

# MEAFORD REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2020

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



# OVERVIEW

## RECORD THIRD-QUARTER VOLUME SALES, WITH UNIT SALES AND PRICES WAY UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$91,047,348

Up 41% from 2019's \$64,631,512, with units of 143 up .7% from 2019's 142. New listings of 191 down 19% from a year ago, with the sales/listings ratio of 75% up 15%.



### RECORD Q3 SALES VOLUME OF \$57,110,028

Up 131% from Q3-2019's \$24,747,276. Units of 85 up 44% from Q3-2019's 59, with new listings of 78 up 3% and the sales/listings ratio of 109% up 32% from one year ago.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$636,695

Up 40% from the \$455,081 of 2019, with the average days-on-market of 56 up 5 days.

# OVERVIEW (cont'd)

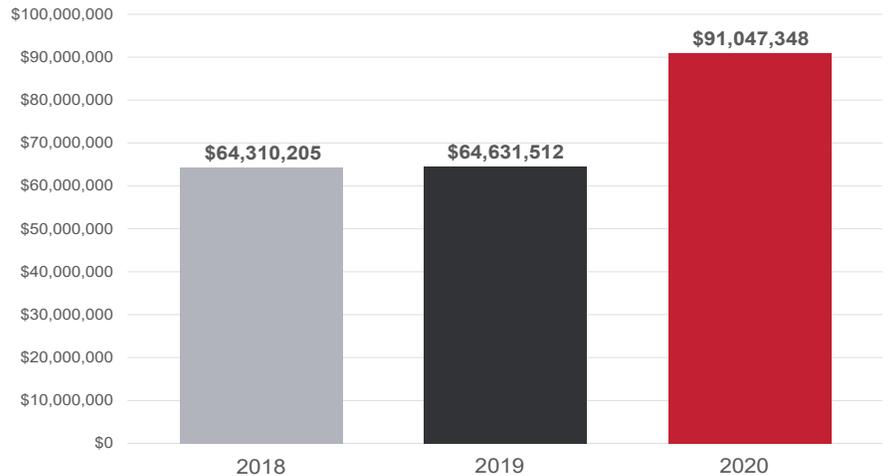


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

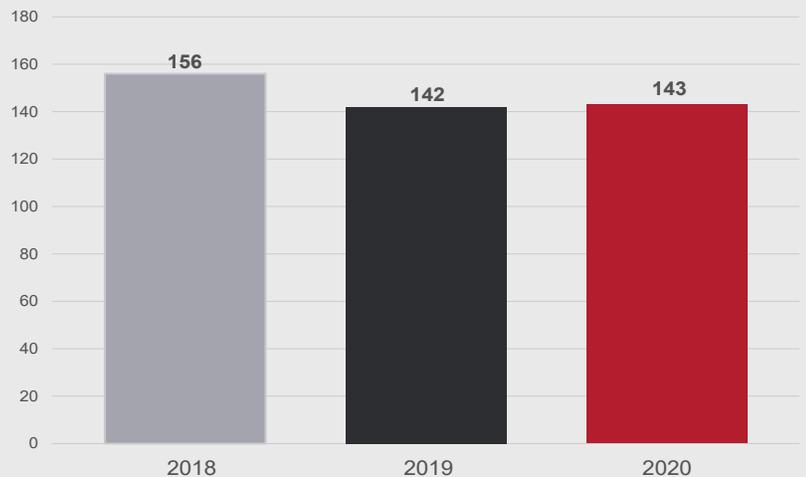
September's volume of **\$9,813,221** was up **16%** from 2016's prior record, while its **16** units were down **36%** from 2016's high of **25**. The month's average sale price of **\$613,326** was a new benchmark, up **22%** from 2019. With September's listings down **13%** from one year ago, the **62%** sales/listings ratio means it's a **sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

## Meaford MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

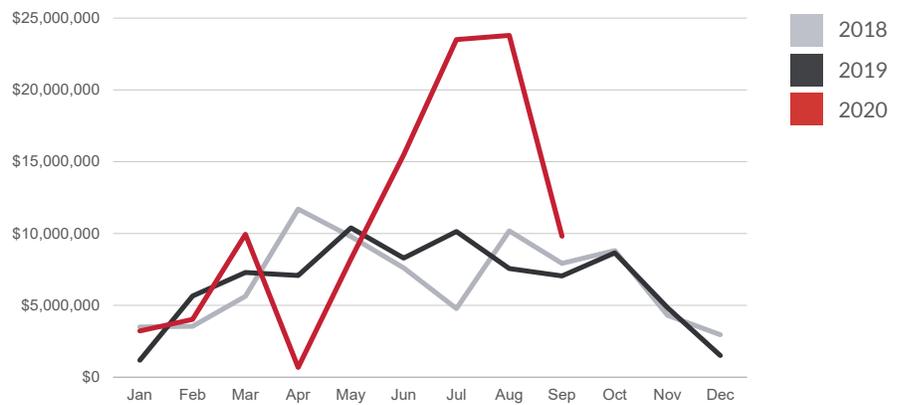
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$64,310,205	\$64,631,512	\$91,047,348	<b>+41%</b>
YTD Unit Sales	156	142	143	<b>+7%</b>
YTD New Listings	244	236	191	<b>-19%</b>
YTD Sales/Listings Ratio	64%	60%	75%	<b>+15%</b>
Third Quarter (Q3) Volume Sales	\$22,880,200	\$24,747,276	\$57,110,028	<b>+131%</b>
Q3 Unit Sales	53	59	85	<b>+44%</b>
Q3 New Listings	71	76	78	<b>+3%</b>
Q3 Sales/Listings Ratio	75%	77%	109%	<b>+32%</b>
Q3 Average Sale price	\$431,702	\$419,445	\$671,883	<b>+60%</b>
September Volume Sales	\$7,922,400	\$7,046,788	\$9,813,221	<b>+39%</b>
September Unit Sales	16	14	16	<b>+14%</b>
September New Listings	31	30	26	<b>-13%</b>
September Sales/Listings Ratio	52%	47%	62%	<b>+15%</b>
September Average Sale Price	\$495,150	\$503,342	\$613,326	<b>+22%</b>
YTD Sales: Under \$100K	3	2	0	<b>-200%</b>
YTD Sales: \$100K - \$299K	43	19	7	<b>-63%</b>
YTD Sales: \$300K - \$499K	71	84	57	<b>-32%</b>
YTD Sales: \$500K - \$799K	32	27	44	<b>+63%</b>
YTD Sales: \$800K - \$999K	5	5	17	<b>+240%</b>
YTD Sales: \$1M - \$1.499M	2	5	16	<b>+220%</b>
YTD Sales: \$1.5M+	0	0	2	<b>+200%</b>
YTD Average Days-On-Market	56	51	56	<b>+10%</b>
YTD Average Sale Price	\$412,245	\$455,081	\$636,695	<b>+40%</b>

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)

In our Q2 Report we noted the Meaford market's 'extreme ups and downs' in 2020. Well, as **Graph 3** shows, that pattern continued into Q3. The good news is that it was mainly up - way up. Following a big record June, July and August sales hit stratospheric heights before falling in September, although it too was a record-breaker. All totaled, Q3 had **\$57,110,028** in volume, up **82%** from Q3-2016's prior high. And as **Graph 4** shows, the same was true for units, although the pattern was less pronounced. Q3-2020's **85** sales tied Q2-2016 for Meaford's all-time quarterly record. All that said, of particular note is the huge jump in Meaford's year-to-date, average sale price: it's up **105%, 89%, 59%, 54%** and **40%** from 2015-19 respectively.

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



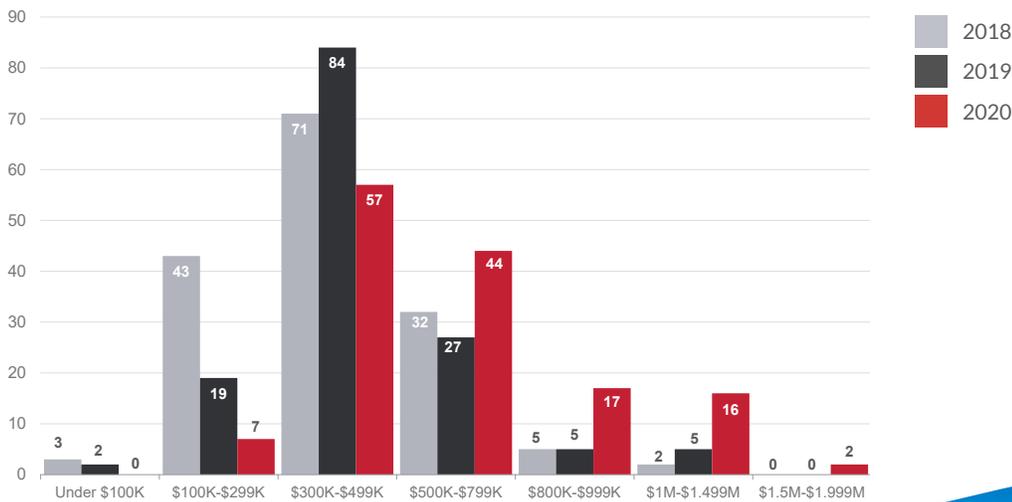
Graph 4:  
**Meaford Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# 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 \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M+ ranges are up **63%**, **240%**, **220%** and **200%** respectively. The Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges are down **200%**, **63%** and **32%** respectively. More generally, the Under-\$500K bracket – which accounts for **45%** of 2020's sales – is down **39%** from a year ago. The \$500K-\$999K bracket – which accounts for **42%** of all sales – is up **91%**. And the \$1M+ bracket – which accounts for **13%** of all sales – is up **260%**.

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



# SALES BY PROPERTY TYPE

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

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$86,926,878  
UP 39% from 2019

**UNIT SALES:** 133  
DOWN 1% from 2019

**AV. DAYS-ON-MARKET:** 56  
UP 10 days from 2019

**AV. SALE PRICE:** \$653,586  
UP 43% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$4,120,470  
UP 85% from 2019

**UNIT SALES:** 10  
UP 25% from 2019

**AV. DAYS-ON-MARKET:** 54  
UP 20 days from 2019

**AV. SALE PRICE:** \$412,047  
UP 48% from 2019

### VACANT LAND

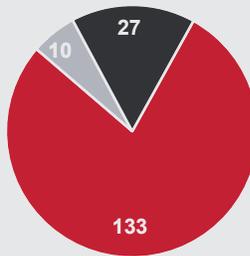
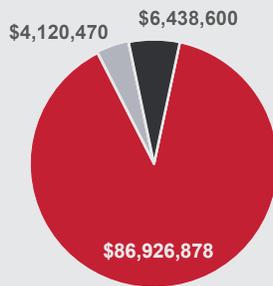
**DOLLAR SALES:** \$6,438,600  
UP 124% from 2019

**UNIT SALES:** 27  
UP 59% from 2019

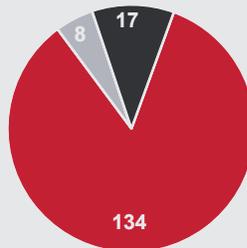
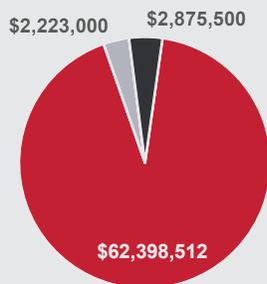
**AV. DAYS-ON-MARKET:** 89  
DOWN 21 days from 2019

**AV. SALE PRICE:** \$238,467  
UP 20% from 2019

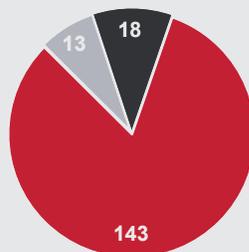
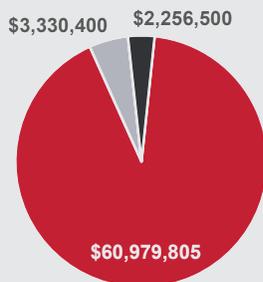
## 2020



## 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)**

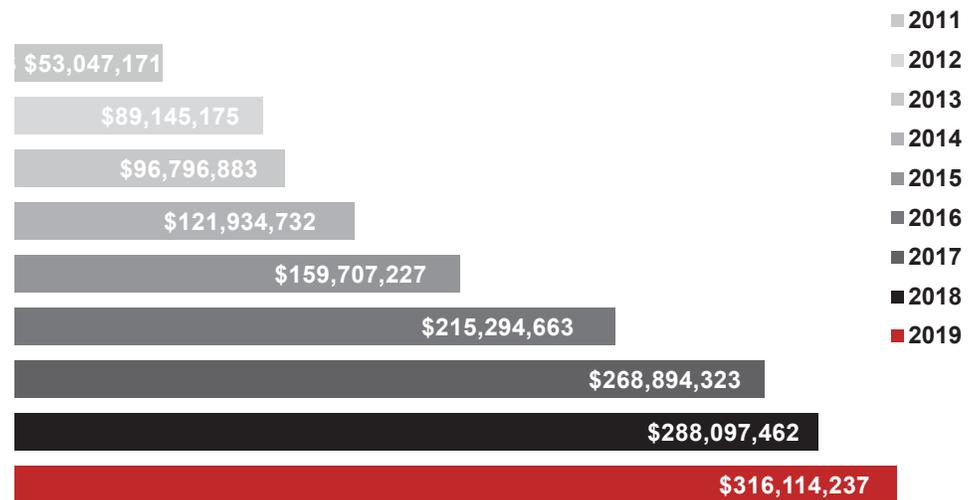
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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 Street, Unit 5



## CLEARVIEW

705-881-9005

143 Mill Street, Creemore

