

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JANUARY 2020

WE'RE GRATEFUL TO HAVE BEEN CHOSEN
ROYAL LEPAGE'S 2016
BROKERAGE OF THE YEAR FOR ONTARIO



OVERVIEW

RECORD VOLUME SALES, WITH UNITS, PRICES AND LISTINGS UP



RECORD JANUARY VOLUME OF \$61,615,727

Up **23%** from last January's \$49,937,700, with units of **95** up **12%** from last January's **85**. New listings of **205** up **8%**, with the sales/listings ratio of **46%** up **1%**.



JANUARY UNIT SALES UP IN FIVE PRICE SEGMENTS, DOWN IN TWO

The, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M segments were up **8%**, **26%**, **17%**, **200%** and **50%** respectively, while the Under-\$300K and \$2M+ segments were down **38%** and **200%** respectively.



RECORD AVERAGE SALE PRICE OF \$648,587

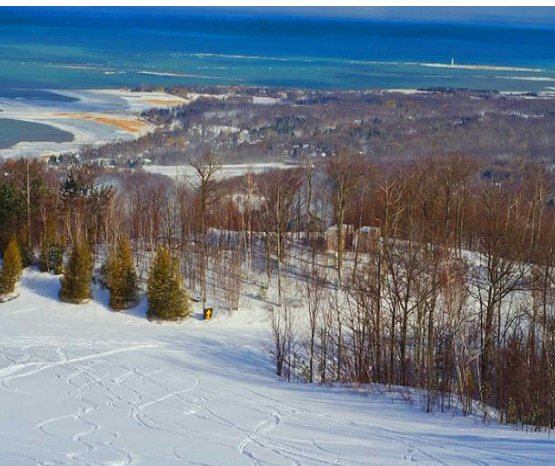
Up **10%** from January 2019's \$587,700, with the average days-on-market of **77** up **7** days.

OVERVIEW (cont'd)

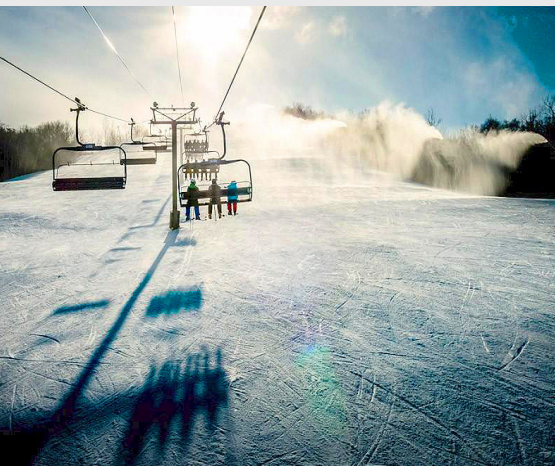
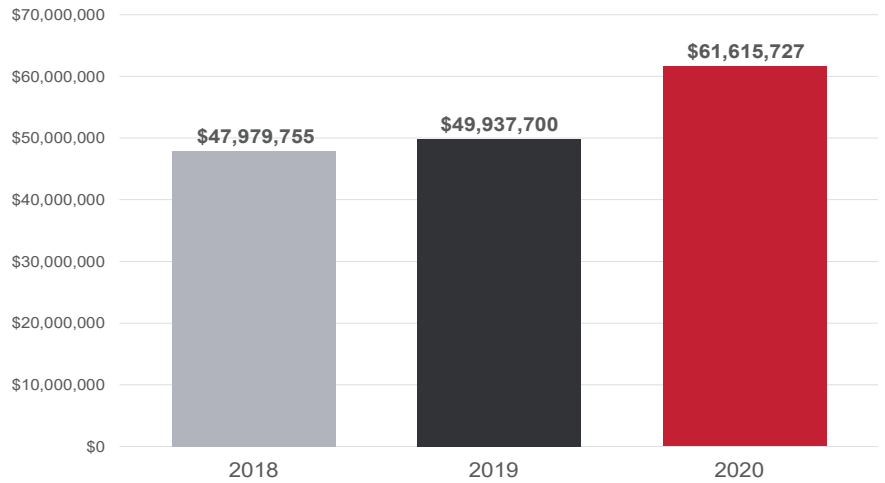


THE DEMAND FOR LISTINGS WAS LESS THAN THE SUPPLY

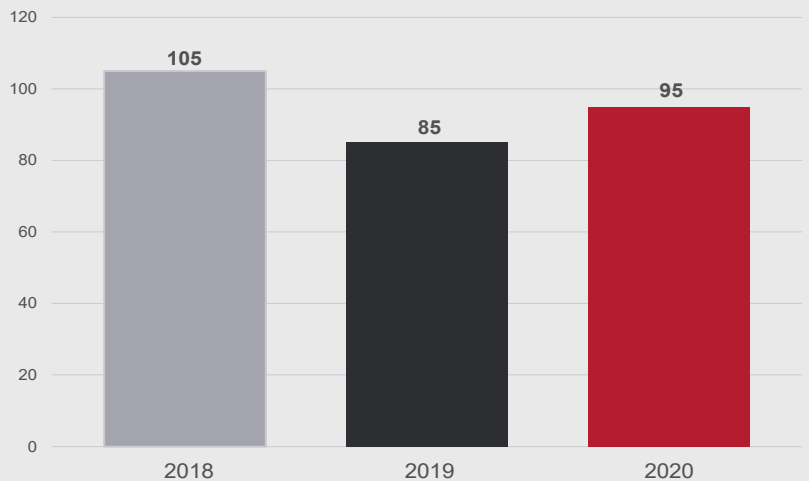
Although January's new listings were up **8%** from a year ago and its sales/listings ratio was **46%** – a buyers' market – it is not uncommon for January's ratio to be low. Given December's **79%** sales/listings ratio, it seems safe to project that the remainder of winter will give us a sellers' market.



Graph 1:
Georgian Triangle MLS® Sales
January 2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
January 2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL

Table 1:
Georgian Triangle MLS® Sales And Listing Summary
 January 2018 vs. 2019 vs. 2020

| | 2018 | 2019 | 2020 | 2019-2020 |
|-------------------------------|--------------|--------------|--------------|--------------|
| Volume Sales | \$47,979,755 | \$49,937,700 | \$61,615,727 | +23% |
| Unit Sales | 105 | 85 | 95 | +12% |
| New Listings | 175 | 190 | 205 | +8% |
| Sales/Listings Ratio | 62% | 45% | 46% | +1% |
| Expired Listings | 61 | 61 | 74 | +21% |
| Sales: Under \$300K | 27 | 13 | 8 | -38% |
| Sales: \$300K - \$499K | 50 | 38 | 41 | +8% |
| Sales: \$500K - \$799K | 19 | 19 | 24 | +26% |
| Sales: \$800K - \$999K | 7 | 6 | 7 | +17% |
| Sales: \$1M - \$1.499M | 4 | 3 | 9 | +200% |
| Sales: \$1.5M-\$1.999M | 0 | 4 | 6 | +50% |
| Sales: \$2M+ | 0 | 2 | 0 | -200% |
| Average Days-On-Market | 67 | 70 | 77 | +10% |
| Average Sale Price | \$456,950 | \$587,700 | \$648,587 | +10% |

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.



SALES BY PROPERTY TYPE

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$50,911,150
UP 16% from 2019

UNIT SALES: 69
UP 5% from 2019

AV. DAYS-ON-MARKET: 86
UP 13 days from 2019

AV. SALE PRICE: \$737,843
UP 11% from 2019

CONDOMINIUMS

DOLLAR SALES: \$10,704,577
UP 74% from 2019

UNIT SALES: 26
UP 37% from 2019

AV. DAYS-ON-MARKET: 55
DOWN 7 days from 2019

AV. SALE PRICE: \$411,715
UP 27% from 2019

VACANT LAND

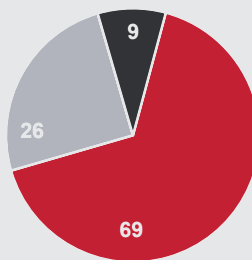
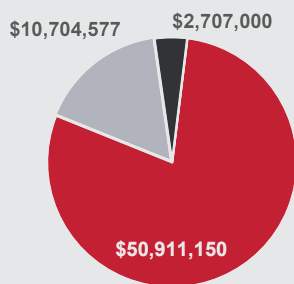
DOLLAR SALES: \$2,707,000
UP 138% from 2019

UNIT SALES: 9
UP 80% from 2019

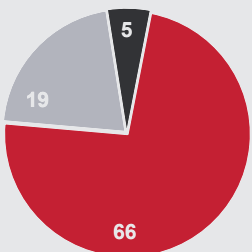
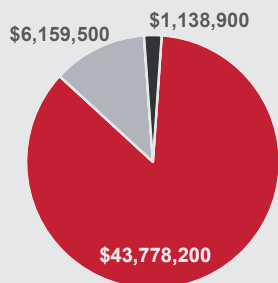
AV. DAYS-ON-MARKET: 82
UP 32 days from 2019

AV. SALE PRICE: \$300,778
UP 32% from 2019

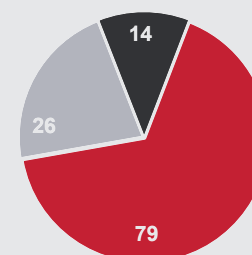
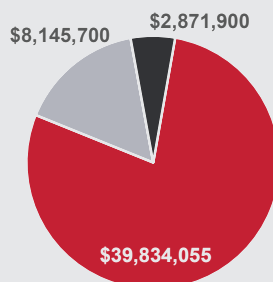
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2019

OUR 7TH STRAIGHT RECORD-BREAKING YEAR!



WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR* brokerages)

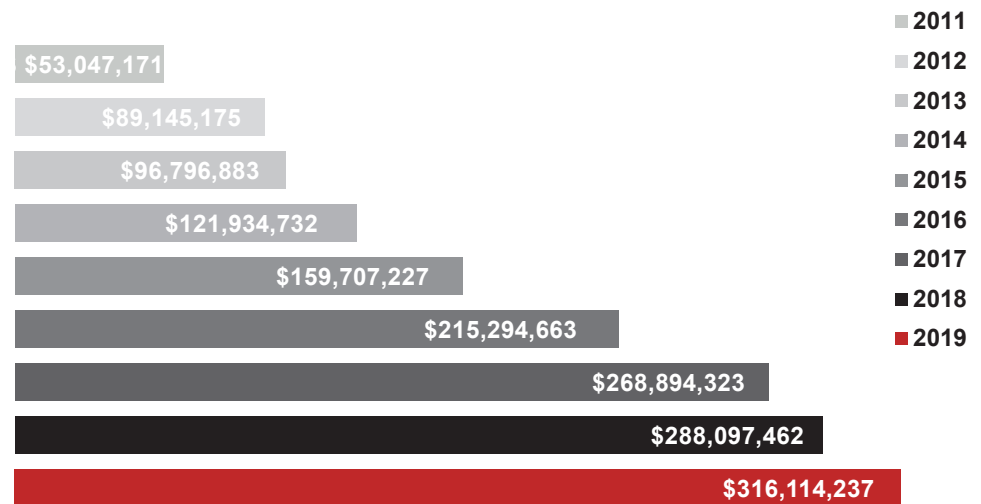
And #2 in Wasaga Beach after opening an office there in mid-2015.



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR



Locations North Sales Volume, 2011 - 2019



**Southern Georgian Bay Association of REALTORS®*

2019 UNIT SALES

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

Collingwood

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 175.5 | 28.5% | |
| RE/MAX Four Seasons | 82.5 | 13.4% | |
| Royal LePage Trinity | 60 | 9.8% | |
| Chestnut Park | 53.75 | 8.6% | |
| Century 21 Millenium | 50.5 | 8.2% | |
| Clairwood | 35.5 | 5.8% | |
| RE/MAX of Wasaga Beach | 23.75 | 3.9% | |
| Engel & Volkers | 15.5 | 2.5% | |
| Other | 49.5 | 8.1% | |
| Non-MLS | 67.5 | 11% | |

The Blue Mountains

| | UNITS | PERCENTAGE | |
|------------------------------|--------|------------|--|
| Royal LePage Locations North | 122.75 | 35.2% | |
| RE/MAX at Blue | 43 | 12.3% | |
| RE/MAX Four Seasons | 34.75 | 10% | |
| Century 21 Millenium | 30.25 | 8.7% | |
| Chestnut Park | 26.75 | 7.7% | |
| Royal LePage Trinity | 12 | 3.4% | |
| Clairwood | 10 | 2.9% | |
| Sotheby's | 6 | 1.7% | |
| Other | 39 | 11.2% | |
| Non-MLS | 51.75 | 14.8% | |

Meaford

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 57.5 | 35.7% | |
| Century 21 Millenium | 16.5 | 10.2% | |
| RE/MAX Four Seasons | 10.5 | 6.5% | |
| Royal LePage RCR | 9 | 5.6% | |
| RE/MAX Grey Bruce | 7 | 4.3% | |
| Chestnut Park | 6 | 3.7% | |
| Wilfred McIntee | 5.5 | 3.4% | |
| Royal LePage Trinity | 2 | 1.2% | |
| Other | 24.5 | 15.2% | |
| Non-MLS | 13 | 8.1% | |

Clearview

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 24.5 | 16.9% | |
| Royal LePage Trinity | 18.5 | 12.8% | |
| RE/MAX Four Seasons | 17 | 11.7% | |
| RE/MAX of Wasaga Beach | 10.25 | 7.1% | |
| Chestnut Park | 10 | 6.9% | |
| Century 21 Millenium | 5.5 | 3.8% | |
| Exit | 5.5 | 3.8% | |
| Forest Hill | 2.5 | 1.7% | |
| Other | 21 | 14.5% | |
| Non-MLS | 30.25 | 20.9% | |

Southern Georgian Bay (West)*

| | UNITS | PERCENTAGE | |
|------------------------------|--------|------------|--|
| Royal LePage Locations North | 443.25 | 24.9% | |
| RE/MAX of Wasaga Beach | 202.75 | 11.4% | |
| Royal LePage Trinity | 153.75 | 8.6% | |
| RE/MAX Four Seasons | 152.25 | 8.5% | |
| Century 21 Millenium | 137.25 | 7.7% | |
| Chestnut Park | 97.5 | 5.5% | |
| Clairwood | 49 | 2.7% | |
| RE/MAX at Blue | 46.5 | 2.6% | |
| Engel & Volkers | 27 | 1.5% | |
| Other | 473.75 | 26.6% | |

Georgian Triangle Luxury Homes**

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|--|
| Royal LePage Locations North | 44.5 | 33.2% | |
| RE/MAX Four Seasons | 18.5 | 13.8% | |
| Chestnut Park | 15 | 11.2% | |
| Century 21 Millenium | 9.5 | 7.3% | |
| RE/MAX of Wasaga Beach | 5 | 3.7% | |
| Engel & Volkers | 4.5 | 3.4% | |
| Sotheby's | 4.5 | 3.4% | |
| Royal LePage Trinity | 3.5 | 2.6% | |
| Clairwood | 3 | 2.2% | |
| Other | 23 | 17.2% | |



WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



COLLINGWOOD

705-445-5520

330 First Street



THE BLUE MOUNTAINS

519-599-2136

27 Arthur Street



MEAFORD

519-538-5755

96 Sykes Street



WASAGA BEACH

705-617-9969

1344 Mosley Sreet, Unit 5



CLEARVIEW

705-881-9005

143 Mill St., Creemore

