

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

THIRD QUARTER 2021

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



OVERVIEW

STRONG Q3 VOLUME, WITH UNITS DOWN AND AVERAGE SALE PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$417,667,015

Up 25% from 2020's \$334,399,110, with units of 391 up 2% from last year's 384. New listings of 558 down 5%, with the sales/listings ratio of 70% up 5%.



Q3 SALES VOLUME OF \$130,161,894

Down 39% from Q3-2020's \$211,728,328. Units of 104 down 55% from last year's 229, with new listings of 142 down 43% and the sales/listings ratio of 73% down 19%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,068,202

Up 23% from the \$870,831 of one year ago. Average days-on-market of 25 down 29 days.

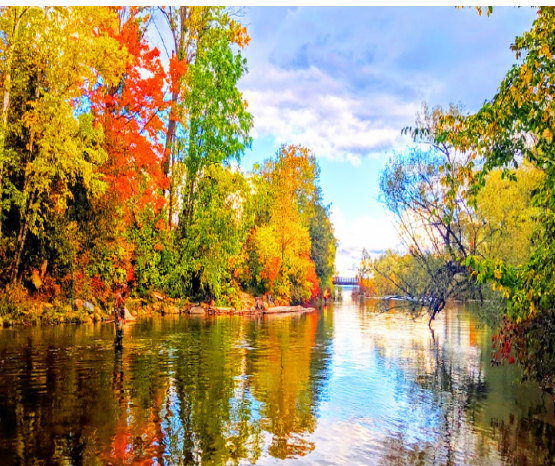


OVERVIEW (cont'd)

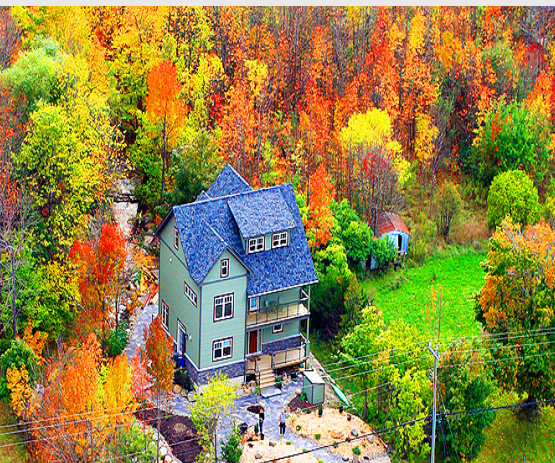
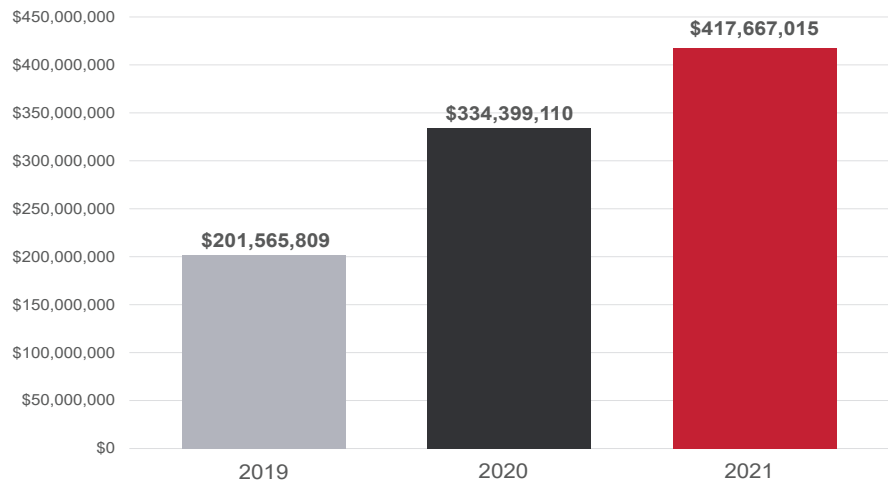


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

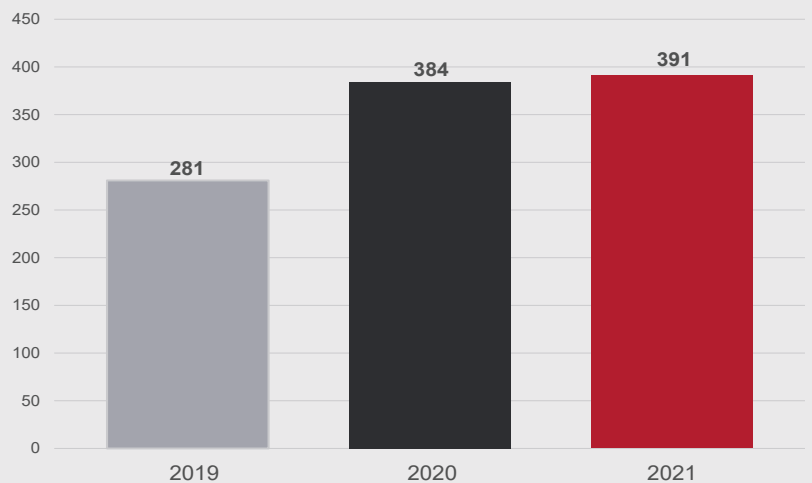
The Blue Mountains market had a **98.4%** sale/list price ratio in September. Homes sold in **33** days on average, down **1** day from a year ago, and there is currently **two months** of inventory. All that, together with September's **73%** sales/listings ratio, adds up to a **seller's market**.



Graph 1:
The Blue Mts. MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
The Blue Mts. MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
The Blue Mts. MLS® Residential Sales And Listing Summary
 2019 vs. 2020 vs. 2021

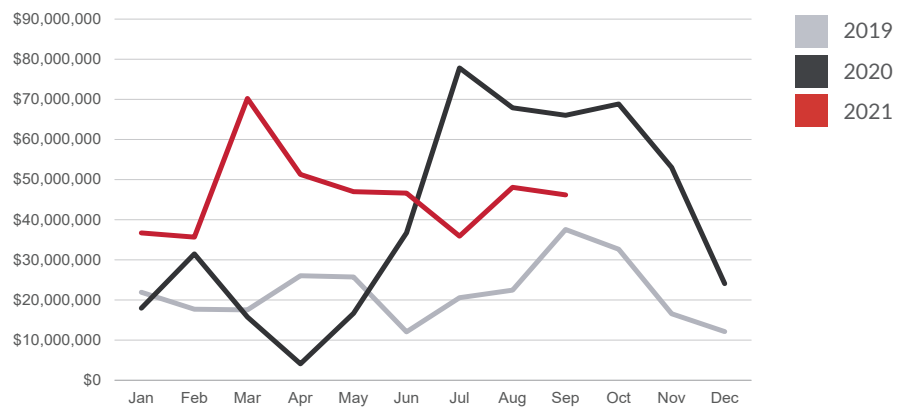
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$201,565,809	\$334,399,110	\$417,667,015	+25%
YTD Unit Sales	281	384	391	+2%
YTD New Listings	525	590	558	-5%
YTD Sales/Listings Ratio	54%	65%	70%	+5%
YTD Expired Listings	98	124	48	-61%
Third Quarter (Q3) Volume Sales	\$80,578,901	\$211,728,328	\$130,161,894	-39%
Q3 Unit Sales	107	229	104	-55%
Q3 New Listings	182	249	142	-43%
Q3 Sales/Listings Ratio	59%	92%	73%	-19%
Q3 Expired Listings	45	39	18	-54%
Q3 Average Sale Price	\$753,074	\$924,578	\$1,251,557	+35%
YTD Sales: Under \$300K	41	31	17	-45%
YTD Sales: \$300K - \$499K	69	72	59	-18%
YTD Sales: \$500K - \$799K	99	108	84	-22%
YTD Sales: \$800K - \$999K	25	60	72	+20%
YTD Sales: \$1M - \$1.499M	26	69	80	+16%
YTD Sales: \$1.5M - \$1.999M	13	26	43	+65%
YTD Sales: \$2M+	8	18	36	+100%
YTD Average Days-On-Market	62	54	25	-54%
YTD Average Sale Price	\$717,316	\$870,831	\$1,068,202	+23%

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

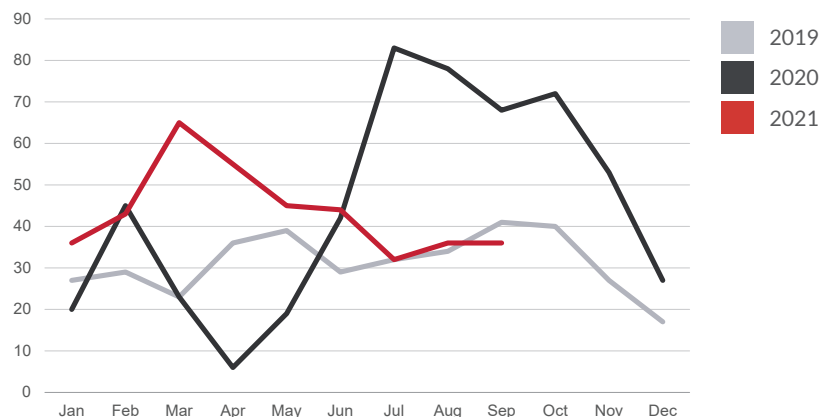
THE MARKET IN DETAIL (cont'd)

Although, as **Graph 3** shows, July began at a relatively low point in The Blue Mts.' volume sales for the year, it was the community's second best July ever. In fact, each of Q3-2021's months was the second best ever, with the quarter's total volume of **\$130,161,894** down **39%** from Q3-2020's all-time quarterly high of **\$211,728,328**, but up **62%** from Q3-2019's third-best mark of **\$80,578,901**. On the units side, **Graph 4** shows that Q3-2021's **104** sales were down **55%** from Q3-2020's record **229**; they were the fifth best since 2010. That said, Q3's **73%** sales/listings ratio and **54%** reduction in expired listings both signal a relatively strong sellers' market. Along these lines, the year-to-date average sale price is doing *very well*. At **\$1,068,202** it's up **116%**, **73%**, **66%**, **49%** and **23%** from 2016-2020 respectively.

Graph 3:
The Blue Mts. Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



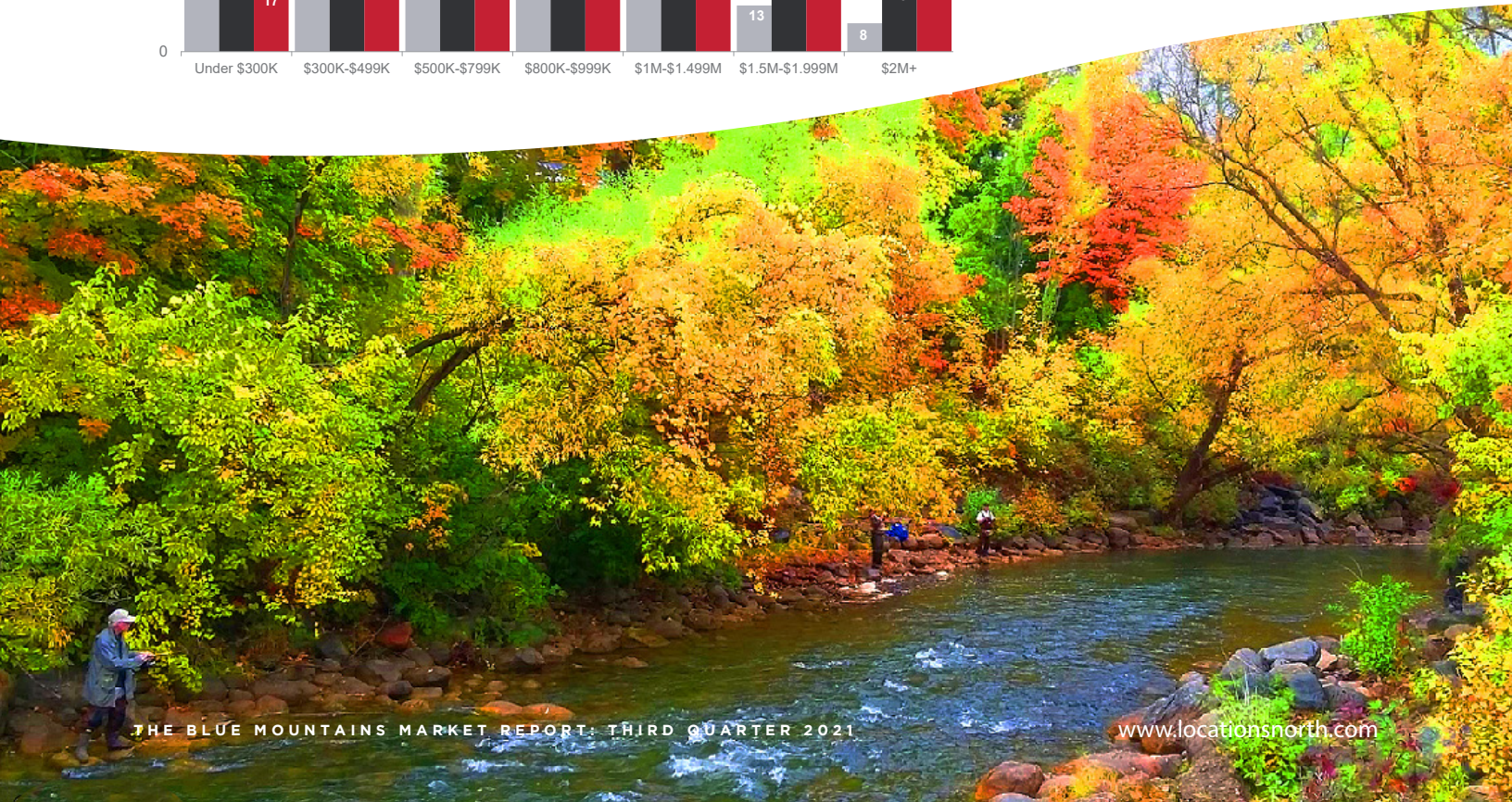
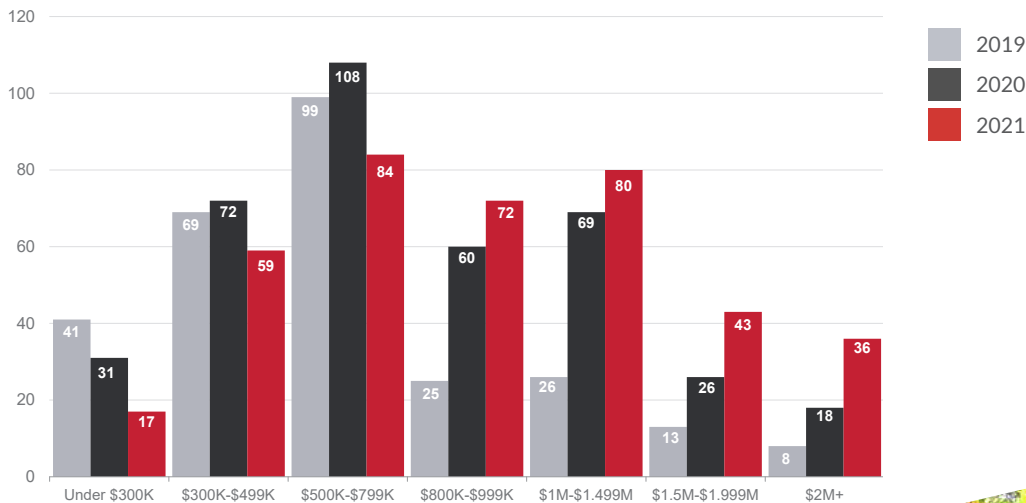
Graph 4:
The Blue Mts. Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021's unit sales are up from 2020's in four price ranges and down in five. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **20%**, **16%**, **65%**, **100%** respectively. The Under-\$300K, \$300K-\$499, \$500K-\$799K ranges are down **45%**, **18%** and **22%** respectively. More generally, the Under-\$500K bracket - which accounts for **19%** of 2021's sales - is down **26%** from a year ago. The \$500K- \$999K bracket - which accounts for **40%** of all sales - is down **7%**. And the \$1M+ bracket - which accounts for **41%** of all sales - is up **41%**.

Graph 5:
The Blue Mts. MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)

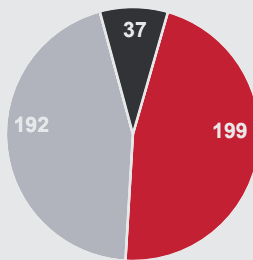
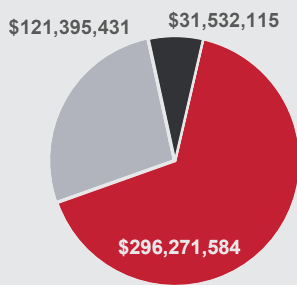


SALES BY PROPERTY TYPE

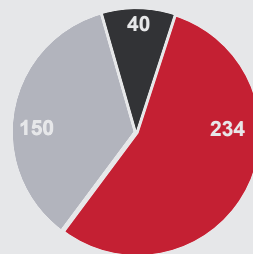
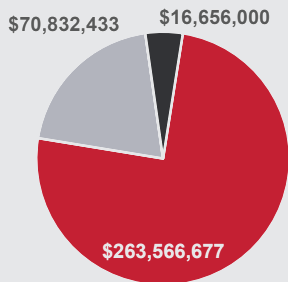
Graph 6:
The Blue Mts. MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

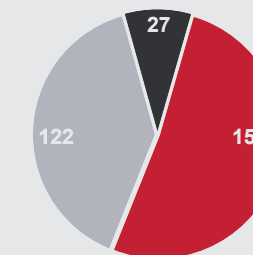
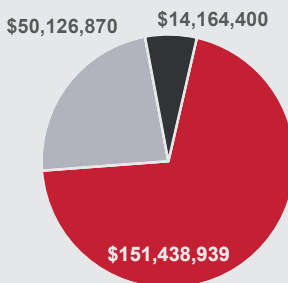
2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$296,271,584
UP 12% from 2020

UNIT SALES: 199
DOWN 15% from 2020

AV. DAYS-ON-MARKET: 24
DOWN 33 days from 2020

AV. SALE PRICE: \$1,488,802
UP 32% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$121,395,431
UP 71% from 2020

UNIT SALES: 192
UP 28% from 2020

AV. DAYS-ON-MARKET: 26
DOWN 23 days from 2020

AV. SALE PRICE: \$632,268
UP 34% from 2020

VACANT LAND

DOLLAR SALES: \$31,532,115
UP 89% from 2020

UNIT SALES: 37
DOWN 7% from 2020

AV. DAYS-ON-MARKET: 46
DOWN 46 days from 2020

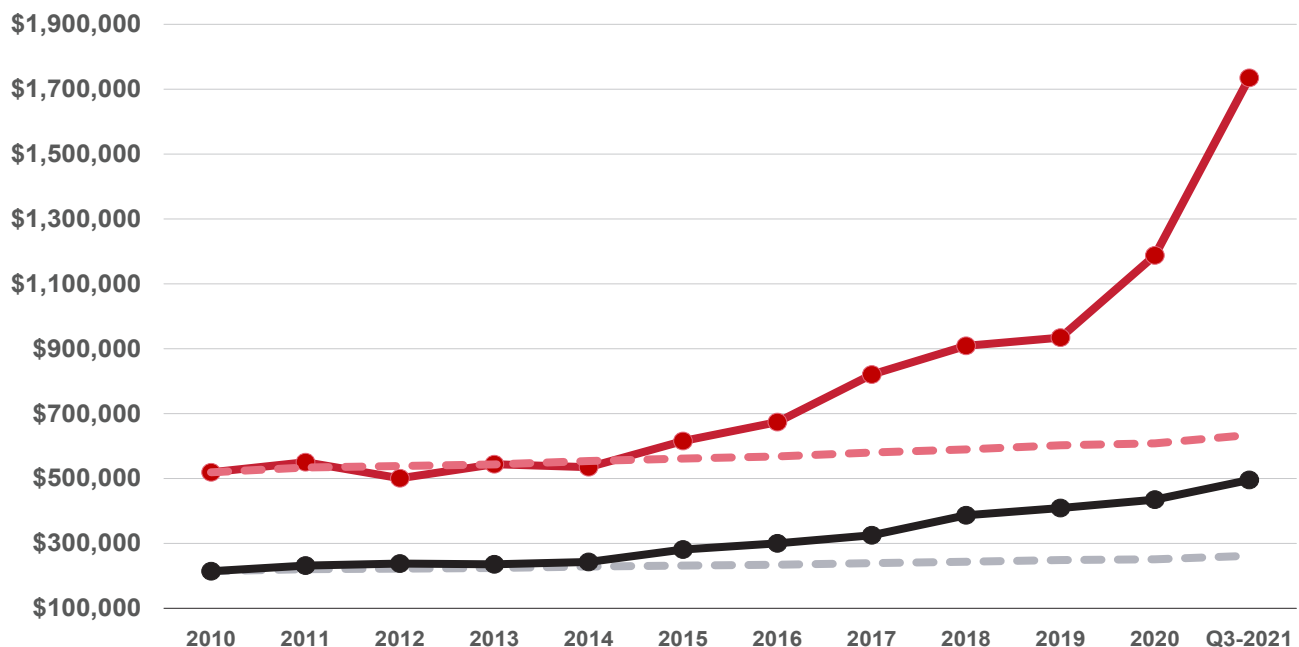
AV. SALE PRICE: \$852,219
UP 105% from 2020

THE BLUE MTS. AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in Q3-2021 was **\$1,734,692**. That's up **46%, 86%, 91%, 114%** and **234%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$495,500** was up **14%, 21%, 28%, 52%** and **131%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes generally increased at just under Canada's inflation rate, and then rose to **173%** above inflation by Q3-2021. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **89%** above the inflation rate by Q3-2021.



- Single-Family Home Average Sale Price: 2010 > Q3-2021
- - - - - Canada's Inflation Rate Based On The Blue Mts.' 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q3-2021
- - - - - Canada's Inflation Rate Based On The Blue Mts.' 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

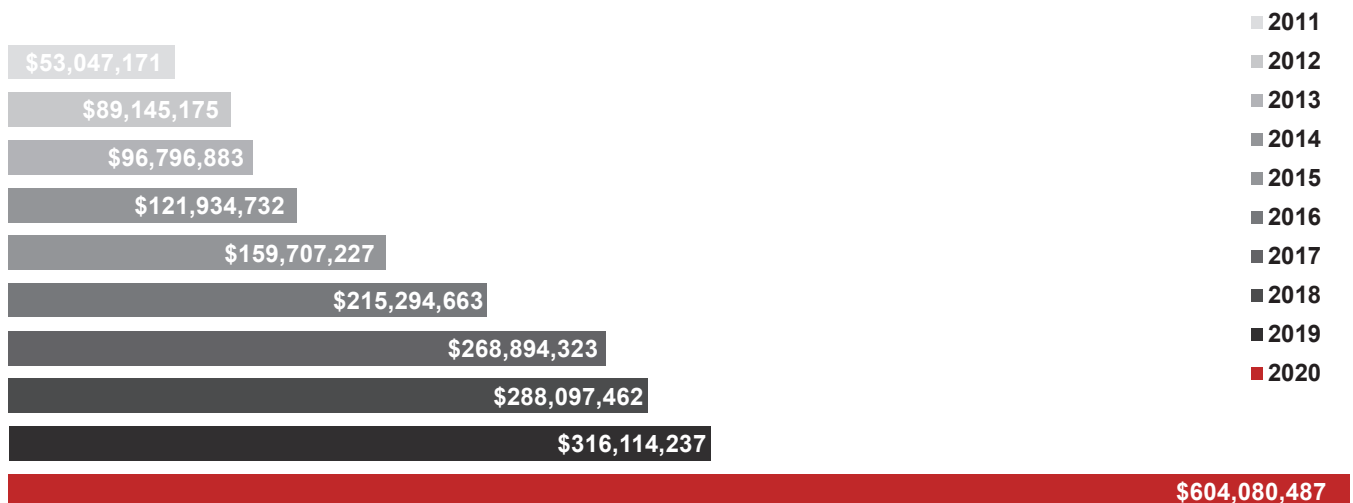


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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

81,913+
People Reached†

17,702+
Clicks, Shares, Views, & Likes†

Q3 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



530,816+
Social Media Impressions

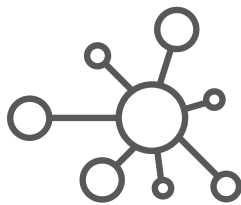
Clicks, Views, Shares,
Likes, Tweets†

We average

600

Buyer leads/month^s

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



LocationsNorth.com

915,593+

Page Views†

178,738+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020

WINNER **WBLAST \$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



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.