

CLEARVIEW REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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



OVERVIEW

RELATIVELY STRONG SALES, WITH AVERAGE PRICES UP NICELY



Q1 SALES VOLUME OF \$55,190,118

Down 23% from Q1-2021's \$71,911,345, with units of 52 down 37% from Q1-2021's 82. New listings of 89 down 1%, with the sales/listings ratio of 58% down 33%.



MARCH SALES VOLUME OF \$20,644,443

Down 34% from March 2021's \$31,091,311. Units of 20 down 43% from last March's 35, with new listings of 40 down 2% and the sales/listings ratio of 50% down 35%.



RECORD Q1 AVERAGE SALE PRICE OF \$1,061,348

Up 21% from Q1-2021's \$876,963. Average days-on-market of 17 down 11 days.



OVERVIEW (cont'd)

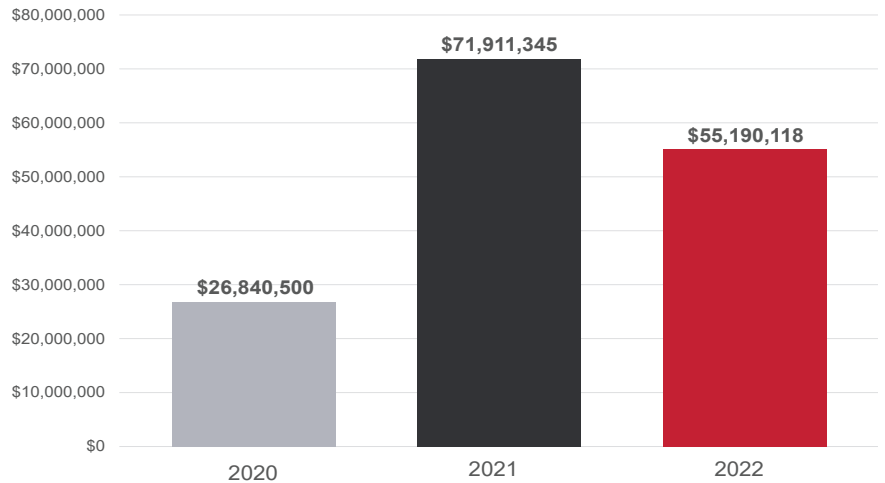


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

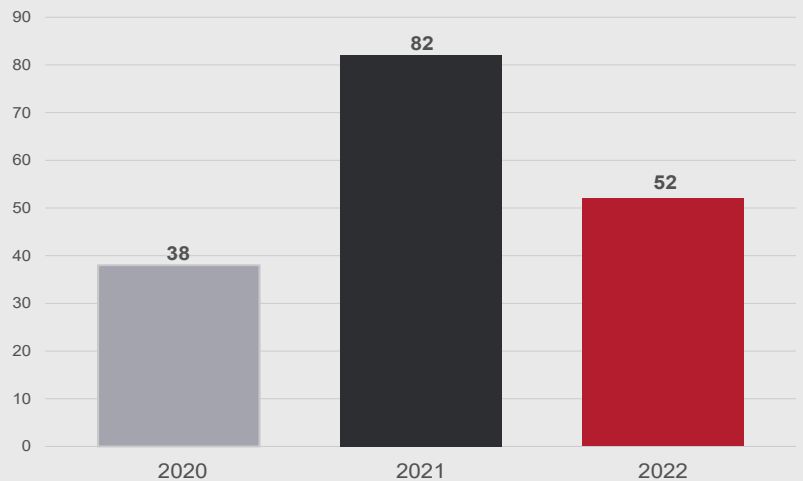
The Clearview market had a very high **103.7%** sale/list price ratio in March. Homes sold in just **11** days on average, down **7** days from one year ago. And there are currently **two months** of inventory. All that, despite March's relatively low **50%** sales/listings ratio, still adds up to a **seller's market**.



Graph 1:
Clearview MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Clearview MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL



Table 1:
Clearview MLS® Residential Sales And Listing Summary
 2020 vs. 2021 vs. 2022

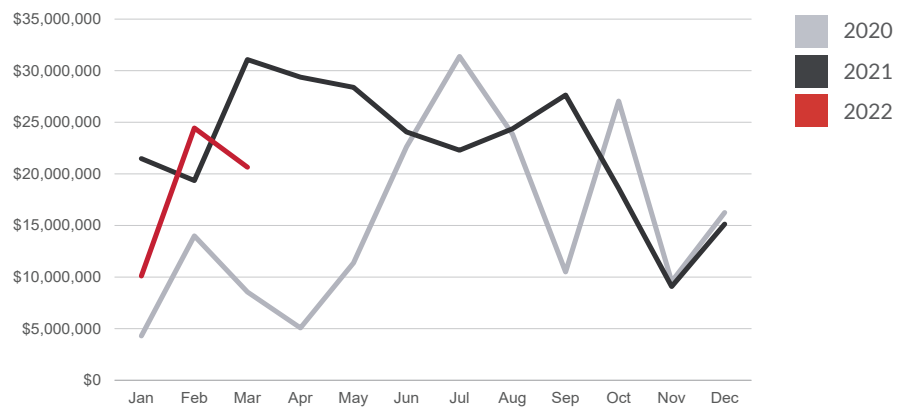
	2020	2021	2022	2021-2022
Volume Sales	\$26,840,500	\$71,911,345	\$55,190,118	-23%
Unit Sales	38	82	52	-37%
New Listings	91	90	89	-1%
Sales/Listings Ratio	42%	91%	58%	-33%
Expired Listings	14	3	6	+100%
Sales: \$300K - \$499K	16	12	0	-1200%
Sales: \$500K - \$799K	14	40	21	-47%
Sales: \$800K - \$999K	3	11	9	-18%
Sales: \$1M - \$1.499M	1	12	13	+8%
Sales: \$1.5M - \$1.999M	4	3	7	+133%
Sales: \$2M+	0	4	2	-50%
Average Days-On-Market	50	28	17	-39%
Average Sale Price	\$706,329	\$876,963	\$1,061,348	+21%

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 April. 3, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

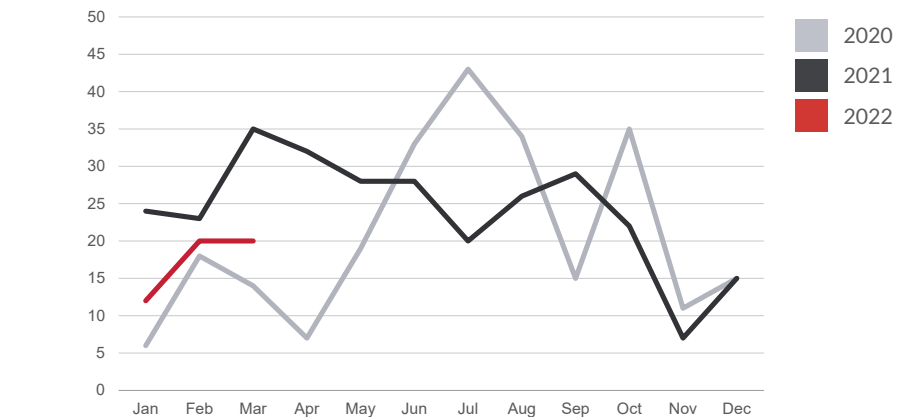
THE MARKET IN DETAIL (cont'd)

Although not achieving the stratospheric sales heights of Q1-2021, Clearview enjoyed a relatively strong first quarter. As **Graph 3** shows, Q1-2022 consisted of an average January followed by a strong February and March, yielding quarterly volume of **\$55,190,118**: down **23%** from last year's big record, but up **43%** from Clearview's third-best Q1. On the units side, Q1's **52** were down **37%** from last year's benchmark **82**, and the fourth best tally since 2016. Other metrics which reflect the market include March's: high **103.7%** sale/list price ratio; fast **11-day** average sale time; **two months** of inventory; and low **50%** sales/listings ratio. All that said, Clearview's average sale price is doing very well. At **\$1,061,348** it's up **99%, 79%, 50%** and **21%** from the Q1's of 2018, 2019, 2020 and 2021 respectively.

Graph 3:
Clearview Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Volume)



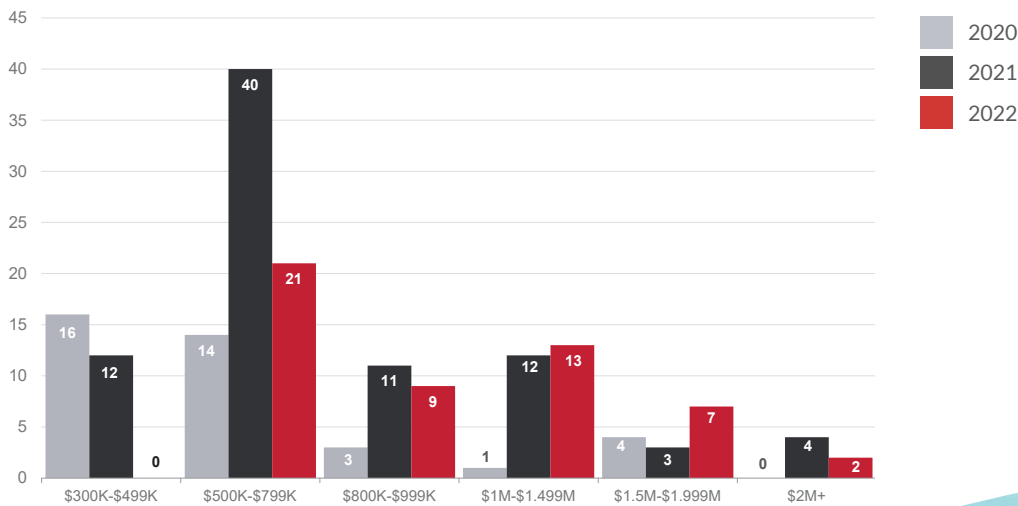
Graph 4:
Clearview Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

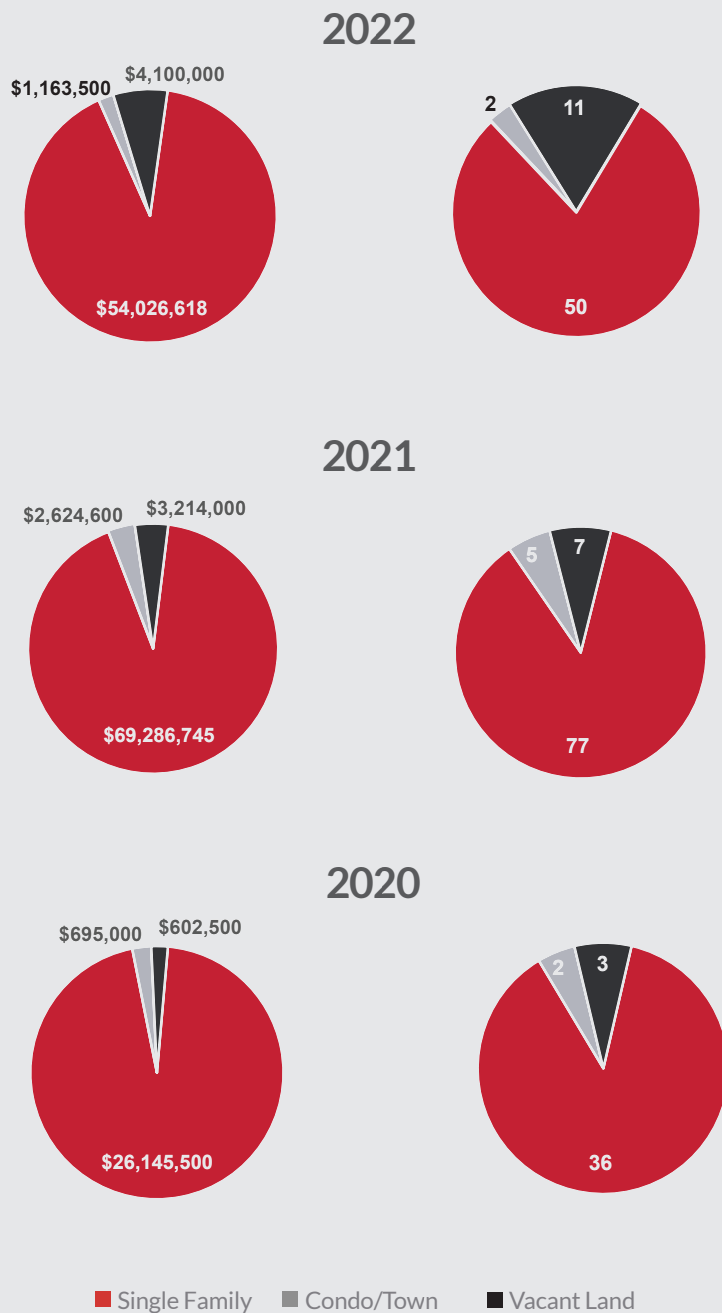
As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in two price ranges and down in four. The \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up **8%** and **133%** respectively. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges were down **1200%**, **47%**, **18%** and **50%** respectively. More generally, the Under-\$500K bracket for the first time accounted for no sales. The \$500K-\$999K Under-\$1M bracket – which accounted for **58%** of Q1-2022's sales – was down **52%** from one year ago. And the \$1M+ bracket – which accounted for **42%** of all sales – was up **16%**.

Graph 5:
Clearview MLS® Sales By Price
2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Clearview MLS® Sales By Property Type
2020 vs. 2021 vs. 2022 (Dollars and Units)



2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$54,026,618
DOWN 22% from Q1-2021

UNIT SALES: 50
DOWN 35% from Q1-2021

AV. DAYS-ON-MARKET: 18
DOWN 11 days from Q1-2021

AV. SALE PRICE: \$1,080,532
UP 20% from Q1-2021

CONDOS/TOWNS

DOLLAR SALES: \$1,163,500
DOWN 56% from Q1-2021

UNIT SALES: 2
DOWN 60% from Q1-2021

AV. DAYS-ON-MARKET: 6
DOWN 2 days from Q1-2021

AV. SALE PRICE: \$581,750
UP 11% from Q1-2021

VACANT LAND

DOLLAR SALES: \$4,100,000
UP 28% from Q1-2021

UNIT SALES: 11
UP 57% from Q1-2021

AV. DAYS-ON-MARKET: 62
DOWN 14 days from Q1-2021

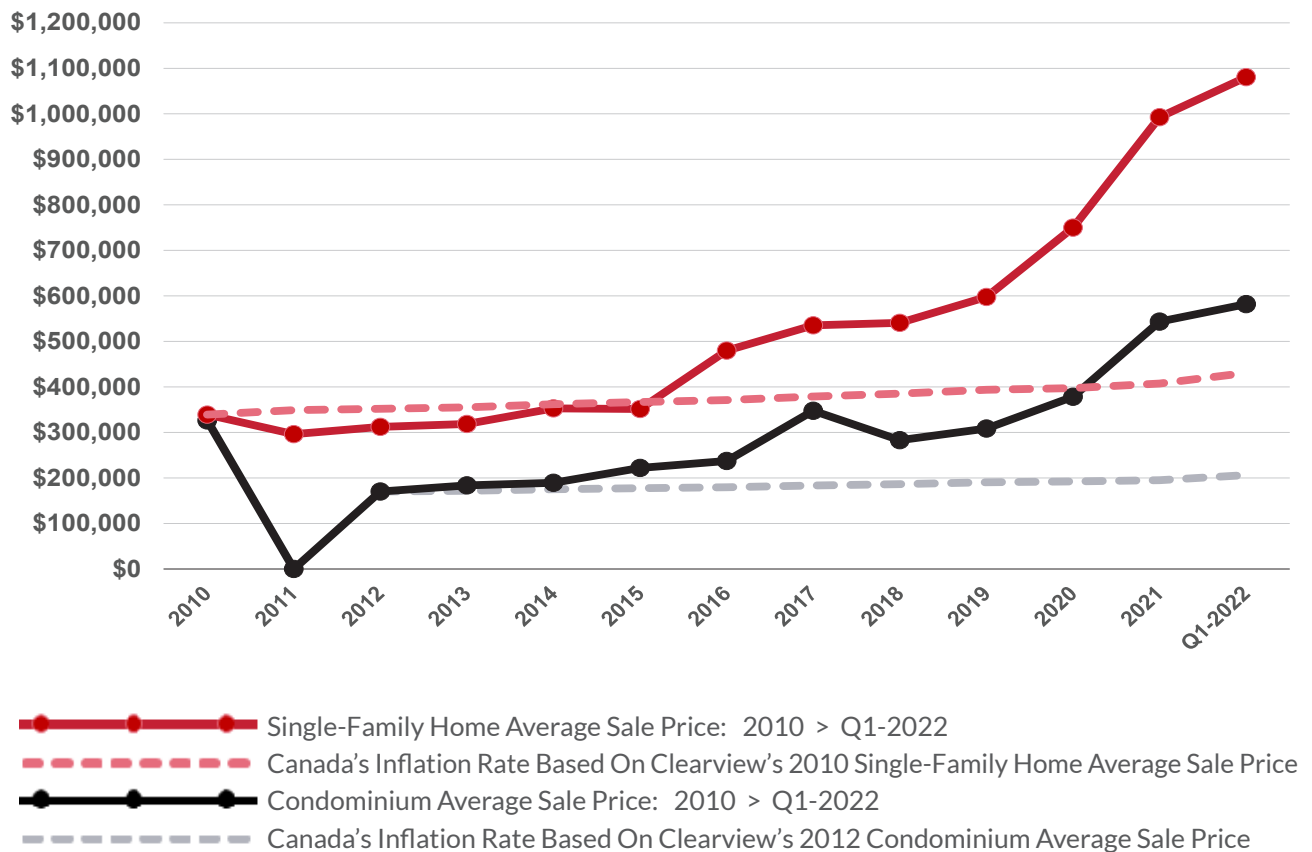
AV. SALE PRICE: \$372,727
DOWN 19% from Q1-2021

CLEARVIEW AVERAGE SALE PRICES: 2010-2022

BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q1-2022 was **\$1,080,532**: that's up **9%, 44%, 81%, 100%** and **219%** from 2021, 2020, 2019, 2018 and 2010 respectively. The average condo/town sales price in Q1-2022 was \$581,750. That's up **7%, 46%, 89%, 106%** and **242%** from 2021, 2020, 2019, 2018 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q1-2022 the average price rose to **151%** above inflation. Due to 2010's condo/town price anomaly and 2011's no sales, the condo/town starting point was set at 2012 in the graph below, yielding a **182%** rise above the inflation rate by Q1-2022.



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

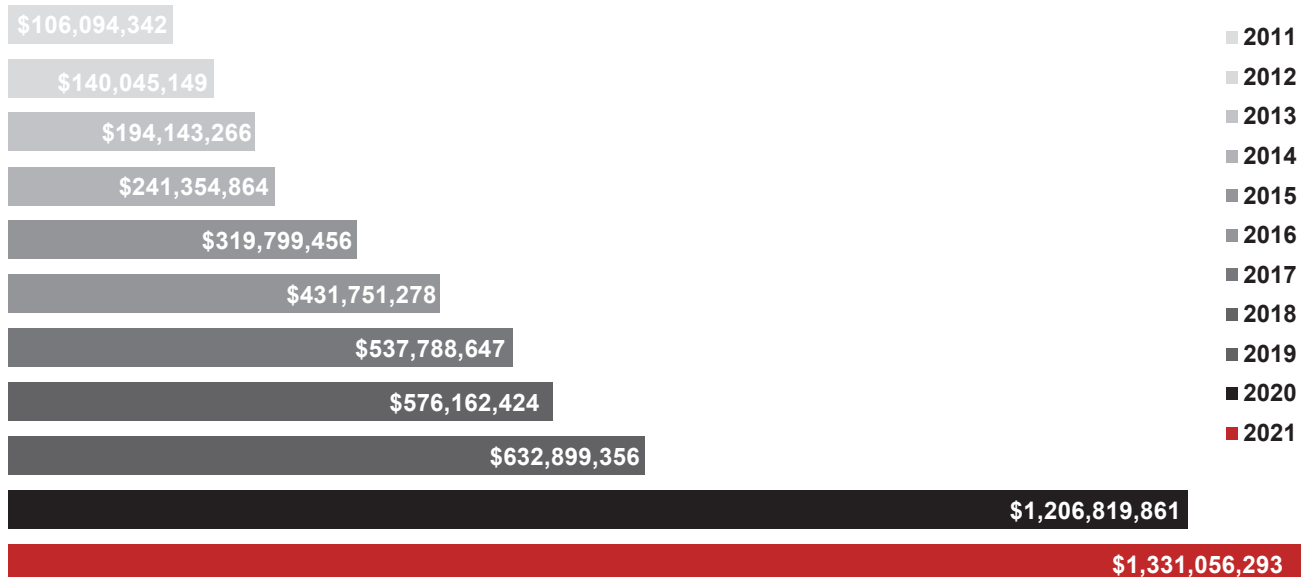


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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%	

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$878,700+

Raised for local causes &
Community Sponsorships
from 2013-2022

#1 Georgian Triangle
BROKERAGE

8
Straight Years*
Of Record Sales!

Featured Listings

36,239+
People Reached†

5,899+ 
Clicks, Shares, Views, & Likes‡

Q1 BY THE **2022**
Numbers

ROYAL LEPAGE LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



56 Detailed Market Reports
Per Year FOR YOU

**RECORD Q1 SALES
VOLUME OF**

With \$543,188,334



3 TIMES
MORE

than our closest regional competitor†



Award Winning Service

Socially Connected



67,766+

Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com

169,000+

Page Views†

24,530+

Unique Visitors†



WINTER BLAST \$5200

Raised for Local Charities
in 2022

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

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.