

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## AUGUST 2020

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



[collaborativerealestate.ca](http://collaborativerealestate.ca)

[www.locationsnorth.com](http://www.locationsnorth.com)

# OVERVIEW

## AND THE BEAT GOES ON . . . RECORD AUGUST VOLUME AND UNIT SALES



### RECORD YEAR-TO-DATE SALES VOLUME OF \$954,335,219

Up 29% from 2019's \$737,324,507, with units of 1452 up 6% from 2019's 1372. New listings of 2114 down 17%, with the sales/listings ratio of 69% up 15% from the 54% of one year ago.



### RECORD AUGUST SALES VOLUME OF \$240,525,203

Up 114% from last August's \$112,592,077. Record August units of 346 up 62% from last year's 213. New listings of 315 down 5% from a year ago, with the sales/listing ratio of 110% up 46%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$657,256

Up 22% from the \$537,409 of one year ago. Average days-on-market of 45 down 7 days.

# OVERVIEW (cont'd)

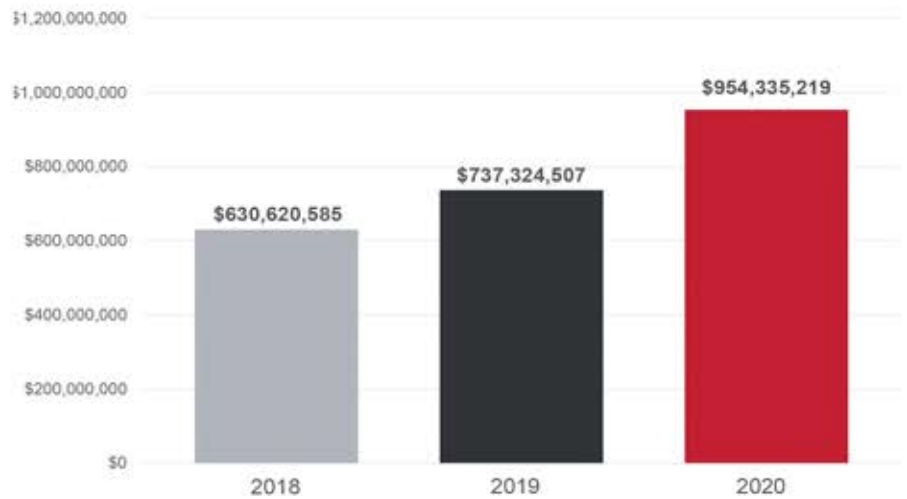


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

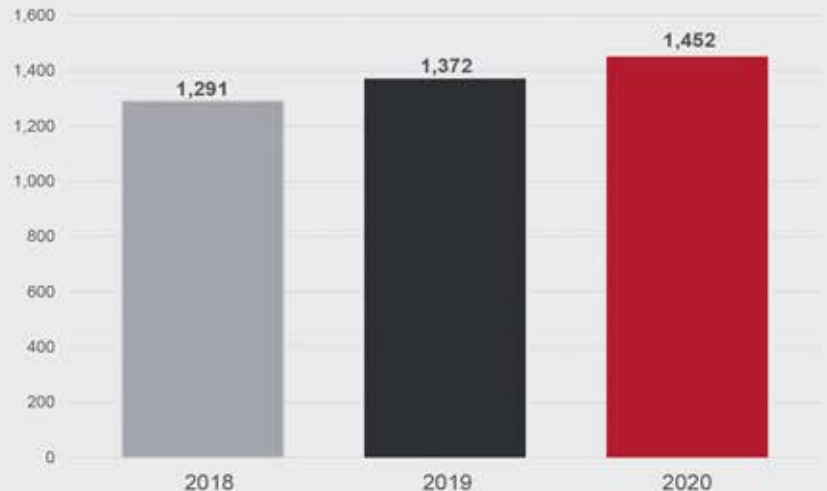
August's record volume and unit sales were accompanied by an all-time record average sale price of **\$695,160**, up a big **32%** from last August's **\$528,601**, and also up **6%** from 2020's overall average of **\$657,256**. With August's listings down **5%** from a year ago and its **110%** sales/listing ratio, the region currently has a strong **seller's 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

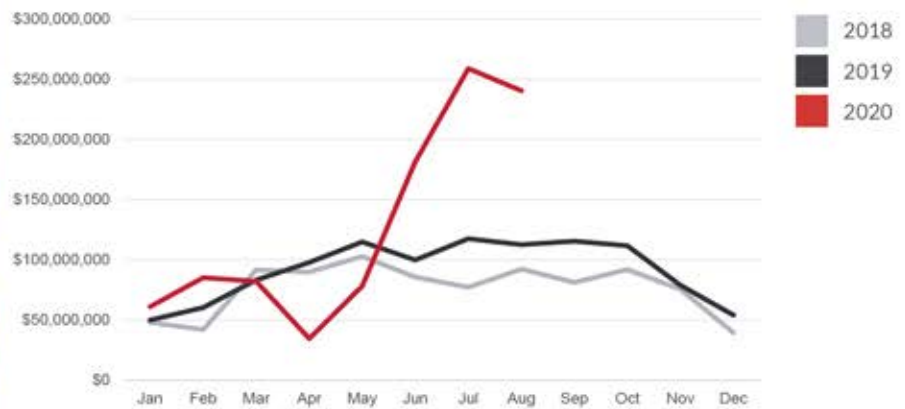
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$630,620,585	\$737,324,507	\$954,335,219	<b>+29%</b>
YTD Unit Sales	1291	1372	1452	<b>+6%</b>
YTD New Listings	2281	2546	2114	<b>-17%</b>
YTD Sales/Listings Ratio	57%	54%	69%	<b>+15%</b>
August Volume Sales	\$91,938,510	\$112,592,077	\$240,525,203	<b>+114%</b>
August Unit Sales	181	213	346	<b>+62%</b>
August New Listings	280	331	315	<b>-5%</b>
August Sales/Listing Ratio	65%	64%	110%	<b>+46%</b>
August Average Sale Price	\$507,948	\$528,601	\$695,160	<b>+32%</b>
YTD Sales: Under \$100K	7	7	1	<b>-86%</b>
YTD Sales: \$100K - \$299K	231	168	85	<b>-49%</b>
YTD Sales: \$300K - \$499K	616	616	518	<b>-16%</b>
YTD Sales: \$500K - \$799K	320	416	539	<b>+30%</b>
YTD Sales: \$800K - \$999K	61	78	121	<b>+55%</b>
YTD Sales: \$1M - \$1.499M	41	59	121	<b>+105%</b>
YTD Sales: \$1.5M - \$1.999M	7	20	45	<b>+125%</b>
YTD Sales: \$2M+	8	8	22	<b>+175%</b>
YTD Average Days-On-Market	46	52	45	<b>-13%</b>
YTD Average Sale Price	\$488,475	\$537,409	\$657,256	<b>+22%</b>

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 Sept. 5, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

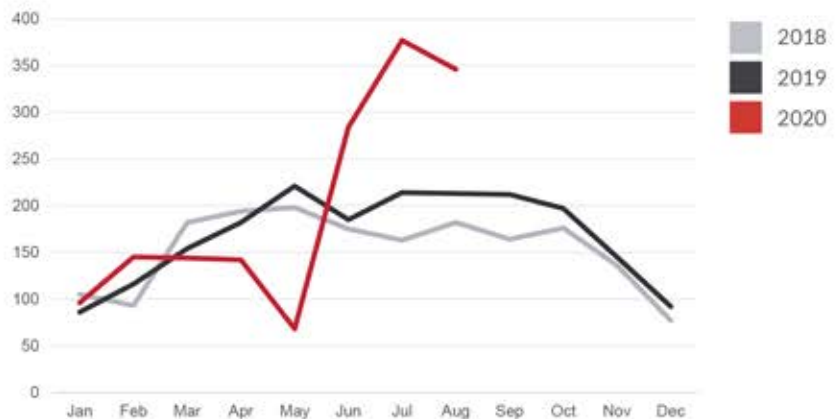
# THE MARKET IN DETAIL (cont'd)

Well, the Southern Georgian Bay area registered yet another ginormous sales month. While not quite as big as July – which set new all-time volume and unit sale records – August was a close second, with just **7%** less volume and **9%** fewer units. Who could have imagined, – in the depths of the COVID-19-spooked April market – that by August our region would be on a record clip and close to \$1 billion in volume for 2020? While sales have been strong throughout Canada, there is no doubt that this area, with all it has to offer, is being recognized as a great place to live, and market demand is increasing accordingly. So are average sale prices: 2020's **\$657,256** is up **90%**, **75%**, **39%**, **35%** and **22%** from 2015-2019 respectively.

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



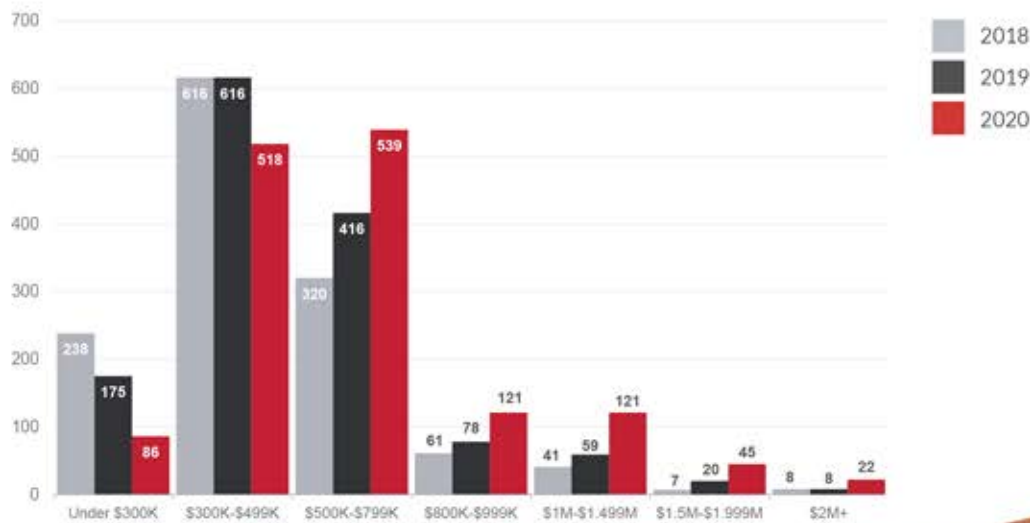
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# 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 **30%**, **55%**, **105%**, **125%** and **175%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **51%** and **16%** respectively. More generally, the Under-\$500K bracket – which accounts for **42%** of 2020's sales – is down **24%** from a year ago. The \$500K-\$999K bracket – which accounts for **45%** of the sales – is up **34%**. And the \$1M+ bracket – which accounts for **13%** of the sales – is up **116%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
 2018 vs. 2019 vs. 2020 (Units)

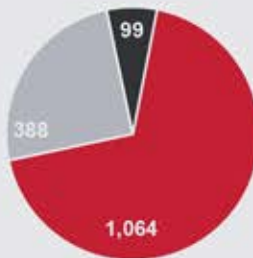
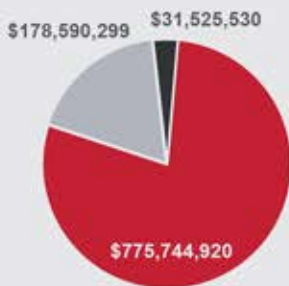


# SALES BY PROPERTY TYPE

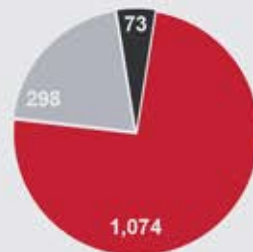
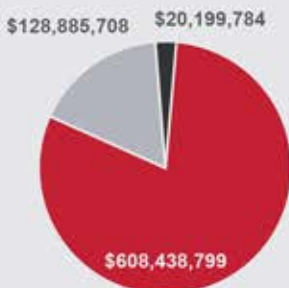
Graph 6:  
**Southern Georgian Bay MLS® Sales By Property Type**  
 2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

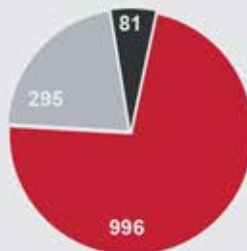
### 2020



### 2019



### 2018



■ Single Family ■ Condominium ■ Vacant Land

### SINGLE-FAMILY HOMES

**DOLLAR SALES: \$775,744,920**  
 UP 27% from 2019

**UNIT SALES: 1064**  
 DOWN 1% from 2019

**AV. DAYS-ON-MARKET: 53**  
 UP 2 days from 2019

**AV. SALE PRICE: \$729,084**  
 UP 29% from 2019

### CONDOMINIUMS

**DOLLAR SALES: \$178,590,299**  
 UP 39% from 2019

**UNIT SALES: 388**  
 UP 30% from 2019

**AV. DAYS-ON-MARKET: 45**  
 DOWN 11 days from 2019

**AV. SALE PRICE: \$460,284**  
 UP 6% from 2019

### VACANT LAND

**DOLLAR SALES: \$31,525,530**  
 UP 56% from 2019

**UNIT SALES: 99**  
 UP 37% from 2019

**AV. DAYS-ON-MARKET: 96**  
 UP 3 days from 2019

**AV. SALE PRICE: \$318,440**  
 UP 15% from 2019

# 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)

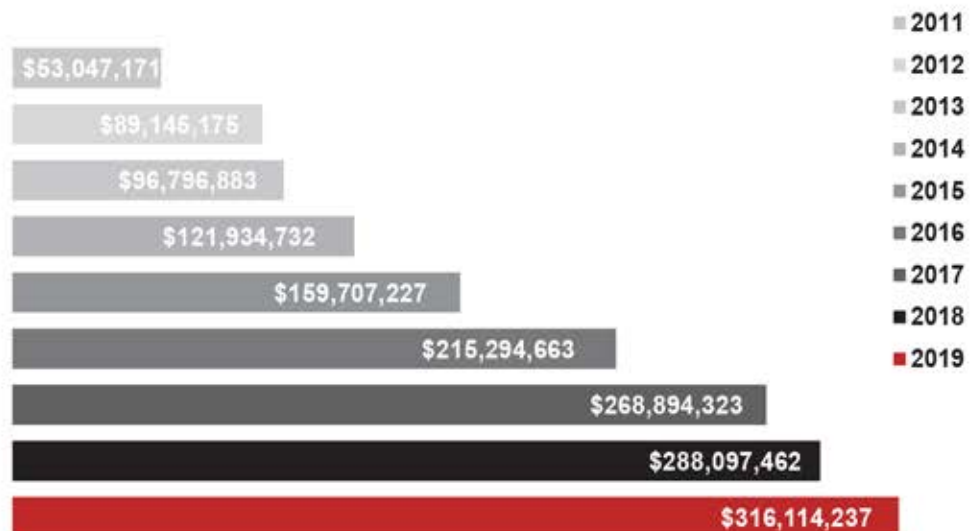
And #2 in Wasaga Beach after opening an office there in mid-2015.



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