

# GREY HIGHLANDS REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2021

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





# OVERVIEW

## RECORD THIRD QUARTER SALES, BIG AVERAGE SALE PRICE INCREASES



### YEAR-TO-DATE SALES VOLUME OF \$152,266,127

Up 75% from 2020's \$86,854,490, with units of 182 up 22% from 2020's 149. New listings of 238 up 31%, with the sales/listings ratio of 76% down 6%.



### RECORD Q3 SALES VOLUME OF \$51,456,550

Up 27% from Q3-2020's \$40,359,500. Units of 64 down 7% from last year's 69, with new listings of 71 equal to a year ago and the sales/listings ratio of 90% down 7%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$836,627

Up 44% from last year's \$582,916. Average days-on-market of 30 down 23 days.



# OVERVIEW (cont'd)

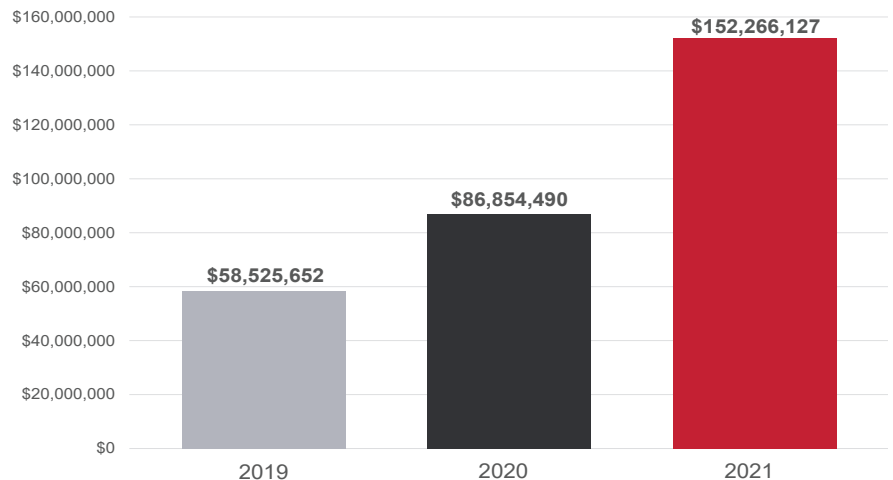


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

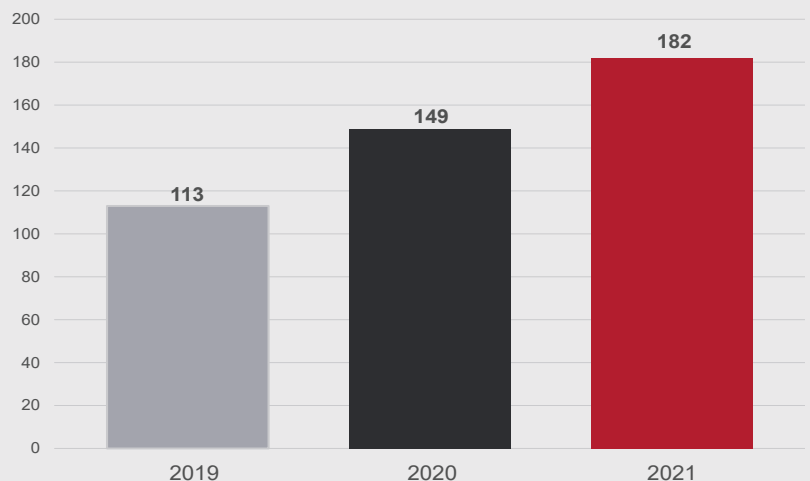
The Grey Highlands market had a **97.6%** sale/list price ratio in September. Homes sold in just **32** days on average, down **22** days from one year ago, and there is currently **1 month** of inventory. All that, together with September's **115%** sales/listings ratio, adds up to a **strong sellers' market**.



Graph 1:  
**Grey Highlands MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**Grey Highlands MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

**Grey Highlands MLS® Residential Sales And Listing Summary**  
2019 vs. 2020 vs. 2021

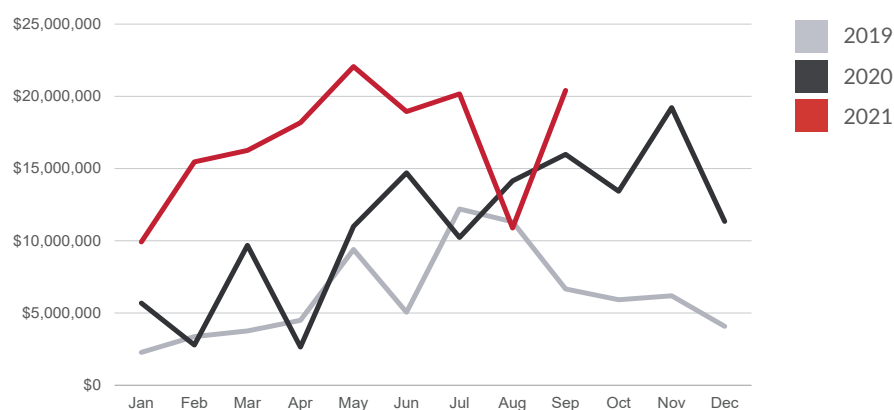
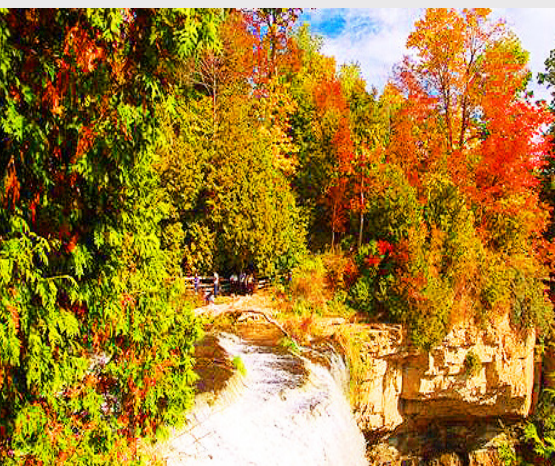
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$58,525,652	\$86,854,490	\$152,266,127	<b>+75%</b>
YTD Unit Sales	113	149	182	<b>+22%</b>
YTD New Listings	194	181	238	<b>+31%</b>
YTD Sales/Listings Ratio	58%	82%	76%	<b>-6%</b>
YTD Expired Listings	23	23	12	<b>-48%</b>
Third Quarter (Q3) Volume Sales	\$30,182,462	\$40,359,500	\$51,456,550	<b>+27%</b>
Q3 Unit Sales	50	69	64	<b>-7%</b>
Q3 New Listings	66	71	71	<b>0%</b>
Q3 Sales/Listings Ratio	76%	97%	90%	<b>-7%</b>
Q3 Expired Listings	14	3	7	<b>+133%</b>
Q3 Average Sale Price	\$603,649	\$584,920	\$804,009	<b>+37%</b>
YTD Sales: Under \$300K	19	16	4	<b>-75%</b>
YTD Sales: \$300K - \$499K	54	56	31	<b>-45%</b>
YTD Sales: \$500K - \$799K	27	58	68	<b>+17%</b>
YTD Sales: \$800K - \$999K	7	11	37	<b>+236%</b>
YTD Sales: \$1M - \$1.499M	5	4	30	<b>+650%</b>
YTD Sales: \$1.5M - \$1.999M	0	1	8	<b>+700%</b>
YTD Sales: \$2M+	1	3	4	<b>+33%</b>
YTD Average Days-On-Market	48	53	30	<b>-43%</b>
YTD Average Sale Price	\$517,926	\$582,916	\$836,627	<b>+44%</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 Oct. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

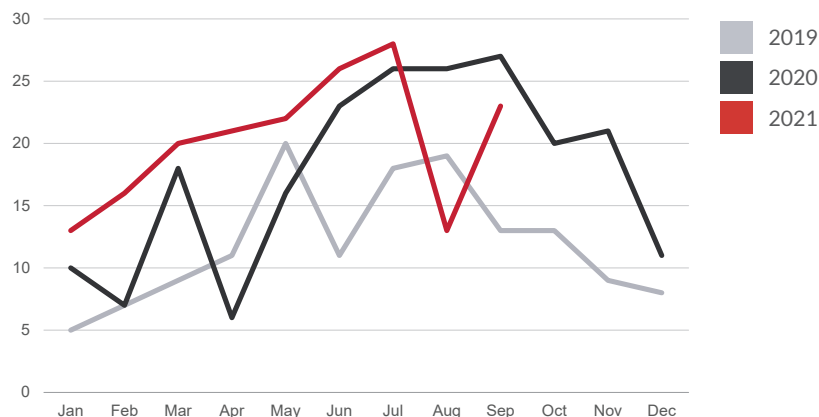
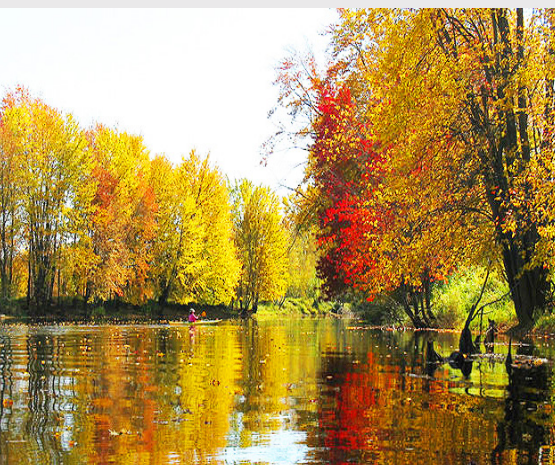
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Grey Highlands is having an unprecedented sales year, with volume of **\$152,266,127** up **75%** from 2020's former record. Q3 saw huge records in July and September, with an anomalous trough in August, the result still being a new benchmark of **\$51,456,550** in volume, up **27%** from Q3-2020's previous high. On the units side, **Graph 4** shows a similar pattern. 2021's record **182** sales are up **22%** from last year's **149**, and up **1%** from 2012's former record **179**; however, Q3-2021's **64** sales are down **7%** from Q3-2020's record **69**. That said, September's **115%** sales/listings ratio and one month of inventory signal a strong seller's market. The average sale price is also doing very well. At **\$836,627**, it's up **146%, 78%, 89%, 61%** and **44%** from that of 2016-2020 respectively.

Graph 3:  
**Grey Highlands Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Grey Highlands Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



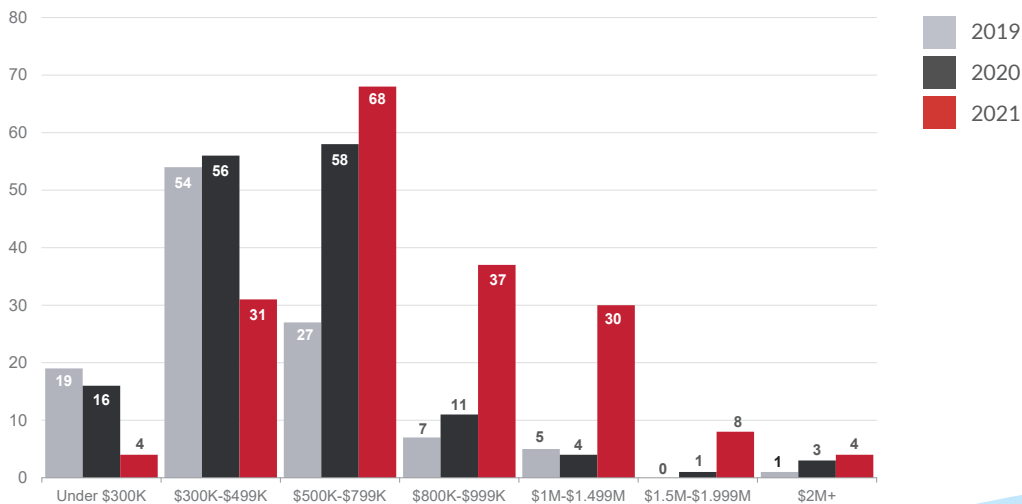


# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q3-2021 unit sales are up from Q3-2020 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 **17%**, **236%**, **650%**, **700%** and **33%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **75%** and **45%** respectively. More generally, the Under-\$500K bracket – which accounts for **19%** of 2021's sales – is down **51%** from a year ago. The \$500K- \$999K bracket – which accounts for **58%** of all sales – is up **52%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **425%**.

Graph 5:

**Grey Highlands MLS® Sales By Price**  
2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$151,585,127  
UP 75% from 2020

**UNIT SALES:** 181  
UP 22% from 2020

**AV. DAYS-ON-MARKET:** 24  
DOWN 29 days from 2020

**AV. SALE PRICE:** \$837,487  
UP 43% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$618,000  
UP 286% from 2020

**UNIT SALES:** 1  
EQUAL to 2020

**AV. DAYS-ON-MARKET:** 7  
DOWN 21 days from 2020

**AV. SALE PRICE:** \$618,000  
UP 286% from 2020

### VACANT LAND

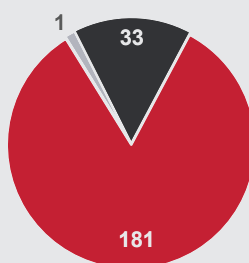
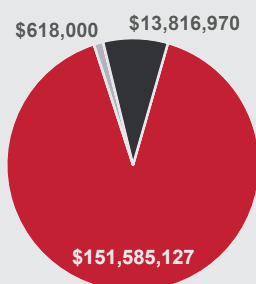
**DOLLAR SALES:** \$13,816,970  
UP 110% from 2020

**UNIT SALES:** 33  
UP 14% from 2020

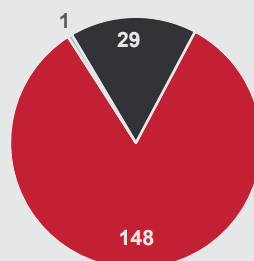
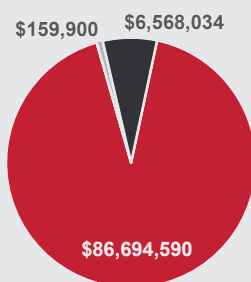
**AV. DAYS-ON-MARKET:** 37  
DOWN 21 days from 2020

**AV. SALE PRICE:** \$418,696  
UP 85% from 2020

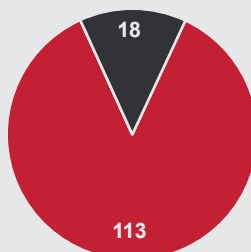
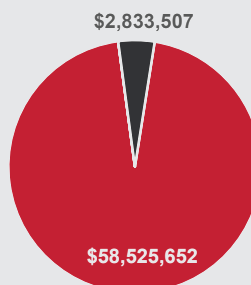
2021



2020



2019



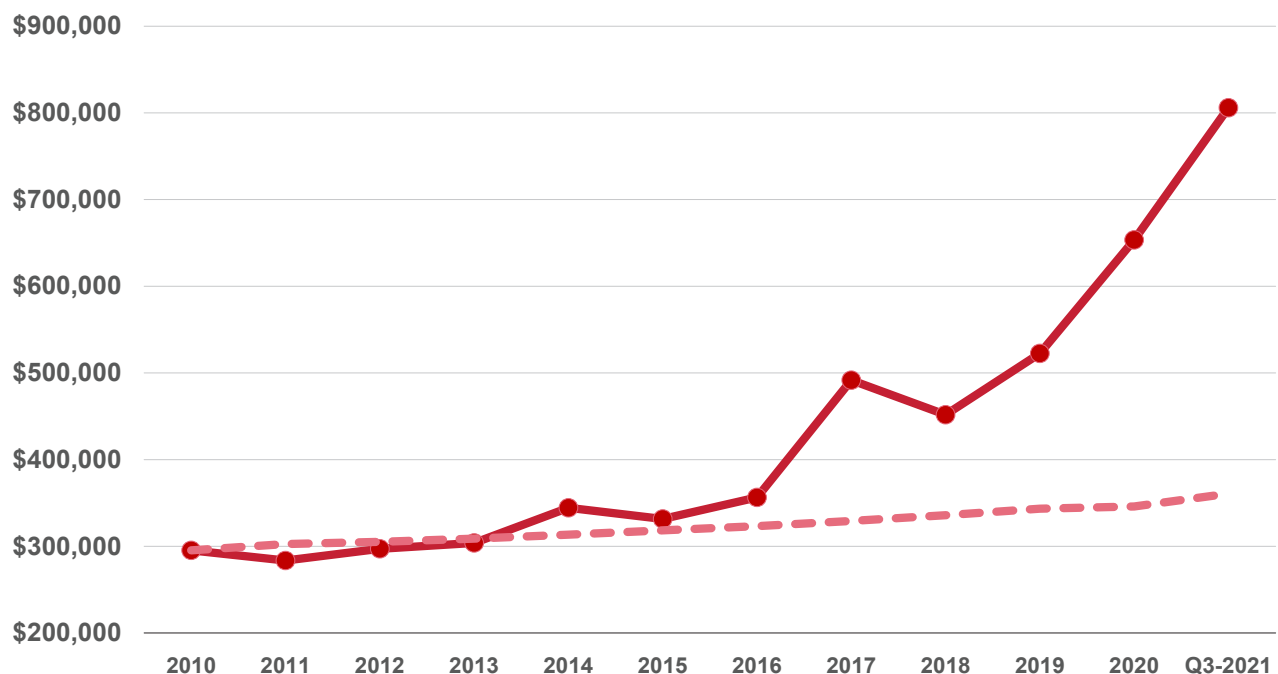
■ Single Family ■ Condo/Town ■ Vacant Land

# GREY HIGHLANDS AVERAGE SALE PRICES: 2010-2021

## 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 Q3-2021 it reached **\$805,961** – up **23%**, **54%**, **78%**, **64%**, **151%** and **173%** from 2020, 2019, 2018, 2017, 2016 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 **123%** above the inflation rate in Q3-2021.



— Single-Family Home Average Sale Price: 2010 > Q3-2021  
 - - - - - Canada's Inflation Rate Based On Grey Highland's 2010 Single-Family Home Average Sale Price



# 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

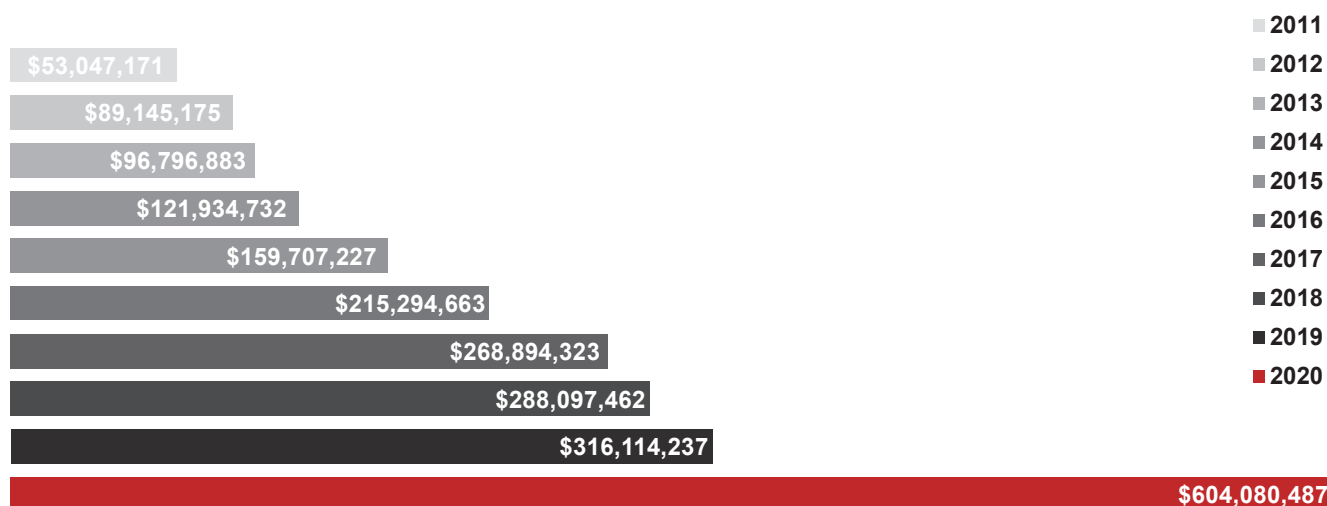


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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 Overview\*

	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>



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**

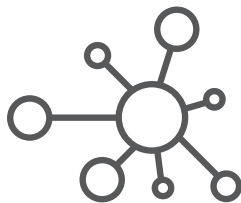
Clicks, Views, Shares,  
Likes, Tweets‡

We average

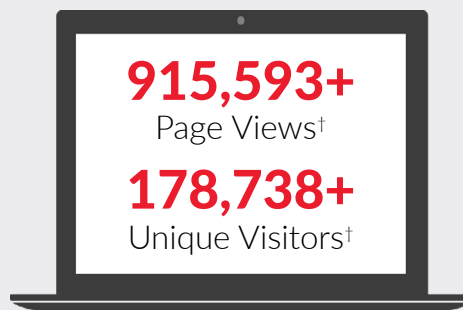
**600**

**Buyer leads/month<sup>s</sup>**

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](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.