

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JULY 2020

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



OVERVIEW

WILD THING! JULY SEES STRATOSPHERIC, ALL-TIME RECORD VOLUME AND UNIT SALES



RECORD YEAR-TO-DATE SALES VOLUME OF \$769,599,315

Up 23% from 2019's \$624,248,530, with units of 1228 up 6% from 2019's 1156. New listings of 1982 down 11%, with the sales/listings ratio of 62% up from the 52% of one year ago.



ALL-TIME RECORD MONTHLY SALES VOLUME IN JULY OF \$247,488,487

Up 109% from last July's \$118,263,487. All-time record units of 362 up 69% from last year's 214. New listings of 362 up 7% from a year ago, with the sales/listing ratio of 100% up 36%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$626,710

Up 16% from the \$540,007 of one year ago. Average days-on-market of 51 down 2 days.

OVERVIEW (cont'd)

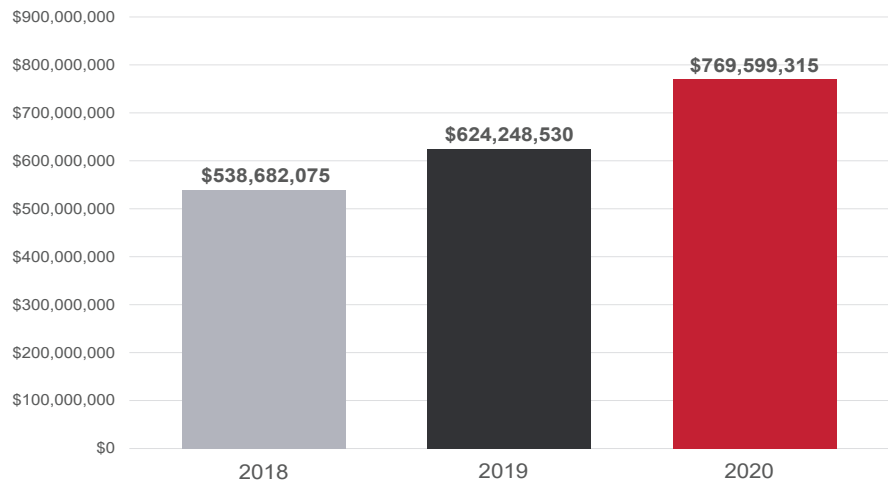


THE DEMAND FOR LISTINGS IS CURRENTLY GREATER THAN THE SUPPLY

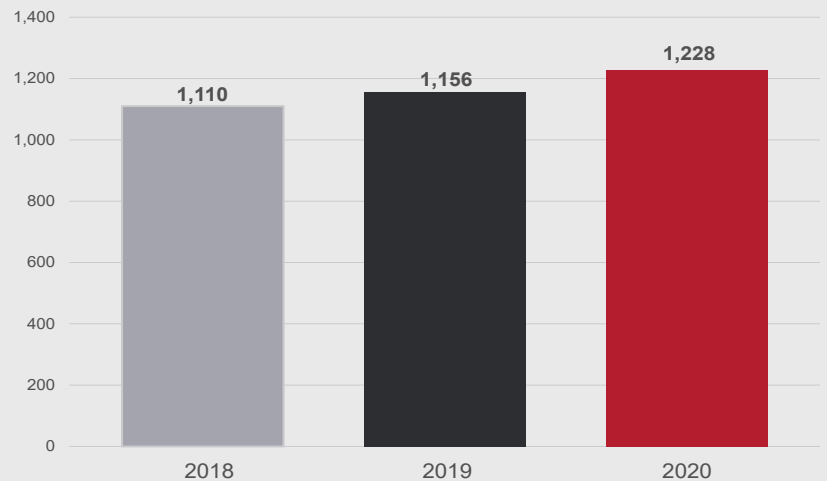
July's all-time, volume record of **\$247,488,487** was up **39%** from June's prior high of **\$177,787,576**, while its all-time units record of **362** was up **19%** from May 2016's former benchmark of **304**. July's average sale price was up **24%** from last July, its expired listings were down **48%**, and its high **100%** sales/listings ratio means a strong **sellers' 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

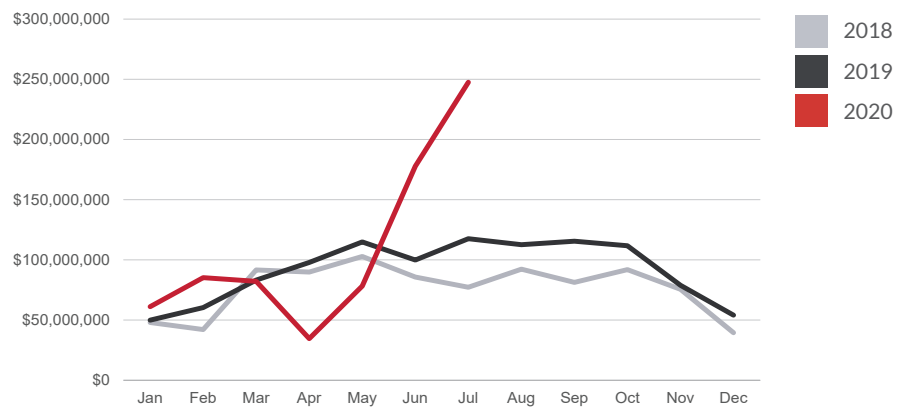
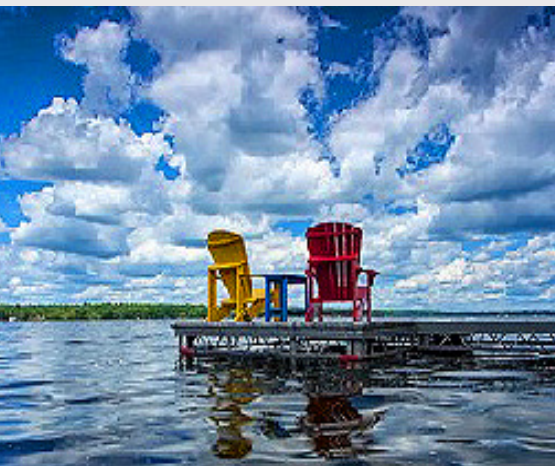
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$538,682,075	\$624,248,530	\$769,599,315	+23%
YTD Unit Sales	1110	1156	1228	+6%
YTD New Listings	1997	2216	1982	-11%
YTD Sales/Listings Ratio	56%	52%	62%	+10%
YTD Expired Listings	314	365	385	+5%
July Volume Sales	\$77,250,065	\$118,263,488	\$247,488,487	+109%
July Unit Sales	163	214	362	+69%
July New Listings	317	337	362	+7%
July Sales/Listing Ratio	51%	64%	100%	+36%
July Expired Listings	53	73	38	-48%
July Average Sale Price	\$473,927	\$552,663	\$683,670	+24%
YTD Sales: Under \$100K	7	4	3	-25%
YTD Sales: \$100K - \$299K	200	138	99	-28%
YTD Sales: \$300K - \$499K	525	524	447	-15%
YTD Sales: \$500K - \$799K	277	354	452	+28%
YTD Sales: \$800K - \$999K	53	64	93	+45%
YTD Sales: \$1M - \$1.499M	36	47	81	+72%
YTD Sales: \$1.5M - \$1.999M	7	18	36	+100%
YTD Sales: \$2M+	5	7	17	+143%
YTD Average Days-On-Market	45	53	51	-4%
YTD Average Sale Price	\$485,299	\$540,007	\$626,710	+16%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of August 2, 2020.

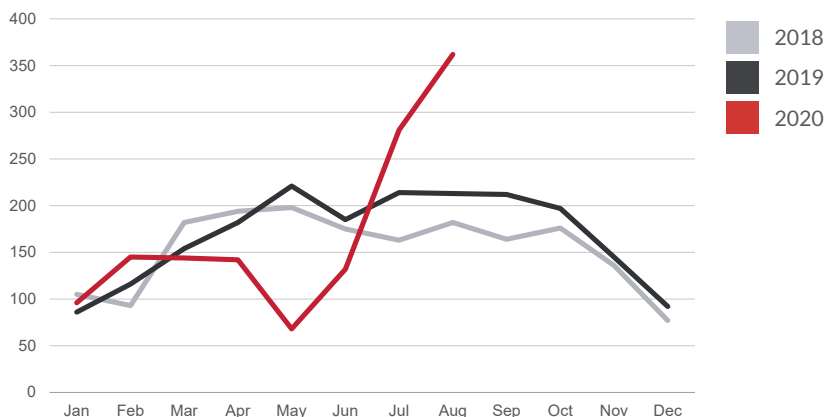
THE MARKET IN DETAIL (cont'd)

What a year! Or perhaps we should say *what a ride*, given 2020's intense, rollercoaster pattern of sales thus far. As **Graph 3** shows, July – not content with June's all-time, monthly volume sales record – bested it by **39%**, and was also up an incredible **76%** from May 2017's long-standing highwater mark. However, as **Graph 4** shows, even more remarkable was July's **362** unit sales, up **19%** from May 2016's previous high of **304**. To put it in perspective, the average number of sales/month in the Southern Georgian Bay from 2015-19 was **184** – i.e. *slightly more than half of July's total*. Who knows where we go from here? All that said, average prices keep rising: 2020's **\$626,710** is up **82%**, **69%**, **32%**, **29%** and **16%** from 2015-19 respectively.

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



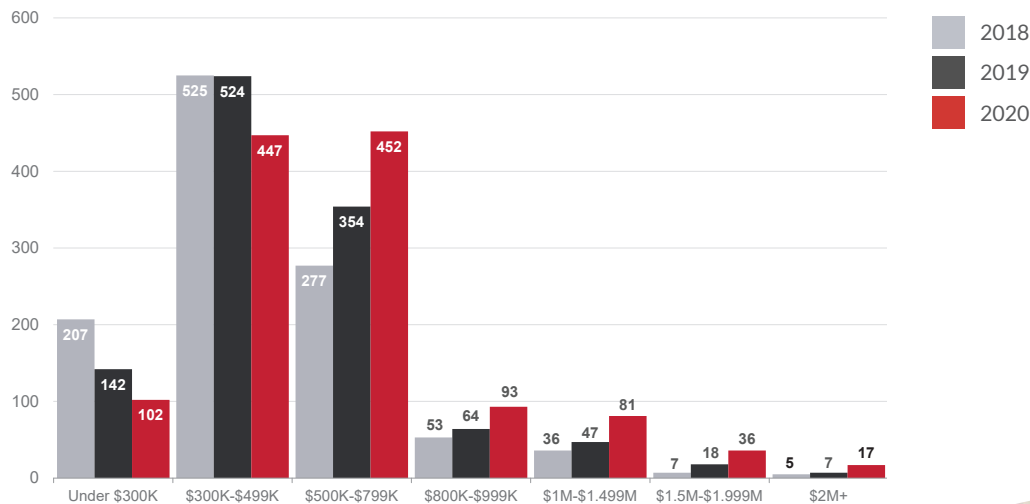
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M- \$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **28%**, **45%**, **72%**, **100%** and **143%** respectively. The Under-\$300K and \$300K-\$499K and ranges are down **28%** and **15%** respectively. More generally, the Under-\$500K bracket – which accounts for **45%** of 2020's sales – is down **18%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of the sales – is up **30%**. And the \$1M+ bracket – which accounts for **11%** of the sales – is up **86%**.

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: \$659,770,776
UP 29% from 2019

UNIT SALES: 982
UP 9% from 2019

AV. DAYS-ON-MARKET: 52
EQUAL to 2019

AV. SALE PRICE: \$671,864
UP 18% from 2019

CONDOMINIUMS

DOLLAR SALES: \$109,828,539
DOWN 2% from 2019

UNIT SALES: 246
DOWN 4% from 2019

AV. DAYS-ON-MARKET: 45
DOWN 11 days from 2019

AV. SALE PRICE: \$446,457
UP 2% from 2019

VACANT LAND

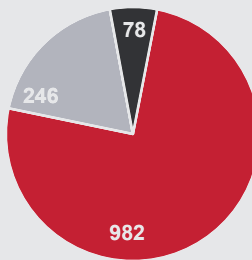
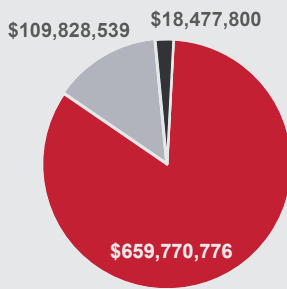
DOLLAR SALES: \$18,477,800
UP 2% from 2019

UNIT SALES: 78
UP 30% from 2019

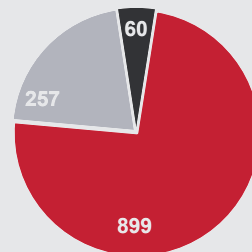
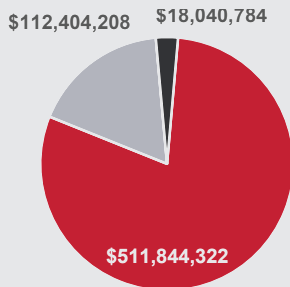
AV. DAYS-ON-MARKET: 82
DOWN 15 days from 2019

AV. SALE PRICE: \$236,921
DOWN 21% from 2019

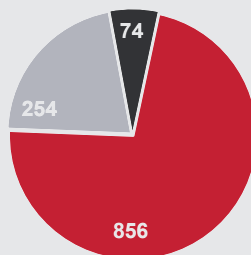
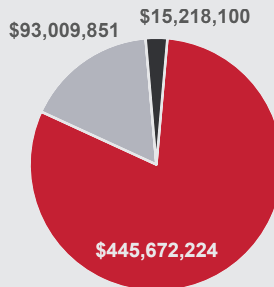
2020



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)

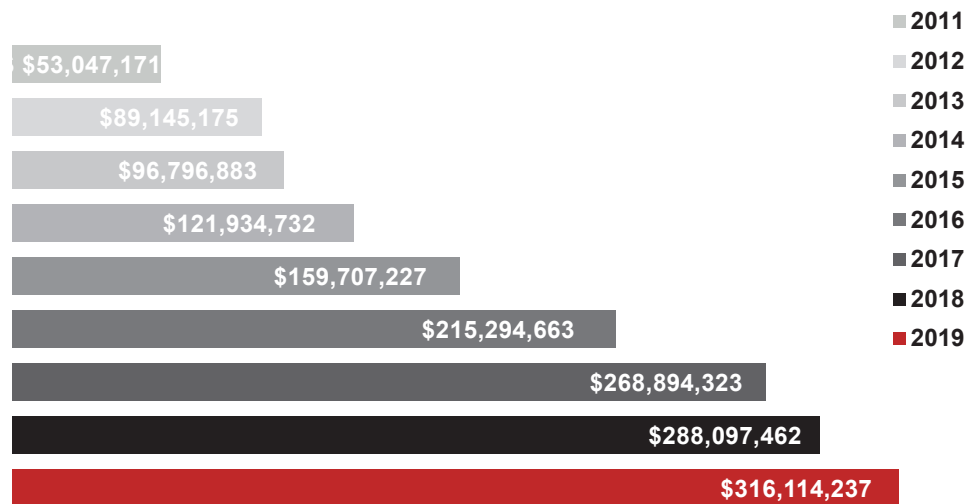
And #2 in Wasaga Beach after opening an office there in mid-2015.



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%	

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

