

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

SECOND QUARTER 2020

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



OVERVIEW

HUGE JUNE VOLUME AND UNIT SALES SIGNAL TENTATIVE MARKET REBOUND



YEAR-TO-DATE SALES VOLUME OF \$518,296,828

Up 2% from 2019's \$505,985,042, with units of 863 down 8% from 2019's 942. New listings of 1614 down 14%, with the sales/listings ratio of 53% up from the 50% of one year ago.



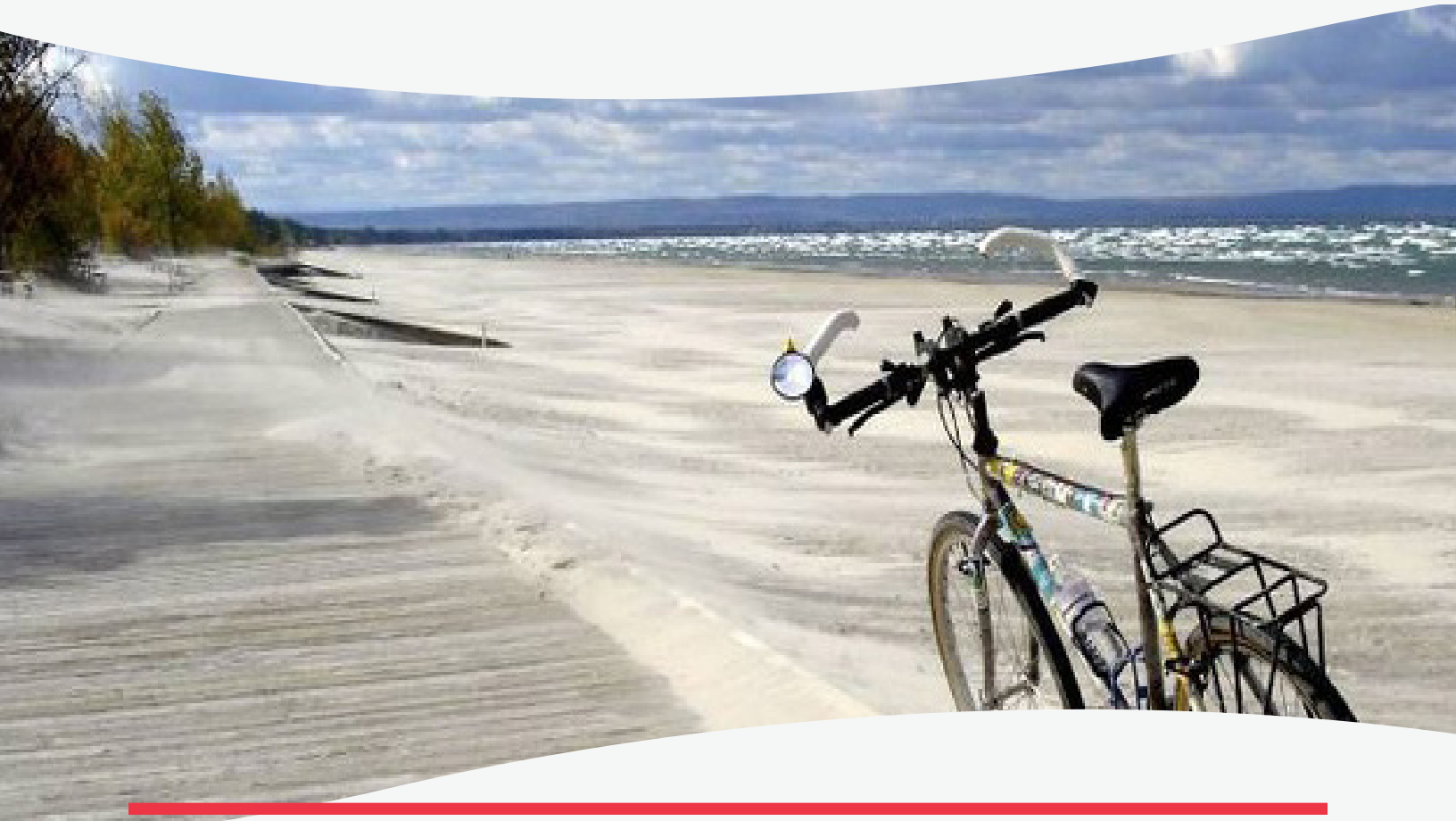
RECORD JUNE SALES VOLUME OF \$177,787,576

Up 82% from last March's \$97,594,502. Units of 281 up 54% from last year's 182. New listings of 412 were up 2% from a year ago, while the sales/listing ratio of 68% was up 23%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$600,576

Up 12% from the \$537,935 of one year ago. Average days-on-market of 54 is up 1 day.



OVERVIEW (cont'd)

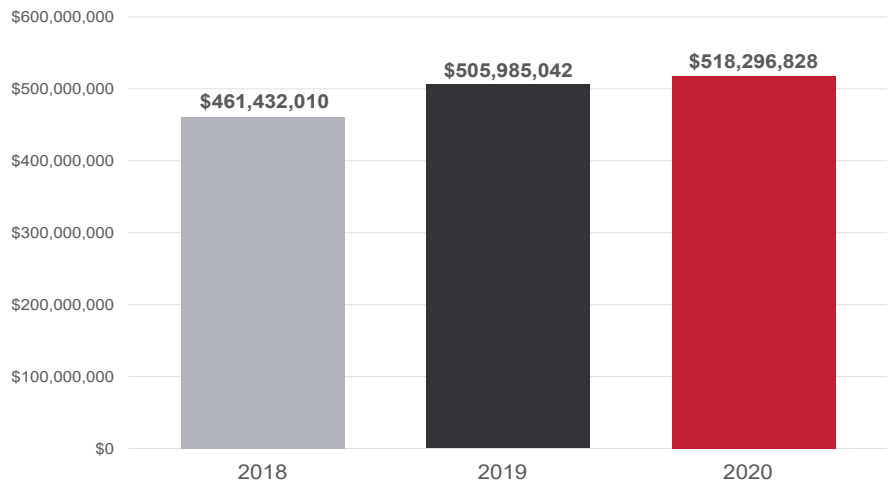


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

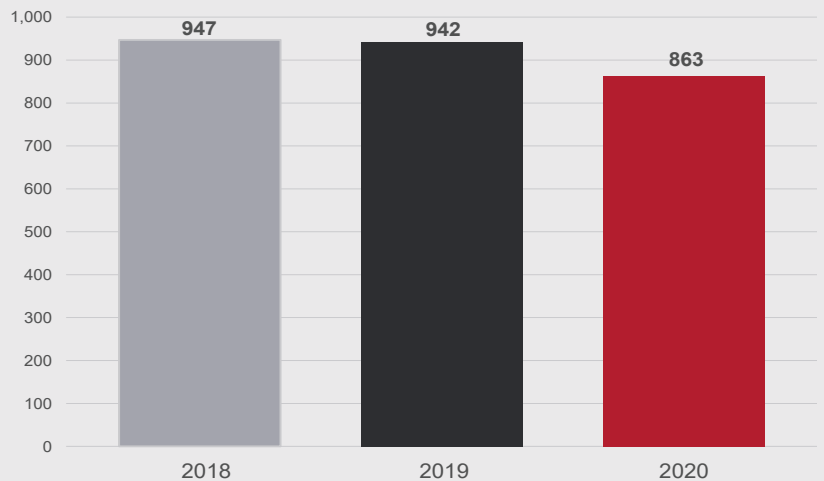
June's volume was not only a record for June, but an all-time monthly record, up **26%** from May 2017's prior high of **\$141,247,497**. June's **281** units were the fourth best ever, down **8%** from May 2016's **304**. June's **68%** sales/listings ratio raised Q2's ratio to **57%**, and 2020's ratio to **53%**. So it's currently a **seller's 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

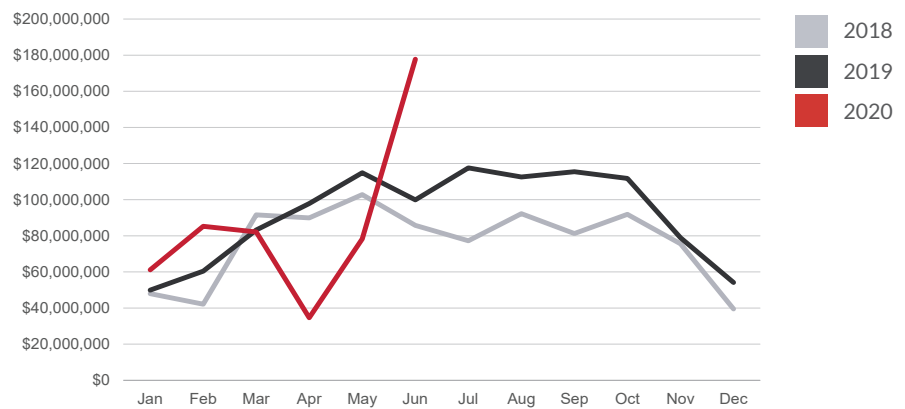
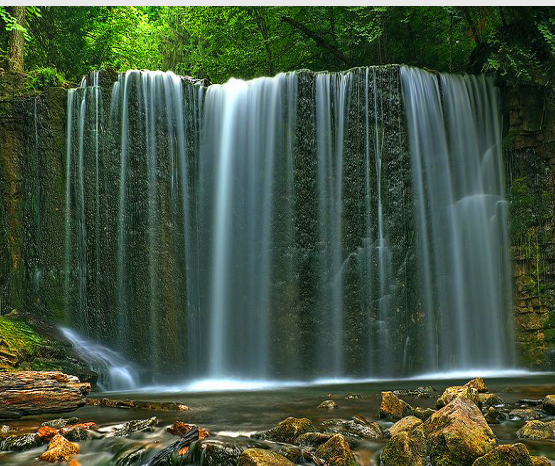
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$461,432,010	\$505,985,042	\$518,296,828	+2%
YTD Unit Sales	947	942	863	-8%
YTD New Listings	1683	1874	1614	-14%
YTD Sales/Listings Ratio	56%	50%	53%	+3%
YTD Expired Listings	237	293	347	+18%
Second Quarter (Q2) Volume Sales	\$279,727,013	\$311,092,906	\$290,629,926	-7%
Q2 Unit Sales	567	586	491	-16%
Q2 New Listings	997	1185	862	-27%
Q2 Sales/Listings Ratio	57%	49%	57%	+8%
Q2 Expired Listings	115	154	165	+7%
Q2 Average Price	\$493,346	\$530,875	\$604,220	+14%
June Volume Sales	\$86,037,028	\$97,594,502	\$177,787,576	+82%
June Unit Sales	176	182	281	+54%
June New Listings	354	402	412	+2%
June Sales/Listings Ratio	50%	45%	68%	+23%
June Expired Listings	54	60	49	-18%
June Average Price	\$488,847	\$536,234	\$632,696	+18%
YTD Sales: Under \$100K	7	5	0	-500%
YTD Sales: \$100K - \$299K	166	103	79	-23%
YTD Sales: \$300K - \$499K	451	428	344	-20%
YTD Sales: \$500K - \$799K	234	307	305	-1%
YTD Sales: \$800K - \$999K	46	52	57	+10%
YTD Sales: \$1M - \$1.499M	34	34	47	+38%
YTD Sales: \$1.5M - \$1.999M	4	13	23	+77%
YTD Sales: \$2M+	5	6	8	+33%
YTD Average Days-On-Market	45	53	54	+2%
YTD Average Sale Price	\$487,257	\$537,935	\$600,576	+12%

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

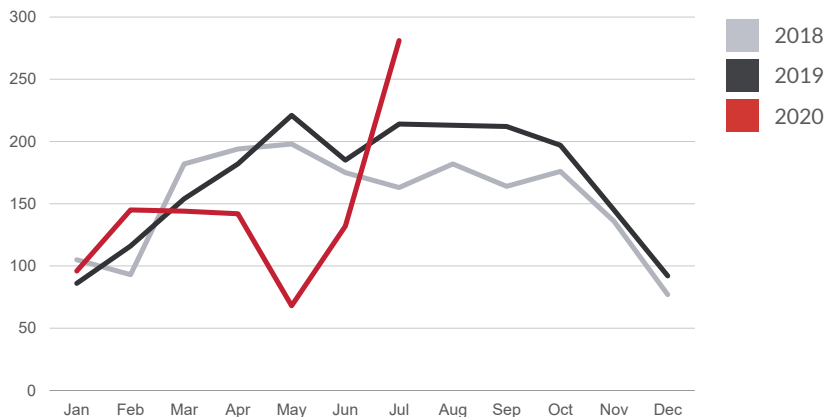
THE MARKET IN DETAIL (cont'd)

What a difference a month can make. As **Graph 3** shows, June's volume of **\$177,787,576** – the new, all-time monthly record for the Southern Georgian Bay area – up **26%** from the previous high – went a long way to making up for the slow sales we saw from the second half of March to the end of May. In fact, partly due to strong sales from January through the first two weeks of March, 2020's first-half volume is **actually the region's second best ever** after 2017. However, 2020's high volume is largely due to this year's average sale price being up **12%, 23%, 26%, 64%** and **77%** from the last five years respectively. All that said, it is still too early to say how the market will fair in the coming months. We'll keep you posted.

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



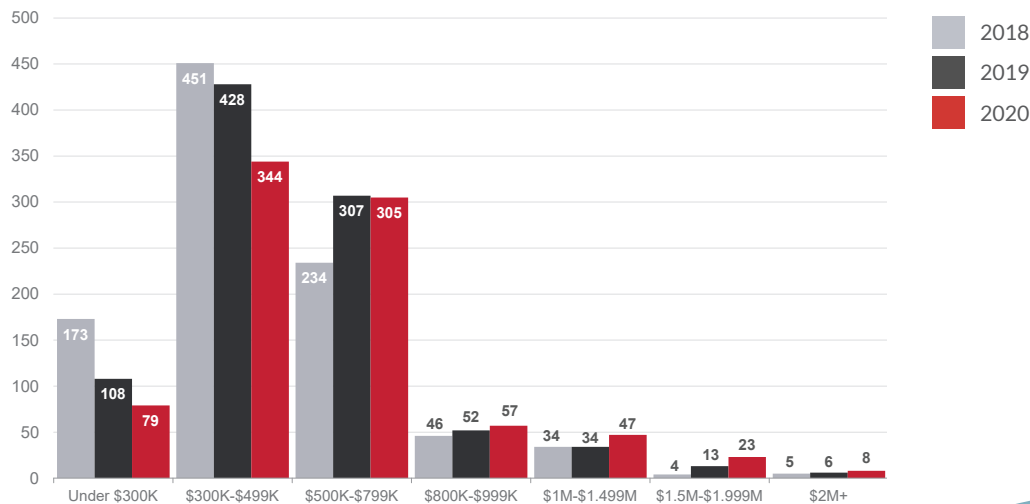
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **10%**, **38%**, **77%**, and **33%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **27%**, **20%** and **1%** respectively. More generally, the Under-\$500K bracket – which accounts for **49%** of 2020's sales – is down **21%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of sales – is up **1%**. And the \$1M+ bracket – which accounts for **9%** of sales – is up **47%**.

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: \$439,321,139
 UP 4% from 2019

UNIT SALES: 683
 DOWN 8% from 2019

AV. DAYS-ON-MARKET: 56
 UP 4 days from 2019

AV. SALE PRICE: \$643,223
 UP 13% from 2019

CONDOMINIUMS

DOLLAR SALES: \$78,975,689
 DOWN 6% from 2019

UNIT SALES: 180
 DOWN 9% from 2019

AV. DAYS-ON-MARKET: 46
 DOWN 11 days from 2019

AV. SALE PRICE: \$438,754
 UP 4% from 2019

VACANT LAND

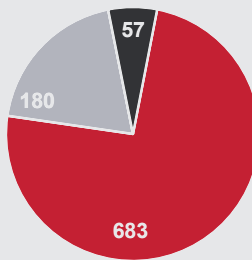
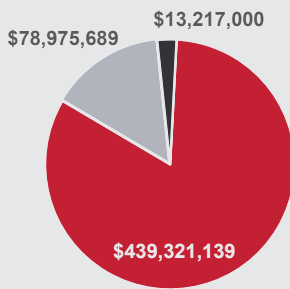
DOLLAR SALES: \$13,217,000
 DOWN 19% from 2019

UNIT SALES: 57
 UP 6% from 2019

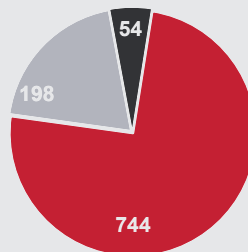
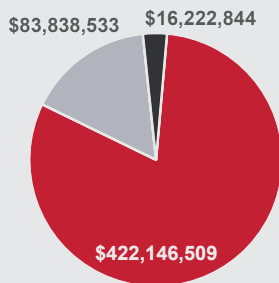
AV. DAYS-ON-MARKET: 90
 DOWN 9 days from 2019

AV. SALE PRICE: \$231,877
 DOWN 23% from 2019

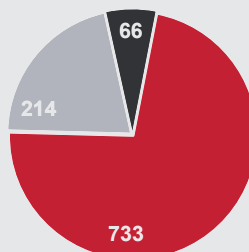
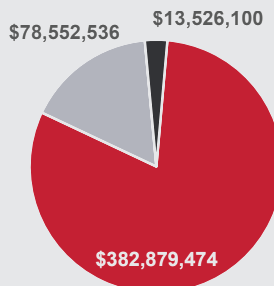
2020



2019



2018



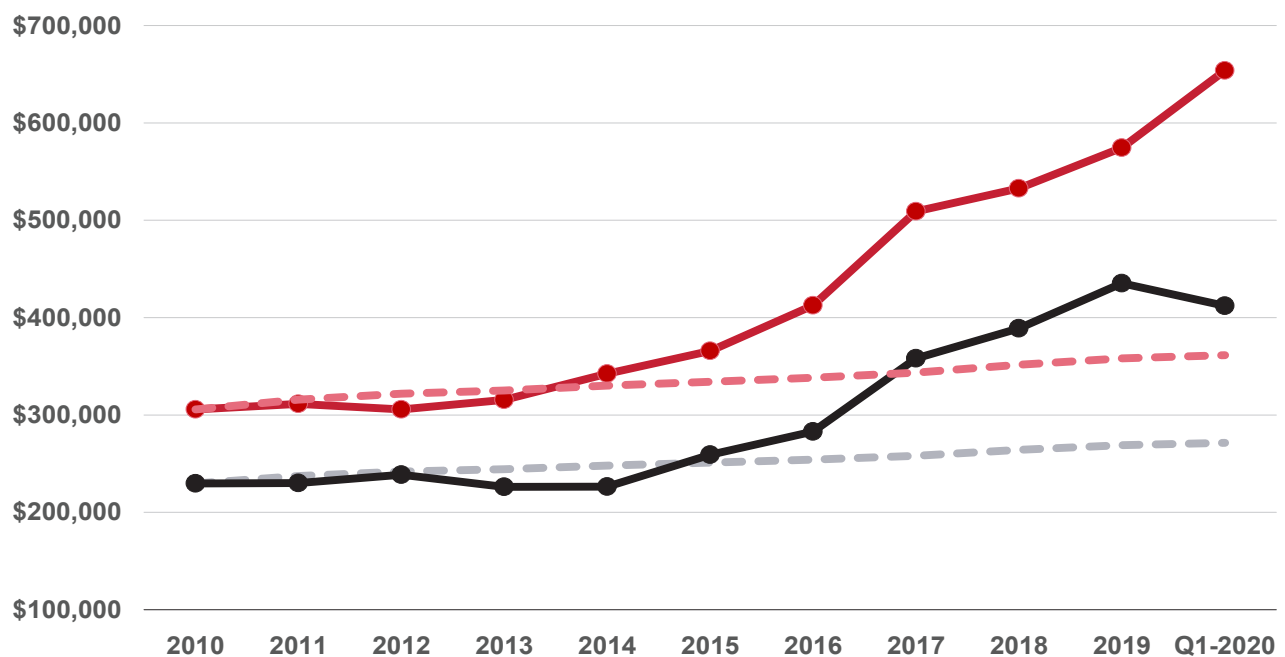
■ Single Family ■ Condominium ■ Vacant Land

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2020 was **\$653,880**: that's up **14%, 23%, 28%, 59%** and **139%** from 2019, 2018, 2017, 2016 and 2010 respectively. Q1-2020's average condo price of **\$412,169** was down **5%** from 2019, but up **6%, 15%** and **79%** from 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **91%** above inflation by Q1-2020. Condo prices were under the inflation rate until 2014 before climbing to **62%** above inflation in 2019, and then settling at **52%** above inflation in Q1-2020.



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

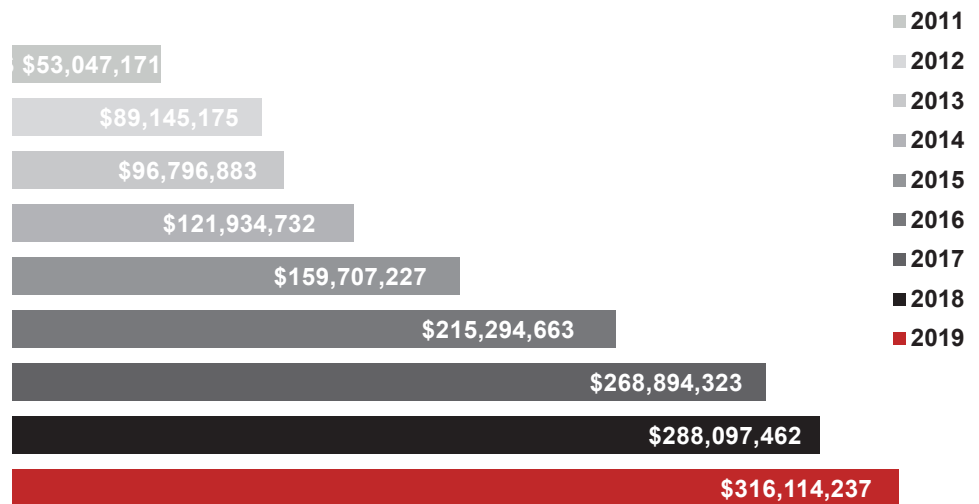
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 (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%	



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