

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## FEBRUARY 2022

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



# OVERVIEW

## RECORD VOLUME, FASTER SALES, AND BIG PRICE GAINS



### RECORD YEAR-TO-DATE SALES VOLUME OF \$333,480,592

Up 28% from 2021's \$259,805,292, with units of 294 down 9% from last year's 322. New listings of 382 down 4% from one year ago, with the sales/listings ratio of 77% down 4%.



### RECORD FEBRUARY SALES VOLUME OF \$180,800,266

Up 18% from last February's \$153,716,631. February units of 160 down 18% from last year's 194. New listings of 224 down 12% from a year ago, with the sales/listing ratio of 71% down 5%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,134,288

Up 41% from the \$806,849 of one year ago. Average days-on-market of 22 down 3 days.



# OVERVIEW (cont'd)

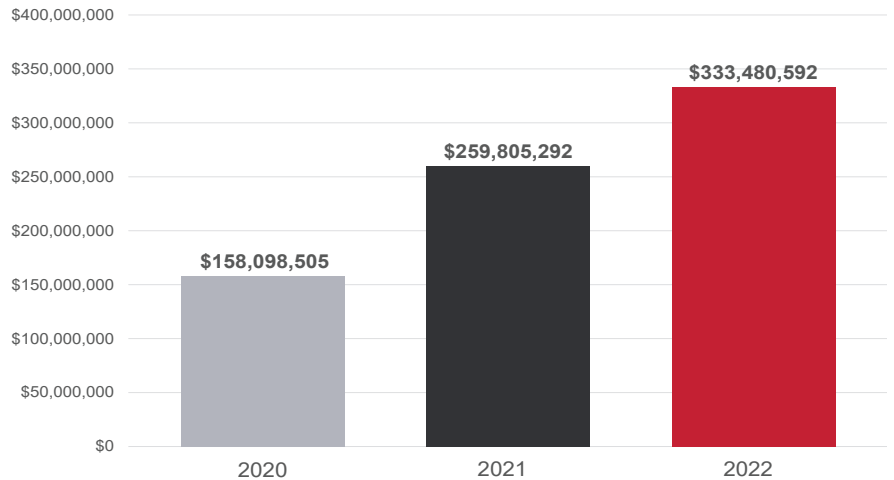


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

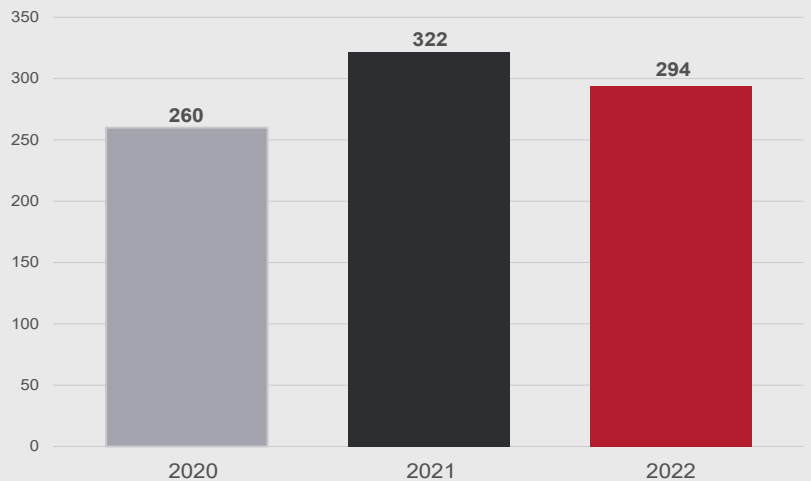
The Southern Georgian Bay market had a high **106.4%** sale/list price ratio in February. Homes sold in just **20** days on average, down **2** days from a year ago, and there is now just **one month** of inventory. All that, and February's **71%** sales/listings ratio, add up to a relatively strong **seller's market**.



Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2020 vs. 2021 vs. 2022 (Volume)



# THE MARKET IN DETAIL



Table 1:  
**Southern Georgian Bay MLS® Sales And Listing Summary**  
 2020 vs. 2021 vs. 2022 (Volume)

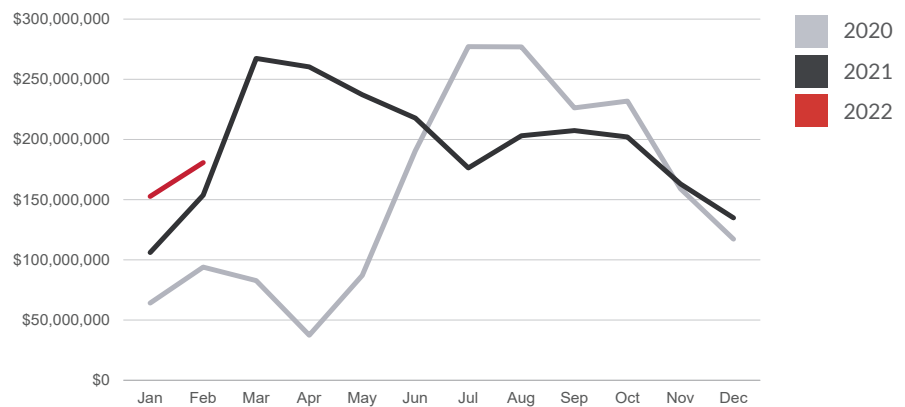
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$158,098,505	\$259,805,292	\$333,480,592	<b>+28%</b>
YTD Unit Sales	260	322	294	<b>-9%</b>
YTD New Listings	474	397	382	<b>-4%</b>
YTD Sales/Listings Ratio	55%	81%	77%	<b>-4%</b>
YTD Expired Listings	77	21	22	<b>+5%</b>
February Volume Sales	\$93,984,939	\$153,716,631	\$180,800,266	<b>+18%</b>
February Unit Sales	157	194	160	<b>-18%</b>
February New Listings	254	255	224	<b>-12%</b>
February Sales/Listings Ratio	62%	76%	71%	<b>-5%</b>
February Expired Listings	30	7	5	<b>-29%</b>
February Average Sale Price	\$598,630	\$792,354	\$1,130,002	<b>+43%</b>
YTD Sales: Under \$300K	22	6	2	<b>-67%</b>
YTD Sales: \$300K - \$499K	108	68	20	<b>-71%</b>
YTD Sales: \$500K - \$799K	77	133	76	<b>-43%</b>
YTD Sales: \$800K - \$999K	28	50	65	<b>+30%</b>
YTD Sales: \$1M - \$1.499M	13	41	78	<b>+90%</b>
YTD Sales: \$1.5M - \$1.999M	10	15	24	<b>+60%</b>
YTD Sales: \$2M+	2	9	29	<b>+222%</b>
YTD Average Days-On-Market	57	25	22	<b>-12%</b>
YTD Average Sale Price	\$608,071	\$806,849	\$1,134,288	<b>+41%</b>

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 Mar. 2, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

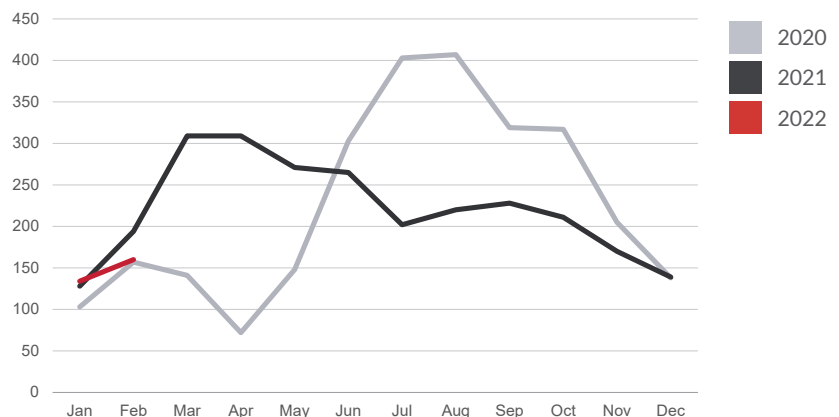
# THE MARKET IN DETAIL (cont'd)

The 2022 Southern Georgian Bay market is off to another great start with big record volume sales and strong unit sales. As **Graph 3** shows, January's and February's volumes were up **44%** and **18%** respectively from 2021's former highs. Their combined total of **\$333,480,592** was up **28%** from last year, and up a whopping **111%** from 2020's third best total. On the units side **Graph 4** shows a record January and strong February, with total sales of **294**, the second-best ever after last year's benchmark **322**. As well, the market looks promising given February's **106.4%** sales/listings ratio, its **20-day** average sale time, and its only **one month** of inventory. Lastly, the average sale price is, well, *mindblowing*. At **\$1,134,288** it's up **143%**, **107%**, **87%** and **41%** from 2018-2021 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2020 vs. 2021 vs. 2022 (Volume)



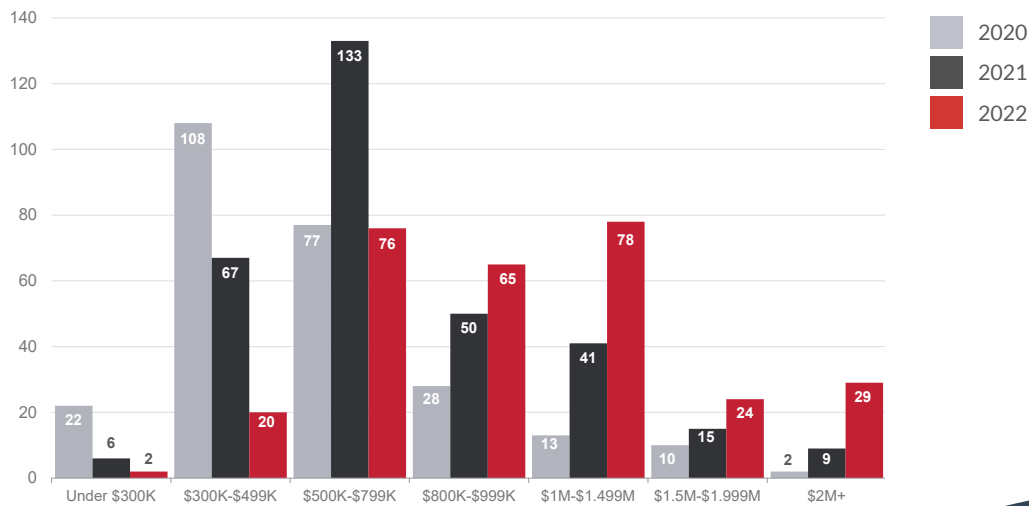
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2020 vs. 2021 vs. 2022 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **30%**, **90%**, **60%** and **222%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **67%**, **71%** and **43%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2021's sales – is down **70%** from a year ago. The \$500K-\$999K bracket – which accounts for **48%** of all sales – is down **2%**. And the \$1M+ bracket – which accounts for **45%** of all sales – is up **102%**.

Graph 5:  
**Southern Georgian Bay MLS® Sales By Price**  
 2020 vs. 2021 vs. 2022 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
**Southern Georgian Bay MLS® Sales By Property Type**  
 2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$277,711,845  
 UP 31% from 2021

**UNIT SALES:** 218  
 DOWN 7% from 2021

**AV. DAYS-ON-MARKET:** 22  
 DOWN 1 day from 2021

**AV. SALE PRICE:** \$1,273,908  
 UP 41% from 2021

### CONDOMINIUMS

**DOLLAR SALES:** \$29,225,592  
 UP 13% from 2021

**UNIT SALES:** 45  
 DOWN 8% from 2021

**AV. DAYS-ON-MARKET:** 28  
 DOWN 13 days from 2021

**AV. SALE PRICE:** \$649,458  
 UP 24% from 2021

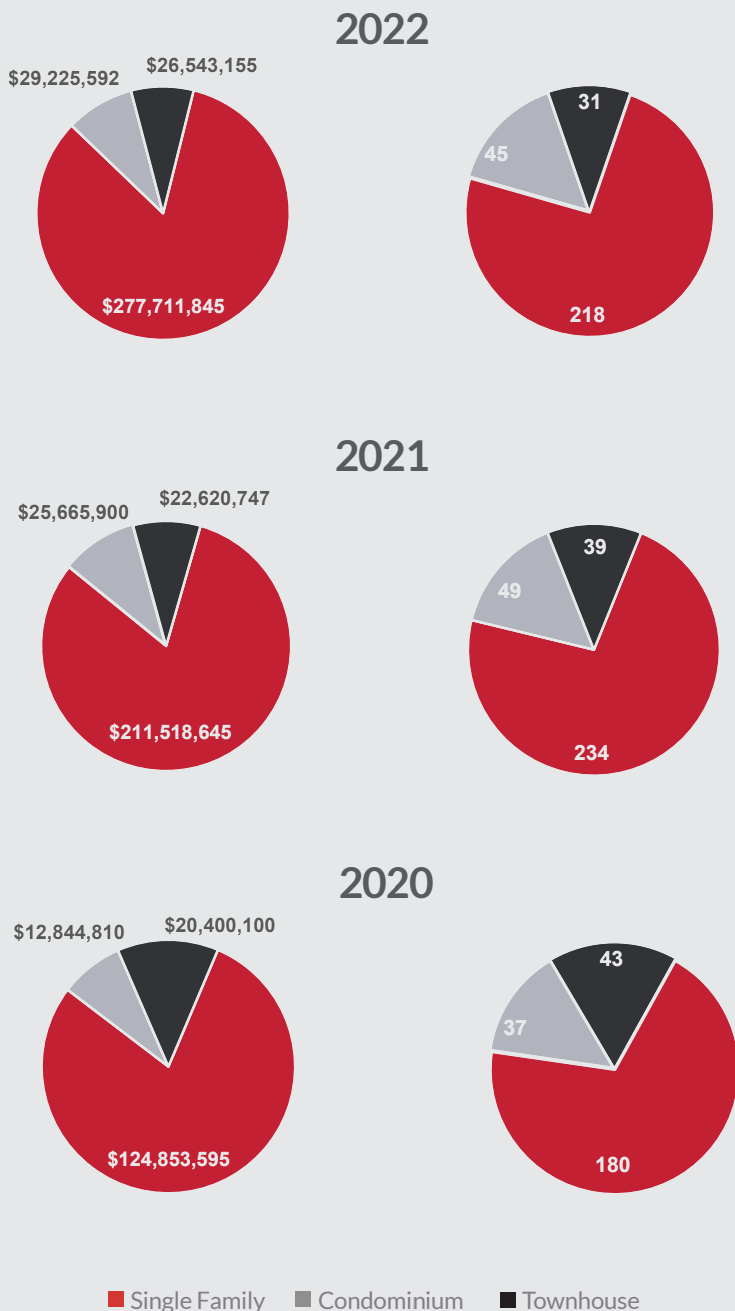
### TOWNHOUSES

**DOLLAR SALES:** \$26,543,155  
 UP 17% from 2021

**UNIT SALES:** 31  
 DOWN 21% from 2021

**AV. DAYS-ON-MARKET:** 13  
 DOWN 4 days from 2021

**AV. SALE PRICE:** \$856,231  
 UP 48% from 2021

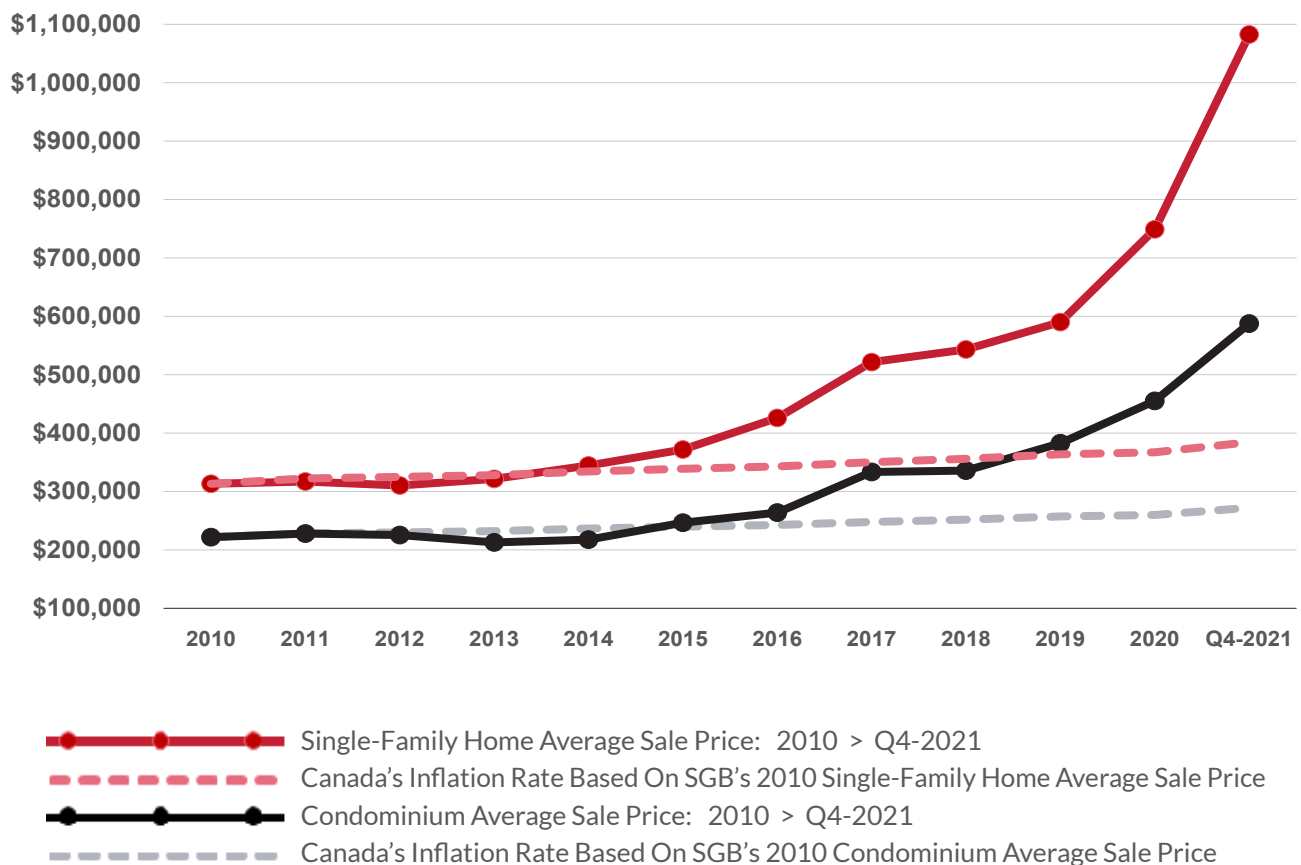


# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q4-2021 was **\$1,082,599**: that's up **45%, 83%, 99%, 108%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$587,471** is up **29% 54%, 75%, 76%** and **165%** 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 **182%** above inflation in Q4-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **116%** above inflation in Q4-2021.





# 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

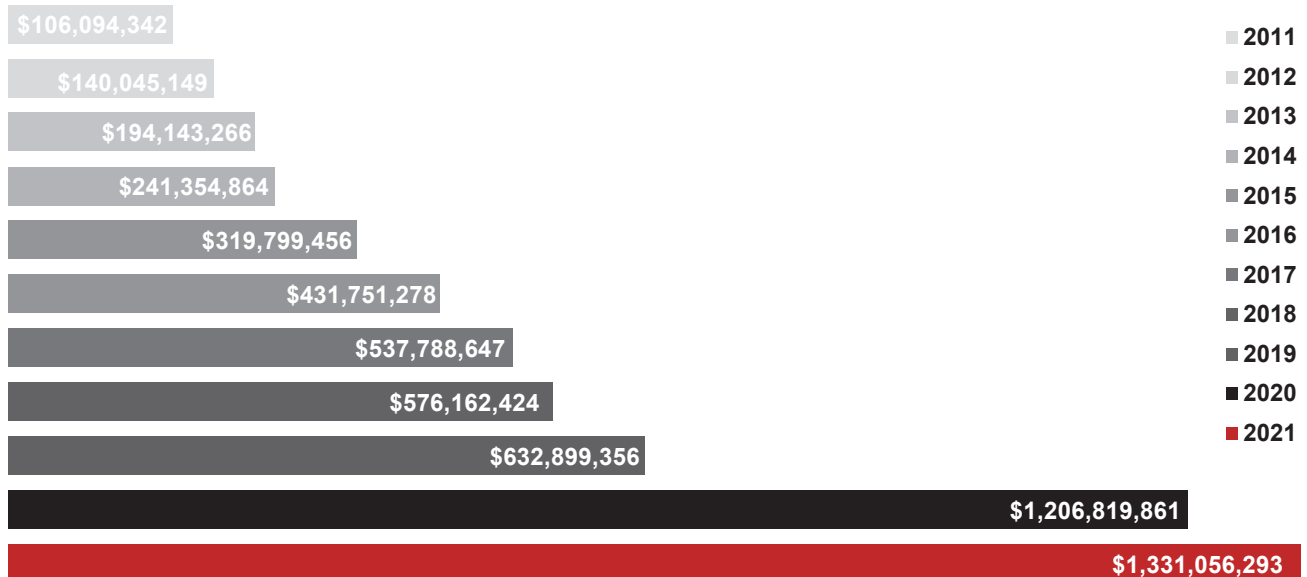


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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

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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.