

GREY HIGHLANDS REAL ESTATE MARKET REPORT

THIRD QUARTER 2020

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



OVERVIEW

RECORD VOLUME SALES AND PRICES, WITH UNIT SALES AND LISTINGS UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$90,115,415

Up 53% from 2019's \$58,850,652, with units of 153 up 34% from 2019's 114. New listings of 203 up 4% from last year, with the sales/listings ratio of 75% up 17%.



RECORD Q3 SALES VOLUME OF \$41,867,000

Up 37% from Q3-2019's \$30,507,462. Units of 70 up 37% from Q3-2019's 51, with new listings of 72 up 7% and the sales/listings ratio of 97% up 21%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$588,990

Up 14% from the \$516,234 of Q3-2019. Average days-on-market of 55 up 7 days.

OVERVIEW (cont'd)

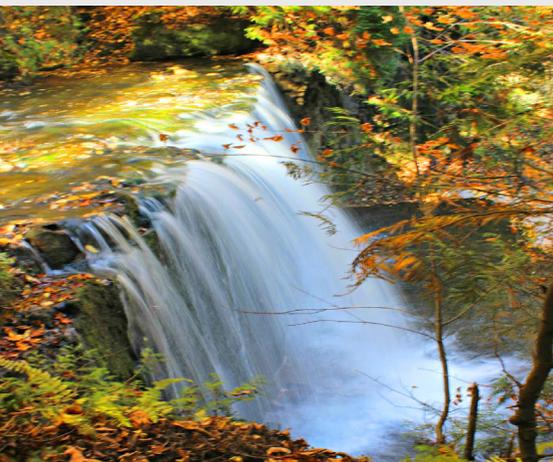
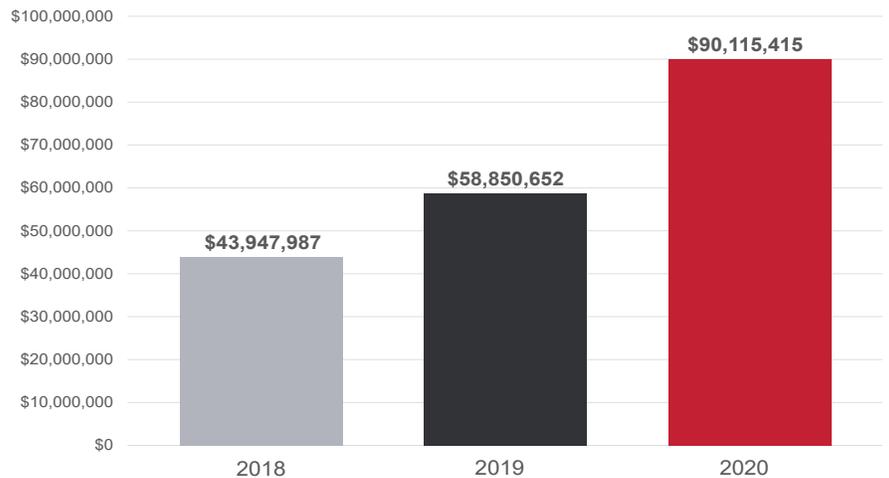


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

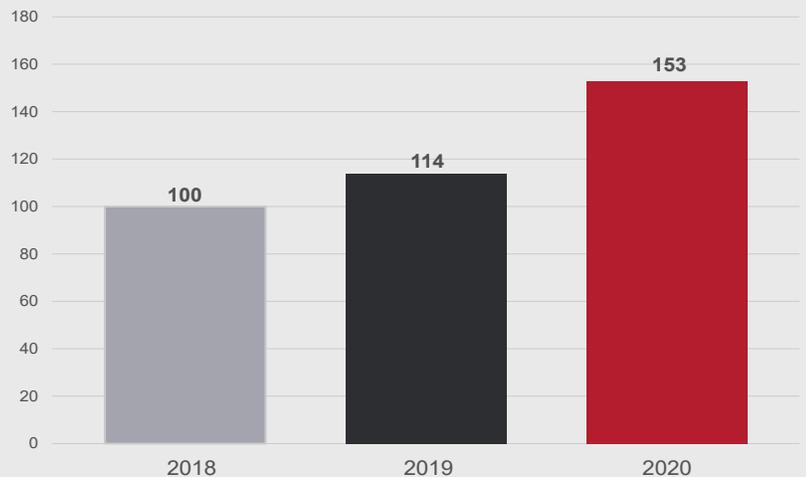
September's record volume of **\$15,982,600** was up **124%** from 2012's prior record for the month, while its **27** sales were up **17%** from 2012's previous benchmark. September's average sale price of **\$591,948** was also a new, all-time high. Lastly, the month's **117%** sales/listings ratio indicates a very strong **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

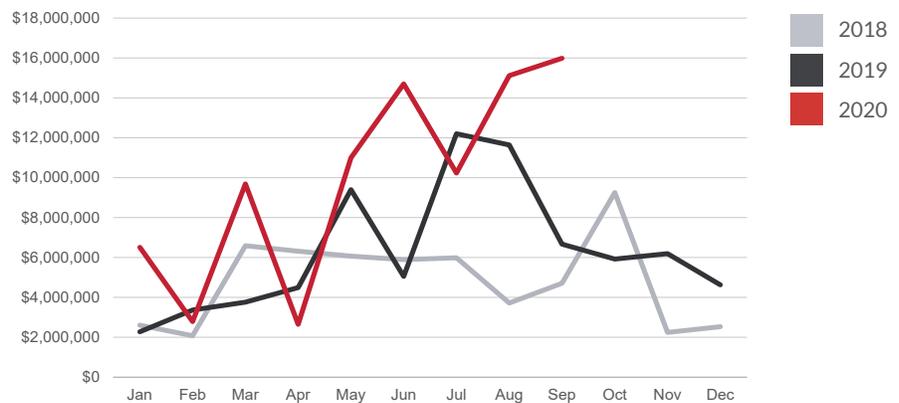
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$43,947,987	\$58,850,652	\$90,115,415	+53%
YTD Unit Sales	100	114	153	+34%
YTD New Listings	164	196	203	+4%
YTD Sales/Listings Ratio	61%	58%	75%	+17%
Third Quarter (Q3) Volume Sales	\$14,409,900	\$30,507,462	\$41,867,000	+37%
Q3 Unit Sales	34	51	70	+37%
Q3 New Listings	54	67	72	+7%
Q3 Sales/Listings Ratio	63%	76%	97%	+21%
Q3 Average Sale Price	\$423,821	\$598,186	\$598,100	-001%
September Volume Sales	\$4,706,500	\$6,665,900	\$15,982,600	+140%
September Unit Sales	11	13	27	+108%
September New Listings	14	19	23	+21%
September Sales/Listings Ratio	79%	68%	117%	+49%
September Average Sale Price	\$427,864	\$512,762	\$591,948	+15%
YTD Sales: Under \$300K	31	19	16	-16%
YTD Sales: \$300K - \$499K	41	55	57	+4%
YTD Sales: \$500K - \$799K	16	27	60	+122%
YTD Sales: \$800K - \$999K	6	7	11	+57%
YTD Sales: \$1M - \$1.499M	6	5	5	0%
YTD Sales: \$1.5M - \$1.999M	0	0	1	+100%
YTD Sales: \$2M+	0	1	3	+200%
YTD Average Days-On-Market	58	48	55	+15%
YTD Average Sale Price	\$439,480	\$516,234	\$588,990	+14%

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 Oct. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

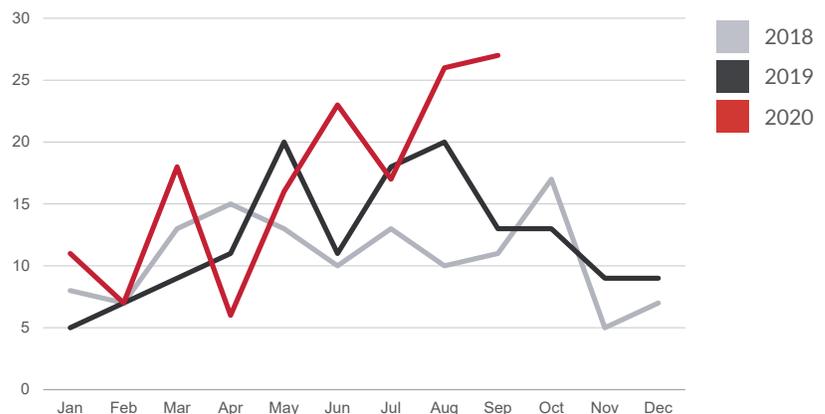
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Grey Highlands' 2020 sales year has been quite a roller coaster. That said, since May the market has been superactive, the result being big record volume sales. Grey Highland's year-to-date volume of **\$90,115,415** is up **50%** from 2017's previous high, However, to put that in perspective, sales since June are up **111%** over 2017's. And Q3-2020's sales are up **136%** from Q3-2017's. **Graph 4** shows that unit sales have followed much the same pattern. However, 2020's year-to-date unit sales of **153** are down **13%** from 2016's highwater mark of **176**.. All in all, some of the best news is Grey Highland's average sale price increase: it's up **75%**, **25%**, **34%** and **14%** from 2016-19 respectively.

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



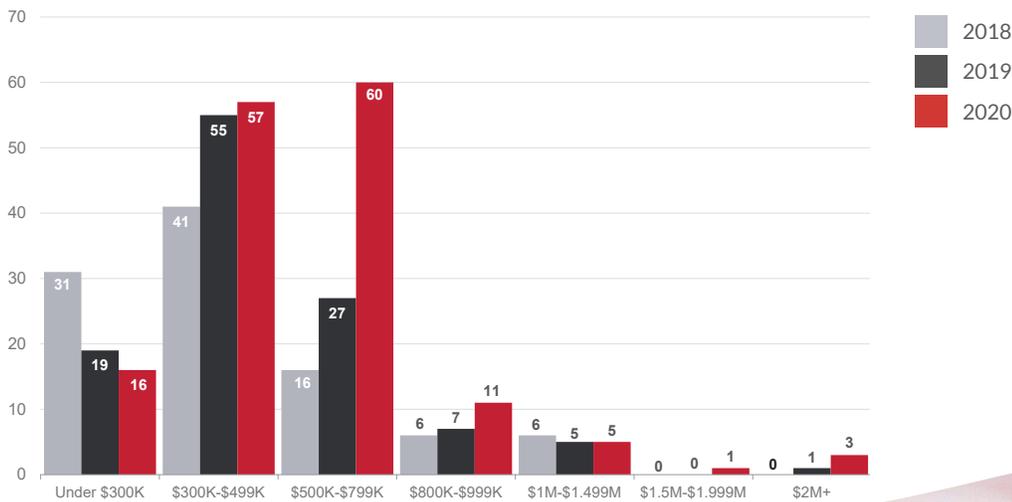
Graph 4:
Grey Highlands Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



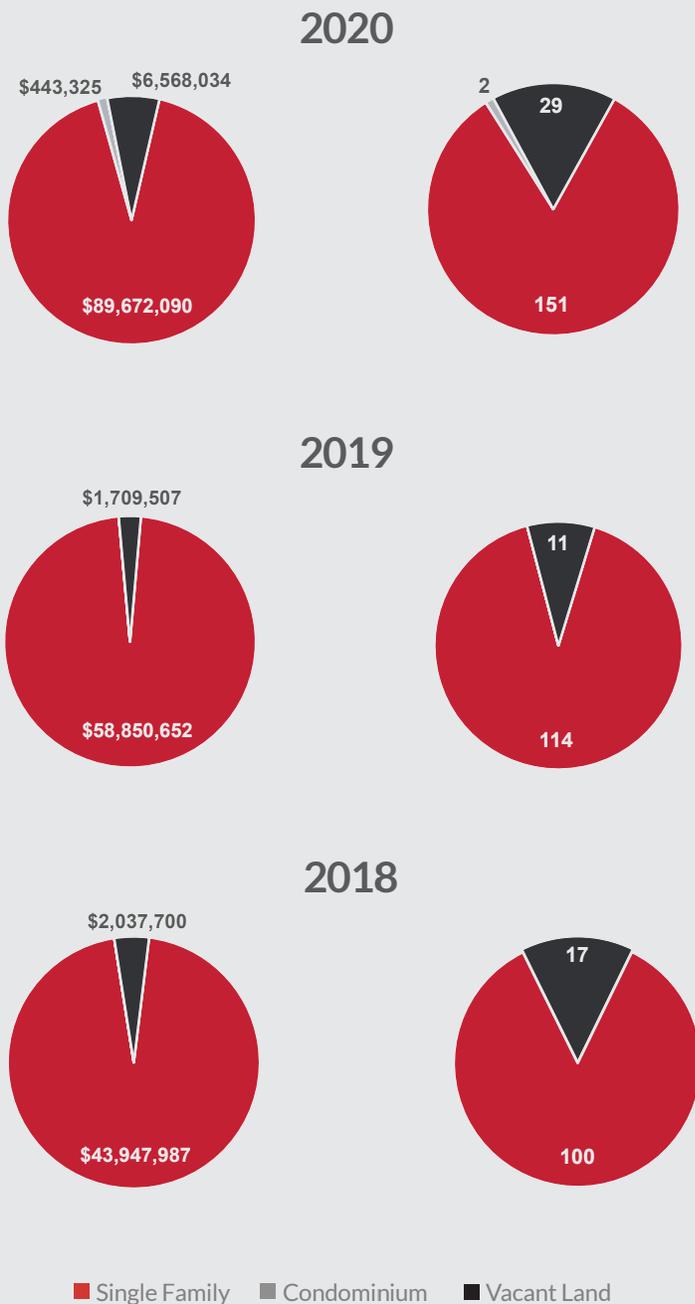
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges, down in one and even in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges are up **4%**, **122%**, **57%**, **100%** and **200%** respectively. The Under-\$300K range is down **16%**, and the \$1M-\$1.499M is **even**. More generally, the Under-\$500K bracket – which accounts for **48%** of 2020's sales – is down **1%** from a year ago. The \$500K-\$999K bracket – which accounts for **46%** of all sales – is up **108%**. And the \$1M+ bracket – which accounts for **5%** of all 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: \$89,672,090
UP 52% from 2019

UNIT SALES: 151
UP 32% from 2019

AV. DAYS-ON-MARKET: 53
UP 5 days from 2019

AV. SALE PRICE: \$593,855
UP 15% from 2019

CONDOMINIUMS

DOLLAR SALES: \$443,325
UP 100% from 2019

UNIT SALES: 2
UP 100% from 2019

AV. DAYS-ON-MARKET: 159
UP 159 days from 2019

AV. SALE PRICE: \$221,663
UP 100% from 2019

VACANT LAND

DOLLAR SALES: \$6,568,034
UP 132% from 2019

UNIT SALES: 29
UP 61% from 2019

AV. DAYS-ON-MARKET: 58
DOWN 39 days from 2019

AV. SALE PRICE: \$226,484
UP 44% from 2019

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)

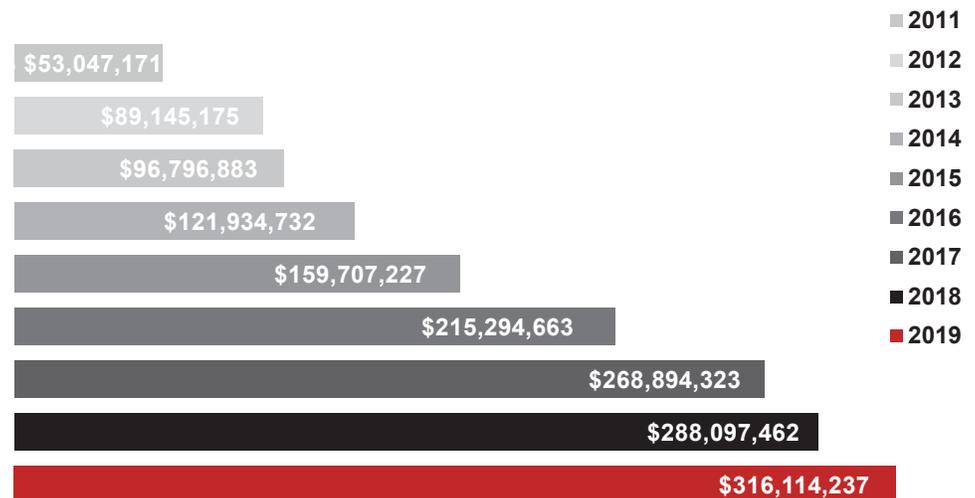
And #2 in Wasaga Beach after opening an office there in mid-2015.



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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore

