

COLLINGWOOD REAL ESTATE MARKET REPORT

THIRD QUARTER 2021

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



OVERVIEW

RECORD YEAR-TO-DATE SALES AND SALE PRICES CONTINUE



RECORD YEAR-TO-DATE SALES VOLUME OF \$454,251,498

Up 31% from 2020's \$347,428,260, with units of 570 up 4% from last year's 549. New listings of 746 down 5%, with the sales/listings ratio of 76% up 6%.



Q3 SALES VOLUME OF \$147,788,129

Down 30% from Q3-2020's \$210,911,877, with units of 184 down 40% from Q3-2020's 309. New listings of 223 down 31%, with the sales/listings ratio of 83% down 13%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$796,932

Up 26% from 2020's \$632,838. Average days-on-market of 17 down by 24 days.



OVERVIEW (cont'd)

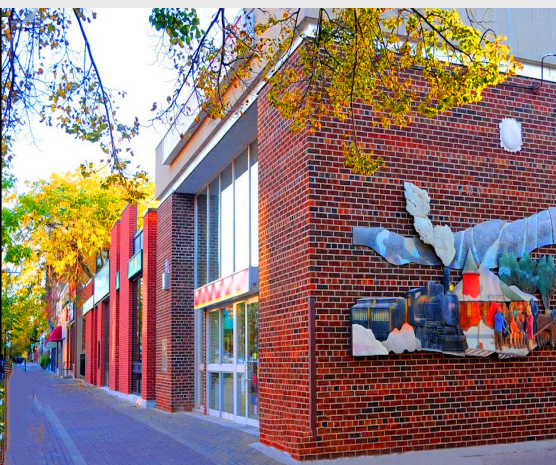
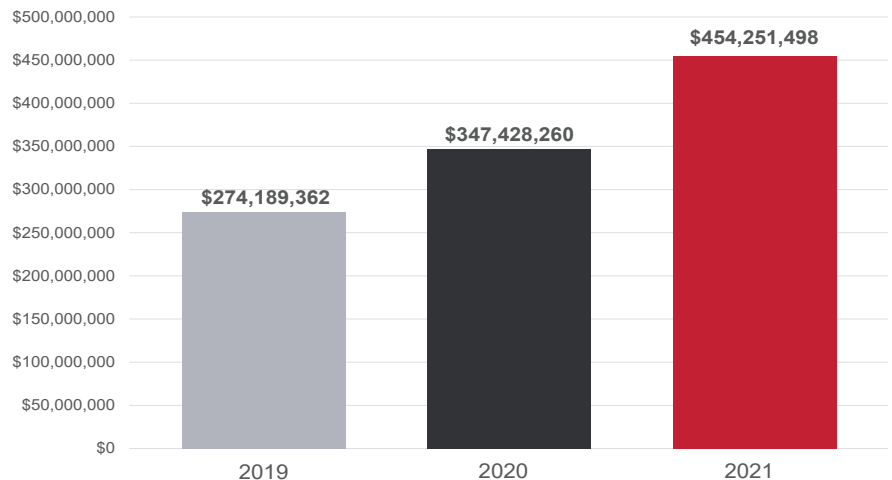


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

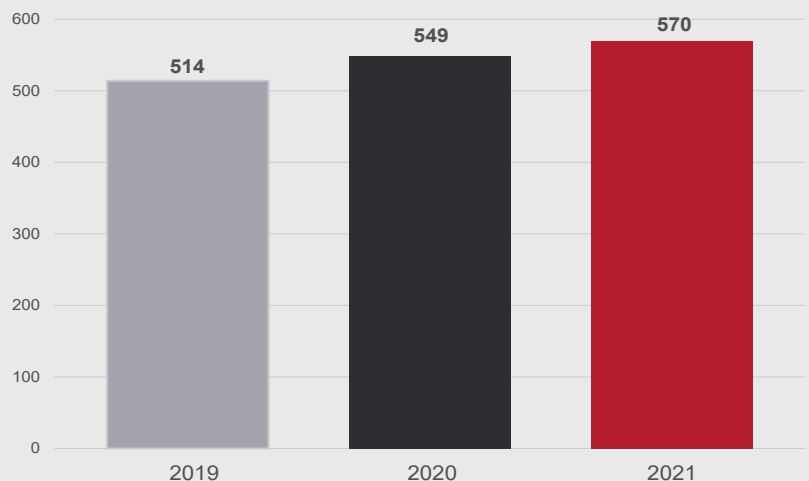
The Collingwood market had a **100%** sale/list price ratio in September. Homes sold in just **19** days on average, down **7** days from one year ago, and there is now just **one month** of inventory. All that, together with September's **76%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
Collingwood MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Collingwood MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

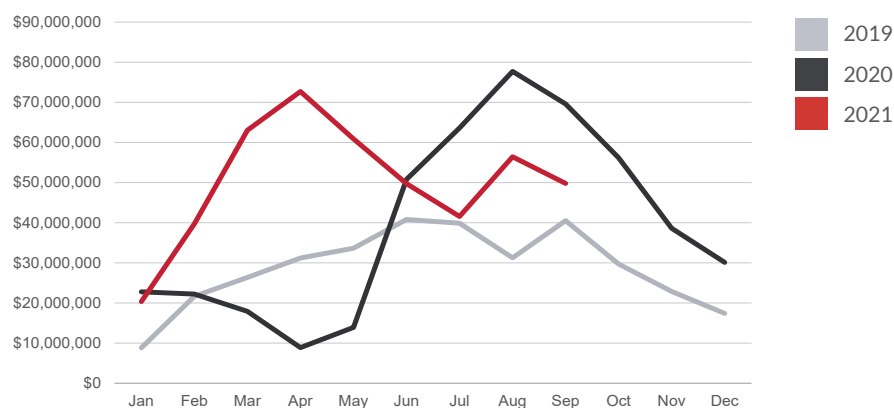
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$274,189,362	\$347,428,260	\$454,251,498	+31%
YTD Unit Sales	514	549	570	+4%
YTD New Listings	834	787	746	-5%
YTD Sales/Listings Ratio	62%	70%	76%	+6%
YTD Expired Listings	95	80	25	-69%
Third Quarter (Q3) Volume Sales	\$111,644,697	\$210,911,877	\$147,788,129	-30%
Q3 Unit Sales	208	309	184	-40%
Q3 New Listings	286	322	223	-31%
Q3 Sales/Listings Ratio	73%	96%	83%	-13%
Q3 Expired Listings	40	17	12	-29%
Q3 Average Sale Price	\$536,753	\$682,563	\$803,196	+18%
YTD Sales: Under \$300K	44	23	6	-74%
YTD Sales: \$300K - \$499K	237	205	91	-56%
YTD Sales: \$500K - \$799K	183	213	261	+23%
YTD Sales: \$800K - \$999K	31	46	103	+124%
YTD Sales: \$1M - \$1.499M	14	45	82	+82%
YTD Sales: \$1.5M - \$1.999M	4	13	18	+38%
YTD Sales: \$2M+	1	4	9	+125%
YTD Average Days-On-Market	44	41	17	-59%
YTD Average Sale Price	\$533,442	\$632,838	\$796,932	+26%

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 Oct. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

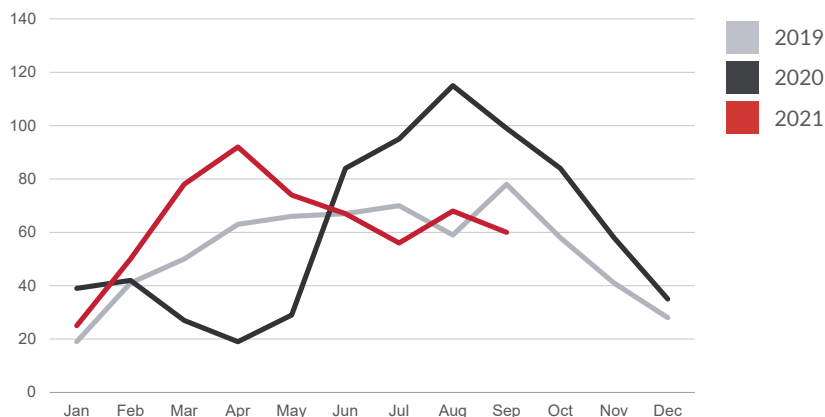
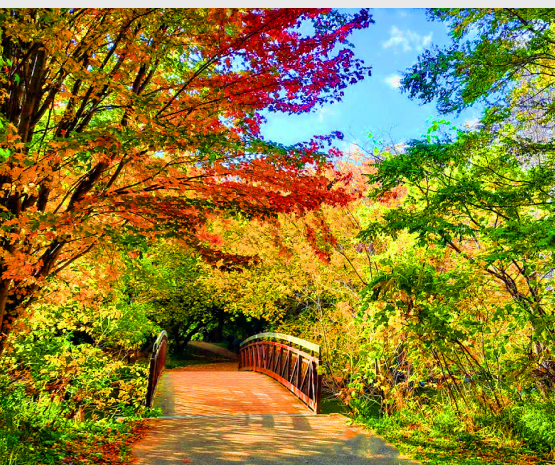
THE MARKET IN DETAIL (cont'd)

Although, as **Graph 3** shows, July started at a relatively low point in Collingwood's volume sales trajectory, it was actually the second best July ever. In fact, each of Q3-2021's months was the second best ever. All totaled, the quarter's volume of **\$147,788,129** was down **30%** from Q3-2020's all-time high of **\$210,911,877**, but up **32%** from Q3-2019's third-best mark of **\$111,644,697**. On the units side, **Graph 4** shows Q3-2021's **184** sales down **40%** from Q3-2020's record **309**; and they were just the sixth best since 2010. That said, Q3's high **83%** sales/listings ratio and **29%** reduction in expired listings both signal a relatively strong market. Along these lines, the year-to-date average sale price is doing very well. At **\$796,932** it's up **115%**, **73%**, **62%**, **49%** and **26%** from 2016-2020 respectively.

Graph 3:
Collingwood Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Collingwood Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



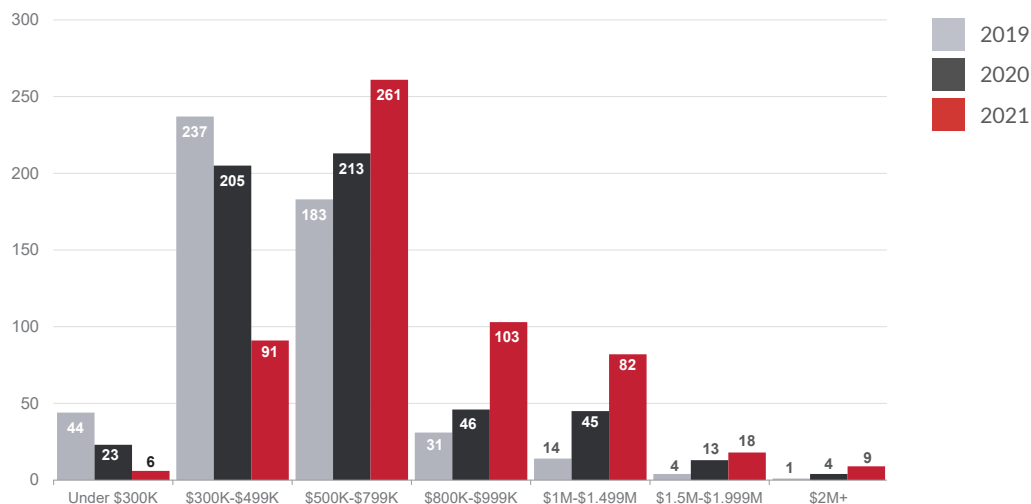
THE MARKET IN DETAIL (cont'd)

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 **23%**, **124%**, **82%**, **38%** and **125%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **74%** and **56%** respectively. More generally, the Under-\$500K bracket – which accounts for **17%** of 2021's sales – is down **57%** from a year ago. The \$500K- \$999K bracket – which accounts for **64%** of all sales – is up **41%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **76%**.

Graph 5:

Collingwood MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Collingwood MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$283,696,598
UP 26% from 2020

UNIT SALES: 301
DOWN 2% from 2020

AV. DAYS-ON-MARKET: 14
DOWN 30 days from 2020

AV. SALE PRICE: \$942,514
UP 28% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$170,554,925
UP 39% from 2020

UNIT SALES: 269
UP 11% from 2020

AV. DAYS-ON-MARKET: 21
DOWN 16 days from 2020

AV. SALE PRICE: \$634,033
UP 25% from 2020

VACANT LAND

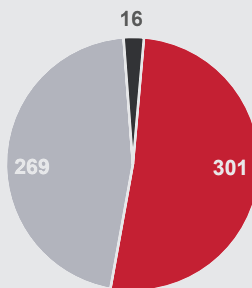
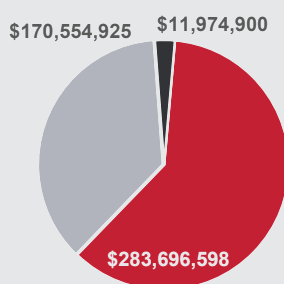
DOLLAR SALES: \$11,974,900
UP 607% from 2020

UNIT SALES: 16
UP 167% from 2020

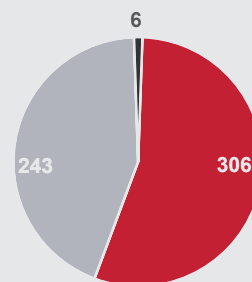
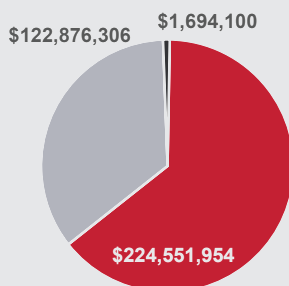
AV. DAYS-ON-MARKET: 408
UP 282 days from 2020

AV. SALE PRICE: \$748,431
UP 165% from 2020

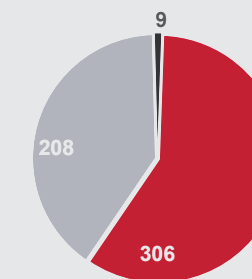
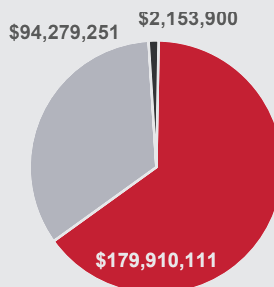
2021



2020



2019



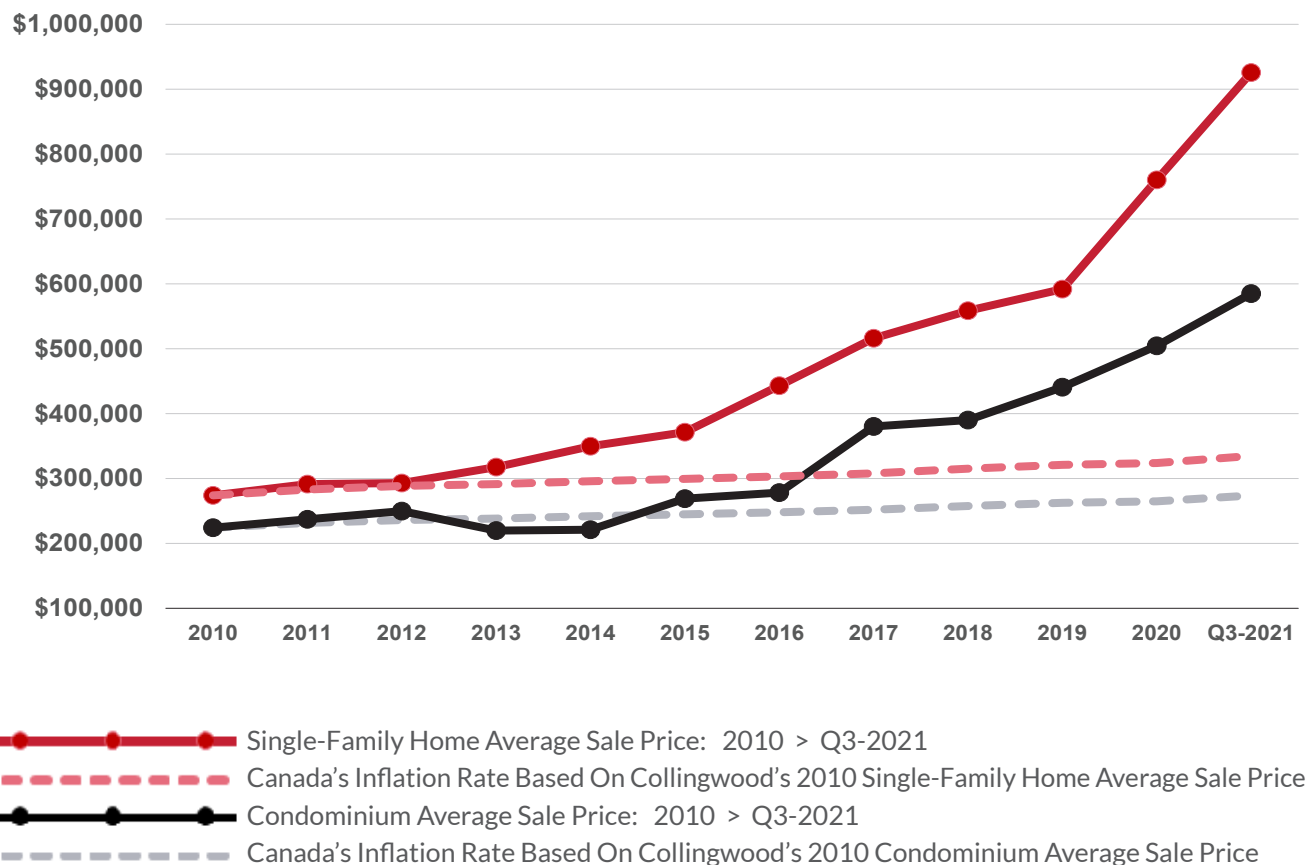
■ Single Family ■ Condo/Town ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q3-2021 was **\$925,537**: that's up **22%, 56%, 66%, 79% and 238%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$584,976** is up **16%, 33%, 50%, 54% and 161%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q3-2021 the average price rose to **191%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **118%** above inflation in Q3-2021.



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

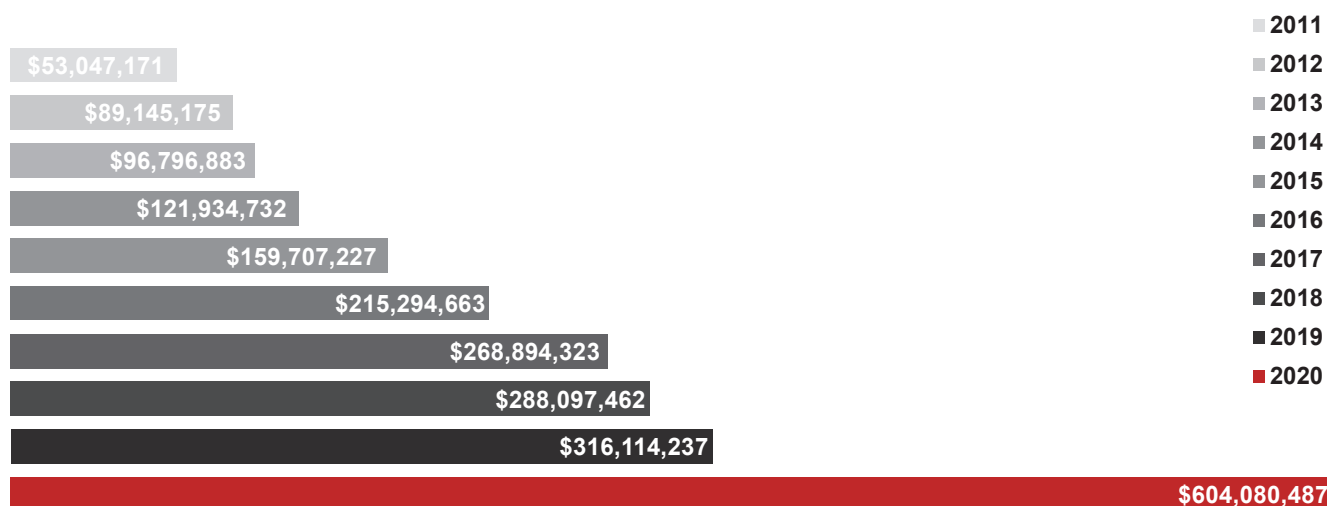


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay Overview*

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

Southern Georgian Bay Luxury Homes**

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

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



81,913+

People Reached[‡]

17,702+

Clicks, Shares, Views, & Likes[‡]

Q3 BY THE
Numbers



LOCATIONS NORTH
BROKERAGE

Region's Best
Market Intelligence



56

Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019



**4 TIMES
MORE**

than our closest regional competitor[†]

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor[†]

Socially Connected



530,816+

Social Media Impressions

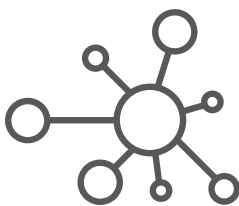
Clicks, Views, Shares,
Likes, Tweets[‡]

We average

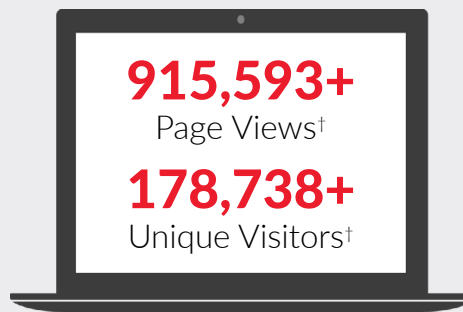
600

Buyer leads/month[§]

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



LocationsNorth.com



915,593+

Page Views[†]

178,738+

Unique Visitors[†]



\$36,720

Giving back and working
in our community

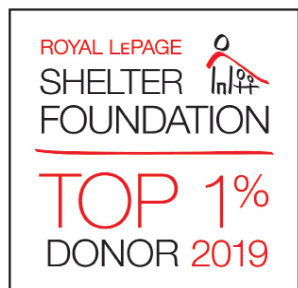
Raised for Local Charities
in 2020



\$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2021 to March 31st, 2021). ‡Based on social media channels (January 1st, 2021 to March 31st, 2021). §Based on March 2021 lead volume



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

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.

