

# COLLINGWOOD REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2020

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





# OVERVIEW

## STRONG JUNE BOOSTS OTHERWISE SLOW Q2 VOLUME AND UNIT SALES



### YEAR-TO-DATE SALES VOLUME OF \$127,207,045

Down 19% from 2019's \$156,656,377, with units of 222 down 24% from 2019's 294. New listings of 431 were down 18% from a year ago, with the sales/listings ratio of 52% down 4%.



### Q2-2020 SALES VOLUME OF \$68,800,634

Down 33% from Q2-2019's \$102,493,541. Units of 123 were down 35% from Q2-2019's 190, with new listings of 243 down 24%, and the sales/listings ratio of 51% down 9%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$573,005

Up 8% from the \$532,845 of a year ago. Average days-on-market of 45 was up by 3 days.



# OVERVIEW (cont'd)

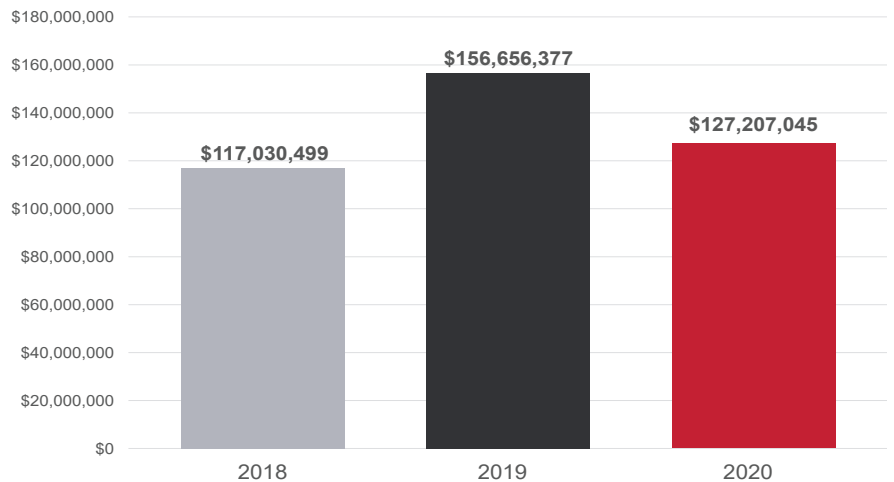


## THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

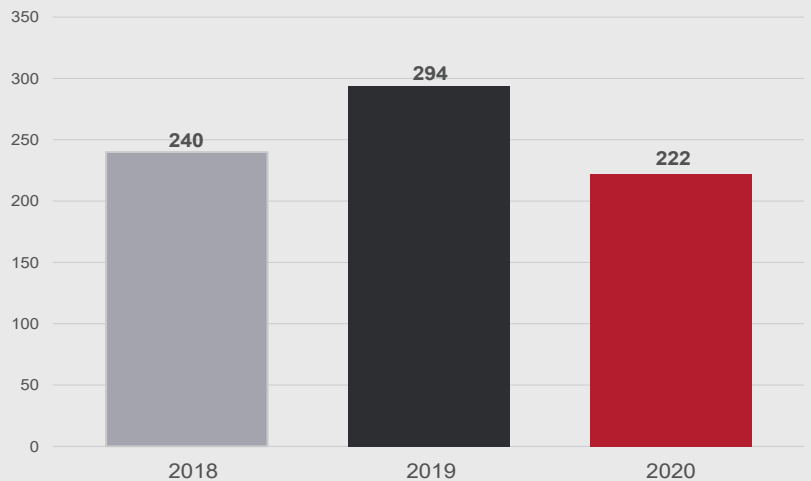
After very slow April and May sales, Collingwood saw record June volume, up **17%** from 2019's previous record. June's unit sales, though not record-breaking, were also up **17%** from last year. June new listings jumped **11%**, yielding a **62%** sales/listings ratio, while expireds were down **47%**. All this adds up to a **seller's market**.



Graph 1:  
Collingwood MLS® Sales  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
Collingwood MLS® Sales  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

**Collingwood MLS® Residential Sales And Listing Summary**  
2018 vs. 2019 vs. 2020

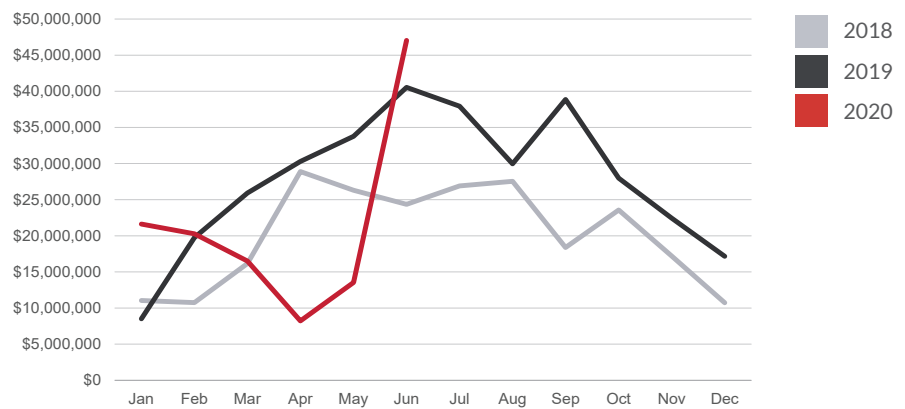
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$117,030,499	\$156,656,377	\$127,207,045	-19%
YTD Unit Sales	240	294	222	-24%
YTD New Listings	423	523	431	-18%
YTD Sales/Listings Ratio	57%	56%	52%	-4%
YTD Expired Listings	53	89	94	+6%
Second Quarter (Q2) Volume Sales	\$80,053,529	\$102,493,541	\$68,800,634	-33%
Q2 Unit Sales	156	190	123	-35%
Q2 New Listings	268	318	243	-24%
Q2 Sales/Listings Ratio	58%	60%	51%	-9%
Q2 Expired Listings	17	37	36	-3%
Q2 Average Price	\$513,184	\$539,440	\$559,355	+4%
June Volume Sales	\$23,840,499	\$40,045,208	\$47,046,134	+17%
June Unit Sales	47	66	77	+17%
June New Listings	97	112	124	+11%
June Sales/Listings Ratio	48%	59%	62%	+3%
June Expired Listings	12	15	8	-47%
June Average Price	\$507,245	\$596,143	\$610,989	+2%
YTD Sales: Under \$300K	23	25	16	-36%
YTD Sales: \$300K - \$499K	131	128	96	-25%
YTD Sales: \$500K - \$799K	68	112	81	-28%
YTD Sales: \$800K - \$999K	12	19	14	-26%
YTD Sales: \$1M - \$1.499M	5	8	10	+25%
YTD Sales: \$1.5M - \$1.999M	0	1	5	+400%
YTD Sales: \$2M+	1	1	0	-100%
YTD Average Days-On-Market	30	42	45	+7%
YTD Average Sale Price	\$487,627	\$532,845	\$573,005	+8%

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

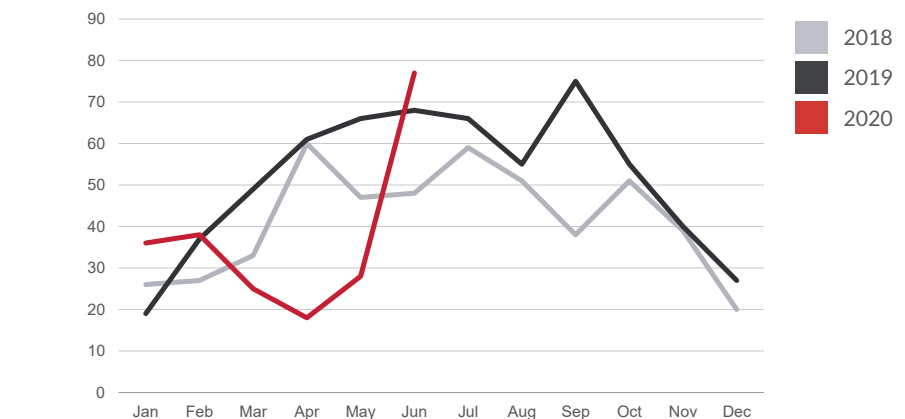
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, after a record January and February, Collingwood volume sales dropped slightly in March, cratered in April, rose marginally in May, and then set a new, all-time monthly record in June, up **17%** from the previous record (set last June). On the units side, **Graph 4** tells much the same story, except that June's **77** sales were not record-breaking, but down **15%** from Collingwood's all-time monthly record of **91**, set in June 2016. Through it all, Collingwood's average sale price has continued to rise: 2020's **\$573,005** is up **81%**, **59%**, **21%**, **18%** and **8%** from that of 2015-2019 respectively.

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



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

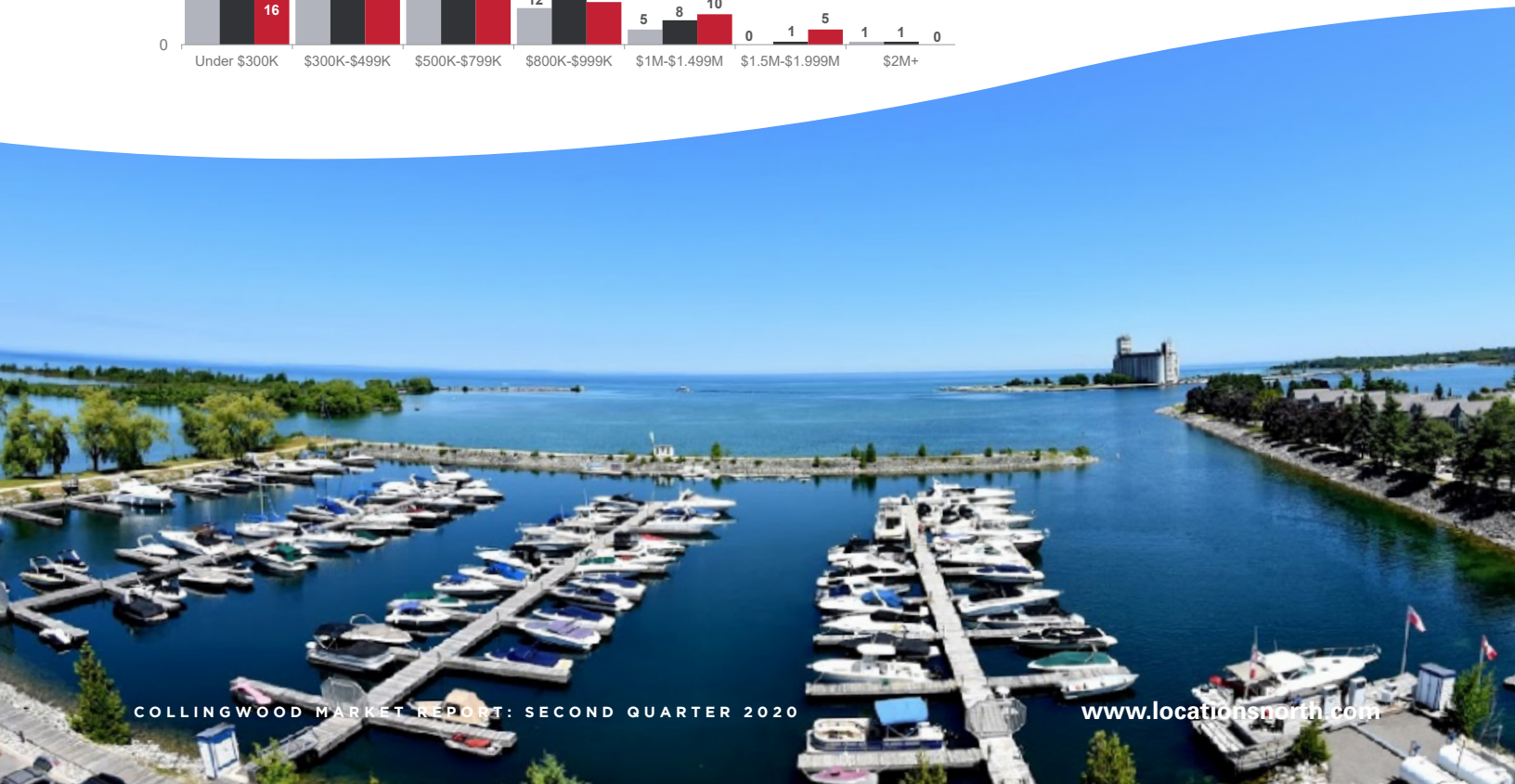
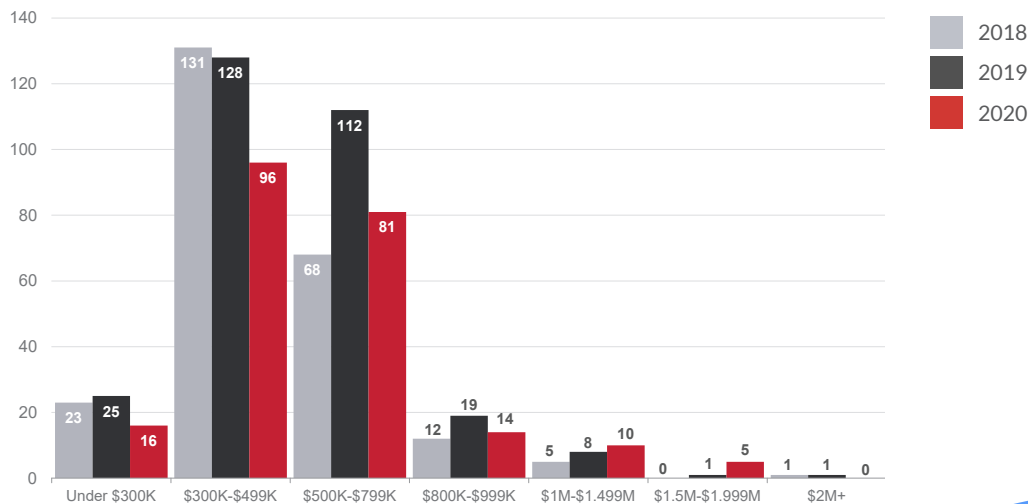




# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in two price ranges and down in five. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **25%**, and **400%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **36%**, **25%**, **28%**, **26%** and **100%** respectively. More generally, the Under-\$500K bracket – which accounts for **50%** of 2020's sales – is down **16%** from this time last year. The \$500K-\$999K bracket – which accounts for **43%** of the sales– is down **12%**. And the \$1M+ bracket – which accounts for **7%** of the sales – is up **50%**.

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



# SALES BY PROPERTY TYPE

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$85,437,434  
DOWN 20% from 2019

**UNIT SALES:** 133  
DOWN 28% from 2019

**AV. DAYS-ON-MARKET:** 49  
UP 8 days from 2019

**AV. SALE PRICE:** \$642,387  
UP 12% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$41,769,611  
DOWN 16% from 2019

**UNIT SALES:** 89  
DOWN 18% from 2019

**AV. DAYS-ON-MARKET:** 40  
DOWN 4 days from 2019

**AV. SALE PRICE:** \$469,321  
UP 2% from 2019

### VACANT LAND

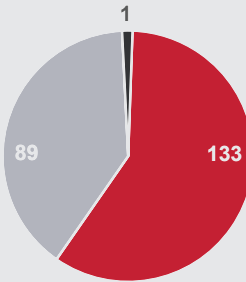
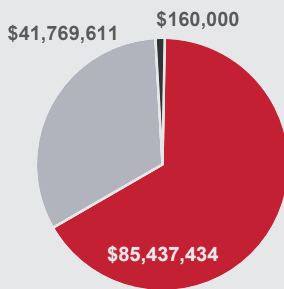
**DOLLAR SALES:** \$160,000  
DOWN 58% from 2019

**UNIT SALES:** 1  
DOWN 100% from 2019

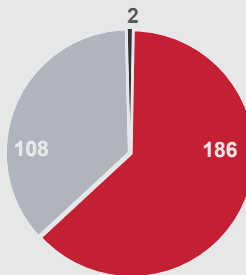
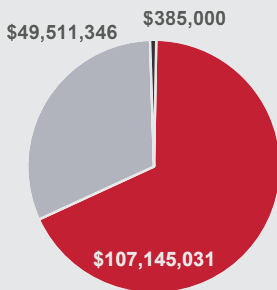
**AV. DAYS-ON-MARKET:** 28  
DOWN 80% from 2019

**AV. SALE PRICE:** \$160,000  
DOWN 17% from 2019

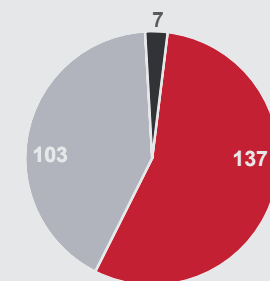
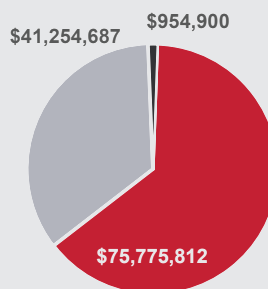
2020



2019



2018



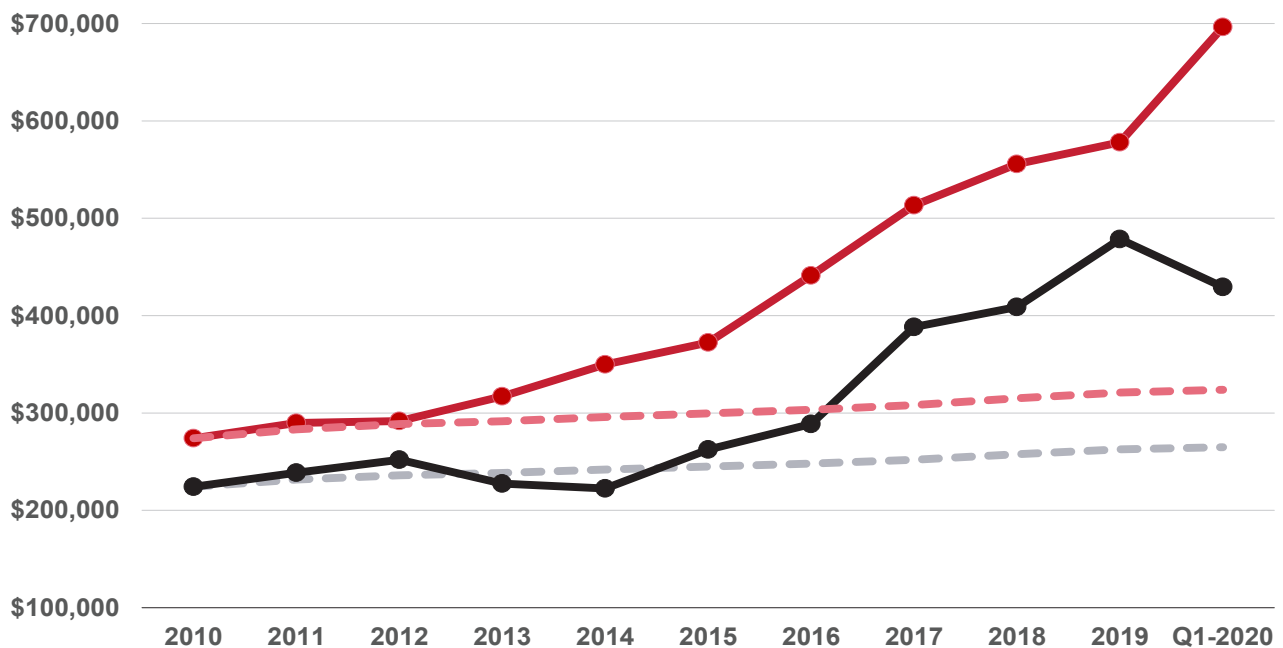
■ Single Family ■ Condominium ■ Vacant Land

# COLLINGWOOD AVERAGE SALE PRICES: 2010-2020

## HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q1-2020 was **\$696,463**: that's up **20%**, **25%**, **36%**, **58%** and **154%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$429,378** was down **10%** from 2019, but up **5%**, **11%** and **92%** from 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q1-2020 the average price rose to **115%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **82%** above inflation by 2019, and then falling to **60%** in Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Condominium Average Sale Price



# 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)**

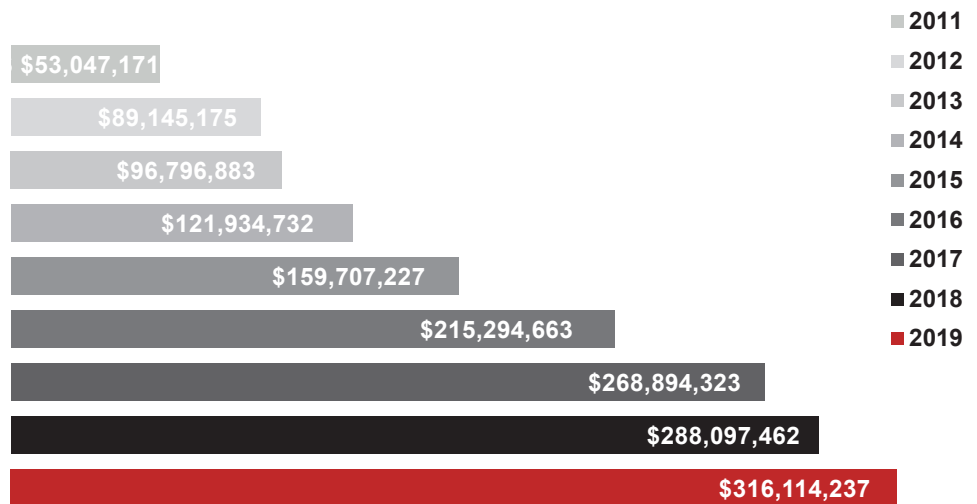
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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 Overview\*

	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%	

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$800,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2019

**#1** Georgian Triangle  
**BROKERAGE**



**8**

Straight Years\*  
Of Record Sales!

Featured Listings



**47,600+**

People Reached†

**11,300+**

Clicks, Shares, Views, & Likes‡

**Q2** BY THE  
Numbers



LOCATIONS **NORTH**  
BROKERAGE

Region's Best  
Market Intelligence



**40** Detailed Market Reports  
Per Year FOR YOU

Annual Sales Volume  
2019 Sales Up 10%  
from 2018



Almost  
**3** TIMES  
MORE

than our closest regional competitor†



Award Winning Service

Socially Connected



**187,000+**

Social Media Impressions

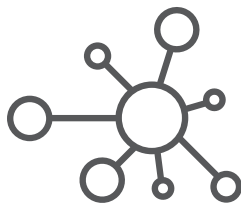
Clicks, Views, Shares,  
Likes, Tweets‡

We average

**600**

Buyer leads/month<sup>s</sup>

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



LocationsNorth.com

**594,800+**

Page Views†

**114,100+**

Unique Visitors†



**\$32,465**

Giving back and working  
in our community

Raised for Local Charities  
in 2019

**WINBLAST \$22,500**

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





# 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