

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## NOVEMBER 2020

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



# OVERVIEW

## BIG RECORD NOVEMBER SALES, WITH SALE PRICES AND DEMAND FOR LISTINGS WAY UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$1,568,517,552

Up 55% from 2019's \$1,013,344,217, with units of 2301 up 25% from 2019's 1843. New listings of 2987 down 7% from one year ago, with the sales/listings ratio of 77% up 20%.



### RECORD NOVEMBER SALES VOLUME OF \$149,893,476

Up 90% from last November's \$79,045,515. Record November units of 189 up 36% from last year's 139. New listings of 181 up 12% from a year ago, with the sales/listing ratio of 104% up 18%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$681,668

Up 24% from the \$549,834 of one year ago. Average days-on-market of 46 down 7 days.

# OVERVIEW (cont'd)

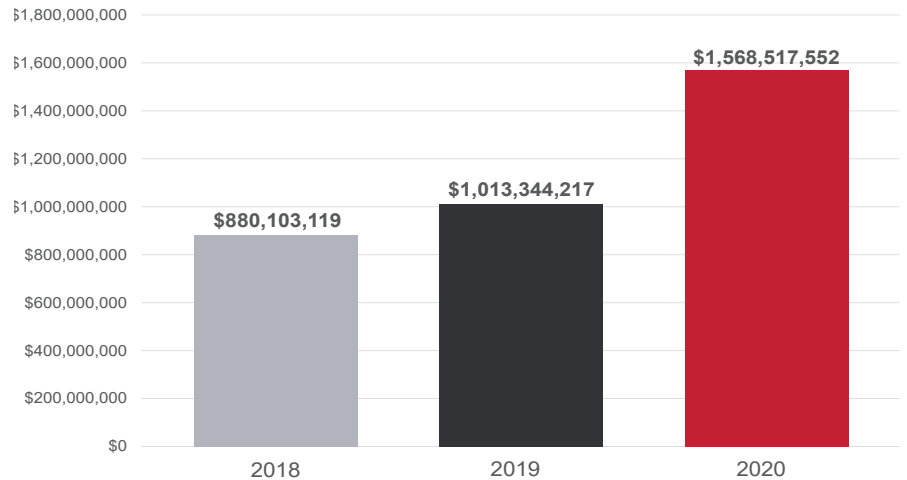


## THE DEMAND FOR LISTINGS IS CURRENTLY MUCH GREATER THAN THE SUPPLY

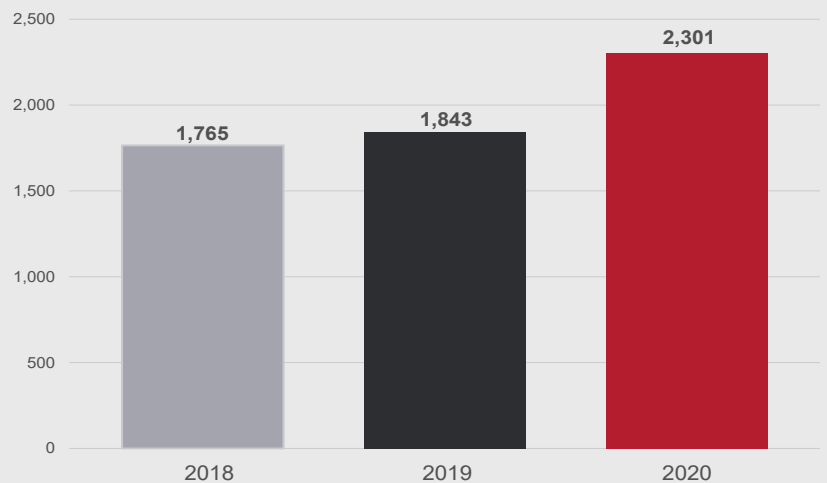
As well as November's volume being up **90%** from 2019's record, its units were up **11%** from 2016's former benchmark. The month also had a high **98.9%** sale/list price ratio; homes sold **16** days faster on average than a year ago; and there is now just **one month** of inventory. All that, and November's **104%** sales/listings ratio, add up to 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

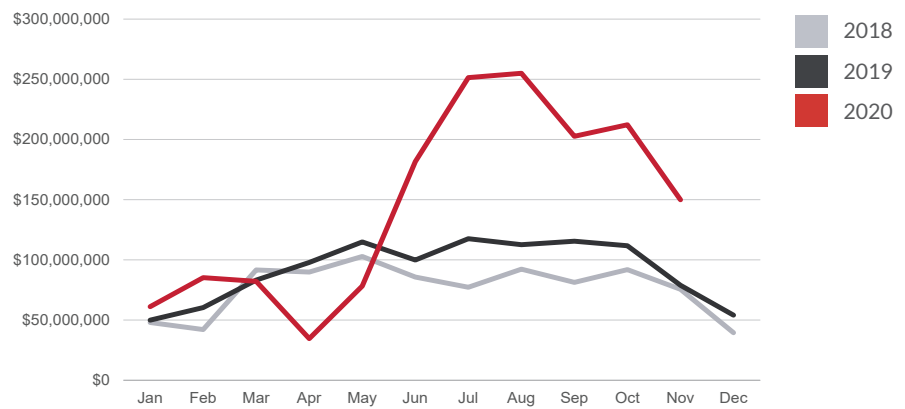
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$880,103,119	\$1,013,344,217	\$1,568,517,552	<b>+55%</b>
YTD Unit Sales	1765	1843	2301	<b>+25%</b>
YTD New Listings	3032	3222	2987	<b>-7%</b>
YTD Sales/Listings Ratio	58%	57%	77%	<b>+20%</b>
November Volume Sales	\$75,265,937	\$79,045,515	\$149,893,476	<b>+90%</b>
November Unit Sales	134	139	189	<b>+36%</b>
November New Listings	183	161	181	<b>+12%</b>
November Sales/Listings Ratio	73%	86%	104%	<b>+18%</b>
November Average Sale Price	\$561,682	\$568,673	\$793,087	<b>+39%</b>
YTD Sales: Under \$100K	9	3	1	<b>-67%</b>
YTD Sales: \$100K - \$299K	306	200	132	<b>-34%</b>
YTD Sales: \$300K - \$499K	827	824	771	<b>-6%</b>
YTD Sales: \$500K - \$799K	442	588	868	<b>+48%</b>
YTD Sales: \$800K - \$999K	91	107	220	<b>+106%</b>
YTD Sales: \$1M - \$1.499M	63	79	188	<b>+138%</b>
YTD Sales: \$1.5M - \$1.999M	13	30	72	<b>+140%</b>
YTD Sales: \$2M+	14	12	49	<b>+308%</b>
YTD Average Days-On-Market	48	53	46	<b>-13%</b>
YTD Average Sale Price	\$498,387	\$549,834	\$681,668	<b>+24%</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 Dec. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

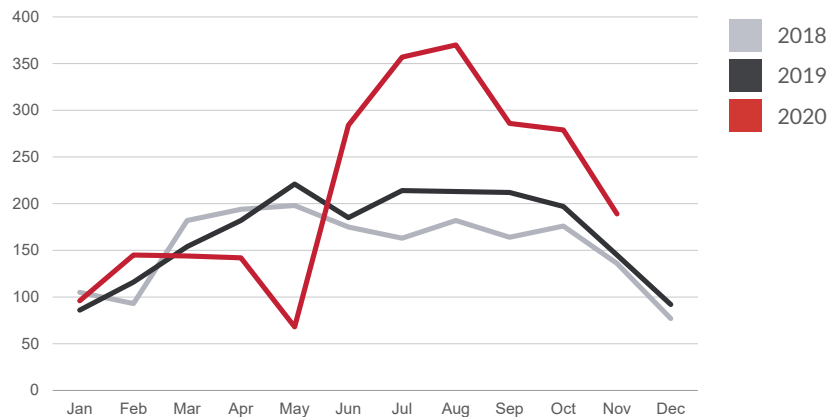
# THE MARKET IN DETAIL (cont'd)

November saw the Southern Georgian Bay's sixth straight *HUGE* record month. Volume of **\$149,893,476** gave the region a whopping **\$1,245,707,200 in sales since June**. To put it in perspective, *that's 23% more volume in six months than in all of 2019's former annual record!* Who could've imagined in the depths of April's market that by November the year's volume sales would be up **55%** from 2019's record? That said, 2020's units of **2301**, while up **25%** from 2019, are down **5%** from 2016's benchmark **2423**. The best news for homeowners will be the regional, year-to-date, average sale price of **\$681,668**. It's up **99%**, **73%**, **42%**, **37%** and **24%** from 2015-2019 respectively.

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



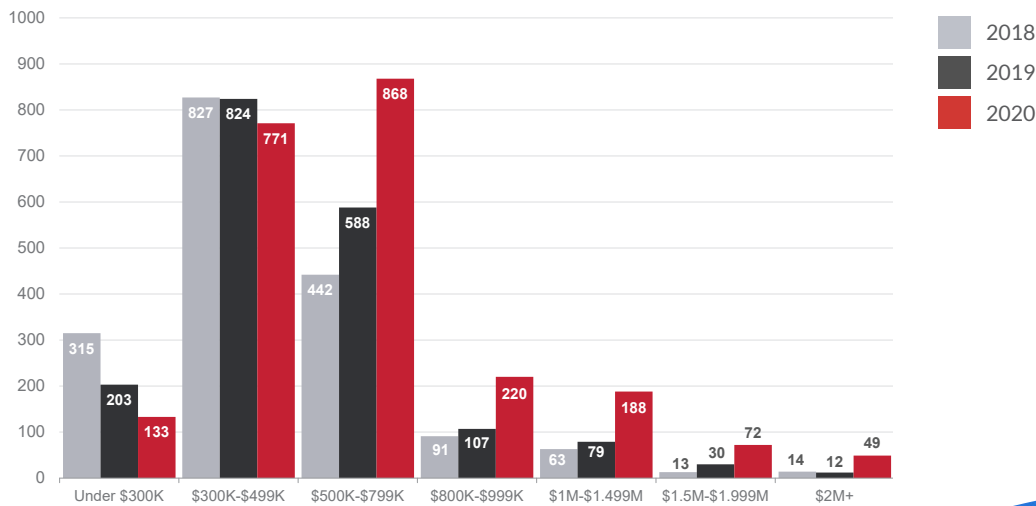
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# 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%**, **106%**, **138%**, **140%** and **308%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **34%** and **6%** respectively. More generally, the Under-\$500K bracket – which accounts for **39%** of 2020's sales – is down **12%** from a year ago. The \$500K-\$999K bracket – which accounts for **47%** of all sales – is up **57%**. And the \$1M+ bracket – which accounts for **14%** of all sales – is up **155%**.

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:** \$1,271,214,470  
UP 56% from 2019

**UNIT SALES:** 1,685  
UP 23% from 2019

**AV. DAYS-ON-MARKET:** 48  
DOWN 5 days from 2019

**AV. SALE PRICE:** \$754,430  
UP 27% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$297,383,082  
UP 51% from 2019

**UNIT SALES:** 616  
UP 32% from 2019

**AV. DAYS-ON-MARKET:** 40  
DOWN 14 days from 2019

**AV. SALE PRICE:** \$482,635  
UP 15% from 2019

### VACANT LAND

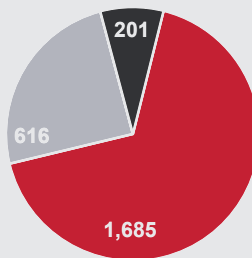
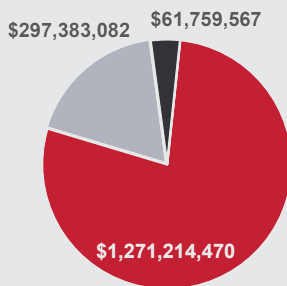
**DOLLAR SALES:** \$61,759,567  
UP 79% from 2019

**UNIT SALES:** 201  
UP 46% from 2019

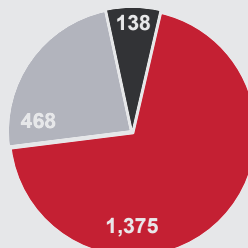
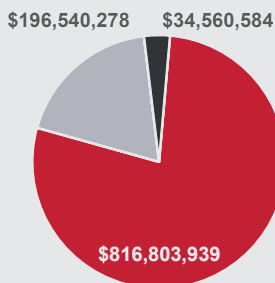
**AV. DAYS-ON-MARKET:** 86  
DOWN 9 days from 2019

**AV. SALE PRICE:** \$307,262  
UP 23% from 2019

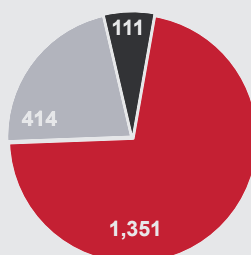
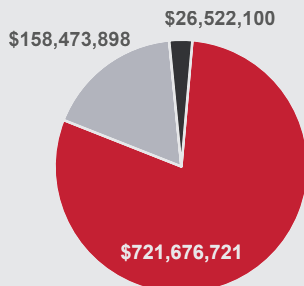
## 2020



## 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)**

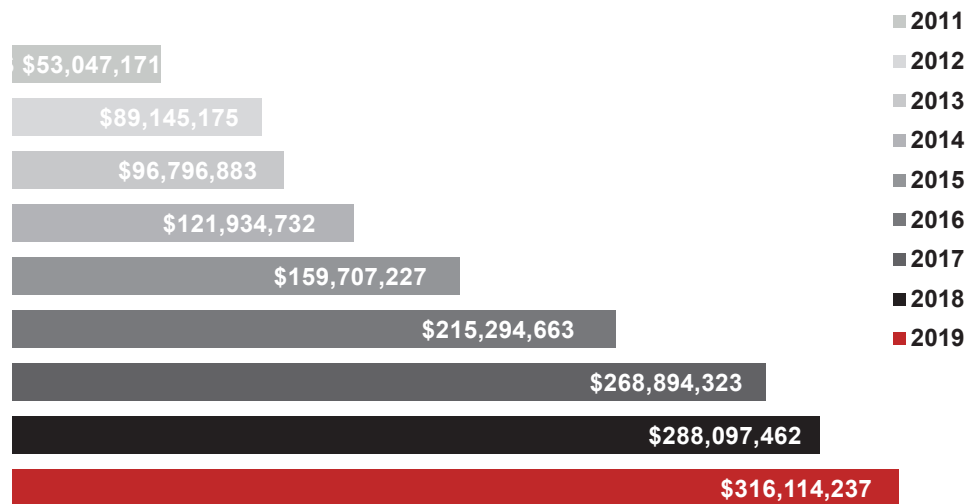
And #2 in Wasaga Beach after opening an office there in mid-2015.



**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%	

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$800,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2019

**#1** Georgian Triangle  
**BROKERAGE**

**8**  
Straight Years\*  
Of Record Sales!

**Featured Listings**

**72,700+**  
People Reached<sup>‡</sup>

**15,700+**   
Clicks, Shares, Views, & Likes<sup>‡</sup>

**Q3** BY THE  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**40** Detailed **Market Reports**  
Per Year FOR YOU

**Annual Sales Volume**  
**2019 Sales Up 10%**  
from 2018



Almost  
**3 TIMES  
MORE**

than our closest regional competitor<sup>†</sup>



**Award Winning Service**

**Socially Connected**



**227,600+**  
**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

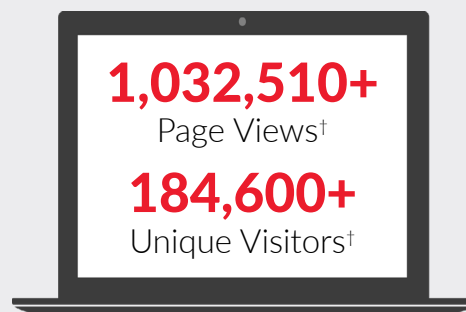
**600**

**Buyer leads/month<sup>§</sup>**

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**



**1,032,510+**  
Page Views<sup>†</sup>

**184,600+**  
Unique Visitors<sup>†</sup>



**\$32,465**

Giving back and working  
in our community

**Raised for Local Charities  
in 2019**

**WIN THE BLAST \$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755  
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969



# 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