

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## MAY 2021

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





# OVERVIEW

## THE RECORD SALES CONTINUE, WITH AVERAGE PRICES WAY UP AND DAYS-ON-MARKET DOWN



### RECORD YEAR-TO-DATE SALES VOLUME OF \$1,030,616,498

Up **182%** from 2020's \$365,339,491, with units of **1213** up **95%** from 2020's **621**. New listings of **1639** up **26%** from one year ago, with the sales/listings ratio of **74%** up **26%**.



### RECORD MAY SALES VOLUME OF \$238,250,704

Up **174%** from last May's \$87,080,655. Record May units of **269** up **82%** from last year's **148**. New listings of **407** up **30%** from a year ago, with the sales/listing ratio of **66%** up **19%**.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$849,643

Up **44%** from the \$588,308 of one year ago. Average days-on-market of **19** down **34** days.



# OVERVIEW (cont'd)

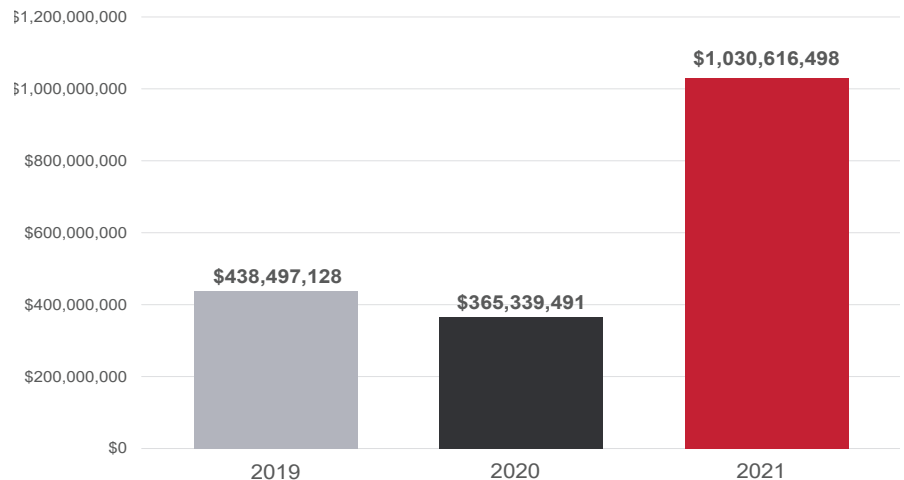


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

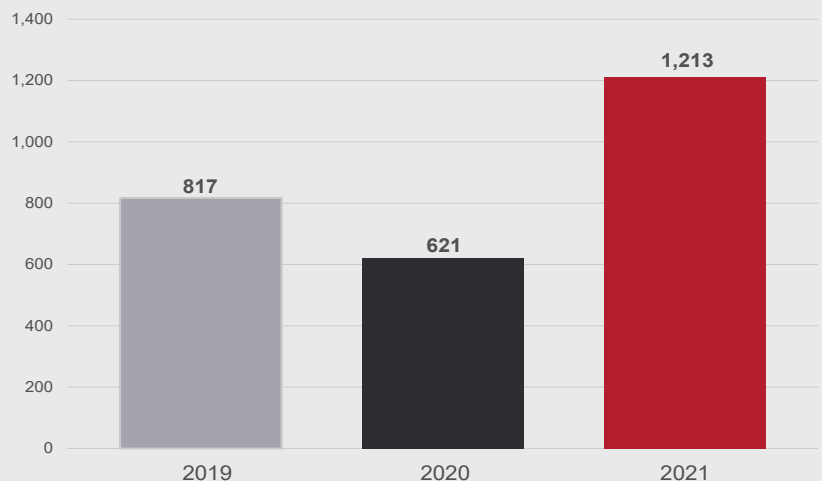
The Southern Georgian Bay market had a high **103.5%** sale/list price ratio in May. Homes sold in just **17** days on average, down **36** days from a year ago, with just **7** expired listings. As well, there is now just **one month** of inventory. All that, and April's **66%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:  
Southern Georgian Bay MLS® Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
Southern Georgian Bay MLS® Sales  
2019 vs. 2020 vs. 2021 (Units)





# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2019 vs. 2020 vs. 2021

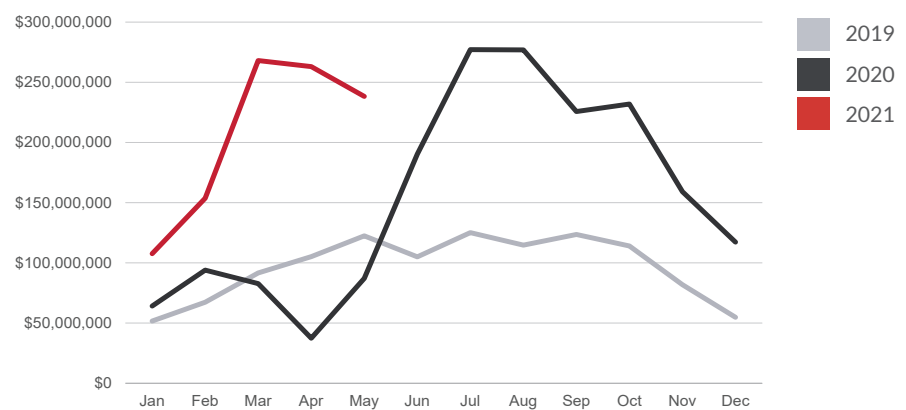
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$438,497,128	\$365,339,491	\$1,030,616,498	<b>+182%</b>
YTD Unit Sales	817	621	1213	<b>+95%</b>
YTD New Listings	1590	1299	1639	<b>+26%</b>
YTD Sales/Listings Ratio	51%	48%	74%	<b>+26%</b>
YTD Expired Listings	180	241	43	<b>-82%</b>
May Volume Sales	\$122,417,707	\$87,080,655	\$238,250,704	<b>+174%</b>
May Unit Sales	234	148	269	<b>+82%</b>
May New Listings	454	314	407	<b>+30%</b>
May Sales/Listings Ratio	52%	47%	66%	<b>+19%</b>
May Expired Listings	44	54	7	<b>-87%</b>
May Average Sale Price	\$523,153	\$588,383	\$885,690	<b>+51%</b>
YTD Sales: Under \$300K	87	51	20	<b>-61%</b>
YTD Sales: \$300K - \$499K	374	254	173	<b>-32%</b>
YTD Sales: \$500K - \$799K	268	220	541	<b>+146%</b>
YTD Sales: \$800K - \$999K	46	48	211	<b>+340%</b>
YTD Sales: \$1M - \$1.499M	26	28	172	<b>+514%</b>
YTD Sales: \$1.5M - \$1.999M	11	15	56	<b>+273%</b>
YTD Sales: \$2M+	5	5	40	<b>+700%</b>
YTD Average Days-On-Market	54	53	19	<b>-64%</b>
YTD Average Sale Price	\$536,716	\$588,308	\$849,643	<b>+44%</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 June 2, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

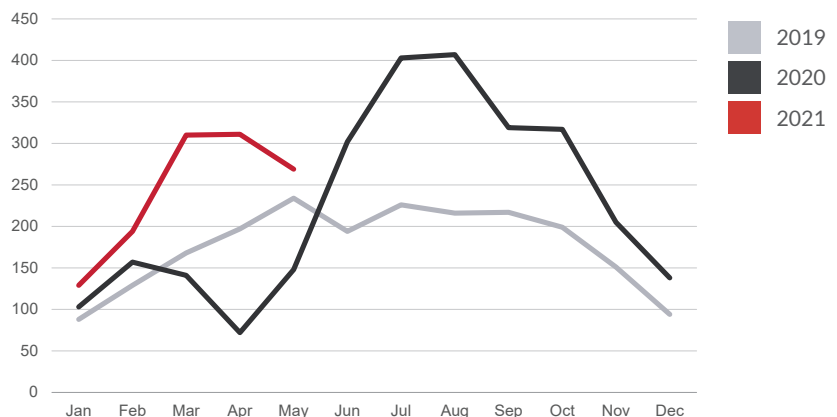
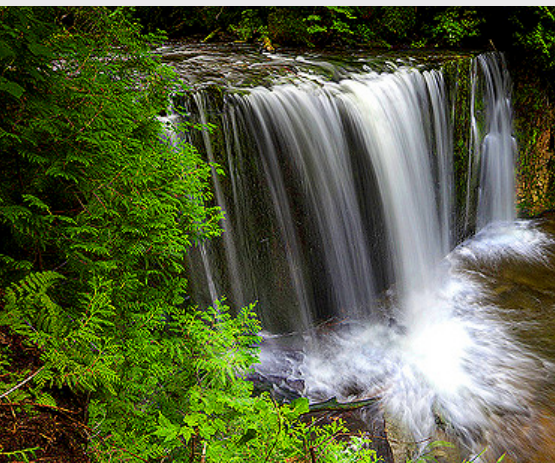
# THE MARKET IN DETAIL (cont'd)

The Southern Georgian Bay market just keeps powering on. While, as **Graph 3** shows, May's volume of **\$238,250,704** was down **11%** from March, it was the region's fifth best month ever and twelfth straight record. 2021's year-to-date volume of **\$1,030,616,498** was not only up **182%** from last year, it was up **93%** from 2017's prior high. On the units side, **Graph 4** shows a similar but less pronounced pattern. 2021's year-to-date sales of **1213** were up **95%** from last year and up **11%** from 2017's former benchmark **1091**. Perhaps most notable was the region's **479** sales in the \$800K+ bracket, up **399%** from 2020's former record **96**. Not surprisingly, the Southern Georgian Bay's year-to-date average sale price is doing well. It's up **125%, 73%, 73%, 58%** and **44%** from 2016-2020 respectively.

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



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



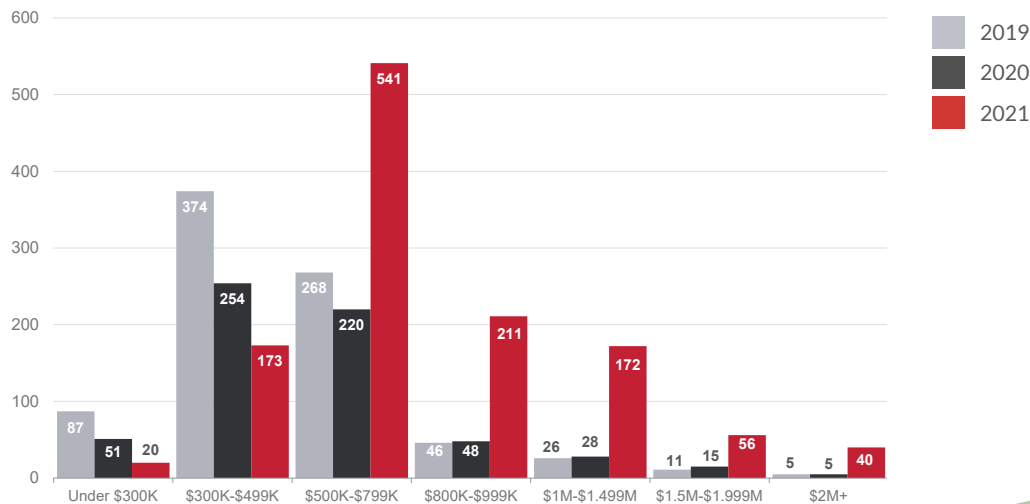
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are 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 are up **146%**, **340%**, **514%**, **273%** and **700%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **61%** and **32%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **37%** from a year ago. The \$500K- \$999K bracket – which accounts for **62%** of all sales – is up **181%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **458%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$819,068,020  
UP 177% from 2020

**UNIT SALES:** 867  
UP 89% from 2020

**AV. DAYS-ON-MARKET:** 18  
DOWN 36 days from 2020

**AV. SALE PRICE:** \$944,715  
UP 47% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$211,548,478  
UP 204% from 2020

**UNIT SALES:** 346  
UP 114% from 2020

**AV. DAYS-ON-MARKET:** 23  
DOWN 24 days from 2020

**AV. SALE PRICE:** \$611,412  
UP 42% from 2020

### VACANT LAND

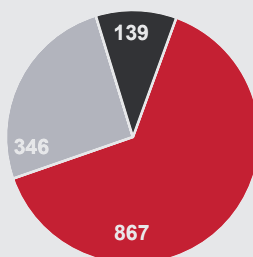
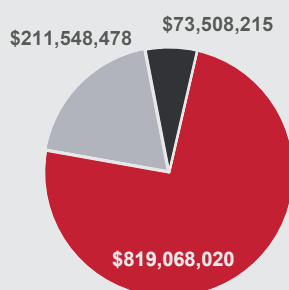
**DOLLAR SALES:** \$73,508,215  
UP 479% from 2020

**UNIT SALES:** 139  
UP 144% from 2020

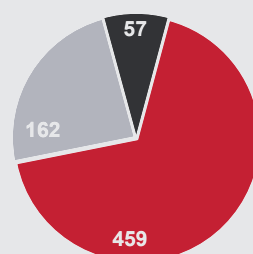
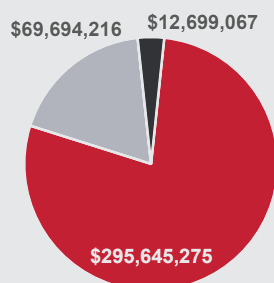
**AV. DAYS-ON-MARKET:** 86  
EQUAL to 2020

**AV. SALE PRICE:** \$528,836  
UP 137% from 2020

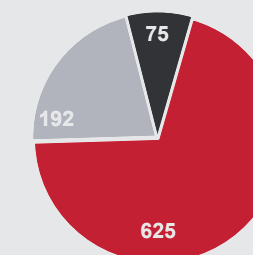
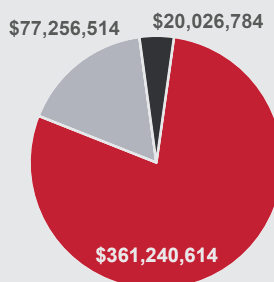
2021



2020



2019



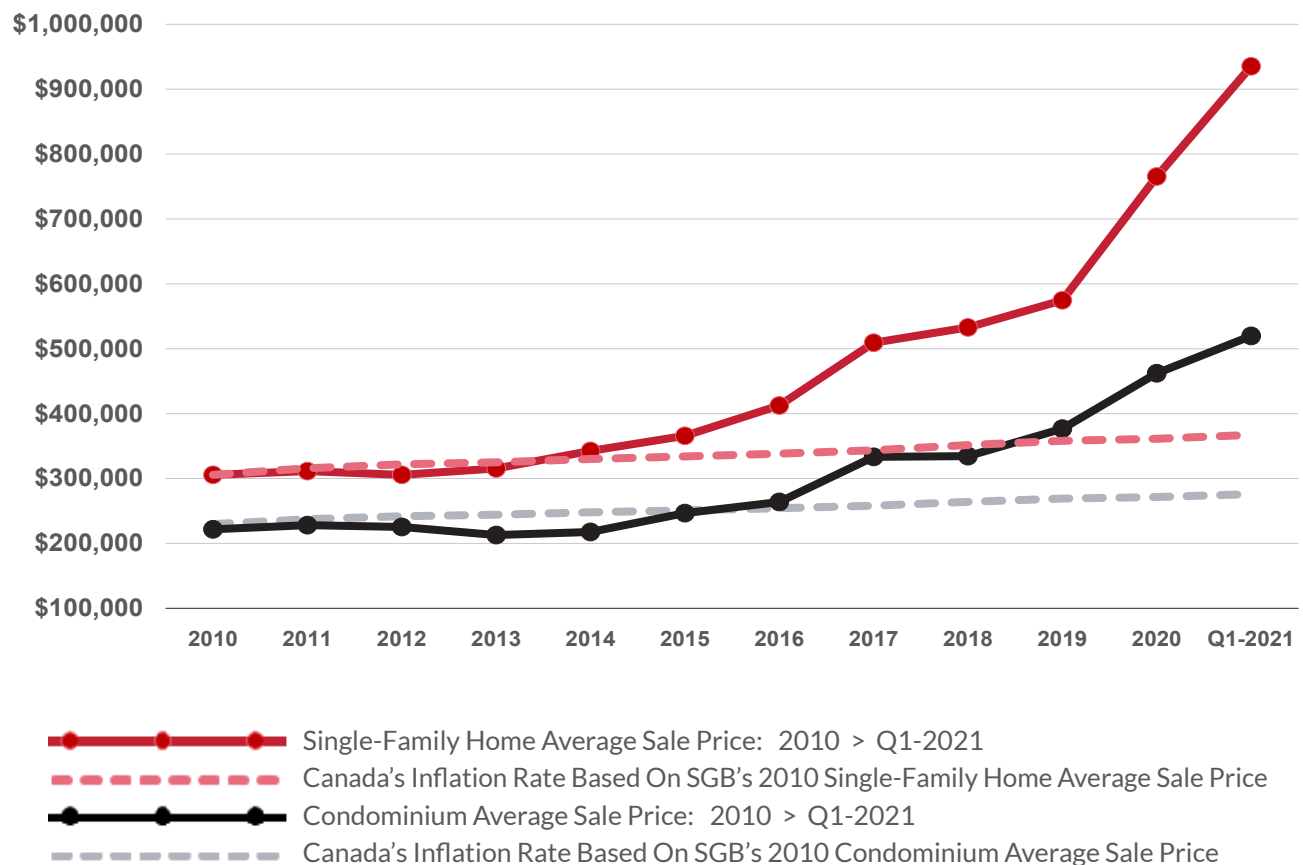
■ Single Family ■ Condos/Towns ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2021 was **\$935,242**: that's up **39%, 60%, 77%, 78%** and **205%** from Q1 of 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$576,006** was up **38% 73%, 101%, 106%** and **140%** from Q1 of 2020, 2019, 2018, 2017 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 **155%** above inflation in Q1-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **88%** above inflation in Q1-2021.





# 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

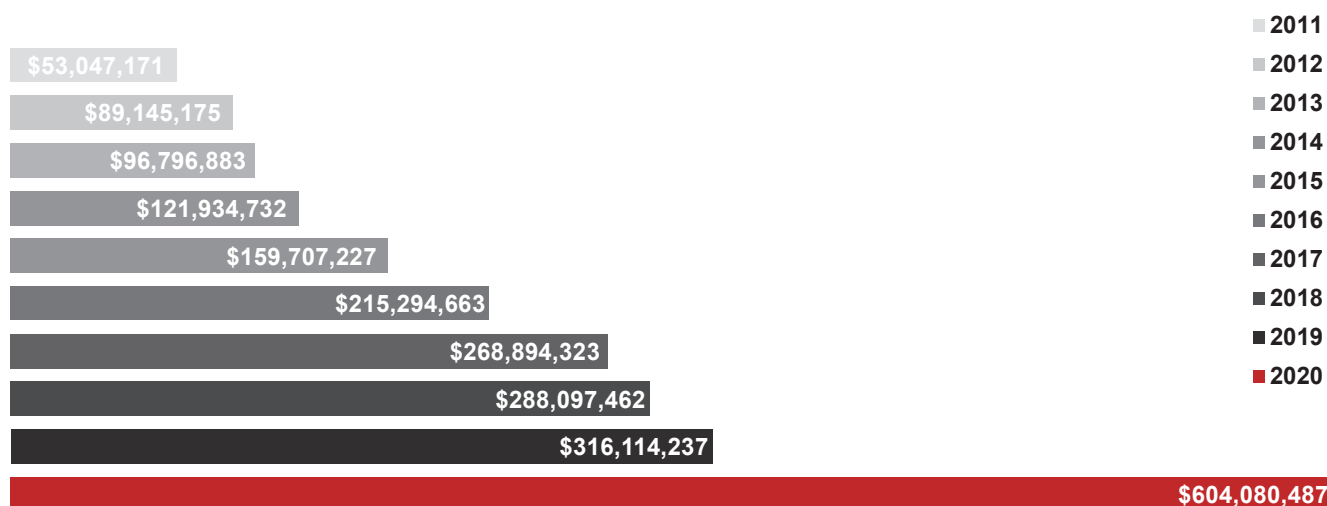


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	<div></div>
RE/MAX Four Seasons	79.5	12.6%	<div></div>
Century 21 Millenium	70	11.1%	<div></div>
Chestnut Park	55	8.7%	<div></div>
Clairwood	45	7.1%	<div></div>
RE/MAX of Wasaga Beach	23	3.6%	<div></div>
Engel & Volkers	18	2.9%	<div></div>
Forest Hill	13.5	2.1%	<div></div>
Sotheby's	7	1.1%	<div></div>
Other	50	8%	<div></div>

## The Blue Mountains

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

## Meaford

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

## Clearview

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

## Southern Georgian Bay (West)\*

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

## Southern Georgian Bay Luxury Homes\*\*

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

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**

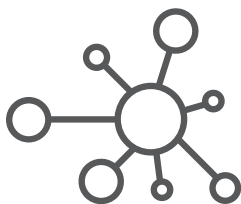
Clicks, Views, Shares,  
Likes, Tweets‡

We average

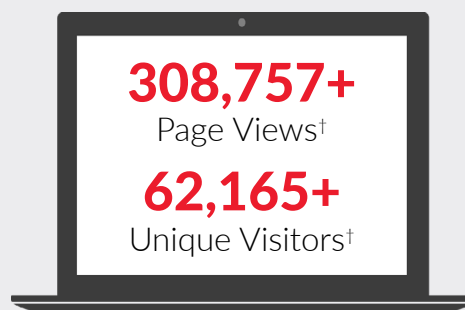
**600**

**Buyer leads/month§**

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



**LocationsNorth.com**



**\$36,720**

Giving back and working  
in our community

**Raised for Local Charities  
in 2020**



**\$22,500**

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

†By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2021 to March 31st, 2021). ‡Based on social media channels (January 1st, 2021 to March 31st, 2021). §Based on March 2021 lead volume

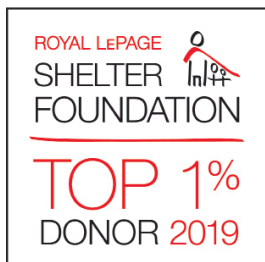




LOCATIONS **NORTH**  
BROKERAGE

# 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.

### 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.

