

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

MAY 2022

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



OVERVIEW

VOLUME AND UNITS DOWN FROM 2021, WITH AVERAGE SALE PRICES UP



YEAR-TO-DATE SALES VOLUME OF \$915,236,419

Down 11% from 2021's \$1,024,588,348, with units of 873 down 28% from 2021's 1211. New listings of 1590 down 3% from one year ago, with the sales/listings ratio of 55% down 19%.



MAY SALES VOLUME OF \$161,679,577

Down 32% from last May's \$237,157,454. May units of 166 down 39% from last year's 271. New listings of 453 up 11% from a year ago, with the sales/listing ratio of 37% down 30%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,048,381

Up 24% from last May's \$846,068. Average days-on-market of 16 down 3 days.

OVERVIEW (cont'd)

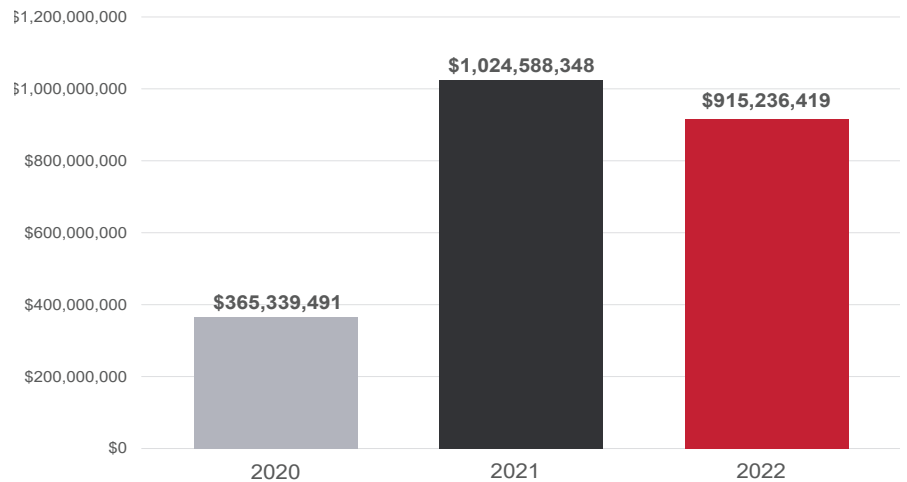


THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

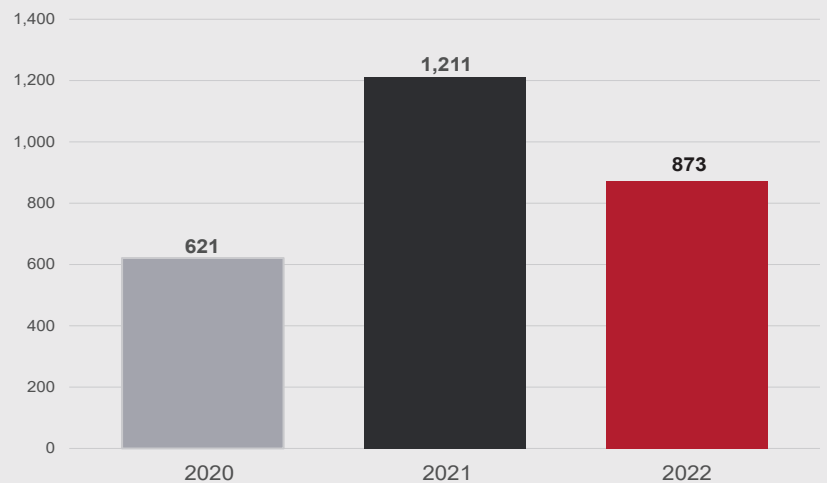
The Southern Georgian Bay market had a **99.9%** sale/list price ratio in May. Homes sold in just **15** days on average, down **2** days from a year ago. However, the combination of May's **37%** sales/listings ratio and **three months** of inventory means that it is currently a **buyers' market**.



Graph 1:
Southern Georgian Bay MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
 2020 vs. 2021 vs. 2022

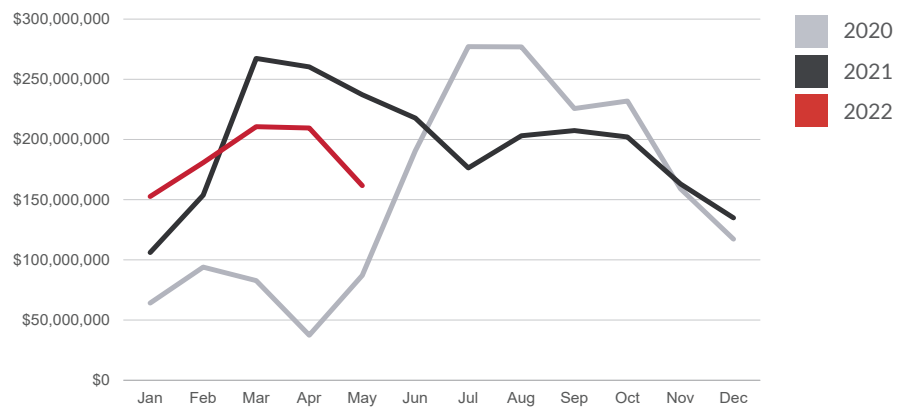
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$365,339,491	\$1,024,588,348	\$915,236,419	-11%
YTD Unit Sales	621	1211	873	-28%
YTD New Listings	1299	1639	1590	-3%
YTD Sales/Listings Ratio	48%	74%	55%	-19%
YTD Expired Listings	241	43	52	+21%
May Volume Sales	\$87,080,655	\$237,157,454	\$161,679,577	-32%
May Unit Sales	148	271	166	-39%
May New Listings	314	407	453	+11%
May Sales/Listings Ratio	47%	67%	37%	-30%
May Expired Listings	54	7	15	+114%
May Average Sale Price	\$588,383	\$875,120	\$973,973	+11%
YTD Sales: Under \$300K	51	20	5	-75%
YTD Sales: \$300K - \$499K	254	175	55	-69%
YTD Sales: \$500K - \$799K	220	539	262	-51%
YTD Sales: \$800K - \$999K	48	210	213	+1%
YTD Sales: \$1M - \$1.499M	28	174	213	+22%
YTD Sales: \$1.5M - \$1.999M	15	54	65	+20%
YTD Sales: \$2M+	5	39	60	+54%
YTD Average Days-On-Market	53	19	16	-16%
YTD Average Sale Price	\$588,308	\$846,068	\$1,048,381	+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 June 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

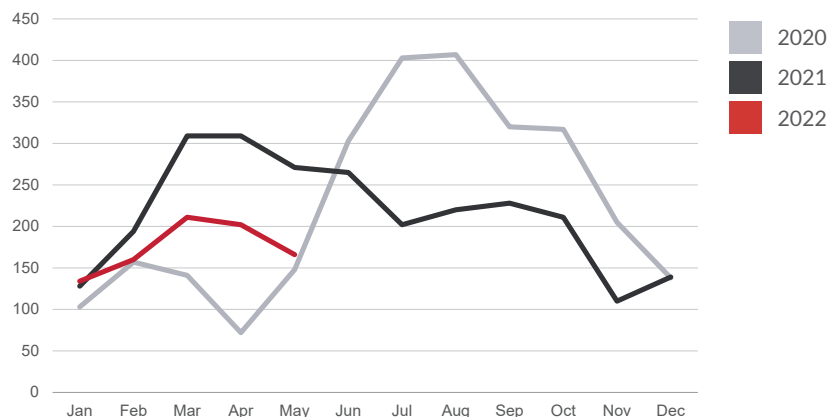
THE MARKET IN DETAIL (cont'd)

The momentous sea change within the Southern Georgian Bay market (and generally) continued into May. Although May's volume sales of **\$161,679,577** were the month's second-best ever – mainly due to strong average price increases – they were down **32%** from last year's record **\$237,157,454**. The year-to-date volume of **\$915,236,419** –again the second-best ever – was down **11%** from last year's record **\$1,024,588,348**. On the units side, this year's **873** were down **28%** from last year's record **1211**, and the fifth best ever. All that said, while May's average sale price of **\$1,046,381** is up **24%** from one year ago, it is down **2%** from April's **\$1,064,686** and **3%** from Q1's **\$1,077,755**.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Units)



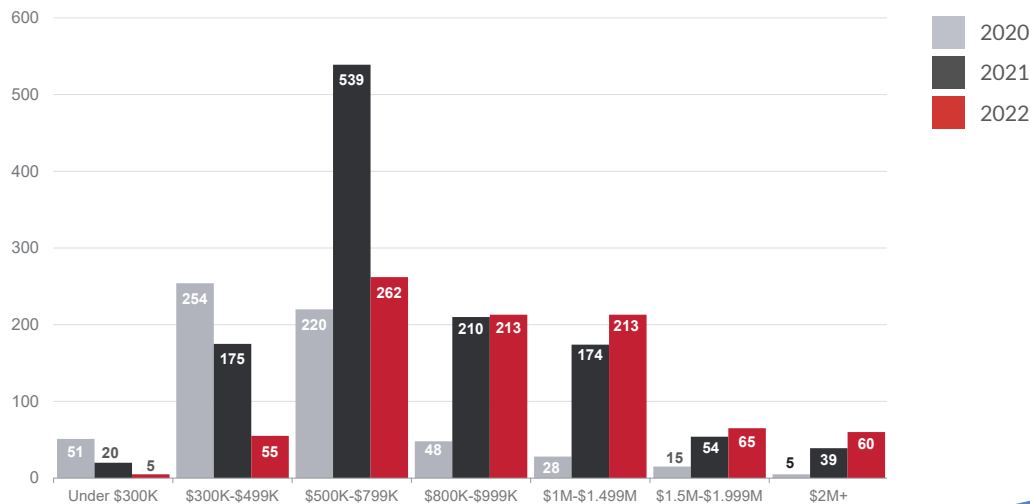
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **1%**, **22%**, **20%** and **54%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **75%**, **69%**, and **71%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2022's sales – is down **69%** from a year ago. The \$500K-\$999K bracket – which accounts for **54%** of all sales – is down **37%**. And the \$1M+ bracket – which accounts for **39%** of all sales – is up **27%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Southern Georgian Bay MLS® Sales By Property Type
 2020 vs. 2021 vs. 2022 (Dollars and Units)

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$745,690,238
 DOWN 8% from 2021

UNIT SALES: 642
 DOWN 26% from 2021

AV. DAYS-ON-MARKET: 16
 DOWN 1 days from 2021

AV. SALE PRICE: \$1,161,511
 UP 24% from 2021

CONDOMINIUMS

DOLLAR SALES: \$75,766,488
 DOWN 31% from 2021

UNIT SALES: 118
 DOWN 40% from 2021

AV. DAYS-ON-MARKET: 21
 DOWN 10 days from 2021

AV. SALE PRICE: \$642,089
 UP 15% from 2021

TOWNHOUSES

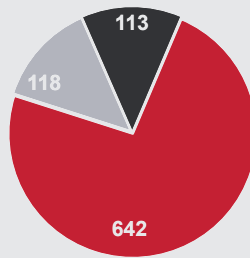
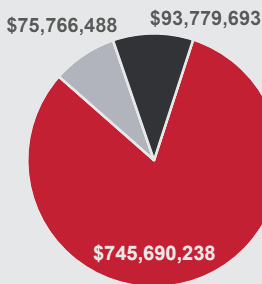
DOLLAR SALES: \$93,779,693
 DOWN 8% from 2021

UNIT SALES: 113
 DOWN 24% from 2021

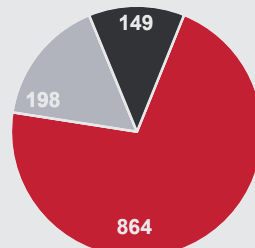
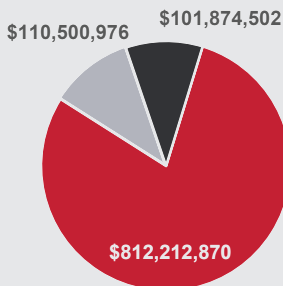
AV. DAYS-ON-MARKET: 13
 EQUAL to 2021

AV. SALE PRICE: \$829,909
 UP 21% from 2021

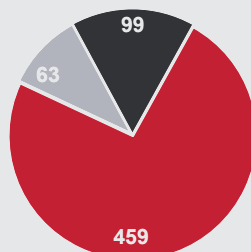
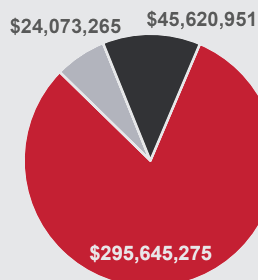
2022



2021



2020



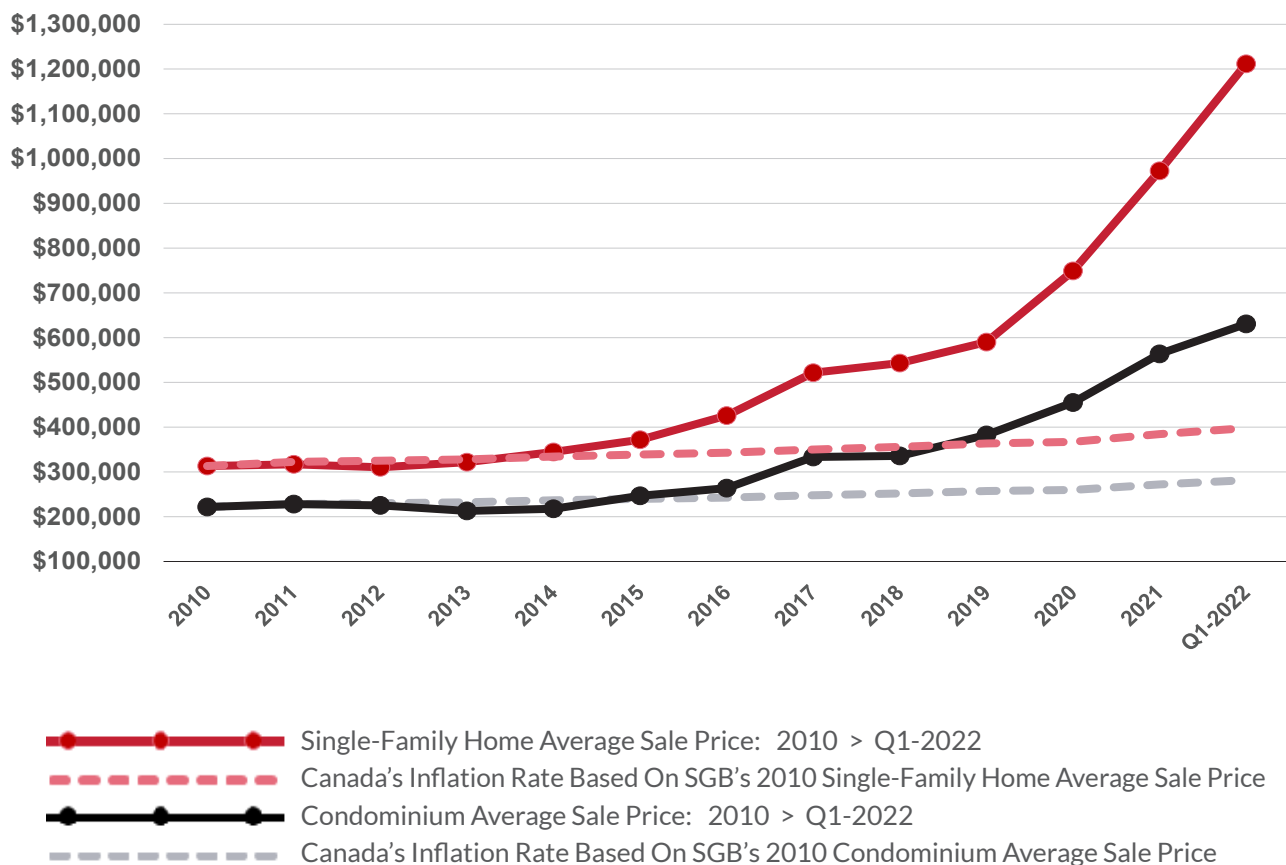
■ Single Family ■ Condominium ■ Townhouse

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2022

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2022 was **\$1,211,518**: that's up **25%, 62%, 105%, 123%** and **287%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$630,688** was up **38%, 73%, 101%, 106%** and **140%** from 2021, 2020, 2019, 2018 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 **204%** above inflation in Q1-2022. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **124%** above inflation in Q1-2022.



ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR



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

With \$1,331,056,293 – up 12½ times from 2011

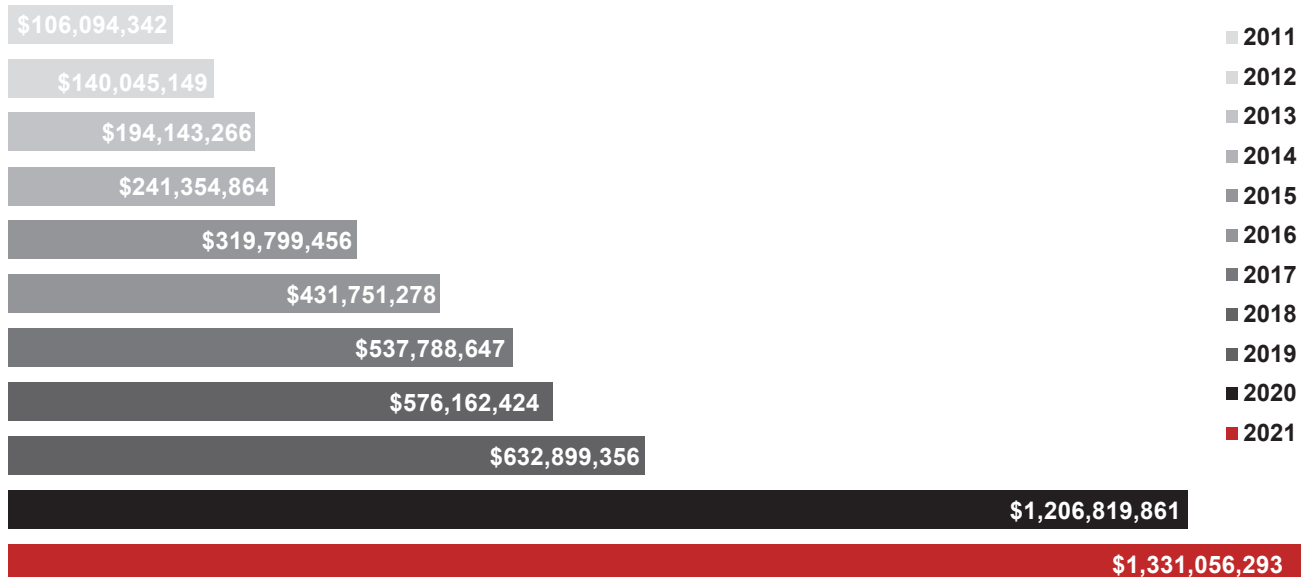


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2021



2021 UNIT SALES

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

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	
Century 21 Millenium	196.5	15.7%	
RE/MAX Four Seasons	132.5	10.6%	
Chestnut Park	89	7.1%	
Clairwood	70	5.6%	
RE/MAX By The Bay	30	2.4%	
Royal LePage RCR	24	1.9%	
Engel & Volkers	23	1.8%	
Forest Hill	21	1.7%	
Other	246.5	19.9%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	
RE/MAX at Blue	111	13.3%	
Century 21 Millenium	106.5	12.7%	
Chestnut Park	68	8.1%	
RE/MAX Four Seasons	65.5	7.8%	
Clairwood	30	3.6%	
Royal LePage RCR	22	2.6%	
Forest Hill	19	2.3%	
Sotheby's	19	2.3%	
Other	136.5	16.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	
Century 21 Millenium	40.5	10.3%	
Chestnut Park	21	5.4%	
RE/MAX Four Seasons	20	5.1%	
ARA	17	4.3%	
Royal LePage RCR	13	3.3%	
Sotheby's	10	2.5%	
Engel & Volkers	9	2.3%	
Clairview	8	2%	
Other	112	28.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	
RE/MAX Four Seasons	39	8.4%	
RE/MAX Hallmark Chay	36	8.4%	
RE/MAX By The Bay	35	7.7%	
Keller Williams Experience	31.5	5.8%	
Century 21 Millenium	25	4.4%	
Century 21 - BJ Roth	22	3.6%	
Faris Team	19	1.8%	
RE/MAX Hallmark	16	1.8%	
Other	144	31.5%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	
Century 21 Millenium	499	12%	
RE/MAX By The Bay	373	9%	
RE/MAX Four Seasons	295	7.4%	
Chestnut Park	213	5.1%	
RE/MAX At Blue	126	3%	
Clairwood	117	2.8%	
RE/MAX Hallmark Chay	94	2.3%	
Sotheby's	68	1.6%	
Other	1203	28.9%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	
RE/MAX Four Seasons	54	9.8%	
Chestnut Park	37.5	6.8%	
Century 21 Millenium	35.5	6.4%	
RE/MAX By The Bay	34	6.2%	
Royal LePage RCR	28	5.1%	
Clairwood	19.5	3.5%	
Sotheby's	18	3.3%	
Forest Hill	13	2.4%	
Other	168.5	30.5%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$878,700+

Raised for local causes &
Community Sponsorships
from 2013-2022

#1 Georgian Triangle
BROKERAGE

8
Straight Years*
Of Record Sales!

Featured Listings

36,239+
People Reached†

5,899+
Clicks, Shares, Views, & Likes‡

Q1 BY THE **2022**
Numbers

ROYAL LEPAGE LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



56 Detailed Market Reports
Per Year FOR YOU

**RECORD Q1 SALES
VOLUME OF**

With \$543,188,334

3 TIMES
MORE

than our closest regional competitor†



Award Winning Service

Socially Connected



67,766+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month‡

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



LocationsNorth.com

169,000+

Page Views†

24,530+

Unique Visitors†

2021 TOP **1%**
DONOR
ROYAL LEPAGE
SHELTER FOUNDATION

WYBLAST \$5200

Raised for Local Charities
in 2022

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

†BY-2022 Q1 SALES VOLUME (Q1) IN EACH OF THE LAST 3 YEARS. ‡Based on Google Analytics | January 1st, 2022 to March 31st, 2022. †Based on Social Media Analytics | January 1st, 2022 to March 31st, 2022. ‡Based on June 2022 and 2021



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COLLINGWOOD

705-445-5520
330 First St.

THORNBURY

519-599-2136
27 Arthur St.

CREEMORE

705-881-9005
154 Mill St.

STAYNER

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

MEAFORD

519-538-5755
96 Sykes St.

WASAGA BEACH

705-429-4800
1249 Mosley St.

WASAGA BEACH

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