

GREY HIGHLANDS REAL ESTATE MARKET REPORT

2020 IN REVIEW

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



OVERVIEW

BIG RECORD VOLUME SALES, WITH AVERAGE SALE PRICES UP AND LISTINGS DOWN



RECORD ANNUAL SALES VOLUME OF \$130,847,290

Up 73% from 2019's \$75,590,552, with units of 201 up 39% from 2019's 145. New listings of 224 down 4% from 2019, with the sales/listings ratio of 90% up 28%.



RECORD Q4 SALES VOLUME OF \$43,992,800

Up 163% from Q4-2019's \$16,739,900. Units of 52 up 68% from Q4-2019's 31, with new listings of 43 up 16% and the sales/listings ratio of 121% up 37%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$650,982

Up 25% from the \$521,314 of Q4-2019. Average days-on-market of 51 down 4 days.



OVERVIEW (cont'd)

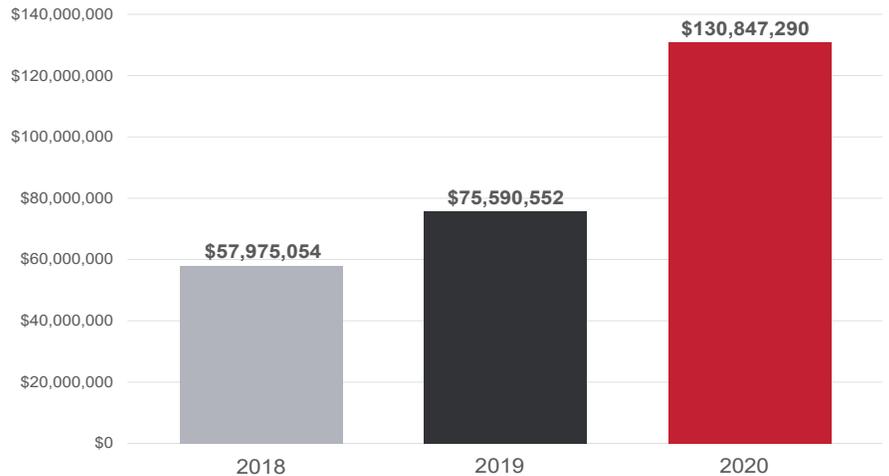


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

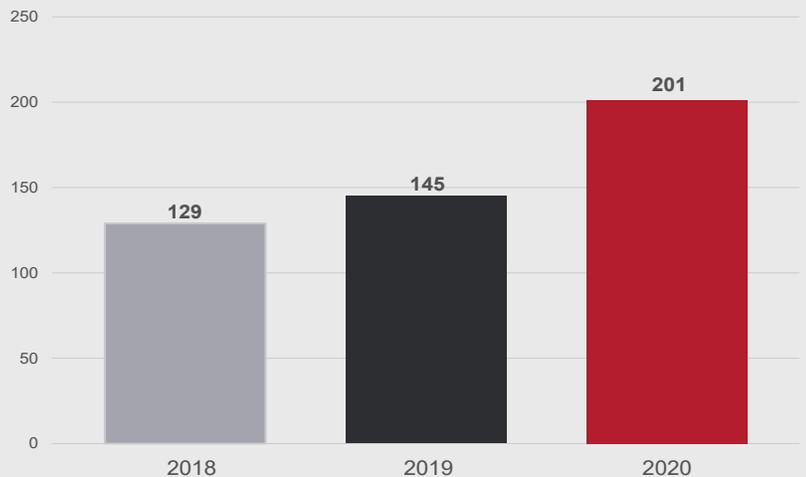
December's volume was up **145%** from 2019's former high, while its **11** units were up **10%** from 2015's prior record. The month had a **98.3%** sale/list price ratio; homes sold **2** days faster on average than December 2019; and there is now just **one month** of inventory. All that, and December's **122%** sales/listings ratio, add up to a 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

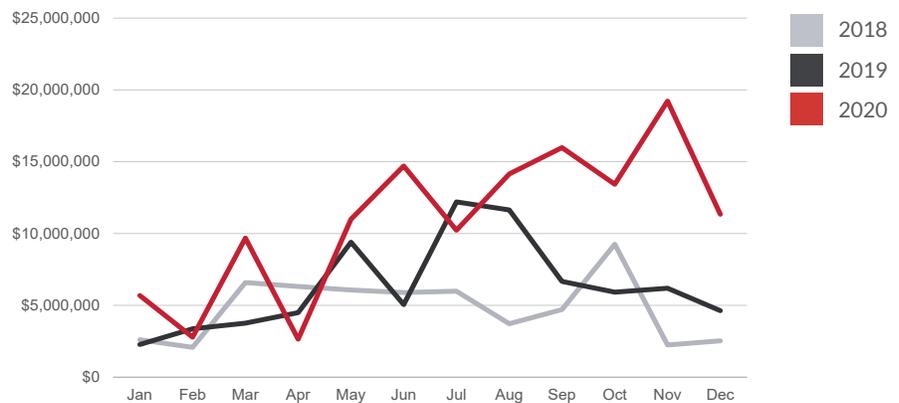
	2018	2019	2020	2019-2020
Annual Volume Sales	\$57,975,054	\$75,590,552	\$130,847,290	+73%
Annual Unit Sales	129	145	201	+39%
Annual New Listings	185	233	224	-4%
Annual Sales/Listings Ratio	70%	62%	90%	+28%
Fourth Quarter (Q4) Volume Sales	\$14,027,067	\$16,739,900	\$43,992,800	+163%
Q4 Unit Sales	29	31	52	+68%
Q4 New Listings	21	37	43	+16%
Q4 Sales/Listings Ratio	138%	84%	121%	+37%
Q4 Average Sale Price	\$483,692	\$539,997	\$846,015	+57%
December Volume Sales	\$2,531,500	\$4,628,500	\$11,341,000	+145%
December Unit Sales	7	9	11	+22%
December New Listings	3	10	9	-10%
December Sales/Listings Ratio	233%	90%	122%	+32%
December Average Sale Price	\$361,643	\$514,728	\$1,031,000	+100%
Annual Sales: Under \$300K	37	21	19	-10%
Annual Sales: \$300K - \$499K	53	71	67	-6%
Annual Sales: \$500K - \$799K	24	37	75	+103%
Annual Sales: \$800K - \$999K	7	9	20	+122%
Annual Sales: \$1M - \$1.499M	8	5	12	+140%
Annual Sales: \$1.5M - \$1.999M	0	1	1	0%
Annual Sales: \$2M+	0	1	7	+600%
Annual Average Days-On-Market	64	53	51	-4%
Annual Average Sale Price	\$449,419	\$521,314	\$650,982	+25%

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 Jan. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

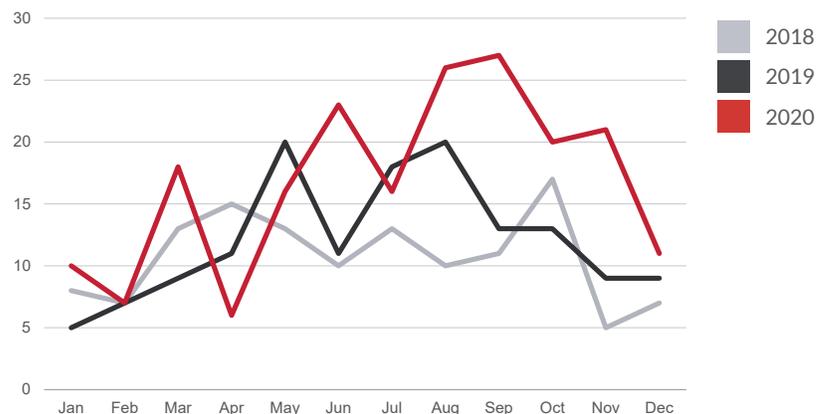
THE MARKET IN DETAIL (cont'd)

Grey Highlands enjoyed an extraordinary rollercoaster ride of a sales year in 2020, with its highest volume ever, mainly due to *nine record months* and one near record. Those ten months yielded **\$125,416,300** in sales: **96%** of Grey Highlands 2020 total and **59%** more than 2017's prior annual record. On the units side, the same ten months yielded **188** sales: **94%** of the annual total, and up **31%** from all of 2019. Homeowners will be happy that 2020's average sale price of **\$650,982** was up **97%, 83%, 33%, 45%** and **25%** from 2015-19 respectively.

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



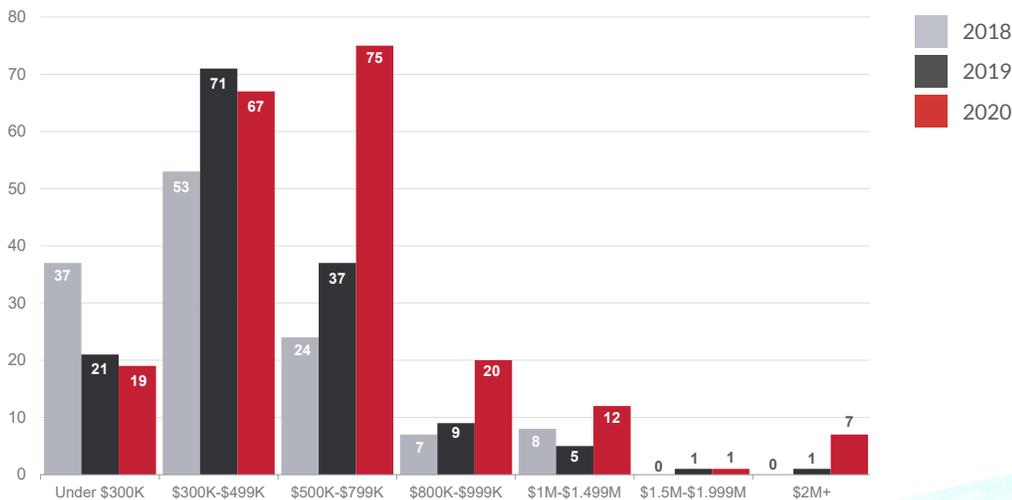
Graph 4:
Grey Highlands Monthly MLS® Sales
 2018 vs. 2019 vs. 2020 (Units)



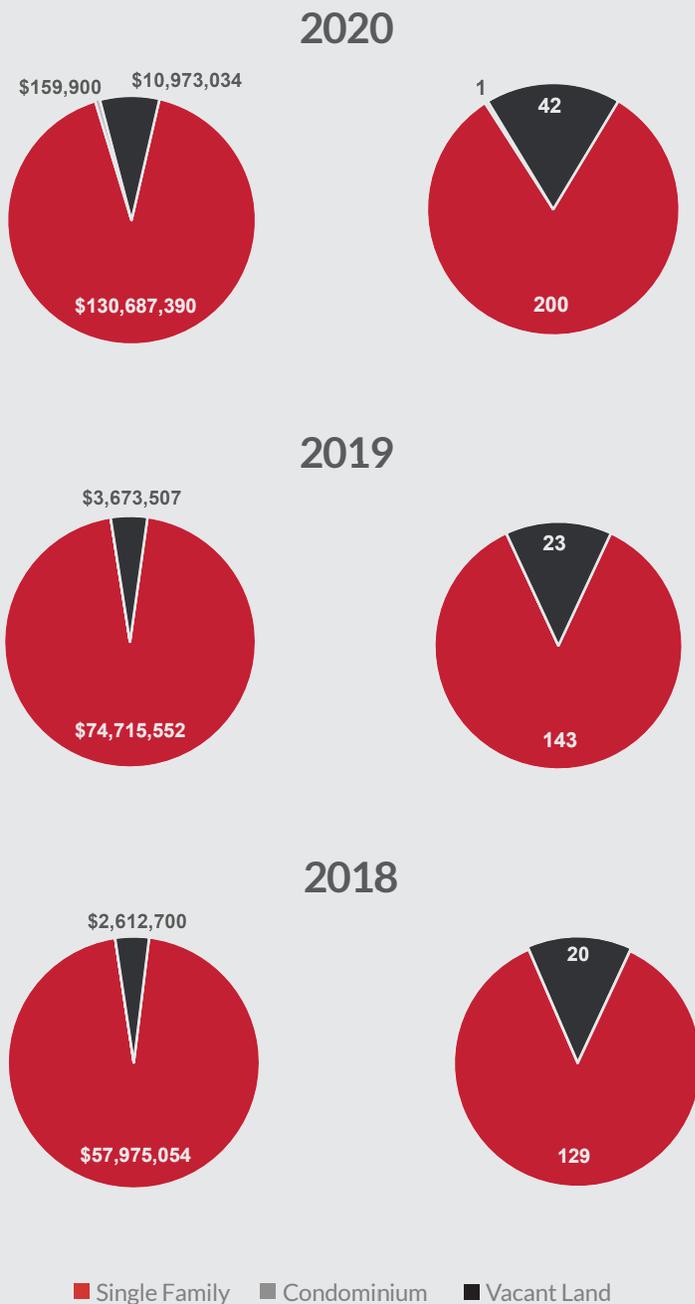
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in four price ranges, down in two and even in one. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$2M+ ranges were up **103%**, **122%**, **140%**, and **600%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **10%** and **6%**, respectively. And the \$1.5M-\$1.999M was **even**. More generally, the Under-\$500K bracket - which accounted for **43%** of 2020's sales - was down **7%** from 2019. The \$500K-\$999K bracket - which accounted for **47%** of all sales - was up **107%**. And the \$1M+ bracket - which accounted for **10%** of all sales - was up **186%**.

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: \$130,687,390
UP 75% from 2019

UNIT SALES: 200
UP 40% from 2019

AV. DAYS-ON-MARKET: 51
DOWN 2 days from 2019

AV. SALE PRICE: \$653,437
UP 25% from 2019

CONDOS/TOWNS

DOLLAR SALES: \$159,900
UP 100% from 2019

UNIT SALES: 1
UP 100% from 2019

AV. DAYS-ON-MARKET: 28
UP 28 days from 2019

AV. SALE PRICE: \$159,900
UP 100% from 2019

RESIDENTIAL LAND

DOLLAR SALES: \$10,973,034
UP 199% from 2019

UNIT SALES: 42
UP 83% from 2019

AV. DAYS-ON-MARKET: 56
DOWN 36 days from 2019

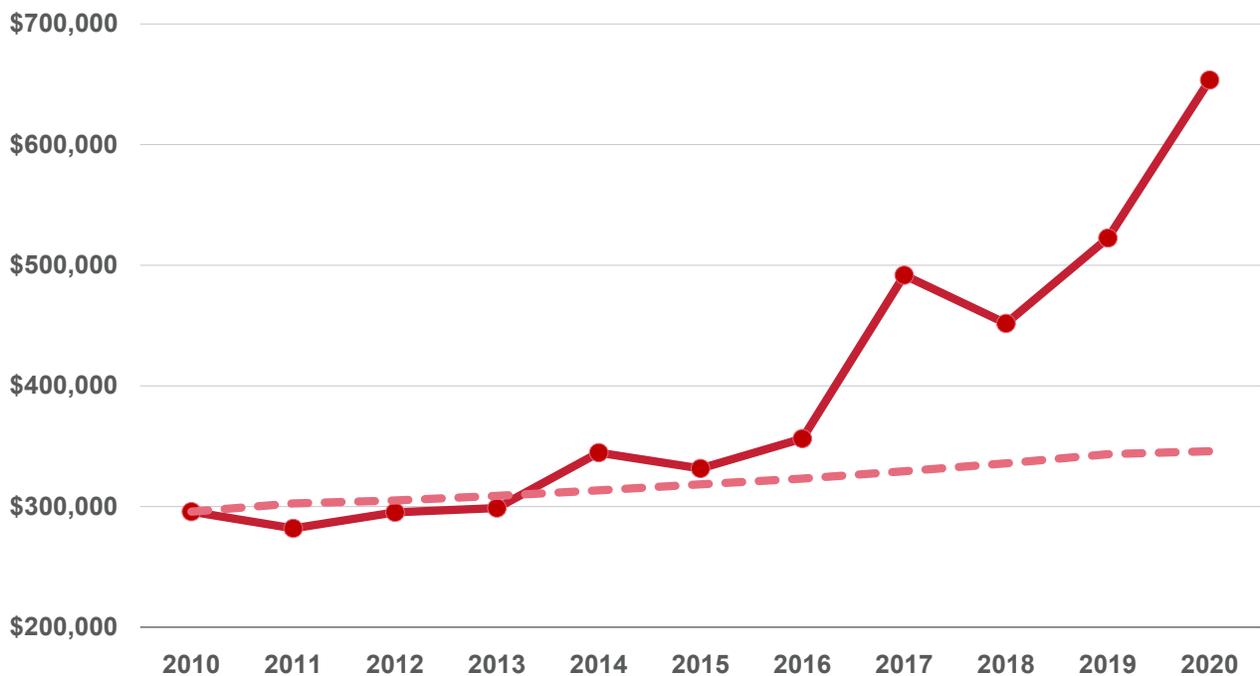
AV. SALE PRICE: \$261,263
UP 64% from 2019

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2020

HUGE GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highlands' average sale price for single-family homes underwent relatively modest increases from 2010-2016 and then began to climb rapidly in 2017. In 2020 it reached **\$653,437** – up **25%**, **45%**, **33%**, **83%**, **97%** and **121%** from 2019, 2018, 2017, 2016, 2015 and 2010 respectively.

↑ From 2010 to 2013 Grey Highlands' annual average sale price for single-family homes increased at slightly less than the Canada's inflation rate. By 2016 the average sale price was **10%** above the inflation rate, after which it jumped to **89%** above the inflation rate in 2020.



●—●—●— Single-Family Home Average Sale Price: 2010 > 2020
 - - - - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

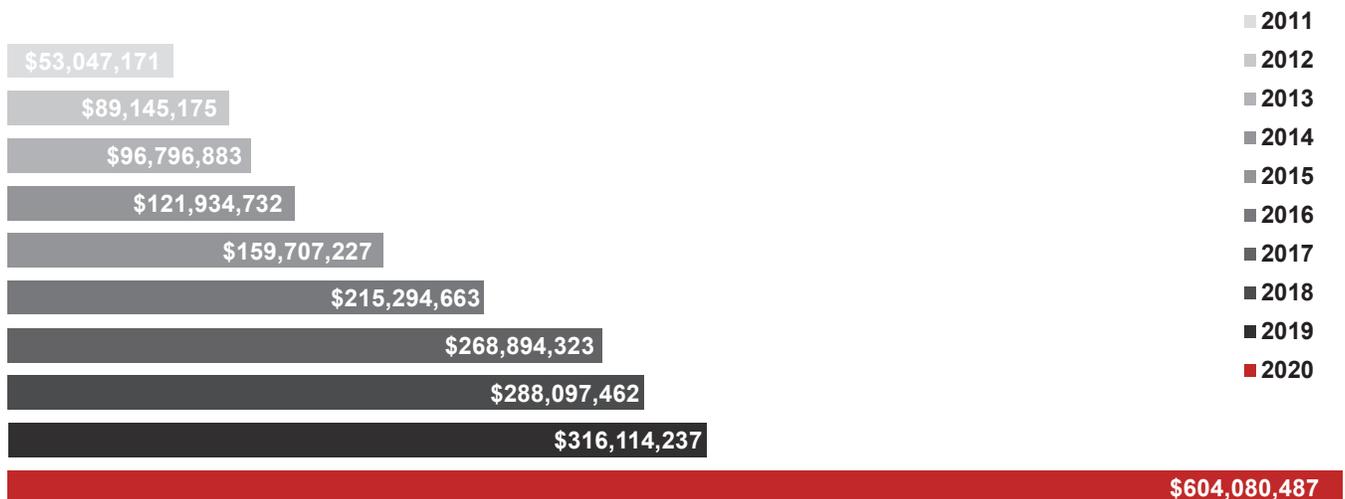


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



*Southern Georgian Bay Association of REALTORS®

2020 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	



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1249 Mosley St.

STAYNER

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