

GREY HIGHLANDS REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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



OVERVIEW

SLOWING SALES, LESS DEMAND, WITH AVERAGE PRICES UP



Q1 SALES VOLUME OF \$30,209,847

Down 27% from Q1-2021's \$41,635,677, with units of 33 down 33% from Q1-2021's 49. New listings of 49 down 11% from a year ago, with the sales/listings ratio of 67% down 22%.



MARCH SALES VOLUME OF \$9,710,000

Down 40% from March 2021's \$16,253,400. Units of 11 down 45% from last March's 20, with new listings of 26 up 4% and the sales/listings ratio of 42% down 38%.



RECORD Q1 AVERAGE SALE PRICE OF \$915,450

Up 8% from the \$849,708 of Q1-2021. Average days-on-market of 32 up 10 days.

OVERVIEW (cont'd)

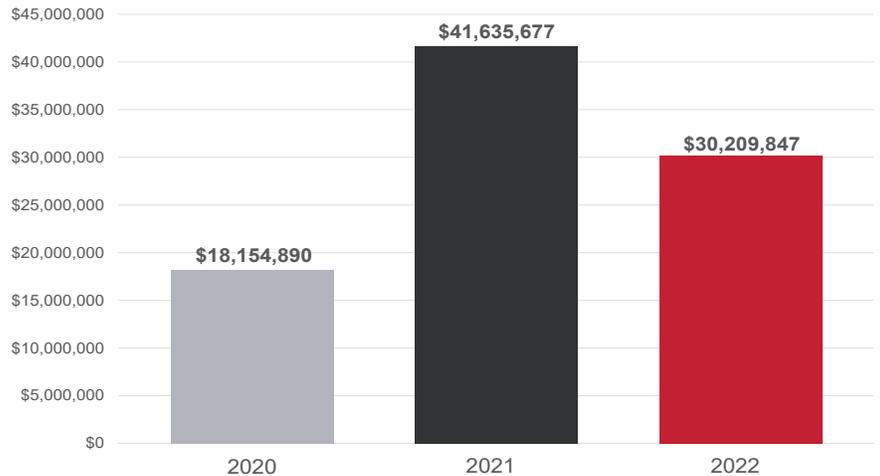


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

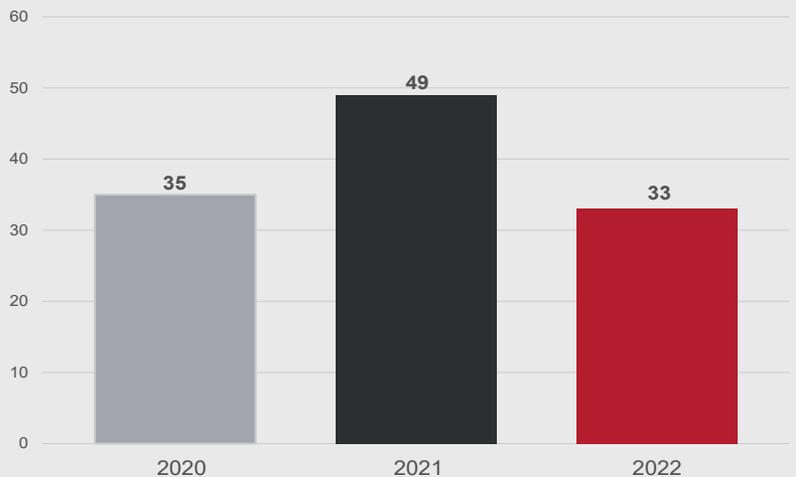
The Grey Highlands market had a relatively high **100%** sale/list price ratio in March. Homes sold in **28** days on average, up **2** days from one year ago. And there is currently **2 months** of inventory. However, despite those seller-favourable metrics, March's fallen **42%** sales/listings ratio means that it is **buyers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

Grey Highlands MLS® Residential Sales And Listing Summary
2020 vs. 2021 vs. 2022

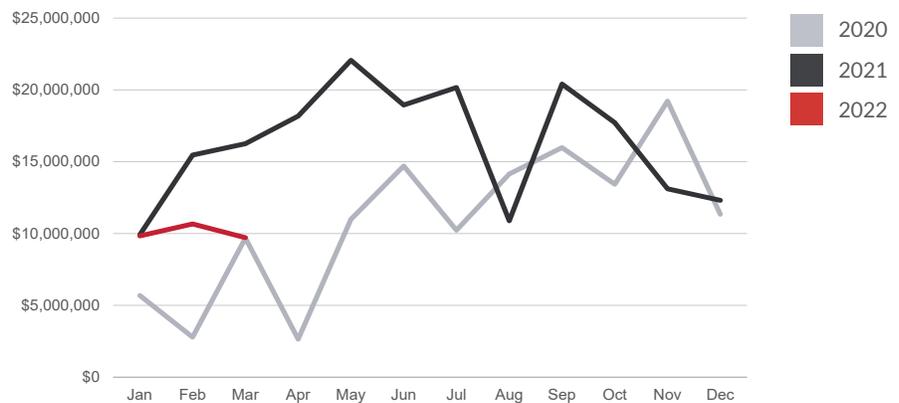
| | 2020 | 2021 | 2022 | 2021-2022 |
|--------------------------|--------------|--------------|--------------|-----------|
| Volume Sales | \$18,154,890 | \$41,635,677 | \$30,209,847 | -27% |
| Unit Sales | 35 | 49 | 33 | -33% |
| New Listings | 54 | 55 | 49 | -11% |
| Sales/Listings Ratio | 65% | 89% | 67% | -22% |
| Expired Listings | 10 | 6 | 2 | -67% |
| Sales: Under \$300K | 5 | 1 | 0 | -100% |
| Sales: \$300K - \$499K | 15 | 8 | 3 | -62% |
| Sales: \$500K - \$799K | 11 | 18 | 11 | -39% |
| Sales: \$800K - \$999K | 3 | 10 | 8 | -20% |
| Sales: \$1M - \$1.499M | 0 | 8 | 9 | +13% |
| Sales: \$1.5M - \$1.999M | 1 | 3 | 2 | -33% |
| Sales: \$2M+ | 0 | 1 | 0 | -100% |
| Average Days-On-Market | 62 | 22 | 32 | +45% |
| Average Sale Price | \$518,711 | \$849,708 | \$915,450 | +8% |

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.

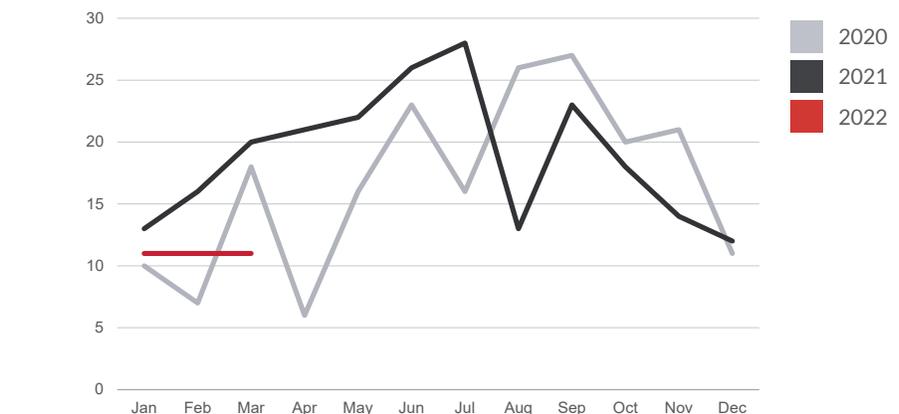
THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, the Grey Highlands market, after enjoying such an extraordinary year in 2021, has slowed so far this year. That said, this year's volume of **\$30,209,847** – while down **27%** from Q1-2021's record **\$41,635,677** – is Grey's second-best Q1 ever, up **66%** from Q1-2020's third-best **\$18,154,890**. On the units side, Q1's **33** are actually tied with Q1-2017 for the fewest Q1 sales since 2010. Other elements of the recent market mix include March's: relatively high **100%** sale/list price ratio; average sale time of **28** days; **2 months** of inventory; and a relatively low **42%** sales/listings ratio. Still, the average sale price is doing well. At **\$915,450** it's up **128%**, **104%**, **76%** and **8%** from the Q1's of 2018-2021 respectively.

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



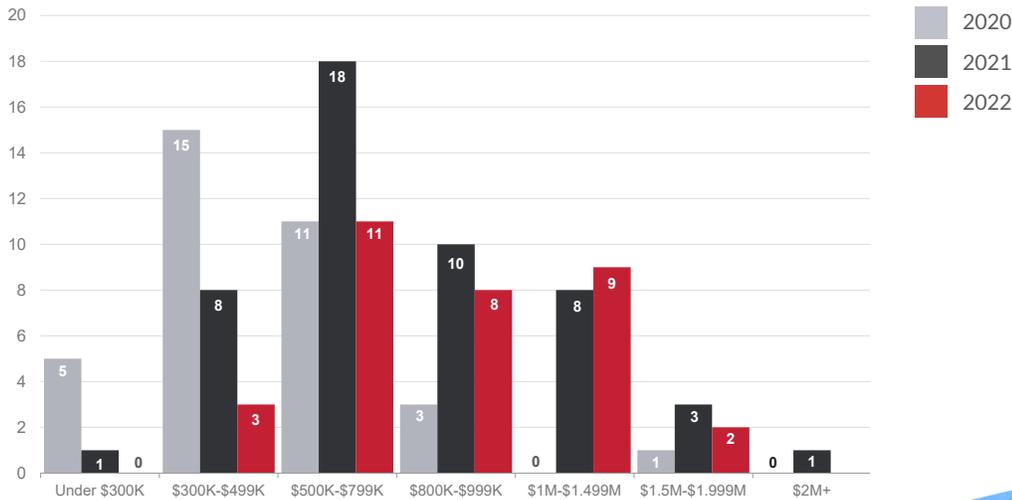
Graph 4:
Grey Highlands Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in one price range and down in six. The \$1M-\$1.499M range was up **13%**, while the Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1.5M-\$1.999M and \$2M+ ranges were down **100%**, **62%**, **39%**, **20%**, **33%** and **100%** respectively. More generally, the Under-\$500K bracket - which accounted for **9%** of Q1-2022's sales - was down **67%** from a year ago. The \$500K-\$999K bracket - which accounted for **58%** of all sales - was down **32%**. And the \$1M+ bracket - which accounted for **33%** of all sales - was down **8%**.

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



SALES BY PROPERTY TYPE

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

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$28,739,847
DOWN 31% from Q1-2021

UNIT SALES: 31
DOWN 37% from Q1-2021

AV. DAYS-ON-MARKET: 34
UP 12 days from Q1-2021

AV. SALE PRICE: \$927,092
UP 9% from Q1-2021

CONDOS/TOWNS

DOLLAR SALES: \$1,470,000
UP 100% from Q1-2021

UNIT SALES: 2
UP 100% from Q1-2021

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

AV. SALE PRICE: \$735,000
UP 100% from Q1-2021

VACANT LAND

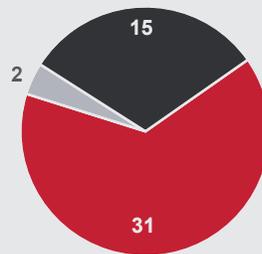
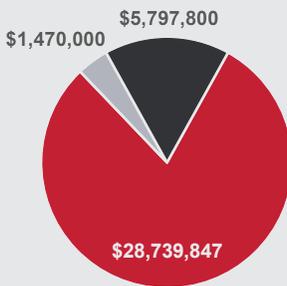
DOLLAR SALES: \$5,797,800
UP 24% from Q1-2021

UNIT SALES: 15
UP 15% from Q1-2021

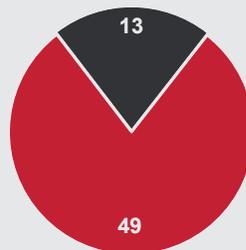
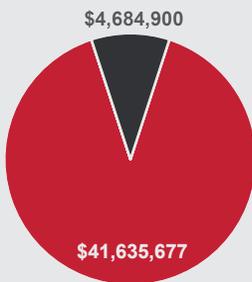
AV. DAYS-ON-MARKET: 65
DOWN 34 days from Q1-2021

AV. SALE PRICE: \$386,520
UP 7% from Q1-2021

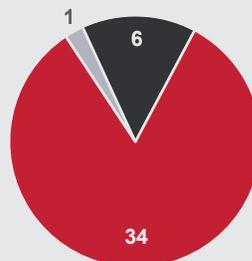
2022



2021



2020



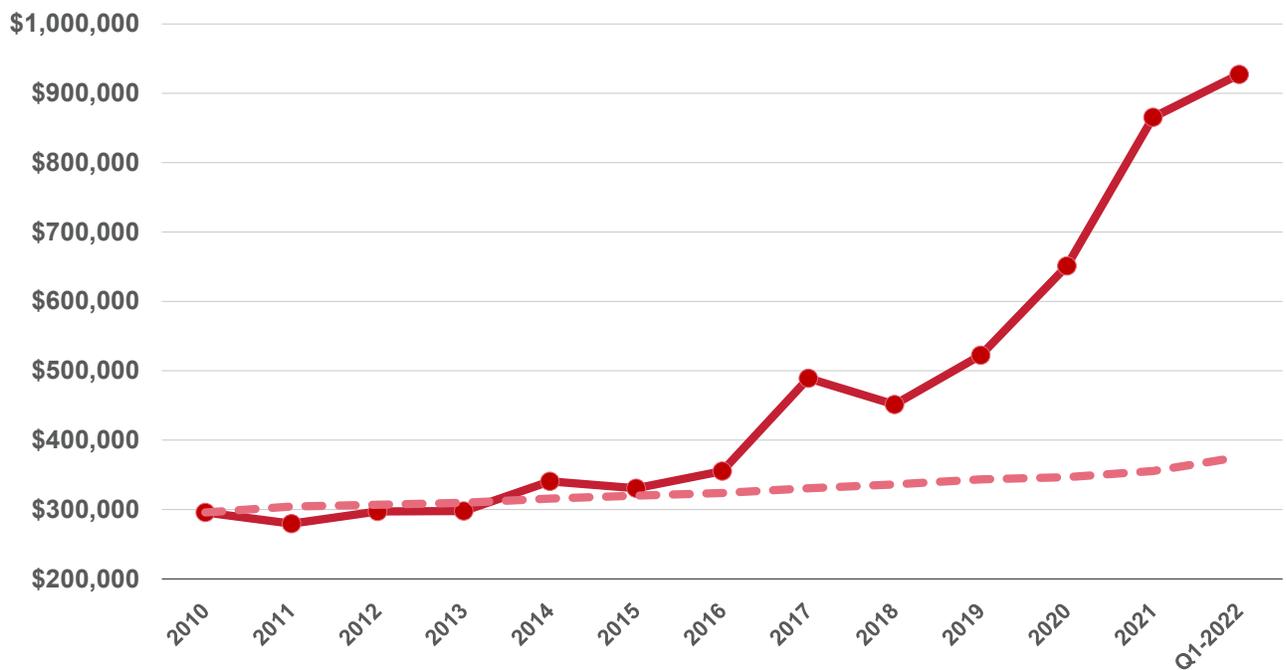
■ Single Family ■ Condo/Town ■ Vacant Land

GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2022

HUGE GAINS FOR SINGLE-FAMILY HOMES SINCE 2017

↑ Grey Highlands' average sale price for single-family homes underwent relatively modest increases from 2010-2016 and then began to climb rapidly in 2017. In Q1-2022 it reached **\$927,092** – up **7%**, **44%**, **77%**, **105%**, **90%** and **213%** from 2021, 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010 to 2013 Grey Highlands' annual average sale price for single-family homes increased at slightly less than the Canada's inflation rate. By 2016 the average sale price was **10%** above the inflation rate, after which it jumped to **147%** above the inflation rate in Q1-2022.



● Single-Family Home Average Sale Price: 2010 > Q1-2022
 - - - - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home 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

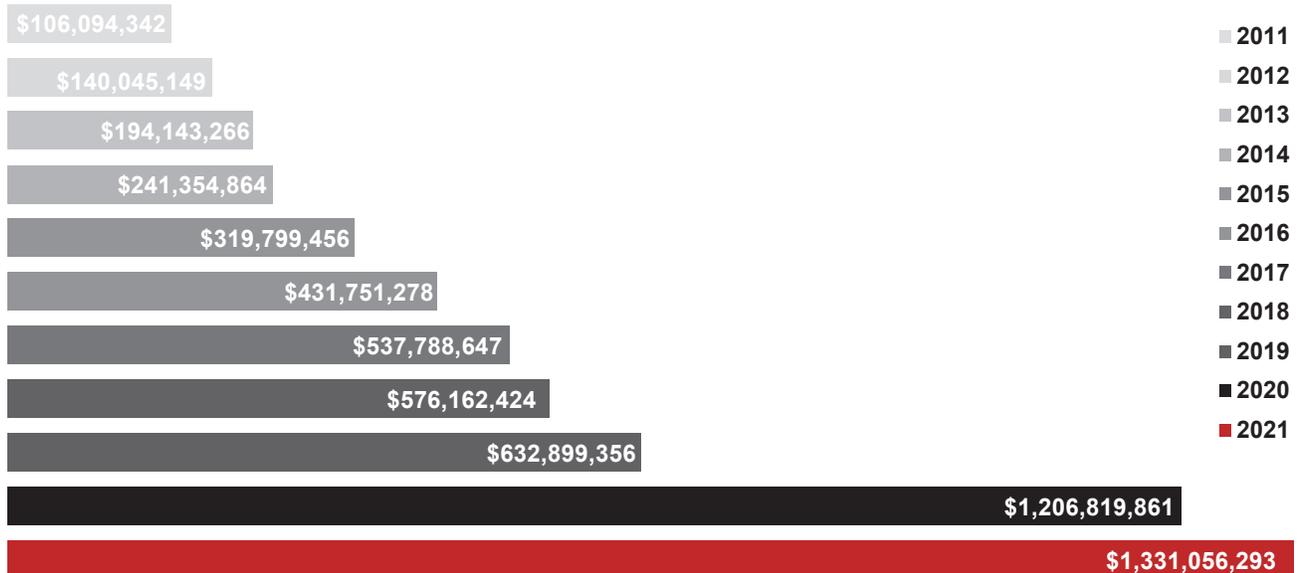


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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% | |

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

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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.