

MEAFORD REAL ESTATE MARKET REPORT

2021 IN REVIEW

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



OVERVIEW

RECORD VOLUME AND UNIT SALES, WITH SOARING AVERAGE PRICES



RECORD ANNUAL SALES VOLUME OF \$209,279,881

Up 36% from 2020's \$154,114,548, with record units of 243 up 4% from last year's 234. New listings of 322 up 12%, with the sales/listings ratio of 75% down 6%.



RECORD FOURTH QUARTER VOLUME OF \$46,623,634

Up 3% from Q4-2020's \$45,426,400. Units of 56 down 8% from last year's 61, with new listings of 57 up 14% and the sales/listings ratio of 98% down 24%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$861,234

Up 31% from 2020's \$658,609. Average days-on-market of 26 down 27 days.



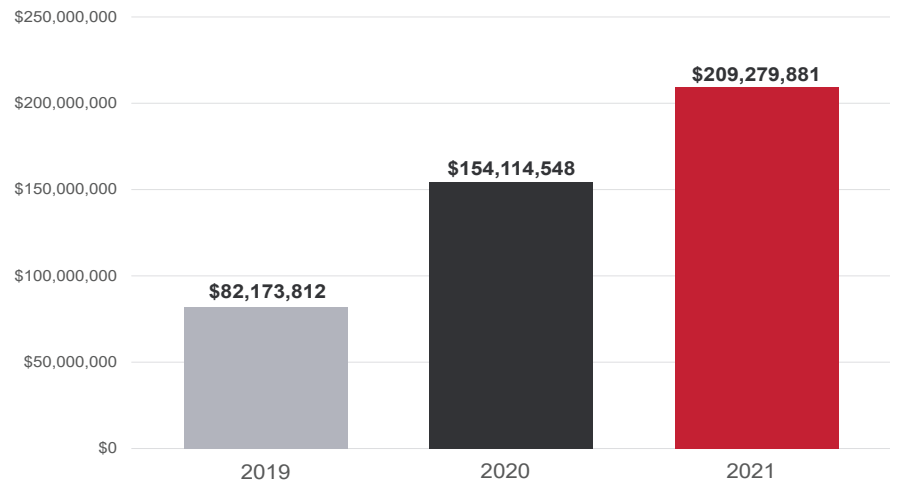
OVERVIEW (cont'd)



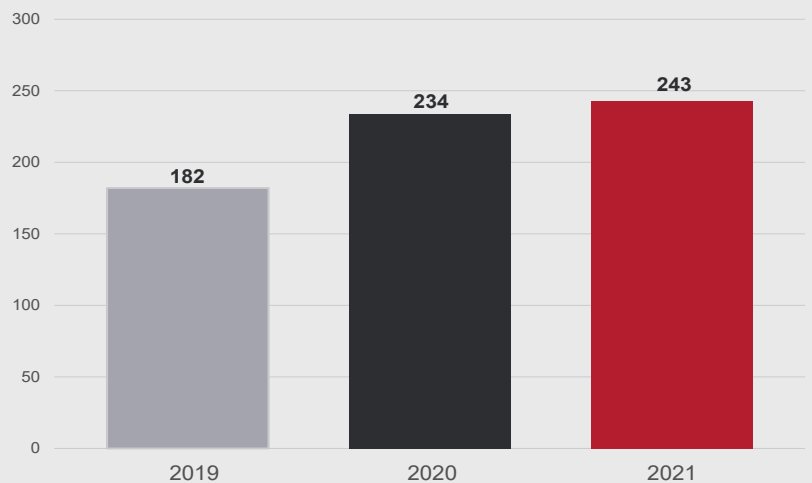
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Meaford market had a **99.2%** sale/list price ratio in December. Homes sold in just **23** days on average, down **18** days from a year ago, and there is now just **one month of inventory**. All that, together with December's **100%** sales/listings ratio, adds up to a **sellers' market**.

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



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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

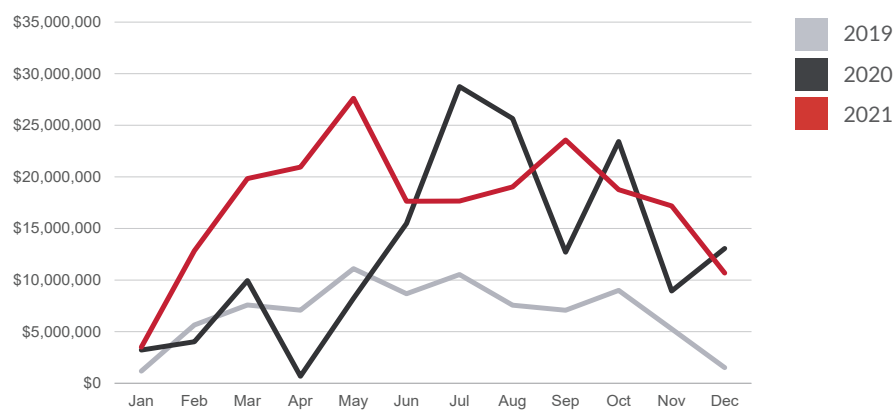
	2019	2020	2021	2020-2021
Annual Volume Sales	\$82,173,812	\$154,114,548	\$209,279,881	+36%
Annual Unit Sales	182	234	243	+4%
Annual New Listings	289	288	322	+12%
Annual Sales/Listings Ratio	63%	81%	75%	-6%
Annual Expired Listings	49	33	20	-39%
Fourth Quarter (Q4) Volume Sales	\$15,772,800	\$45,426,400	\$46,623,634	+3%
Q4 Unit Sales	35	61	56	-8%
Q4 New Listings	41	50	57	+14%
Q4 Sales/Listings Ratio	85%	122%	98%	-24%
Q4 Expired Listings	19	10	11	+10%
Q4 Average Price	\$450,651	\$744,695	\$832,565	+12%
Annual Sales: Under \$300K	27	13	5	-62%
Annual Sales: \$300K - \$499K	108	83	44	-47%
Annual Sales: \$500K - \$799K	36	77	102	+32%
Annual Sales: \$800K - \$999K	5	32	38	+19%
Annual Sales: \$1M - \$1.499M	6	23	28	+22%
Annual Sales: \$1.5M - \$1.999M	0	3	13	+333%
Annual Sales: \$2M+	0	3	13	+333%
Annual Average Days-On-Market	50	53	26	-51%
Annual Average Sale Price	\$451,504	\$658,609	\$861,234	+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. 2, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

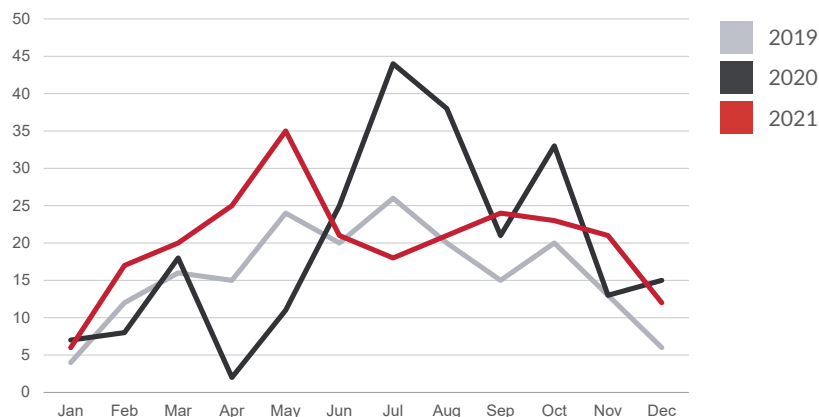
THE MARKET IN DETAIL (cont'd)

Meaford had an incredible sales year in 2021, with eight record months and four runners-up. It's new benchmark volume of **\$209,279,881** – capped with record Q4 sales of **\$46,623,634** – was up **36%** from 2020's former high of **\$154,114,548**. Along these lines, single-family homes, condo/townhouses and vacant land sales were up **37%**, **22%** and **96%** respectively from 2020. Moreover, 2021's average sale time of **26** days was less than half of 2020's **53**. On the units side, 2021's **243** sales topped 2016's previous high-water mark of **241**. Additionally, December's **100%** sales/listings ratio, it's **23**-day average sale time, and it's just **one month of inventory** all signal that strong sales may continue into 2022. Lastly, 2021's average sale price also did very nicely. At **\$861,234** it was up **149%**, **108%**, **105%**, **91%** and **31%** from 2016-2020 respectively.

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



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

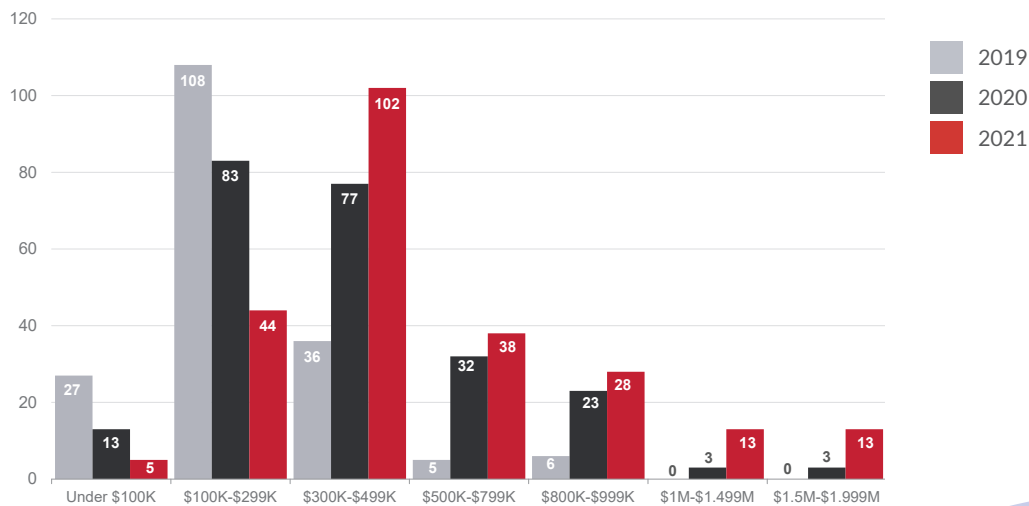


THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were 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 were up **32%**, **19%**, **22%**, **333%** and **333%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **62%** and **47%** respectively. More generally, the Under-\$500K bracket – which accounted for **20%** of 2021's sales – was down **49%** from a year ago. The \$500K- \$999K bracket – which accounted for **58%** of all sales – was up **28%**. And the \$1M+ bracket – which accounted for **22%** of all sales – was up **86%**.

Graph 5:

Meaford MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$202,001,539
UP 37% from 2020

UNIT SALES: 227
UP 4% from 2020

AV. DAYS-ON-MARKET: 25
DOWN 28 days from 2020

AV. SALE PRICE: \$889,875
UP 31% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$7,728,342
UP 22% from 2020

UNIT SALES: 16
EQUAL to 2020

AV. DAYS-ON-MARKET: 43
DOWN 14 days from 2020

AV. SALE PRICE: \$454,896
UP 15% from 2020

VACANT LAND

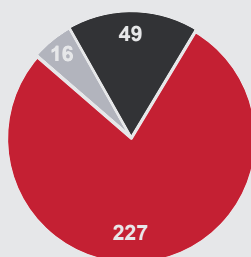
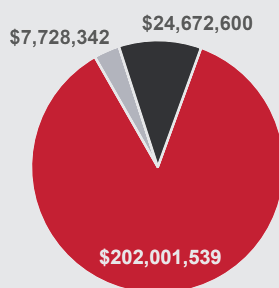
DOLLAR SALES: \$24,627,600
UP 96% from 2020

UNIT SALES: 49
UP 4% from 2020

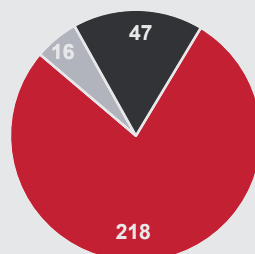
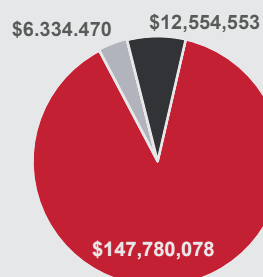
AV. DAYS-ON-MARKET: 70
DOWN 26 days from 2020

AV. SALE PRICE: \$503,522
UP 89% from 2020

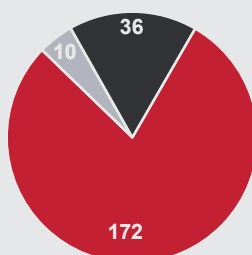
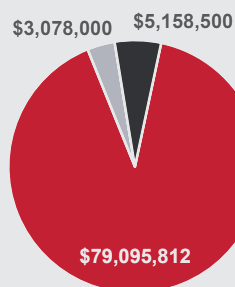
2021



2020



2019



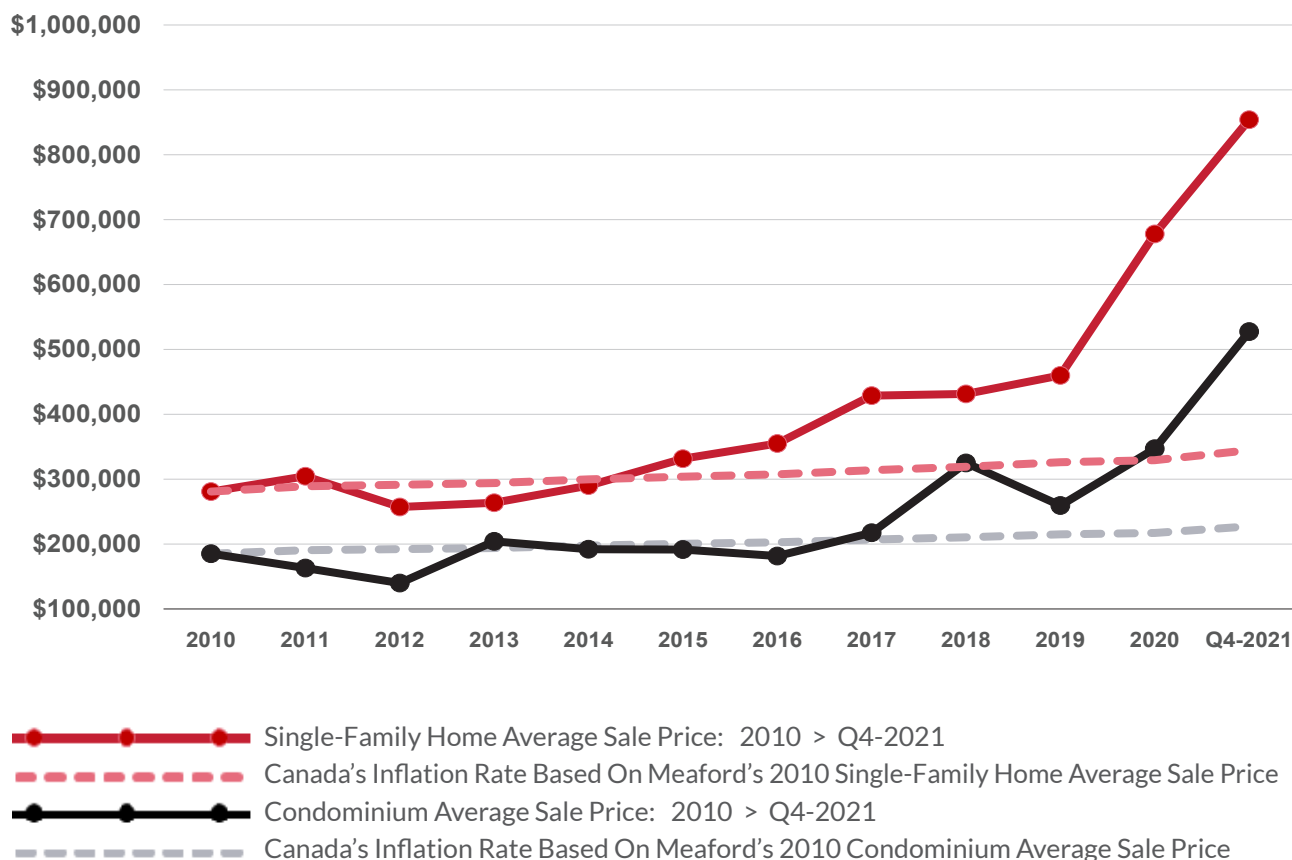
■ Single Family ■ Condo/Town ■ Townhouse

MEAFORD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average price for single-family homes in Q4-2021 was **\$854,012**: up **26%, 86%, 98%, 99%** and **204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4's average condo price of **\$527,500** was up **52%, 103%, 62%, 143%** and **185%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **148%** above inflation by Q4-2021. Condo prices were generally under the inflation rate until 2016. They then climbed to **132%** above the inflation rate by Q4-2021.



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

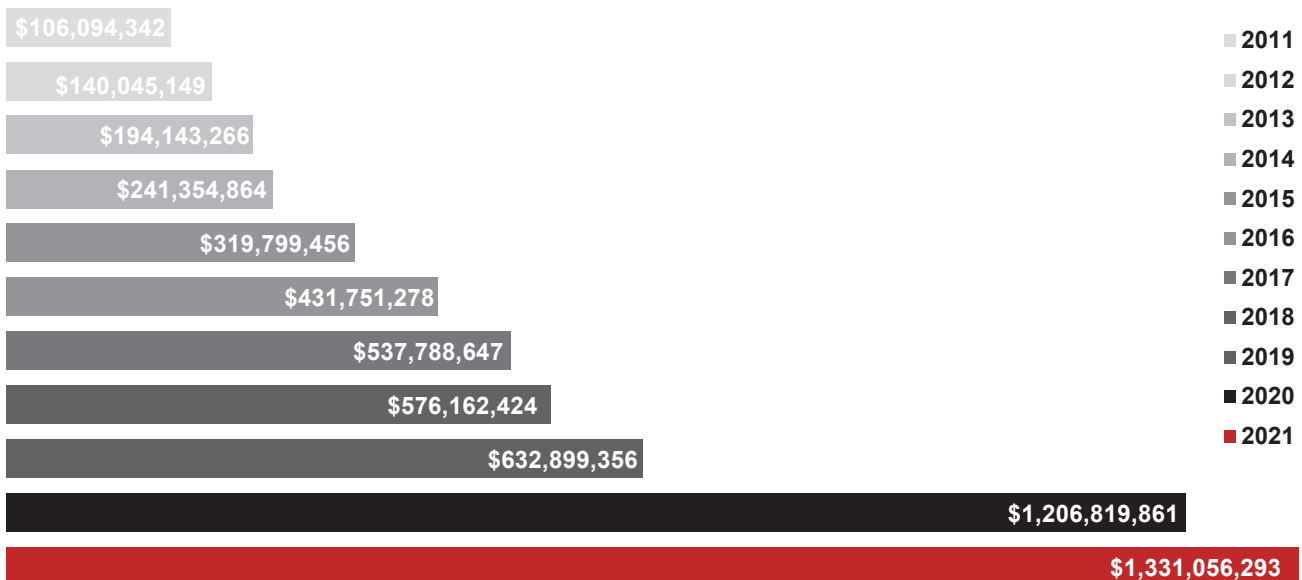


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	



LOCATIONS **NORTH**
BROKERAGE



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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.