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MEAFORD REAL ESTATE MARKET REPORT

SECOND QUARTER 2021

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



OVERVIEW

BIG RECORD VOLUME SALES AND AVERAGE SALE PRICES



RECORD YEAR-TO-DATE SALES VOLUME OF \$102,398,327

Up 146% from 2020's \$41,579,220, with units of 124 up 77% from last year's 70. New listings of 178 up 23%, with the sales/listings ratio of 70% up 22%.



RECORD Q2 SALES VOLUME OF \$66,218,997

Up 172% from Q2-2020's \$24,388,943. Units of 81 up 113% from last year's 38, with new listings of 123 up 41% and the sales/listings ratio of 66% up 22%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$825,793

Up 39% from the \$593,989 of 2020. Average days-on-market of 24 down 29 days.

OVERVIEW (cont'd)

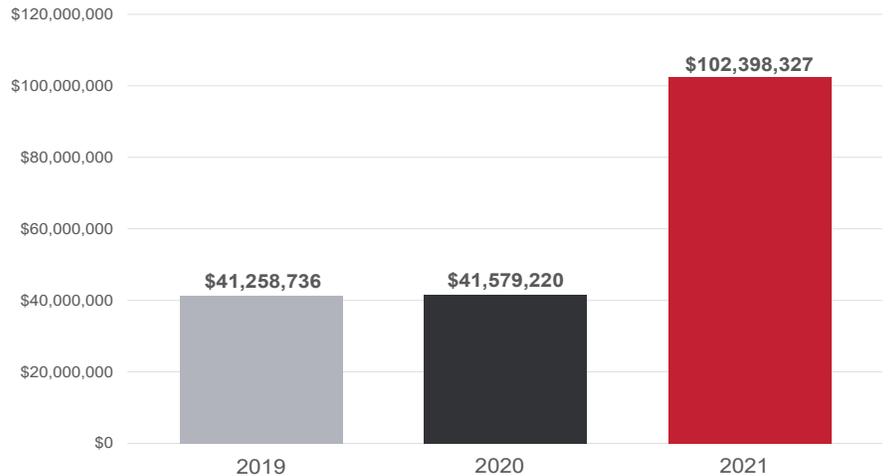


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

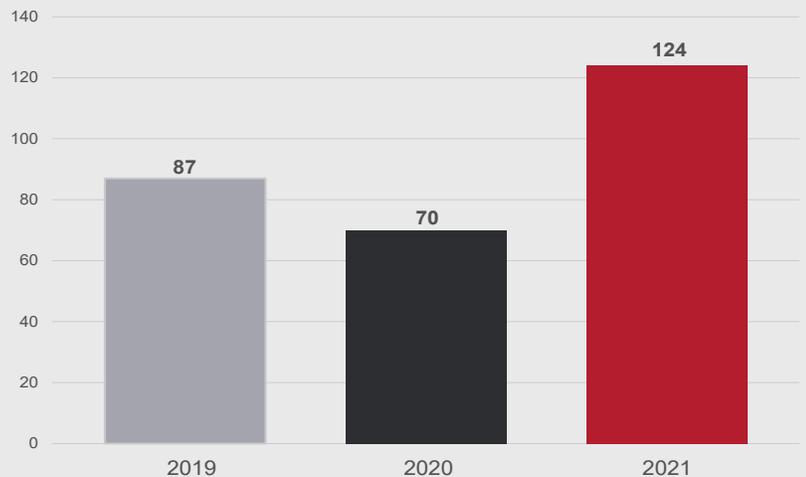
The Meaford market had a **99.7%** sale/list price ratio in June. Homes sold in just **20** days on average, down **33** days from one year ago, and there is now **two months of inventory**. All that, together with June's **58%** sales/listings ratio, adds up to a **seller's market**.



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

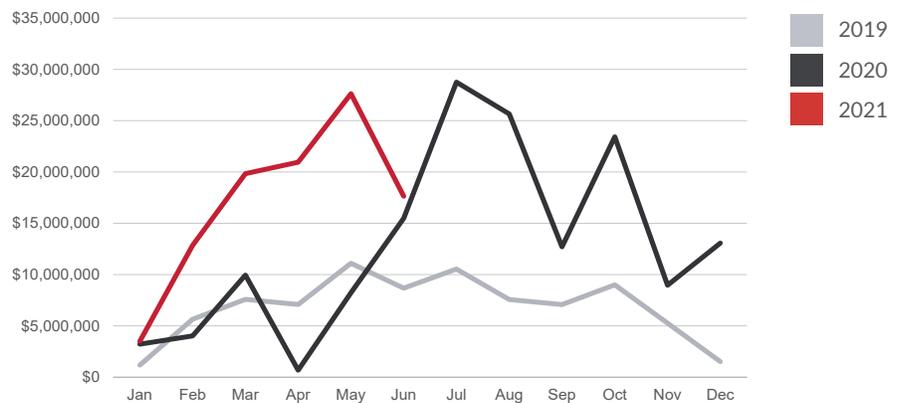
| | 2019 | 2020 | 2021 | 2020-2021 |
|----------------------------------|--------------|--------------|---------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$41,258,736 | \$41,579,220 | \$102,398,327 | +146% |
| YTD Unit Sales | 87 | 70 | 124 | +77% |
| YTD New Listings | 168 | 145 | 178 | +23% |
| YTD Sales/Listings Ratio | 52% | 48% | 70% | +22% |
| YTD Expired Listings | 9 | 12 | 2 | -83% |
| Second Quarter (Q2) Volume Sales | \$26,850,836 | \$24,388,943 | \$66,218,997 | +172% |
| Q2 Unit Sales | 55 | 38 | 81 | +113% |
| Q2 New Listings | 120 | 87 | 123 | +41% |
| Q2 Sales/Listings Ratio | 46% | 44% | 66% | +22% |
| Q2 Expired Listings | 5 | 3 | 1 | -67% |
| Q2 Average Sale Price | \$488,197 | \$641,814 | \$817,518 | +27% |
| YTD Sales: Under \$300K | 11 | 7 | 3 | -57% |
| YTD Sales: \$300K - \$499K | 51 | 27 | 25 | -7% |
| YTD Sales: \$500K - \$799K | 18 | 22 | 54 | +145% |
| YTD Sales: \$800K - \$999K | 3 | 6 | 19 | +217% |
| YTD Sales: \$1M - \$1.499M | 4 | 7 | 11 | +57% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 1 | 5 | +400% |
| YTD Sales: \$2M+ | 0 | 0 | 7 | +700% |
| YTD Average Days-On-Market | 49 | 53 | 24 | -55% |
| YTD Average Sale Price | \$474,238 | \$593,989 | \$825,793 | +39% |

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 July. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

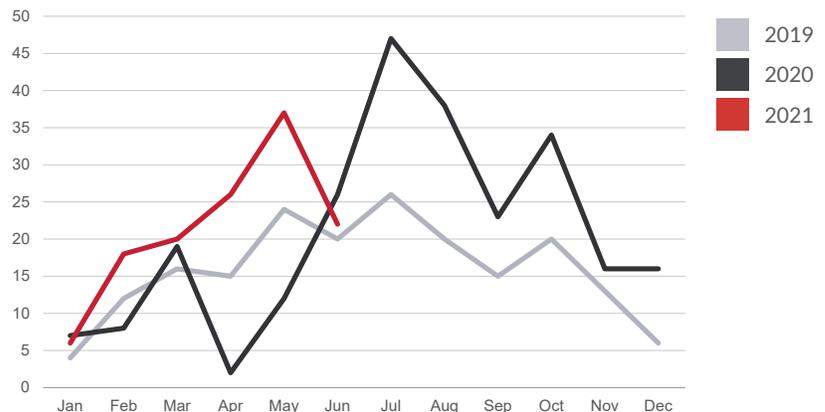
THE MARKET IN DETAIL (cont'd)

Despite signs of a gradually cooling regional market, Meaford saw big record Q2 sales as **Graphs 3 and 4** show. On the volume side, Q2 enjoyed three record months, with its **\$66,218,977** in sales up **99%** from Q2-2017's previous high. On the units side, Q2 had two monthly records, with its **81** sales equaling Q2-2017's benchmark. That said, signs which indicate a slowing market include June's **36%** drop in volume and **40%** drop in units from May. Additionally, June's sales/listings ratio of **57%** was down **43%** from February's 2021 high, and its sale/list price ratio was down **3.4%** from April. Nonetheless, Meaford's year-to-date, average sale price is doing *extraordinarily well*. At **\$825,793** it's up **161%, 107%, 105%, 74%** and **39%** from 2016-2020 respectively.

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



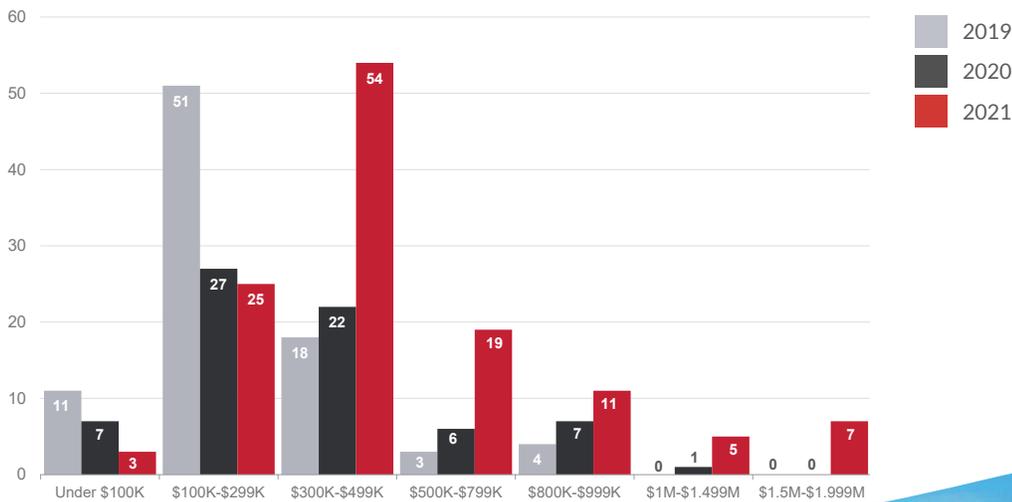
Graph 4:
Meaford Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 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 **145%**, **217%**, **57%**, **400%** and **700%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **57%** and **7%** respectively. More generally, the Under-\$500K bracket – which accounts for **23%** of 2021's sales – is down **18%** from a year ago. The \$500K-\$999K bracket – which accounts for **58%** of all sales – is up **160%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **188%**.

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: \$97,959,985
UP 147% from 2020

UNIT SALES: 114
UP 75% from 2020

AV. DAYS-ON-MARKET: 22
DOWN 33 days from 2020

AV. SALE PRICE: \$859,298
UP 41% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$4,438,342
UP 128% from 2020

UNIT SALES: 10
UP 100% from 2020

AV. DAYS-ON-MARKET: 47
UP 14 days from 2020

AV. SALE PRICE: \$443,834
UP 14% from 2020

VACANT LAND

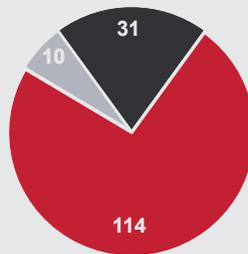
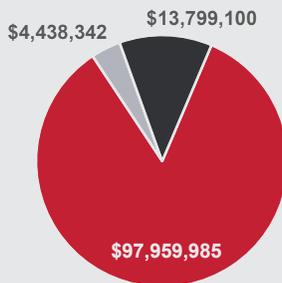
DOLLAR SALES: \$13,799,100
UP 328% from 2020

UNIT SALES: 31
UP 107% from 2020

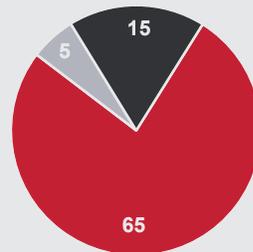
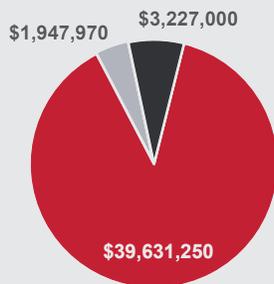
AV. DAYS-ON-MARKET: 72
DOWN 86 days from 2020

AV. SALE PRICE: \$445,132
UP 107% from 2020

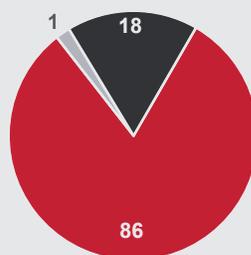
2021



2020



2019



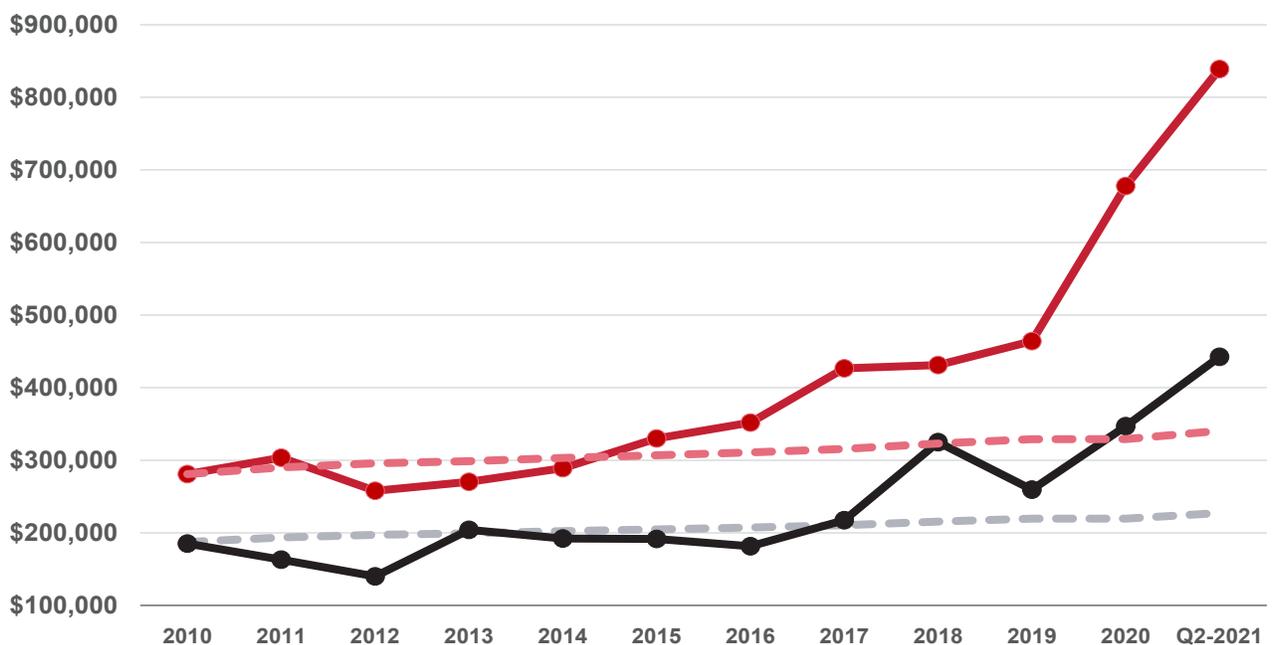
■ Single Family ■ Condo/Town ■ Vacant Land

MEAFORD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q2-2021 was **\$838,987**: that's up **24%, 81%, 95%, 97%** and **199%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$442,500** is up **28%, 71%, 37%, 104%** and **139%** 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 **146%** above inflation by Q2-2021. Condo prices were generally under the inflation rate until 2016. They then climbed to **95%** above the inflation rate by Q2-2021.



- Single-Family Home Average Sale Price: 2010 > Q2-2021
- - - - - Canada's Inflation Rate Based On Meaford's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q2-2021
- - - - - 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

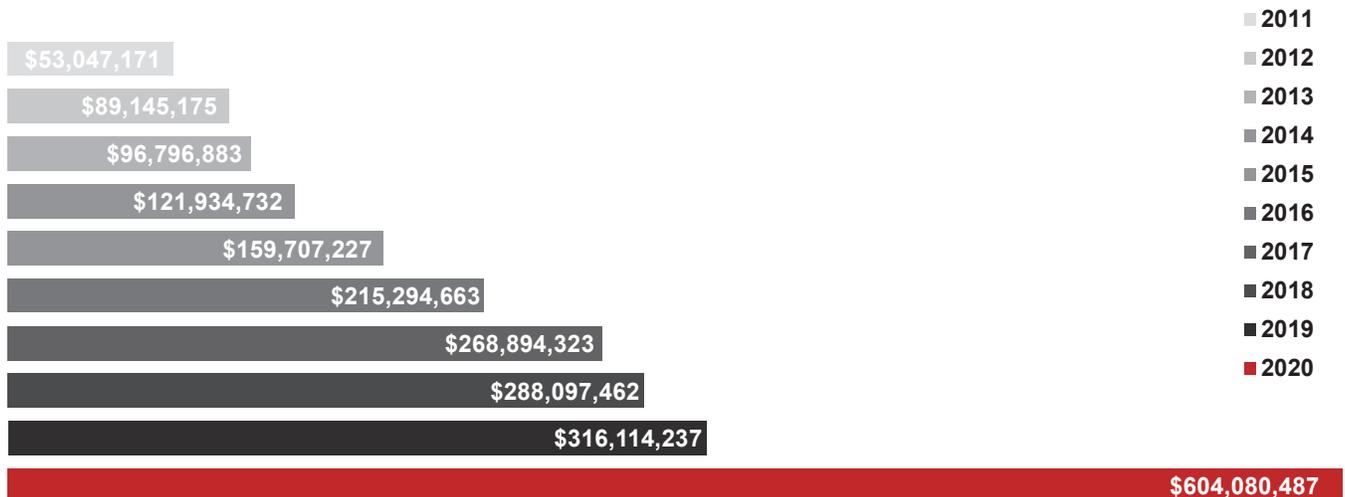


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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

59,379+

People Reached†

9,393+

Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

**Region's Best
Market Intelligence**



56

Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019



**4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



435,118+

Social Media Impressions

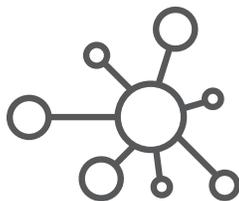
Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month^s

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



LocationsNorth.com

642,996+

Page Views†

126,688+

Unique Visitors†



\$36,720

Giving back and working
in our community

**Raised for Local Charities
in 2020**

WINTER BLAST \$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



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.