

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## 2020 IN REVIEW


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



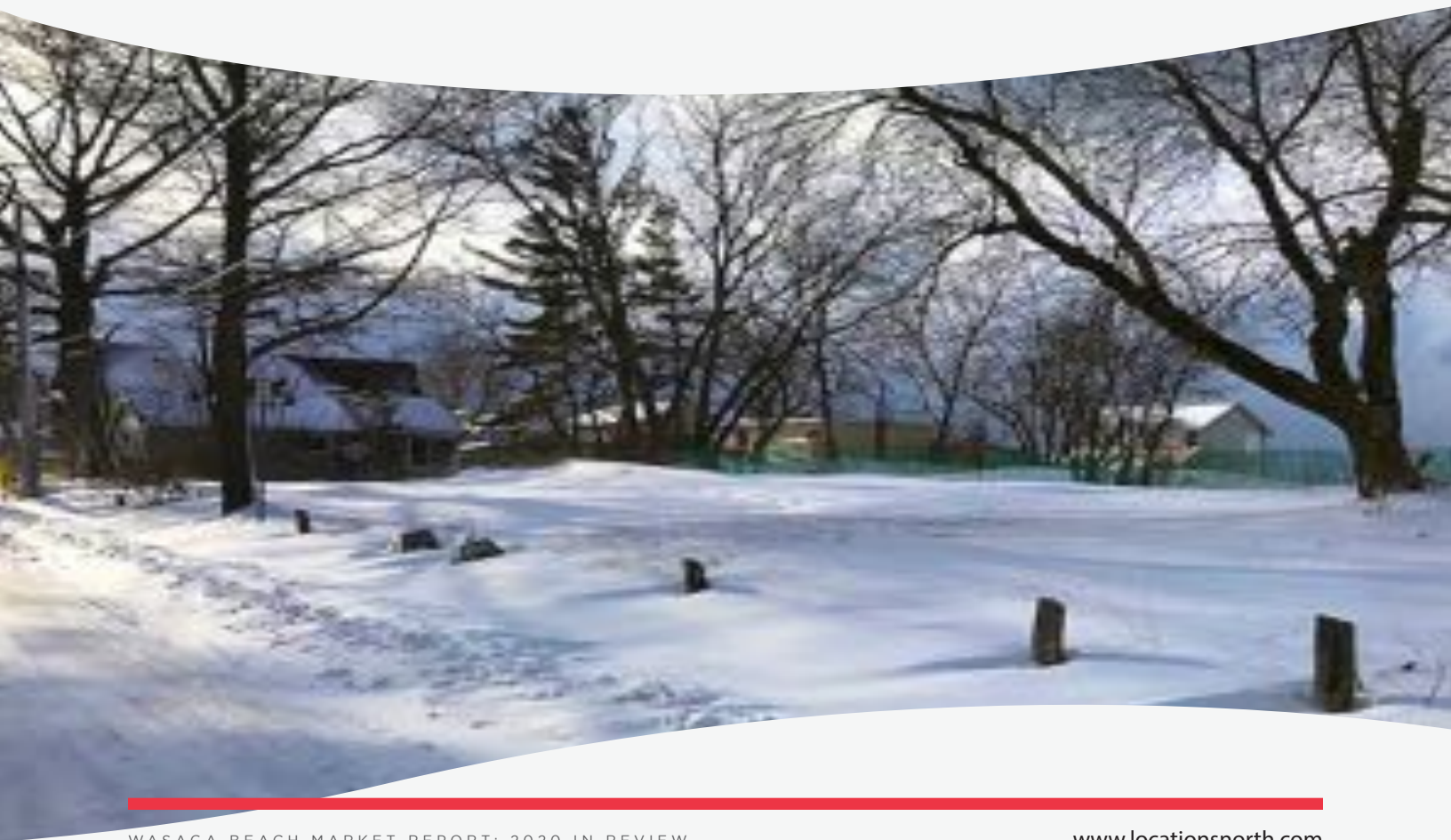
# OVERVIEW

## BIG RECORD SALES VOLUME, DESPITE FAR FEWER LISTINGS

 **RECORD ANNUAL SALES VOLUME OF \$349,205,492**  
Up **51%** from 2019's \$230,586,967, with units of **629** up **22%** from 2019's **515**. New listings of **787** down **19%** from 2019, with the sales/listings ratio of **80%** up **27%**.

 **RECORD Q4 SALES VOLUME OF \$77,641,323**  
Up **55%** from Q4-2019's \$50,026,430. Units of **124** up **12%** from Q4-2019's **111**, with new listings of **112** down **8%** and the sales/listings ratio of **107%** up **16%**.

 **RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$555,176**  
Up **24%** from 2019's \$447,742. Average days-on-market of **40** down **15** days.



# OVERVIEW (cont'd)

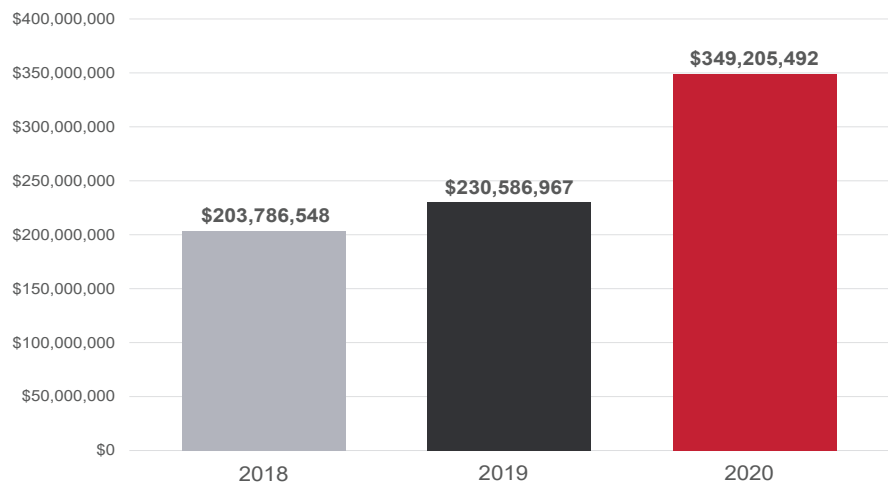


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

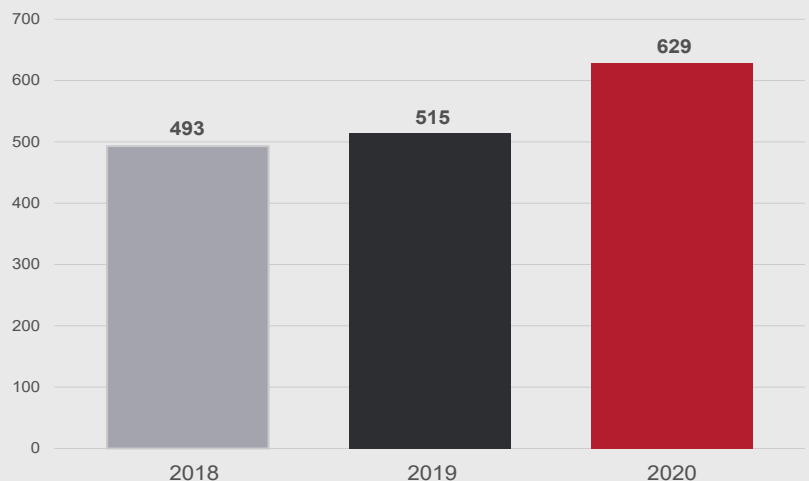
December's volume was up **84%** from 2019's prior record, while its **29** units were down **27%** from 2015's benchmark **40**. The month had a high **100%** sale/list price ratio; homes sold **39** days faster on average than a year ago; and there is now just **one month** of inventory. All that, and December's **132%** sales/listings ratio, add up to a very 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

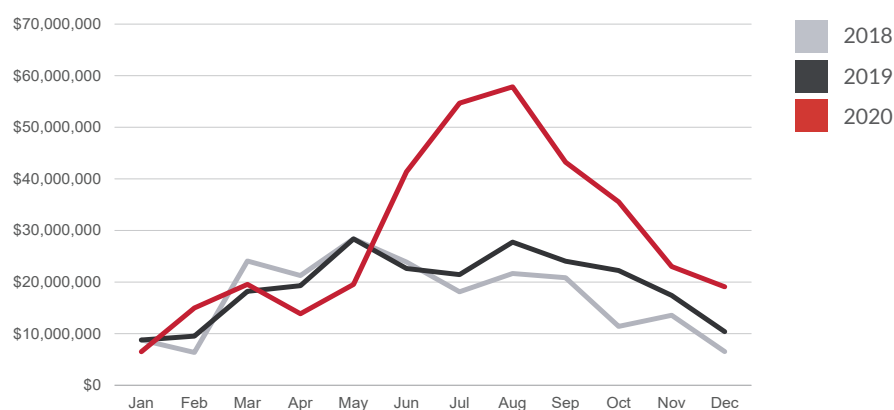
	2018	2019	2020	2019-2020
Annual Volume Sales	\$203,786,548	\$230,586,967	\$349,205,492	<b>+51%</b>
Annual Unit Sales	493	515	629	<b>+22%</b>
Annual New Listings	881	971	787	<b>-19%</b>
Annual Sales/Listings Ratio	56%	53%	80%	<b>+27%</b>
Fourth Quarter (Q4) Volume Sales	\$31,498,050	\$50,026,430	\$77,641,323	<b>+55%</b>
Q4 Unit Sales	77	111	124	<b>+12%</b>
Q4 New Listings	124	122	112	<b>-8%</b>
Q4 Sales/Listings Ratio	62%	91%	107%	<b>+16%</b>
Q4 Average Sale Price	\$409,066	\$450,689	\$626,140	<b>+39%</b>
December Volume Sales	\$6,530,000	\$10,381,980	\$19,084,498	<b>+84%</b>
December Unit Sales	16	23	29	<b>+26%</b>
December New Listings	28	20	22	<b>+10%</b>
December Sales/Listings Ratio	57%	115%	132%	<b>+17%</b>
December Average Sale Price	\$408,125	\$451,390	\$658,086	<b>+46%</b>
Annual Sales: Under \$300K	99	84	31	<b>-63%</b>
Annual Sales: \$300K - \$499K	280	258	233	<b>-10%</b>
Annual Sales: \$500K - \$799K	106	152	320	<b>+111%</b>
Annual Sales: \$800K - \$999K	5	14	25	<b>+79%</b>
Annual Sales: \$1M - \$1.499M	3	7	14	<b>+100%</b>
Annual Sales: \$1.5M+	0	0	6	<b>+600%</b>
Annual Average Days-On-Market	45	55	40	<b>-27%</b>
Annual Average Sale Price	\$413,360	\$447,742	\$555,176	<b>+24%</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 Jan. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

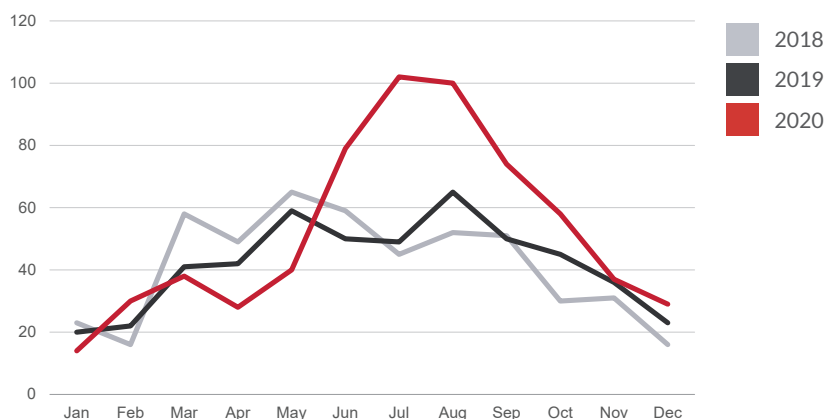
# THE MARKET IN DETAIL (cont'd)

An exceptional year indeed. Wasaga Beach saw its highest ever volume sales in 2020, mainly due to seven record months from June to December which yielded **\$274,775,511** in sales: **79%** of Wasaga Beach's 2020 total and **7% more** than 2019's former annual record. Unit sales followed a similar pattern, with **76%** occurring from June to December. Also notable: Wasaga's **629** overall units came on **19%** fewer listings than 2019. That said, those **629** units were **15%** fewer than 2016's benchmark **742**. All things considered, homeowners will be happy that 2020's average sale price of **\$555,176** was up **128%, 62%, 46%, 34%** and **24%** from 2015-19 respectively.

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



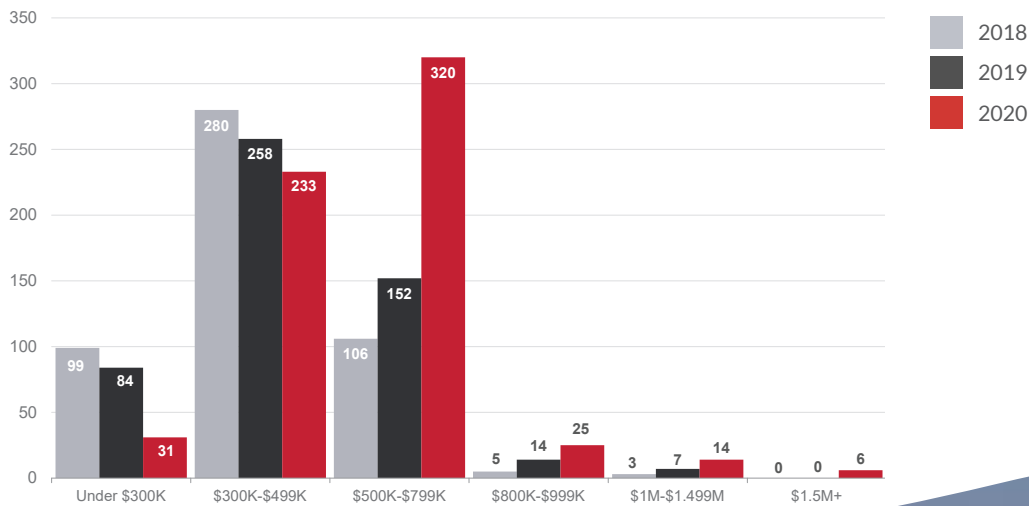
Graph 4:  
**Wasaga Beach Monthly MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in four price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, 1M-\$1.499 and \$1.5M+ ranges were up **111%**, **79%**, **100%** and **600%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **63%** and **10%** respectively. More generally, the Under-\$500K price bracket – which accounted for **42%** of 2020's sales – was down **23%** from 2019. The \$500K-\$999K bracket – which accounted for **55%** of all sales – was up **108%**. And the \$1M+ range – which accounted for **3%** of all sales – was up **186%**.

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:** \$301,612,812  
UP 37% from 2019

**UNIT SALES:** 516  
UP 7% from 2019

**AV. DAYS-ON-MARKET:** 39  
DOWN 12 days from 2019

**AV. SALE PRICE:** \$584,521  
UP 20% from 2019

### CONDOS/TOWNS

**DOLLAR SALES:** \$47,592,680  
UP 127% from 2019

**UNIT SALES:** 113  
UP 242% from 2019

**AV. DAYS-ON-MARKET:** 44  
DOWN 20 days from 2019

**AV. SALE PRICE:** \$421,174  
UP 19% from 2019

### RESIDENTIAL LAND

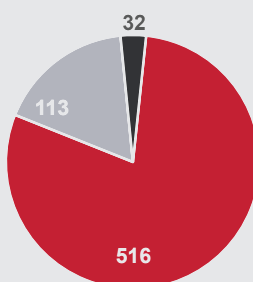
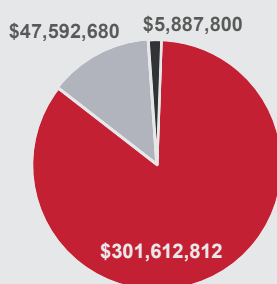
**DOLLAR SALES:** \$5,887,800  
UP 146% from 2019

**UNIT SALES:** 32  
UP 88% from 2019

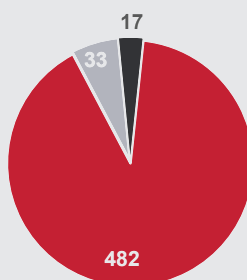
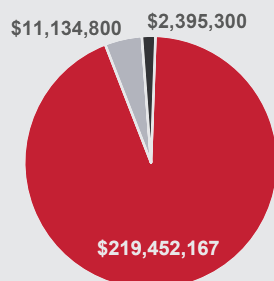
**AV. DAYS-ON-MARKET:** 72  
UP 18 days from 2019

**AV. SALE PRICE:** \$183,994  
UP 29% from 2019

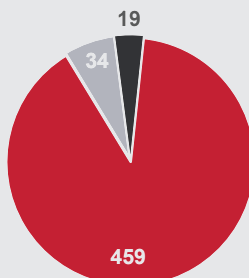
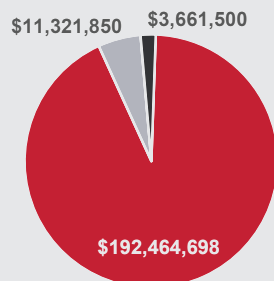
2020



2019



2018



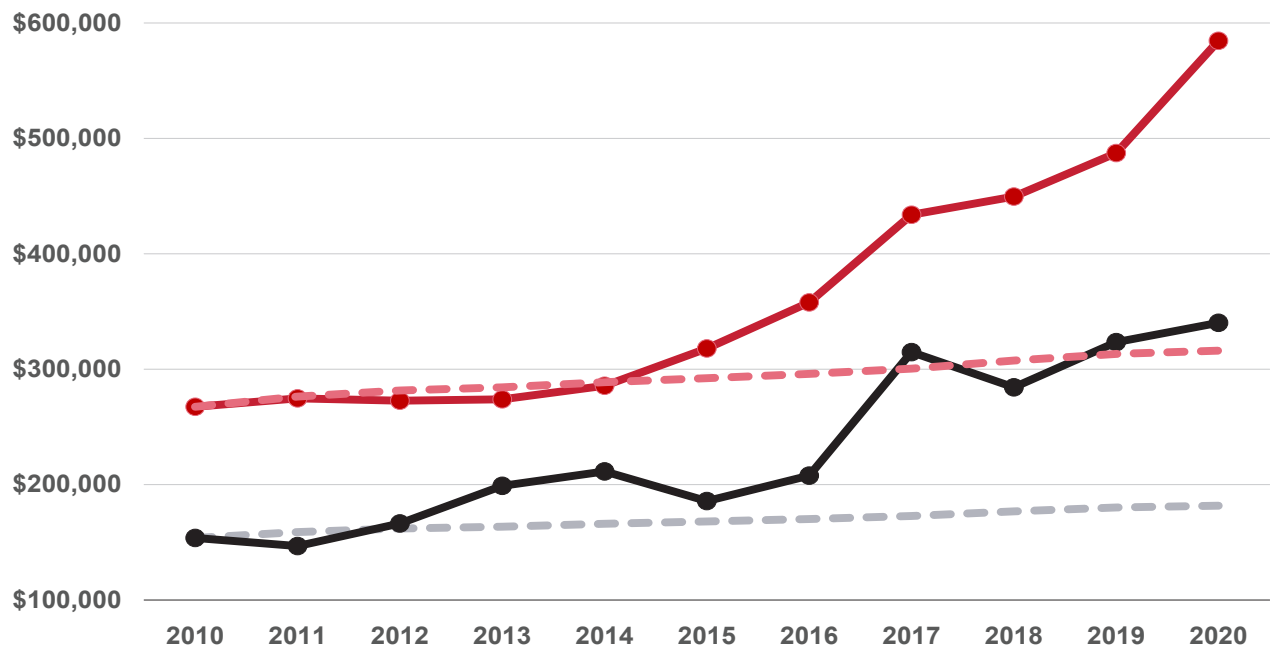
■ Single Family ■ Condominium ■ Vacant Land

# WASAGA BEACH AVERAGE SALE PRICES: 2010-2020

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Wasaga Beach's average sale price for single-family homes in 2020 was **\$584,521**; that's up **20%, 30%, 35%, 63% and 119%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$340,169** was up **5%, 20%, 47%, 8% and 121%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **85%** over inflation in 2020. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **88%** over inflation in 2020.



- Single-Family Home Average Sale Price: 2010 > 2020
- - - - - Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > 2020
- - - - - Canada's Inflation Rate Based On Wasaga Beach's 2010 Condominium 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

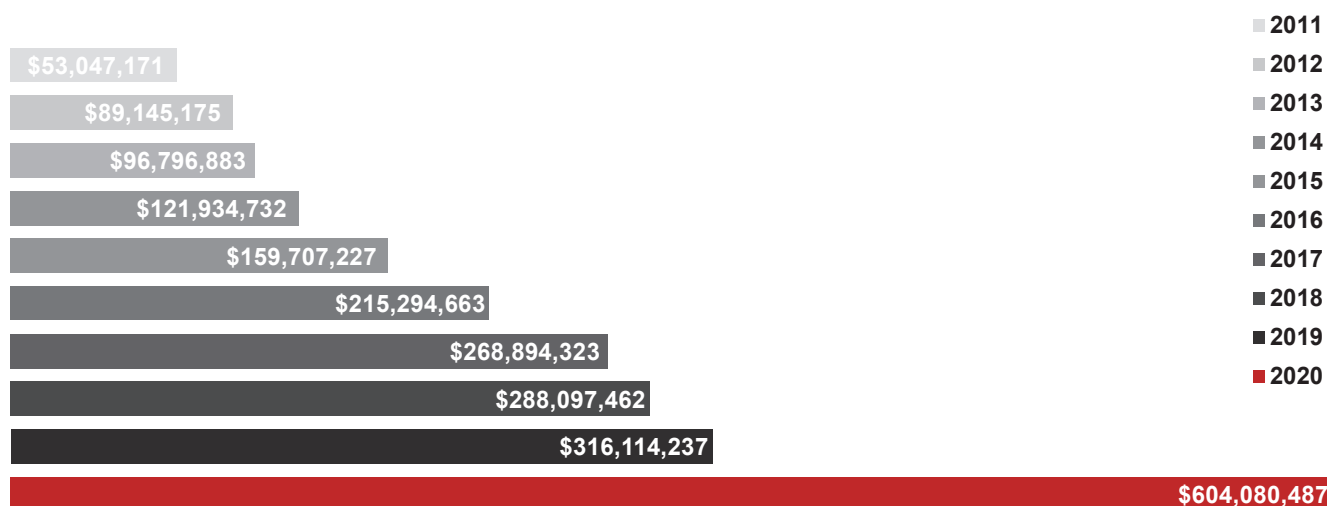


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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





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.

