

WASAGA BEACH REAL ESTATE MARKET REPORT

THIRD QUARTER 2021

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



OVERVIEW

RECORD YEAR-TO-DATE SALES VOLUME, WITH AVERAGE SALE PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$415,734,672

Up 27% from 2020's \$327,220,319, with units of 552 down 10% from last year's 610. New listings of 693 down 17%, with the sales/listings ratio of 80% up 7%.



Q3 SALES VOLUME OF \$122,774,950

Down 33% from Q3-2020's \$184,416,038. Units of 160 down 51% from last year's 328, with new listings of 199 down 40% and the sales/listings ratio of 80% down 18%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$753,143

Up 40% from 2020's \$536,427. Average days-on-market of 14 down 26 days.

OVERVIEW (cont'd)

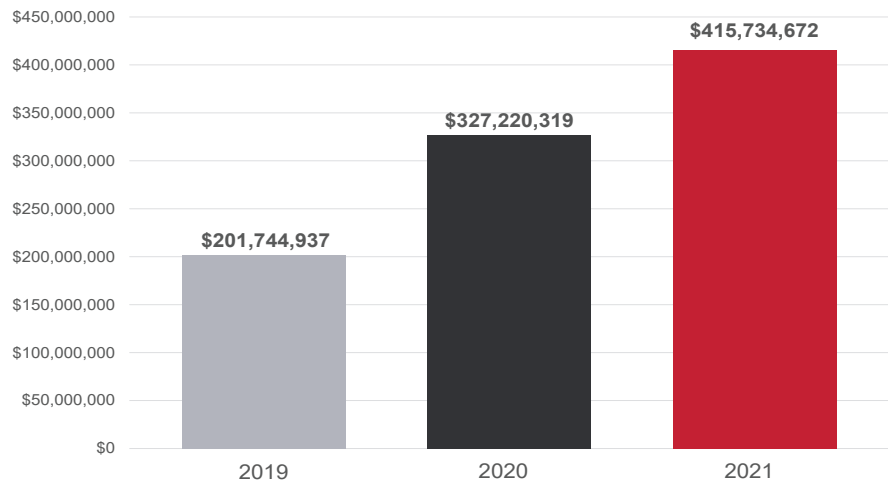


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

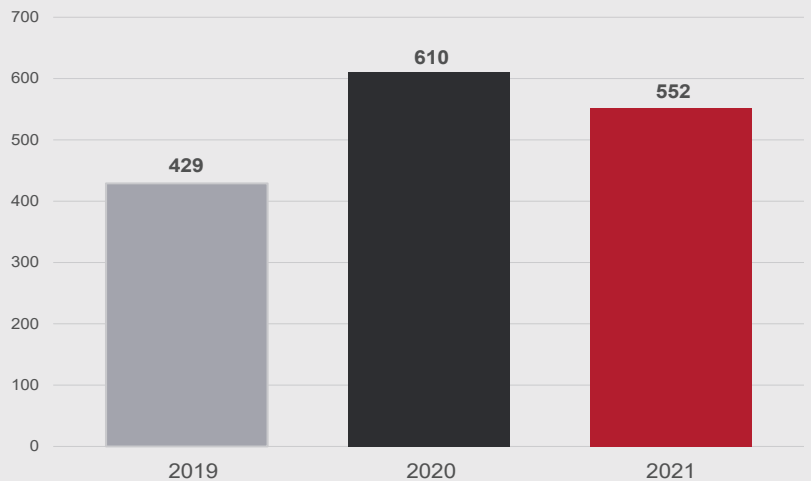
The Wasaga Beach market had a high **100.8%** sale/list price ratio in September. Homes sold in just **20** days on average, down **8** days from one year ago, and there is now just **one month** of inventory. All that, together with September's high **86%** sales/listings ratio, adds up to a strong **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

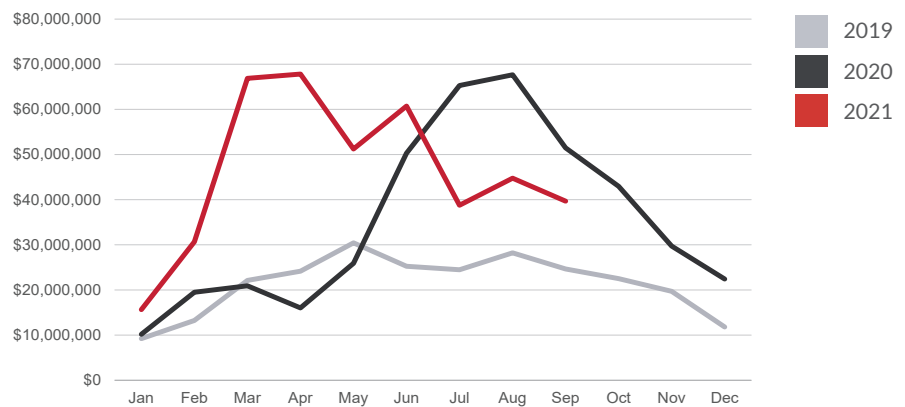
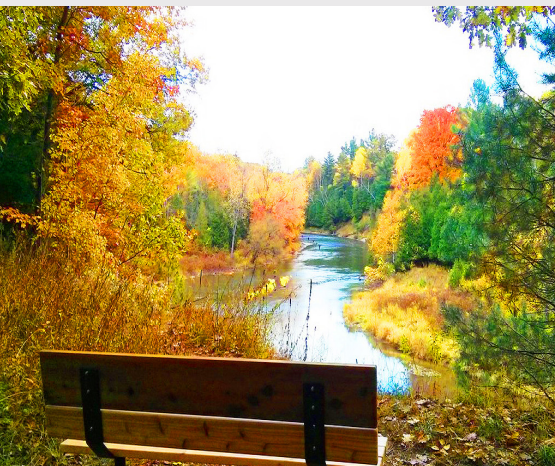
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$201,744,937	\$327,220,319	\$415,734,672	+27%
YTD Unit Sales	429	610	552	-10%
YTD New Listings	937	832	693	-17%
YTD Sales/Listings Ratio	46%	73%	80%	+7%
YTD Expired Listings	153	99	34	-66%
Third Quarter (Q3) Volume Sales	\$77,343,948	\$184,416,038	\$122,774,950	-33%
Q3 Unit Sales	168	328	160	-51%
Q3 New Listings	337	334	199	-40%
Q3 Sales/Listings Ratio	50%	98%	80%	-18%
Q3 Expired Listings	84	27	22	-19%
Q3 Average Sale Price	\$460,381	\$562,244	\$767,343	+36%
YTD Sales: Under \$300K	44	37	2	-95%
YTD Sales: \$300K - \$499K	228	251	65	-74%
YTD Sales: \$500K - \$799K	136	280	317	+13%
YTD Sales: \$800K - \$999K	13	29	104	+259%
YTD Sales: \$1M - \$1.499M	8	10	50	+400%
YTD Sales: \$1.5M - \$1.999M	0	2	10	+400%
YTD Sales: \$2M+	0	1	4	+300%
YTD Average Days-On-Market	52	40	14	-65%
YTD Average Sale Price	\$470,268	\$536,427	\$753,143	+40%

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.

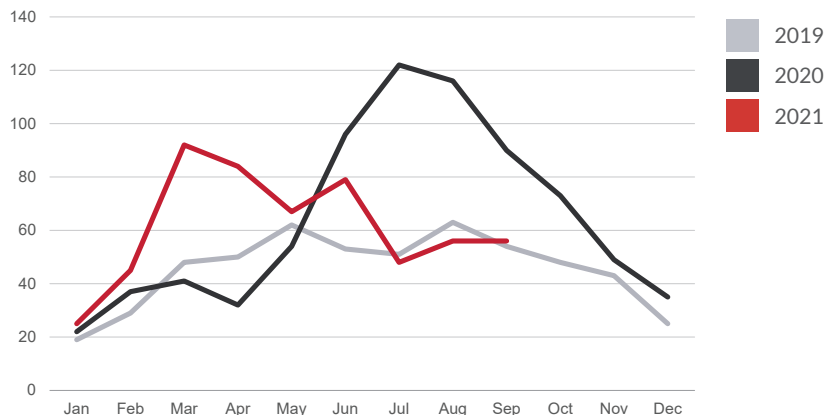
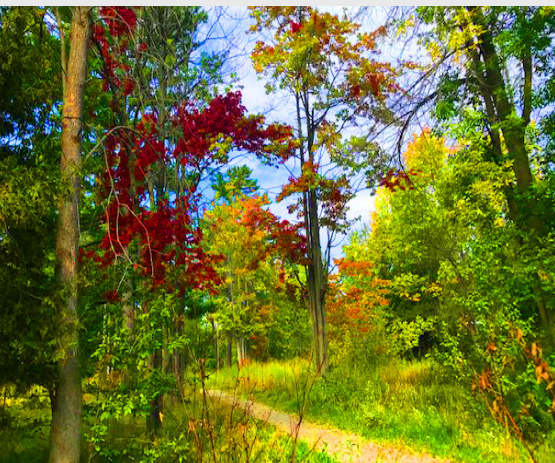
THE MARKET IN DETAIL (cont'd)

Although July was a relatively low point in Wasaga's 2021 volume sales, it was still the community's second best July ever. In fact, each of Q3-2021's three months was the second best on record. Overall, the quarter's total volume of **\$122,774,950** was down **33%** from Q3-2020's record **\$184,416,038**, but it was up **59%** from Q3-2019's third-best total of **\$77,343,948**. On the units side, Q3-2021's **160** sales were down **51%** from Q3-2020's record **328**, and just the sixth best since 2010. That said, Q3's **80%** sales/listings ratio and **19%** reduction in expired listings both signal a relatively strong sellers' market. Along these lines, the year-to-date average sale price is doing *exceptionally well*. At **\$753,143** it's up **122%, 75%, 74%, 60%** and **40%** from 2016-2020 respectively.

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



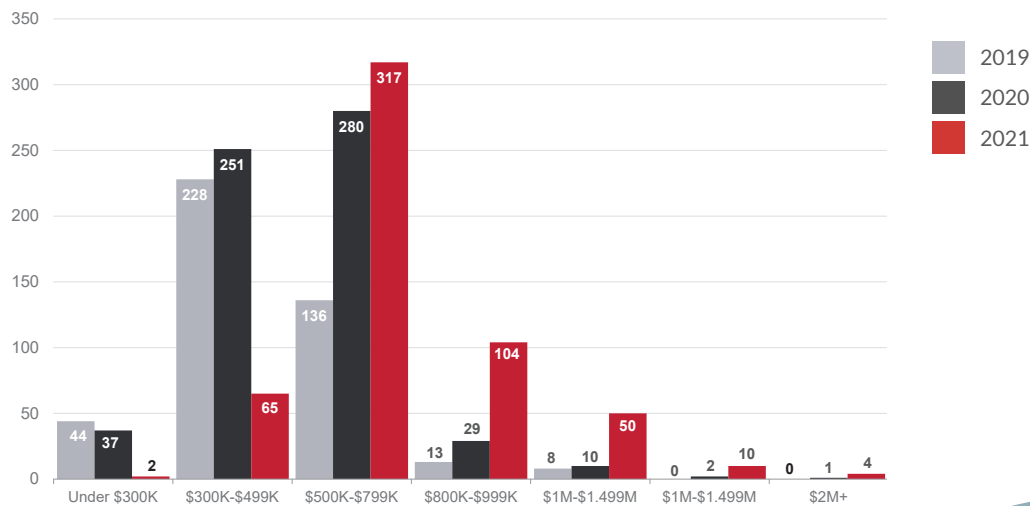
Graph 4:
Wasaga Beach Monthly MLS® Sales
 2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q3-2021 unit sales are up from Q3-2020 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 **13%**, **259%**, **400%**, **400%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **95%** and **74%** respectively. More generally, the Under-\$500K bracket – which accounts for **12%** of 2021's sales – is down **77%** from a year ago. The \$500K-\$999K bracket – which accounts for **76%** of all sales – is up **36%**. And the \$1M+ bracket – which accounts for **12%** of all sales – is up **392%**.

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: \$372,364,858
 UP 31% from 2020

UNIT SALES: 475
 DOWN 5% from 2020

AV. DAYS-ON-MARKET: 16
 DOWN 22 days from 2020

AV. SALE PRICE: \$783,926
 UP 39% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$43,369,814
 DOWN .2% from 2020

UNIT SALES: 77
 DOWN 29% from 2020

AV. DAYS-ON-MARKET: 19
 DOWN 29 days from 2020

AV. SALE PRICE: \$563,244
 UP 40% from 2020

VACANT LAND

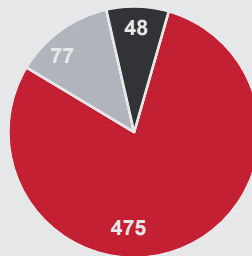
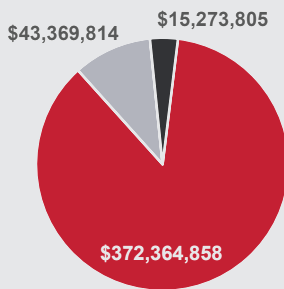
DOLLAR SALES: \$15,273,805
 UP 590% from 2020

UNIT SALES: 48
 UP 109% from 2020

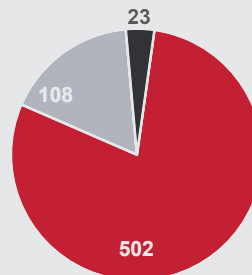
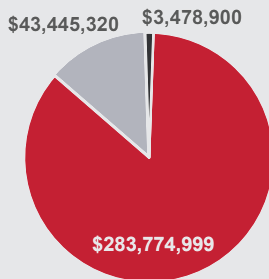
AV. DAYS-ON-MARKET: 33
 DOWN 43 days from 2020

AV. SALE PRICE: \$318,204
 UP 110% from 2020

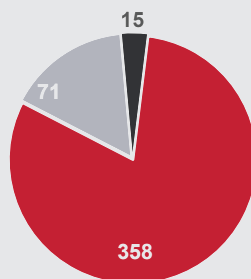
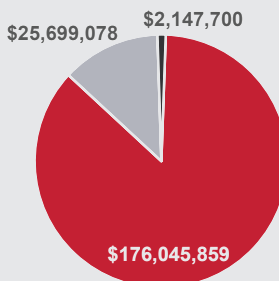
2021



2020



2019



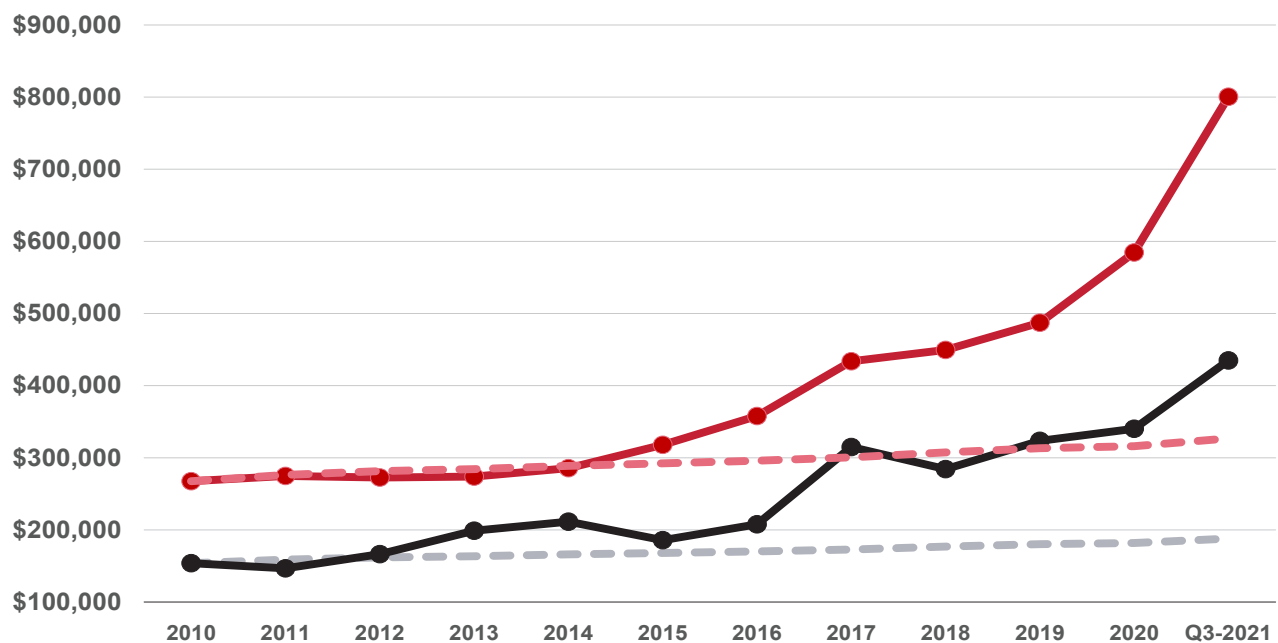
■ Single Family ■ Condo/Town ■ Vacant Land

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 Q3-2021 was **\$800,517**: that's up **37%, 64%, 78%, 85%** and **199%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$435,000** is up **28%, 34%, 53%, 38%** and **183%** 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 **145%** over inflation in Q3-2021. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **131%** over inflation in Q3-2021.



- Single-Family Home Average Sale Price: 2010 > Q3-2021
- - - - - Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q3-2021
- - - - - 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

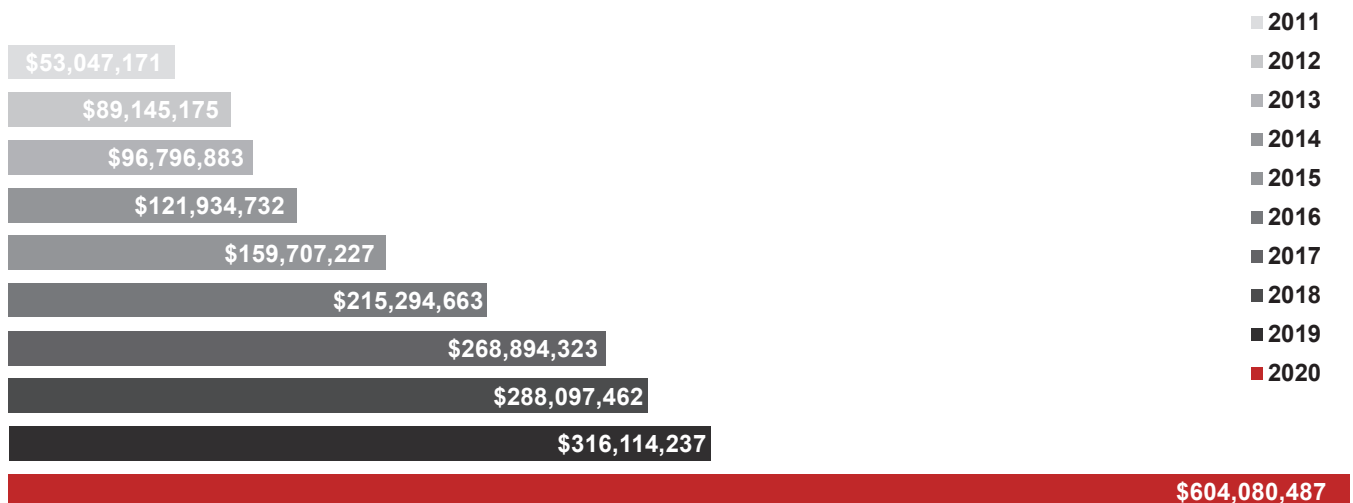


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



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

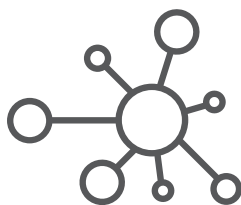
Clicks, Views, Shares,
Likes, Tweets[‡]

We average

600

Buyer leads/month^s

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



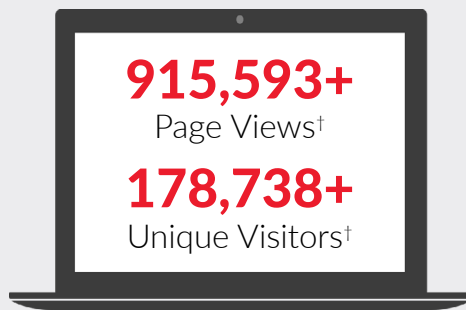
LocationsNorth.com

915,593+

Page Views[†]

178,738+

Unique Visitors[†]



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020

WINNER **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



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REAL ESTATE SERVICE

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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.