

# MEAFORD REAL ESTATE MARKET REPORT

---

## FIRST QUARTER 2021

---

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



# OVERVIEW

## RECORD Q1 VOLUME SALES WITH A BIG JUMP IN AVERAGE SALE PRICE



### RECORD Q1 SALES VOLUME OF \$36,179,330

Up 110% from Q1-2020's \$17,190,277, with units of 43 up 34% from Q1-2020's 32. New listings of 56 up 12% from a year ago, with the sales/listings ratio of 77% up 13%.



### RECORD MARCH SALES VOLUME OF \$19,834,100

Up 99% from March 2020's \$9,949,600. Units of 20 up 11% from last March's 18, with new listings of 26 down 16% and the sales/listings ratio of 77% up 19%.



### RECORD Q1 AVERAGE SALE PRICE OF \$841,380

Up 57% from the \$537,196 of Q1-2020. Average days-on-market of 20 down 29 days.



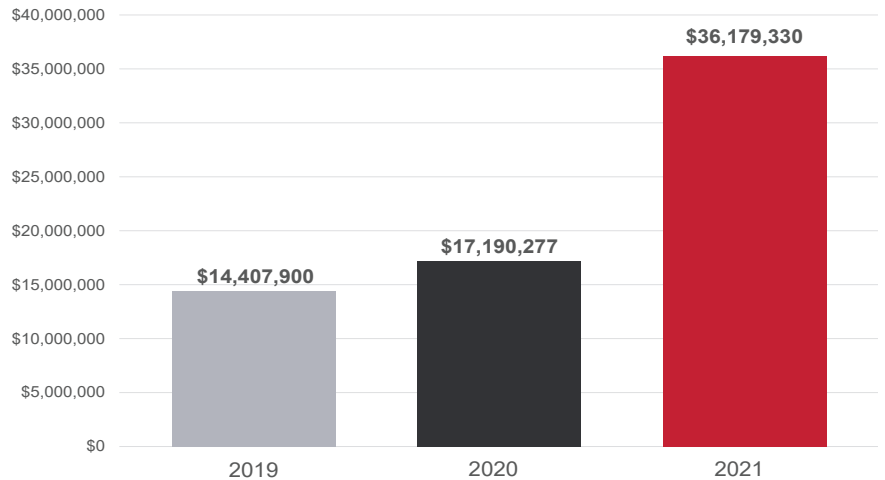
# OVERVIEW (cont'd)



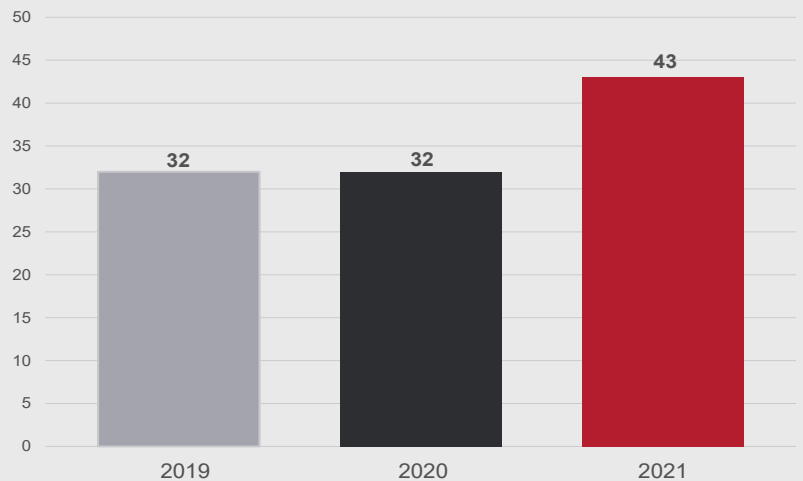
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Meaford market had a strong **100%** sale/list price ratio in March. Homes sold in just **16** days on average, down **25** days from one year ago. And there is now just **one month of inventory**. All that, together with March's relatively high **77%** sales/listings ratio, add up to a **seller's market**.

Graph 1:  
**Meaford MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**Meaford MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

## Meaford MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

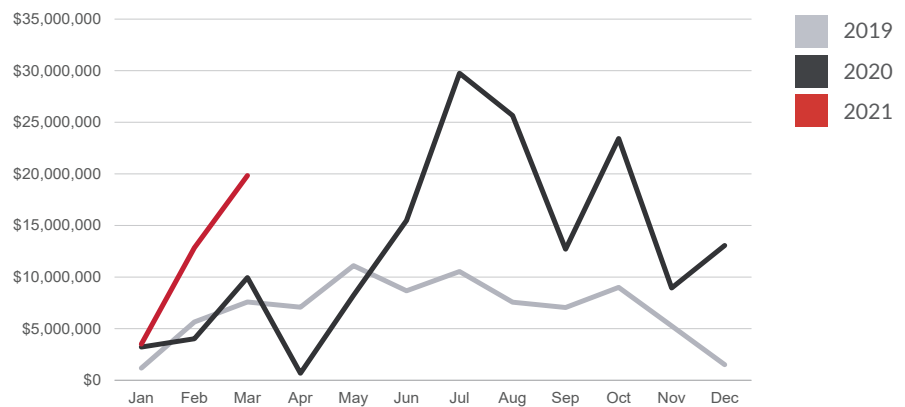
	2019	2020	2021	2020-2021
First Quarter (Q1) Volume Sales	\$14,407,900	\$17,190,277	\$36,179,330	<b>+110%</b>
Q1 Unit Sales	32	32	43	<b>+34%</b>
Q1 New Listings	48	50	56	<b>+12%</b>
Q1 Sales/Listings Ratio	67%	64%	77%	<b>+13%</b>
Q1 Expired Listings	4	8	1	<b>-87%</b>
Q1 Sales: Under \$300K	8	3	2	<b>-33%</b>
Q1 Sales: \$300K - \$499K	15	14	9	<b>-36%</b>
Q1 Sales: \$500K - \$799K	6	11	15	<b>+36%</b>
Q1 Sales: \$800K - \$999K	1	2	9	<b>+350%</b>
Q1 Sales: \$1M - \$1.499M	2	1	3	<b>+200%</b>
Q1 Sales: \$1.5M - \$1.999M	0	1	2	<b>+100%</b>
Q1 Sales: \$2M+	0	0	3	<b>+300%</b>
Q1 Average Days-On-Market	69	49	20	<b>-59%</b>
Q1 Average Sale Price	\$450,247	\$537,196	\$841,380	<b>+57%</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 April. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

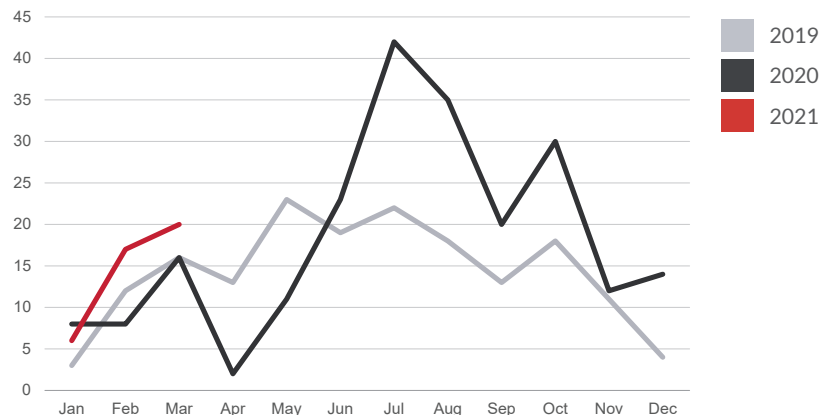
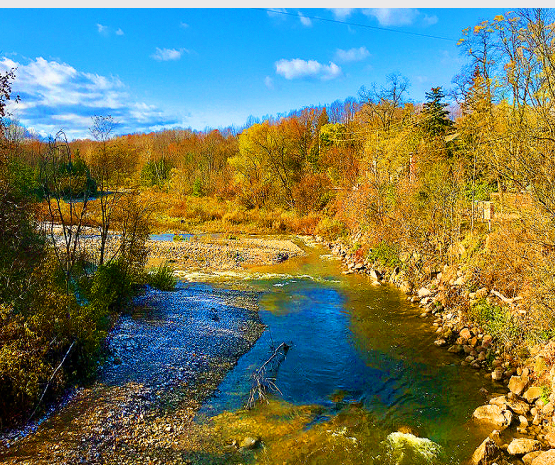
# THE MARKET IN DETAIL (cont'd)

Meaford enjoyed an extraordinary first quarter. As **Graph 3** shows, Meaford's record volume sales of **\$36,179,330** were up **110%** from Q1-2020's previous record of **\$17,190,277**. Additionally, March's volume of **\$19,834,100** was Meaford's fourth best month ever, following last July, August and October. On the units side, Q1's **43** sales were up **34%** from Q1-2020's **32**, but down **4%** from Q1-2017's benchmark **45**. That said, perhaps most notable is the fact that unit sales in the \$800K+ bracket - which accounted for **40%** of Meaford's total - were up **325%** from Q1-2020. Sale prices are up similarly. Q1's average sale price of **\$841,380** is up a big **184%**, **124%**, **125%**, **87%** and **57%** from 2016-2020 respectively.

Graph 3:  
**Meaford Monthly MLS® Sales**  
 2019 vs. 2020 vs. 2021 (Volume)



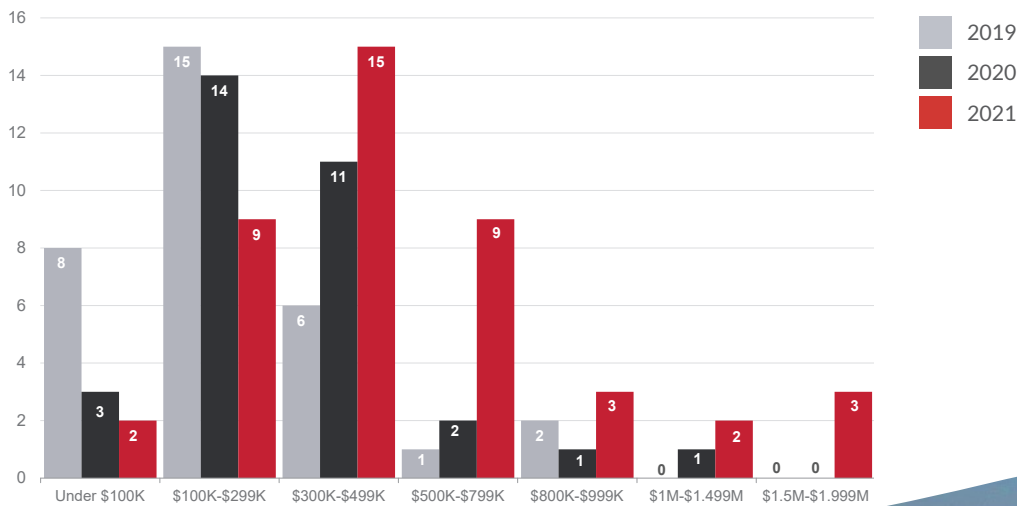
Graph 4:  
**Meaford Monthly MLS® Sales**  
 2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2021 unit sales are up from Q1-2020 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 **36%**, **350%**, **200%**, **100%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **33%** and **36%** respectively. More generally, the Under-\$500K bracket – which accounts for **26%** of 2021's sales – is down **73%** from a year ago. The \$500K- \$999K bracket – which accounts for **55%** of all sales – is up **85%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **300%**.

Graph 5:  
**Meaford MLS® Sales By Price**  
2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
Meaford MLS® Sales By Property Type  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES: \$34,196,588**  
UP 113% from Q1-2020

**UNIT SALES: 38**  
UP 31% from Q1-2020

**AV. DAYS-ON-MARKET: 20**  
DOWN 30 days from Q1-2020

**AV. SALE PRICE: \$899,921**  
UP 63% from Q1-2020

### CONDOS/TOWNS

**DOLLAR SALES: \$1,982,342**  
UP 73% from Q1-2020

**UNIT SALES: 5**  
UP 67% from Q1-2020

**AV. DAYS-ON-MARKET: 20**  
DOWN 11 days from Q1-2020

**AV. SALE PRICE: \$396,463**  
UP 4% from Q1-2020

### VACANT LAND

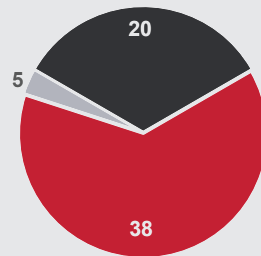
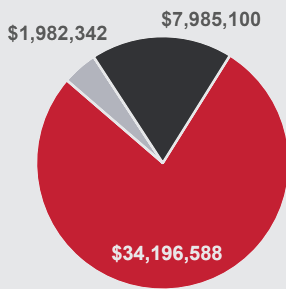
**DOLLAR SALES: \$7,985,100**  
UP 648% from Q1-2020

**UNIT SALES: 20**  
UP 186% from Q1-2020

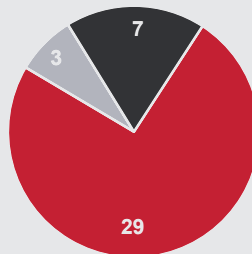
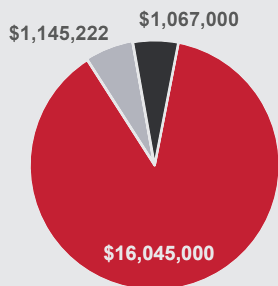
**AV. DAYS-ON-MARKET: 68**  
DOWN 27 days from Q1-2020

**AV. SALE PRICE: \$399,255**  
UP 162% from Q1-2020

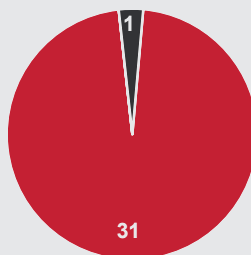
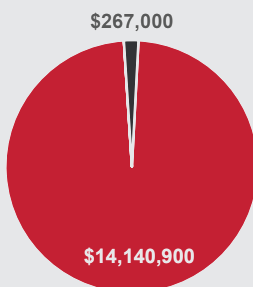
2021



2020



2019



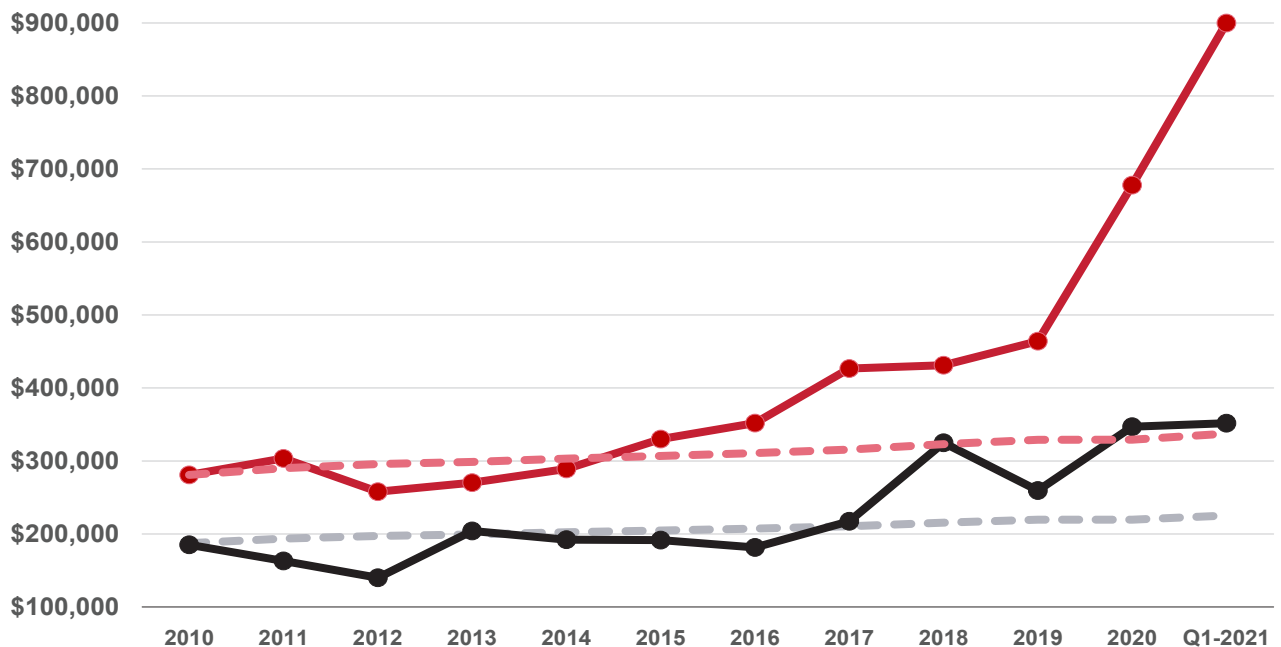
■ Single Family ■ Condo/Town ■ Vacant Land

# MEAFORD AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q1-2021 was **\$899,921**: that's up **33%, 94%, 109%, 111%** and **220%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2020's average condo price of **\$351,667** is up **1%, 36%, 9%, 62%** and **90%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **167%** above inflation by Q1-2020. Condo prices were generally under the inflation rate until 2016. They then climbed to **56%** above the inflation rate by Q1-2020.



- Single-Family Home Average Sale Price: 2010 > Q1-2021
- - - - - Canada's Inflation Rate Based On Meaford's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2021
- - - - - Canada's Inflation Rate Based On Meaford's 2010 Condominium 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

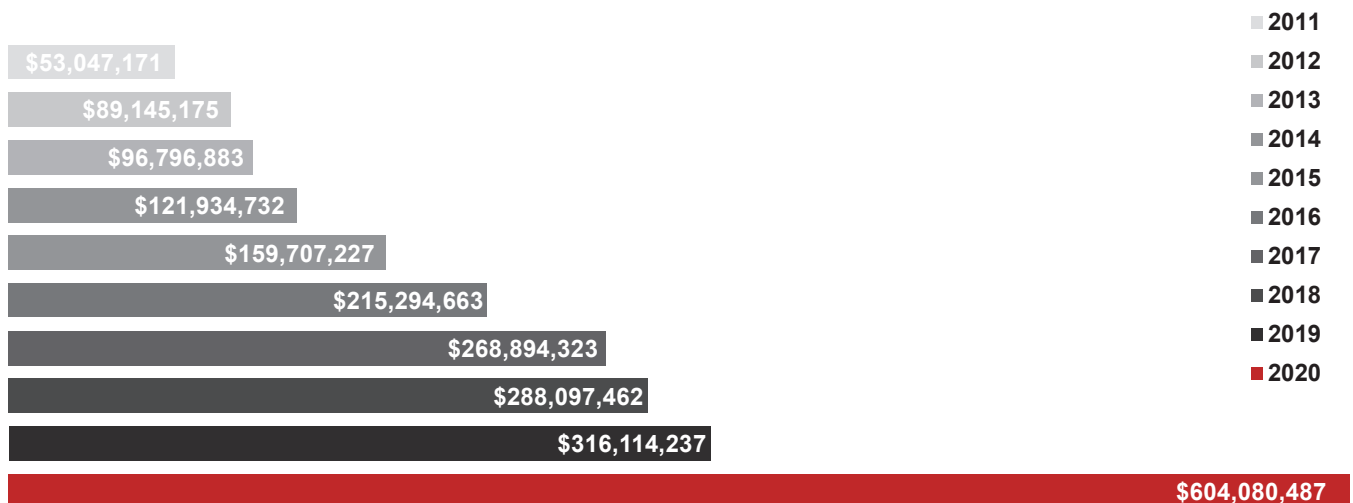


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



# 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 Overview\*

	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%	

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$825,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2020

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



**8**

Straight Years\*  
Of Record Sales!

Featured Listings

**27,690+**

People Reached<sup>‡</sup>

**4,333+**

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

**Q1** BY THE  
Numbers



LOCATIONS **NORTH**  
BROKERAGE

Region's Best  
Market Intelligence



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

Annual Sales Volume  
2020 Sales Up 91%  
from 2019



Almost  
**4 TIMES  
MORE**

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

**#1** in regional luxury  
home sales



**4+**  
times  
more

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

Socially Connected



**285,872+**  
Social Media Impressions

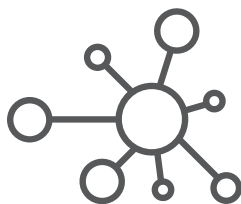
Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

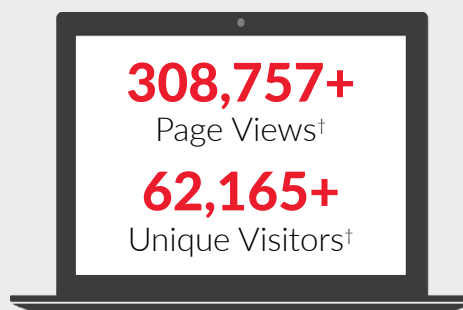
**600**

Buyer leads/month<sup>§</sup>

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



LocationsNorth.com



**\$36,720**

Giving back and working  
in our community

Raised for Local Charities  
in 2020

**WINBLAST \$22,500**

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



# PERSONAL PROFESSIONAL PROGRESSIVE

## REAL ESTATE SERVICE

At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at [www.locationsnorth.com](http://www.locationsnorth.com)



### COLLINGWOOD

705-445-5520  
330 First St.

### THORNURRY

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.