

# CLEARVIEW REAL ESTATE MARKET REPORT

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## 2020 IN REVIEW

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





# OVERVIEW

## RECORD VOLUME SALES AND PRICES, ON FEWER LISTINGS



### RECORD ANNUAL SALES VOLUME OF \$138,498,750

Up 34% from 2019's \$103,347,371, with units of 175 up 2% from 2019's 171. New listings of 233 down 17%, with the sales/listings ratio of 75% up 14%.



### RECORD Q4 SALES VOLUME OF \$42,565,600

Up 65% from Q4-2019's \$25,847,875. Unit sales of 46 up 21% from Q4-2019's 38, with new listings of 43 down 19% and the sales/listings ratio of 107% up 35%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$791,421

Up 31% from 2019's \$604,371. Average days-on-market of 68 down 3 days.



# OVERVIEW (cont'd)

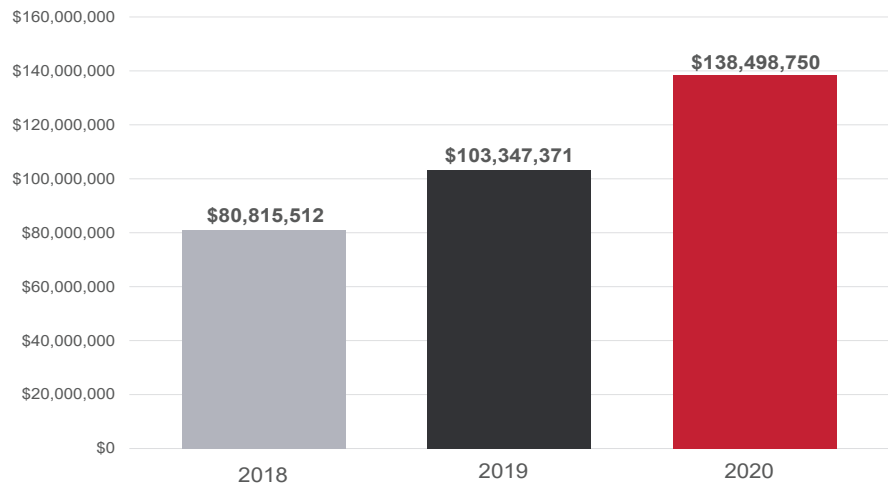


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

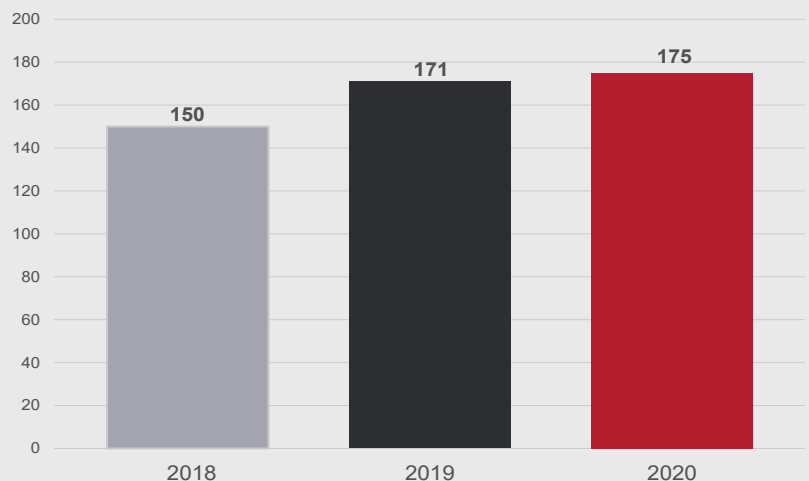
December's volume was up **84%** from 2014's prior high, while its **9** units were down **44%** from 2014's benchmark **16**. December had a **96.4%** sale/list price ratio; homes sold **17** days faster on average than last December; and there is now **3 months** of inventory. All that, and December's **82%** sales/listings ratio, add up to a **sellers' market**.



Graph 1:  
Clearview MLS® Sales  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
Clearview MLS® Sales  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

**Clearview MLS® Residential Sales And Listing Summary**  
2018 vs. 2019 vs. 2020

	2018	2019	2020	2019-2020
Annual Volume Sales	\$80,815,512	\$103,347,371	\$138,498,750	+34%
Annual Unit Sales	150	171	175	+2%
Annual New Listings	298	281	233	-17%
Annual Sales/Listings Ratio	50%	61%	75%	+14%
Fourth Quarter (Q4) Volume Sales	\$17,568,112	\$25,847,875	\$42,565,600	+65%
Q4 U nit Sales	32	38	46	+21%
Q4 New Listings	58	53	43	-19%
Q4 Sales/Listings Ratio	55%	72%	107%	+35%
Q4 Average Sale Price	\$549,004	\$680,207	\$925,339	+36%
December Volume Sales	\$2,832,500	\$5,776,000	\$11,569,000	+100%
December U nit Sales	6	8	9	+13%
December New Listings	11	10	11	+10%
December Sales/Listings Ratio	55%	80%	82%	+2%
December Average Sale Price	\$472,083	\$722,000	\$1,285,444	+78%
Annual Sales: Under \$300K	16	14	3	-79%
Annual Sales: \$300K - \$499K	74	75	65	-13%
Annual Sales: \$500K - \$799K	45	52	56	+8%
Annual Sales: \$800K - \$999K	7	12	12	0%
Annual Sales: \$1M - \$1.499M	5	9	17	+89%
Annual Sales: \$1.5M - \$1.999M	0	8	13	+63%
Annual Sales: \$2M+	3	1	9	+800%
Annual Average Days-On-Market	60	71	68	-4%
Annual Average Sale Price	\$538,770	\$604,371	\$791,421	+31%

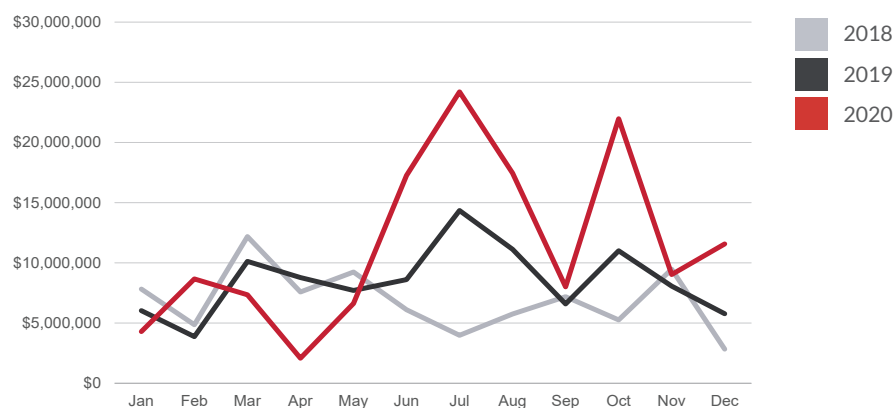
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Jan. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



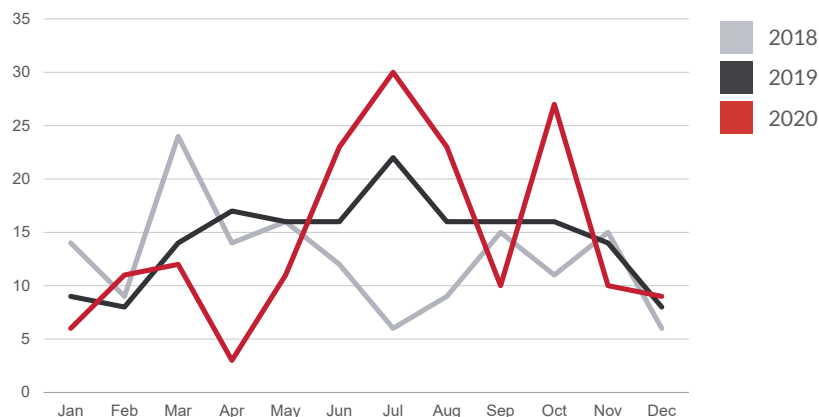
# THE MARKET IN DETAIL (cont'd)

Quite a year. Clearview saw its biggest volume sales ever in 2020, largely due to a record stretch from June to December. That stretch yielded **\$109,064,150** in sales: **79%** of Clearview's 2020 total and **6% more** than 2019's former annual record. Unit sales followed the same pattern, with **75%** occurring from June to December – on **15%** fewer listings than 2019. That said, unlike its record volume sales, Clearview's **175** units in 2020 were **22%** fewer than 2016's high of **224**. The best news for home owners was 2020's average sale price of **\$791,421**: it was up **128%, 62%, 46%, 47%** and **31%** from 2015-19 respectively. It'll be interesting to see how the market fares in 2021.

Graph 3:  
**Clearview Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



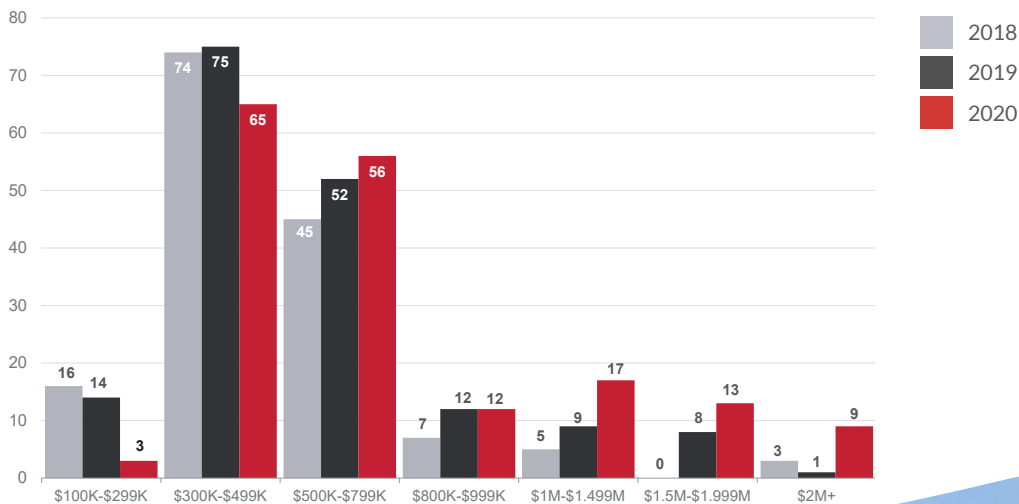
Graph 4:  
**Clearview Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in four price ranges, even in one, and down in two. The \$500K-\$799K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **8%**, **89%**, **63%** and **800%** respectively. The \$800K-\$999K range was **even**. The Under-\$300K and \$300K-\$499K ranges were down **79%** and **13%** respectively. More generally, the Under-\$500K bracket – which accounted for **39%** of 2020's sales – was down **31%** from 2019. The \$500K-\$999K bracket – which accounted for **39%** of all sales – was up **6%**. And the \$1M+ bracket – which accounted for **22%** of all sales – was up **117%**.

Graph 5:  
**Clearview MLS® Sales By Price**  
2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Clearview MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$135,472,250  
UP 35% from 2019

**UNIT SALES:** 167  
UP 4% from 2019

**AV. DAYS-ON-MARKET:** 70  
EQUAL to 2019

**AV. SALE PRICE:** \$811,211  
UP 26% from 2019

### CONDOS/TOWNS

**DOLLAR SALES:** \$3,026,500  
UP 1% from 2019

**UNIT SALES:** 8  
DOWN 20% from 2019

**AV. DAYS-ON-MARKET:** 20  
DOWN 69 days from 2019

**AV. SALE PRICE:** \$378,313  
UP 21% from 2019

### RESIDENTIAL LAND

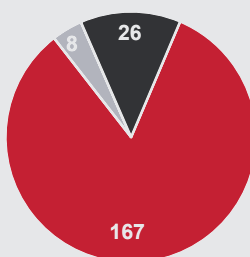
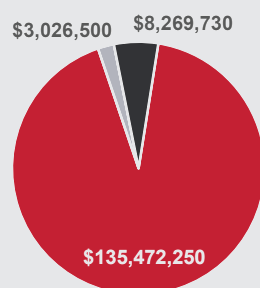
**DOLLAR SALES:** \$8,269,730  
UP 78% from 2019

**UNIT SALES:** 26  
UP 73% from 2019

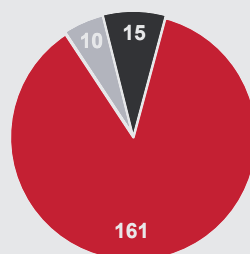
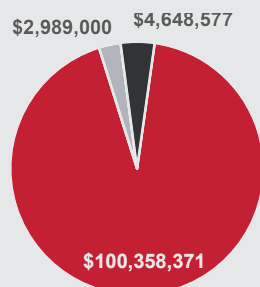
**AV. DAYS-ON-MARKET:** 82  
UP 20 days from 2019

**AV. SALE PRICE:** \$318,067  
UP 3% from 2019

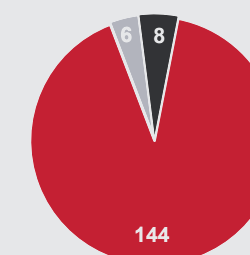
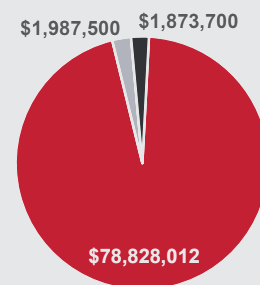
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

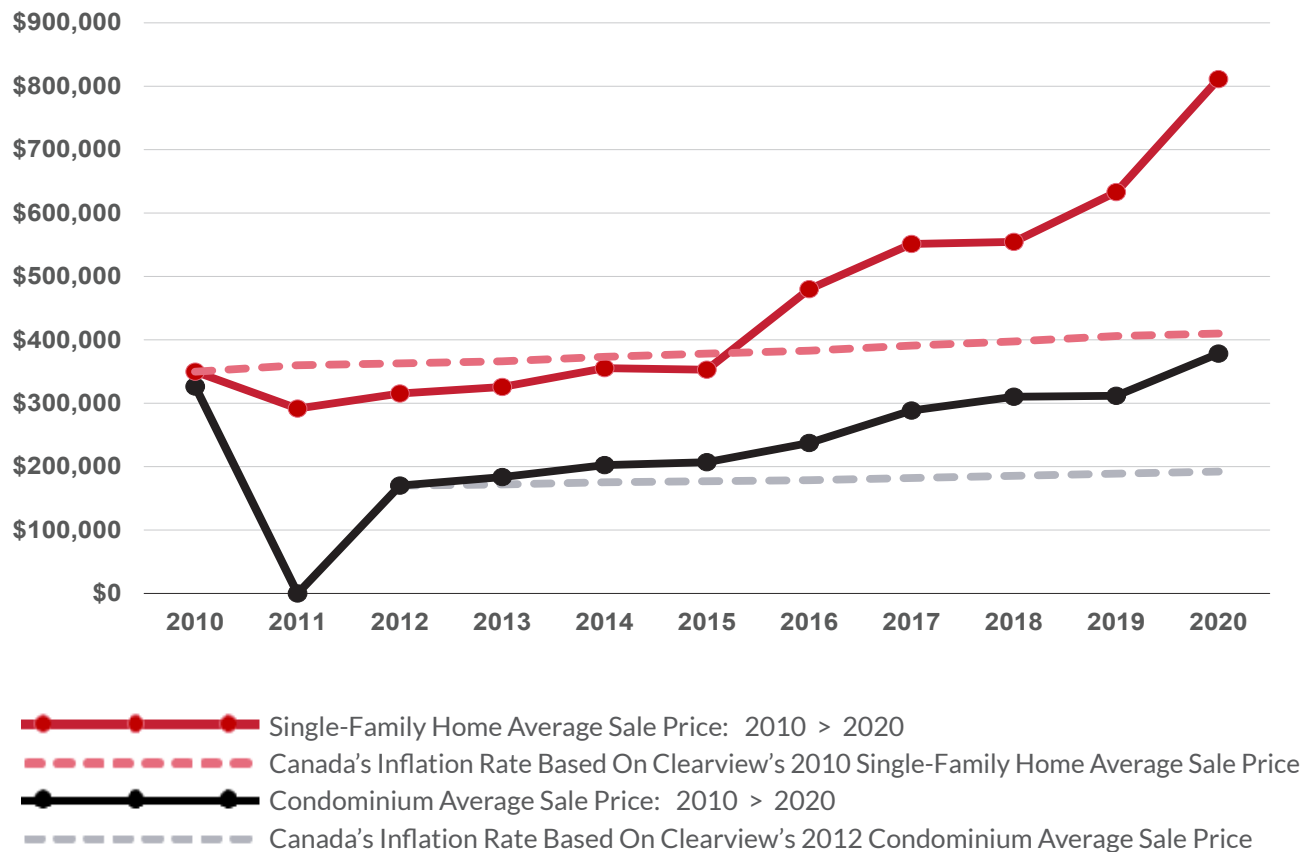


# CLEARVIEW AVERAGE SALE PRICES: 2010-2020

## BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in 2020 was **\$811,211**: that's up **26%, 46%, 47%, 69% and 132%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$378,313** was up **21%, 22%, 31%, 59% and 80%** from 2019, 2018, 2017, 2016 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to 2020 the average price rose to **98%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **123%** rise above the inflation rate by 2020.





# ROYAL LEPAGE LOCATIONS NORTH IN 2020

## OUR 8TH STRAIGHT RECORD-BREAKING YEAR



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

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

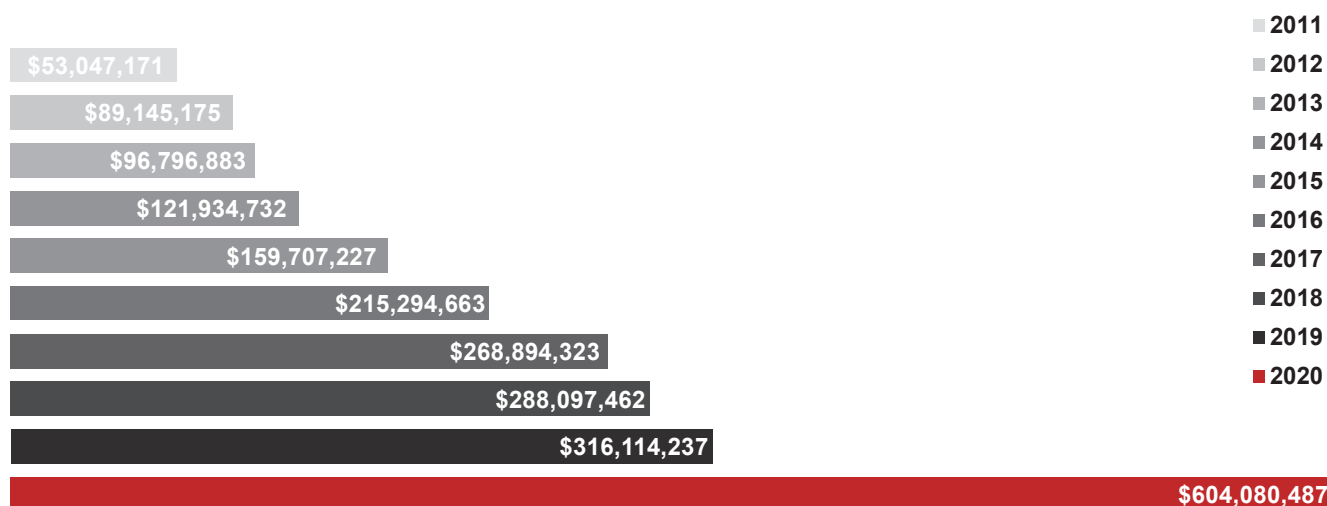


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,  
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

### Locations North Sales Volume, 2011 - 2020



# 2020 UNIT SALES

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

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	<div></div>
RE/MAX Four Seasons	79.5	12.6%	<div></div>
Century 21 Millenium	70	11.1%	<div></div>
Chestnut Park	55	8.7%	<div></div>
Clairwood	45	7.1%	<div></div>
RE/MAX of Wasaga Beach	23	3.6%	<div></div>
Engel & Volkers	18	2.9%	<div></div>
Forest Hill	13.5	2.1%	<div></div>
Sotheby's	7	1.1%	<div></div>
Other	50	8%	<div></div>

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	<div></div>
RE/MAX Four Seasons	54.5	11.1%	<div></div>
RE/MAX at Blue	52.5	10.7%	<div></div>
Century 21 Millenium	48	9.8%	<div></div>
Chestnut Park	38.5	7.8%	<div></div>
Sotheby's	15	3%	<div></div>
Clairwood	11	2.2%	<div></div>
Forest Hill	7.5	1.5%	<div></div>
Engel & Volkers	6.5	1.3%	<div></div>
Other	45	9.2%	<div></div>

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	<div></div>
Chestnut Park	20	9.7%	<div></div>
Century 21 Millenium	19	9.2%	<div></div>
Royal LePage RCR	13.5	6.6%	<div></div>
RE/MAX Four Seasons	12	5.8%	<div></div>
ARA	9	4.4%	<div></div>
Sotheby's	8	3.9%	<div></div>
RE/MAX Grey Bruce	6.5	3.2%	<div></div>
Sutton Sound	5	2.4%	<div></div>
Other	24	11.7%	<div></div>

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	<div></div>
RE/MAX Four Seasons	19	13.9%	<div></div>
RE/MAX of Wasaga Beach	11.5	8.4%	<div></div>
Chestnut Park	10.5	7.7%	<div></div>
Century 21 Millenium	8	5.8%	<div></div>
Sotheby's	6	4.4%	<div></div>
Forest Hill	5	3.6%	<div></div>
Engel & Volkers	2.5	1.8%	<div></div>
Clairwood	2.5	1.8%	<div></div>
Other	25.5	18.7%	<div></div>

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	<div></div>
RE/MAX of Wasaga Beach	246	11.3%	<div></div>
Century 21 Millenium	232.5	10.7%	<div></div>
RE/MAX Four Seasons	175.5	8.1%	<div></div>
Chestnut Park	132.5	6.1%	<div></div>
Clairwood	62	2.9%	<div></div>
Sotheby's	41.5	1.9%	<div></div>
Engel & Volkers	35.5	1.6%	<div></div>
Forest Hill	29	1.3%	<div></div>
Other	420	19.6%	<div></div>

## Southern Georgian Bay Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	<div></div>
RE/MAX Four Seasons	28.5	9.3%	<div></div>
Chestnut Park	28	9.2%	<div></div>
Sotheby's	18.5	6.1%	<div></div>
Clairwood	15.5	5.1%	<div></div>
Forest Hill	11.5	3.8%	<div></div>
Century 21	11	3.6%	<div></div>
Engel & Volkers	4	1.3%	<div></div>
RE/MAX at Blue	3	1%	<div></div>
Other	73.5	22.7%	<div></div>



LOCATIONS **NORTH**  
BROKERAGE

# 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](http://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.

