

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

NOVEMBER 2020

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



collaborativerealestate.ca

OVERVIEW

BIG RECORD NOVEMBER SALES, WITH SALE PRICES AND DEMAND FOR LISTINGS WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,568,517,552

Up 55% from 2019's \$1,013,344,217, with units of 2301 up 25% from 2019's 1843. New listings of 2987 down 7% from one year ago, with the sales/listings ratio of 77% up 20%.



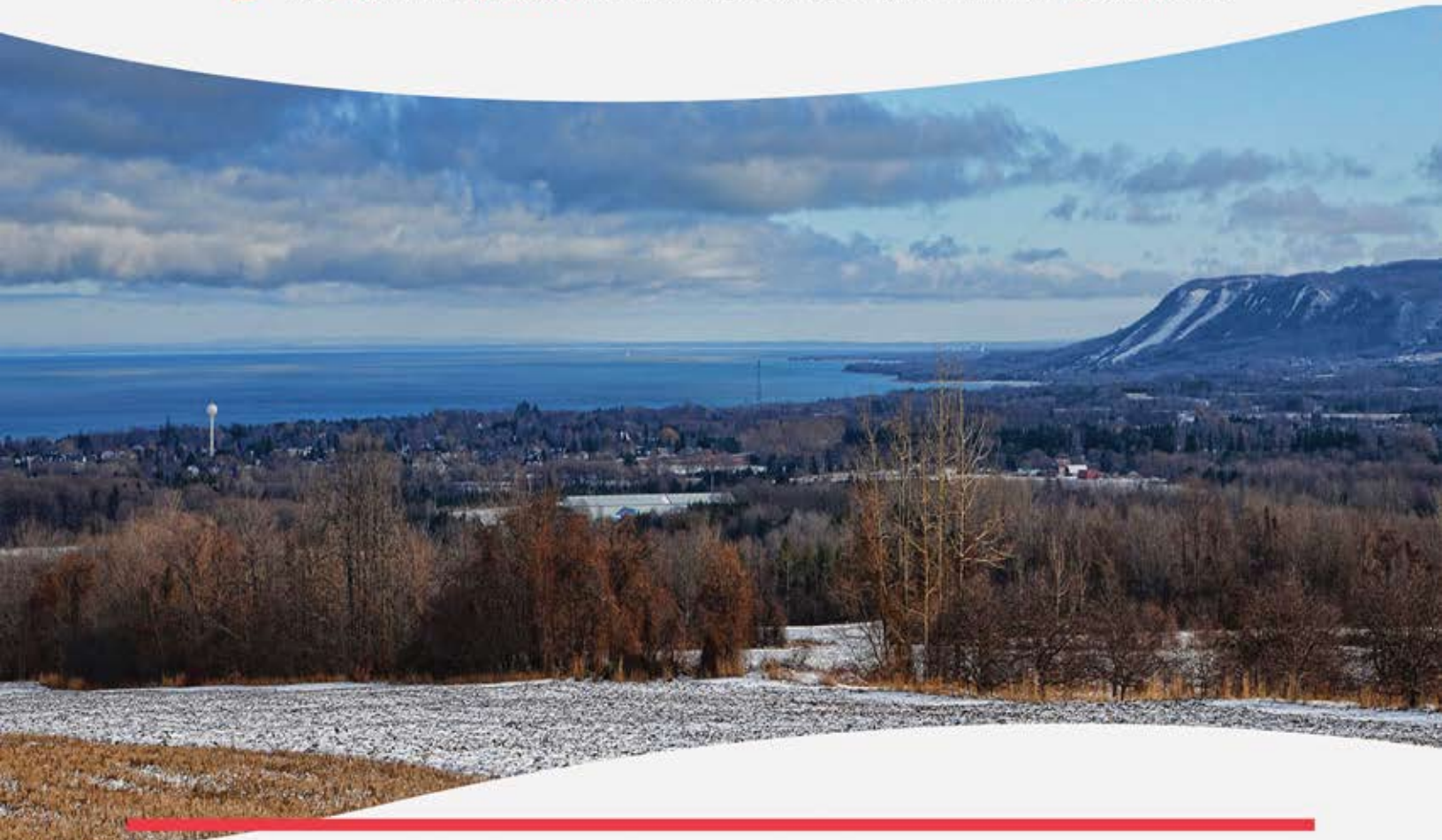
RECORD NOVEMBER SALES VOLUME OF \$149,893,476

Up 90% from last November's \$79,045,515. Record November units of 189 up 36% from last year's 139. New listings of 181 up 12% from a year ago, with the sales/listing ratio of 104% up 18%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$681,668

Up 24% from the \$549,834 of one year ago. Average days-on-market of 46 down 7 days.



OVERVIEW (cont'd)

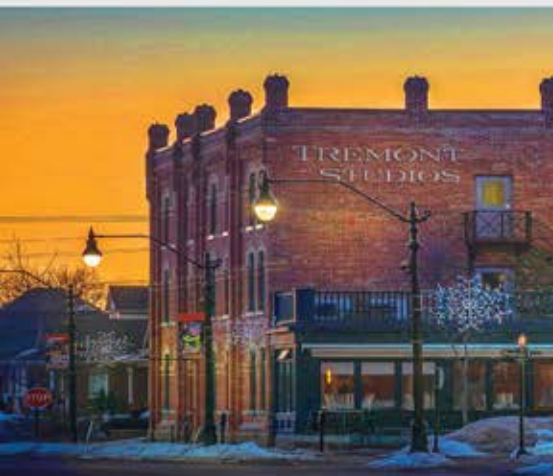
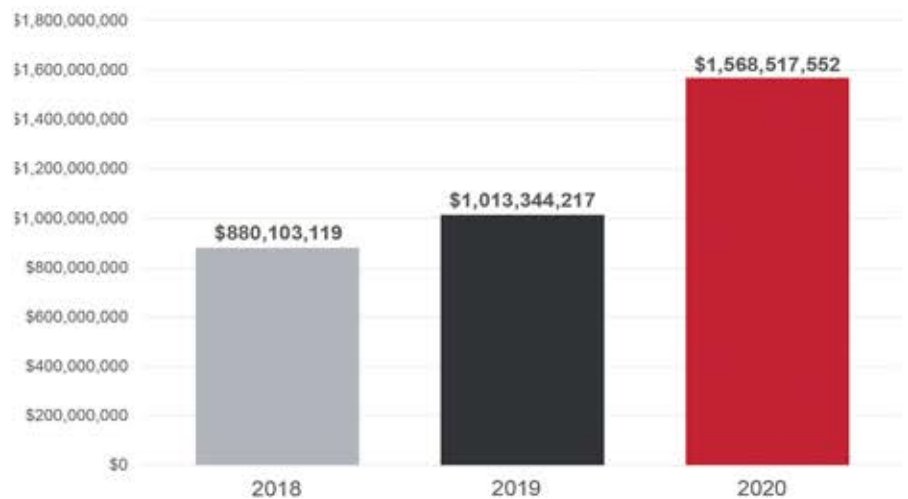


THE DEMAND FOR LISTINGS IS CURRENTLY MUCH GREATER THAN THE SUPPLY

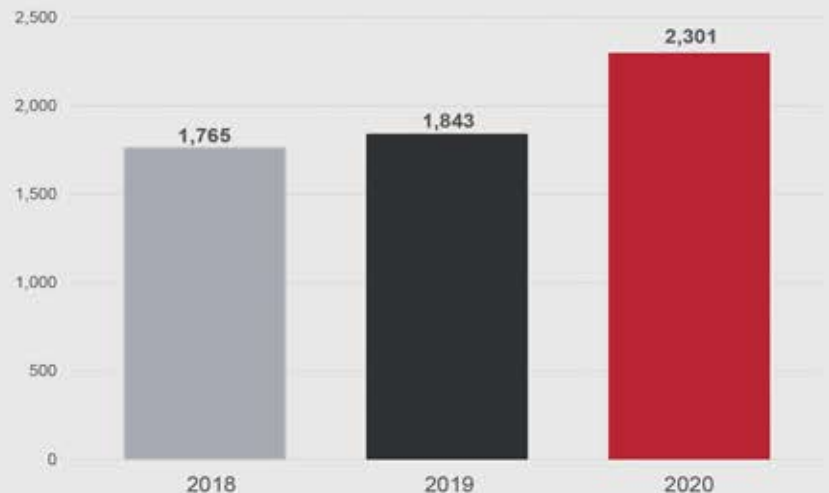
As well as November's volume being up **90%** from 2019's record, its units were up **11%** from 2016's former benchmark. The month also had a high **98.9%** sale/list price ratio; homes sold **16** days faster on average than a year ago; and there is now just **one month** of inventory. All that, and November's **104%** sales/listings ratio, add up to 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

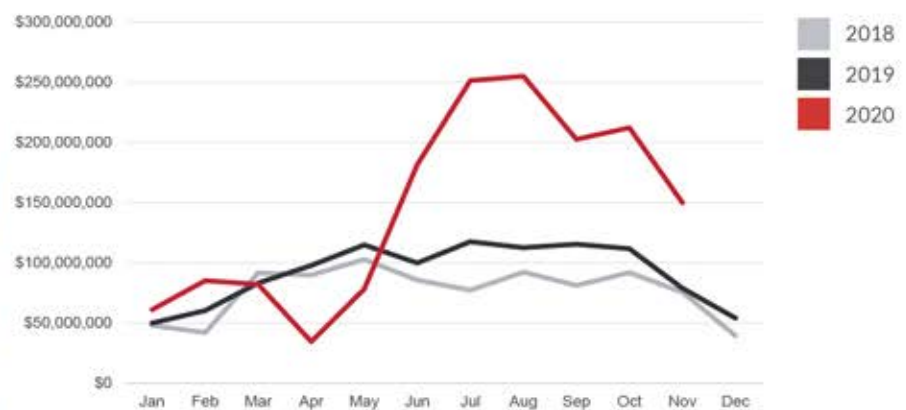
| | 2018 | 2019 | 2020 | 2019-2020 |
|---------------------------------|---------------|-----------------|-----------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$880,103,119 | \$1,013,344,217 | \$1,568,517,552 | +55% |
| YTD Unit Sales | 1765 | 1843 | 2301 | +25% |
| YTD New Listings | 3032 | 3222 | 2987 | -7% |
| YTD Sales/Listings Ratio | 58% | 57% | 77% | +20% |
| November Volume Sales | \$75,265,937 | \$79,045,515 | \$149,893,476 | +90% |
| November Unit Sales | 134 | 139 | 189 | +36% |
| November New Listings | 183 | 161 | 181 | +12% |
| November Sales/Listings Ratio | 73% | 86% | 104% | +18% |
| November Average Sale Price | \$561,682 | \$568,673 | \$793,087 | +39% |
| YTD Sales : Under \$100K | 9 | 3 | 1 | -67% |
| YTD Sales: \$100K - \$299K | 306 | 200 | 132 | -34% |
| YTD Sales: \$300K - \$499K | 827 | 824 | 771 | -6% |
| YTD Sales: \$500K - \$799K | 442 | 588 | 868 | +48% |
| YTD Sales: \$800K - \$999K | 91 | 107 | 220 | +106% |
| YTD Sales: \$1M - \$1.499M | 63 | 79 | 188 | +138% |
| YTD Sales: \$1.5M - \$1.999M | 13 | 30 | 72 | +140% |
| YTD Sales: \$2M+ | 14 | 12 | 49 | +308% |
| YTD Average Days-On-Market | 48 | 53 | 46 | -13% |
| YTD Average Sale Price | \$498,387 | \$549,834 | \$681,668 | +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 Dec. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

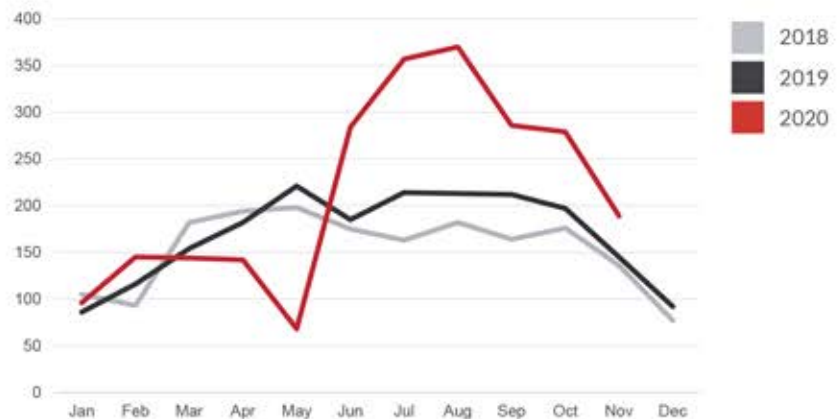
THE MARKET IN DETAIL (cont'd)

November saw the Southern Georgian Bay's sixth straight *HUGE* record month. Volume of **\$149,893,476** gave the region a whopping **\$1,245,707,200 in sales since June**. To put it in perspective, *that's 23% more volume in six months than in all of 2019's former annual record!* Who could've imagined in the depths of April's market that by November the year's volume sales would be up **55%** from 2019's record? That said, 2020's units of **2301**, while up **25%** from 2019, are down **5%** from 2016's benchmark **2423**. The best news for homeowners will be the regional, year-to-date, average sale price of **\$681,668**. It's up **99%, 73%, 42%, 37%** 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)

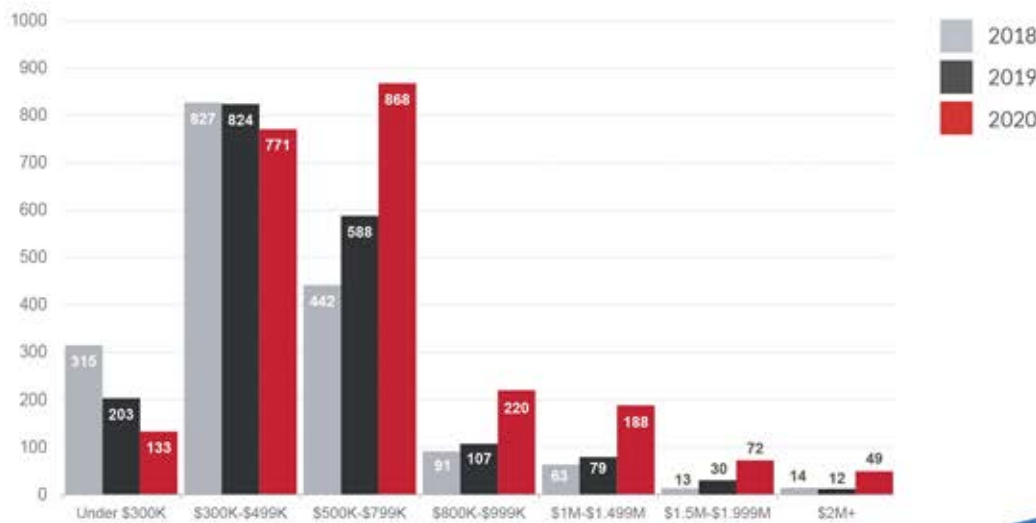


THE MARKET IN DETAIL (cont'd)

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 **48%**, **106%**, **138%**, **140%** and **308%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **34%** and **6%** respectively. More generally, the Under-\$500K bracket – which accounts for **39%** of 2020's sales – is down **12%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of all sales – is up **57%**. And the \$1M+ bracket – which accounts for **14%** of all sales – is up **155%**.

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: \$1,271,214,470
UP 56% from 2019

UNIT SALES: 1685
UP 23% from 2019

AV. DAYS-ON-MARKET: 48
DOWN 5 days from 2019

AV. SALE PRICE: \$754,430
UP 27% from 2019

CONDOMINIUMS

DOLLAR SALES: \$297,383,082
UP 51% from 2019

UNIT SALES: 616
UP 32% from 2019

AV. DAYS-ON-MARKET: 40
DOWN 14 days from 2019

AV. SALE PRICE: \$482,635
UP 15% from 2019

VACANT LAND

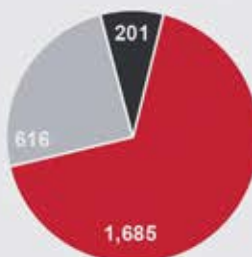
DOLLAR SALES: \$61,759,567
UP 79% from 2019

UNIT SALES: 201
UP 46% from 2019

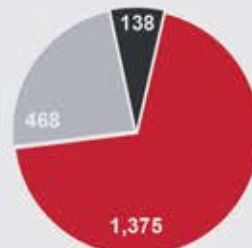
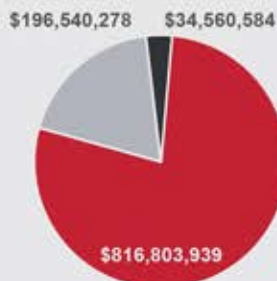
AV. DAYS-ON-MARKET: 86
DOWN 9 days from 2019

AV. SALE PRICE: \$307,262
UP 23% from 2019

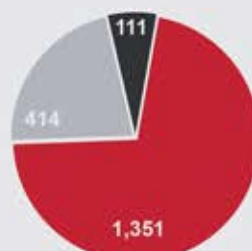
2020



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)

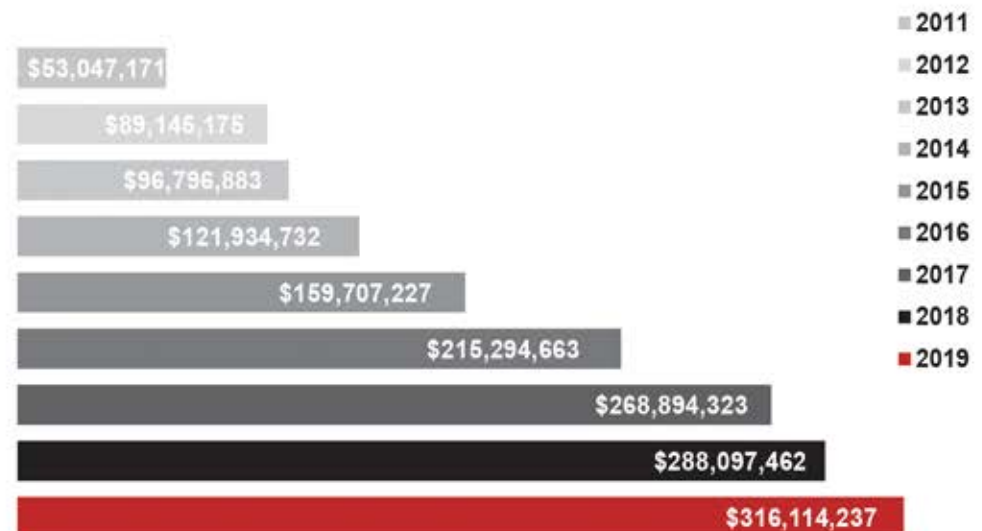
And #2 in Wasaga Beach after opening an office there in mid-2015.



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% | |

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$800,000+

Raised for local causes &
Community Sponsorships
from 2013-2019

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



72,700+

People Reached†

15,700+

Clicks, Shares, Views, & Likes‡

Q3 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



40 Detailed **Market Reports**
Per Year FOR YOU

Annual Sales Volume
2019 Sales Up 10%
from 2018



**Almost
3 TIMES
MORE**

than our closest regional competitor†



Award Winning Service

Socially Connected



227,600+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com



1,032,510+
Page Views†

184,600+
Unique Visitors†



\$32,465

Giving back and working
in our community

**Raised for Local Charities
in 2019**

WE BLAST \$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, 2020 to September 30th, 2020). ‡Based on social media channels (January 1st, 2020 to September 30th, 2020). §Based on June 2020 lead volume



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

