

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

THIRD QUARTER 2020

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



OVERVIEW

RECORD Q3 VOLUME NEARLY DOUBLES PREVIOUS ALL-TIME QUARTERLY RECORD!



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,146,861,943

Up 34% from 2019's \$853,153,667, with units of 1718 up 8% from 2019's 1585. New listings of 2431 down 8%, with the sales/listings ratio of 71% up 11% from the 60% of a year ago.



RECORD THIRD-QUARTER SALES VOLUME OF \$677,508,314

Up 95% from Q3-2019's \$346,686,125. Record Q3 units of 955 up 49% from 2019's 641. New listings of 974 up 6% from a year ago, with the sales/listing ratio of 98% up 29%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$667,556

Up 24% from the \$538,267 of one year ago. Average days-on-market of 48 down 5 days.



OVERVIEW (cont'd)

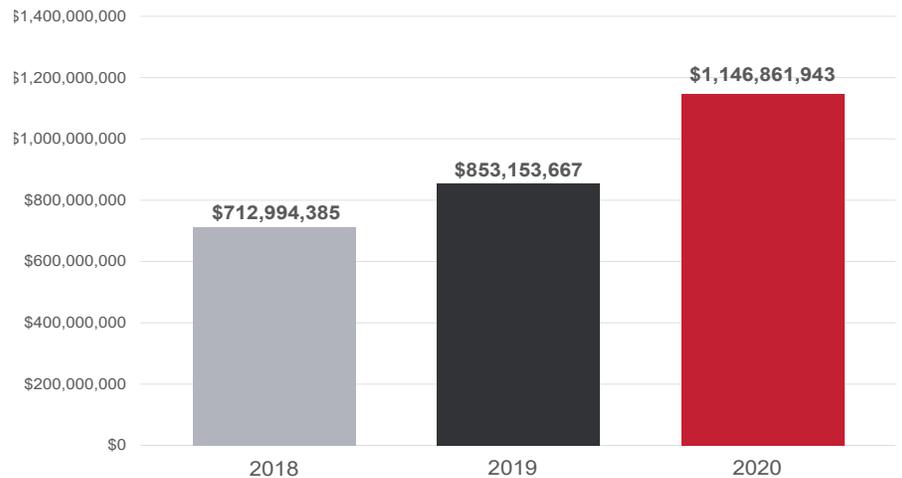


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

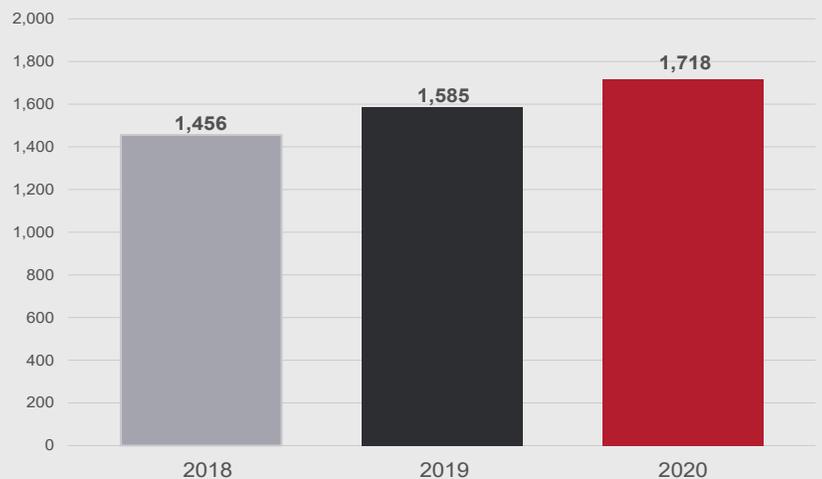
September's record volume of **\$191,499,724** was up a big **66%** from 2019's prior record for the month, while its **265** unit sales were up **16%** from 2015's previous benchmark. September's average sale price of **\$722,640** was also a new, all-time monthly high. And its **83%** sales/listings ratio means the region has a strong **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

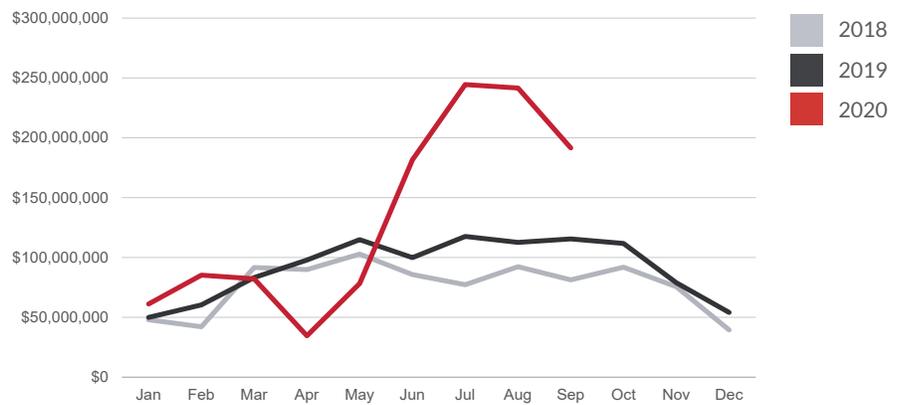
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$712,994,385	\$853,153,667	\$1,146,861,943	+34%
YTD Unit Sales	1456	1585	1718	+8%
YTD New Listings	2582	2654	2431	-8%
YTD Sales/Listings Ratio	56%	60%	71%	+11%
Third Quarter (Q3) Volume Sales	\$251,562,375	\$346,686,125	\$677,508,314	+95%
Q3 Unit Sales	509	641	955	+49%
Q3 New Listings	901	923	974	+6%
Q3 Sales/Listings Ratio	56%	69%	98%	+29%
Q3 Average Sales Price	\$494,229	\$540,852	\$709,433	+31%
September Volume Sales	\$82,373,800	\$115,509,160	\$191,499,724	+66%
September Unit Sales	165	212	265	+25%
September New Listings	296	312	315	+1%
September Sales/Listings Ratio	56%	68%	83%	+15%
September Average Sale Price	\$499,235	\$544,855	\$722,640	+33%
YTD Sales: Under \$100K	8	8	1	-87%
YTD Sales: \$100K - \$299K	256	192	93	-52%
YTD Sales: \$300K - \$499K	689	710	590	-17%
YTD Sales: \$500K - \$799K	371	488	655	+34%
YTD Sales: \$800K - \$999K	66	91	156	+71%
YTD Sales: \$1M - \$1.499M	49	63	144	+129%
YTD Sales: \$1.5M - \$1.999M	8	24	50	+108%
YTD Sales: \$2M+	9	9	29	+222%
YTD Average Days-On-Market	47	53	48	-9%
YTD Average Sale Price	\$489,694	\$538,267	\$667,556	+24%

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.

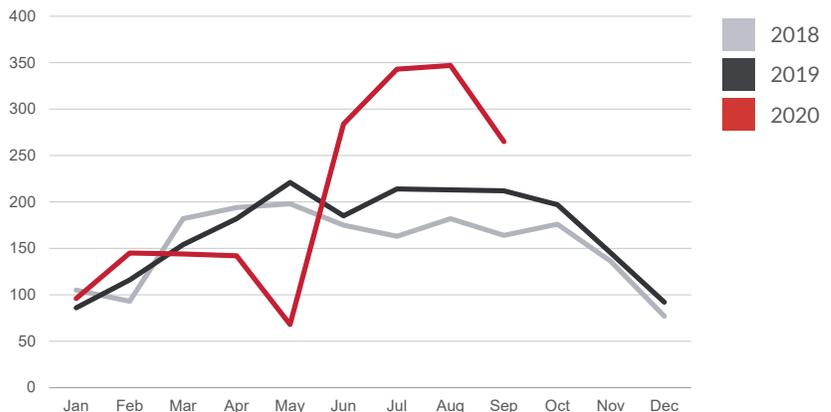
THE MARKET IN DETAIL (cont'd)

Q3-2020 was a quarter for the ages, with **nearly double** the sales volume of Q3-2019's prior high. In fact, Q3's **\$677,508,314** in sales catapulted 2020's year-to-date volume to **\$1,146,861,943** – roughly **\$50 million** more than 2019's **former annual record!** Who could have possibly foreseen all this in April, which had less than **\$35 million** in sales? That said, it must be noted that 2020's **1718** unit sales, while up **8%** from this time last year, are down **19%** from 2016's year-to-date high of **2128**. However, the surge in demand that resulted in Q3's record **955** sales also raised the quarter's sales/listings ratio to **98%**. With it came a jump in prices: 2020's average sale price of **\$667,556** is up **94%**, **78%**, **41%**, **36%** and **24%** from 2015-2019 respectively.

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



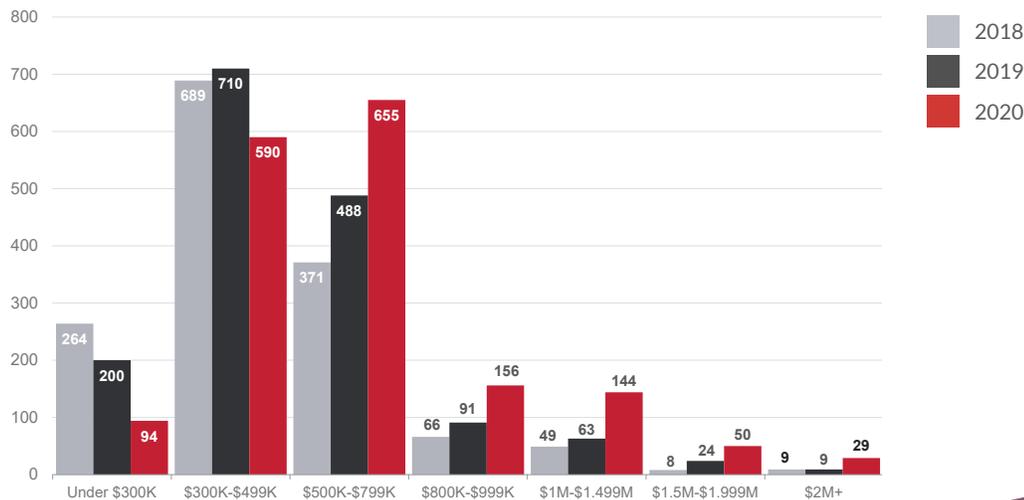
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



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 **34%**, **71%**, **129%**, **108%** and **222%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **53%** and **17%** respectively. More generally, the Under-\$500K bracket – which accounts for **40%** of 2020's sales – is down **25%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of all sales – is up **40%**. And the \$1M+ bracket – which accounts for **13%** of all sales – is up **132%**.

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: \$925,561,609
UP 31% from 2019

UNIT SALES: 1249
UP .1% from 2019

AV. DAYS-ON-MARKET: 50
DOWN 2 days from 2019

AV. SALE PRICE: \$741,042
UP 31% from 2019

CONDOMINIUMS

DOLLAR SALES: \$221,300,334
UP 52% from 2019

UNIT SALES: 469
UP 39% from 2019

AV. DAYS-ON-MARKET: 43
DOWN 12 days from 2019

AV. SALE PRICE: \$471,856
UP 10% from 2019

VACANT LAND

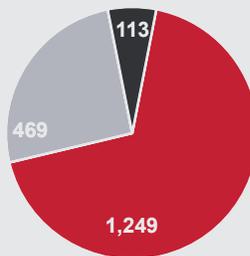
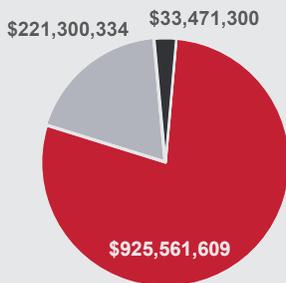
DOLLAR SALES: \$33,471,300
UP 42% from 2019

UNIT SALES: 113
UP 40% from 2019

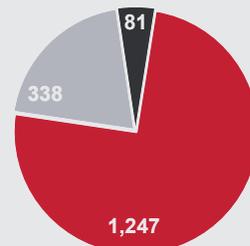
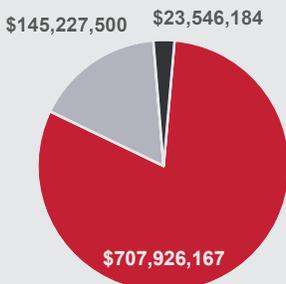
AV. DAYS-ON-MARKET: 86
DOWN 10 days from 2019

AV. SALE PRICE: \$296,206
UP 2% from 2019

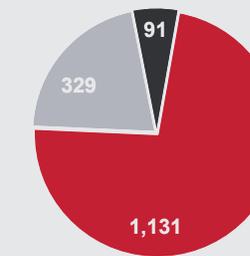
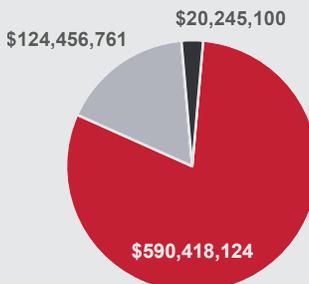
2020



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)

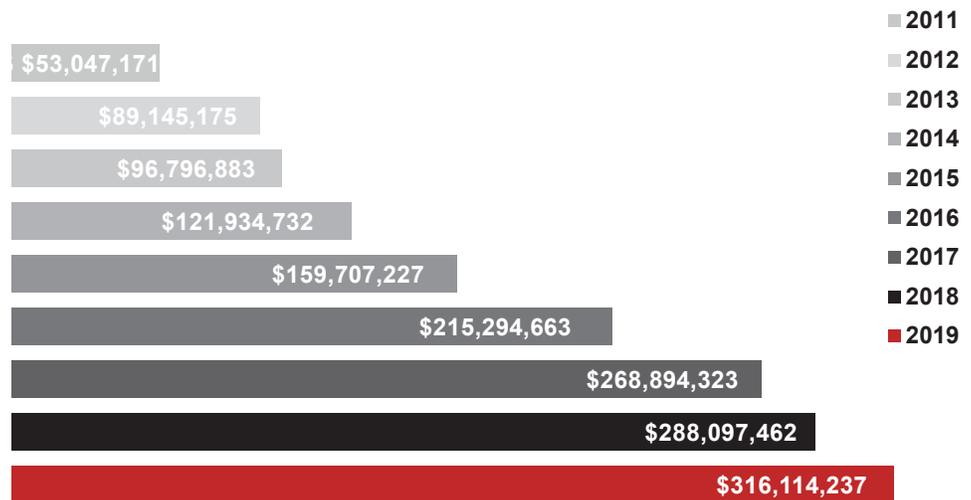
And #2 in Wasaga Beach after opening an office there in mid-2015.



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