

# GREY HIGHLANDS REAL ESTATE MARKET REPORT

---

## SECOND QUARTER 2020

---

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



# OVERVIEW

## RECORD JUNE, Q2 AND YEAR-TO-DATE VOLUME SALES DEFY THE MARKET



### RECORD YEAR-TO-DATE SALES VOLUME OF \$46,494,990

Up 64% from 2019's \$28,343,190, with units of 80 up 27% from 2019's 63. New listings of 110 down 13% from last year, with the sales/listings ratio of 73% up 23%.



### RECORD Q2-2020 SALES VOLUME OF \$28,340,100

Up 50% from Q2-2019's \$18,941,190. Units of 45 up 7% from Q2-2019's 42, with new listings of 56 down 34% and the sales/listings ratio of 80% up 31%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$581,187

Up 29% from the \$449,892 of Q2-2019. Average days-on-market of 58 up 13 days.

# OVERVIEW (cont'd)

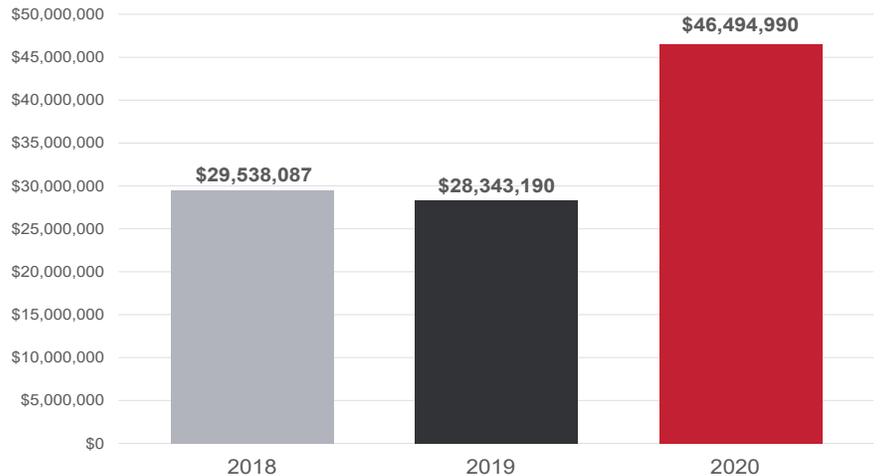


## THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

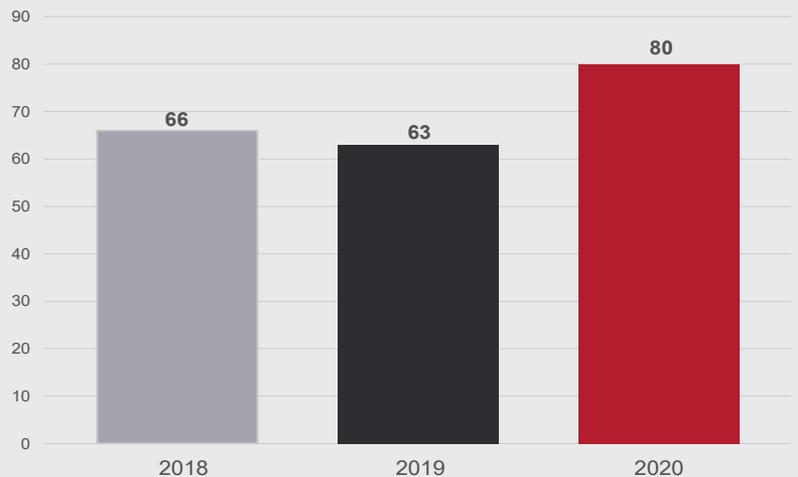
Grey Highlands had an all-time record June. Volume sales of **\$14,700,200** were up **191%** from last June, and up **20%** from last July's previous record. June's **23** units, while not record-breaking, were the most since May 2016's **31**. With new and expired listings both down and a **96%** sales/listings ratio, Grey Highlands is a **seller's market**.



Graph 1:  
**Grey Highlands MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Grey Highlands MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

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

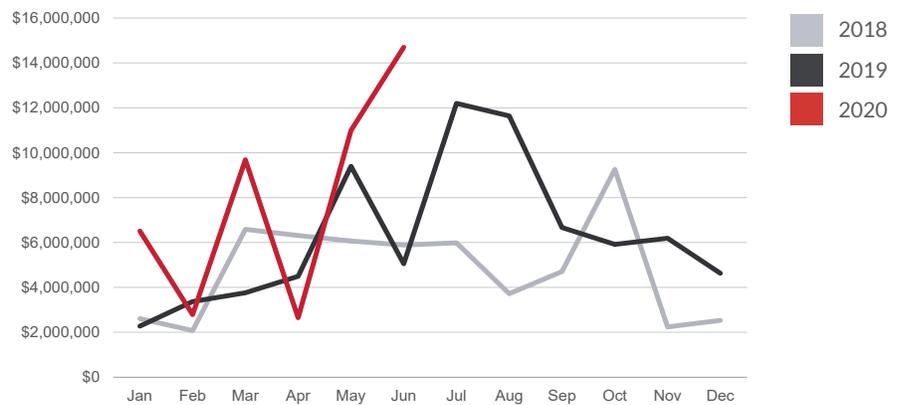
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$29,538,087	\$28,343,190	\$46,494,990	<b>+64%</b>
YTD Unit Sales	66	63	80	<b>+27%</b>
YTD New Listings	110	127	110	<b>-13%</b>
YTD Sales/Listings Ratio	60%	50%	73%	<b>+23%</b>
YTD Expired Listings	22	8	22	<b>+175%</b>
Second Quarter (Q2) Volume Sales	\$18,273,097	\$18,941,190	\$28,340,100	<b>+50%</b>
Q2 Unit Sales	38	42	45	<b>+7%</b>
Q2 New Listings	64	85	56	<b>-34%</b>
Q2 Sales/Listings Ratio	59%	49%	80%	<b>+31%</b>
Q2 Expired Listings	9	4	10	<b>+150%</b>
Q2 Average Sale Price	\$480,871	\$450,981	\$629,780	<b>+40%</b>
June Volume Sales	\$5,890,000	\$5,051,400	\$14,700,200	<b>+191%</b>
June Unit Sales	10	11	23	<b>+109%</b>
June New Listings	21	25	24	<b>-4%</b>
June Sales/Listings Ratio	48%	44%	96%	<b>+52%</b>
June Expired Listings	3	3	2	<b>-33%</b>
June Average Sale Price	\$589,000	\$459,218	\$639,139	<b>+39%</b>
YTD Sales: Under \$300K	24	13	12	<b>-8%</b>
YTD Sales: \$300K - \$499K	23	32	28	<b>-12%</b>
YTD Sales: \$500K - \$799K	10	13	31	<b>+138%</b>
YTD Sales: \$800K - \$999K	4	3	4	<b>+33%</b>
YTD Sales: \$1M - \$1.499M	5	2	2	<b>0%</b>
YTD Sales: \$1.5M - \$1.999M	0	0	1	<b>+100%</b>
YTD Sales: \$2M+	0	0	2	<b>+200%</b>
YTD Average Days-On-Market	60	45	58	<b>+29%</b>
YTD Average Sale Price	\$447,547	\$449,892	\$581,187	<b>+29%</b>

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

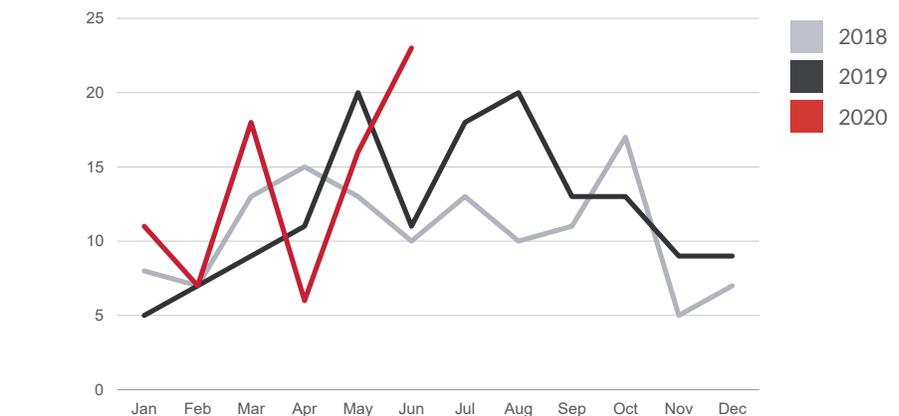
# THE MARKET IN DETAIL (cont'd)

Despite COVID-19, Grey Highland had record sales volume in the first half of 2020, up **10%** from 2016's prior record and **64%** from 2019.. Looking at **Graph 3**, what stands out about Grey's performance is . . . *May*. While all other Southern Georgian Bay real estate markets were slowly recovering after bottoming out in April, Grey was setting a new May record, up **17%** from 2019's previous high. From there June volume went even higher, the result being a Q2 record, up **4%** from 2019's former benchmark. On the units side, Grey's **45** sales in Q2 were up **7%** from 2019, but well below Q2-2007's record of **77**. That said, the good news for Grey Highlands owners is that the average sale price of **\$581,187** is up **85%**, **26%**, **30%** and **29%** from 2016-2019 respectively.

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



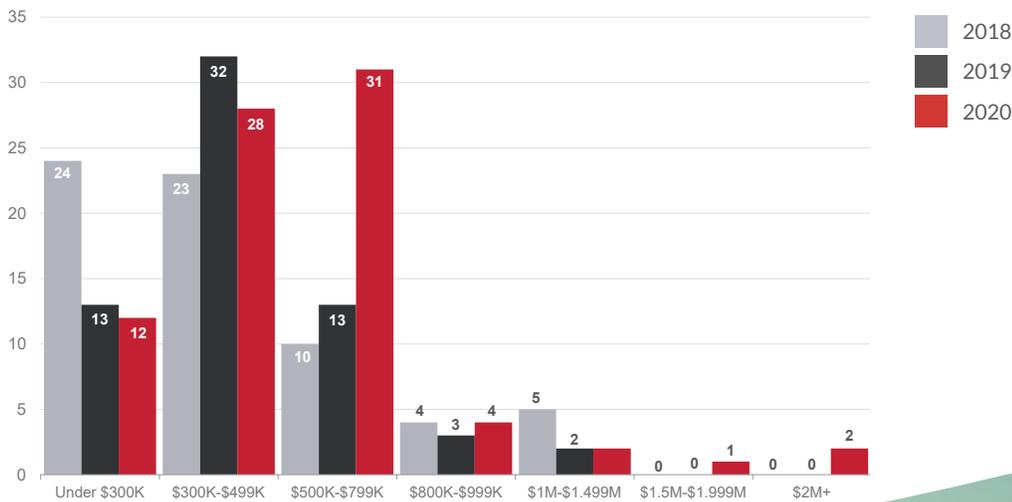
Graph 4:  
**Grey Highlands Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



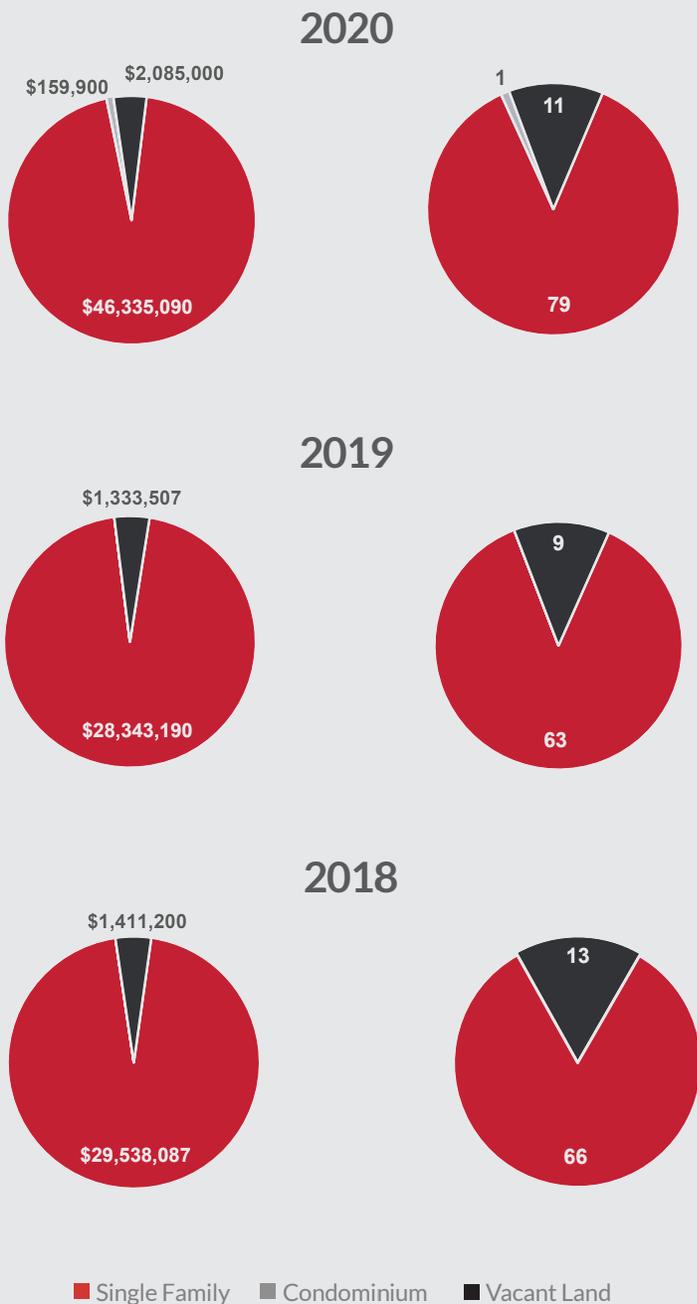
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 sales are up from 2019 in four price ranges, down in two and even in one. The \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **138%**, **33%**, **100%** and **200%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **8%** and **12%** respectively. And the \$1M-\$1.499M range is **even**. More generally, the Under-\$500K bracket – which accounts for **50%** of 2020's sales – is down **11%** from 2019. The \$500K-\$999K bracket – which accounts for **44%** of the sales – is up **119%**. And the \$1M+ bracket – which accounts for **6%** of the sales – is up **150%**.

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



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



## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$46,335,090  
 UP 63% from 2019

**UNIT SALES:** 79  
 UP 25% from 2019

**AV. DAYS-ON-MARKET:** 59  
 UP 14 days from 2019

**AV. SALE PRICE:** \$586,520  
 UP 30% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$159,900  
 UP 100% from 2019

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

**AV. DAYS-ON-MARKET:** 28  
 UP 28 days from 2019

**AV. SALE PRICE:** \$159,900  
 UP 100% from 2019

### VACANT LAND

**DOLLAR SALES:** \$2,085,000  
 UP 56% from 2019

**UNIT SALES:** 11  
 UP 22% from 2019

**AV. DAYS-ON-MARKET:** 47  
 DOWN 123 days from 2019

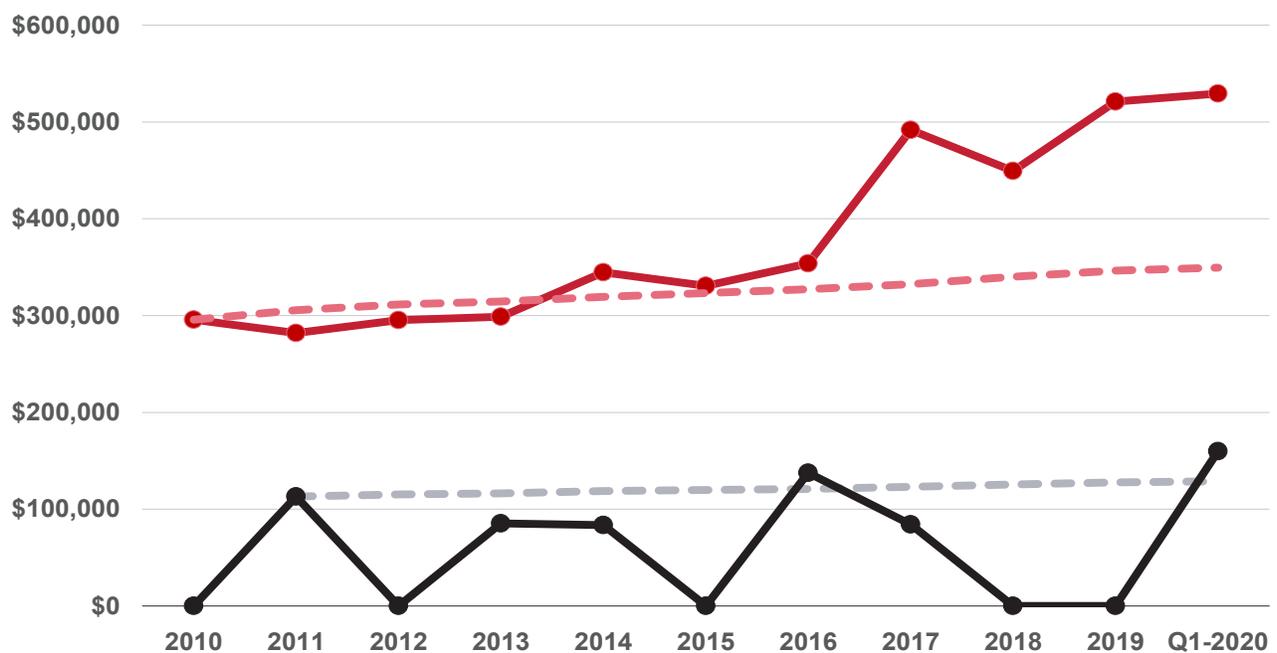
**AV. SALE PRICE:** \$189,545  
 UP 28% from 2019

# GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2020

## HEALTHY GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highland's average sale price for single-family homes in Q1-2020 was **\$529,264**: that's up **2%**, **18%**, **8%**, **50%** and **79%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$159,900** was up **16%** from 2016's prior high, but too few condos have sold to generalize.

↑ From 2010-2013 the average sale price for single-family homes increased at less than Canada's inflation rate: from 2014 the average price, in general, climbed rapidly, reaching **51%** above the inflation rate in Q1-2020. The Q1-2020 condo price is **24%** above inflation, but there are too few sales to generalize.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On Grey Highland's 2011 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)**

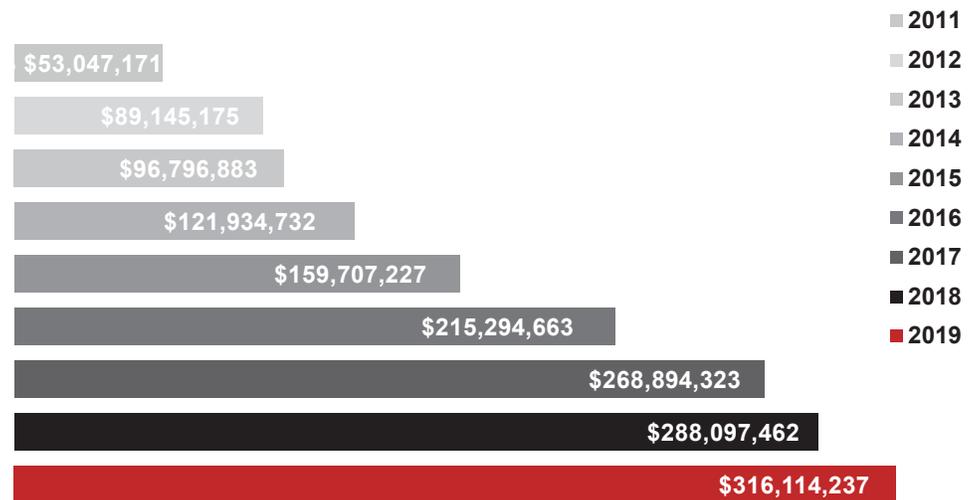
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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 (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%	

## 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

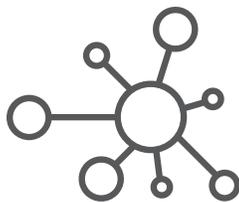
Clicks, Views, Shares,  
Likes, Tweets‡

We average

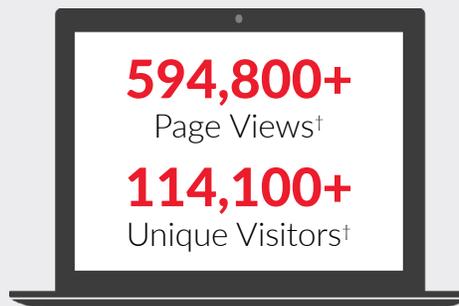
**600**

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

