

THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

2021 IN REVIEW

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



OVERVIEW

RECORD VOLUME WITH STRONG CONDO, TOWNHOUSE AND LUXURY HOME SALES



RECORD ANNUAL SALES VOLUME OF \$569,710,439

Up 19% from 2020's \$480,335,883, with units of 515 down 4% from last year's 536. New listings of 701 down 5%, with the sales/listings ratio of 73% equal to 2020.



RECORD FOURTH QUARTER SALES VOLUME OF \$153,578,424

Up 5% from Q4-2020's \$145,936,773. Units of 125 down 18% from last year's 152, with new listings of 143 down 3% and the sales/listings ratio of 87% down 16%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$1,106,234

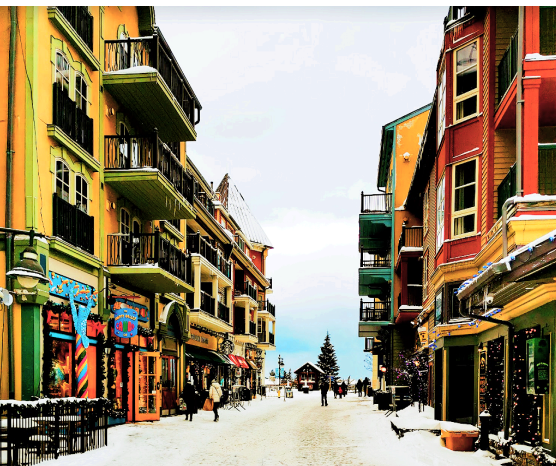
Up 23% from the \$896,149 of one year ago. Average days-on-market of 25 down 25 days.

OVERVIEW (cont'd)

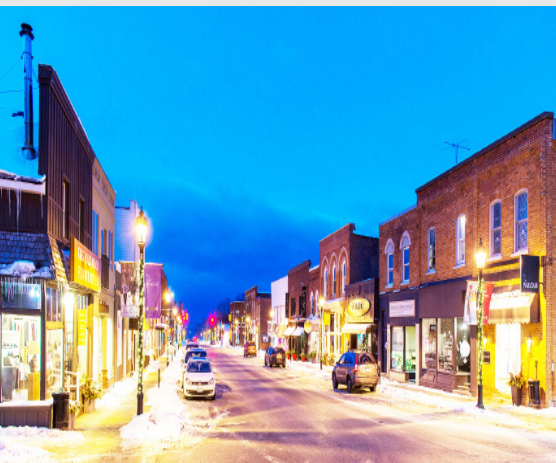
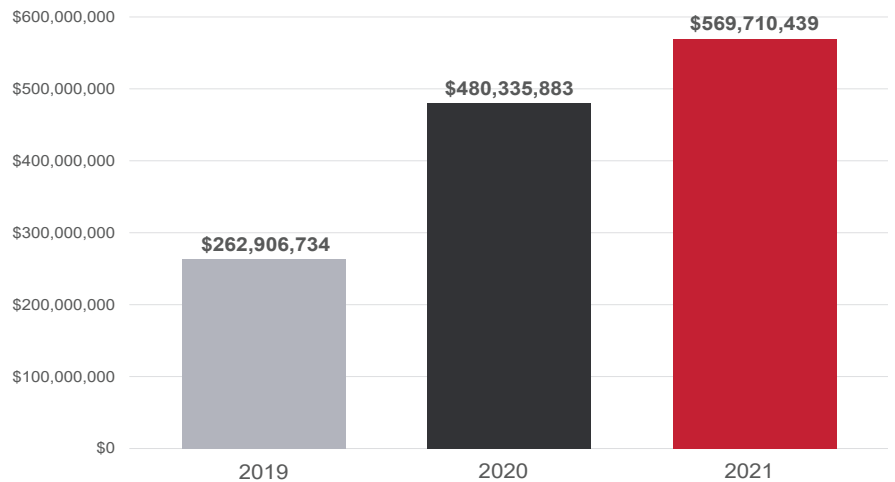


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

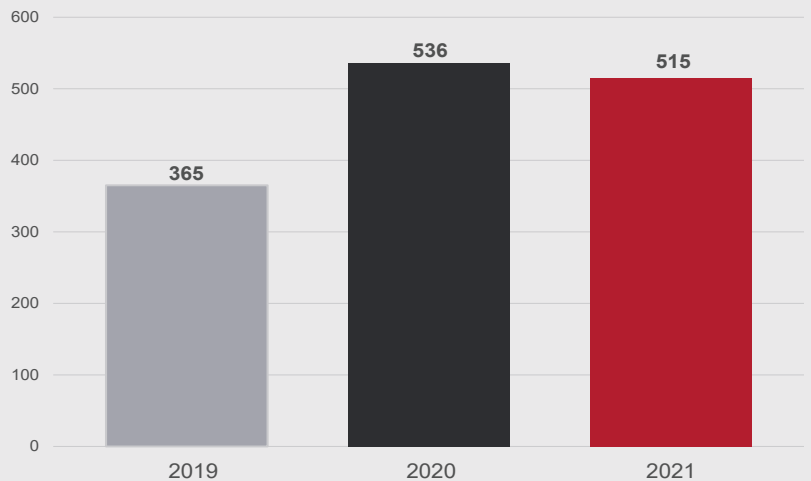
The Blue Mountains market had a **98.6%** sale/list price ratio in December. Homes sold in **24** days on average, equal to that of a year ago, and there is currently just **one month** of inventory. All that, together with December's very high **121%** sales/listings ratio, adds up to a **strong sellers' 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

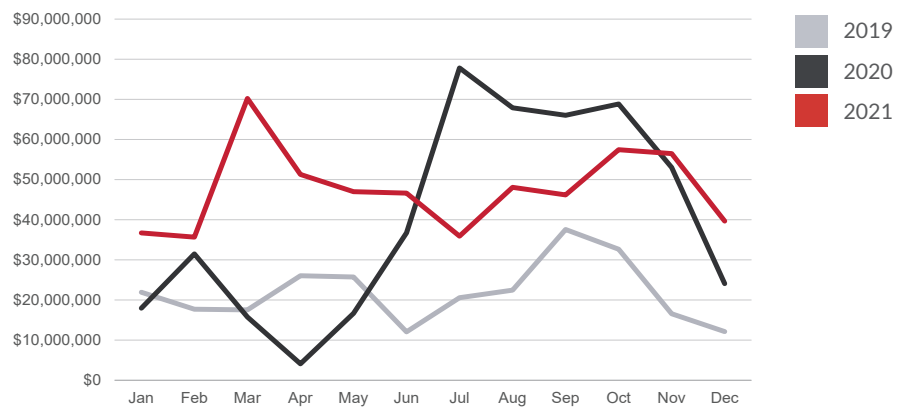
	2019	2020	2021	2020-2021
Annual Volume Sales	\$262,906,734	\$480,335,883	\$569,710,439	+19%
Annual Unit Sales	365	536	515	-4%
Annual New Listings	678	737	701	-5%
Annual Sales/Listings Ratio	54%	73%	73%	0%
Annual Expired Listings	147	142	75	-47%
Fourth Quarter (Q4) Volume Sales	\$61,340,925	\$145,936,773	\$153,578,424	+5%
Q4 Unit Sales	84	152	125	-18%
Q4 New Listings	153	147	143	-3%
Q4 Sales/Listings Ratio	55%	103%	87%	-16%
Q4 Expired Listings	49	18	26	+44%
Q4 Average Price	\$730,249	\$960,110	\$1,228,627	+28%
Annual Sales: Under \$300K	50	45	24	-47%
Annual Sales: \$300K - \$499K	90	95	70	-26%
Annual Sales: \$500K - \$799K	123	145	116	-20%
Annual Sales: \$800K - \$999K	37	90	80	-11%
Annual Sales: \$1M - \$1.499M	39	90	118	+31%
Annual Sales: \$1.5M - \$1.999M	17	42	53	+26%
Annual Sales: \$2M+	9	29	54	+86%
Annual Average Days-On-Market	65	50	25	-50%
Annual Average Sale Price	\$720,292	\$896,149	\$1,106,234	+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 Jan. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

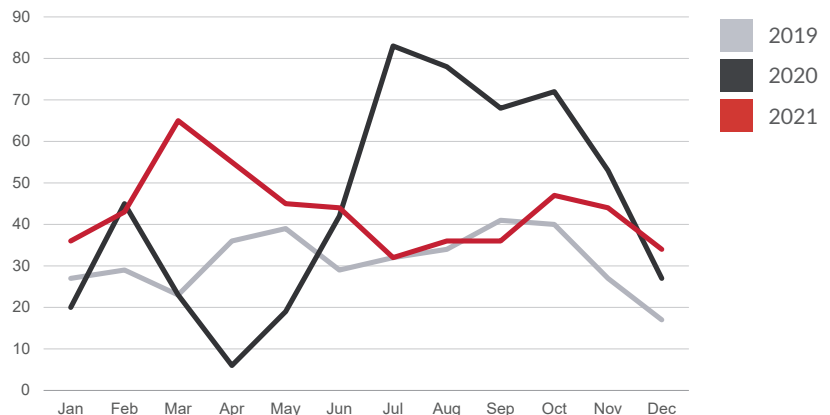
THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, The Blue Mts. volume sales were not only record breaking – with eight new benchmark months and four runners-up – but they were the most consistent from month-to-month among the Southern Georgian Bay communities. Total volume of **\$569,710,439** eclipsed 2020's former high of **\$480,335,883** by **19%**, primarily due to strong luxury home, condo and townhouse sales (up **39%**, **69%** and **34%** respectively). On the units side, 2021's **515** were down **4%** from 2020's record **536** and up **23%** from 2016's third-best **418**. All that said, December's record volume and units, its superhigh **121%** sales/listings ratio, and its one month of inventory all point to a good start in 2022. Lastly, 2021's average sale price did not disappoint: at **\$1,106,234** it was up **120%**, **80%**, **66%**, **54%** and **23%** from 2016-2020 respectively.

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



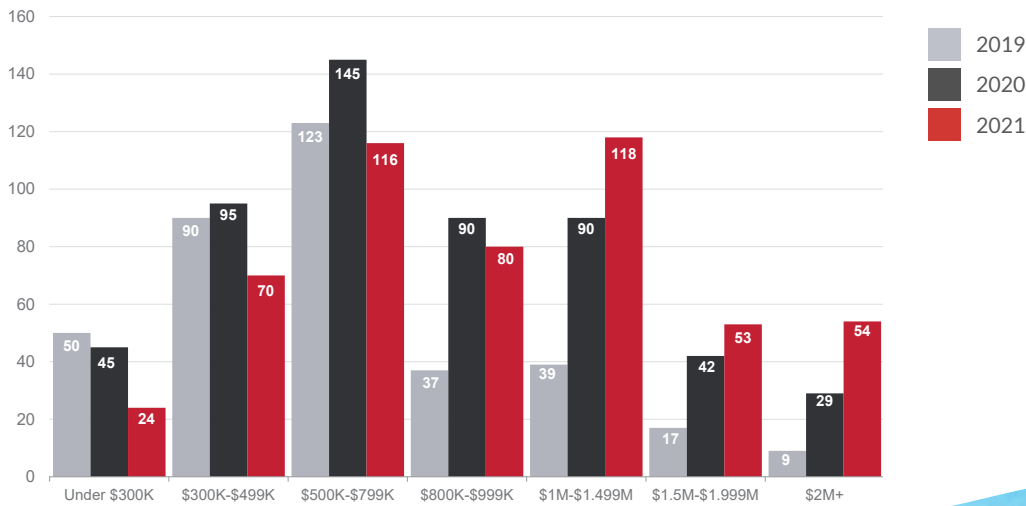
Graph 4:
The Blue Mts. Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were up from 2020 in three price ranges and down in four. The \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **31%**, **26%**, **86%** respectively. The Under-\$300K, \$300K-\$499, \$500K-\$799K and \$800K-\$999K ranges were down **47%**, **26%**, **20%** and **11%** respectively. More generally, the Under-\$500K bracket – which accounted for **18%** of 2021's sales – was down **33%** from 2020. The \$500K-\$999K bracket – which accounted for **38%** of all sales – was down **17%**. And the \$1M+ bracket – which accounted for **44%** of all sales – was up **40%**.

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

SINGLE-FAMILY HOMES

DOLLAR SALES: \$406,775,319
UP 9% from 2020

UNIT SALES: 263
DOWN 18% from 2020

AV. DAYS-ON-MARKET: 23
DOWN 31 days from 2020

AV. SALE PRICE: \$1,546,674
UP 32% from 2020

CONDOMINIUMS

DOLLAR SALES: \$103,440,271
UP 69% from 2020

UNIT SALES: 187
UP 13% from 2020

AV. DAYS-ON-MARKET: 32
DOWN 14 days from 2020

AV. SALE PRICE: \$553,157
UP 26% from 2020

TOWNHOUSES

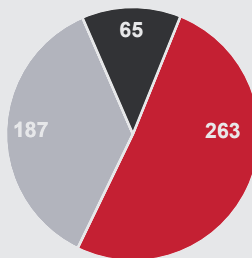
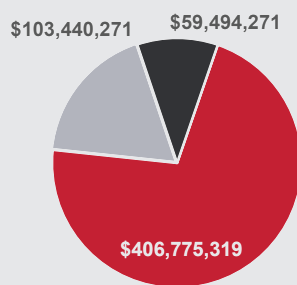
DOLLAR SALES: \$59,494,271
UP 34% from 2020

UNIT SALES: 65
DOWN 16% from 2020

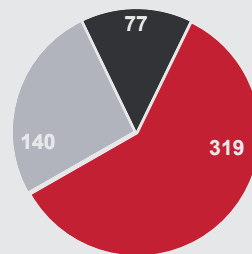
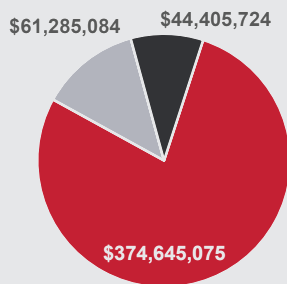
AV. DAYS-ON-MARKET: 13
DOWN 26 days from 2020

AV. SALE PRICE: \$915,296
UP 59% from 2020

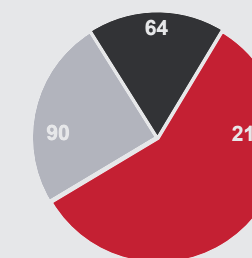
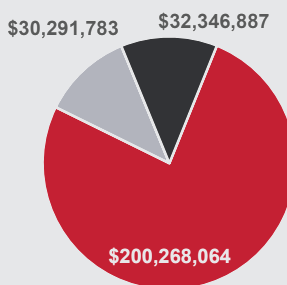
2021



2020



2019



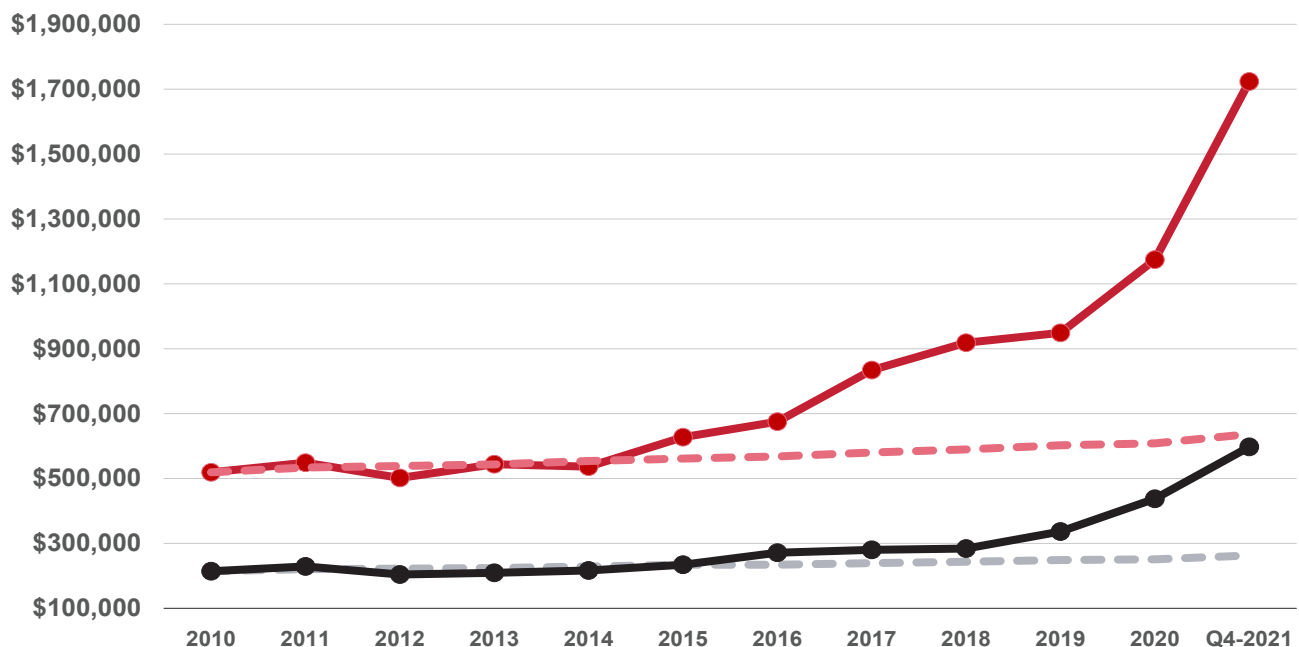
■ Single Family ■ Condominium ■ Townhouse

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 Q4-2021 was **\$1,723,673**. That's up **47%, 82%, 88%, 106%** and **232%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$597,535** was up **37%, 78%, 110%, 113%** and **179%** 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 **171%** above inflation by Q4-2021. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **127%** above the inflation rate by Q4-2021.



- Single-Family Home Average Sale Price: 2010 > Q4-2021
- - - - - Canada's Inflation Rate Based On The Blue Mts.' 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q4-2021
- - - - - Canada's Inflation Rate Based On The Blue Mts.' 2010 Condominium Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$1,331,056,293 – up 12½ times from 2011

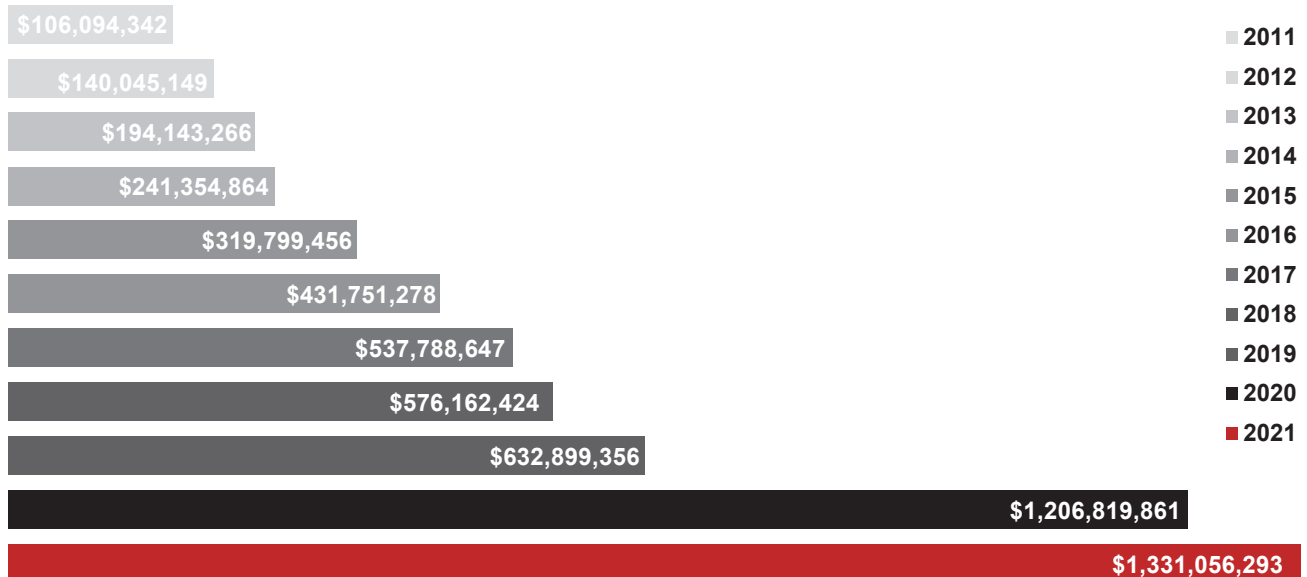


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2021



2021 UNIT SALES

* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands
 ** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	
Century 21 Millenium	196.5	15.7%	
RE/MAX Four Seasons	132.5	10.6%	
Chestnut Park	89	7.1%	
Clairwood	70	5.6%	
RE/MAX By The Bay	30	2.4%	
Royal LePage RCR	24	1.9%	
Engel & Volkers	23	1.8%	
Forest Hill	21	1.7%	
Other	246.5	19.9%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	
RE/MAX at Blue	111	13.3%	
Century 21 Millenium	106.5	12.7%	
Chestnut Park	68	8.1%	
RE/MAX Four Seasons	65.5	7.8%	
Clairwood	30	3.6%	
Royal LePage RCR	22	2.6%	
Forest Hill	19	2.3%	
Sotheby's	19	2.3%	
Other	136.5	16.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	
Century 21 Millenium	40.5	10.3%	
Chestnut Park	21	5.4%	
RE/MAX Four Seasons	20	5.1%	
ARA	17	4.3%	
Royal LePage RCR	13	3.3%	
Sotheby's	10	2.5%	
Engel & Volkers	9	2.3%	
Clairview	8	2%	
Other	112	28.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	
RE/MAX Four Seasons	39	8.4%	
RE/MAX Hallmark Chay	36	8.4%	
RE/MAX By The Bay	35	7.7%	
Keller Williams Experience	31.5	5.8%	
Century 21 Millenium	25	4.4%	
Century 21 - BJ Roth	22	3.6%	
Faris Team	19	1.8%	
RE/MAX Hallmark	16	1.8%	
Other	144	31.5%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	
Century 21 Millenium	499	12%	
RE/MAX By The Bay	373	9%	
RE/MAX Four Seasons	295	7.4%	
Chestnut Park	213	5.1%	
RE/MAX At Blue	126	3%	
Clairwood	117	2.8%	
RE/MAX Hallmark Chay	94	2.3%	
Sotheby's	68	1.6%	
Other	1203	28.9%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	
RE/MAX Four Seasons	54	9.8%	
Chestnut Park	37.5	6.8%	
Century 21 Millenium	35.5	6.4%	
RE/MAX By The Bay	34	6.2%	
Royal LePage RCR	28	5.1%	
Clairwood	19.5	3.5%	
Sotheby's	18	3.3%	
Forest Hill	13	2.4%	
Other	168.5	30.5%	



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.