

WASAGA BEACH REAL ESTATE MARKET REPORT

FIRST QUARTER 2021

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



OVERVIEW

BIG RECORD VOLUME AND UNIT SALES, WITH AVERAGE SALE PRICE WAY UP



RECORD Q1 SALES VOLUME OF \$113,189,123

Up 124% from Q1-2020's \$50,589,931, with units of 162 up 62% from Q1-2020's 100. New listings of 193 down 16% from a year ago, with the sales/listings ratio of 84% up 41%.



RECORD MARCH SALES VOLUME OF \$66,880,058

Up 220% from March 2020's \$20,918,975. Units of 92 up 124% from last March's 41, with new listings of 109 down 2% and the sales/listings ratio of 84% up 47%.



RECORD Q1 AVERAGE SALE PRICE OF \$698,698

Up 38% from the \$505,889 of Q1-2020. Average days-on-market of 18 down 28 days.

OVERVIEW (cont'd)

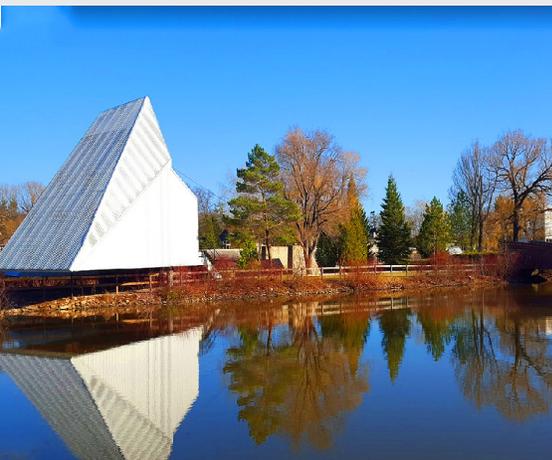
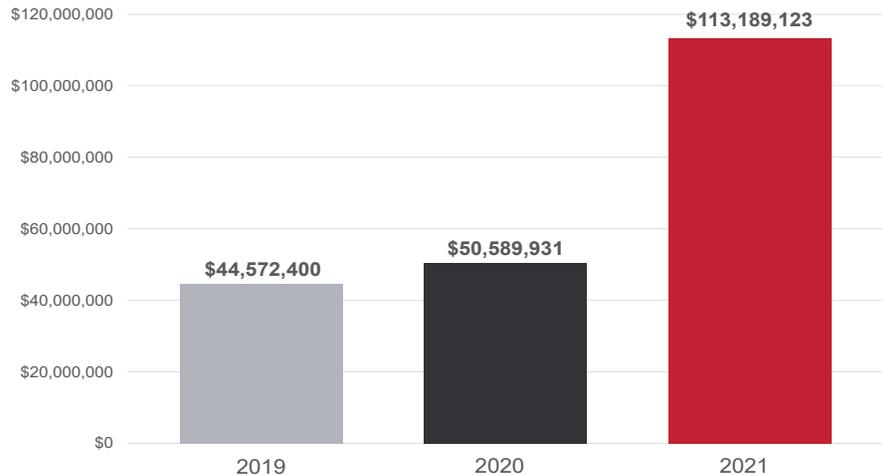


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

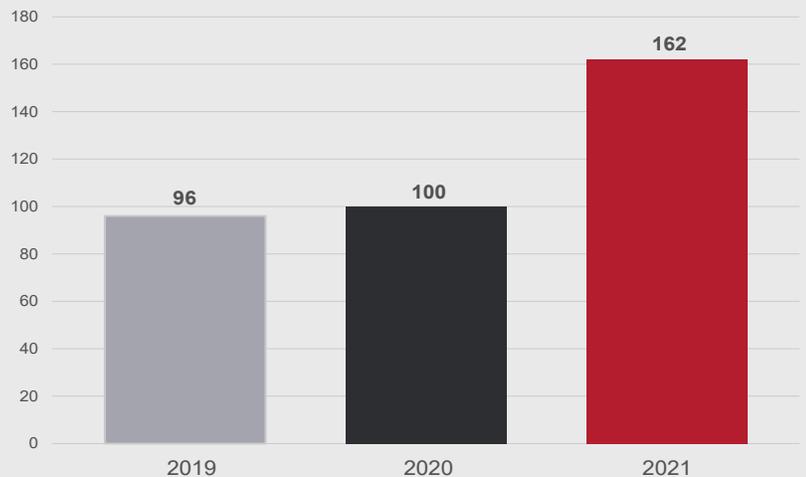
The Wasaga Beach market had a very high **105.6%** sale/list price ratio in March. Homes sold in just **12** days on average, down **30** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **84%** sales/listings ratio, adds up to a very strong **seller's market**.



Graph 1:
Wasaga Beach MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Wasaga Beach MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

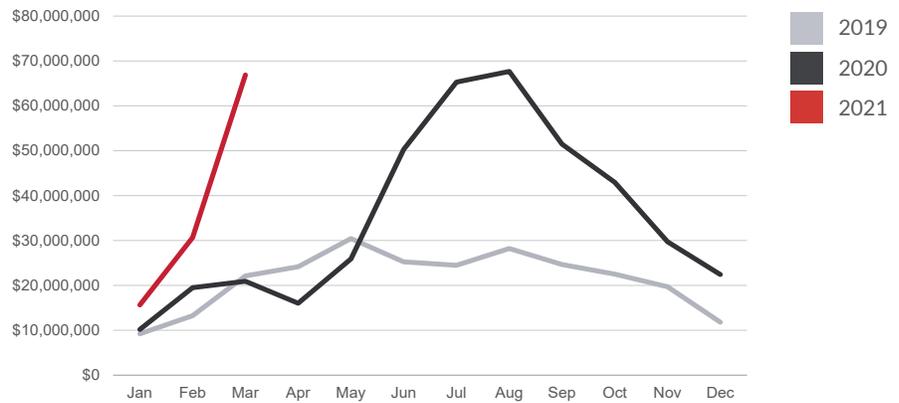
	2019	2020	2021	2020-2021
Volume Sales	\$44,572,400	\$50,589,931	\$113,189,123	+124%
Unit Sales	96	100	162	+62%
New Listings	227	230	193	-16%
Sales/Listings Ratio	42%	43%	84%	+41%
Expired Listings	33	41	5	-88%
Sales: Under \$300K	9	3	0	-300%
Sales: \$300K - \$499K	48	56	22	-61%
Sales: \$500K - \$799K	39	34	100	+194%
Sales: \$800K - \$999K	0	4	28	+600%
Sales: \$1M - \$1.499M	0	3	12	+300%
Average Days-On-Market	64	46	18	-61%
Average Sale Price	\$464,296	\$505,899	\$698,698	+38%

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.

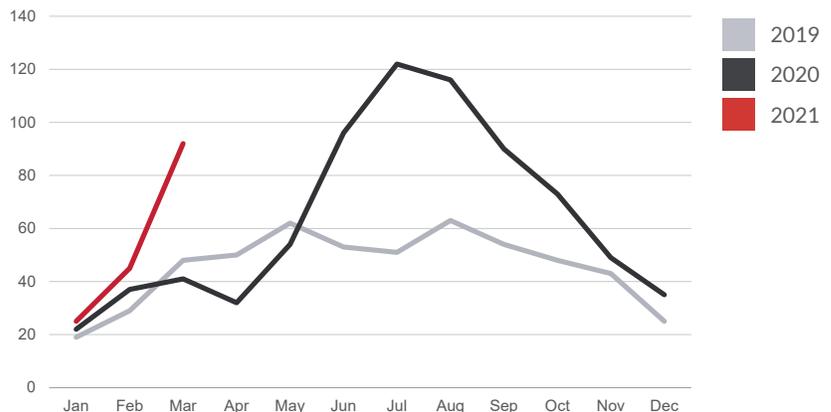
THE MARKET IN DETAIL (cont'd)

Just one look at **Graphs 3 and 4** makes it clear what kind of sales Wasaga has had this year. Overall, Q1 volume and unit sales were up **124%** and **62%** respectively from Q1-2020. On the volume side, January was up **46%** from 2017's former record; February was up **57%** from 2020's record; and March was not only up **103%** from 2017's record, but it was just **1% shy of last August's all-time monthly benchmark**. On the units side, Q1-2021's **162** sales were up **7%** from Q1-2016's previous record **152**. Perhaps most striking is the fact that the \$500K+ bracket, which made up **41%** of Q1-2020's sales, rose to **86%** of Q1-2021's sales; and it was up **241%** from a year ago. Prices have jumped accordingly: Q1's average sale price of **\$698,698** is up **114%, 74%, 68%, 50%** and **38%** from 2016-2020 respectively.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



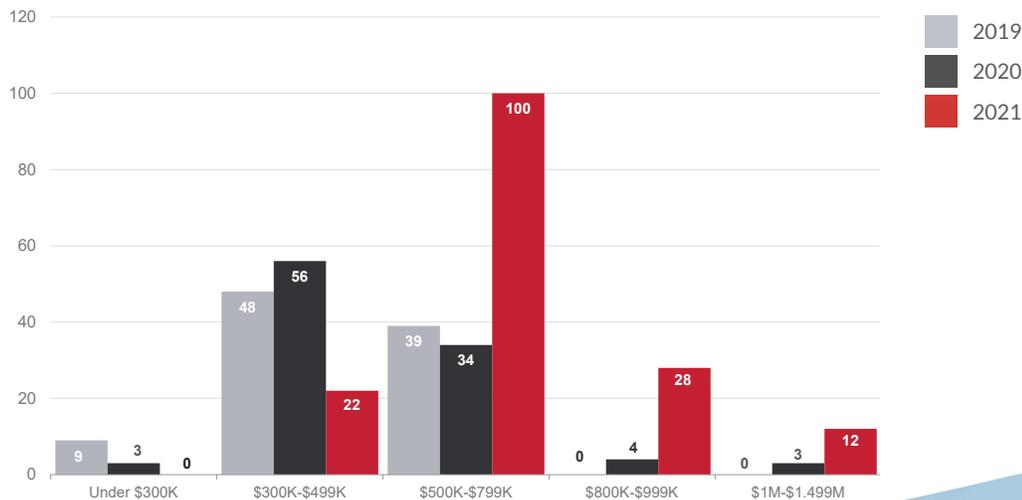
Graph 4:
Wasaga Beach Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2021 unit sales are up from Q1-2020 in three price ranges and down in two. The \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges are up **194%**, **600%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **300%** and **61%** respectively. More generally, the Under-\$500K bracket – which accounts for **14%** of 2021's sales – is down **63%** from a year ago. The \$500K- \$999K bracket – which accounts for **79%** of all sales – is up **237%**. And the \$1M+ bracket – which accounts for **7%** of all sales – is up **300%**.

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



SALES BY PROPERTY TYPE

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$100,035,773
UP 121% from Q1-2020

UNIT SALES: 139
UP 64% from Q1-2020

AV. DAYS-ON-MARKET: 16
DOWN 25 days from Q1-2020

AV. SALE PRICE: \$719,682
UP 35% from Q1-2020

CONDOS/TOWNS

DOLLAR SALES: \$13,153,350
UP 146% from Q1-2020

UNIT SALES: 23
UP 53% from Q1-2020

AV. DAYS-ON-MARKET: 31
DOWN 42 days from Q1-2020

AV. SALE PRICE: \$571,885
UP 60% from Q1-2020

VACANT LAND

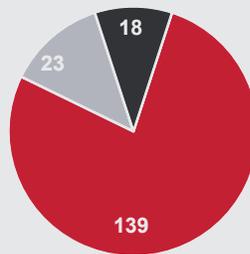
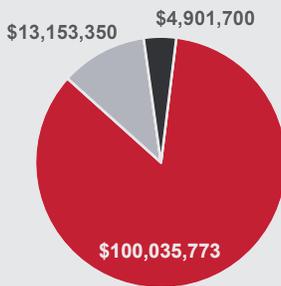
DOLLAR SALES: \$4,901,700
UP 292% from Q1-2020

UNIT SALES: 18
UP 125% from Q1-2020

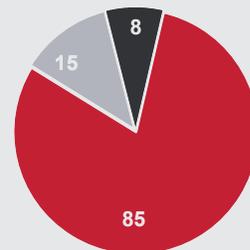
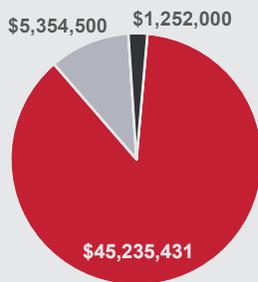
AV. DAYS-ON-MARKET: 25
DOWN 63 days from Q1-2020

AV. SALE PRICE: \$272,317
UP 74% from Q1-2020

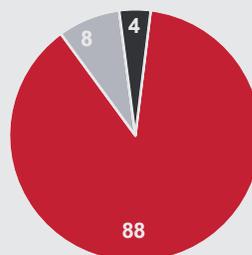
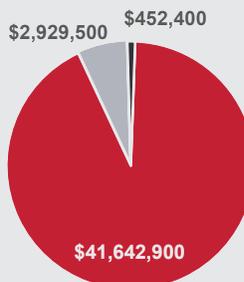
2021



2020



2019



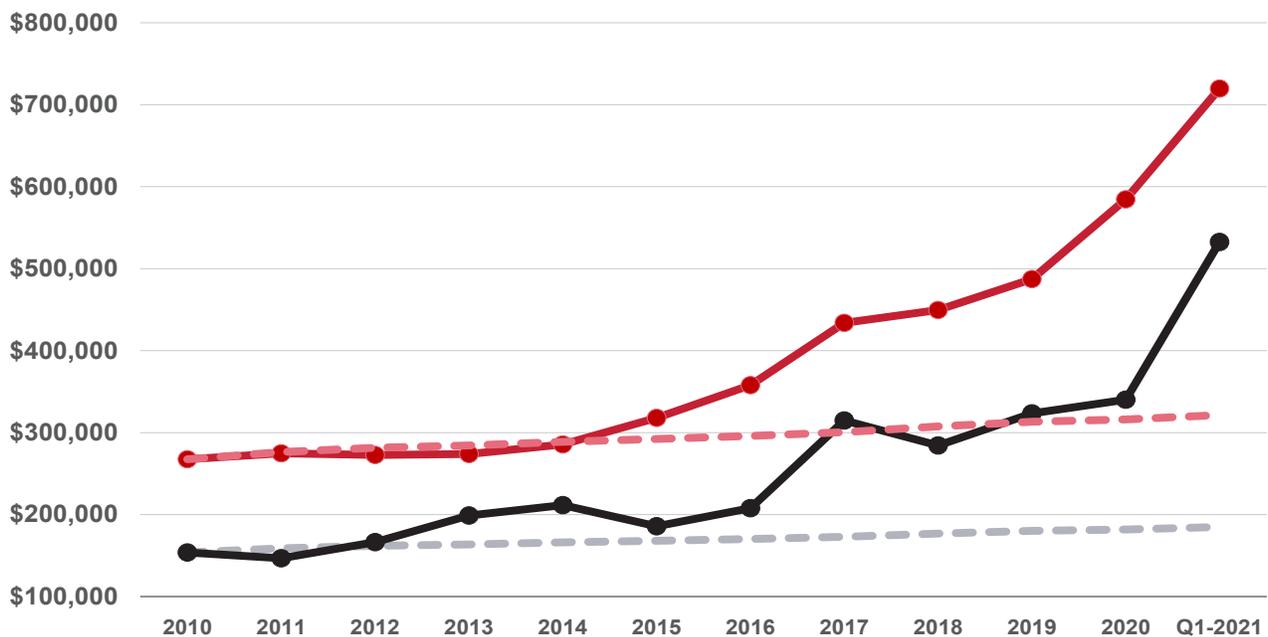
■ Single Family ■ Condo/Town ■ Vacant Land

WASAGA BEACH AVERAGE SALE PRICES: 2010-2021

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Wasaga Beach's average sale price for single-family homes in Q1-2021 was **\$719,682**: that's up **23%, 48%, 60%, 66%** and **169%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$532,575** is up **57%, 65%, 87%, 69%** and **246%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **124%** over inflation in Q1-2021. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **188%** over inflation in Q1-2021.



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

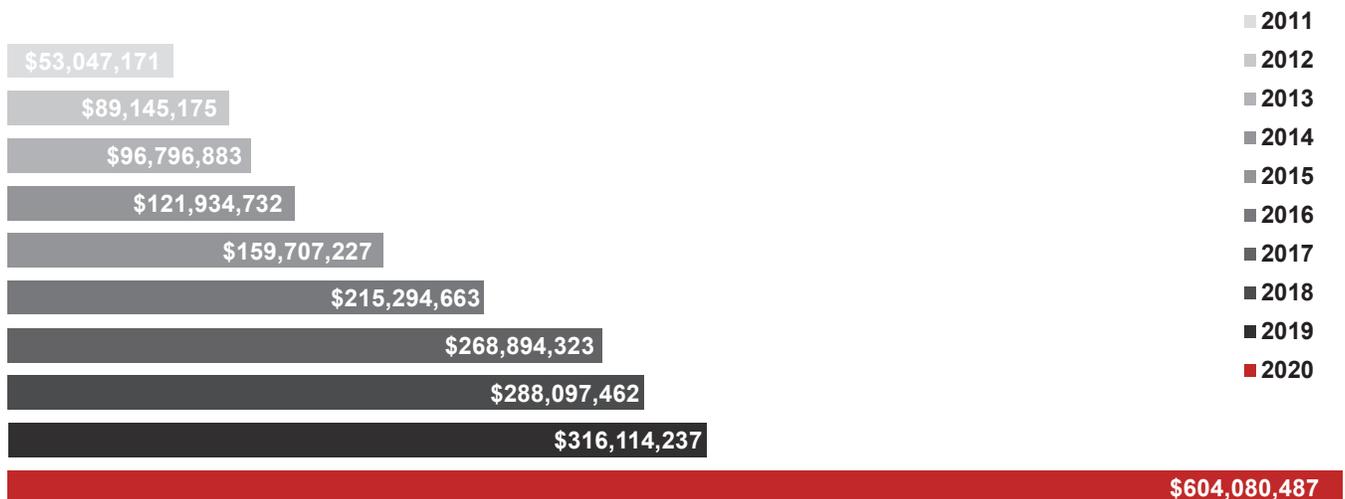


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



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†

4,333+

Clicks, Shares, Views, & Likes‡

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†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



285,872+

Social Media Impressions

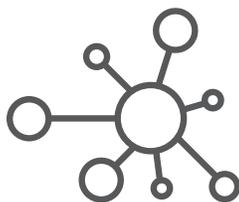
Clicks, Views, Shares,
Likes, Tweets‡

We average

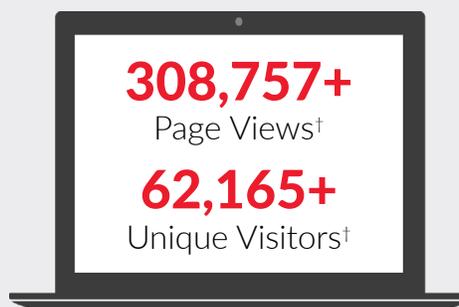
600

Buyer leads/month§

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



LocationsNorth.com



308,757+

Page Views†

62,165+

Unique Visitors†



\$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



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REAL ESTATE SERVICE

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27 Arthur St.

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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.