

MEAFORD REAL ESTATE MARKET REPORT THIRD QUARTER 2020

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



OVERVIEW

RECORD THIRD-QUARTER VOLUME SALES, WITH UNIT SALES AND PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$91,047,348

Up **41%** from 2019's \$64,631,512, with units of **143** up **.7%** from 2019's **142**. New listings of **191** down **19%** from a year ago, with the sales/listings ratio of **75%** up **15%**.



RECORD Q3 SALES VOLUME OF \$57,110,028

Up **131%** from Q3-2019's \$24,747,276. Units of **85** up **44%** from Q3-2019's **59**, with new listings of **78** up **3%** and the sales/listings ratio of **109%** up **32%** from one year ago.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$636,695

Up **40%** from the \$455,081 of 2019, with the average days-on-market of **56** up **5** days.



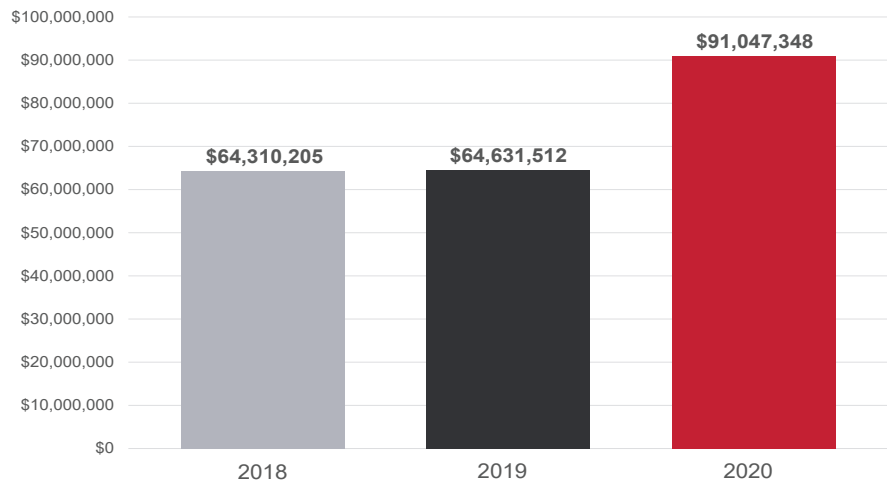
OVERVIEW (cont'd)



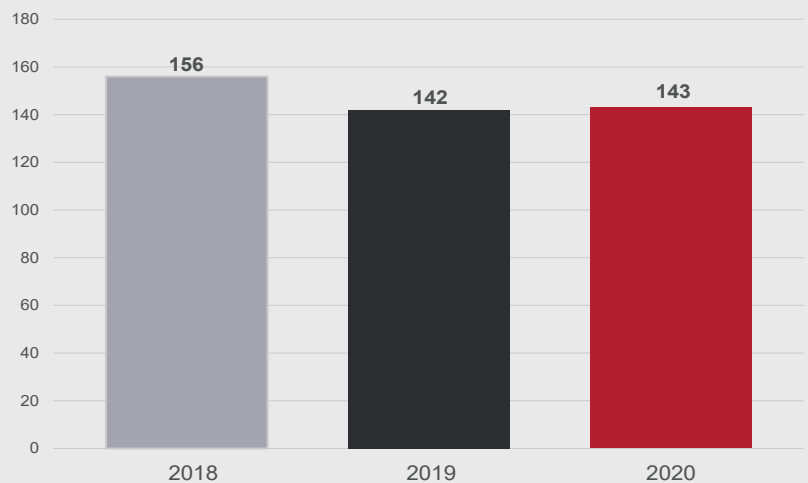
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

September's volume of **\$9,813,221** was up **16%** from 2016's prior record, while its **16** units were down **36%** from 2016's high of **25**. The month's average sale price of **\$613,326** was a new benchmark, up **22%** from 2019. With September's listings down **13%** from one year ago, the **62%** sales/listings ratio means it's a **sellers' market**.

Graph 1:
Meaford MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:
Meaford MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

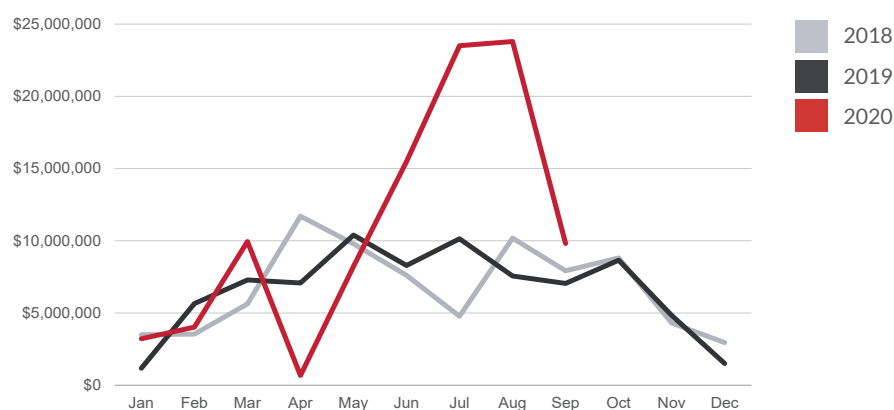
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$64,310,205	\$64,631,512	\$91,047,348	+41%
YTD Unit Sales	156	142	143	+7%
YTD New Listings	244	236	191	-19%
YTD Sales/Listings Ratio	64%	60%	75%	+15%
Third Quarter (Q3) Volume Sales	\$22,880,200	\$24,747,276	\$57,110,028	+131%
Q3 Unit Sales	53	59	85	+44%
Q3 New Listings	71	76	78	+3%
Q3 Sales/Listings Ratio	75%	77%	109%	+32%
Q3 Average Sale price	\$431,702	\$419,445	\$671,883	+60%
September Volume Sales	\$7,922,400	\$7,046,788	\$9,813,221	+39%
September Unit Sales	16	14	16	+14%
September New Listings	31	30	26	-13%
September Sales/Listings Ratio	52%	47%	62%	+15%
September Average Sale Price	\$495,150	\$503,342	\$613,326	+22%
YTD Sales: Under \$100K	3	2	0	-200%
YTD Sales: \$100K - \$299K	43	19	7	-63%
YTD Sales: \$300K - \$499K	71	84	57	-32%
YTD Sales: \$500K - \$799K	32	27	44	+63%
YTD Sales: \$800K - \$999K	5	5	17	+240%
YTD Sales: \$1M - \$1.499M	2	5	16	+220%
YTD Sales: \$1.5M +	0	0	2	+200%
YTD Average Days-On-Market	56	51	56	+10%
YTD Average Sale Price	\$412,245	\$455,081	\$636,695	+40%

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, 2020.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

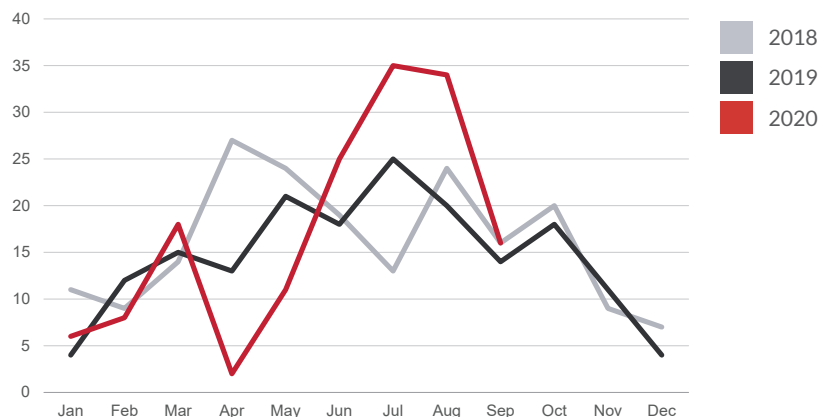
THE MARKET IN DETAIL (cont'd)

In our Q2 Report we noted the Meaford market's 'extreme ups and downs' in 2020. Well, as **Graph 3** shows, that pattern continued into Q3. The good news is that it was mainly up – way up. Following a big record June, July and August sales hit stratospheric heights before falling in September, although it too was a record-breaker. All totaled, Q3 had **\$57,110,028** in volume, up **82%** from Q3-2016's prior high. And as **Graph 4** shows, the same was true for units, although the pattern was less pronounced. Q3-2020's **85** sales tied Q2-2016 for Meaford's all-time quarterly record. All that said, of particular note is the huge jump in Meaford's year-to-date, average sale price: it's up **105%, 89%, 59%, 54%** and **40%** from 2015-19 respectively.

Graph 3:
Meaford Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Volume)



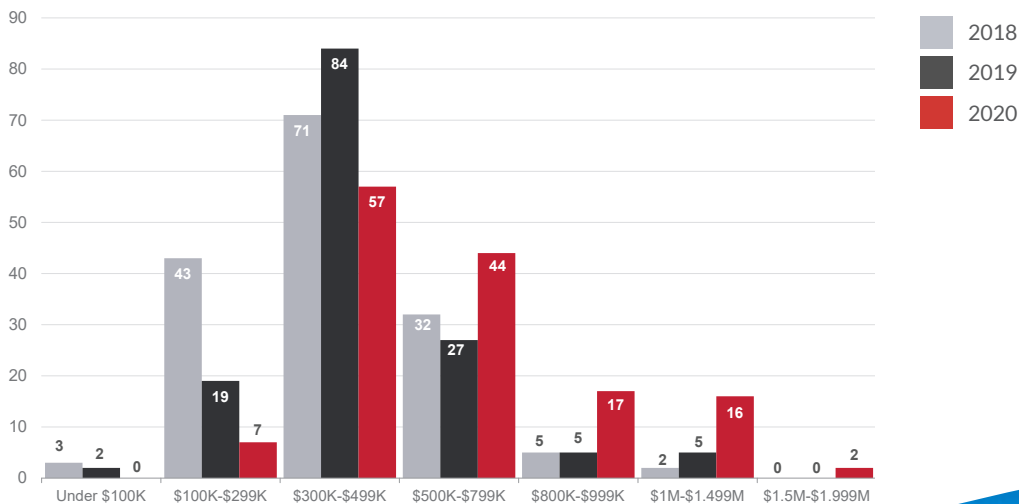
Graph 4:
Meaford Monthly MLS® Sales
2018 vs. 2019 vs. 2020 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in four price ranges and down in three. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M+ ranges are up **63%**, **240%**, **220%** and **200%** respectively. The Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges are down **200%**, **63%** and **32%** respectively. More generally, the Under-\$500K bracket – which accounts for **45%** of 2020's sales – is down **39%** from a year ago. The \$500K-\$999K bracket – which accounts for **42%** of all sales – is up **91%**. And the \$1M+ bracket – which accounts for **13%** of all sales – is up **260%**.

Graph 5:
Meaford MLS® Sales By Price
2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Meaford MLS® Sales By Property Type
2018 vs. 2019 vs. 2020 (Dollars and Units)

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$86,926,878
UP 39% from 2019

UNIT SALES: 133
DOWN 1% from 2019

AV. DAYS-ON-MARKET: 56
UP 10 days from 2019

AV. SALE PRICE: \$653,586
UP 43% from 2019

CONDOMINIUMS

DOLLAR SALES: \$4,120,470
UP 85% from 2019

UNIT SALES: 10
UP 25% from 2019

AV. DAYS-ON-MARKET: 54
UP 20 days from 2019

AV. SALE PRICE: \$412,047
UP 48% from 2019

VACANT LAND

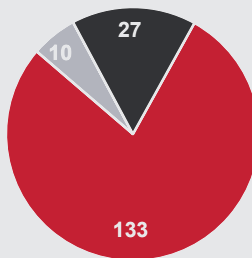
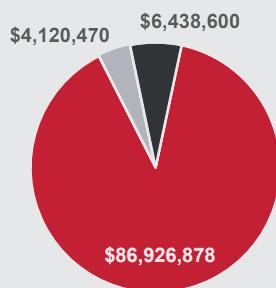
DOLLAR SALES: \$6,438,600
UP 124% from 2019

UNIT SALES: 27
UP 59% from 2019

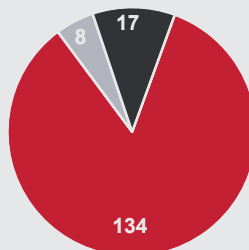
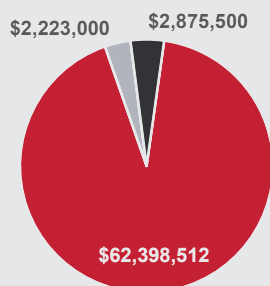
AV. DAYS-ON-MARKET: 89
DOWN 21 days from 2019

AV. SALE PRICE: \$238,467
UP 20% from 2019

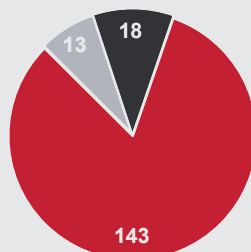
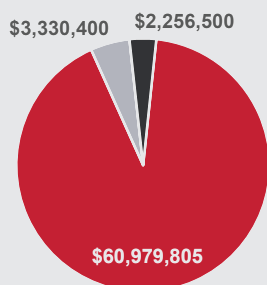
2020



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)

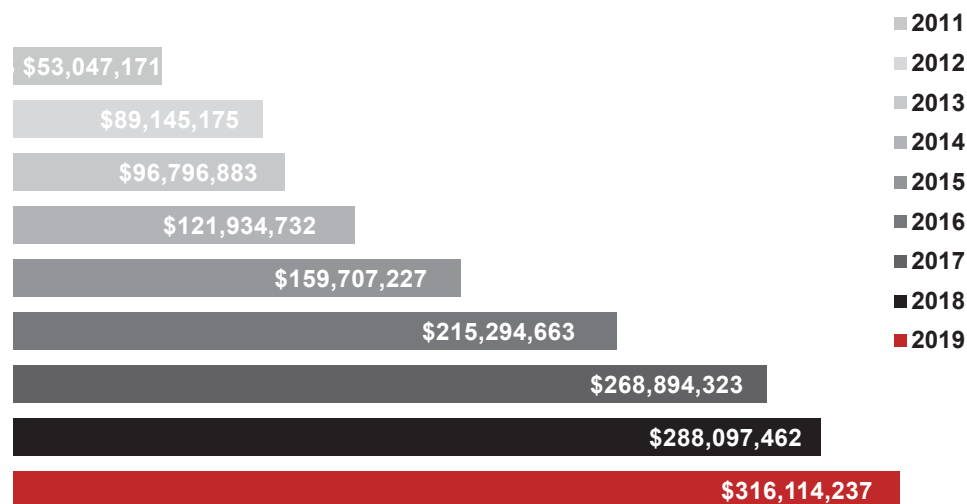
And #2 in Wasaga Beach after opening an office there in mid-2015.



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®*










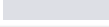
2019 UNIT SALES

* 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%	









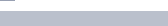
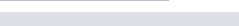
The Blue Mountains

	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%	










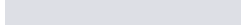
Meaford

	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%	

Southern Georgian Bay 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 Street, Unit 5



CLEARVIEW

705-881-9005

143 Mill Street, Creemore

