

# THE BLUE MOUNTAINS 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

## RECORD JUNE VOLUME SALES TURN AROUND AN OTHERWISE SLOW Q2



### YEAR-TO-DATE SALES VOLUME OF \$117,808,093

Up .4% from 2019's \$117,338,675, with units of 149 down 11% from 2019's 167. New listings of 122 up 47% from a year ago, with the sales/listings ratio of 46% down 5%.



### Q2 SALES VOLUME OF \$55,564,700

Down 11% from Q2-2019's \$62,152,175. Units of 65 were down 29% from Q2-2019's 91, with new listings of 159 down 25% and the sales/listings ratio of 41% down 2% from one year ago.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$790,658

Up 13% from 2019's \$702,627. Average days-on-market of 68 was up 1 day.

# OVERVIEW (cont'd)

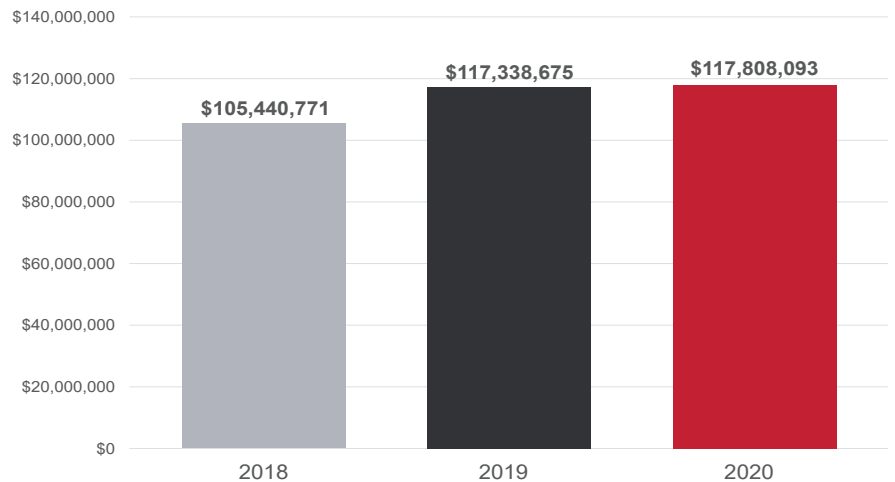


## THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

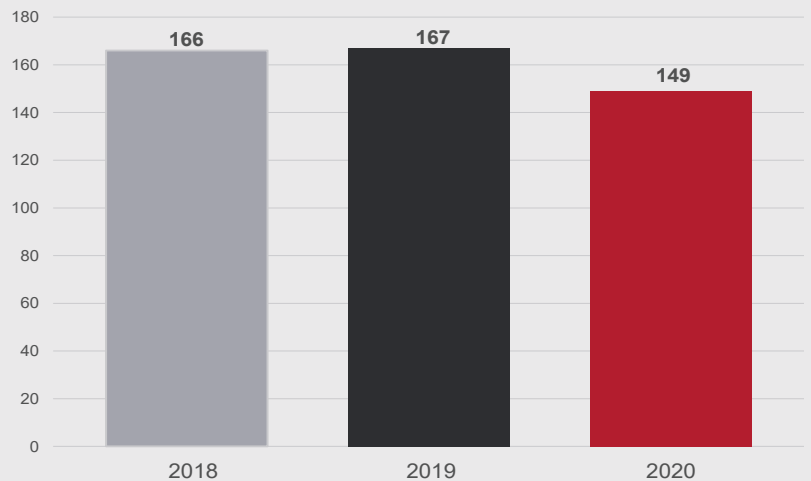
After a brutally slow April –just 6 sales and \$4.1M volume –and a slightly better May, June delivered The Blue Mts.’ all-time, best monthly volume of \$36,730,700, up 234% from last June and 13% from last October’s previous high. Though 2020’s sales/listings ratio is 46%, June’s was 55%. The current momentum suggests that it’s **seller’s market**.



Graph 1:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
**The Blue Mts. MLS® Residential Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

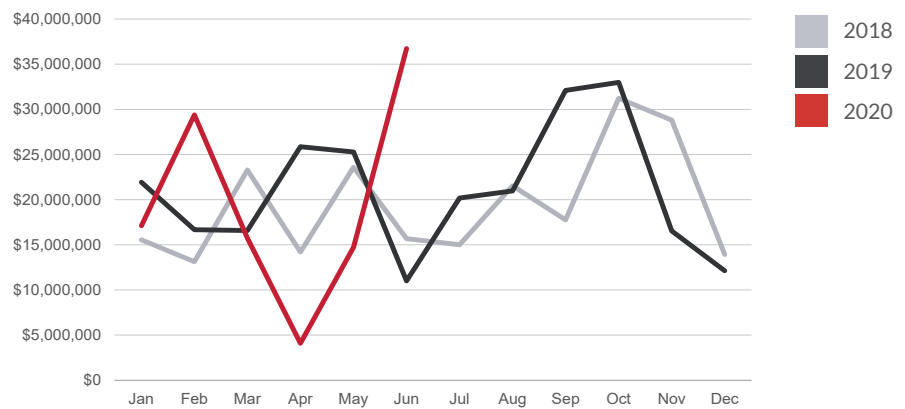
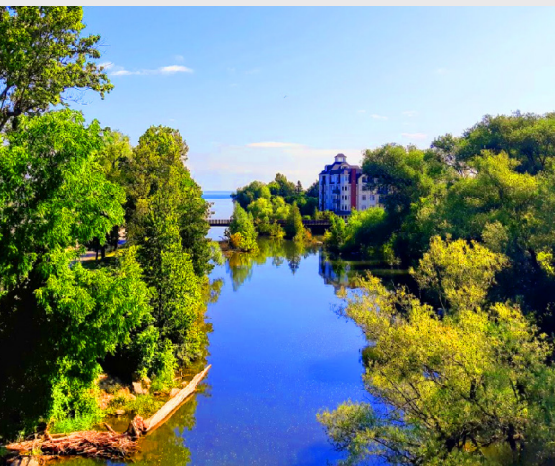
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$105,440,771	\$117,338,675	\$117,808,093	+4%
YTD Unit Sales	166	167	149	-11%
YTD New Listings	294	329	323	-2%
YTD Sales/Listings Ratio	56%	51%	46%	-5%
YTD Expired Listings	86	76	112	+47%
Second Quarter (Q2) Volume Sales	\$53,484,134	\$62,152,175	\$55,564,700	-11%
Q2 Unit Sales	83	91	65	-29%
Q2 New Listings	148	213	159	-25%
Q2 Sales/Listings Ratio	56%	43%	41%	-2%
Q2 Expired Listings	47	45	60	+33%
Q2 Average Sale Price	\$644,387	\$682,991	\$854,842	+25%
June Volume Sales	\$15,680,401	\$11,007,999	\$36,730,700	+234%
June Unit Sales	24	18	42	+133%
June New Listings	59	62	77	+24%
June Sales/Listings Ratio	41%	29%	55%	+26%
June Expired Listings	16	12	19	+58%
June Average Sale Price	\$653,350	\$611,556	\$874,540	+43%
YTD Sales: \$100K - \$299K	34	23	16	-30%
YTD Sales: \$300K - \$499K	42	46	38	-17%
YTD Sales: \$500K - \$799K	46	56	40	-29%
YTD Sales: \$800K - \$999K	20	15	21	+40%
YTD Sales: \$1M - \$1.499M	18	14	18	+29%
YTD Sales: \$1.5M - \$1.999M	3	8	12	+50%
YTD Sales: \$2M+	3	5	4	-20%
YTD Average Days-On-Market	53	67	68	+1%
YTD Average Sale Price	\$635,185	\$702,627	\$790,658	+13%

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

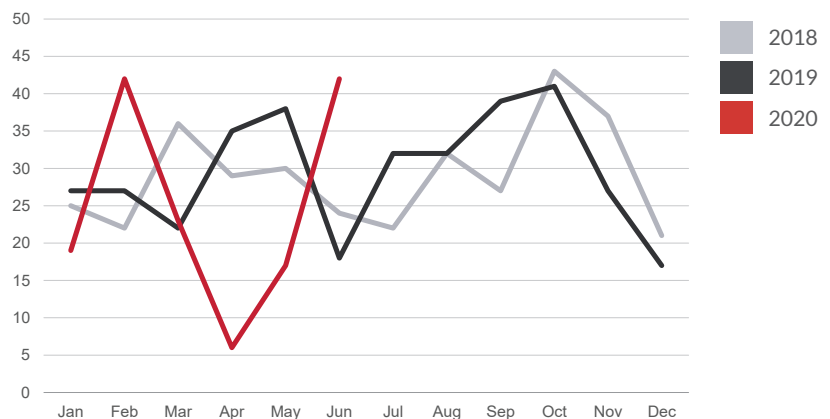
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. market in 2020 has been quite a ride. It began with the second-best January volume ever and a record February. It then fell sharply in March due to COVID-19, but Q1 as a whole still set a new volume record. Q2 was even more extreme: April did a deep dive, with its lowest volume since 2004, while May saw its lowest since 2013. Then came June, releasing all the pent-up energy to set a new, all-time monthly record. On the units side, **Graph 4** shows a slightly different – but just as extreme – pattern. All that said, it'll be interesting to see where prices go from here. Owners can take stock in the fact that 2020's average sale price is up **62%, 29%, 24%** and **13%** from 2016-2019 respectively.

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



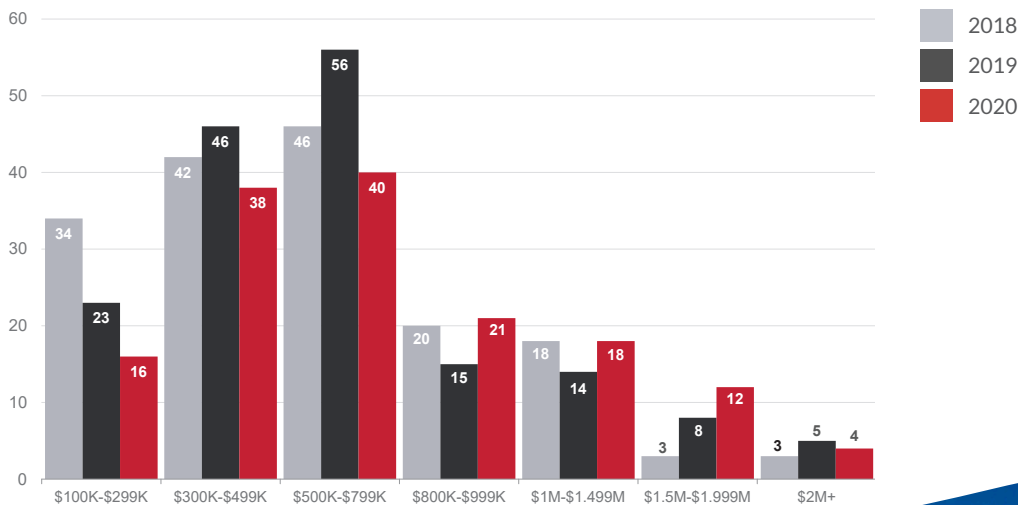
Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in three price ranges and down in four. The \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are up **40%**, **29%** and **50%** respectively. And the \$100K-\$299K, \$300K-\$499K, \$500K-\$799K and \$2M+ ranges are down **30%**, **17%**, **29%** and **20%** respectively. More generally, the Under-\$500K bracket – which accounts for **36%** of the sales – is up **14%** from a year ago. The \$500K-\$999K bracket – which accounts for **41%** of the sales – is up **3%**. And the \$1M+ bracket – which accounts for **23%** of the sales – is up **21%**.

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



# SALES BY PROPERTY TYPE

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$89,010,860  
DOWN 1% from 2019

**UNIT SALES:** 83  
DOWN 15% from 2019

**AV. DAYS-ON-MARKET:** 80  
UP 21 days from 2019

**AV. SALE PRICE:** \$1,072,420  
UP 17% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$28,797,233  
UP 5% from 2019

**UNIT SALES:** 66  
DOWN 4% from 2019

**AV. DAYS-ON-MARKET:** 53  
DOWN 25 days from 2019

**AV. SALE PRICE:** \$436,322  
UP 10% from 2019

### VACANT LAND

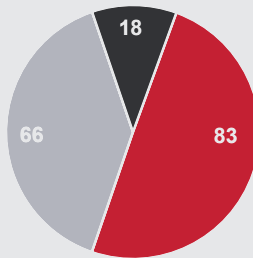
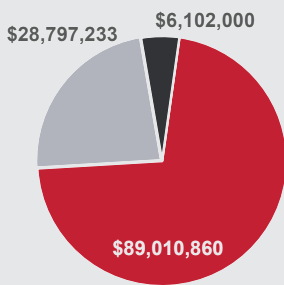
**DOLLAR SALES:** \$6,102,000  
DOWN 32% from 2019

**UNIT SALES:** 18  
UP 29% from 2019

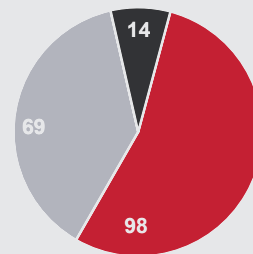
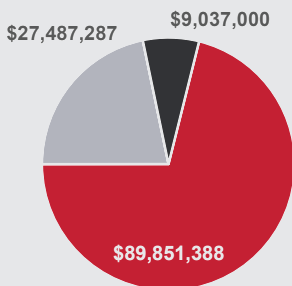
**AV. DAYS-ON-MARKET:** 80  
DOWN 35 days from 2019

**AV. SALE PRICE:** \$339,000  
DOWN 47% from 2019

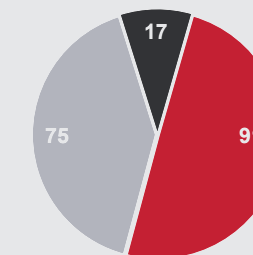
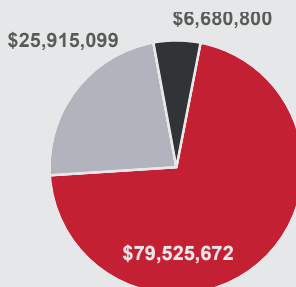
## 2020



## 2019



## 2018



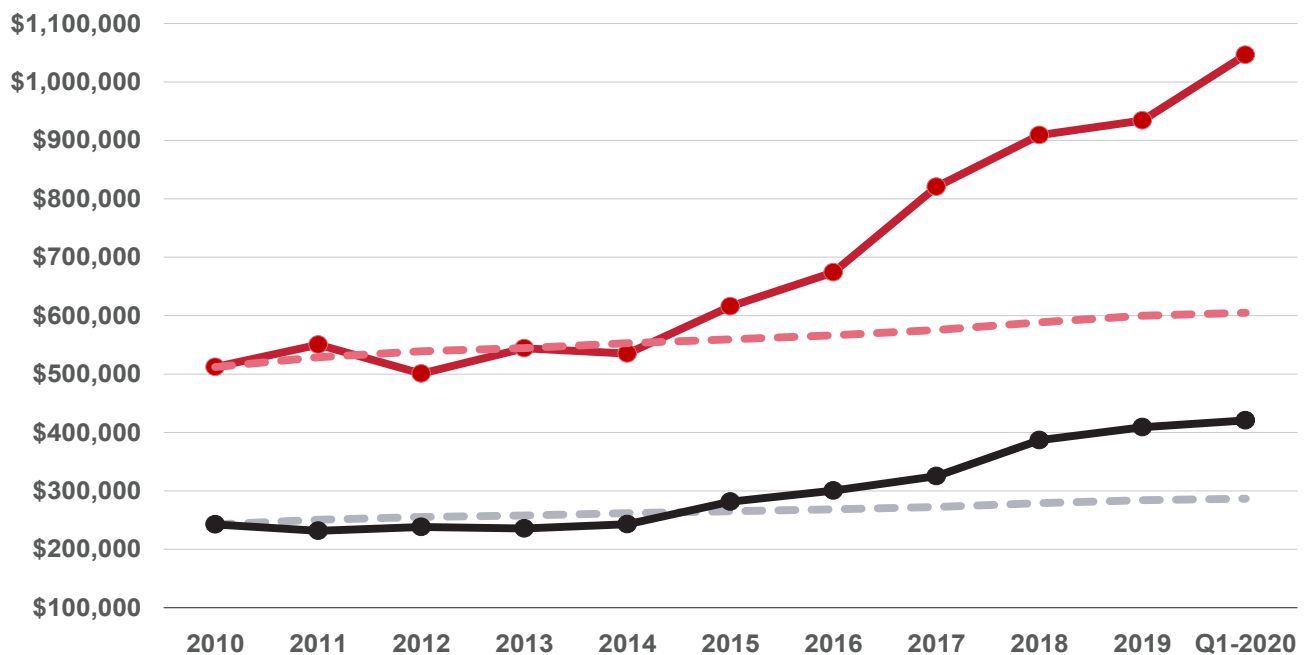
■ Single Family ■ Condominium ■ Vacant Land

# THE BLUE MTS. AVERAGE SALE PRICES: 2010-2020

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in Q1-2020 was **\$1,046,380**: that's up **12%**, **15%**, **28%**, **55%** and **104%** from 2019, 2018, 2017, 2016, and 2010 respectively. Q1-2020's average condo price of **\$420,708** was up **3%**, **9%**, **29%**, **40%** and **74%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **73%** above inflation by Q1-2020. Condo prices were flat and under the inflation rate until 2014 and then began to climb in 2015, rising to **47%** above the inflation rate by Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On The Blue Mts.' 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2020
- - - Canada's Inflation Rate Based On The Blue Mts.' 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)**

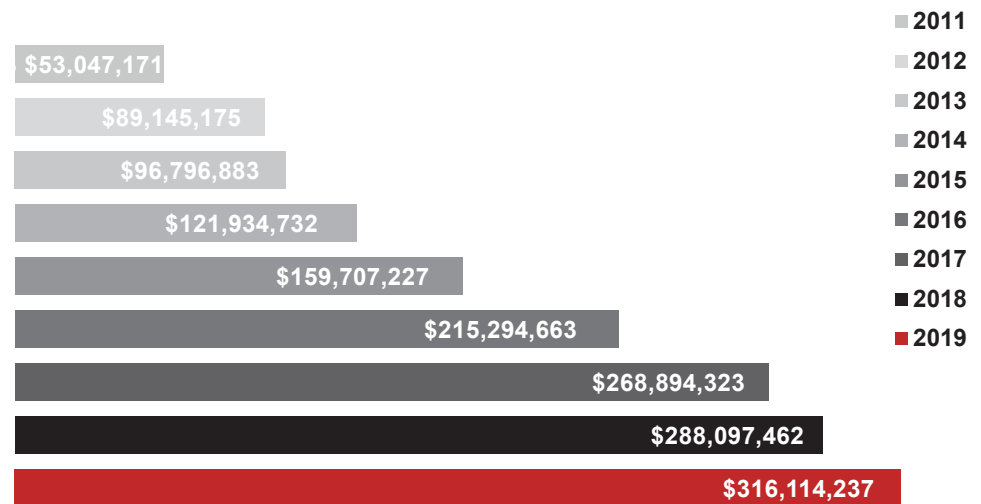
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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%	

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

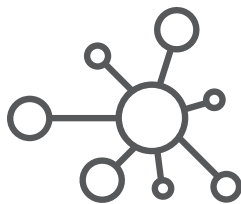
Clicks, Views, Shares,  
Likes, Tweets‡

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

