

COLLINGWOOD REAL ESTATE MARKET REPORT

2020 IN REVIEW

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



OVERVIEW

BIG RECORD SALES WITH AVERAGE PRICES UP, ON FEWER LISTINGS



RECORD ANNUAL SALES VOLUME OF \$441,187,325

Up 34% from 2019's \$330,454,009, with units of 672 up 10% from 2019's 612. New listings of 862 down 12% from 2019, with the sales/listings ratio of 80% up 18%.



RECORD Q4 SALES VOLUME OF \$117,894,310

Up 74% from Q4-2019's \$67,567,535. Units of 162 up 33% from Q4-2019's 122, with new listings of 134 down 28%, and the sales/listings ratio of 121% up 55%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$656,529

Up 22% from 2019's \$539,958. Average days-on-market of 36 down by 7 days.



OVERVIEW (cont'd)

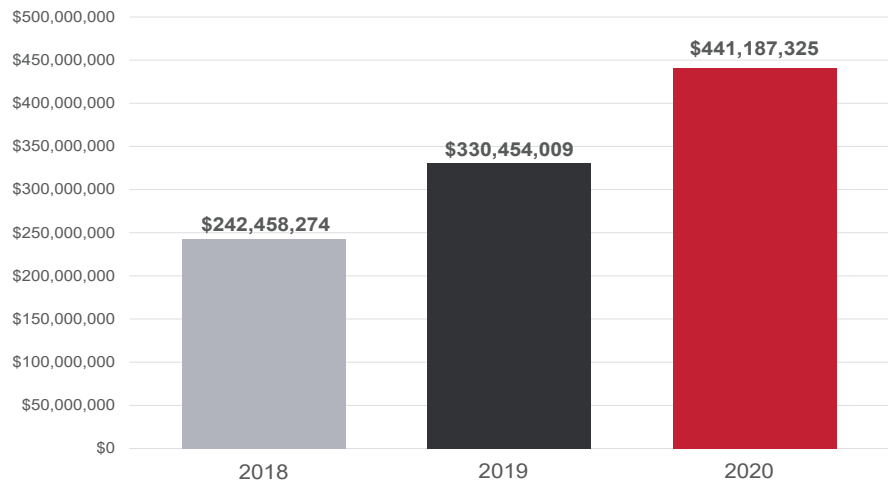


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

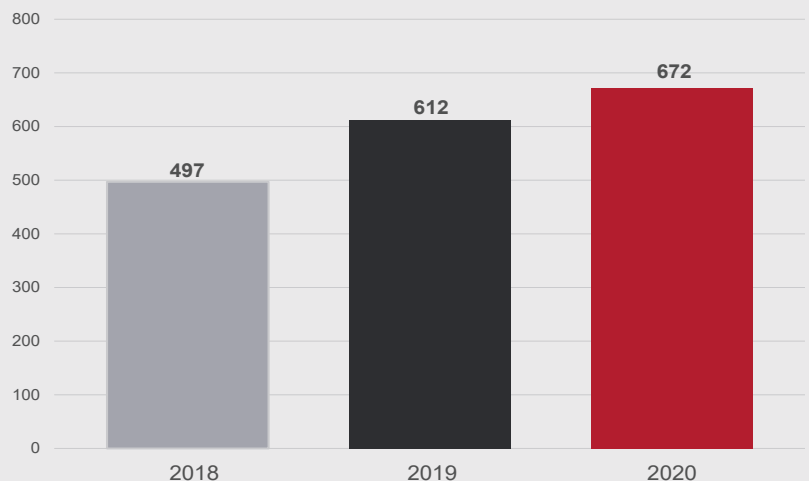
December's volume was up **79%** from 2019's record, while its **35** units were down **5%** from 2016's benchmark **37**. The month had a high **100%** sale/list price ratio; homes sold **20** days faster on average than December 2019; and there is now just **one month** of inventory. All that, and December's **152%** sales/listings ratio, add up to a strong **sellers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary

2018 vs. 2019 vs. 2020

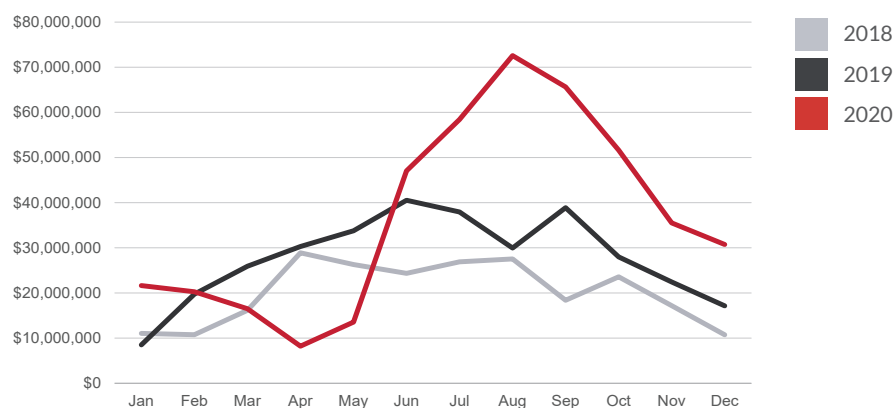
| | 2018 | 2019 | 2020 | 2019-2020 |
|----------------------------------|---------------|---------------|---------------|--------------|
| Annual Volume Sales | \$242,458,274 | \$330,454,009 | \$441,187,325 | +34% |
| Annual Unit Sales | 497 | 612 | 672 | +10% |
| Annual New Listings | 818 | 980 | 862 | -12% |
| Annual Sales/Listings Ratio | 61% | 62% | 80% | +18% |
| Fourth Quarter (Q4) Volume Sales | \$51,475,925 | \$67,567,535 | \$117,894,310 | +74% |
| Q4 Unit Sales | 108 | 122 | 162 | +33% |
| Q4 New Listings | 153 | 185 | 134 | -28% |
| Q4 Sales/Listings Ratio | 71% | 66% | 121% | +55% |
| Q4 Average Sale Price | \$476,629 | \$553,932 | \$727,743 | +31% |
| December Volume Sales | \$10,729,000 | \$17,151,700 | \$30,740,025 | +79% |
| December Unit Sales | 20 | 27 | 35 | +30% |
| December New Listings | 31 | 35 | 23 | -34% |
| December Sales/Listings Ratio | 65% | 77% | 152% | +75% |
| December Average Sale Price | \$536,450 | \$635,248 | \$878,286 | +38% |
| Annual Sales: Under \$300K | 60 | 47 | 23 | -51% |
| Annual Sales: \$300K - \$499K | 265 | 276 | 245 | -11% |
| Annual Sales: \$500K - \$799K | 132 | 226 | 255 | +13% |
| Annual Sales: \$800K - \$999K | 24 | 38 | 68 | +79% |
| Annual Sales: \$1M - \$1.499M | 13 | 20 | 56 | +180% |
| Annual Sales: \$1.5M - \$1.999M | 1 | 4 | 18 | +350% |
| Annual Sales: \$2M+ | 2 | 1 | 7 | +600% |
| Annual Average Days-On-Market | 34 | 43 | 36 | -16% |
| Annual Average Sale Price | \$487,844 | \$539,958 | \$656,529 | +22% |

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.

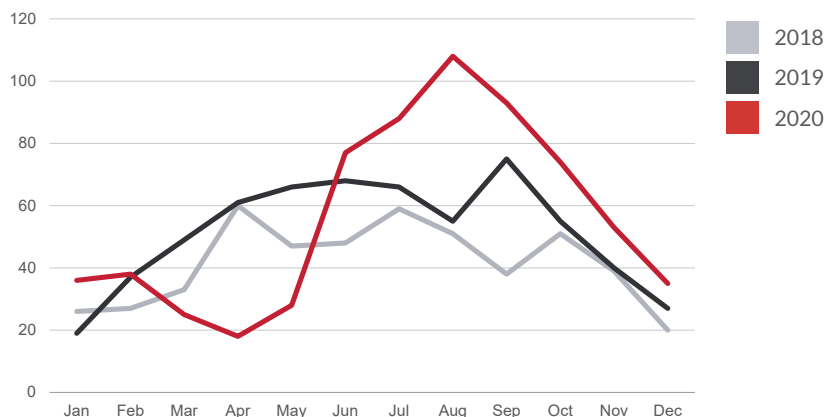
THE MARKET IN DETAIL (cont'd)

It was a year like no other. Collingwood saw its highest ever volume sales in 2020, mainly due to seven record months from June to December that yielded **\$358,729,414** in sales: **81%** of Collingwood's 2020 total and **9% more** than 2019's prior annual record. Unit sales followed a similar pattern, with **78%** occurring from June to December. Collingwood's **672** units overall came on **12%** fewer listings than 2019. That said, those **672** units were just shy of 2016's benchmark **680**. Homeowners will be happy that 2020's average sale price of **\$656,529** was up **101%, 74%, 44%, 35%** and **21%** from 2015-19 respectively. It'll be interesting to see what the 2021 market has in store.

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



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



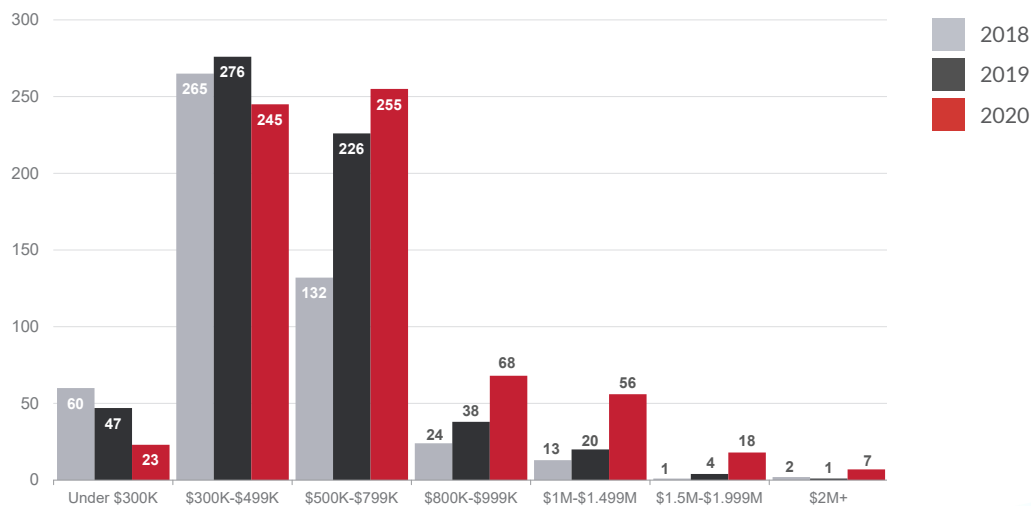
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales were up from 2019 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **13%**, **79%**, **180%**, **350%** and **600%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **51%** and **11%** respectively. More generally, the Under-\$500K bracket – which accounted for **40%** of 2020's sales – was down **17%** from a year ago. The \$500K-\$999K bracket – which accounted for **48%** of all sales – was up **22%**. And the \$1M+ bracket – which accounted for **12%** of all sales – was up **224%**.

Graph 5:

Collingwood MLS® Sales By Price

2018 vs. 2019 vs. 2020 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2020 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$282,827,001
UP 29% from 2019

UNIT SALES: 372
DOWN 2% from 2019

AV. DAYS-ON-MARKET: 38
DOWN 5 days from 2019

AV. SALE PRICE: \$760,288
UP 32% from 2019

CONDOS/TOWNS

DOLLAR SALES: \$158,360,324
UP 43% from 2019

UNIT SALES: 300
UP 29% from 2019

AV. DAYS-ON-MARKET: 33
DOWN 10 days from 2019

AV. SALE PRICE: \$527,868
UP 10% from 2019

RESIDENTIAL LAND

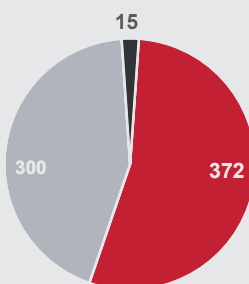
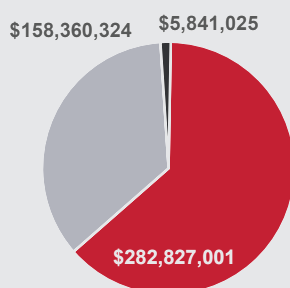
DOLLAR SALES: \$5,841,025
UP 261% from 2019

UNIT SALES: 15
UP 88% from 2019

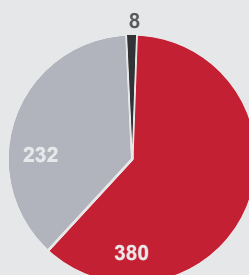
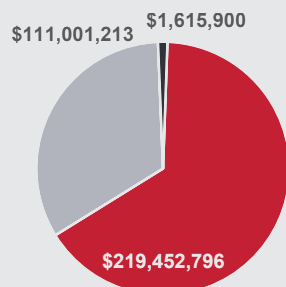
AV. DAYS-ON-MARKET: 164
UP 66 days from 2019

AV. SALE PRICE: \$389,402
UP 93% from 2019

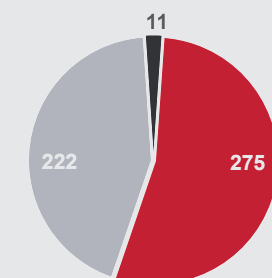
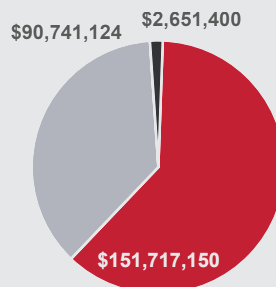
2020



2019



2018



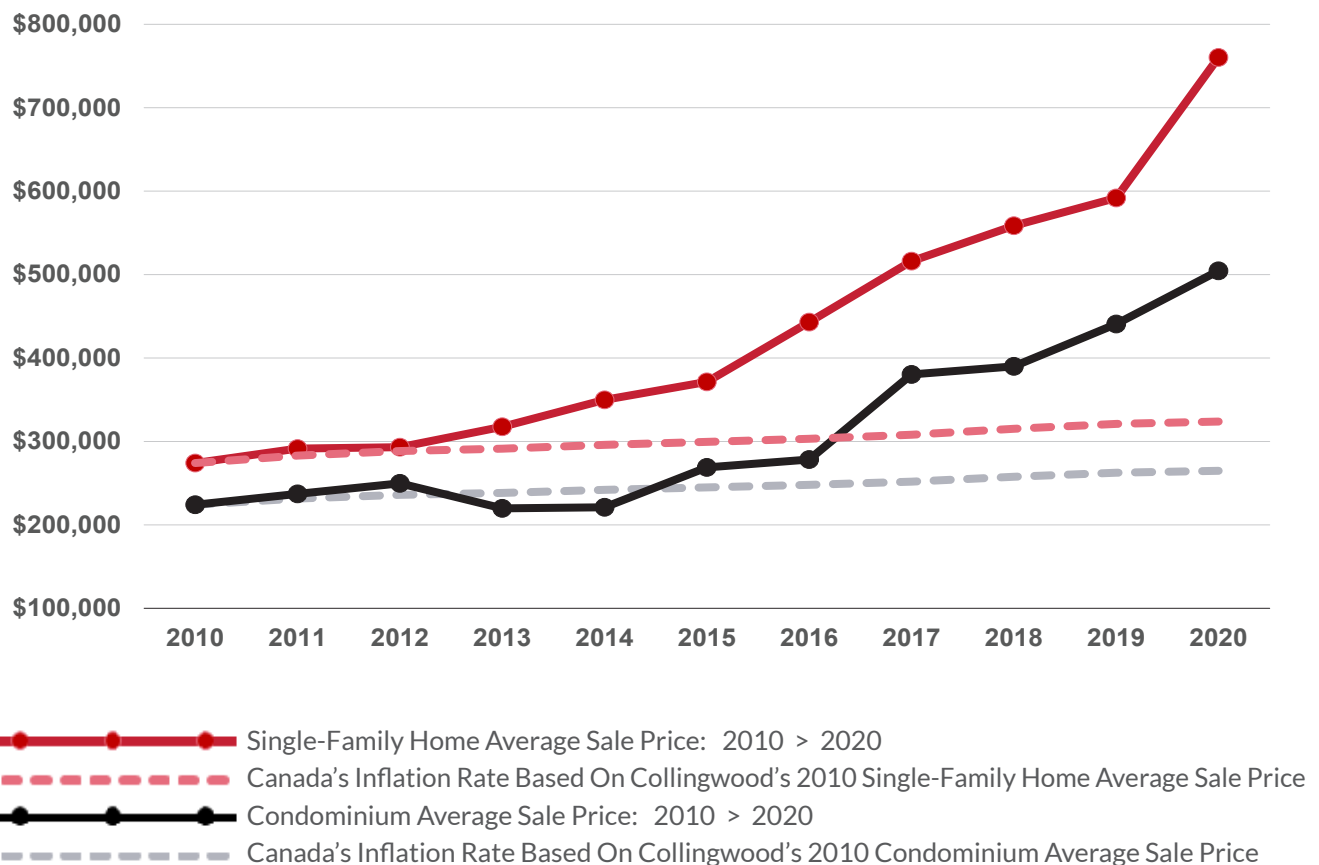
■ Single Family ■ Condominium ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2020

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in 2020 was **\$760,288**; that's up **32%, 36%, 47%, 72%** and **177%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$504,479** was up **14%, 29%, 33%, 81%** and **125%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to 2020 the average price rose to **135%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **90%** above inflation in 2020.



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

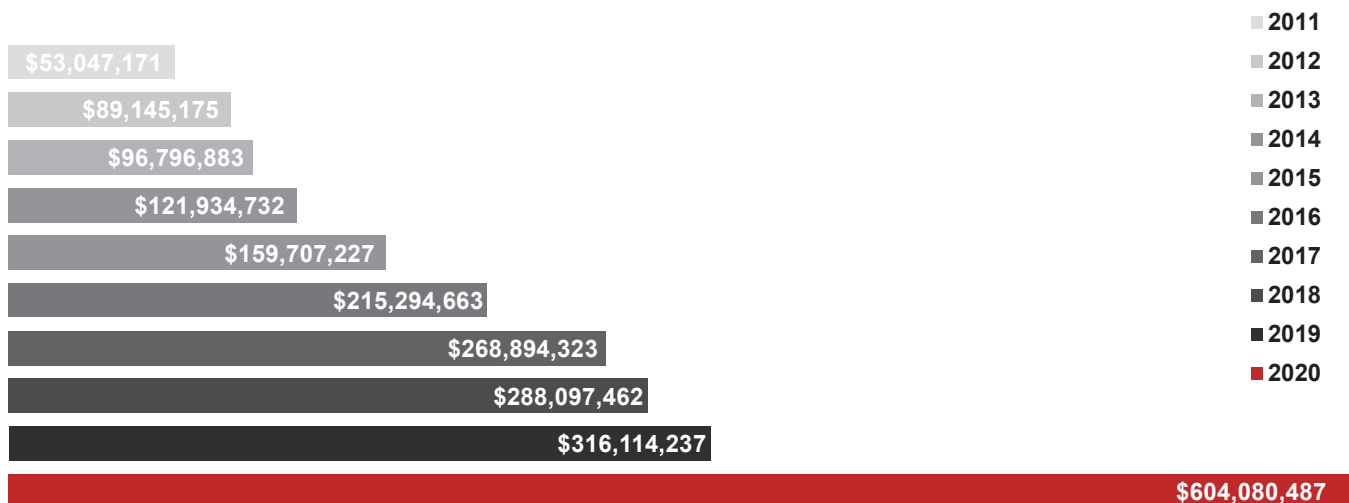


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



2020 UNIT SALES

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

Collingwood

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 270 | 42.8% | <div></div> |
| RE/MAX Four Seasons | 79.5 | 12.6% | <div></div> |
| Century 21 Millenium | 70 | 11.1% | <div></div> |
| Chestnut Park | 55 | 8.7% | <div></div> |
| Clairwood | 45 | 7.1% | <div></div> |
| RE/MAX of Wasaga Beach | 23 | 3.6% | <div></div> |
| Engel & Volkers | 18 | 2.9% | <div></div> |
| Forest Hill | 13.5 | 2.1% | <div></div> |
| Sotheby's | 7 | 1.1% | <div></div> |
| Other | 50 | 8% | <div></div> |

The Blue Mountains

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 213.5 | 43.4% | <div></div> |
| RE/MAX Four Seasons | 54.5 | 11.1% | <div></div> |
| RE/MAX at Blue | 52.5 | 10.7% | <div></div> |
| Century 21 Millenium | 48 | 9.8% | <div></div> |
| Chestnut Park | 38.5 | 7.8% | <div></div> |
| Sotheby's | 15 | 3% | <div></div> |
| Clairwood | 11 | 2.2% | <div></div> |
| Forest Hill | 7.5 | 1.5% | <div></div> |
| Engel & Volkers | 6.5 | 1.3% | <div></div> |
| Other | 45 | 9.2% | <div></div> |

Meaford

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 89 | 43.2% | <div></div> |
| Chestnut Park | 20 | 9.7% | <div></div> |
| Century 21 Millenium | 19 | 9.2% | <div></div> |
| Royal LePage RCR | 13.5 | 6.6% | <div></div> |
| RE/MAX Four Seasons | 12 | 5.8% | <div></div> |
| ARA | 9 | 4.4% | <div></div> |
| Sotheby's | 8 | 3.9% | <div></div> |
| RE/MAX Grey Bruce | 6.5 | 3.2% | <div></div> |
| Sutton Sound | 5 | 2.4% | <div></div> |
| Other | 24 | 11.7% | <div></div> |

Clearview

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 44 | 32.1% | <div></div> |
| RE/MAX Four Seasons | 19 | 13.9% | <div></div> |
| RE/MAX of Wasaga Beach | 11.5 | 8.4% | <div></div> |
| Chestnut Park | 10.5 | 7.7% | <div></div> |
| Century 21 Millenium | 8 | 5.8% | <div></div> |
| Sotheby's | 6 | 4.4% | <div></div> |
| Forest Hill | 5 | 3.6% | <div></div> |
| Engel & Volkers | 2.5 | 1.8% | <div></div> |
| Clairwood | 2.5 | 1.8% | <div></div> |
| Other | 25.5 | 18.7% | <div></div> |

Southern Georgian Bay Overview*

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 790.5 | 36.5% | <div></div> |
| RE/MAX of Wasaga Beach | 246 | 11.3% | <div></div> |
| Century 21 Millenium | 232.5 | 10.7% | <div></div> |
| RE/MAX Four Seasons | 175.5 | 8.1% | <div></div> |
| Chestnut Park | 132.5 | 6.1% | <div></div> |
| Clairwood | 62 | 2.9% | <div></div> |
| Sotheby's | 41.5 | 1.9% | <div></div> |
| Engel & Volkers | 35.5 | 1.6% | <div></div> |
| Forest Hill | 29 | 1.3% | <div></div> |
| Other | 420 | 19.6% | <div></div> |

Southern Georgian Bay Luxury Homes**

| | UNITS | PERCENTAGE | |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 115.5 | 37.9% | <div></div> |
| RE/MAX Four Seasons | 28.5 | 9.3% | <div></div> |
| Chestnut Park | 28 | 9.2% | <div></div> |
| Sotheby's | 18.5 | 6.1% | <div></div> |
| Clairwood | 15.5 | 5.1% | <div></div> |
| Forest Hill | 11.5 | 3.8% | <div></div> |
| Century 21 | 11 | 3.6% | <div></div> |
| Engel & Volkers | 4 | 1.3% | <div></div> |
| RE/MAX at Blue | 3 | 1% | <div></div> |
| Other | 73.5 | 22.7% | <div></div> |



LOCATIONS **NORTH**
BROKERAGE

PERSONAL PROFESSIONAL PROGRESSIVE

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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.

