

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

OCTOBER 2020

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



OVERVIEW

RECORD OCTOBER SALES, WITH SALE PRICES UP AND LISTINGS DOWN



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,418,071,576

Up 47% from 2019's \$962,927,692, with units of 2111 up 19% from 2019's 1776. New listings of 2806 down 12%, with the sales/listings ratio of 75% up 19% from the 56% of a year ago.



RECORD OCTOBER SALES VOLUME OF \$212,214,508

Up 95% from last October's \$108,771,625. Record October units of 279 up 45% from last year's 192. New listings of 233 down 25% from a year ago, with the sales/listing ratio of 120% up 58%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$671,753

Up 24% from the \$542,189 of one year ago. Average days-on-market of 46 down 7 days.



OVERVIEW (cont'd)

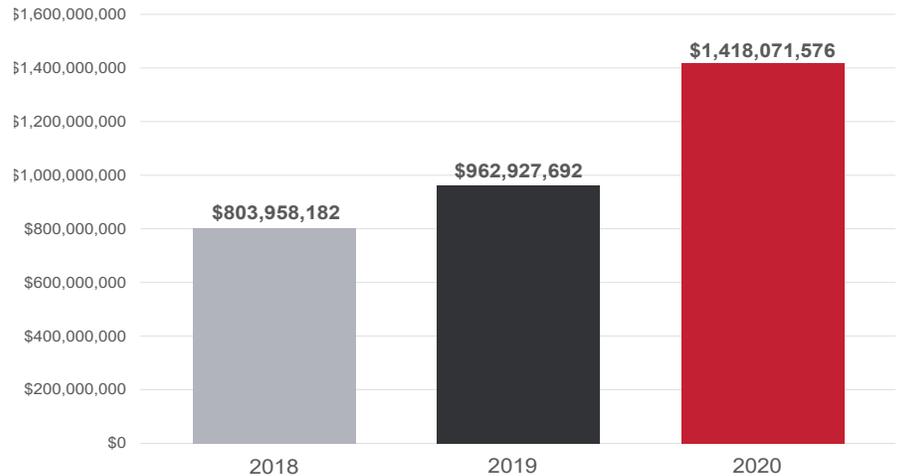


THE DEMAND FOR LISTINGS IS CURRENTLY MUCH GREATER THAN THE SUPPLY

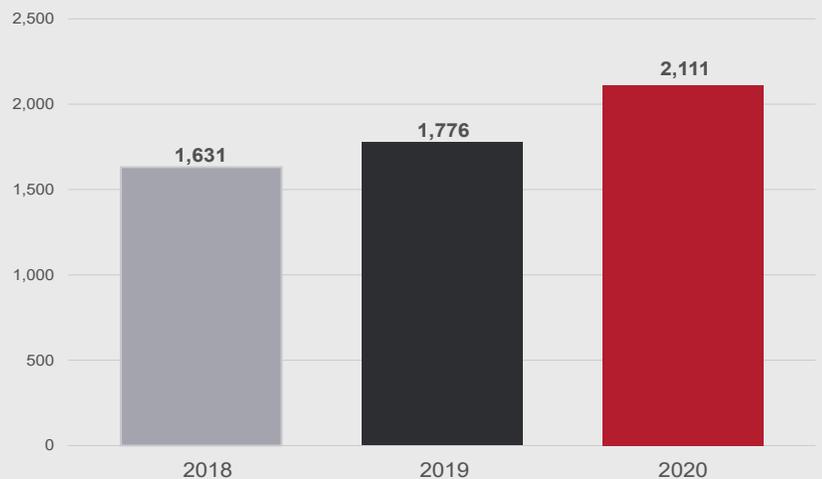
In addition to October's volume being up **95%** from 2019's record, its units were up **29%** from 2016's former benchmark. The month also had a high **99.3%** sale/list price ratio; homes sold **13** days faster on average than a year ago; and there is now just **one month** of inventory. All that and October's big **120%** sales/listings ratio add up to 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

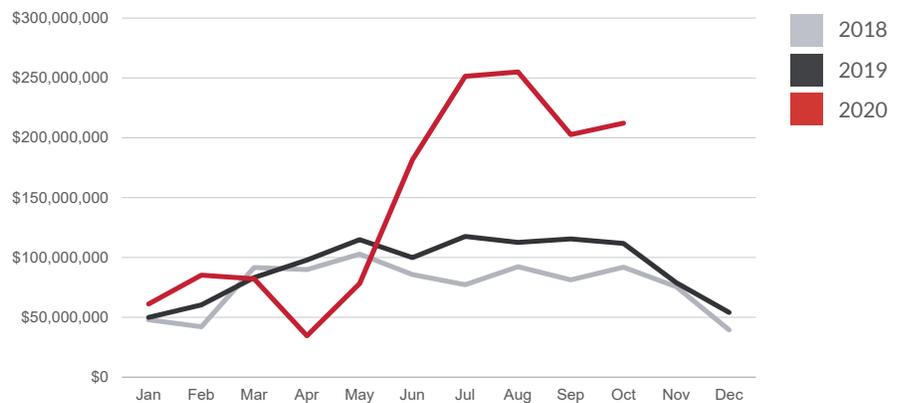
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$803,958,182	\$962,927,692	\$1,418,071,576	+47%
YTD Unit Sales	1631	1776	2111	+19%
YTD New Listings	2843	3198	2806	-12%
YTD Sales/Listings Ratio	57%	56%	75%	+19%
October Volume Sales	\$90,623,297	\$108,771,625	\$212,214,508	+95%
October Unit Sales	174	192	279	+45%
October New Listings	259	312	233	-25%
October Sales/Listings Ratio	67%	62%	120%	+58%
October Average Sale Price	\$520,824	\$566,519	\$760,625	+34%
YTD Sales: Under \$100K	9	6	1	-83%
YTD Sales: \$100K - \$299K	290	216	124	-43%
YTD Sales: \$300K - \$499K	765	792	708	-11%
YTD Sales: \$500K - \$799K	408	545	809	+48%
YTD Sales: \$800K - \$999K	79	107	193	+80%
YTD Sales: \$1M - \$1.499M	57	72	175	+143%
YTD Sales: \$1.5M - \$1.999M	12	27	65	+141%
YTD Sales: \$2M+	11	11	36	+227%
YTD Average Days-On-Market	47	53	46	-13%
YTD Average Sale Price	\$492,923	\$542,189	\$671,753	+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 Nov. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

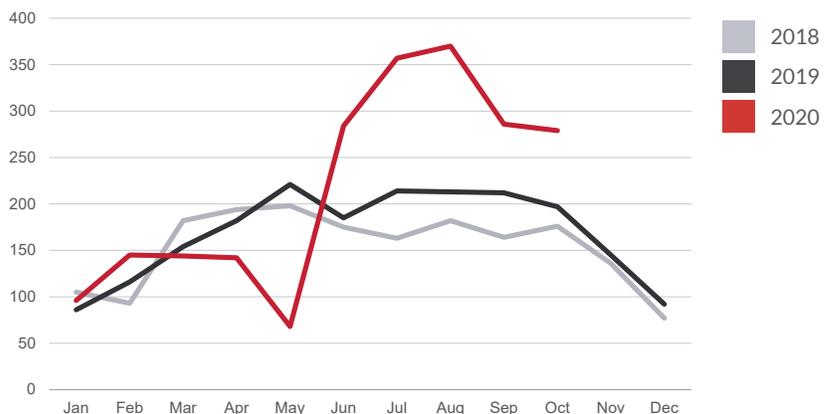
THE MARKET IN DETAIL (cont'd)

As **Graph 3** and **Graph 4** show, Southern Georgian Bay's volume and unit sales continued to rocket onward in an unprecedented manner for the fifth straight month. To put those five months in perspective, the region had just under **\$1.1 billion** in volume: *that's 3% more than 2019's former benchmark high for the entire year!* On the units side, June-to-October's **1565** sales were down just **19%** from all of 2019. The reconciling factor is the Southern Georgian Bay's record, year-to-date, average sale price of **\$671,753**. It's up **97%, 73%, 40%, 36%** and **24%** from 2015-2019 respectively.

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



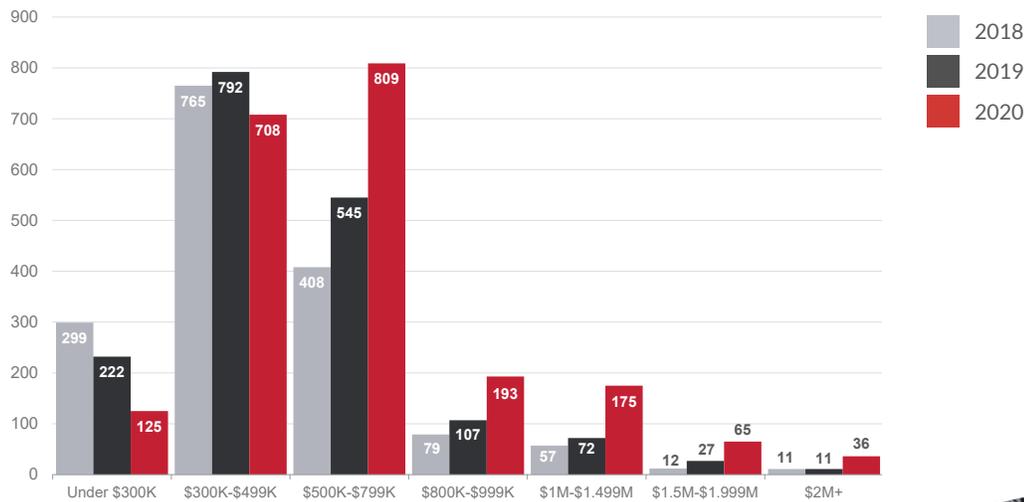
Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

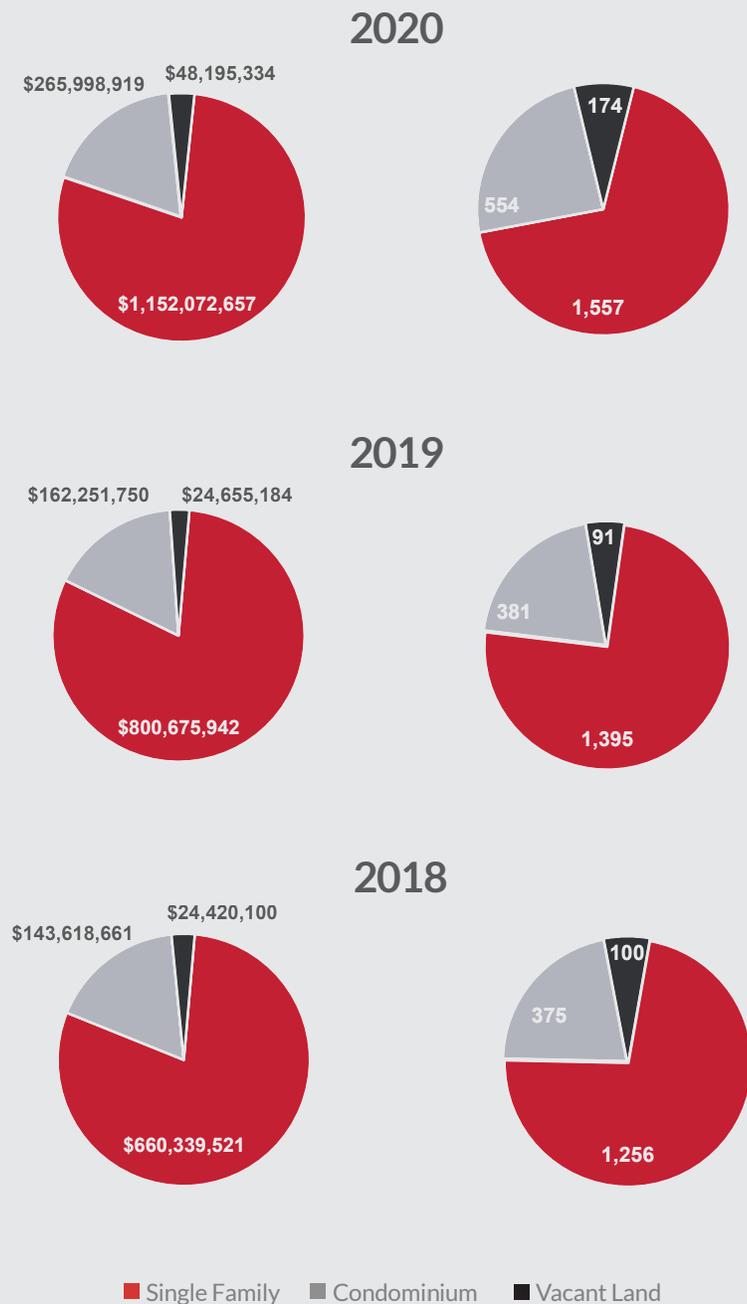
As **Graph 5** shows, 2020 unit sales are up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **48%**, **80%**, **143%**, **141%** and **227%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **44%** and **11%** respectively. More generally, the Under-\$500K bracket – which accounts for **39%** of 2020's sales – is down **18%** from a year ago. The \$500K-\$999K bracket – which accounts for **48%** of all sales – is up **54%**. And the \$1M+ bracket – which accounts for **13%** of all sales – is up **151%**.

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: \$1,152,072,657
 UP 44% from 2019

UNIT SALES: 1557
 UP 12% from 2019

AV. DAYS-ON-MARKET: 48
 DOWN 4 days from 2019

AV. SALE PRICE: \$739,931
 UP 29% from 2019

CONDOMINIUMS

DOLLAR SALES: \$265,998,919
 UP 64% from 2019

UNIT SALES: 554
 UP 45% from 2019

AV. DAYS-ON-MARKET: 41
 DOWN 13 days from 2019

AV. SALE PRICE: \$480,142
 UP 13% from 2019

VACANT LAND

DOLLAR SALES: \$48,195,334
 UP 95% from 2019

UNIT SALES: 174
 UP 91% from 2019

AV. DAYS-ON-MARKET: 83
 DOWN 9 days from 2019

AV. SALE PRICE: \$276,985
 UP 2% 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)

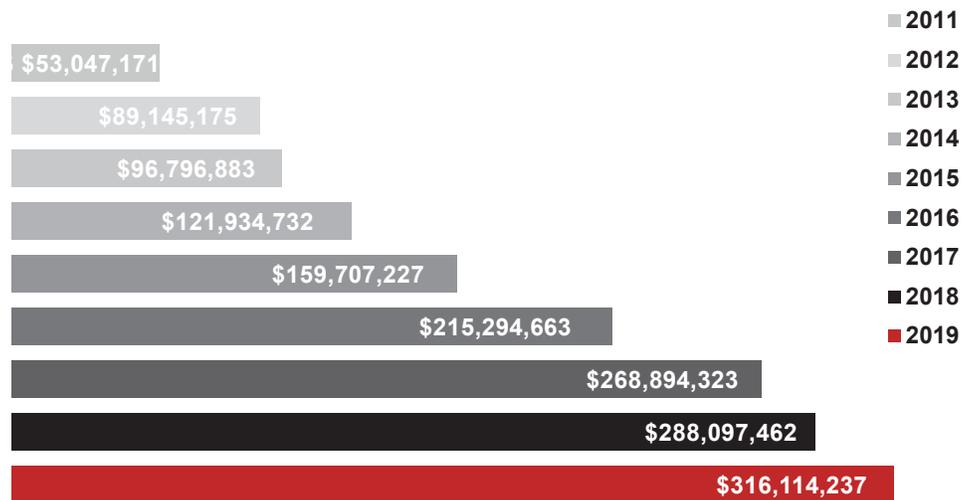
And #2 in Wasaga Beach after opening an office there in mid-2015.



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