

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JULY 2021

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



collaborativerealestate.ca

OVERVIEW

SALES SLOWING BUT STILL RELATIVELY STRONG, WITH AVERAGE SALE PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,423,254,575

Up 71% from 2020's \$833,055,805, with units of 1683 up 27% from 2020's 1327. New listings of 2283 up 6% from one year ago, with the sales/listings ratio of 74% up 12%.



JULY SALES VOLUME OF \$173,968,802

Down 37% from last July's \$277,084,737. Units of 202 down 50% from last year's 403. New listings of 273 down 32% from a year ago, with the sales/listing ratio of 74% down 26%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$845,665

Up 35% from the \$627,774 of one year ago. Average days-on-market of 19 down 32 days.



OVERVIEW (cont'd)

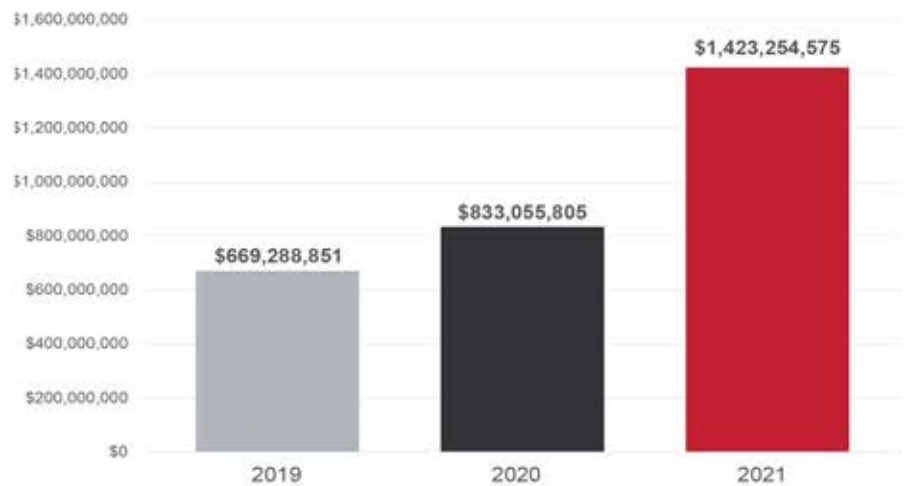


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

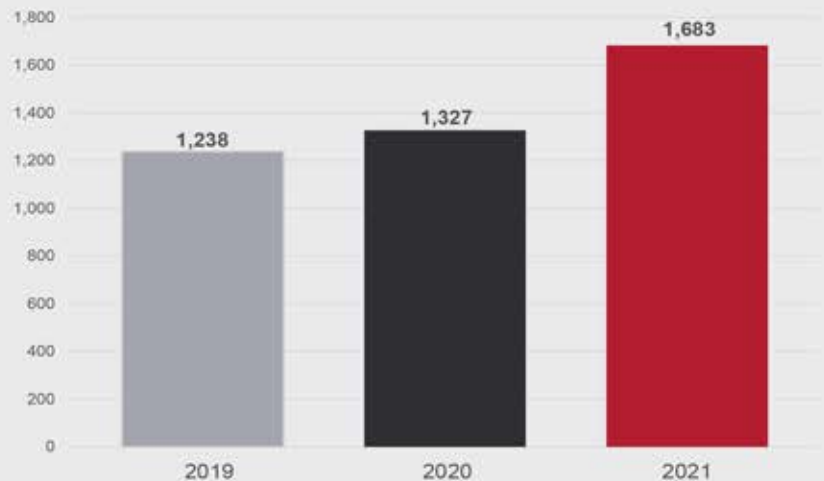
The Southern Georgian Bay market had a high **100.9%** sale/list price ratio in July. Homes sold in **22** days on average, down **22** days from a year ago, and there is now **two months** of inventory. All that, together with July's **74%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$669,288,851	\$833,055,805	\$1,423,254,575	+71%
YTD Unit Sales	1238	1327	1683	+27%
YTD New Listings	2372	2144	2283	+6%
YTD Sales/Listings Ratio	52%	62%	74%	+12%
YTD Expired Listings	304	326	90	-72%
July Volume Sales	\$125,808,488	\$277,084,737	\$173,968,802	-37%
July Unit Sales	227	403	202	-50%
July New Listings	361	404	273	-32%
July Sales/Listings Ratio	63%	100%	74%	-26%
July Expired Listings	68	35	22	-37%
July Average Sale Price	\$554,222	\$687,555	\$861,232	+25%
YTD Sales: Under \$300K	136	88	26	-70%
YTD Sales: \$300K - \$499K	573	490	250	-49%
YTD Sales: \$500K - \$799K	390	512	742	+45%
YTD Sales: \$800K - \$999K	64	100	301	+201%
YTD Sales: \$1M - \$1,499M	50	82	232	+183%
YTD Sales: \$1.5M - \$1,999M	18	37	79	+114%
YTD Sales: \$2M+	7	18	53	+194%
YTD Average Days-On-Market	52	51	19	-63%
YTD Average Sale Price	\$540,621	\$627,774	\$845,665	+35%

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 Aug. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

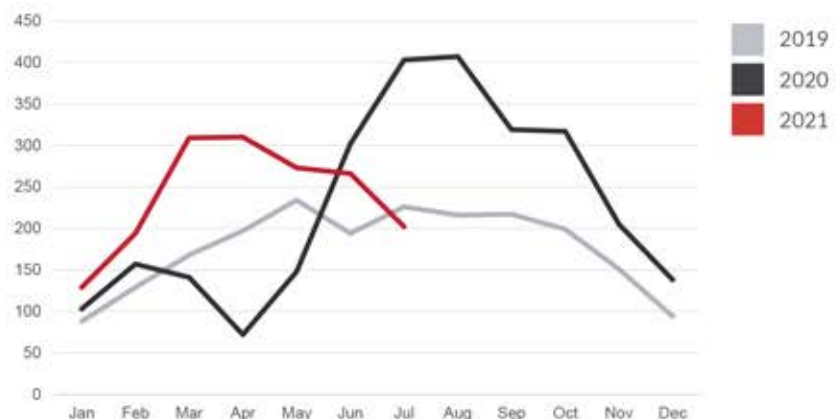
THE MARKET IN DETAIL (cont'd)

Although Southern Georgian Bay sales have descended from their unsustainably stratospheric heights, the market is still showing signs of having plenty of momentum. While, as **Graph 3** shows, July's volume of **\$173,968,802** was down **35%** from March's peak and **37%** from last July's all-time regional record, it was still the second best July ever. On the units side, **Graph 4** shows July's **202** sales just over half of last July's **403** and the seventh best overall. That said, July also had **32%** fewer listings than last year, thus yielding a strong **74%** sales/listings ratio; and the month also enjoyed a relatively high **100.9%** sale/list price ratio, with only **22** expired listings. As well, the average price is still doing very nicely: At **\$845,665** it's up **120%, 74%, 73%, 56%** and **35%** from 2016-2020 respectively.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)

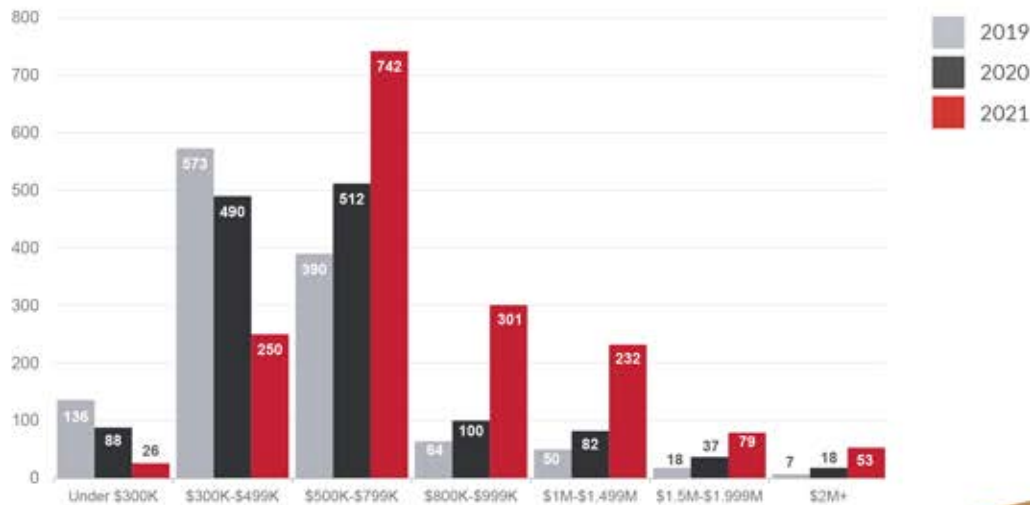


THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 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 **45%**, **201%**, **183%**, **114%** and **194%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **70%** and **49%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **52%** from a year ago. The \$500K- \$999K bracket – which accounts for **62%** of all sales – is up **70%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **166%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Southern Georgian Bay MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$1,141,392,453
UP 65% from 2020

UNIT SALES: 1225
UP 22% from 2020

AV. DAYS-ON-MARKET: 18
DOWN 34 days from 2020

AV. SALE PRICE: \$931,749
UP 36% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$281,862,122
UP 97% from 2020

UNIT SALES: 458
UP 42% from 2020

AV. DAYS-ON-MARKET: 22
DOWN 22 days from 2020

AV. SALE PRICE: \$615,419
UP 39% from 2020

VACANT LAND

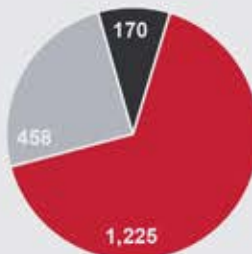
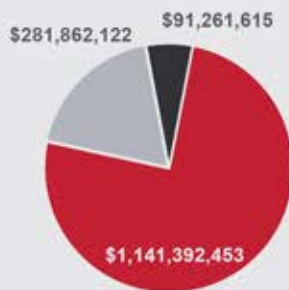
DOLLAR SALES: \$91,261,615
UP 341% from 2020

UNIT SALES: 170
UP 93% from 2020

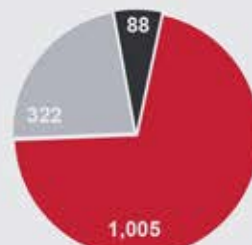
AV. DAYS-ON-MARKET: 76
DOWN 10 days from 2020

AV. SALE PRICE: \$536,833
UP 128% from 2020

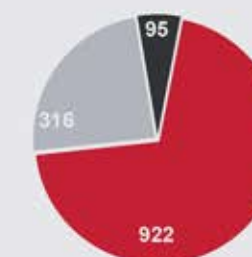
2021



2020



2019



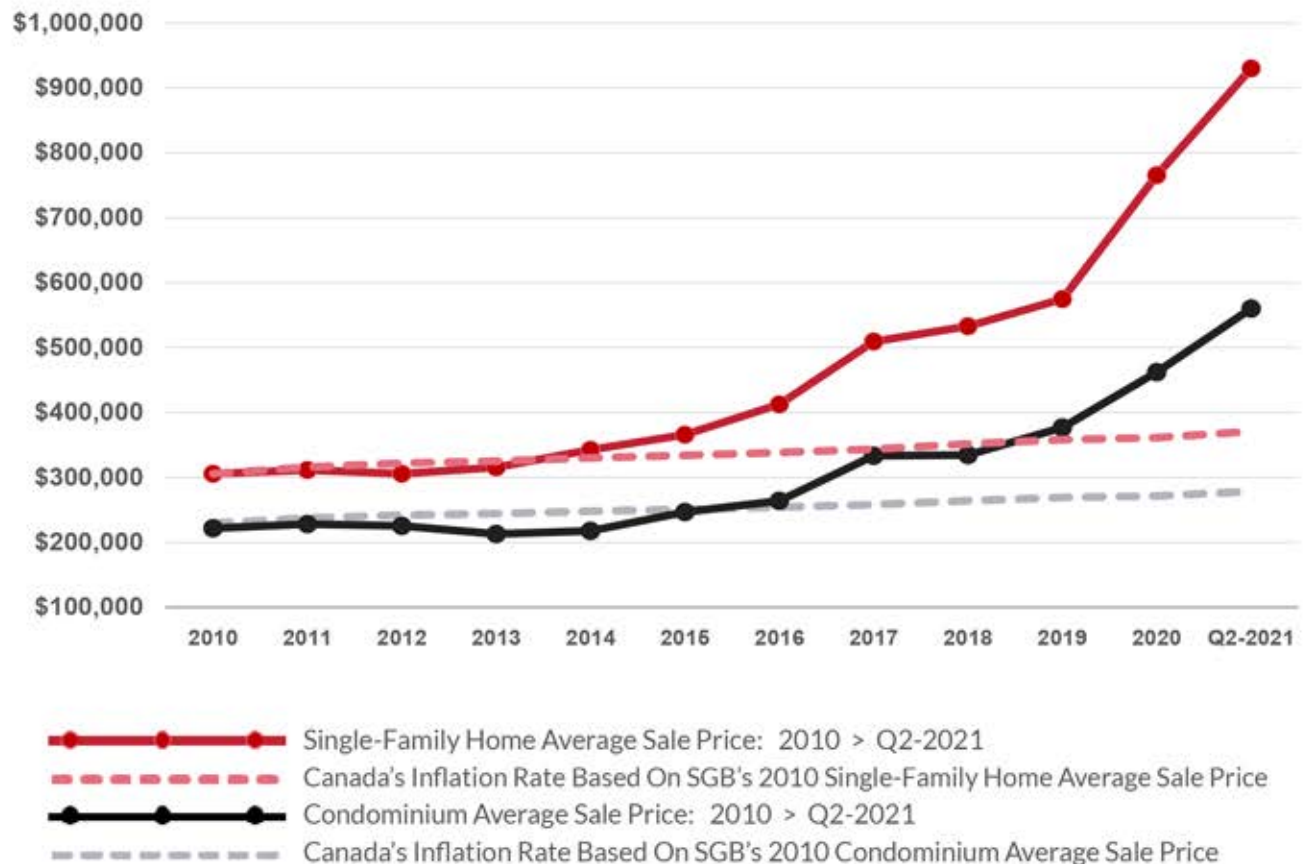
■ Single Family ■ Condos/Towns ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q2-2021 was **\$929,874**; that's up **21%, 62%, 75%, 83% and 204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$560,107** was up **21% 49%, 59%, 63% and 153%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **151%** above inflation in Q2-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **101%** above inflation in Q2-2021.



ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

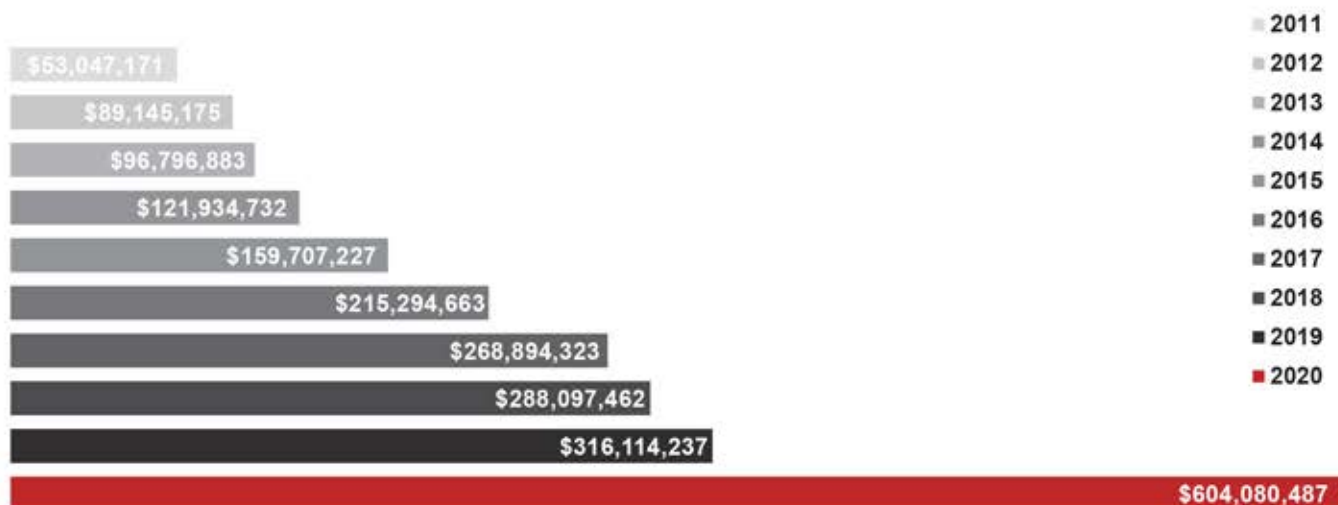


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



2020 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



59,379+

People Reached†

9,393+

Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

Region's Best
Market Intelligence



56

Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019



**4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



435,118+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

With over **4X** the average
industry conversion rate



LocationsNorth.com



642,996+

Page Views†

126,688+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020

WINBLAST \$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

†By MLS® dollar volume sales in each of the last 8 years. ‡Based on Google Analytics (January 1st, 2021 to March 31st, 2021). §Based on social media channels (January 1st, 2021 to March 31st, 2021). ¶Based on March 2021 lead volume



PERSONAL PROFESSIONAL PROGRESSIVE

REAL ESTATE SERVICE

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COLLINGWOOD
705-445-5520
330 First St.

THORN BURY
519-599-2136
27 Arthur St.

CREEMORE
705-881-9005
154 Mill St.

CRAIGLEITH
705-445-7799
209820 Hwy. 26 West.

MEAFORD
519-538-5755
96 Sykes St.

WASAGA BEACH
705-429-4800
1249 Mosley St.

STAYNER
705-428-2800
7458 ON-26, #11.

WASAGA BEACH
705-617-9969
1344 Mosley St. Unit 5.