

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2020

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



# OVERVIEW

## BIG RECORD Q3 SALES VOLUME AND UNITS, WITH LISTINGS DOWN AND PRICES UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$272,705,069

Up 51% from 2019's \$180,560,537, with units of 507 up 25% from 2019's 404. New listings of 678 down 20% from a year ago, with the sales/listings ratio of 75% up 27%.



### RECORD Q3 SALES VOLUME OF \$156,488,088

Up 114% from Q3-2019's \$73,216,348. Units of 277 up 64% from Q3-2019's 169, with new listings of 269 down 11% and the sales/listings ratio of 103% up 47%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$537,880

Up 20% from the \$446,932 of a year ago. Average days-on-market of 40 down 14 days.



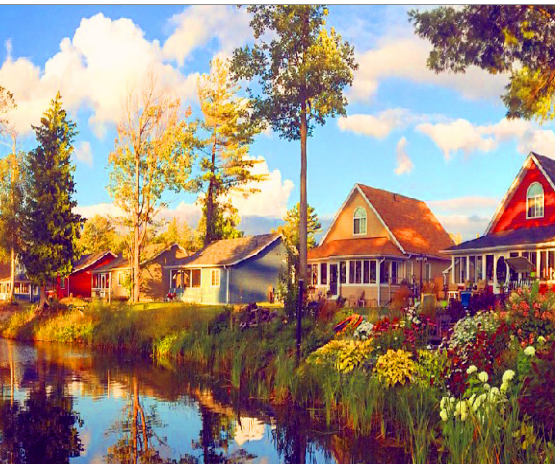


# OVERVIEW (cont'd)

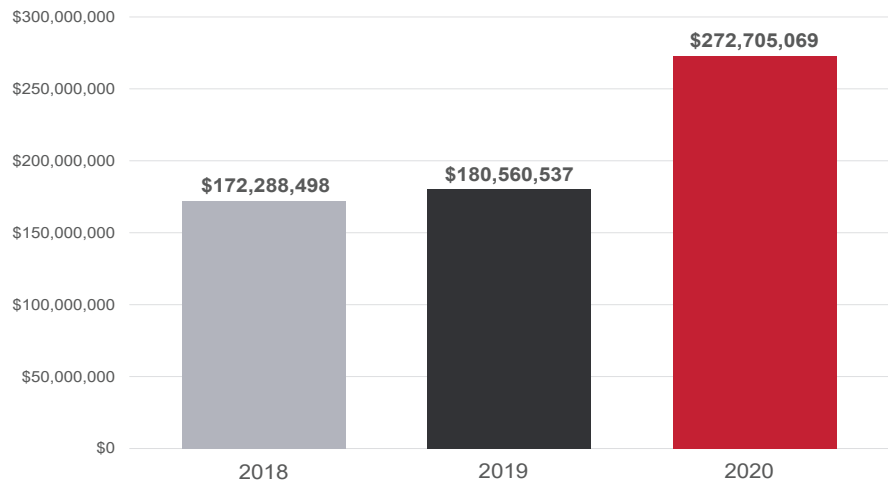


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

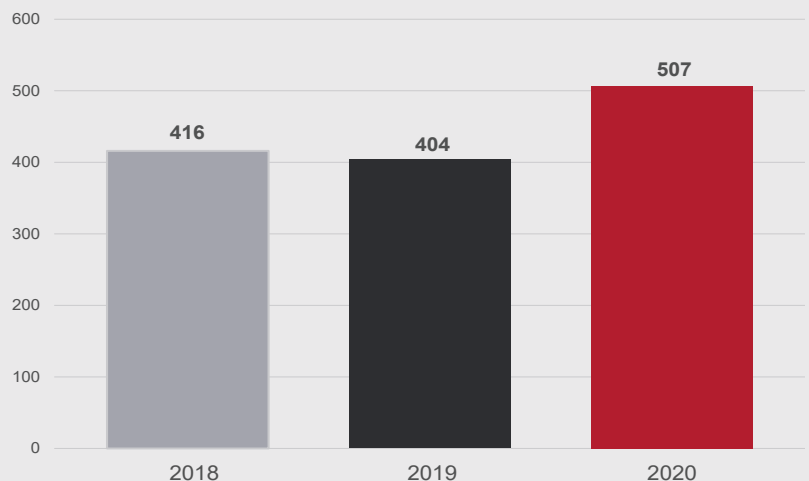
September's volume of **\$43,886,750** was up **83%** from 2019's previous record for the month, while its **75** units were up **7%** from 2015's former benchmark. September's average sale price of **\$585,157** – up **34%** from last year – was a new, all-time monthly high, and its **96%** sales/listings ratio means that it's a strong **sellers' market**.



Graph 1:  
**Wasaga Beach MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**Wasaga Beach MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2018 vs. 2019 vs. 2020

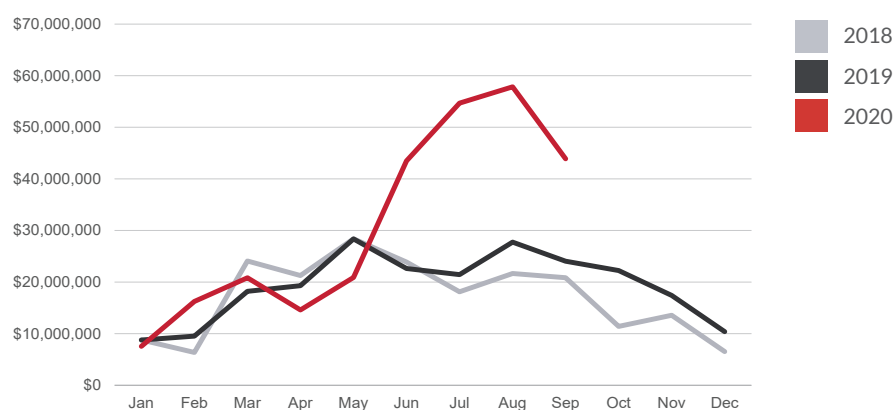
	2018	2019	2020	2019-2020
<b>Year-To-Date (YTD) Volume Sales</b>	\$172,288,498	\$180,560,537	\$272,705,069	<b>+51%</b>
<b>YTD Unit Sales</b>	416	404	507	<b>+25%</b>
<b>YTD New Listings</b>	756	849	678	<b>-20%</b>
<b>YTD Sales/Listings Ratio</b>	55%	48%	75%	<b>+27%</b>
<b>Third Quarter (Q3) Volume Sales</b>	\$60,614,100	\$73,216,348	\$156,408,088	<b>+114%</b>
<b>Q3 Unit Sales</b>	148	169	277	<b>+64%</b>
<b>Q3 New Listings</b>	270	303	269	<b>-11%</b>
<b>Q3 Sales/Listings Ratio</b>	55%	56%	103%	<b>+47%</b>
<b>Q3 Average Sale Price</b>	\$409,555	\$433,233	\$564,650	<b>+30%</b>
<b>September Volume Sales</b>	\$20,847,900	\$24,045,800	\$43,886,750	<b>+83%</b>
<b>September Unit Sales</b>	51	55	75	<b>+36%</b>
<b>September New Listings</b>	72	87	78	<b>-10%</b>
<b>September Sales/Listings Ratio</b>	71%	63%	96%	<b>+33%</b>
<b>September Average Sale Price</b>	\$408,782	\$437,196	\$585,157	<b>+34%</b>
<b>YTD Sales: Under \$100K</b>	5	2	0	<b>-200%</b>
<b>YTD Sales: \$100K - \$299K</b>	81	63	31	<b>-51%</b>
<b>YTD Sales: \$300K - \$499K</b>	234	205	204	<b>-5%</b>
<b>YTD Sales: \$500K - \$799K</b>	90	117	241	<b>+106%</b>
<b>YTD Sales: \$800K - \$999K</b>	4	11	20	<b>+82%</b>
<b>YTD Sales: \$1M - \$1.499M</b>	2	6	8	<b>+33%</b>
<b>YTD Sales: \$1.5M+</b>	0	0	3	<b>+300%</b>
<b>YTD Average Days-On-Market</b>	43	54	40	<b>-26%</b>
<b>YTD Average Sale Price</b>	\$414,155	\$446,932	\$537,880	<b>+20%</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, 2020.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

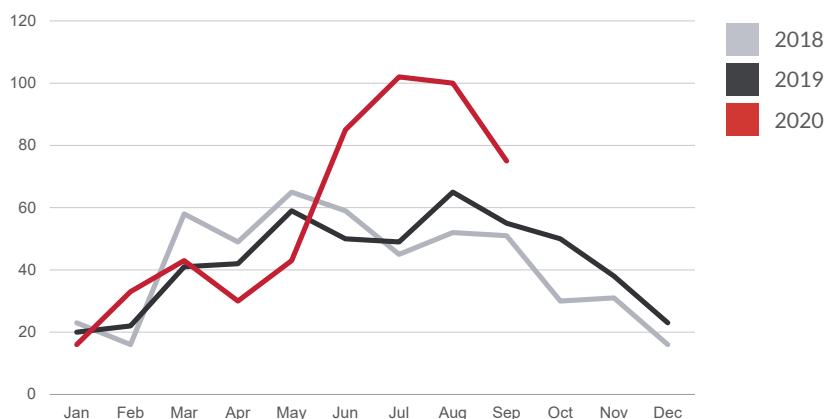
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Wasaga Beach had a huge Q3 that consisted of its three best volume sales months ever. Q3's volume of **\$156,408,088** was not only up **105%** from Q3-2016's former quarterly record, but it also powered 2020's year-to-date sales to **\$272,705,069** – **3% more than 2016's previous benchmark for annual sales**. **Graph 4** tells a similar story with regard to units. There were **60%** as many sales from June to September as there were in all of 2019. The good news is that the average sale price has just kept rising: its up **93%, 71%, 37%, 28%** and **17%** from 2015-19 respectively.

Graph 3:  
**Wasaga Beach Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 4:  
**Wasaga Beach Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)

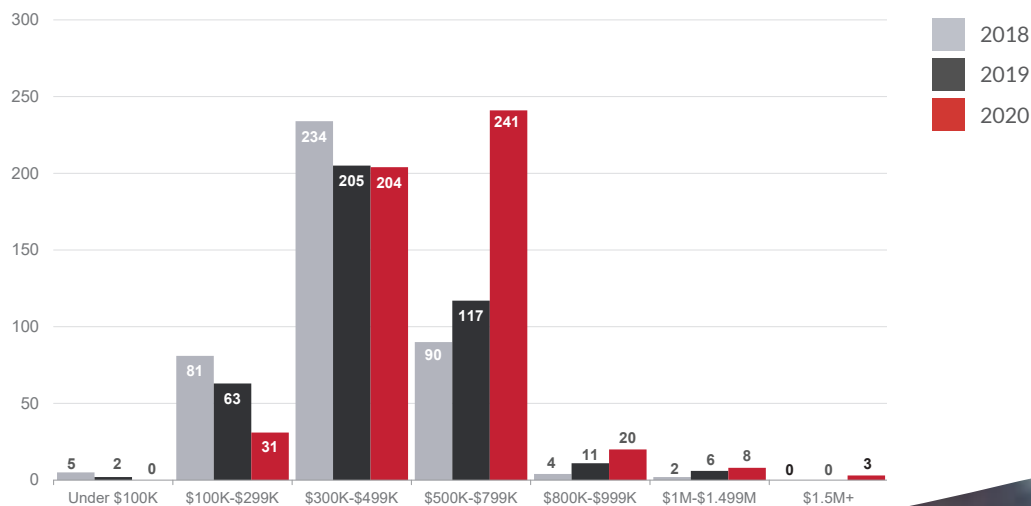




# THE MARKET IN DETAIL (cont'd)

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-\$1.499 and \$1.5M+ ranges are up **106%**, **82%**, **33%** and **300%** respectively. The Under-\$100K, \$100K-\$299K and \$300K-\$499K ranges are down **200%**, **51%** and **5%** respectively. More generally, the Under-\$500K price bracket – which accounts for **46%** of 2020's sales – is down **13%** from 2019. The \$500K-\$999K bracket – which accounts for **52%** of all sales – is up **104%**. And the \$1M+ range – which accounts for **2%** of all sales – is up **50%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

**Wasaga Beach MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$238,195,649  
UP 38% from 2019

**UNIT SALES:** 421  
UP 11% from 2019

**AV. DAYS-ON-MARKET:** 39  
DOWN 11 days from 2019

**AV. SALE PRICE:** \$565,785  
UP 17% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$34,509,420  
UP 315% from 2019

**UNIT SALES:** 86  
UP 244% from 2019

**AV. DAYS-ON-MARKET:** 47  
DOWN 16 days from 2019

**AV. SALE PRICE:** \$401,272  
UP 12% from 2019

### VACANT LAND

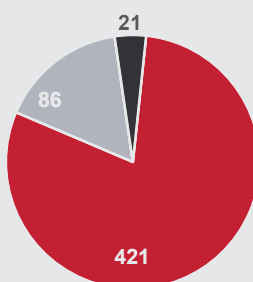
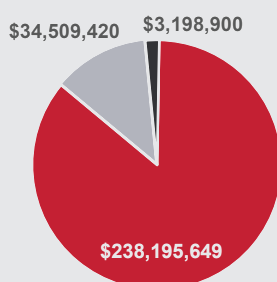
**DOLLAR SALES:** \$3,198,900  
UP 90% from 2019

**UNIT SALES:** 21  
UP 75% from 2019

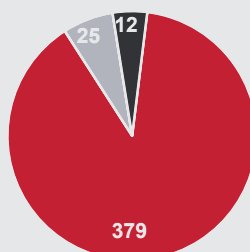
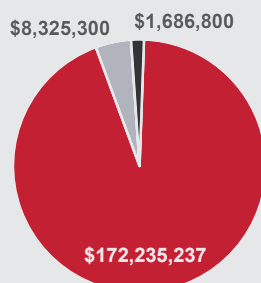
**AV. DAYS-ON-MARKET:** 76  
UP 32 days from 2019

**AV. SALE PRICE:** \$152,329  
UP 6% from 2019

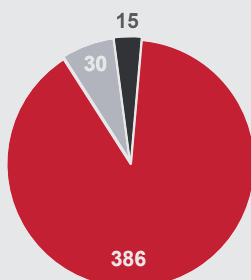
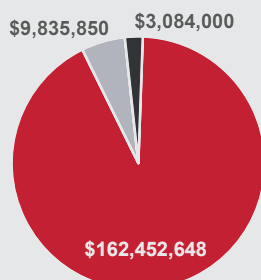
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S #1 SELLING BROKERAGE

## IN 2019:



WE HAD OUR 7TH STRAIGHT RECORD YEAR FOR REGIONAL MLS SALES VOLUME










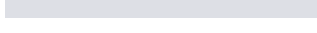
With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



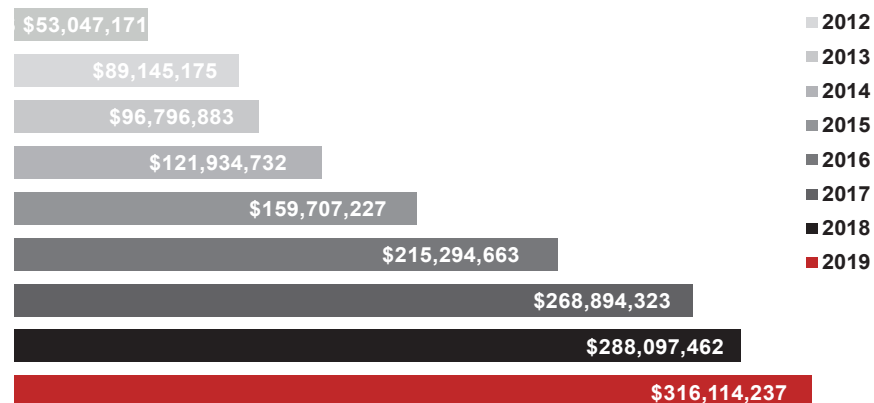
WE HAD NEARLY 3 TIMES THE SALES VOLUME, AND MORE THAN 2 TIMES THE SALES UNITS OF OUR CLOSEST REGIONAL COMPETITOR



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

	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%	

## Locations North Sales Volume, 2011 - 2019







# 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

