

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

THIRD QUARTER 2020

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



collaborativerealestate.ca

OVERVIEW

HUGE RECORD Q3 VOLUME AND UNIT SALES, WITH PRICES WAY UP AND SALE TIMES DOWN



RECORD YEAR-TO-DATE SALES VOLUME OF \$315,167,271

Up 65% from 2019's \$190,587,976, with units of 362 up 34% from 2019's 270. New listings of 552 up 9% from a year ago, with the sales/listings ratio of 66% up 13%.



RECORD Q3 SALES VOLUME OF \$198,041,578

Up 170% from Q3-2019's \$73,249,301. Units of 215 up 109% from Q3-2019's 103, with new listings of 232 up 30% and the sales/listings ratio of 93% up 35% from one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$870,628

Up 23% from 2019's \$705,881. Average days-on-market of 47 down 15 days.



OVERVIEW (cont'd)

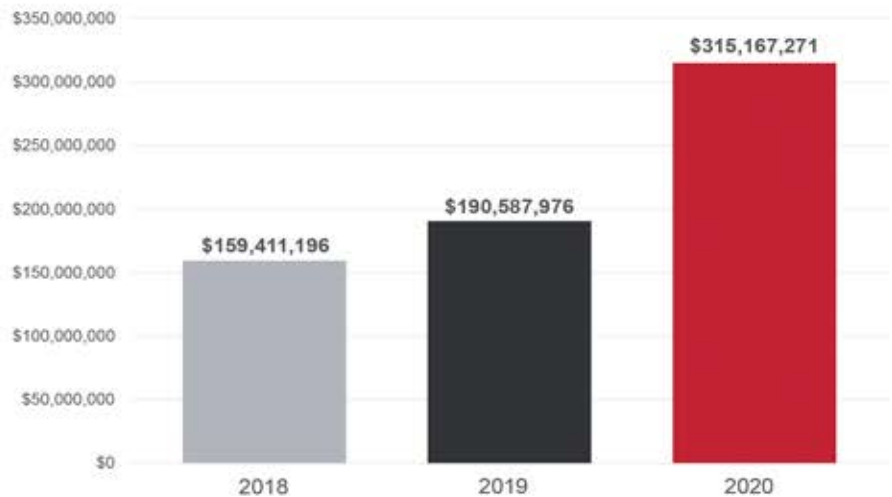


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

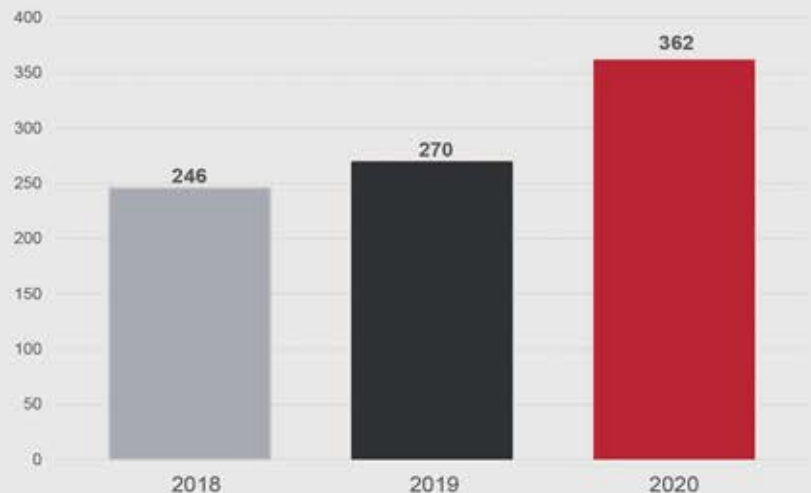
September's volume of **\$57,447,078** was up **79%** from 2019's prior record for the month, while its **62** units were up **48%** from 2015's former benchmark. September's average sale price of **\$926,566** was also a new, all-time monthly high. Although September's **63%** sales/listings ratio is **30%** less than Q3's **93%**, it's still a solid **sellers' market**.



Graph 1:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
2018 vs. 2019 vs. 2020

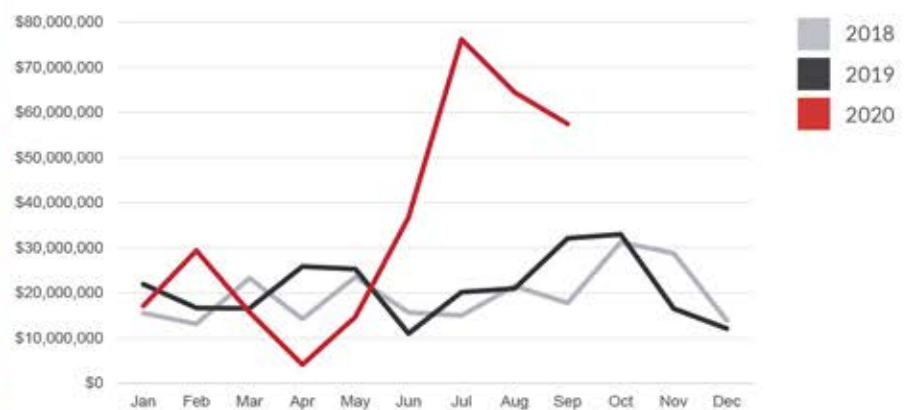
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$159,411,196	\$190,587,976	\$315,167,271	+65%
YTD Unit Sales	246	270	362	+34%
YTD New Listings	439	507	552	+9%
YTD Sales/Listings Ratio	56%	53%	66%	+13%
Third Quarter (Q3) Volume Sales	\$53,970,425	\$73,249,301	\$198,041,578	+170%
Q3 Unit Sales	80	103	215	+109%
Q3 New Listings	143	178	232	+30%
Q3 Sales/Listings Ratio	56%	58%	93%	+35%
Q3 Average Sale Price	\$674,630	\$711,158	\$921,124	+30%
September Volume Sales	\$17,748,700	\$32,101,600	\$57,447,078	+79%
September Unit Sales	27	39	62	+59%
September New Listings	54	64	98	+53%
September Sales/Listings Ratio	50%	61%	63%	+2%
September Average Sale Price	\$657,359	\$823,118	\$926,566	+13%
YTD Sales: \$100K - \$299K	45	38	31	-18%
YTD Sales: \$300K - \$499K	65	67	68	+1%
YTD Sales: \$500K - \$799K	75	97	101	+4%
YTD Sales: \$800K - \$999K	26	22	57	+159%
YTD Sales: \$1M - \$1.499M	23	26	64	+146%
YTD Sales: \$1.5M - \$1.999M	7	13	25	+92%
YTD Sales: \$2M+	5	7	16	+129%
YTD Average Days-On-Market	57	62	47	-24%
YTD Average Sale Price	\$648,013	\$705,881	\$870,628	+23%

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, Q3 was a quarter like no other for The Blue Mts: it saw the town's three biggest volume sales months ever. To put it in perspective, Q3's volume of **\$198,041,578** was **4%** more than The Blue Mts.' *previous high for the first three quarters*, set last year. And if you add June's sales – the month that got things rolling – you have a four-month total of **\$234,772,278**: just **7% less than 2019's annual record!** **Graph 4** shows a similar pattern for units: Q3's **215** were **76%** more than 2016's prior high. Not surprisingly, 2020's average sale price is also up nicely: **78%, 72%, 42%, 34%** and **23%** from 2015-2019 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



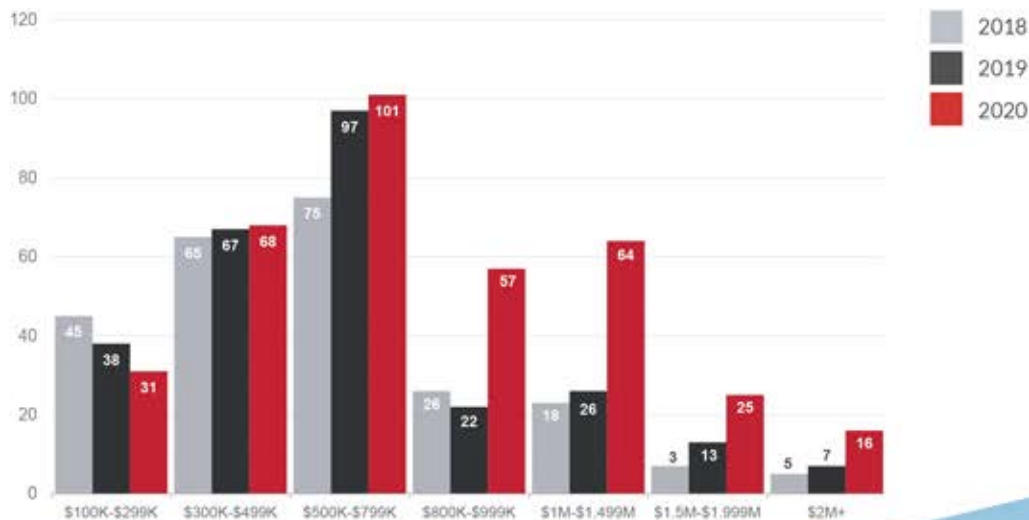
Graph 4:
The Blue Mts. Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **1%**, **4%**, **159%**, **146%**, **92%** and **129%** respectively. The Under-\$300K range is down **18%**. More generally, the Under-\$500K bracket – which accounts for **27%** of 2020's sales – is down **6%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of all sales – is up **33%**. And the \$1M+ bracket – which accounts for **29%** of all sales – is up **128%**.

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



SALES BY PROPERTY TYPE

Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$249,898,388
UP 74% from 2019

UNIT SALES: 222
UP 43% from 2019

AV. DAYS-ON-MARKET: 59
UP 2 days from 2019

AV. SALE PRICE: \$1,125,668
UP 22% from 2019

CONDOMINIUMS

DOLLAR SALES: \$65,268,883
UP 38% from 2019

UNIT SALES: 140
UP 22% from 2019

AV. DAYS-ON-MARKET: 49
DOWN 19 days from 2019

AV. SALE PRICE: \$466,206
UP 13% from 2019

VACANT LAND

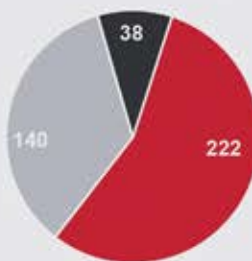
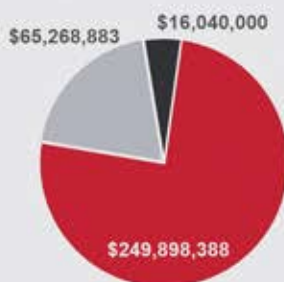
DOLLAR SALES: \$16,040,000
UP 38% from 2019

UNIT SALES: 38
UP 90% from 2019

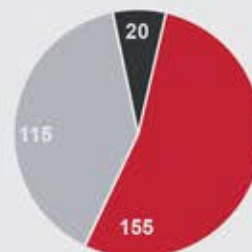
AV. DAYS-ON-MARKET: 96
DOWN 9 days from 2019

AV. SALE PRICE: \$422,105
DOWN 21% 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)

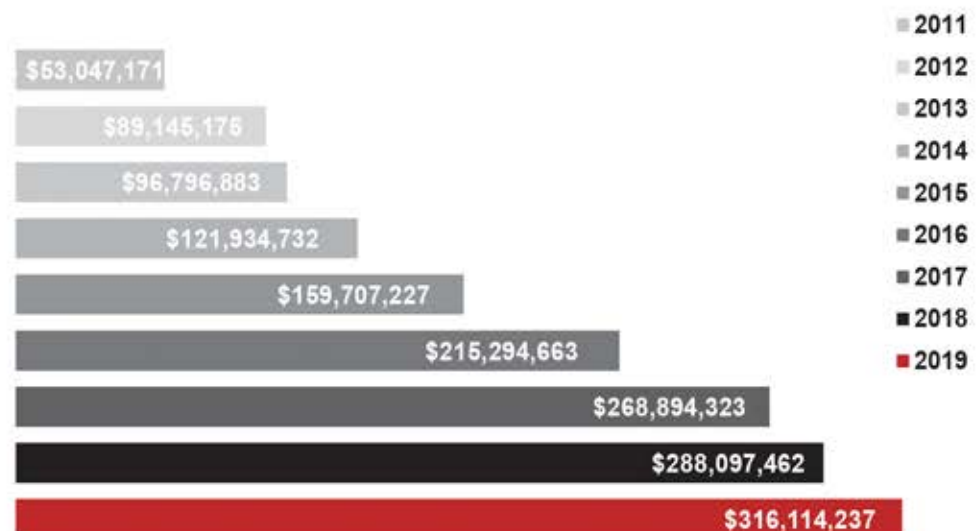
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 (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.

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

