

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2021

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





# OVERVIEW

## RECORD Q2 VOLUME AND UNIT SALES, WITH AVERAGE PRICES WAY UP



### RECORD Q2 SALES VOLUME OF \$720,613,246

Up 129% from Q2-2020's \$315,112,432, with units of 849 up 62% from Q2-2020's 523. New listings of 1227 up 32% from one year ago, with the sales/listings ratio of 69% up 13%.



### RECORD JUNE SALES VOLUME OF \$218,273,692

Up 15% from last June's \$190,631,577, with units of 266 down 12% from last year's 303. New listings of 373 down 15% from a year ago, with the sales/listing ratio of 71% up 2%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$843,447

Up 40% from last year's \$601,700. Average days-on-market of 19 down 34 days.





# OVERVIEW (cont'd)

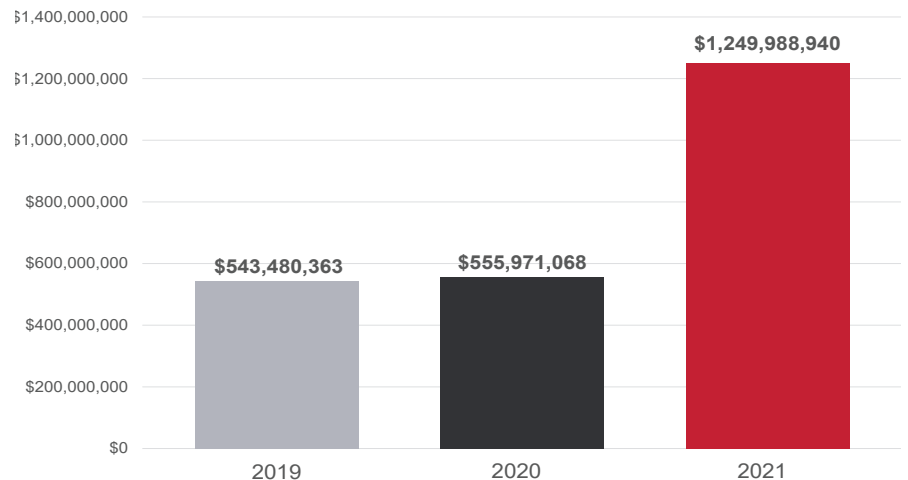


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

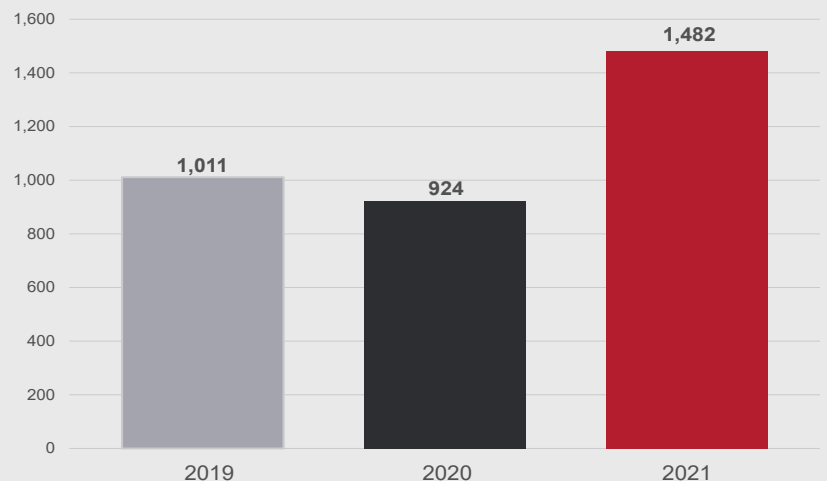
The Southern Georgian Bay market had a **100%** sale/list price ratio in June. Homes sold in just **16** days on average, down **38** days from a year ago, and there is now just **one month** of inventory. All that, along with June's **71%** sales/listings ratio, adds up to a relatively strong **sellers' market**.



Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2019 vs. 2020 vs. 2021

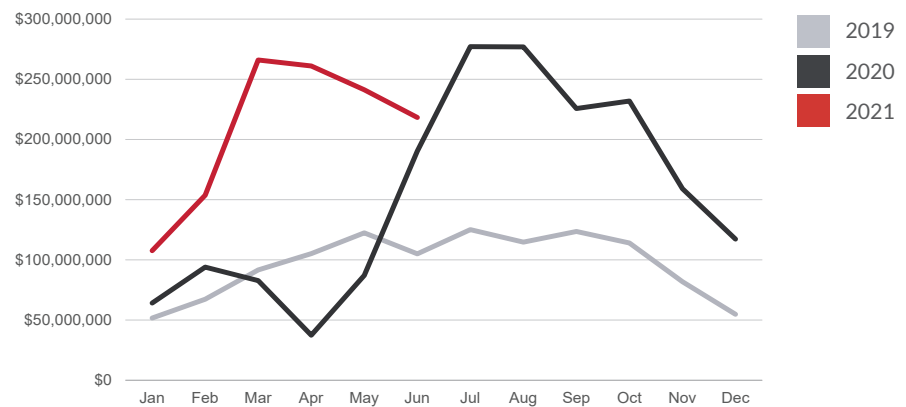
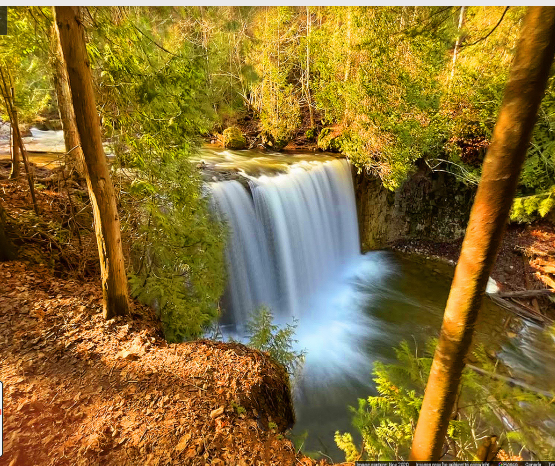
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$543,480,363	\$555,971,068	\$1,249,988,940	<b>+125%</b>
YTD Unit Sales	1011	924	1482	<b>+60%</b>
YTD New Listings	2011	1740	2011	<b>+16%</b>
YTD Sales/Listings Ratio	50%	53%	74%	<b>+21%</b>
YTD Expired Listings	236	291	66	<b>-77%</b>
Second Quarter (Q2) Volume Sales	\$332,578,027	\$315,112,432	\$720,613,246	<b>+129%</b>
Q2 Unit Sales	625	523	849	<b>+62%</b>
Q2 New Listings	1260	930	1227	<b>+32%</b>
Q2 Sales/Listings Ratio	50%	56%	69%	<b>+13%</b>
Q2 Expired Listings	142	159	38	<b>-76%</b>
Q2 Average Price	\$532,125	\$602,509	\$848,776	<b>+41%</b>
June Volume Sales	\$104,983,235	\$190,631,577	\$218,273,692	<b>+15%</b>
June Unit Sales	194	303	266	<b>-12%</b>
June New Listings	421	441	373	<b>-15%</b>
June Sales/Listings Ratio	46%	69%	71%	<b>+2%</b>
June Expired Listings	56	50	23	<b>-54%</b>
June Average Price	\$541,151	\$629,147	\$820,578	<b>+30%</b>
YTD Sales: Under \$300K	105	73	23	<b>-68%</b>
YTD Sales: \$300K - \$499K	464	374	215	<b>-43%</b>
YTD Sales: \$500K - \$799K	336	334	663	<b>+99%</b>
YTD Sales: \$800K - \$999K	52	64	253	<b>+295%</b>
YTD Sales: \$1M - \$1.499M	36	47	213	<b>+353%</b>
YTD Sales: \$1.5M - \$1.999M	12	23	72	<b>+213%</b>
YTD Sales: \$2M+	6	9	43	<b>+378%</b>
YTD Average Days-On-Market	31	54	19	<b>-65%</b>
YTD Average Sale Price	\$537,567	\$601,700	\$843,447	<b>+40%</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 July 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

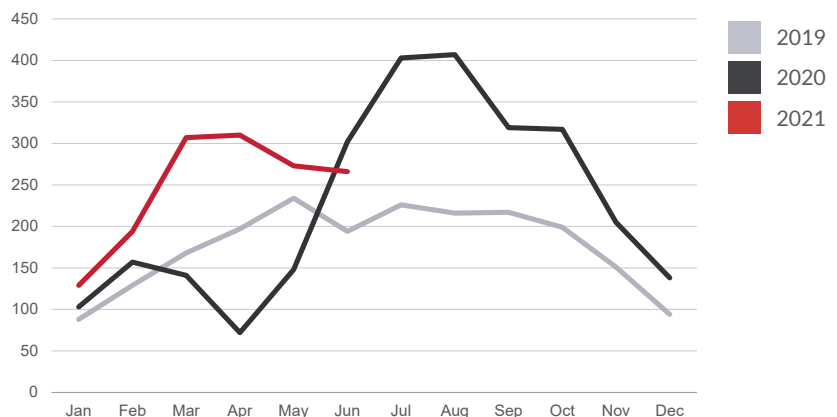
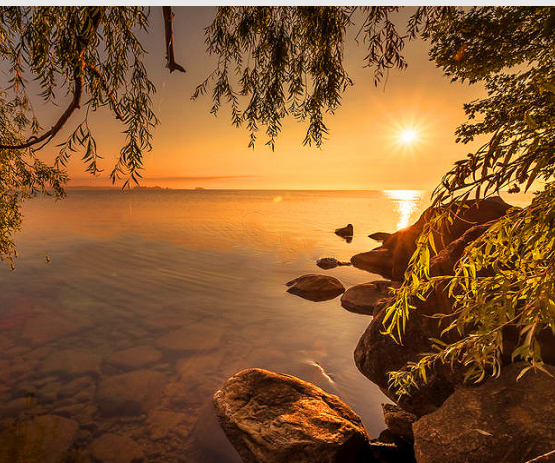
# THE MARKET IN DETAIL (cont'd)

Although, as **Graphs 3** and **4** show, the Southern Georgian Bay market has fallen slightly from March's high point, Q2 still saw big record volume sales, as well as strong unit sales. On the volume side, Q2 enjoyed three record months – that's thirteen straight overall. The quarter's **\$720,613,246** was up **129%** from last year, and up **84%** from 2017's prior high. Additionally, Q2's average price was up a big **41%** from Q2-2020's. On the units side, June sales dipped **12%** from one year ago. And while Q2's **849** sales were up **62%** from Q2-2020, they were down **8%** from 2016's benchmark **918**. All that said, the region's year- to-date average sales price is climbing very nicely. At **\$843,447** it's up **125%, 73%, 72%, 57%** and **40%** from 2016-2020 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)





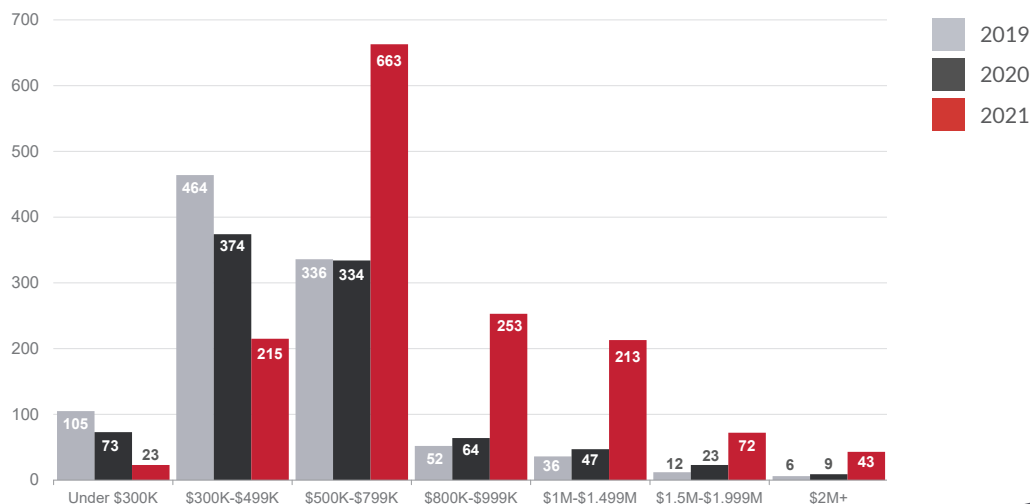
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **99%**, **295%**, **353%**, **213%** and **378%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **68%** and **43%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **47%** from a year ago. The \$500K- 999K bracket – which accounts for **62%** of all sales – is up **130%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **315%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$994,035,023  
UP 117% from 2020

**UNIT SALES:** 1069  
UP 53% from 2020

**AV. DAYS-ON-MARKET:** 17  
DOWN 38 days from 2020

**AV. SALE PRICE:** \$929,874  
UP 42% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$255,953,917  
UP 161% from 2020

**UNIT SALES:** 413  
UP 2% from 2020

**AV. DAYS-ON-MARKET:** 22  
DOWN 24 days from 2020

**AV. SALE PRICE:** \$619,743  
UP 43% from 2020

### VACANT LAND

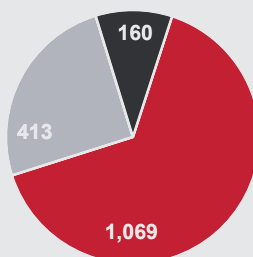
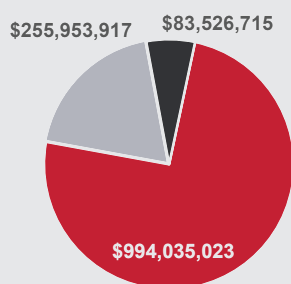
**DOLLAR SALES:** \$83,526,715  
UP 465% from 2020

**UNIT SALES:** 160  
UP 146% from 2020

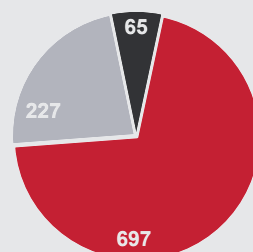
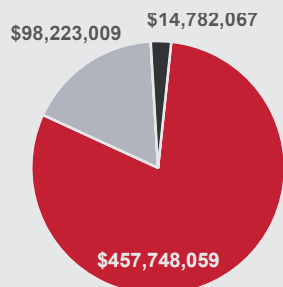
**AV. DAYS-ON-MARKET:** 79  
DOWN 14 days from 2020

**AV. SALE PRICE:** \$522,042  
UP 130% from 2020

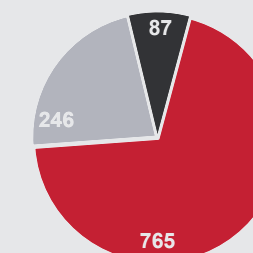
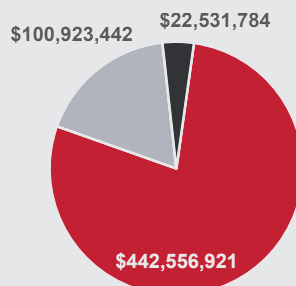
2021



2020



2019



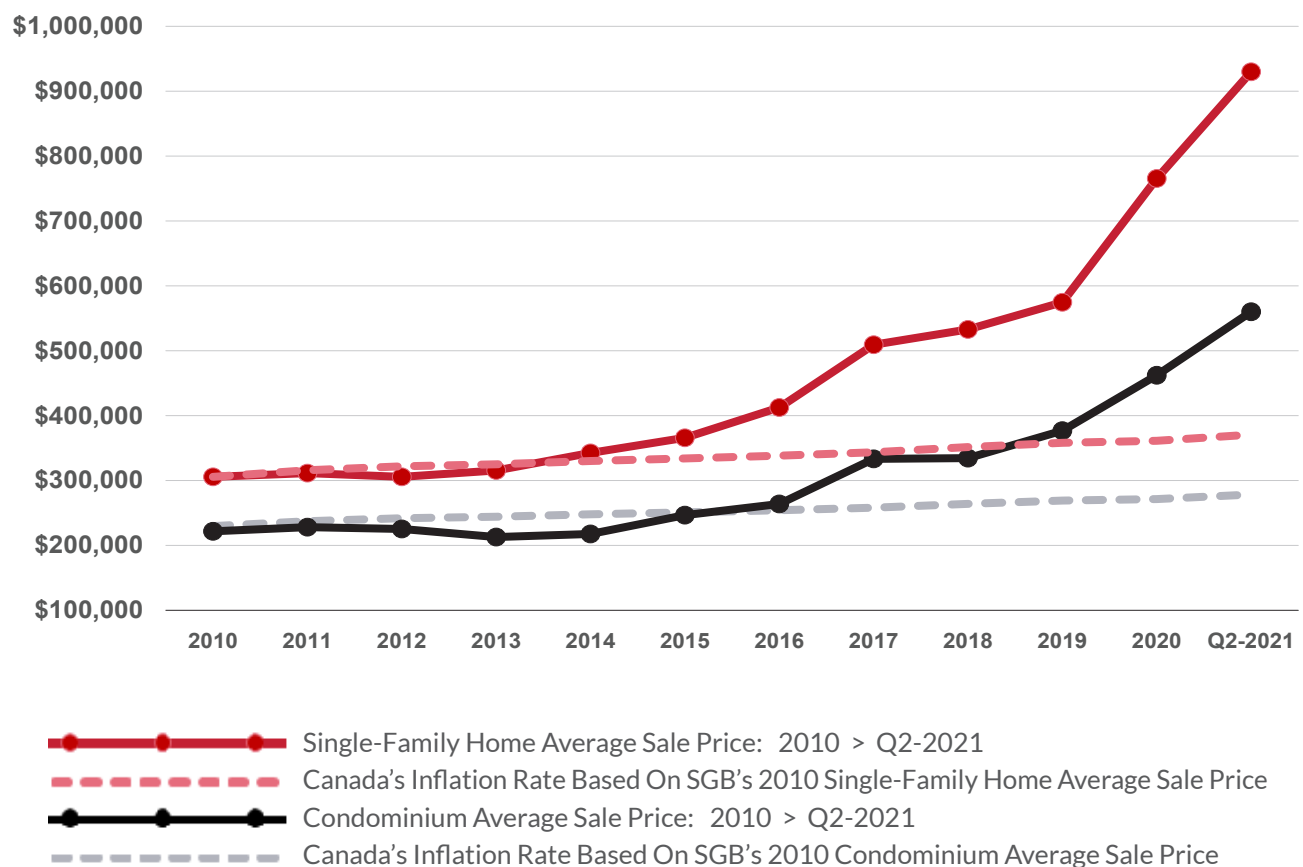
■ Single Family ■ Condos/Towns ■ Vacant Land

# 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 Q2-2021 was **\$929,874**: that's up **21%, 62%, 75%, 83% and 204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$560,107** was up **21% 49%, 59%, 63% and 153%** 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 **151%** above inflation in Q2-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **101%** above inflation in Q2-2021.





# 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

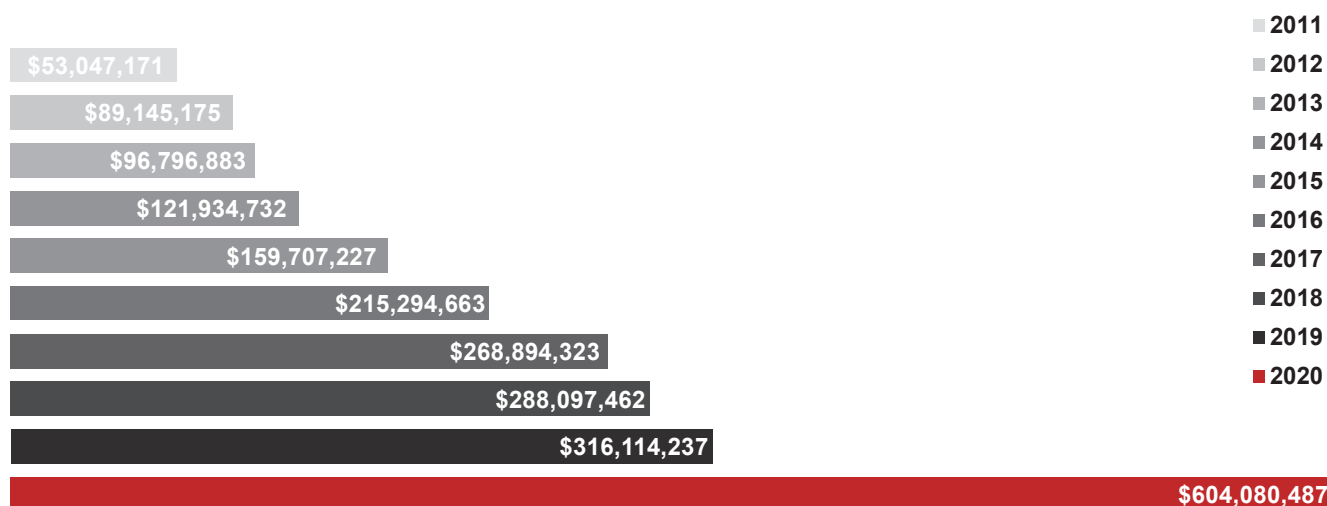


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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.

