

COLLINGWOOD REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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



OVERVIEW

RECORD VOLUME, STRONG UNIT SALES, WITH AVERAGE SALE PRICE WAY UP



RECORD Q1 SALES VOLUME OF \$128,684,090

Up 5% from Q1-2021's \$123,141,695, with units of 125 down 18% from Q1-2021's 153. New listings of 169 down 19% from a year ago, with the sales/listings ratio of 74% equal to Q1-2021.



MARCH SALES VOLUME OF \$54,392,172

Down 14% from March 2021's \$63,055,683. Units of 53 down 32% from last March's 78, with new listings of 94 down 22%, and the sales/listings ratio of 73% down 10%.



RECORD Q1 AVERAGE SALE PRICE OF \$1,029,473

Up 28% from the \$804,848 of Q1-2021. Average days-on-market of 11 down by 6 days.

OVERVIEW (cont'd)

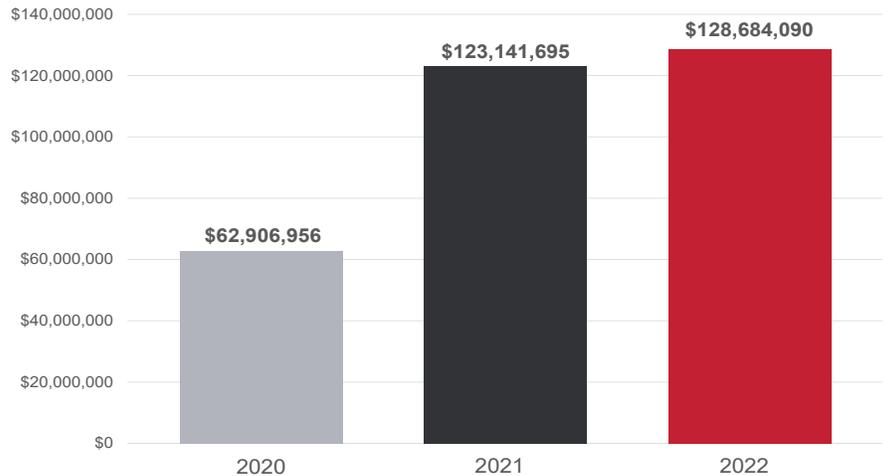


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

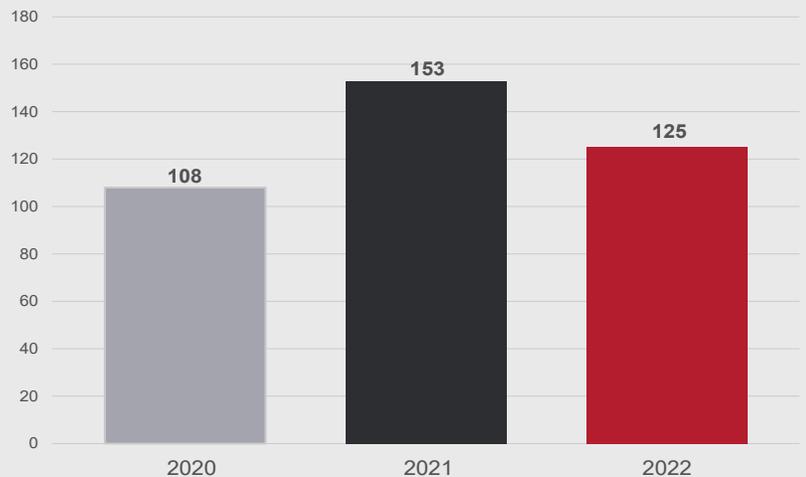
The Collingwood market had a very high **103.6%** sale/list price ratio in March. Homes sold in just **10** days on average, down **6** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **73%** sales/listings ratio, add up to a relatively strong **seller's market**.



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



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



THE MARKET IN DETAIL



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

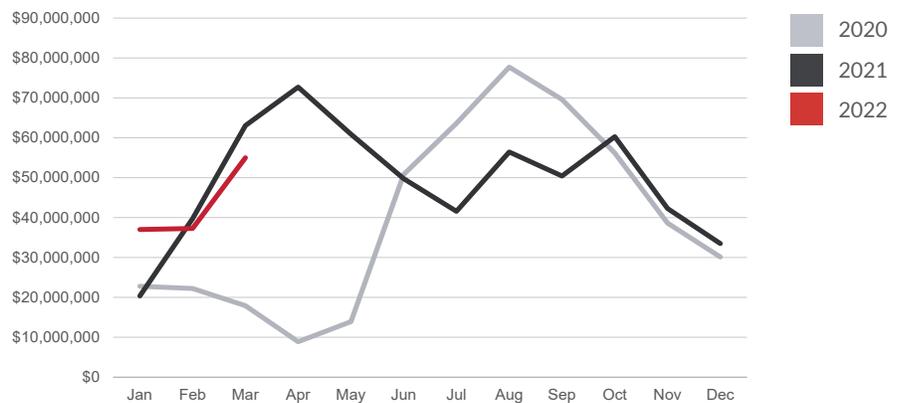
	2020	2021	2022	2021-2022
First Quarter (Q1) Volume Sales	\$62,906,956	\$123,141,695	\$128,684,090	+5%
Q1 Unit Sales	108	153	125	-18%
Q1 New Listings	205	208	169	-19%
Q1 Sales/Listings Ratio	53%	74%	74%	0%
Q1 Expired Listings	32	7	6	-14%
Q1 Sales: Under \$300K	9	0	0	0%
Q1 Sales: \$300K - \$499K	46	22	7	-68%
Q1 Sales: \$500K - \$799K	34	77	31	-60%
Q1 Sales: \$800K - \$999K	11	25	38	+52%
Q1 Sales: \$1M - \$1.499M	6	21	30	+43%
Q1 Sales: \$1.5M - \$1.999M	2	4	14	+250%
Q1 Sales: \$2M+	0	4	5	+25%
Q1 Average Days-On-Market	50	17	11	-35%
Q1 Average Sale Price	\$582,472	\$804,848	\$1,029,473	+28%

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.

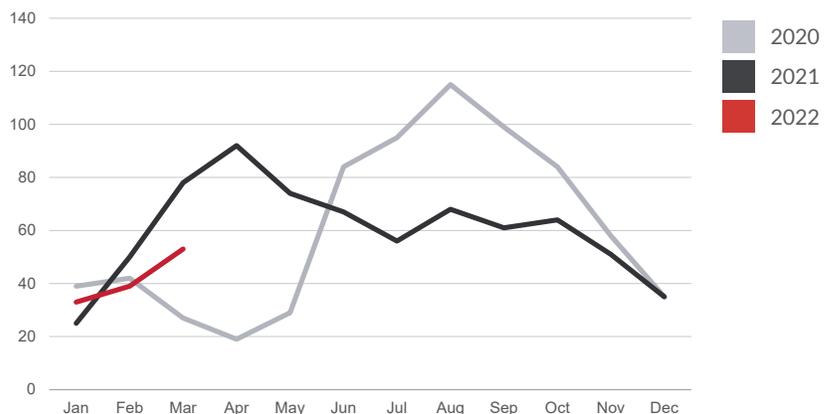
THE MARKET IN DETAIL (cont'd)

Although Collingwood's first quarter was not as frenetic as Q1-2021, it set a new dollar sales record due to escalating sale prices. As **Graph 3** shows, a big record January, followed by a strong February and March, combined to give Q1 **\$128,684,090** in volume, up **5%** from last year's previous high. On the units side, Q1's **125** were down **15%** from last year's benchmark **153**, and the fourth best ever. That said, other signs that the market, while slowing, is still strong include March's: **103.6%** sale/list price ratio; average sale time of just **10** days; relatively high **73%** sales/listings ratio; and just **one month** of inventory. And then there is Collingwood's Q1 average sale price. At **\$1,029,473** it's up **125%**, **132%**, **99%**, **77%** and **28%** from the Q1's of 2017-2021 respectively.

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



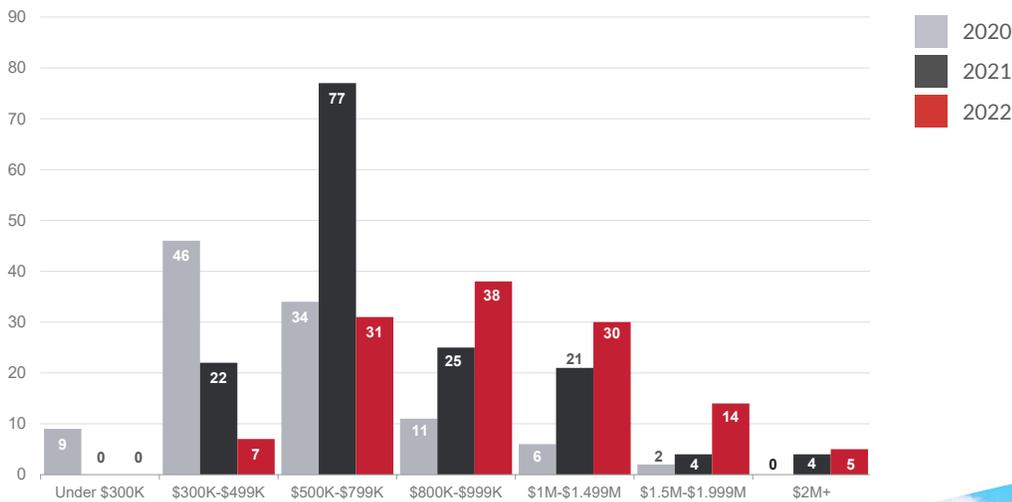
Graph 4:
Collingwood Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

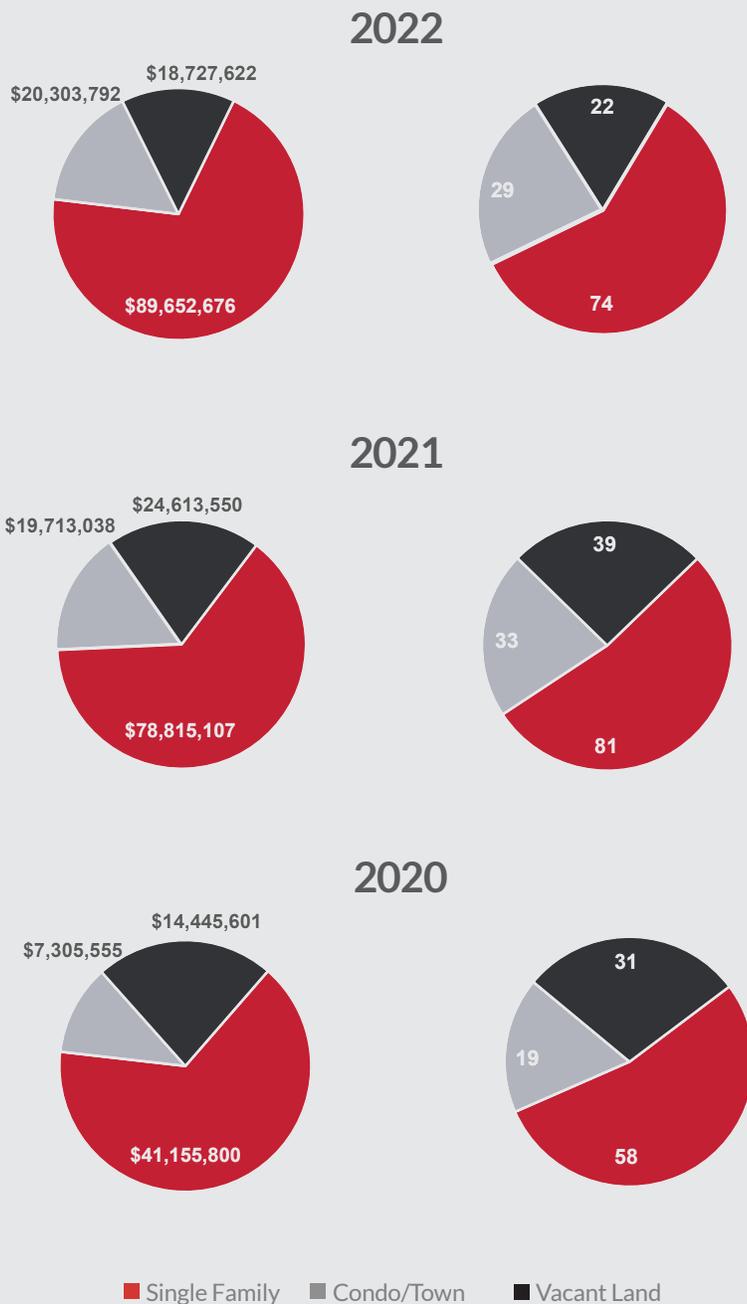
As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in four price ranges down in two, and even in one. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **52%**, **43%**, **250%** and **25%** respectively. The \$300K-\$499K and \$500K-\$799K ranges were down **68%** and **60%** respectively. And the Under-\$300K range was even. More generally, the Under-\$500K bracket – which accounted for **6%** of 2021's sales – was down **68%** from a year ago. The \$500K-\$999K bracket – which accounted for **55%** of all sales – was down **34%**. And the \$1M+ bracket – which accounted for **39%** of all sales – was up **69%**.

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



SALES BY PROPERTY TYPE

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



2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$89,652,676
 UP 14% from Q1-2021

UNIT SALES: 74
 DOWN 9% from Q1-2021

AV. DAYS-ON-MARKET: 12
 UP 2 days from Q1-2021

AV. SALE PRICE: \$1,211,523
 UP 25% from Q1-2021

CONDOMINIUMS

DOLLAR SALES: \$20,303,792
 UP 3% from Q1-2021

UNIT SALES: 29
 DOWN 12% from Q1-2021

AV. DAYS-ON-MARKET: 11
 DOWN 35 days from Q1-2021

AV. SALE PRICE: \$700,131
 UP 17% from Q1-2021

TOWNHOUSES

DOLLAR SALES: \$18,727,622
 DOWN 24% from Q1-2021

UNIT SALES: 22
 DOWN 44% from Q1-2021

AV. DAYS-ON-MARKET: 9
 UP 3 days from Q1-2021

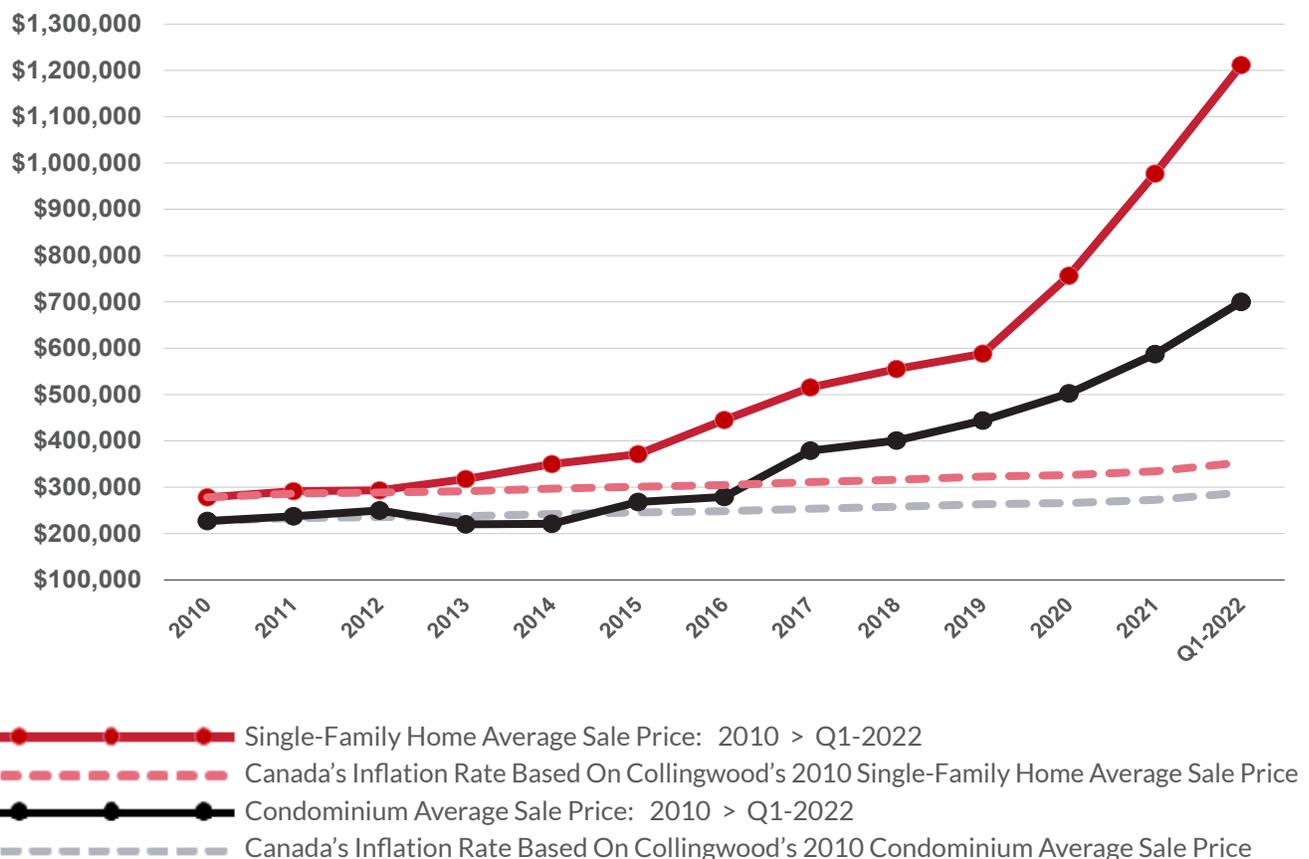
AV. SALE PRICE: \$851,256
 UP 35% from Q1-2021

COLLINGWOOD AVERAGE SALE PRICES: 2010-2022

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q1-2022 was **\$1,211,523**: that's up **25%, 64%, 108%, 120%** and **339%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$700,131** is up **19%, 39%, 58%, 75%** and **209%** from 2021, 2020, 2019, 2018 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q1-2022 the average price rose to **243%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **143%** above inflation in 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

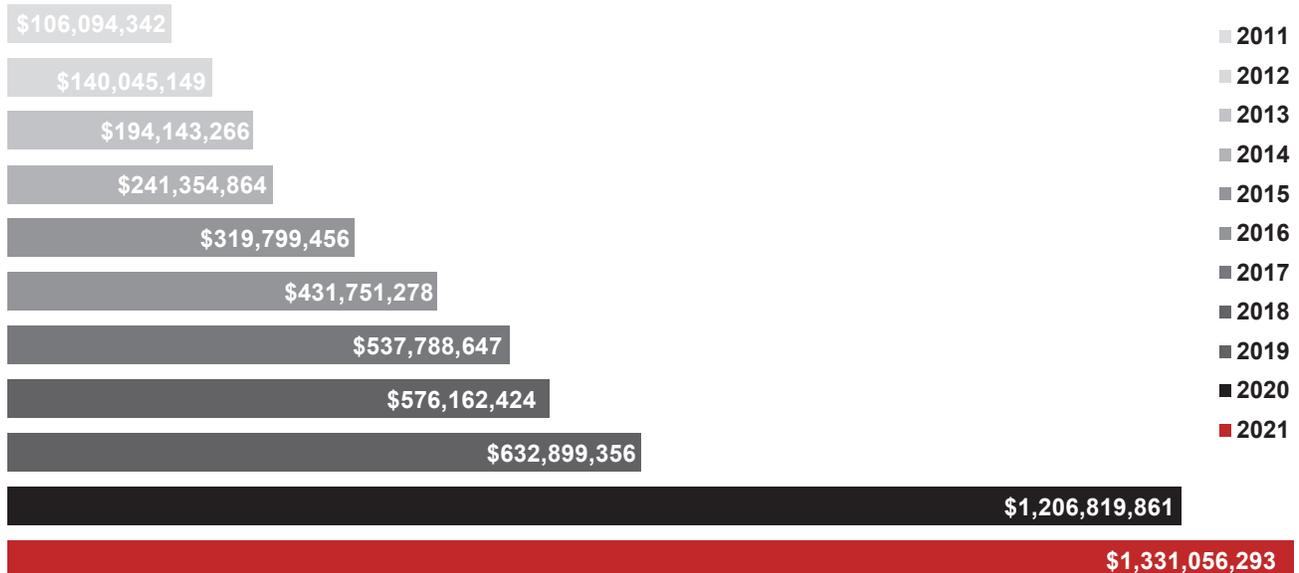


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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

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†



2021 **TOP 1%
DONOR**
ROYAL LEPAGE
SHELTER FOUNDATION

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

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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.