

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## FEBRUARY 2020

WE'RE GRATEFUL TO HAVE BEEN CHOSEN  
ROYAL LEPAGE'S 2016  
BROKERAGE OF THE YEAR FOR ONTARIO



# OVERVIEW

## RECORD FEBRUARY VOLUME SALES, PRICES AND LISTINGS UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$146,184,716

Up 32% from 2019's \$110,872,936, with units of 240 up 18% from 2019's 202. New listings of 115 were up 22% from 2019, with the sales/listings ratio of 54% up 2%.



### RECORD FEBRUARY SALES VOLUME OF \$85,060,639

Up 40% from last February's \$60,935,236. Units of 144 up 23% from last year's 117. New listings of 44 were up 26%, while the sales/listing ratio of 61% was equal to one year ago.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$609,103

Up 11% from the \$548,876 of last year. Average days-on-market of 61 is down 8 days.

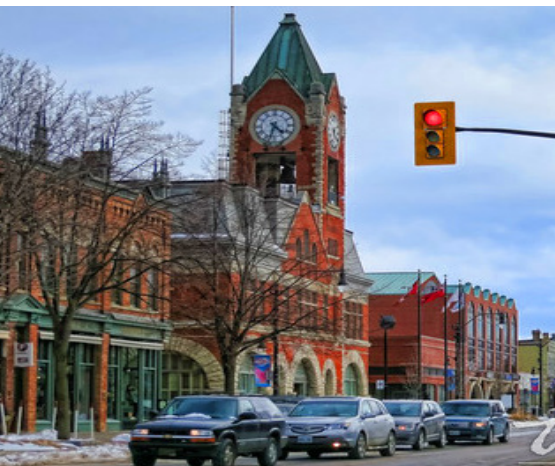


# OVERVIEW (cont'd)

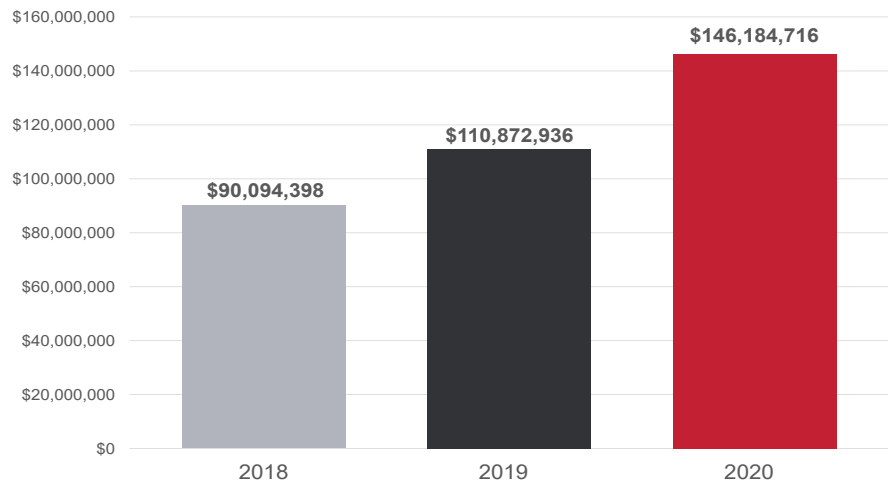


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

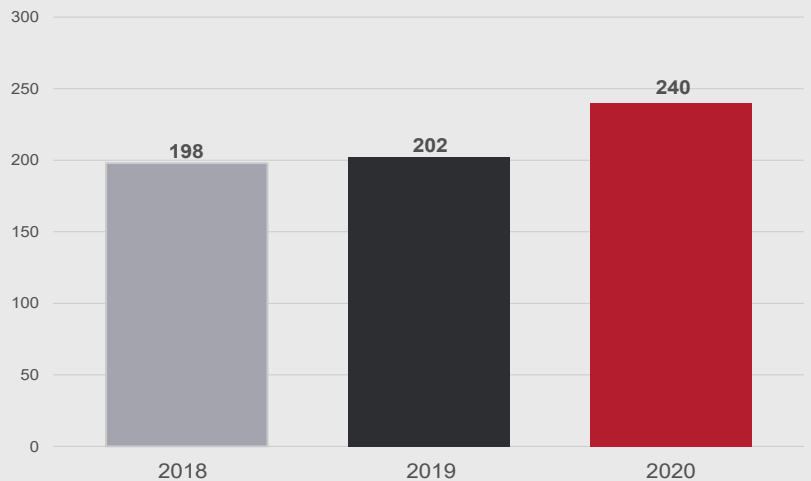
February saw record volume, up **40%** from 2019 and **20%** from 2017's prior record. Unit sales – the month's fourth-best ever – were up **23%** from last year, but down **16%** from 2017's high. The average sale price was up **13%**; and February's **61%** sales/listings ratio indicates a healthy **sellers' market**.



Graph 1:  
**Georgian Triangle MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Georgian Triangle MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
**Georgian Triangle MLS® Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

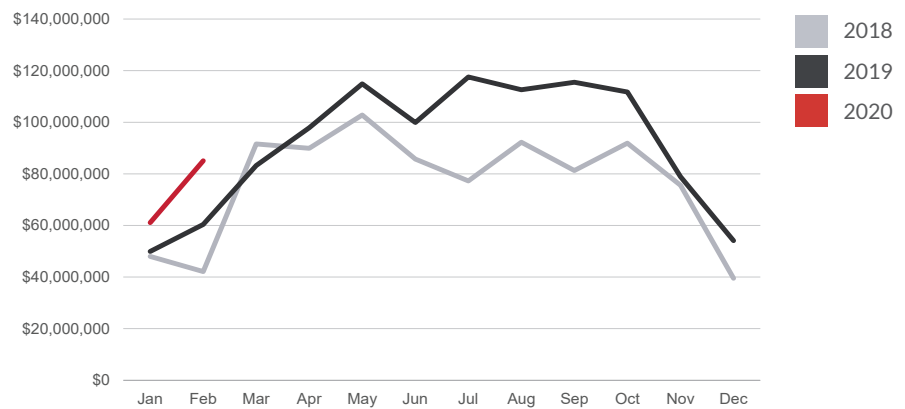
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$90,094,398	\$110,872,936	\$146,184,716	<b>+32%</b>
YTD Unit Sales	198	202	240	<b>+18%</b>
YTD New Listings	396	386	442	<b>+15%</b>
YTD Sales/Listings Ratio	50%	52%	54%	<b>+2%</b>
YTD Expired Listings	100	94	115	<b>+22%</b>
February Volume Sales	\$42,114,643	\$60,935,236	\$85,060,639	<b>+40%</b>
February Unit Sales	93	117	144	<b>+23%</b>
February New Listings	215	192	235	<b>+22%</b>
February Sales/Listings Ratio	43%	61%	61%	<b>0%</b>
February Expired Listings	39	35	44	<b>+26%</b>
February Average Sale Price	\$452,846	\$520,814	\$590,699	<b>+13%</b>
YTD Sales: Under \$100K	3	2	0	<b>-200%</b>
YTD Sales: \$100K - \$299K	43	25	22	<b>-12%</b>
YTD Sales: \$300K - \$499K	96	85	99	<b>+16%</b>
YTD Sales: \$500K - \$799K	38	65	69	<b>+6%</b>
YTD Sales: \$800K - \$999K	11	12	25	<b>+108%</b>
YTD Sales: \$1M - \$1.499M	6	6	14	<b>+133%</b>
YTD Sales: \$1.5M - \$1.999M	1	4	10	<b>+150%</b>
YTD Sales: \$2M+	0	3	1	<b>-67%</b>
YTD Average Days-On-Market	58	69	61	<b>-12%</b>
YTD Average Sale Price	\$455,022	\$548,876	\$609,103	<b>+11%</b>

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales.

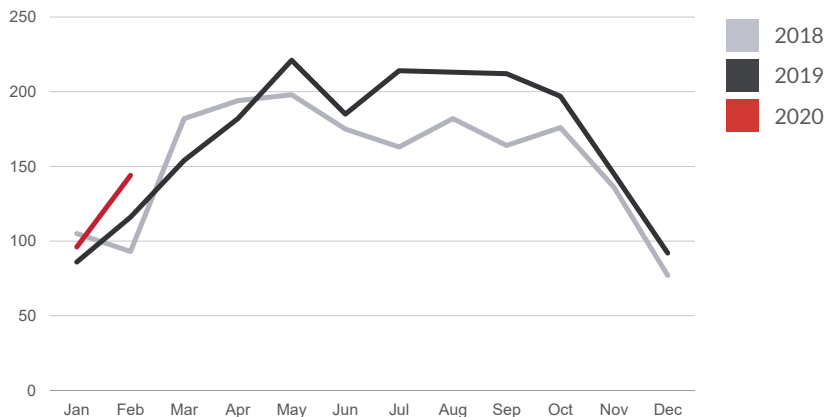
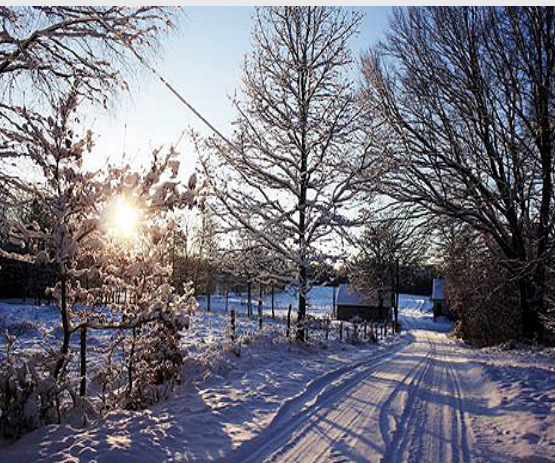
# THE MARKET IN DETAIL (cont'd)

Well, the 2020 market is certainly off to a roaring start. As **Graph 3** shows, January and February both saw record volume: that's **eight straight record months** going back to last June. The \$800K-\$1.999M bracket was very active, with volume up a whopping **128%** from 2016's prior record. **Graph 4** shows strong unit sales compared to 2018 and 2019, but they're actually the fourth-best ever, down **16%** from 2016's high. Still, this year's average sale price has more than made up for the difference: it's up **75%, 67%, 24%, 34%** and **11%** from the first two months of 2015-19 respectively.

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



Graph 4:  
**Georgian Triangle Monthly MLS® Sales**  
 2017 vs. 2018 vs. 2019 (Units)

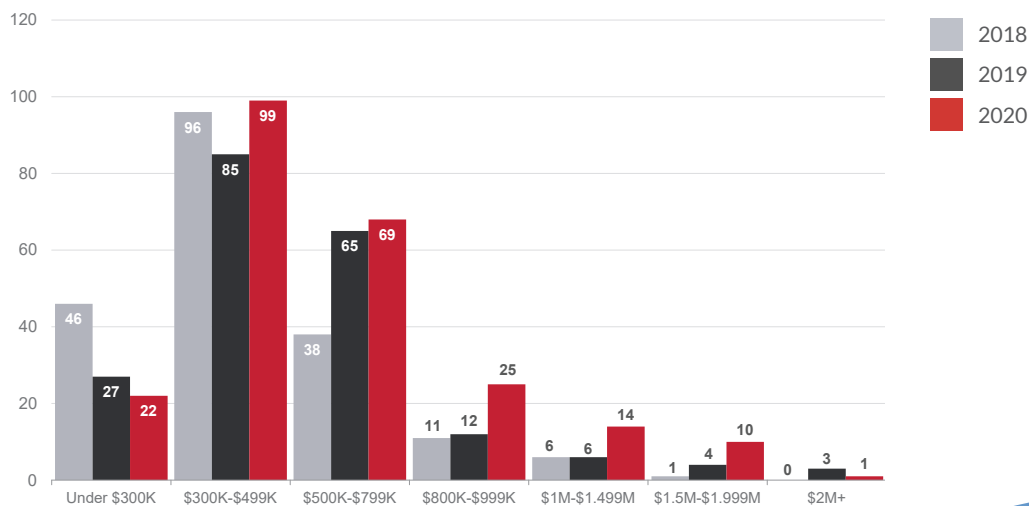




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from this time last year in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **16%**, **6%**, **108%**, **133%** and **150%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **19%** and **67%** respectively. More generally, sales in the Under-\$800K price bracket - which account for **79%** of 2020's sales - are up **7%** from one year ago, while the \$800K+ bracket is up **100%**.

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



# SALES BY PROPERTY TYPE

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$119,109,106  
UP 26% from 2019

**UNIT SALES:** 175  
UP 9% from 2019

**AV. DAYS-ON-MARKET:** 66  
DOWN 2 days from 2019

**AV. SALE PRICE:** \$680,603  
UP 15% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$27,065,610  
UP 68% from 2019

**UNIT SALES:** 65  
UP 55% from 2019

**AV. DAYS-ON-MARKET:** 46  
DOWN 24 days from 2019

**AV. SALE PRICE:** \$416,548  
UP 9% from 2019

### VACANT LAND

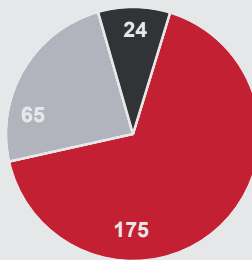
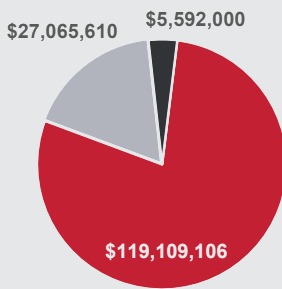
**DOLLAR SALES:** \$5,592,000  
UP 76% from 2019

**UNIT SALES:** 24  
UP 100% from 2019

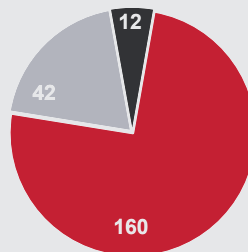
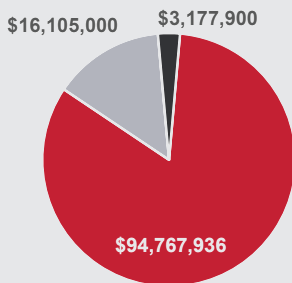
**AV. DAYS-ON-MARKET:** 88  
DOWN 30 days from 2019

**AV. SALE PRICE:** \$233,000  
DOWN 12% from 2019

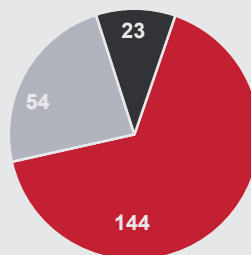
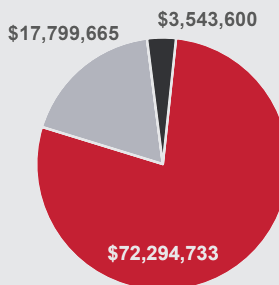
## 2020



## 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)**

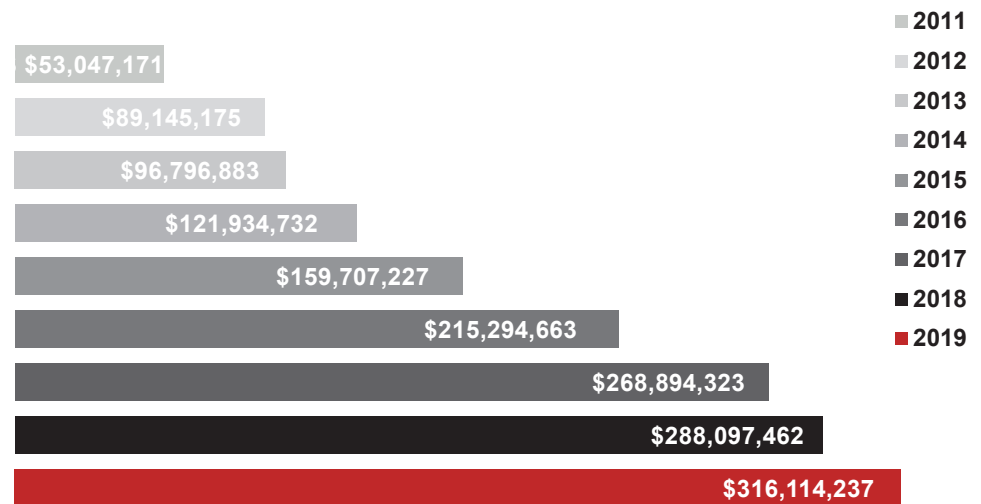
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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%	

## Georgian Triangle 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 Sreet, Unit 5



**CLEARVIEW**

705-881-9005

143 Mill St., Creemore