

# THE BLUE MOUNTAINS 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

## RECORD VOLUME AND UNIT SALES, WITH PRICES WAY UP AND SALE TIMES DOWN



### RECORD ANNUAL SALES VOLUME OF \$454,324,944

Up 80% from 2019's \$252,241,612, with units of 506 up 43% from 2019's 354. New listings of 689 up 5% from 2019, with the sales/listings ratio of 73% up 19%.



### RECORD Q4 SALES VOLUME OF \$140,067,273

Up 127% from Q4-2019's \$61,655,036. Units of 144 up 69% from Q4-2019's 85, with new listings of 137 down 8% and the sales/listings ratio of 105% up 48%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$897,875

Up 26% from 2019's \$712,547. Average days-on-market of 51 down 14 days.

# OVERVIEW (cont'd)

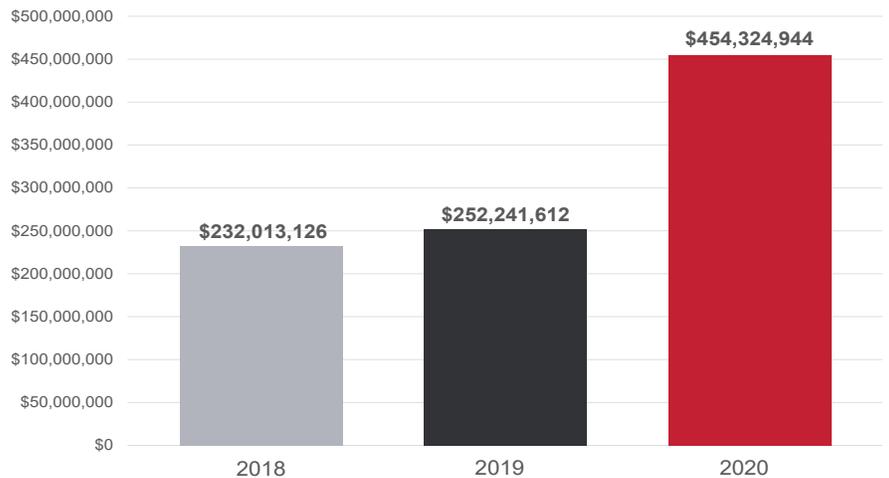


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

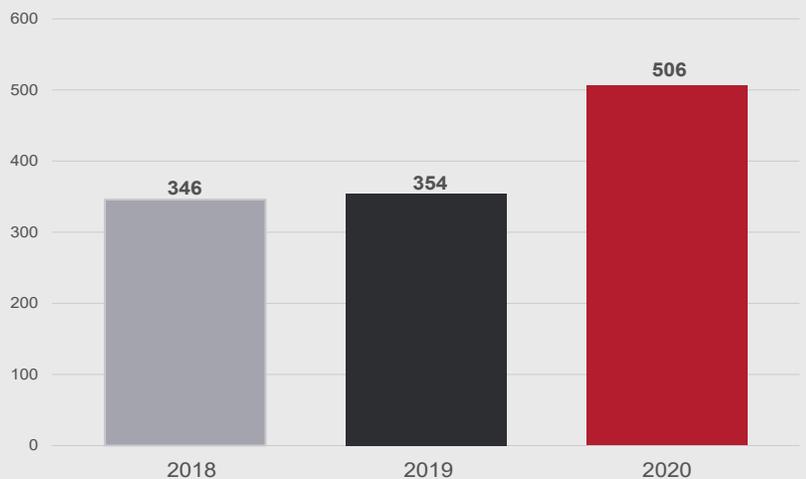
December's record volume was up **78%** from 2018's prior high, and its **25** units were up **9%** from 2016's benchmark. The month had a **100%** sale/list price ratio; homes on average sold **50** days faster than in December 2019; and there is now **2 months** of inventory. All that, and December's **96%** sales/listings ratio, add up to a strong **sellers' market**.



Graph 1:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
**The Blue Mts. MLS® Residential Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

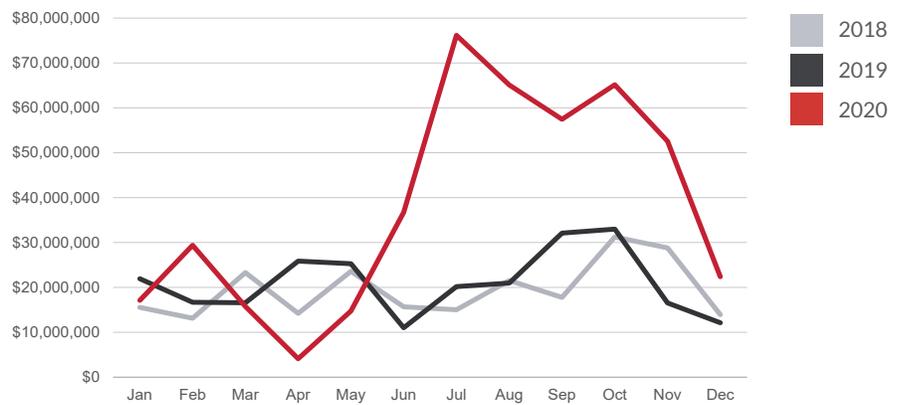
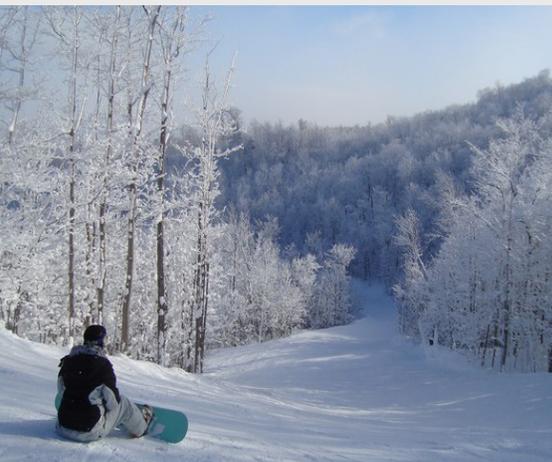
	2018	2019	2020	2019-2020
Annual Volume Sales	\$232,013,126	\$252,241,612	\$454,324,944	<b>+80%</b>
Annual Unit Sales	346	354	506	<b>+43%</b>
Annual New Listings	592	657	689	<b>+5%</b>
Annual Sales/Listings Ratio	58%	54%	73%	<b>+19%</b>
Fourth Quarter (Q4) Volume Sales	\$72,601,930	\$61,655,036	\$140,067,273	<b>+127%</b>
Q4 Unit Sales	100	85	144	<b>+69%</b>
Q4 New Listings	153	149	137	<b>-8%</b>
Q4 Sales/Listings Ratio	65%	57%	105%	<b>+48%</b>
Q4 Average Sale Price	\$726,019	\$725,353	\$972,689	<b>+34%</b>
December Volume Sales	\$12,567,250	\$12,124,400	\$22,380,999	<b>+85%</b>
December Unit Sales	20	17	25	<b>+47%</b>
December New Listings	26	32	26	<b>-19%</b>
December Sales/Listings Ratio	77%	53%	96%	<b>+43%</b>
December Average Sale Price	\$628,363	\$713,200	\$895,240	<b>+26%</b>
Annual Sales: \$100K - \$299K	63	46	42	<b>-9%</b>
Annual Sales: \$300K - \$499K	83	89	94	<b>+6%</b>
Annual Sales: \$500K - \$799K	105	121	136	<b>+12%</b>
Annual Sales: \$800K - \$999K	41	34	78	<b>+129%</b>
Annual Sales: \$1M - \$1.499M	33	39	87	<b>+123%</b>
Annual Sales: \$1.5M - \$1.999M	12	17	42	<b>+147%</b>
Annual Sales: \$2M+	9	8	27	<b>+238%</b>
Annual Average Days-On-Market	58	65	51	<b>-22%</b>
Annual Average Sale Price	\$670,558	\$712,547	\$897,875	<b>+26%</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.

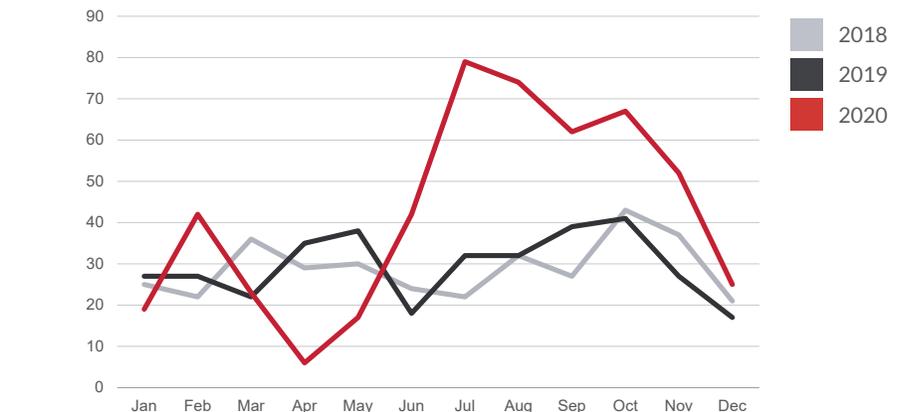
# THE MARKET IN DETAIL (cont'd)

The Blue Mts. had an extraordinary sales year in 2020, with volume up **80%** from 2019's former high. The increase was mainly due to seven record months from June to December which yielded **\$372,758,551** in sales: **82%** of the town's 2020 total and **48% more than all of 2019**. However, most impressive was The Blue Mts.' **506** units: they were up **43%** from 2019, the biggest increase of any Southern Georgian Bay community. They were also up **22%** from 2016's previous high of **415**. While it's difficult to know what 2021 will bring, The Blue Mts.' homeowners can be happy that 2020's average sale price of **\$897,875** was up **84%, 78%, 47%, 34%** and **26%** from 2015-19 respectively.

Graph 3:  
**The Blue Mts. Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Volume)



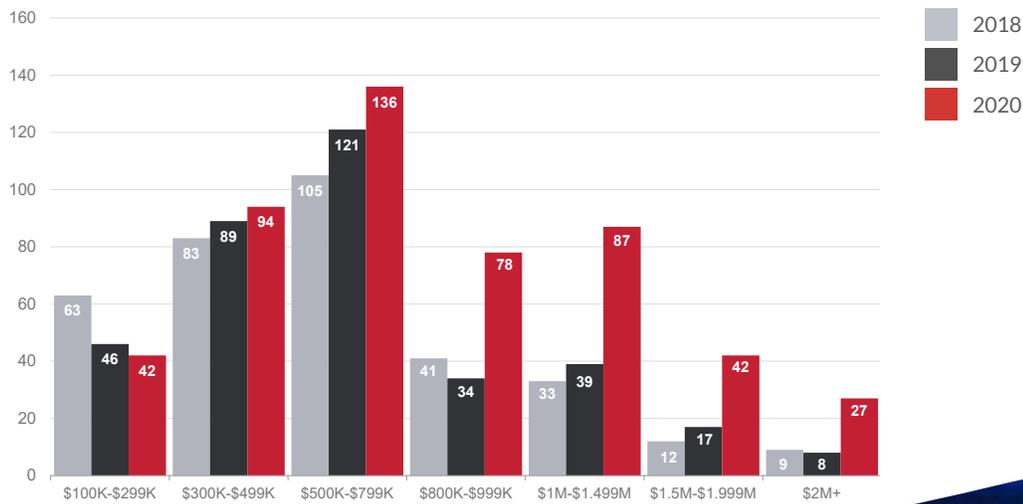
Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **6%**, **12%**, **129%**, **123%**, **147%** and **238%** respectively. The Under-\$300K range was down **9%**. More generally, the Under-\$500K bracket – which accounted for **27%** of 2020's sales – was down **1%** from 2019. The \$500K-\$999K bracket – which accounted for **42%** of all sales – was up **38%**. And the \$1M+ bracket – which accounted for **31%** of all sales – was up **144%**.

Graph 5:  
**The Blue Mts. MLS® Sales By Price**  
2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
**The Blue Mts. MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$352,759,786  
UP 84% from 2019

**UNIT SALES:** 297  
UP 44% from 2019

**AV. DAYS-ON-MARKET:** 56  
DOWN 5 days from 2019

**AV. SALE PRICE:** \$1,187,743  
UP 28% from 2019

### CONDOS/TOWNS

**DOLLAR SALES:** \$101,565,158  
UP 68% from 2019

**UNIT SALES:** 209  
UP 41% from 2019

**AV. DAYS-ON-MARKET:** 43  
DOWN 26 days from 2019

**AV. SALE PRICE:** \$485,958  
UP 19% from 2019

### RESIDENTIAL LAND

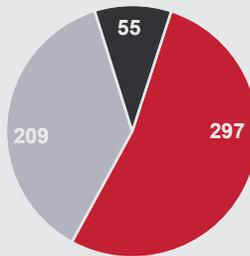
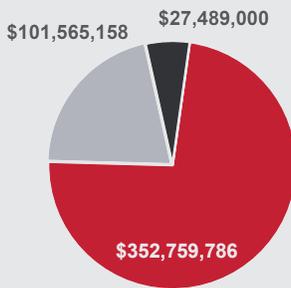
**DOLLAR SALES:** \$27,489,000  
UP 102% from 2019

**UNIT SALES:** 55  
UP 112% from 2019

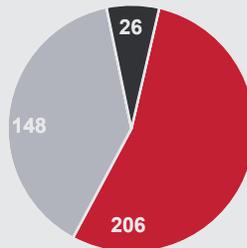
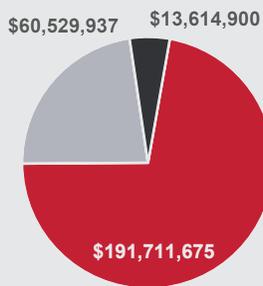
**AV. DAYS-ON-MARKET:** 93  
DOWN 14 days from 2019

**AV. SALE PRICE:** \$499,800  
DOWN 5% from 2019

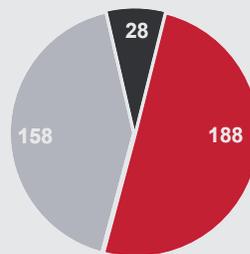
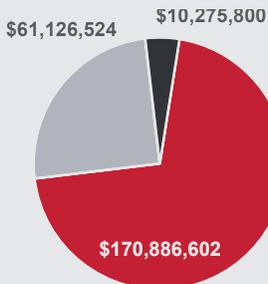
## 2020



## 2019



## 2018



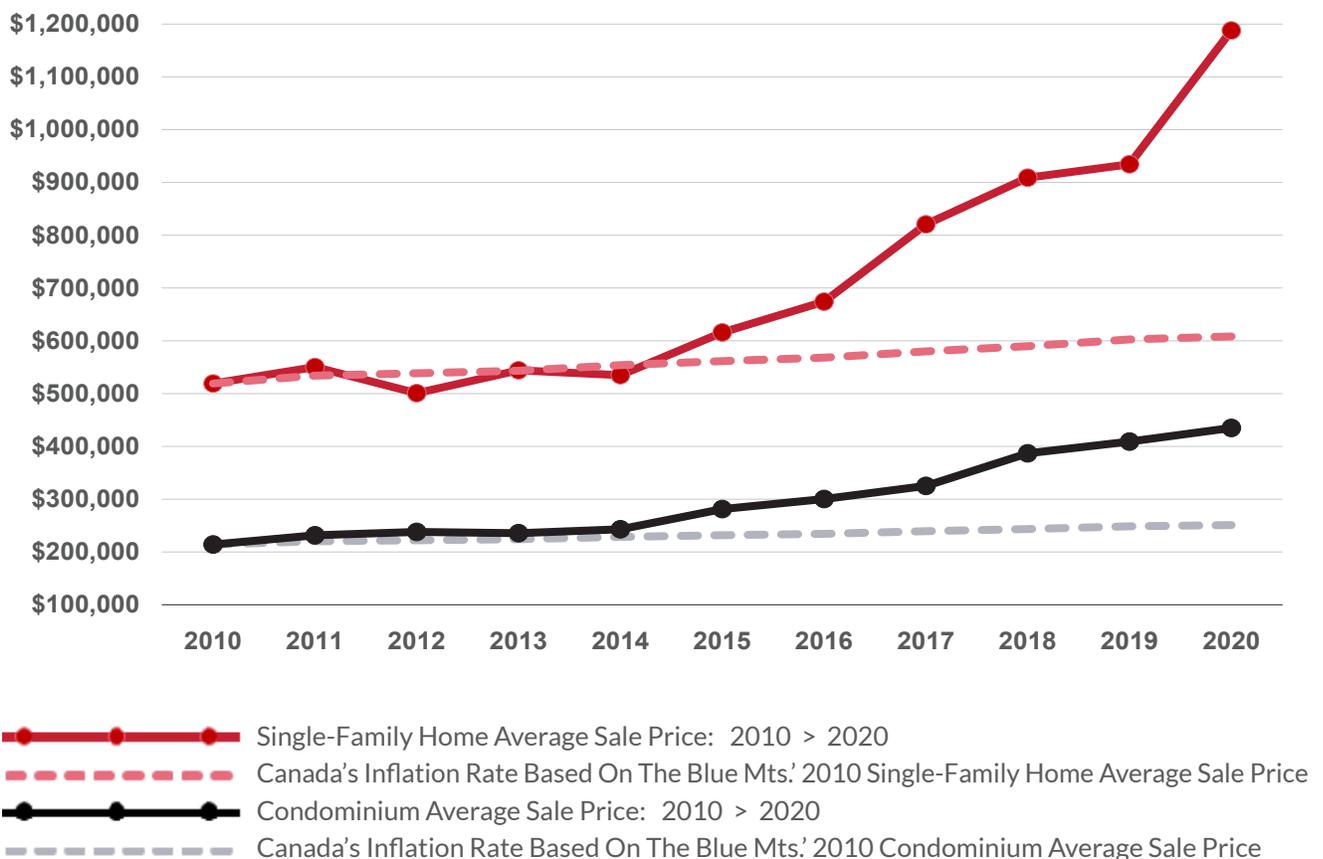
■ Single Family ■ Condominium ■ Vacant Land

# THE BLUE MTS. AVERAGE SALE PRICES: 2010-2020

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in 2020 was **\$1,187,743**; that's up **28%**, **31%**, **45%**, **76%** and **129%** from 2019, 2018, 2017, 2016, and 2010 respectively. 2020's average condo price of **\$435,005** was up **6%**, **12%**, **34%**, **45%** and **103%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes generally increased at just under Canada's inflation rate, and then rose to **95%** above inflation by 2020. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **73%** above the inflation rate by 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

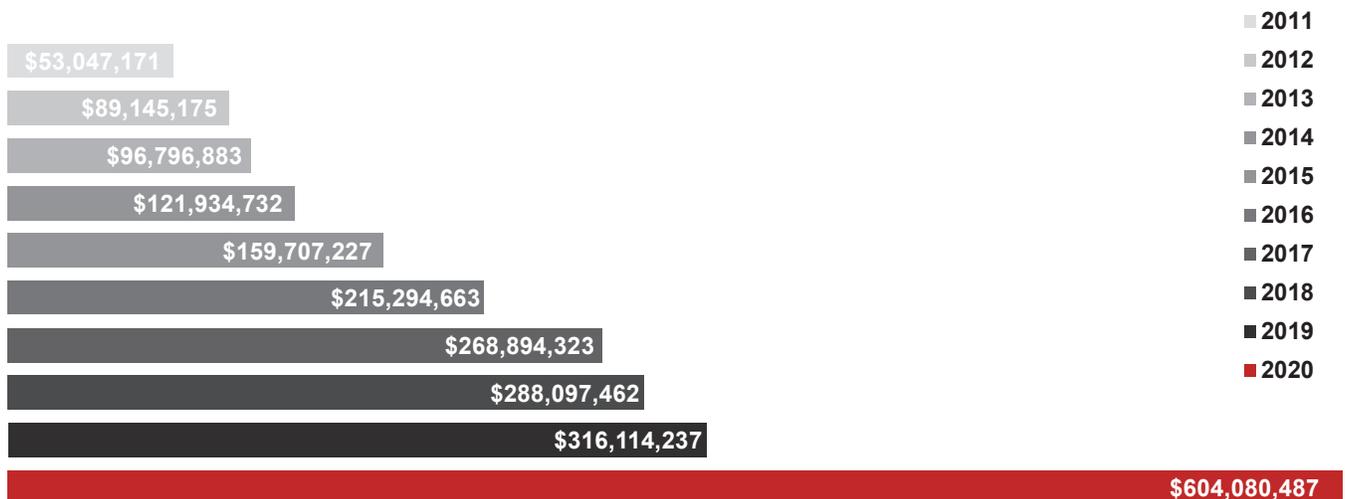


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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.

### CREEMORE

705-881-9005  
154 Mill St.

### 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.