

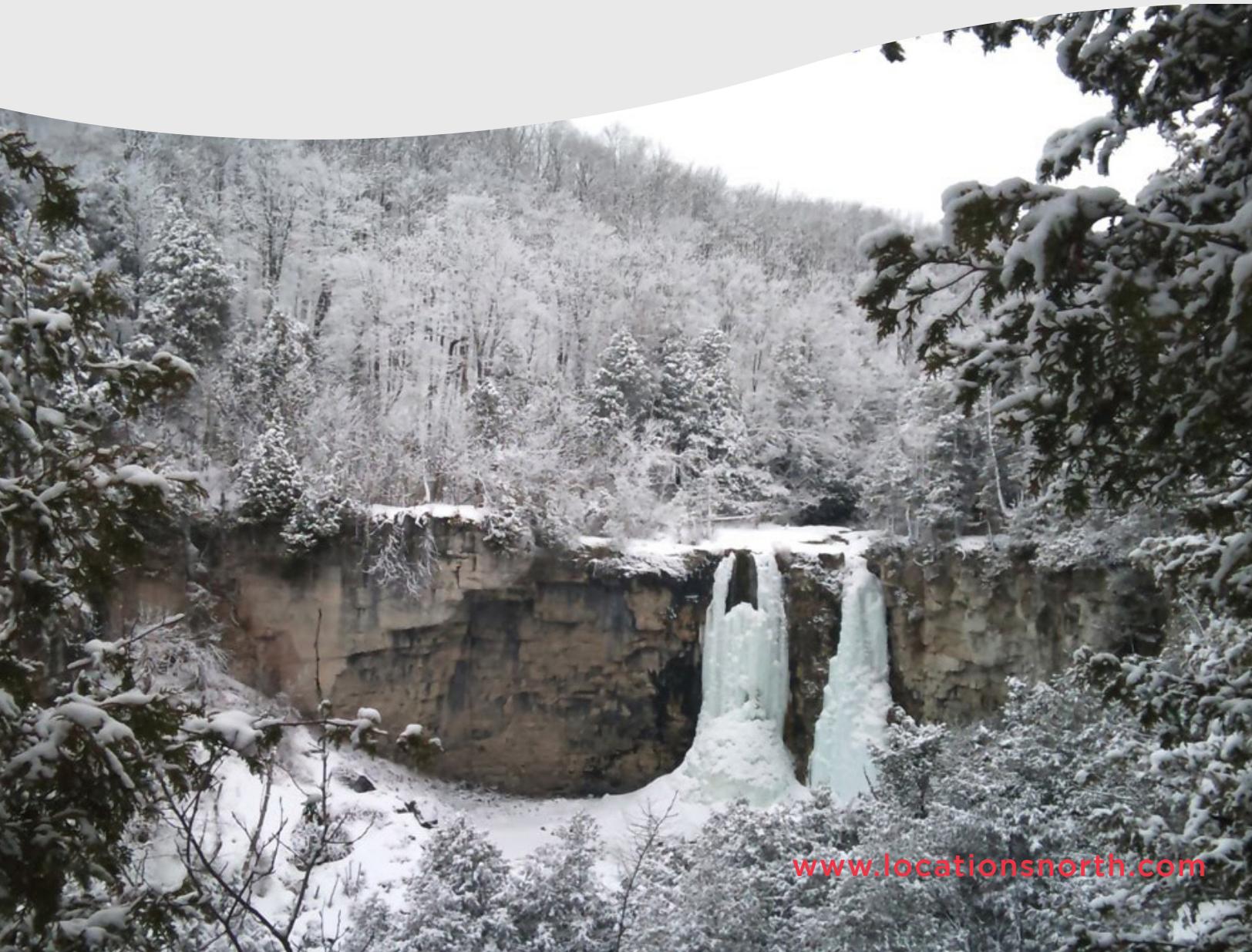
# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## 2020 IN REVIEW

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



# OVERVIEW

## AN EXTRAORDINARY YEAR FOR SOUTHERN GEORGIAN BAY REAL ESTATE SALES



### RECORD ANNUAL SALES VOLUME OF \$1,676,507,774

Up 53% from 2019's \$1,097,926,031, with units of 2424 up 20% from 2019's 2017. New listings of 3090 down 11%, with the sales/listings ratio of 78% up 20% from a year ago.



### RECORD FOURTH-QUARTER SALES VOLUME OF \$470,650,706

Up 92% from Q4-2019's \$244,712,964. Record Q4 units of 592 up 36% from 2019's 434. New listings of 517 down 14% from a year ago, with the sales/listing ratio of 115% up 43%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$691,629

Up 27% from the \$544,336 of one year ago. Average days-on-market of 45 down 9 days.



# OVERVIEW (cont'd)

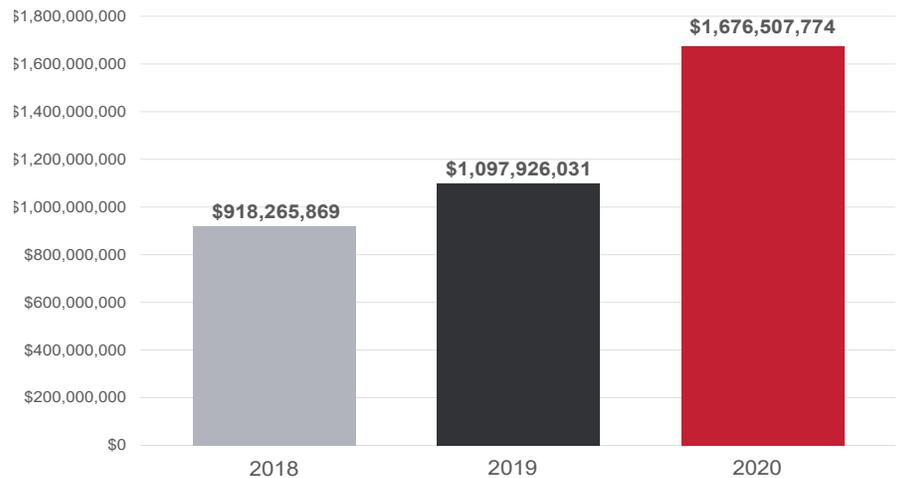


## THE DEMAND FOR LISTINGS IS CURRENTLY MUCH GREATER THAN THE SUPPLY

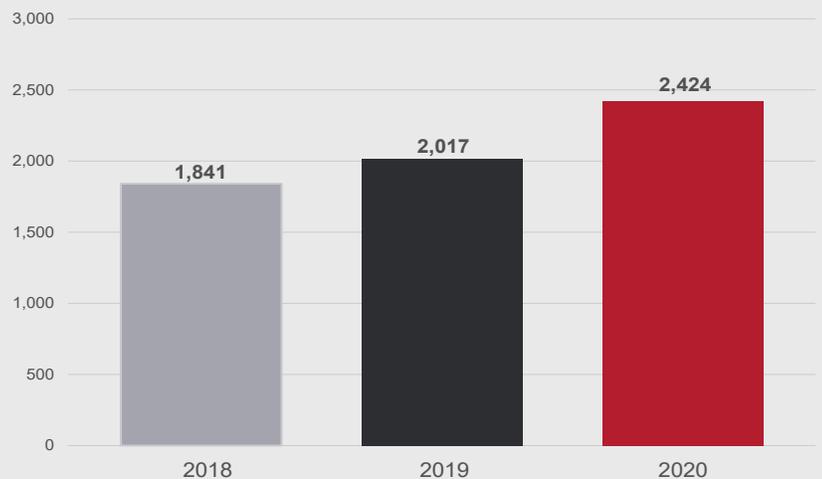
December's volume was up **100%** from 2019's record, while its **124** units were up **25%** from 2016's former benchmark. The month also had a high **99.1%** sale/list price ratio; homes sold **34** days faster on average than a year ago; and there is now just **one month** of inventory. All that, and December's **120%** sales/listings ratio, add up to a bodacious **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

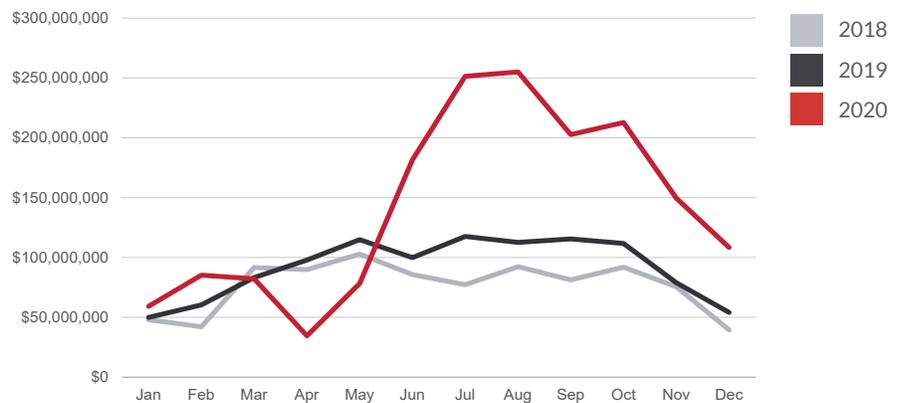
	2018	2019	2020	2019-2020
Annual Volume Sales	\$918,265,869	\$1,097,926,031	\$1,676,507,774	<b>+53%</b>
Annual Unit Sales	1841	2017	2424	<b>+20%</b>
Annual New Listings	3133	3491	3090	<b>-11%</b>
Annual Sales/Listings Ratio	59%	58%	78%	<b>+20%</b>
Fourth Quarter (Q4) Volume Sales	\$205,271,484	\$244,712,964	\$470,650,706	<b>+92%</b>
Q4 Unit Sales	385	434	592	<b>+36%</b>
Q4 New Listings	548	604	517	<b>-14%</b>
Q4 Sales/Listings Ratio	70%	72%	115%	<b>+43%</b>
Q4 Average Sales Price	\$533,173	\$563,855	\$795,018	<b>+41%</b>
December Volume Sales	\$38,144,750	\$54,104,968	\$108,366,422	<b>+100%</b>
December Unit Sales	76	92	124	<b>+35%</b>
December New Listings	102	116	103	<b>-11%</b>
December Sales/Listings Ratio	74%	79%	120%	<b>+41%</b>
December Average Sale Price	\$501,905	\$588,097	\$873,923	<b>+49%</b>
Annual Sales: Under \$100K	9	6	0	<b>-600%</b>
Annual Sales: \$100K - \$299K	318	236	130	<b>-45%</b>
Annual Sales: \$300K - \$499K	860	891	785	<b>-12%</b>
Annual Sales: \$500K - \$799K	465	635	924	<b>+46%</b>
Annual Sales: \$800K - \$999K	95	120	236	<b>+97%</b>
Annual Sales: \$1M - \$1.499M	66	88	213	<b>+142%</b>
Annual Sales: \$1.5M - \$1.999M	14	30	81	<b>+170%</b>
Annual Sales: \$2M+	14	11	55	<b>+400%</b>
Annual Average Days-On-Market	48	54	45	<b>-17%</b>
Annual Average Sale Price	\$498,786	\$544,336	\$691,629	<b>+27%</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 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)

What a year. We've run out of superlatives in reporting on it, so we'll just offer a few notable juxtapositions. 2015's **\$804,882,436** in sales was a stratospheric record at the time. 2020's **\$1,676,507,774** was up **108%** from 2015 – on **29%** fewer listings! Here's another: 2020's second-half sales of **\$1,179,638,520** was **7% more than 2019's former annual record**. Yet another: 2020's **349** sales of \$1M+ homes was up **7%** from 2017-19 combined! We could go on and on. And to think that so much of this super-sales activity has occurred virtually in a global pandemic. You couldn't make this stuff up – no one would believe it. One thing is certain: the Southern Georgian Bay's star is on the rise. So is its average sale price. It's up **99%, 76%, 44%, 39%** and **27%** from 2015-2019 respectively.

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



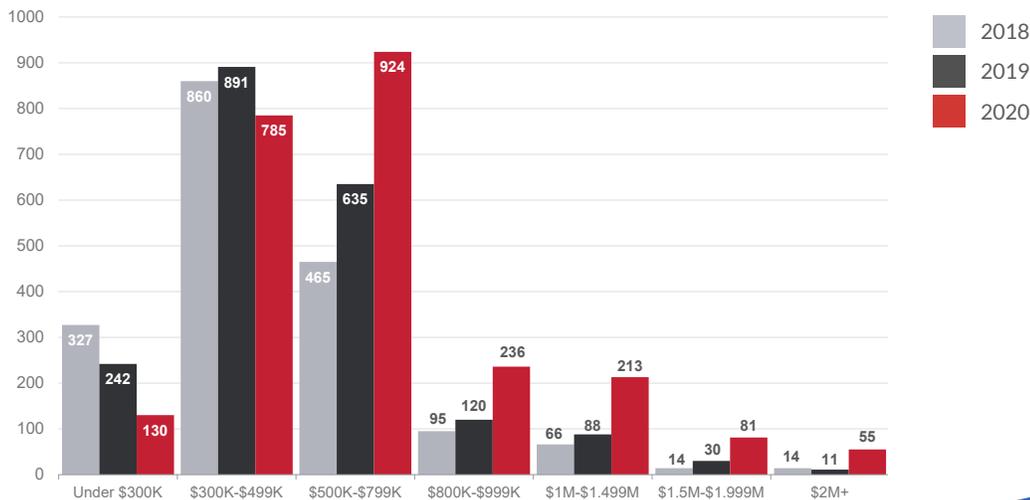
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were 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 were up **46%**, **97%**, **142%**, **170%** and **400%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **46%** and **12%** respectively. More generally, the Under-\$500K bracket – which accounted for **38%** of 2020's sales – was down **19%** from a year ago. The \$500K-\$999K bracket – which accounted for **48%** of all sales – was up **54%**. And the \$1M+ bracket – which accounted for **14%** of all sales – was up **171%**.

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:** \$1,358,792,817  
UP 49% from 2019

**UNIT SALES:** 1775  
UP 12% from 2019

**AV. DAYS-ON-MARKET:** 48  
DOWN 6 days from 2019

**AV. SALE PRICE:** \$765,517  
UP 28% from 2019

### CONDOS/TOWNS

**DOLLAR SALES:** \$317,714,957  
UP 68% from 2019

**UNIT SALES:** 649  
UP 50% from 2019

**AV. DAYS-ON-MARKET:** 39  
DOWN 15 days from 2019

**AV. SALE PRICE:** \$489,545  
UP 16% from 2019

### VACANT LAND

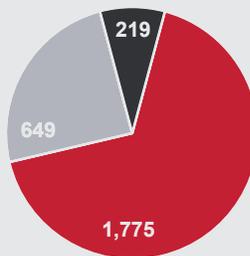
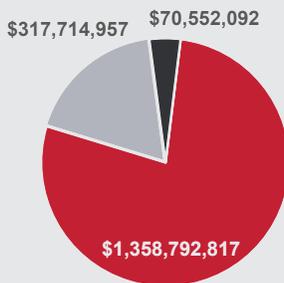
**DOLLAR SALES:** \$70,552,092  
UP 141% from 2019

**UNIT SALES:** 219  
UP 99% from 2019

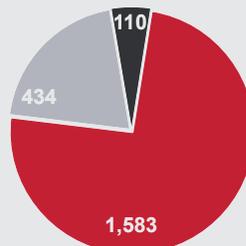
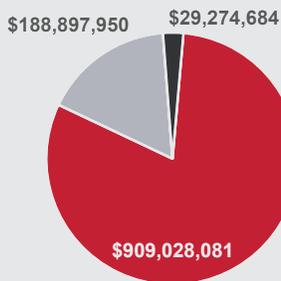
**AV. DAYS-ON-MARKET:** 85  
DOWN 10 days from 2019

**AV. SALE PRICE:** \$322,156  
UP 30% from 2019

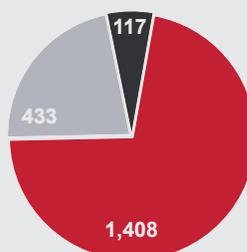
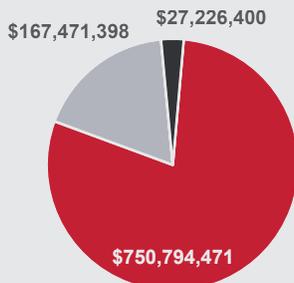
## 2020



## 2019



## 2018



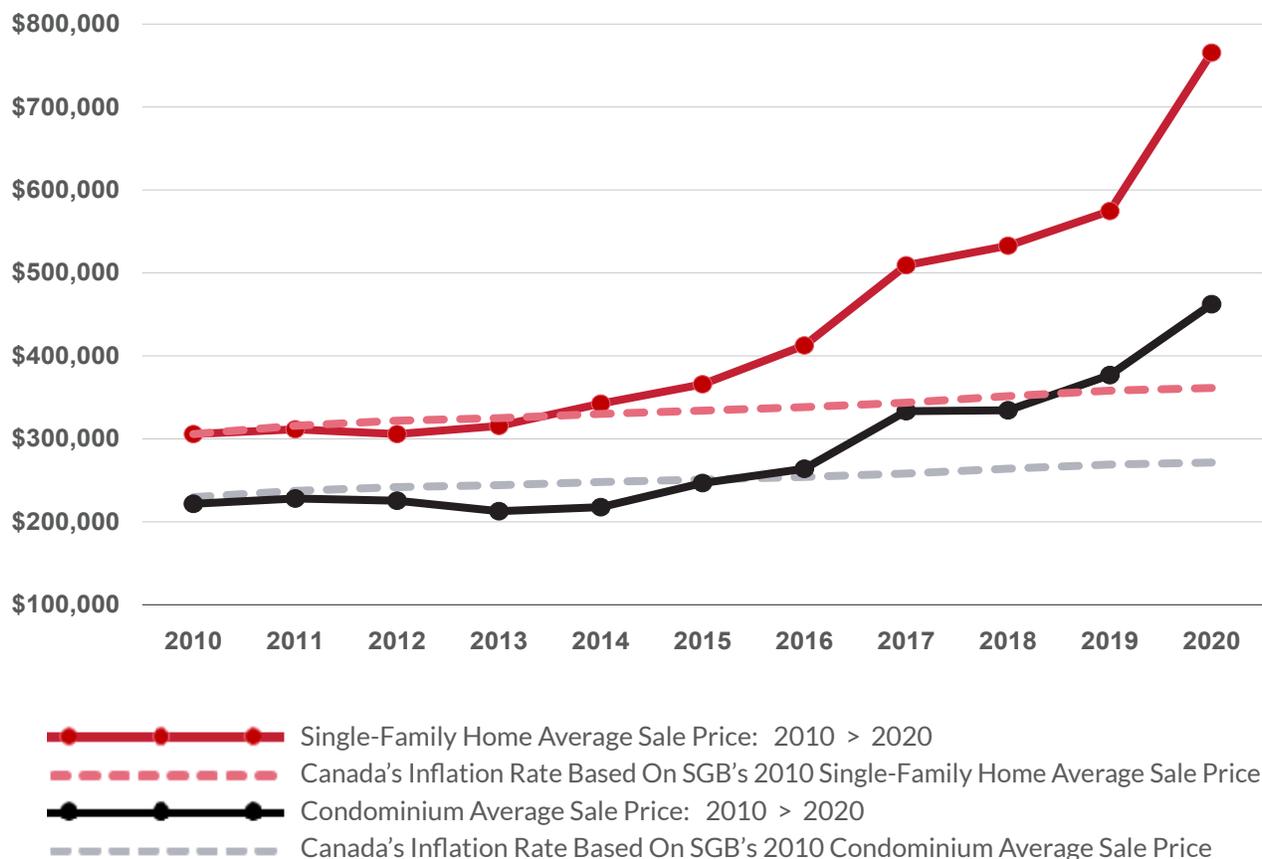
■ Single Family ■ Condominium ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in 2020 was **\$765,517**: that's up **28%, 44%, 50%, 86%** and **150%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$462,246** was up **23% 38%, 39%, 75%** and **108%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **112%** above inflation in 2020. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **70%** above inflation in 2020.



# 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

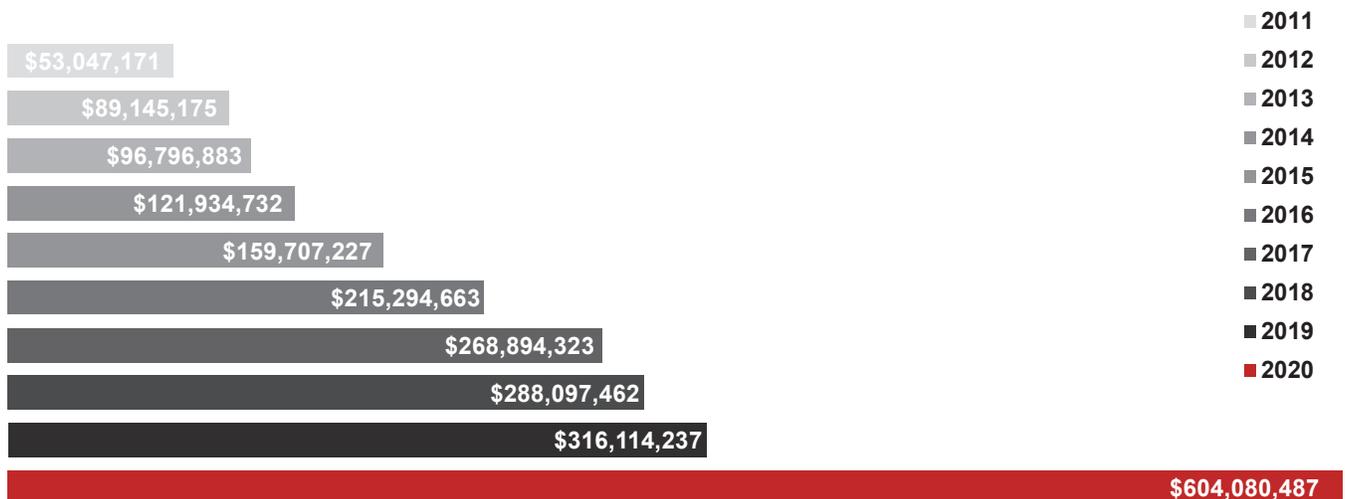


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



# 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%	



# PERSONAL PROFESSIONAL PROGRESSIVE

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705-445-5520  
330 First St.

### THORN BURY

519-599-2136  
27 Arthur St.

### CLEARVIEW

705-881-9005  
154 Mill St., Creemore

### CRAIGLEITH

705-445-7799  
209820 Hwy. 26 West.

### MEAFORD

519-538-5755  
96 Sykes St.

### WASAGA BEACH

705-429-4800  
1249 Mosley St.

### STAYNER

705-428-2800  
7458 ON-26, #11.

### WASAGA BEACH

705-617-9969  
1344 Mosley St. Unit 5.