

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JULY 2021

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

OVERVIEW

SALES SLOWING BUT STILL RELATIVELY STRONG, WITH AVERAGE SALE PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,423,254,575

Up **71%** from 2020's \$833,055,805, with units of **1683** up **27%** from 2020's **1327**. New listings of **2283** up **6%** from one year ago, with the sales/listings ratio of **74%** up **12%**.



JULY SALES VOLUME OF \$173,968,802

Down **37%** from last July's \$277,084,737. Units of **202** down **50%** from last year's **403**. New listings of **273** down **32%** from a year ago, with the sales/listing ratio of **74%** down **26%**.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$845,665

Up **35%** from the \$627,774 of one year ago. Average days-on-market of **19** down **32** days.



OVERVIEW (cont'd)

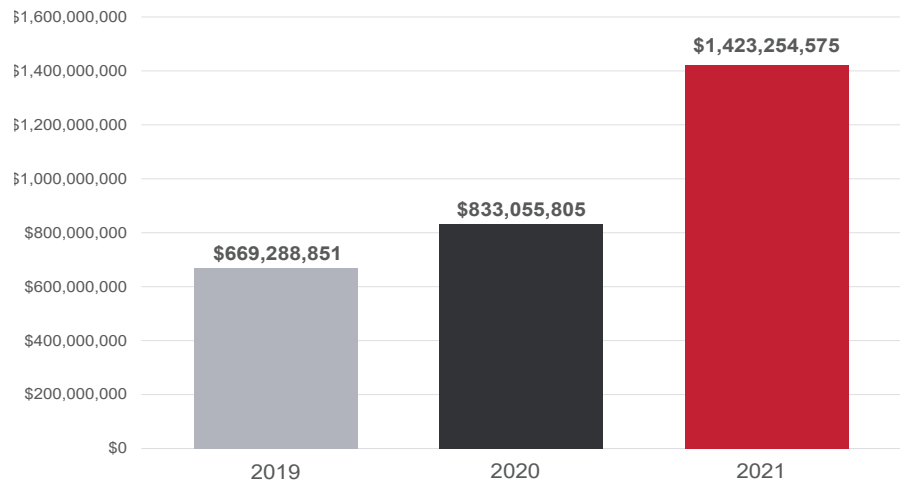


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

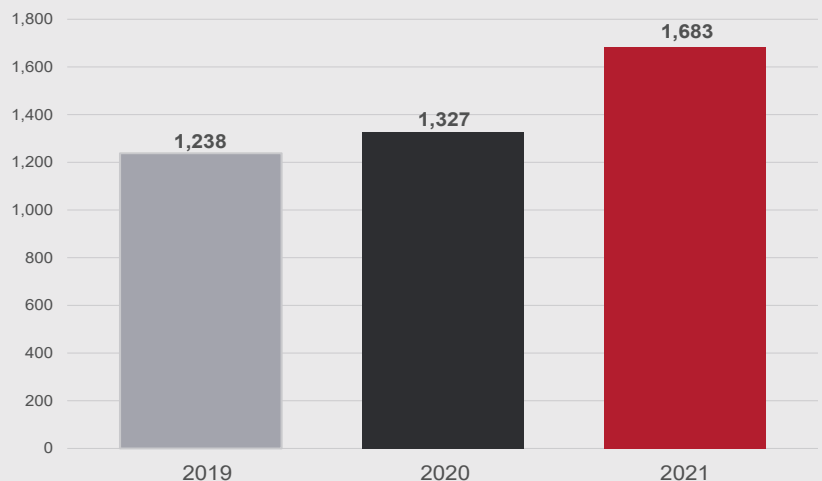
The Southern Georgian Bay market had a high **100.9%** sale/list price ratio in July. Homes sold in **22** days on average, down **22** days from a year ago, and there is now **two months** of inventory. All that, together with July's **74%** sales/listings ratio, adds up to a **sellers' market**.



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

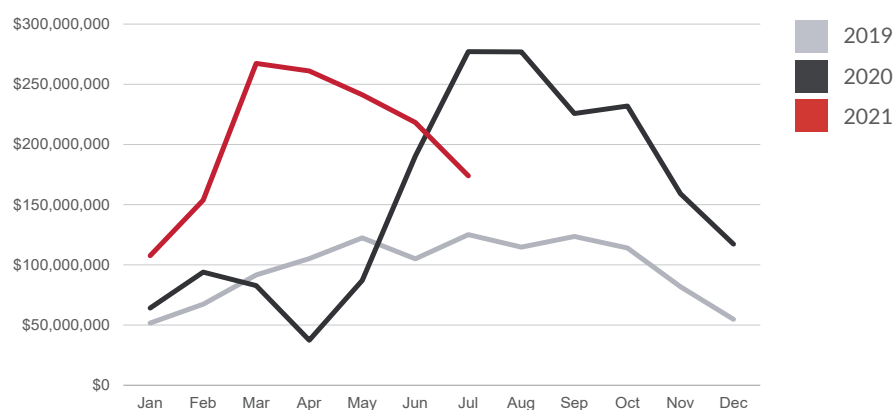
| | 2019 | 2020 | 2021 | 2020-2021 |
|---------------------------------|---------------|---------------|-----------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$669,288,851 | \$833,055,805 | \$1,423,254,575 | +71% |
| YTD Unit Sales | 1238 | 1327 | 1683 | +27% |
| YTD New Listings | 2372 | 2144 | 2283 | +6% |
| YTD Sales/Listings Ratio | 52% | 62% | 74% | +12% |
| YTD Expired Listings | 304 | 326 | 90 | -72% |
| July Volume Sales | \$125,808,488 | \$277,084,737 | \$173,968,802 | -37% |
| July Unit Sales | 227 | 403 | 202 | -50% |
| July New Listings | 361 | 404 | 273 | -32% |
| July Sales/Listings Ratio | 63% | 100% | 74% | -26% |
| July Expired Listings | 68 | 35 | 22 | -37% |
| July Average Sale Price | \$554,222 | \$687,555 | \$861,232 | +25% |
| YTD Sales: Under \$300K | 136 | 88 | 26 | -70% |
| YTD Sales: \$300K - \$499K | 573 | 490 | 250 | -49% |
| YTD Sales: \$500K - \$799K | 390 | 512 | 742 | +45% |
| YTD Sales: \$800K - \$999K | 64 | 100 | 301 | +201% |
| YTD Sales: \$1M - \$1.499M | 50 | 82 | 232 | +183% |
| YTD Sales: \$1.5M - \$1.999M | 18 | 37 | 79 | +114% |
| YTD Sales: \$2M+ | 7 | 18 | 53 | +194% |
| YTD Average Days-On-Market | 52 | 51 | 19 | -63% |
| YTD Average Sale Price | \$540,621 | \$627,774 | \$845,665 | +35% |

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

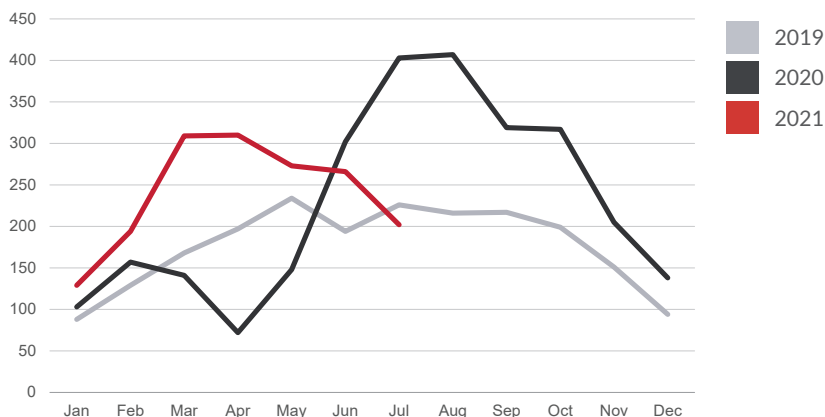
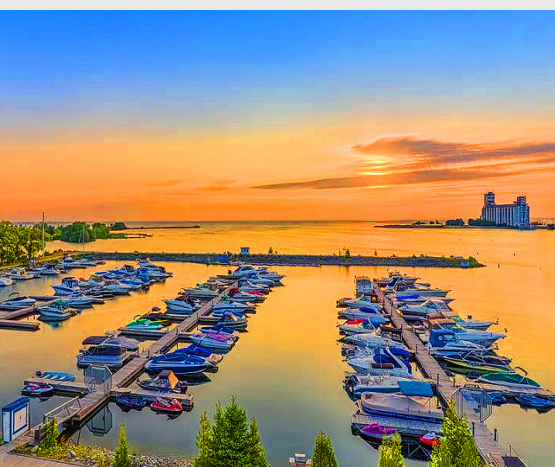
THE MARKET IN DETAIL (cont'd)

Although Southern Georgian Bay sales have descended from their unsustainably stratospheric heights, the market is still showing signs of having plenty of momentum. While, as **Graph 3** shows, July's volume of **\$173,968,802** was down **35%** from March's peak and **37%** from last July's all-time regional record, it was still the second best July ever. On the units side, **Graph 4** shows July's **202** sales just over half of last July's **403** and the seventh best overall. That said, July also had **32%** fewer listings than last year, thus yielding a strong **74%** sales/listings ratio; and the month also enjoyed a relatively high **100.9%** sale/list price ratio, with only **22** expired listings. As well, the average price is still doing very nicely: At **\$845,665** it's up **120%, 74%, 73%, 56%** and **35%** 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)



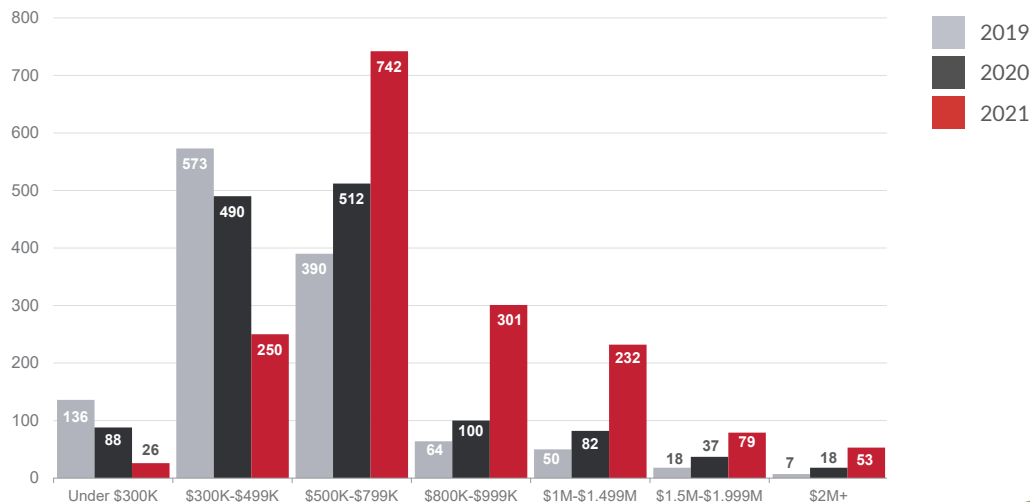
THE MARKET IN DETAIL (cont'd)

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 **45%**, **201%**, **183%**, **114%** and **194%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **70%** and **49%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **52%** from a year ago. The \$500K-\$999K bracket – which accounts for **62%** of all sales – is up **70%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **166%**.

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: \$1,141,392,453
UP 65% from 2020

UNIT SALES: 1225
UP 22% from 2020

AV. DAYS-ON-MARKET: 18
DOWN 34 days from 2020

AV. SALE PRICE: \$931,749
UP 36% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$281,862,122
UP 97% from 2020

UNIT SALES: 458
UP 42% from 2020

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

AV. SALE PRICE: \$615,419
UP 39% from 2020

VACANT LAND

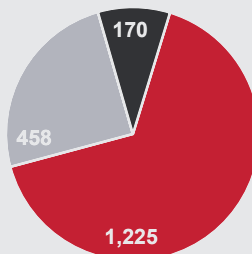
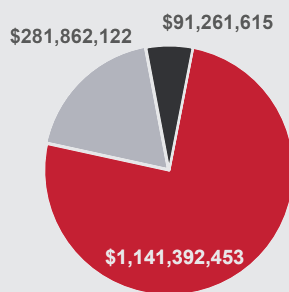
DOLLAR SALES: \$91,261,615
UP 341% from 2020

UNIT SALES: 170
UP 93% from 2020

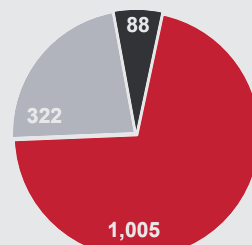
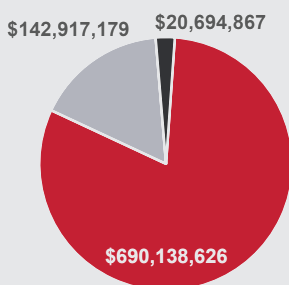
AV. DAYS-ON-MARKET: 76
DOWN 10 days from 2020

AV. SALE PRICE: \$536,833
UP 128% from 2020

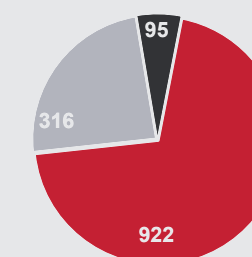
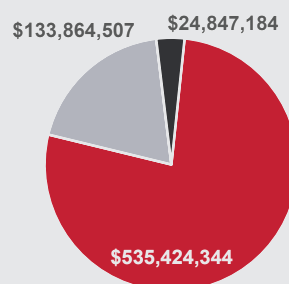
2021



2020



2019



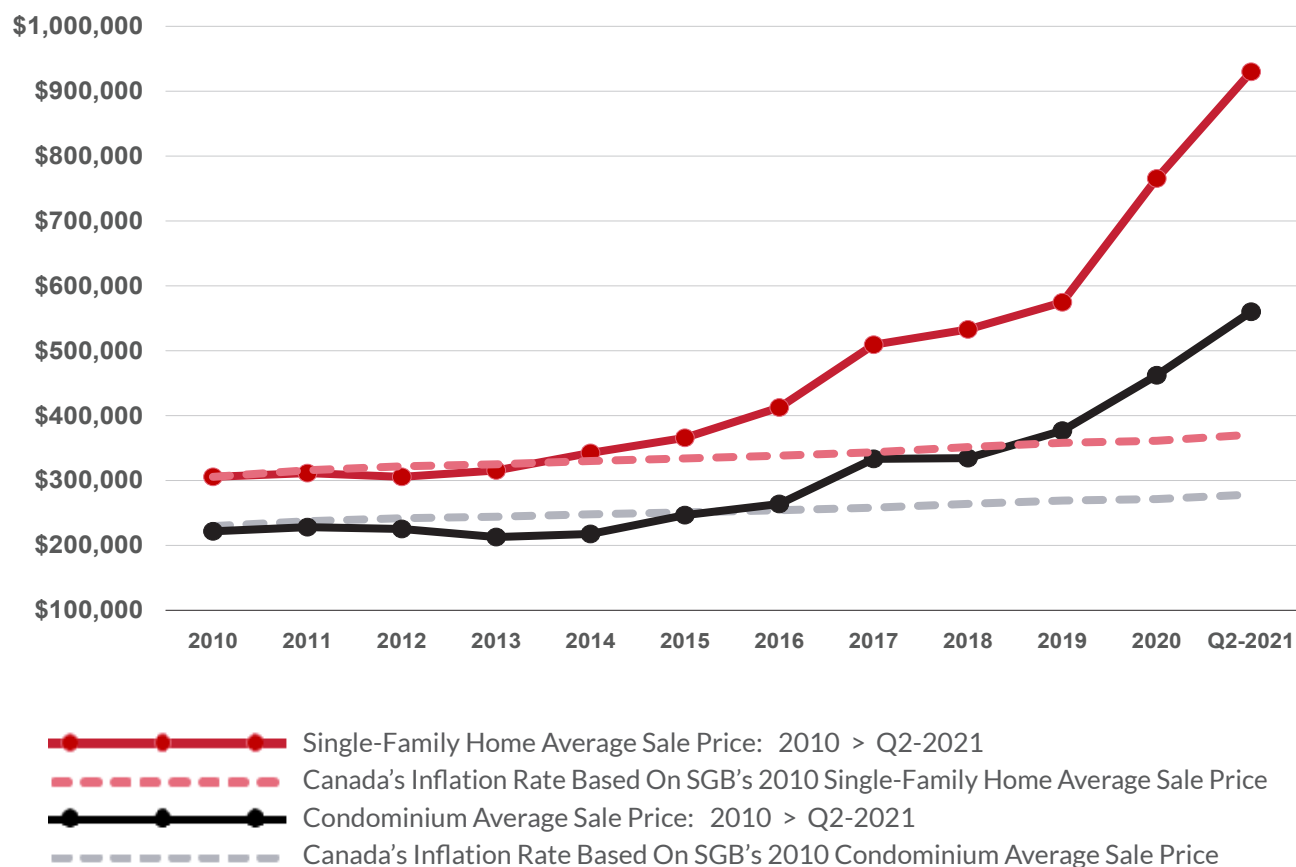
■ Single Family ■ Condos/Towns ■ Vacant Land

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 Q2-2021 was **\$929,874**: that's up **21%, 62%, 75%, 83% and 204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$560,107** was up **21% 49%, 59%, 63% and 153%** from 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 **151%** above inflation in Q2-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **101%** above inflation in Q2-2021.



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

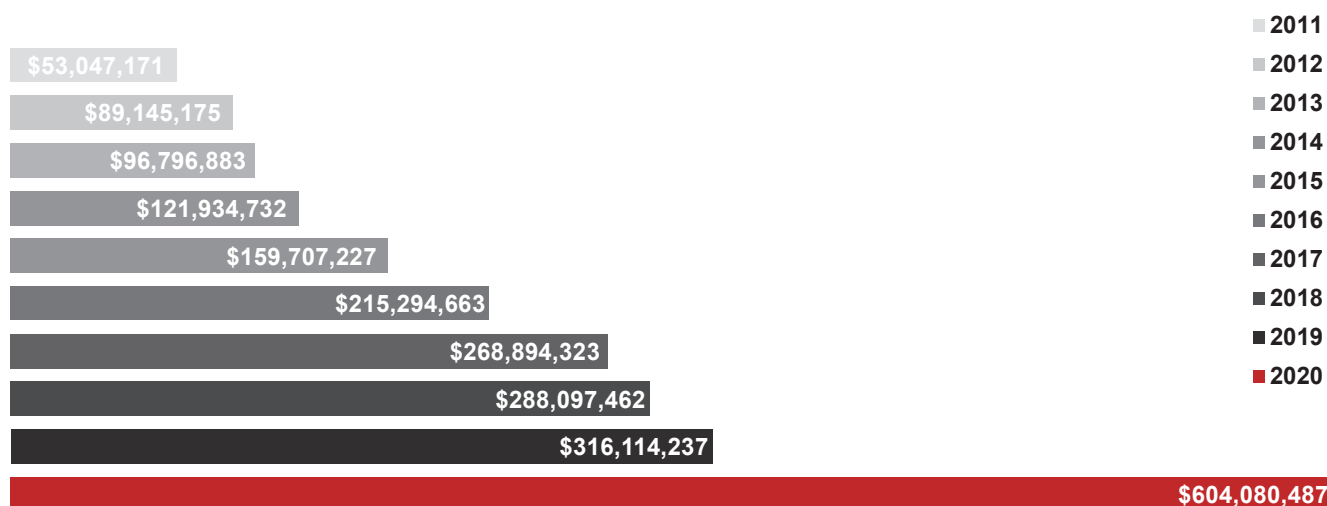


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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

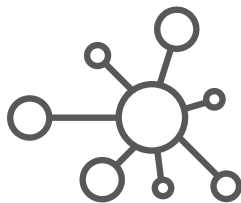
Clicks, Views, Shares,
Likes, Tweets‡

We average

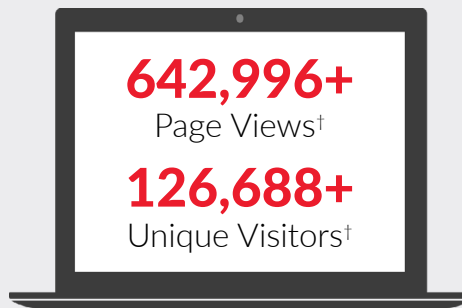
600

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**



\$22,500

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

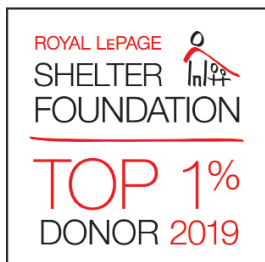
†By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2021 to March 31st, 2021). †Based on social media channels (January 1st, 2021 to March 31st, 2021). †Based on March 2021 lead volume



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

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.

