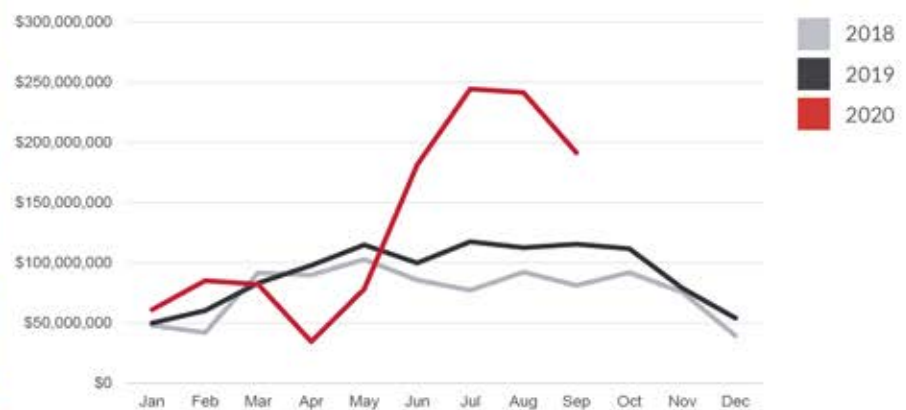
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association of REALTORS® and refers specifically to residential sales as of Oct. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



# THE MARKET IN DETAIL (cont'd)

Q3-2020 was a quarter for the ages, with **nearly double** the sales volume of Q3-2019's prior high. In fact, Q3's **\$677,508,314** in sales catapulted 2020's year-to-date volume to **\$1,146,861,943** – roughly **\$50 million** more than 2019's **former annual record!** Who could have possibly foreseen all this in April, which had less than **\$35 million** in sales? That said, it must be noted that 2020's **1718** unit sales, while up **8%** from this time last year, are down **19%** from 2016's year-to-date high of **2128**. However, the surge in demand that resulted in Q3's record **955** sales also raised the quarter's sales/listings ratio to **98%**. With it came a jump in prices: 2020's average sale price of **\$667,556** is up **94%, 78%, 41%, 36%** and **24%** from 2015-2019 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



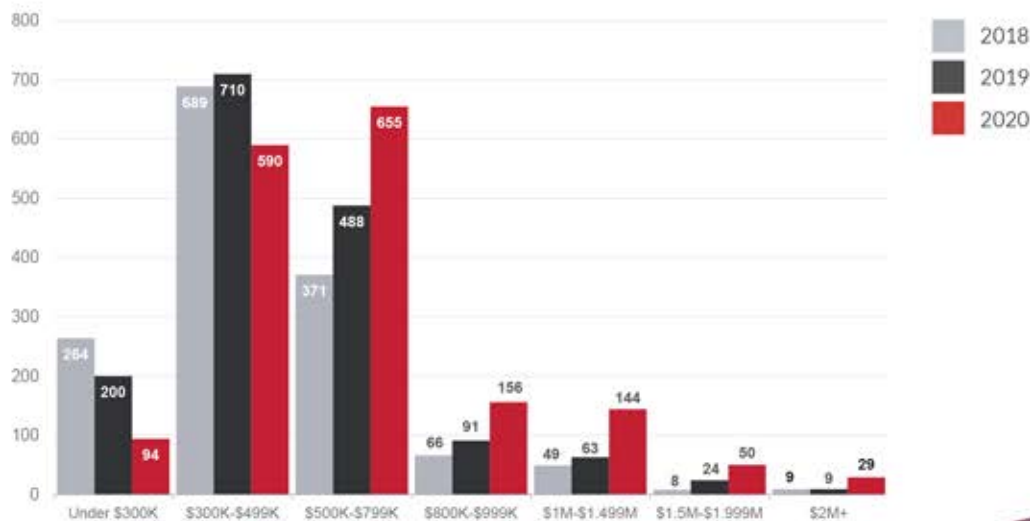
# THE MARKET IN DETAIL (cont'd)

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 **34%**, **71%**, **129%**, **108%** and **222%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **53%** and **17%** respectively. More generally, the Under-\$500K bracket – which accounts for **40%** of 2020's sales – is down **25%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of all sales – is up **40%**. And the \$1M+ bracket – which accounts for **13%** of all sales – is up **132%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)





# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$925,561,609  
UP 31% from 2019

**UNIT SALES:** 1249  
UP .1% from 2019

**AV. DAYS-ON-MARKET:** 50  
DOWN 2 days from 2019

**AV. SALE PRICE:** \$741,042  
UP 31% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$221,300,334  
UP 52% from 2019

**UNIT SALES:** 469  
UP 39% from 2019

**AV. DAYS-ON-MARKET:** 43  
DOWN 12 days from 2019

**AV. SALE PRICE:** \$471,856  
UP 10% from 2019

### VACANT LAND

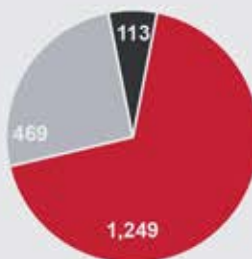
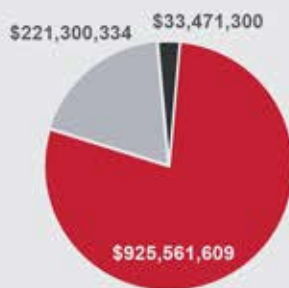
**DOLLAR SALES:** \$33,471,300  
UP 42% from 2019

**UNIT SALES:** 113  
UP 40% from 2019

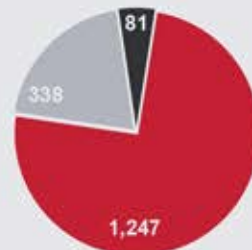
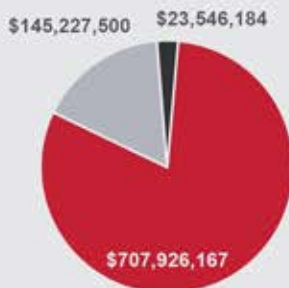
**AV. DAYS-ON-MARKET:** 86  
DOWN 10 days from 2019

**AV. SALE PRICE:** \$296,206  
UP 2% from 2019

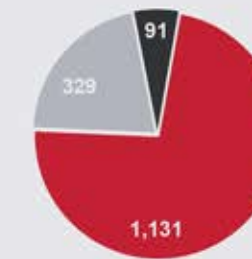
2020



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)

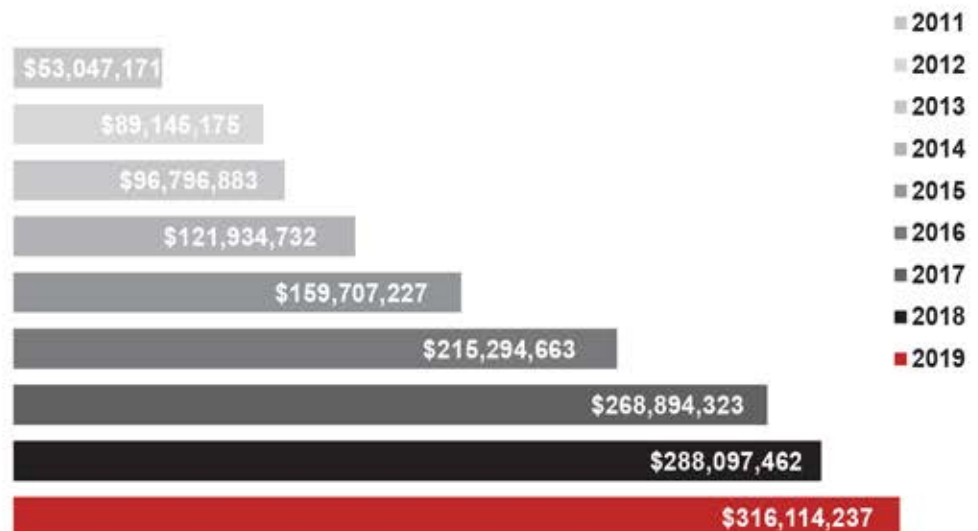
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ 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 (West)\*

	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.



## 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

