

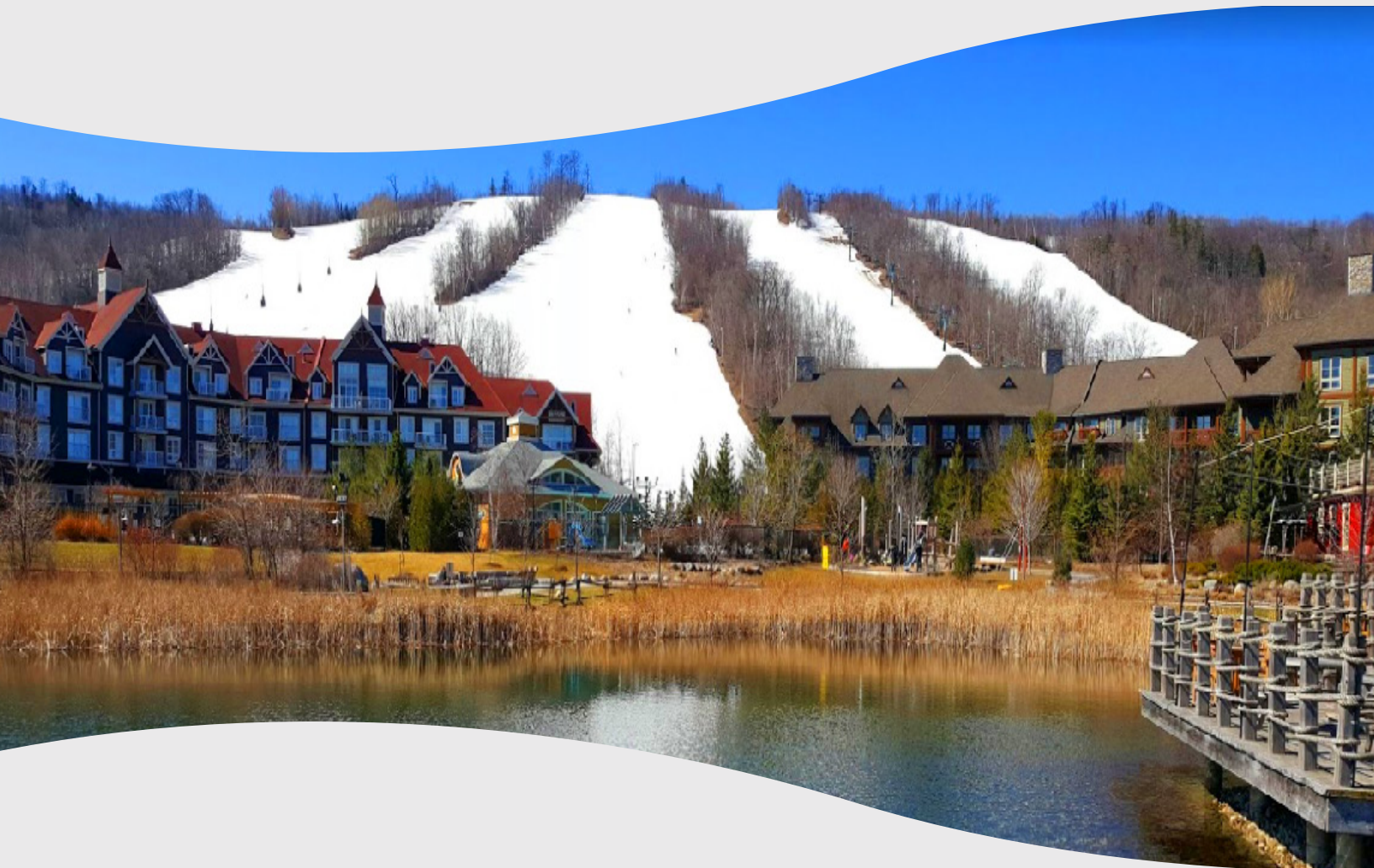
# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2020

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



# OVERVIEW

## RECORD Q1 VOLUME AND AVERAGE PRICES, WITH NEW LISTINGS AND EXPIREDS UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$229,486,902

Up 19% from 2019's \$193,543,586, with units of 385 up 8% from 2019's 356. New listings of 747 up 9%, with the sales/listings ratio of 52% equal to last year.



### MARCH SALES VOLUME OF \$83,132,186

Down .1% from last March's \$83,218,400. Units of 144 down 6% from last year's 154. New listings of 303 were up 3% from a year ago, while the sales/listing ratio of 48% was down 4%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$596,070

Up 10% from the \$543,662 of one year ago. Average days-on-market of 56 is down 5 days.





# OVERVIEW (cont'd)

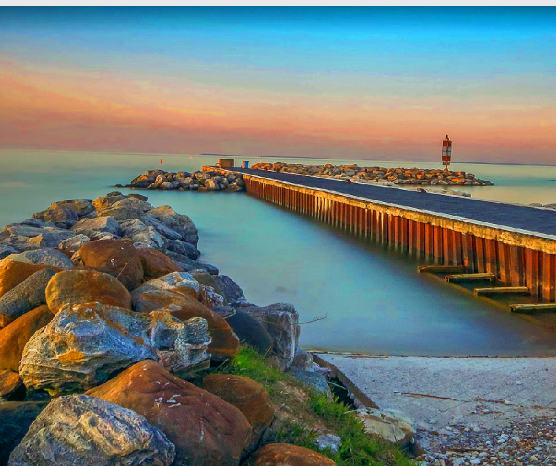
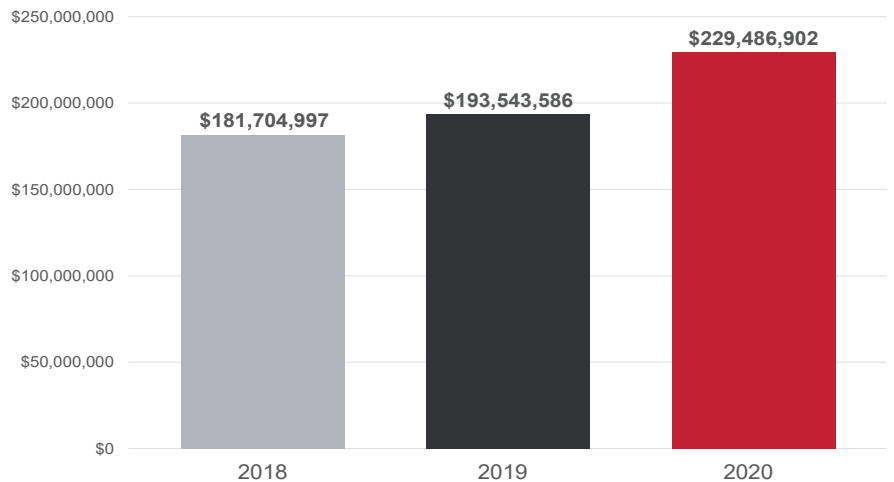


## THE DEMAND FOR LISTINGS IS CURRENTLY LESS THAN THE SUPPLY

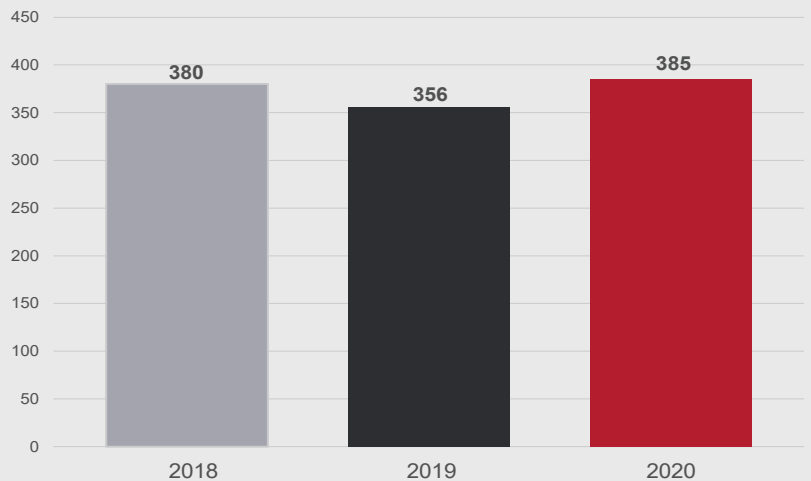
March unit sales were the least since 2014 and down 40% from 2017's high. Volume was the fourth-best ever, mainly due to the record average price. New listings and expirds were up 2% and 36% respectively from last March. Average sale times were down 7 days. The sales/listings ratio was 48%: a buyers' 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

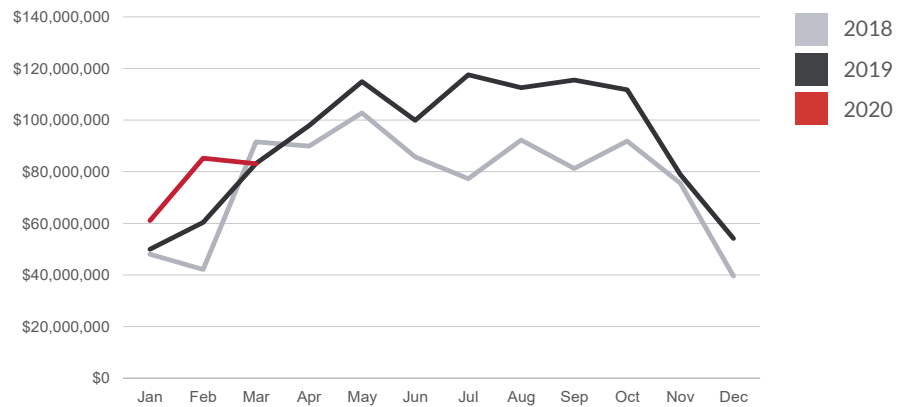
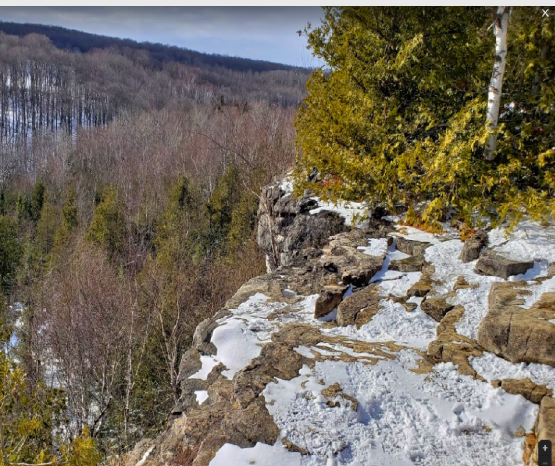
	2018	2019	2020	2019-2020
First Quarter (Q1) Volume Sales	\$181,704,997	\$193,543,586	\$229,486,902	<b>+19%</b>
Q1 Unit Sales	380	356	385	<b>+8%</b>
Q1 New Listings	686	685	747	<b>+9%</b>
Q1 Sales/Listings Ratio	55%	52%	52%	<b>0%</b>
Q1 Expired Listings	122	143	180	<b>+26%</b>
March Volume Sales	\$91,610,599	\$83,218,400	\$83,132,186	<b>-1%</b>
March Unit Sales	182	154	144	<b>-6%</b>
March New Listings	288	297	303	<b>+2%</b>
March Sales/Listing Ratio	63%	52%	48%	<b>-4%</b>
March Expired Listings	40	50	68	<b>+36%</b>
March Average Sale Price	\$503,355	\$540,379	\$577,307	<b>+7%</b>
Q1 Sales: Under \$100K	4	4	0	<b>-400%</b>
Q1 Sales: \$100K - \$299K	74	41	39	<b>-5%</b>
Q1 Sales: \$300K - \$499K	182	154	157	<b>+2%</b>
Q1 Sales: \$500K - \$799K	82	111	116	<b>+5%</b>
Q1 Sales: \$800K - \$999K	22	23	36	<b>+57%</b>
Q1 Sales: \$1M - \$1.499M	12	13	21	<b>+62%</b>
Q1 Sales: \$1.5M - \$1.999M	3	7	14	<b>+100%</b>
Q1 Sales: \$2M+	1	3	2	<b>-33%</b>
Q1 Average Days-On-Market	52	61	56	<b>-8%</b>
Q1 Average Sale Price	\$478,171	\$543,662	\$596,070	<b>+10%</b>

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

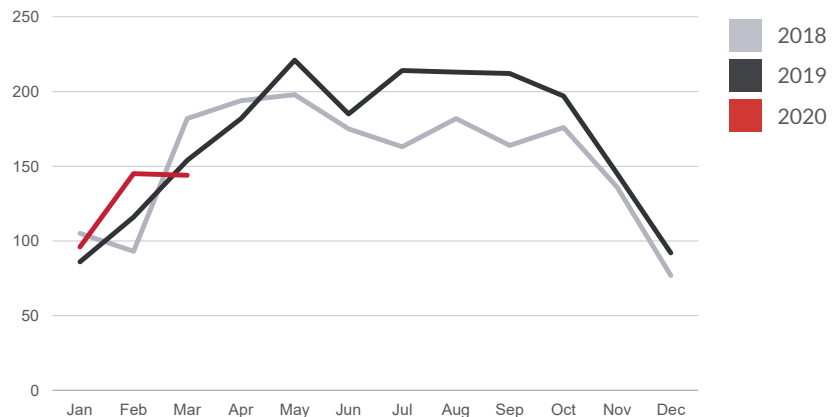
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, 2020 had an exceptional first two months, with volume up **32%** from 2019 and **17%** from 2017's previous record. The first half of March was also record-breaking, up **9%** from 2017's prior high. However, with the onset of COVID-19, March became a tale of two markets, with second-half volume down **16%** from last year and down **47%** from 2017. As **Graph 4** shows, March's second-half units followed the same pattern, down **32%** from last year and **58%** from 2017's high. On a brighter note, March's second-half, average sale price was up **24%** from the first half, and March's overall average price was up **7%** from last March. Time will tell what prices do in the coming months.

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)

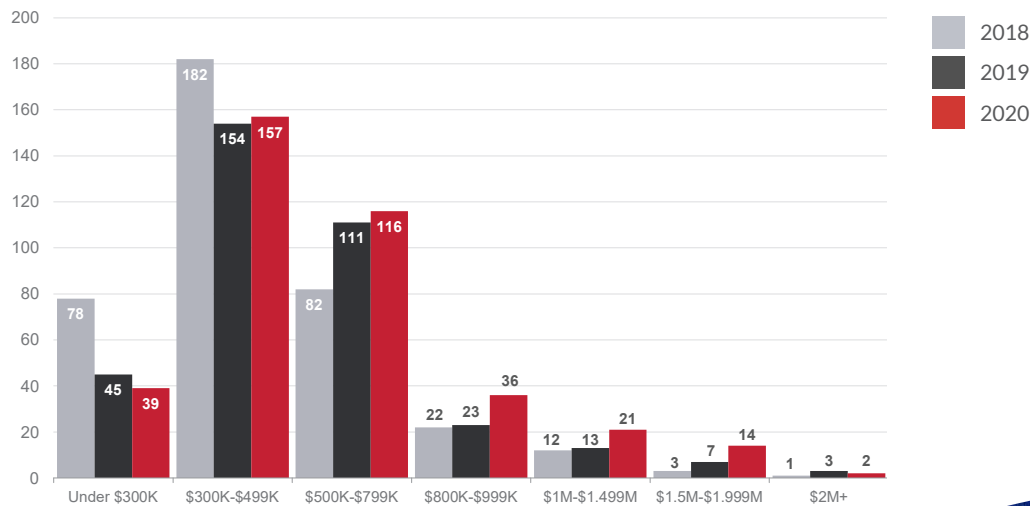




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2020 unit sales are up from Q1-2019 in five price ranges and down in two. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M ranges are up **2%**, **5%**, **57%**, **62%** and **100%** respectively; the Under-\$300K and \$2M+ ranges are down **13%** and **33%** respectively. More generally, sales in the Under-\$500K bracket are down **2%** from one year ago, while the \$500K-\$999K bracket is up **13%** and the \$1M+ bracket is up **61%**.

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

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$191,155,181  
UP 14% from 2019

**UNIT SALES:** 292  
UP 2% from 2019

**AV. DAYS-ON-MARKET:** 58  
DOWN 2 days from 2019

**AV. SALE PRICE:** \$654,641  
UP 13% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$38,331,721  
UP 40% from 2019

**UNIT SALES:** 93  
UP 35% from 2019

**AV. DAYS-ON-MARKET:** 49  
DOWN 18 days from 2019

**AV. SALE PRICE:** \$412,169  
UP 4% from 2019

### VACANT LAND

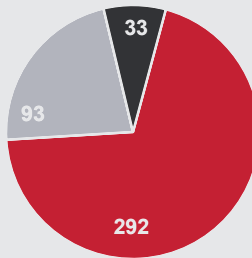
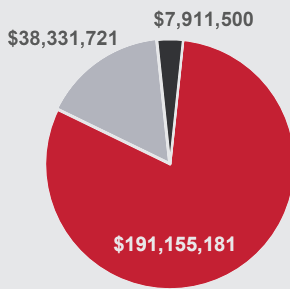
**DOLLAR SALES:** \$7,911,500  
UP 1% from 2019

**UNIT SALES:** 33  
UP 50% from 2019

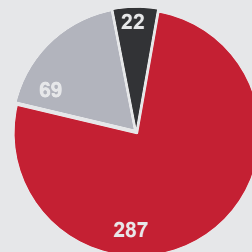
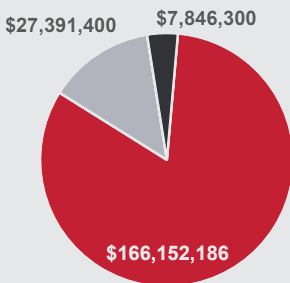
**AV. DAYS-ON-MARKET:** 89  
DOWN 23 days from 2019

**AV. SALE PRICE:** \$239,742  
DOWN 33% from 2019

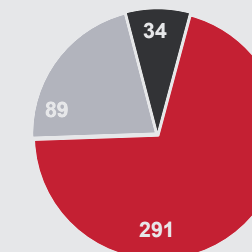
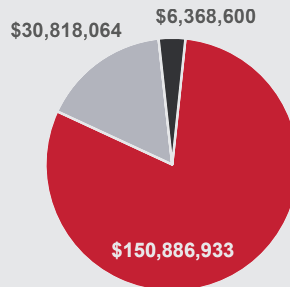
2020



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)**

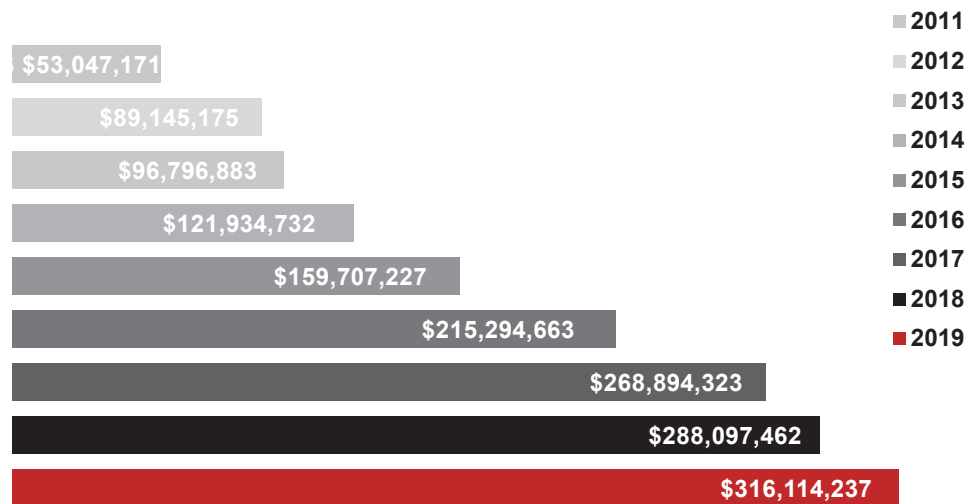
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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