

CLEARVIEW REAL ESTATE MARKET REPORT

THIRD QUARTER 2021

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



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www.locationsnorth.com

OVERVIEW

THE RECORD-BREAKING SALES AND SALE PRICES CONTINUE THROUGH Q3



RECORD YEAR-TO-DATE SALES VOLUME OF \$228,050,367

Up 73% from 2020's \$131,612,455, with units of 245 up 30% from one year ago. New listings of 317 up 14%, with the sales/listings ratio of 77% up 9%.



RECORD Q3 SALES VOLUME OF \$74,301,610

Up 13% from Q3-2020's \$65,707,050, with units of 75 down 18% from Q3-2020's 92. New listings of 87 down 10%, with the sales/listings ratio of 86% down 9%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$930,818

Up 34% from 2020's \$696,362. Average days-on-market of 23 down 34 days.

OVERVIEW (cont'd)

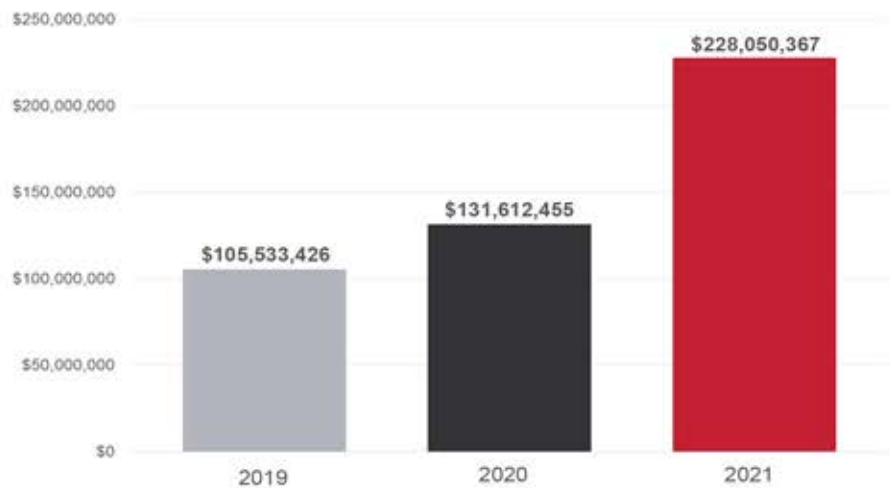


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

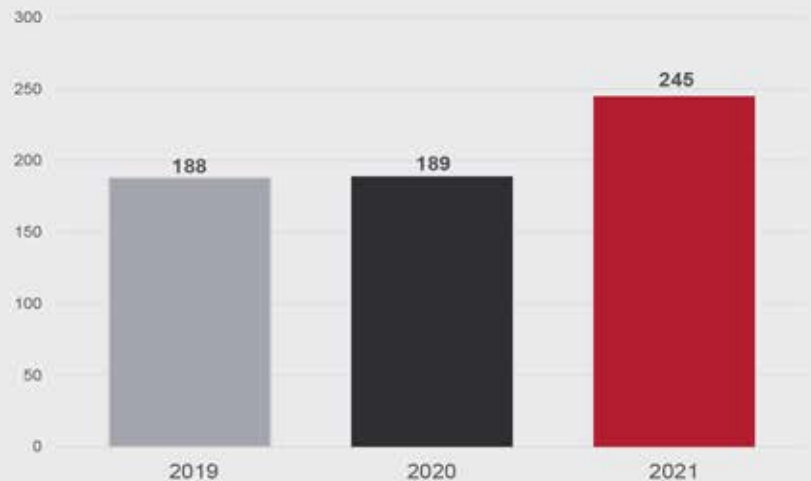
The Clearview market had a **100%** sale/list price ratio in September. Homes sold in **32** days on average, down **30** days from one year ago, and there is now just **one month** of inventory. All that, together with September's very high **112%** sales/listings ratio, adds up to a **strong sellers' market**.



Graph 1:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

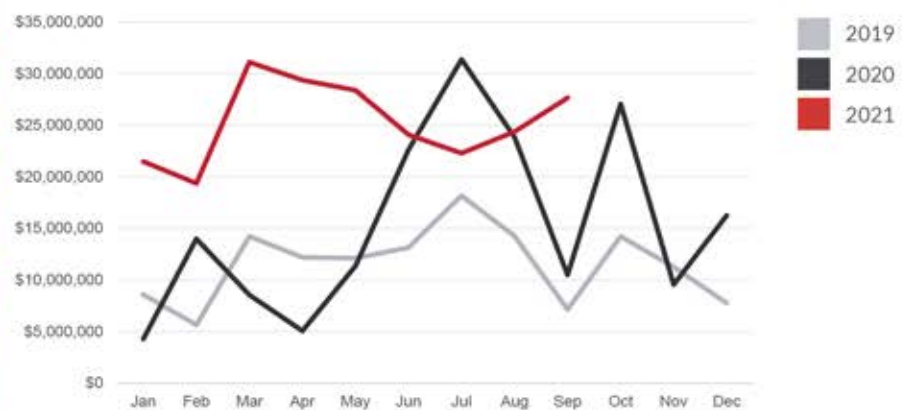
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$105,533,426	\$131,612,455	\$228,050,367	+73%
YTD Unit Sales	188	189	245	+30%
YTD New Listings	336	278	317	+14%
YTD Sales/Listings Ratio	56%	68%	77%	+9%
YTD Expired Listings	68	48	18	-62%
Third Quarter (Q3) Volume Sales	\$39,587,511	\$65,707,050	\$74,301,610	+13%
Q3 Unit Sales	68	92	75	-18%
Q3 New Listings	112	97	87	-10%
Q3 Sales/Listings Ratio	61%	95%	86%	-9%
Q3 Expired Listings	27	9	11	+22%
Q3 Average Sale Price	\$582,170	\$714,207	\$990,688	+39%
YTD Sales: Under \$300K	15	1	1	0%
YTD Sales: \$300K - \$499K	90	69	24	-65%
YTD Sales: \$500K - \$799K	61	82	120	+46%
YTD Sales: \$800K - \$999K	7	11	35	+218%
YTD Sales: \$1M - \$1,499M	8	12	39	+225%
YTD Sales: \$1.5M - \$1,999M	7	9	12	+33%
YTD Sales: \$2M+	0	5	14	+180%
YTD Average Days-On-Market	66	57	23	-60%
YTD Average Sale Price	\$561,348	\$696,362	\$930,818	+34%

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

THE MARKET IN DETAIL (cont'd)

In a year of extraordinary real estate sales, Clearview has enjoyed the greatest increase of all the Southern Georgian Bay markets. Year-to-date volume of **\$228,050,367** is up **73%** from last year's record **\$131,612,455**, while units of **245** are up **8%** from 2016's former high of **227**. Additionally, with Q3 volume of **\$74,301,610** – up **13%** from Q3-2020 – Clearview is the only regional market to have increased its total from a year ago, although its unit sales were down **18%**. Clearview's high Q3 sales/listings ratio of **86%**, its **100%** sale/list price ratio, and its current one month of inventory all suggest that its market still has serious legs. Lastly, Clearview's year-to-date average sale price is doing very, very well. At **\$930,818** it's up **95%, 71%, 74%, 66%** and **34%** from 2016-2020 respectively.

Graph 3:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



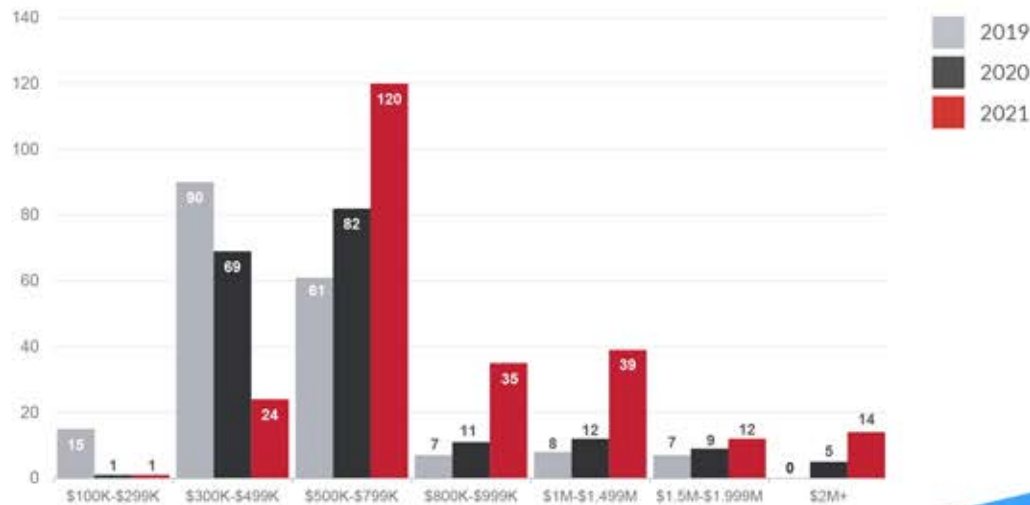
Graph 4:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges, equal in one and down in one. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **46%**, **218%**, **225%**, **33%** and **180%** respectively. The Under-\$300K range is **equal**. And the \$300K-\$499K range is down **65%**. More generally, the Under-\$500K bracket – which accounts for **10%** of 2021's sales – is down **64%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is up **67%**. And the \$1M+ bracket – which accounts for **27%** of all sales – is up **150%**.

Graph 5:
Clearview MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Clearview MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$223,192,716
UP 72% from 2020

UNIT SALES: 236
UP 28% from 2020

AV. DAYS-ON-MARKET: 23
DOWN 35 days from 2020

AV. SALE PRICE: \$945,732
UP 34% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$4,857,651
UP 166% from 2020

UNIT SALES: 9
UP 80% from 2020

AV. DAYS-ON-MARKET: 9
DOWN 6 days from 2020

AV. SALE PRICE: \$539,739
UP 48% from 2020

VACANT LAND

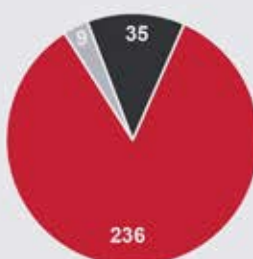
DOLLAR SALES: \$18,100,600
UP 347% from 2020

UNIT SALES: 35
UP 94% from 2020

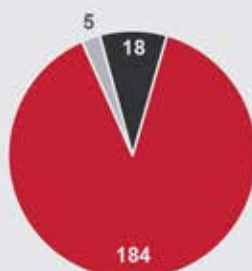
AV. DAYS-ON-MARKET: 37
DOWN 43 days from 2020

AV. SALE PRICE: \$517,160
UP 130% from 2020

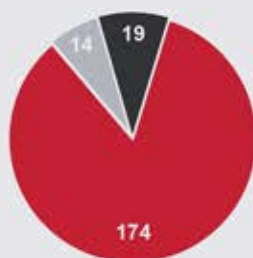
2021



2020



2019



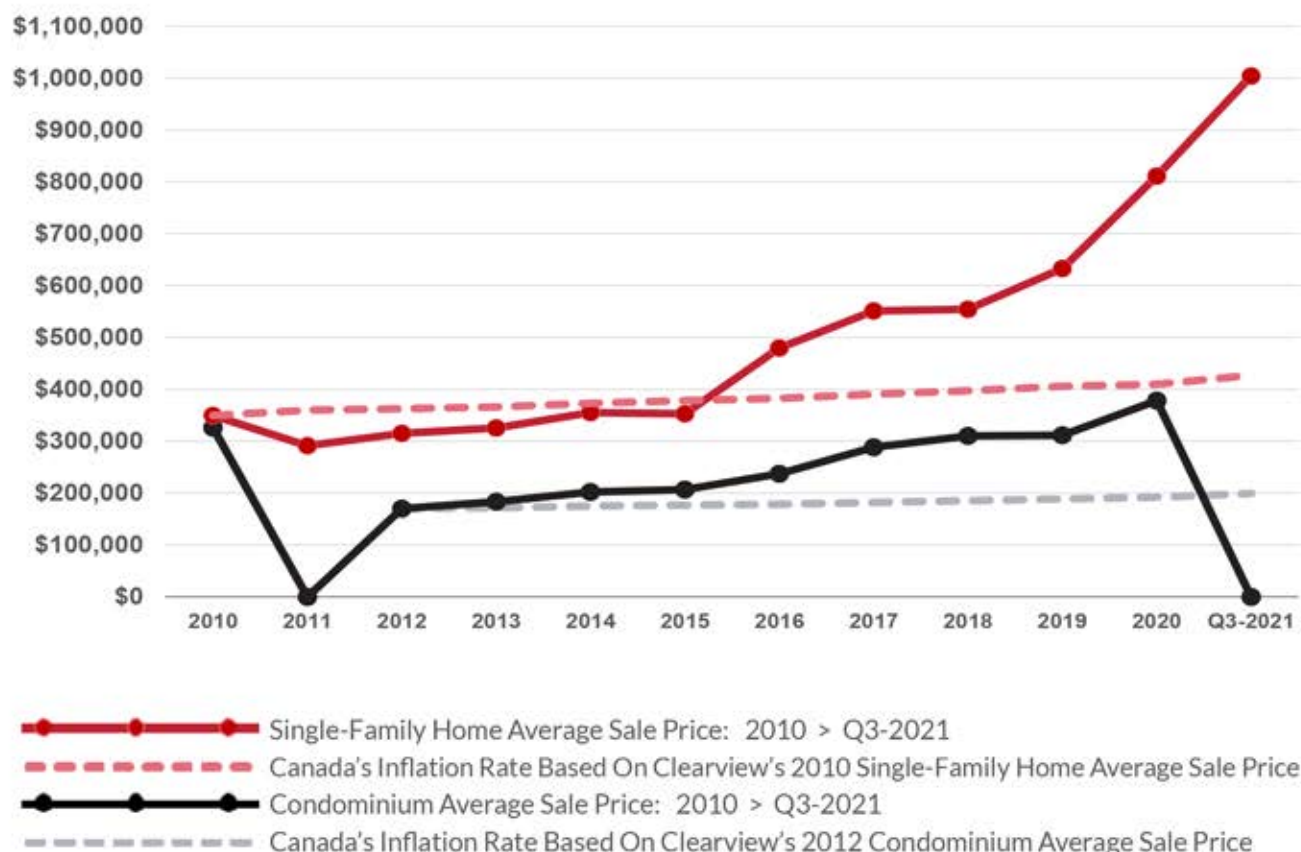
■ Single Family ■ Condo/Town ■ Vacant Land

CLEARVIEW AVERAGE SALE PRICES: 2010-2021

BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q3-2021 was **\$1,004,117**: that's up **24%, 59%, 81%, 82%** and **187%** from 2020, 2019, 2018, 2017 and 2010 respectively. There have been no condo sales in 2021. 2020's average condo price of **\$378,313** was up **21%, 22%, 31%** and **122%** from 2019, 2018, 2017 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q3-2021 the average price rose to **135%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **98%** rise above the inflation rate by 2020.



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

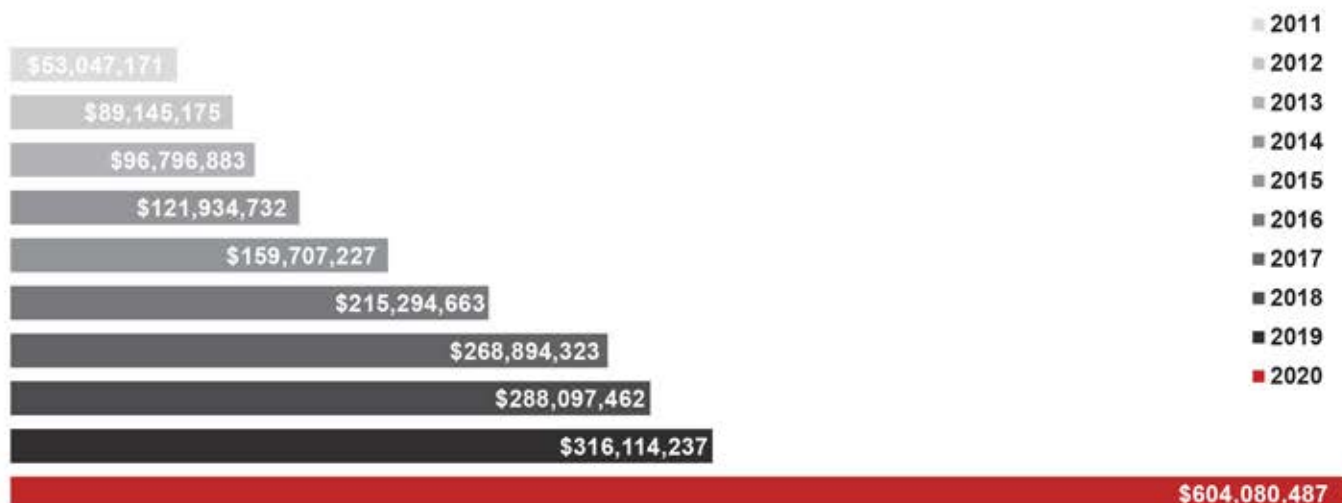


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



81,913+

People Reached†

17,702+

Clicks, Shares, Views, & Likes‡

Q3 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



530,816+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com



915,593+

Page Views†

178,738+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020



\$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

At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at www.locationsnorth.com



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.