

# WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

## THIRD QUARTER 2023

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



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# OVERVIEW

## THIRD QUARTER SALES AND AVERAGE SALE PRICE UP FROM A YEAR AGO

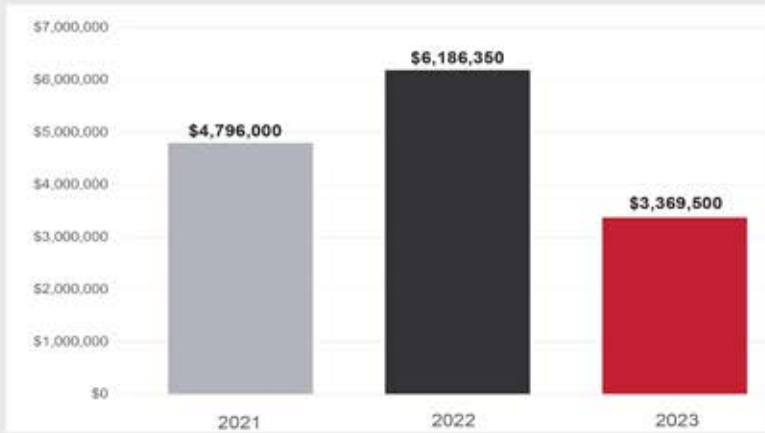
In Q3-2023 the communities of Owen Sound, Meaford, The Blue Mountains., Collingwood, Wasaga Beach and Tiny collectively saw **\$72,848,200** in waterfront home sales. That volume was up **88%** from Q3-2022's **\$38,847,000**, while unit sales of **46** were up **39%** from Q3-2022's **33**. By comparison, 2023's year-to-date volume for waterfront homes was **\$164,386,700**, up **8%** from last year's **\$151,878,806**. As well, 2023's year-to-date unit sales of **112** were up **6%** from last year's **106**, while 2023's average sale price of **\$1,467,738** was up **2%** from 2022's **\$1,432,819**.

The biggest year-over-year volume gains went to Tiny (**up 74%**) and Collingwood (**up 64%**), with all other communities down: Owen Sound by **46%**, The Blue Mountains by **38%**, Meaford by **14%** and Wasaga Beach by **4%**. With regard to average sale prices, three communities were up and three were down. Tiny was up **51%**, Meaford was up **17%** and Wasaga Beach was up **2%**; while Collingwood was down **4%**, The Blue Mountains was down **23%** and Owen Sound was down **27%**.

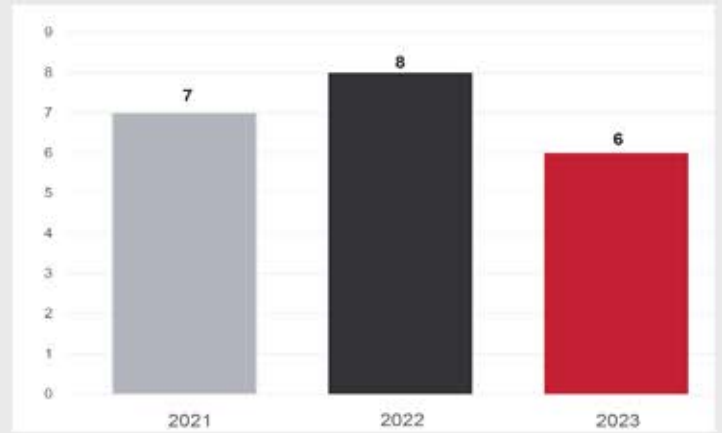
# OWEN SOUND

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$4,796,000	\$6,186,350	\$3,369,500	-46%
YTD Unit Sales	7	8	6	-25%
YTD New Listings	11	18	11	-39%
YTD Sales/Listings Ratio	64%	44%	55%	+11%
YTD Expired Listing	0	2	2	0%
YTD Sales: Under \$800K	5	6	5	-17%
YTD Sales: \$800K - \$999K	1	1	1	0%
YTD Sales: \$1M - \$1,499M	1	0	0	0%
YTD Sales: \$1.5M - \$1,999M	0	1	0	-100%
YTD Sales: \$2M+	0	0	0	0%
YTD Close Price / Sq. Ft. Ratio	\$418	\$398	\$344	-14%
YTD Average Days-On-Market	22	24	96	+300%
YTD Average Sale Price	\$685,143	\$773,294	\$561,583	-27%

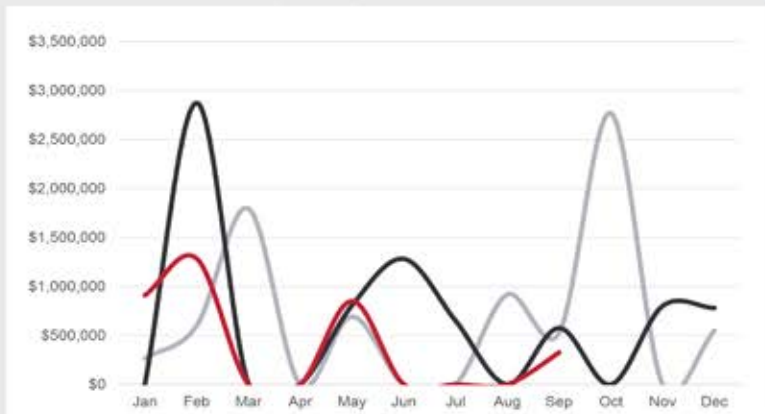
Owen Sound MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



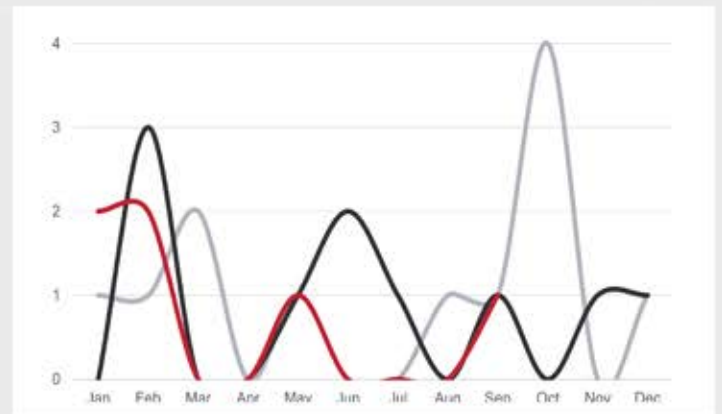
Owen Sound MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Units)



Owen Sound Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



Owen Sound Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)



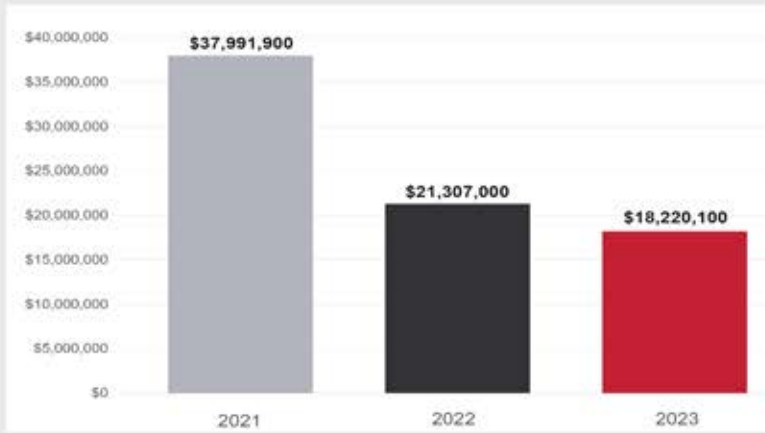
2021  
2022  
2023



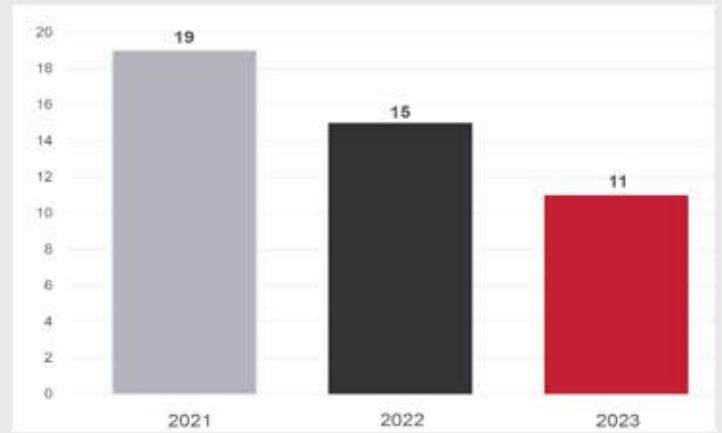
# MEAFORD

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$37,991,900	\$21,307,000	\$18,220,100	-14%
YTD Unit Sales	19	15	11	-27%
YTD New Listings	22	25	26	+4%
YTD Sales/Listings Ratio	86%	60%	42%	-18%
YTD Expired Listings	9	21	6	-71%
YTD Sales: Under \$800K	0	4	2	-50%
YTD Sales: \$800K - \$999K	3	2	2	0%
YTD Sales: \$1M - \$1,499M	4	3	1	-67%
YTD Sales: \$1.5M - \$1,999M	3	2	4	+100%
YTD Sales: \$2M+	9	4	2	-50%
YTD Close Price / Sq. Ft. Ratio	\$679	\$773	\$778	+1%
YTD Average Days-On-Market	18	29	51	+76%
YTD Average Sale Price	\$1,999,574	\$1,420,467	\$1,656,373	+17%

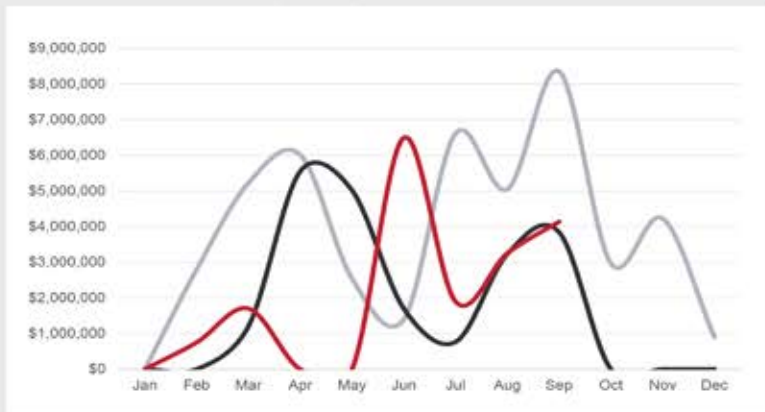
Meaford MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



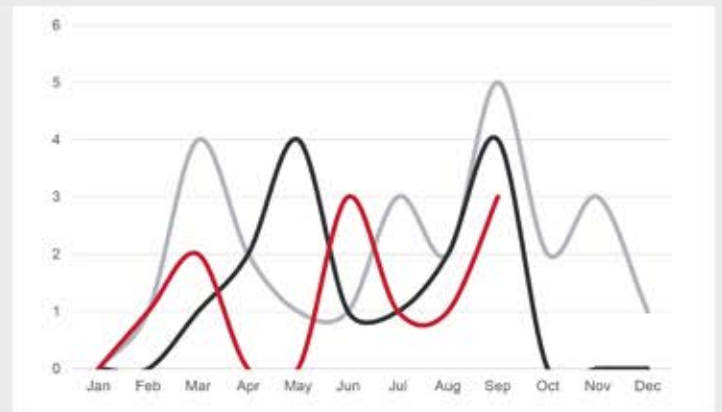
Meaford MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Units)



Meaford Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



Meaford Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)

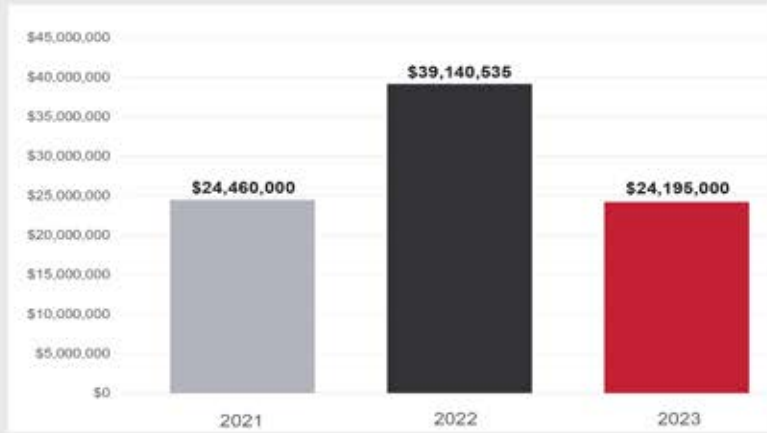


2021  
2022  
2023

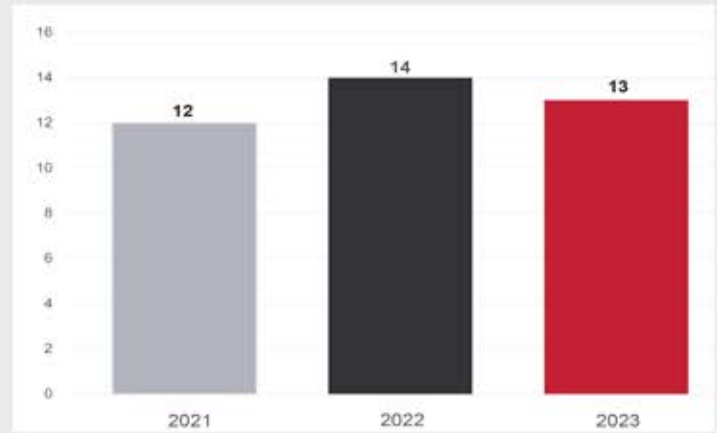
# THE BLUE MTS.

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$24,460,000	\$39,140,535	\$24,195,000	-38%
YTD Unit Sales	12	14	13	-7%
YTD New Listings	22	22	37	+68%
YTD Sales/Listings Ratio	55%	64%	35%	-29%
YTD Expired Listings	2	0	8	+800%
YTD Sales: Under \$800K	2	0	2	+200%
YTD Sales: \$800K - \$999K	1	2	1	-50%
YTD Sales: \$1M - \$1,499M	3	2	4	+100%
YTD Sales: \$1.5M - \$1,999M	0	2	2	0%
YTD Sales: \$2M+	6	8	4	-50%
YTD Close Price / Sq. Ft. Ratio	\$844	\$1,235	\$867	-30%
YTD Average Days-On-Market	19	31	33	+6%
YTD Average Sale Price	\$2,038,333	\$2,795,753	\$1,861,154	-23%

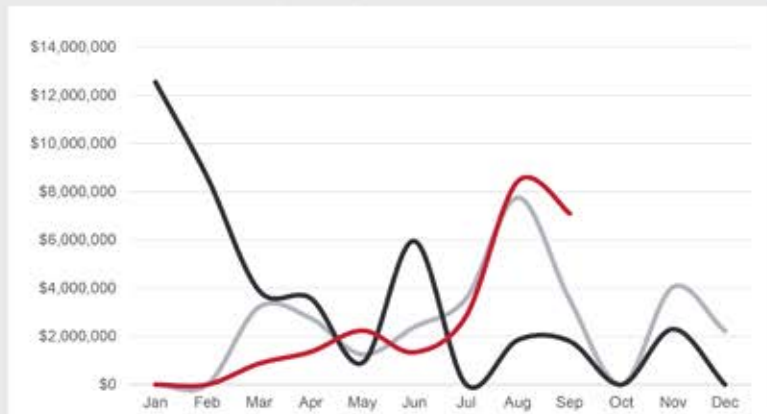
The Blue Mts. MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



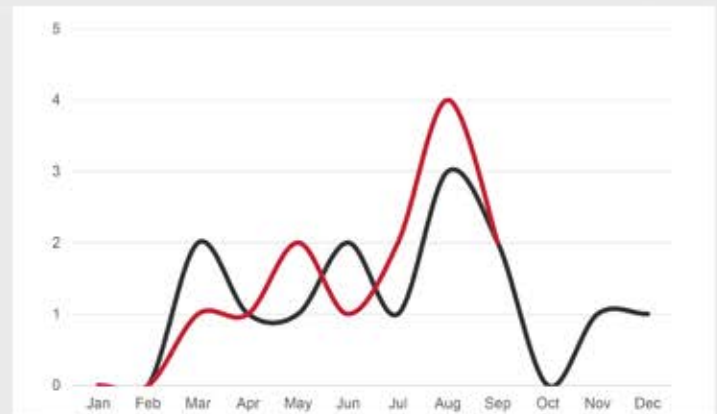
The Blue Mts. MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Units)



The Blue Mts. Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



The Blue Mts. Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)

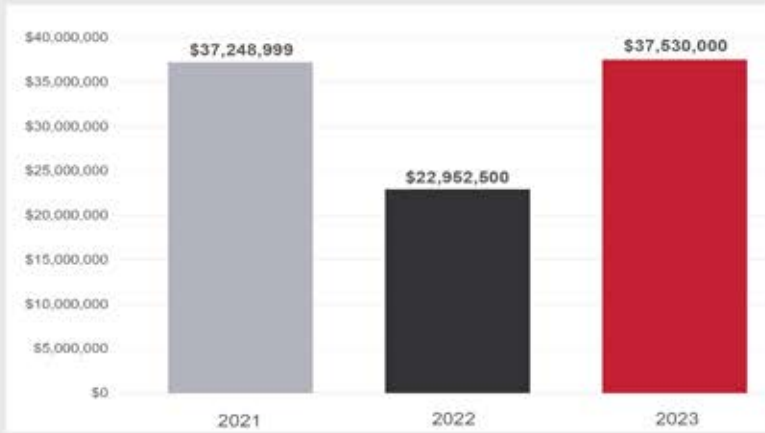


2021  
2022  
2023

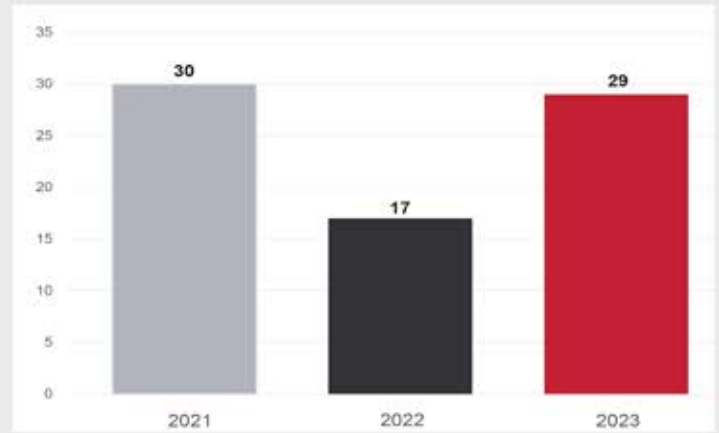
# COLLINGWOOD

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$37,248,999	\$22,952,500	\$37,530,000	+64%
YTD Unit Sales	30	17	29	+71%
YTD New Listings	51	50	100	+100%
YTD Sales/Listings Ratio	59%	34%	29%	-5%
YTD Expired Listings	5	8	12	+50%
YTD Sales: Under \$800K	9	3	6	+100%
YTD Sales: \$800K - \$999K	7	2	7	+250%
YTD Sales: \$1M - \$1,499M	6	8	10	+25%
YTD Sales: \$1.5M - \$1,999M	4	2	2	0%
YTD Sales: \$2M+	4	2	4	+100%
YTD Close Price / Sq. Ft. Ratio	\$768	\$758	\$650	-14%
YTD Average Days-On-Market	11	22	50	+127%
YTD Average Sale Price	\$1,241,633	\$1,350,147	\$1,294,138	-4%

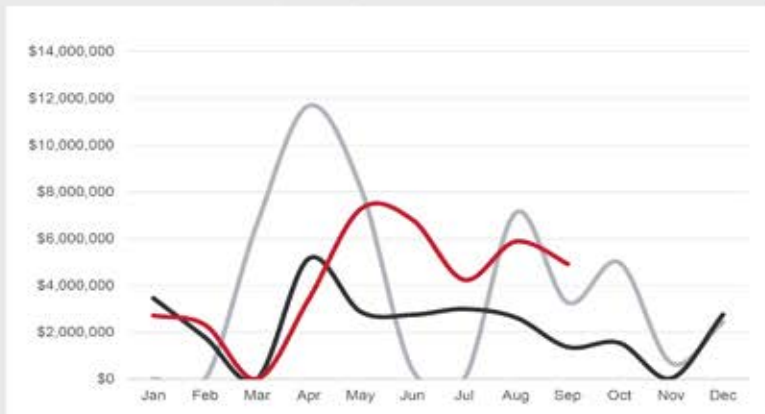
Collingwood MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



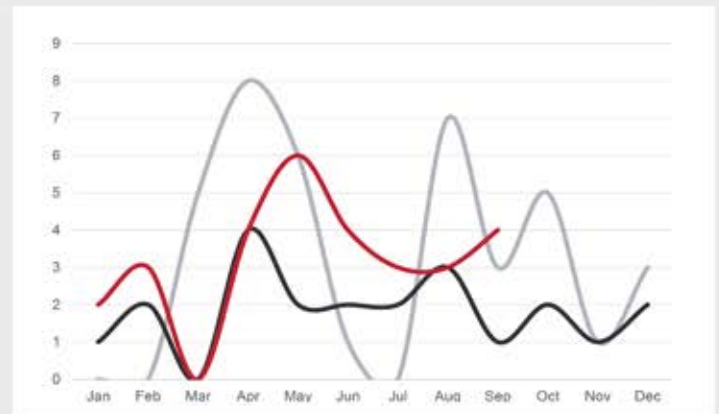
Collingwood MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Units)



Collingwood Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



Collingwood Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)



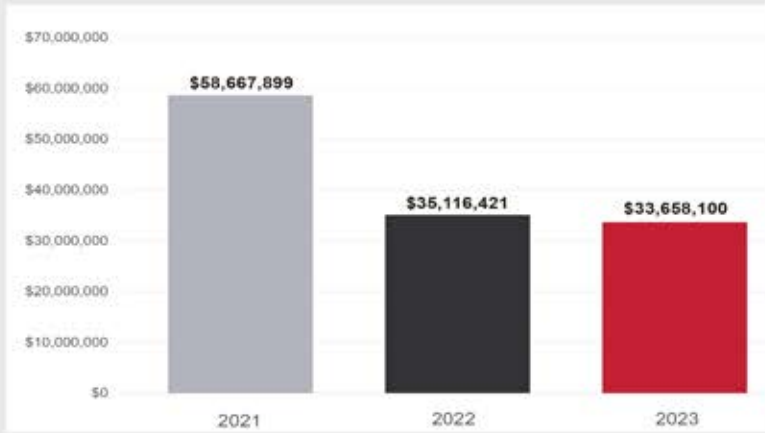
2021  
2022  
2023



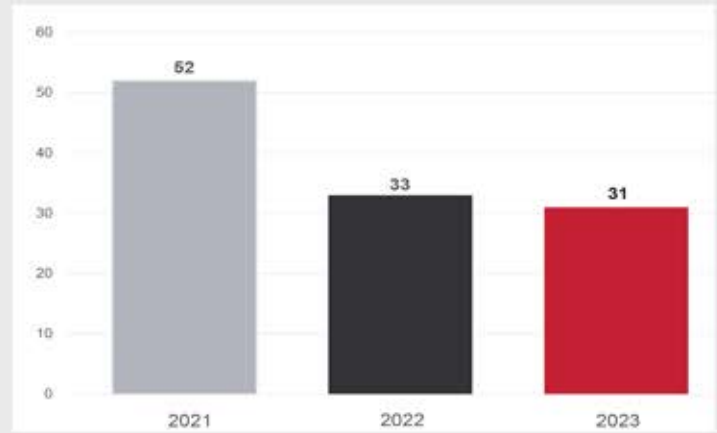
# WASAGA BEACH

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$58,667,899	\$35,116,421	\$33,658,100	-4%
YTD Unit Sales	52	33	31	-6%
YTD New Listings	71	94	113	+20%
YTD Sales/Listings Ratio	73%	35%	27%	-8%
YTD Expired Listings	8	14	15	+7%
YTD Sales: Under \$800K	17	12	12	0%
YTD Sales: \$800K - \$999K	5	2	5	+150%
YTD Sales: \$1M - \$1.499M	20	14	8	-43%
YTD Sales: \$1.5M - \$1.999M	6	4	3	-25%
YTD Sales: \$2M+	4	1	3	+200%
YTD Close Price / Sq. Ft. Ratio	\$654	\$696	\$595	-15%
YTD Average Days-On-Market	37	29	60	+107%
YTD Average Sale Price	\$1,128,229	\$1,064,134	\$1,085,745	+2%

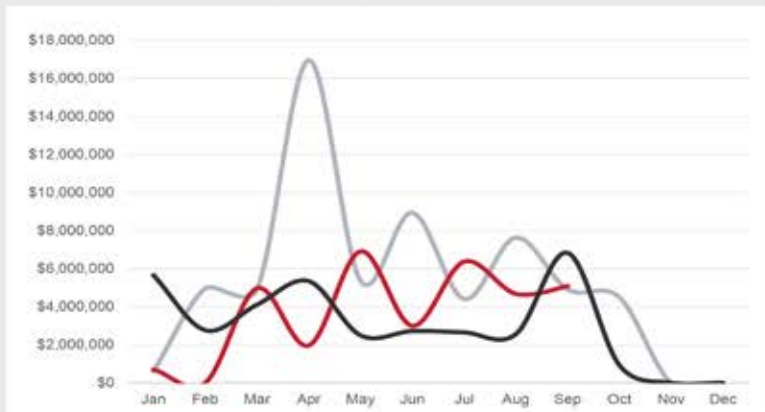
Wasaga Beach MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



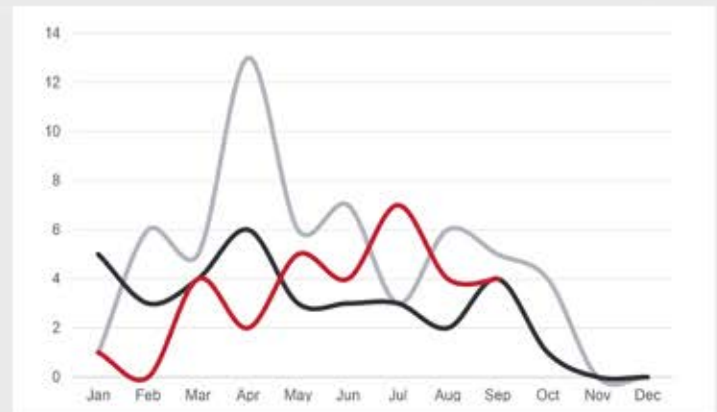
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2021 vs. 2022 vs. 2023 (Units)



Wasaga Beach Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



Wasaga Beach Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)

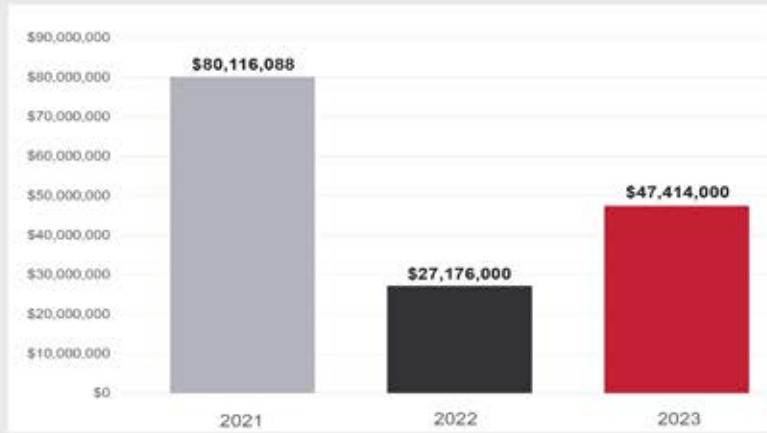


2021  
2022  
2023

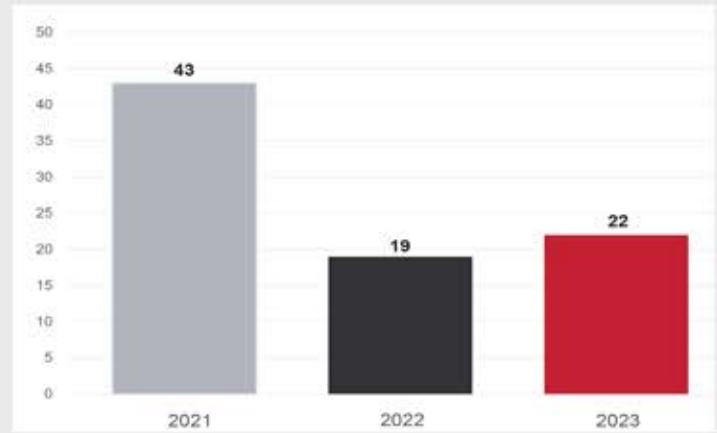
# TINY TOWNSHIP

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$80,116,088	\$27,176,000	\$47,414,000	+74%
YTD Unit Sales	43	19	22	+16%
YTD New Listings	73	61	97	+59%
YTD Sales/Listings Ratio	59%	31%	23%	-8%
YTD Expired Listings	4	12	24	+100%
YTD Sales: Under \$800K	2	3	1	-67%
YTD Sales: \$800K - \$999K	1	2	1	-50%
YTD Sales: \$1M - \$1,499M	9	6	5	-17%
YTD Sales: \$1.5M - \$1,999M	15	5	5	0%
YTD Sales: \$2M+	16	3	10	+233%
YTD Close Price / Sq. Ft. Ratio	\$862	\$1,034	\$983	-5%
YTD Average Days-On-Market	19	27	43	+59%
YTD Average Sale Price	\$1,863,165	\$1,430,316	\$2,155,182	+51%

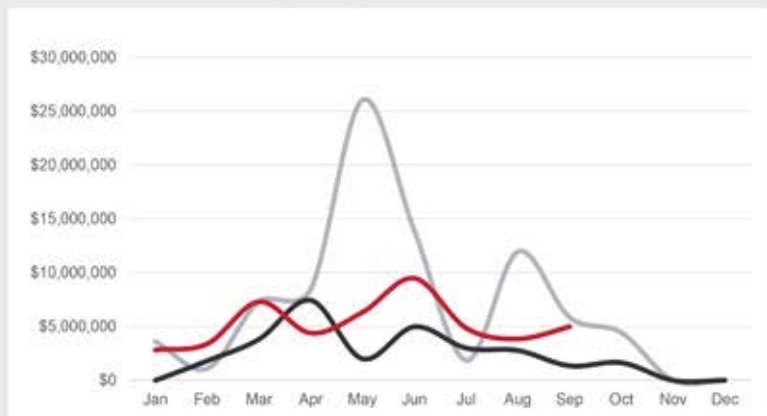
Tiny Township MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Volume)



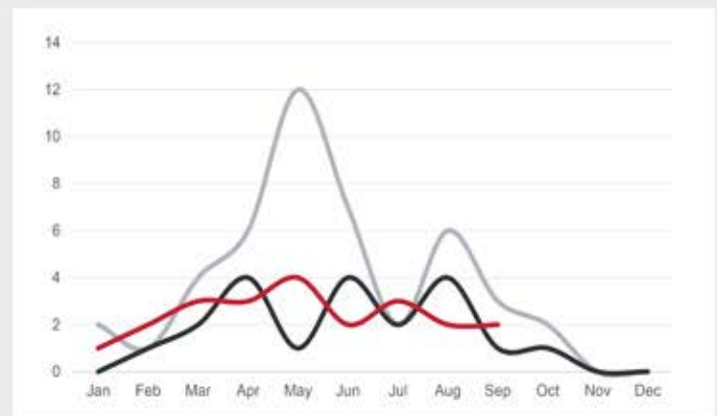
Tiny Township MLS® Waterfront Sales, Third Quarter  
2021 vs. 2022 vs. 2023 (Units)



Tiny Township Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



Tiny Township Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)



2021  
2022  
2023



# ROYAL LEPAGE LOCATIONS NORTH IN 2022

OUR 10TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE



HIGHEST AVERAGE AGENT SALES PRODUCTIVITY IN THE REGION



TWO-AND-A-HALF TIMES THE VOLUME SALES OF OUR CLOSEST REGIONAL COMPETITOR

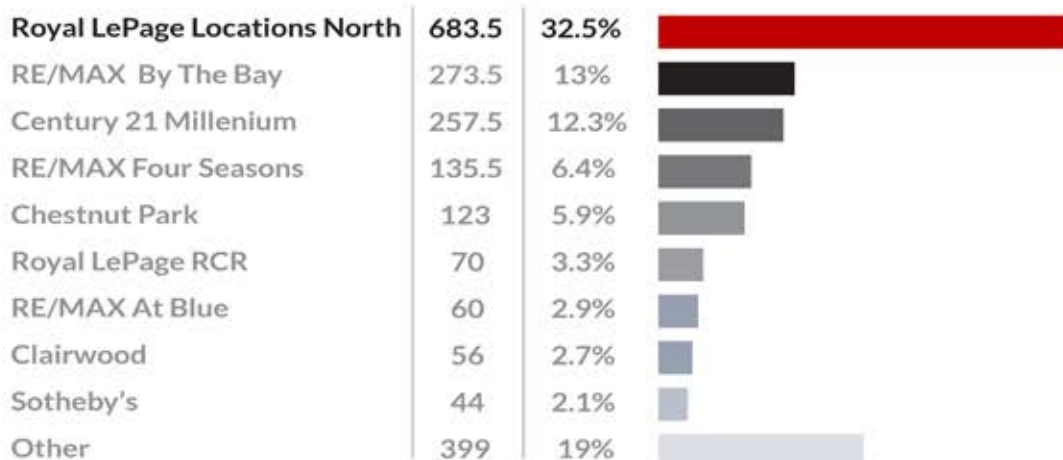


TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR



NEARLY FOUR TIMES THE LUXURY HOME SALES OF OUR CLOSEST REGIONAL COMPETITOR

## 2022 Southern Georgian Bay Unit Sales





# PERSONAL PROFESSIONAL PROGRESSIVE

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**MEAFORD**  
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96 Sykes St.

**CREEMORE**  
705-881-9005  
154 Mill St.

**STAYNER**  
705-4289-2800  
7458 ON-26 Unit 11.

**WASAGA BEACH**  
705-429-4800  
1249 Mosley St.