

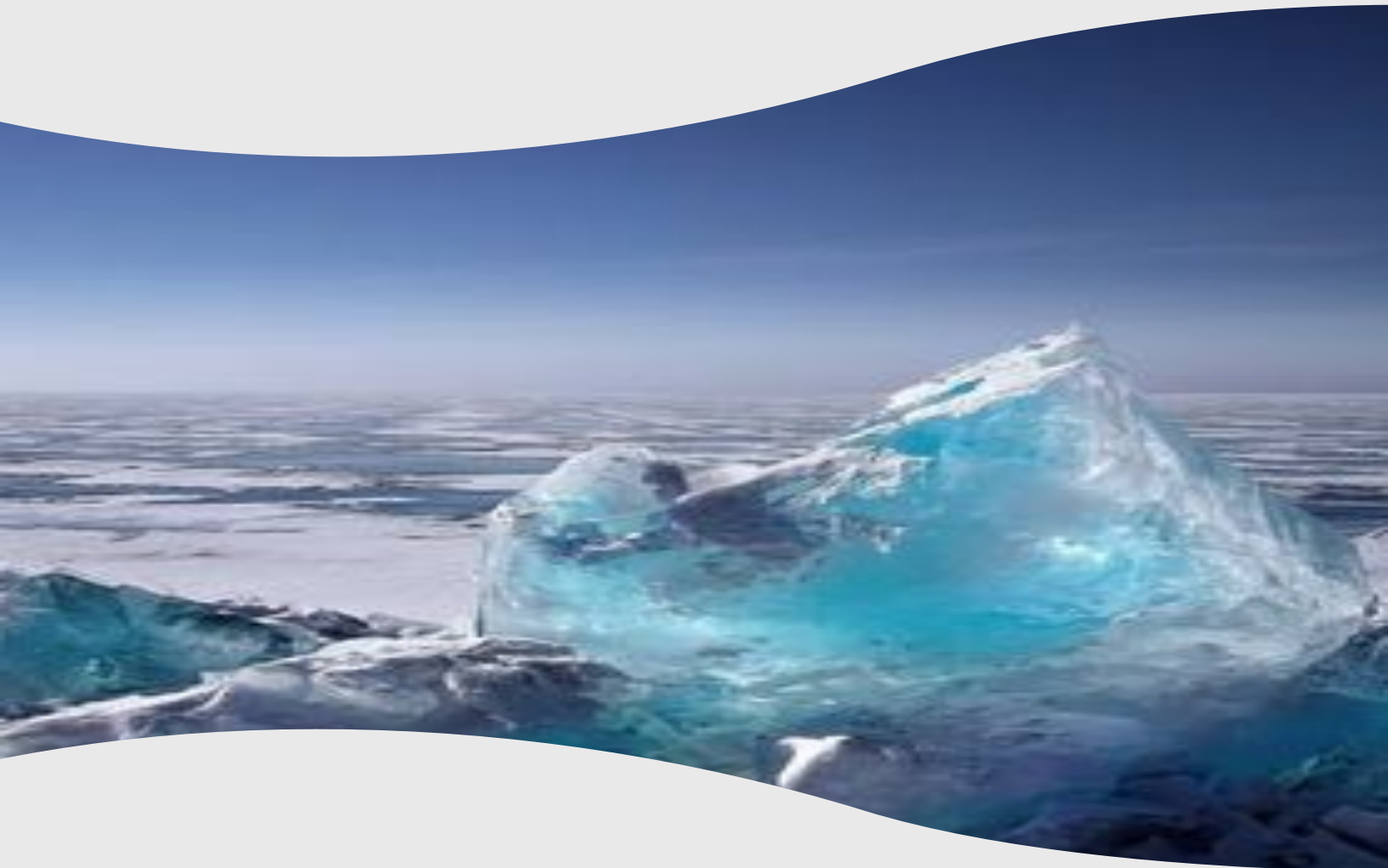
# MEAFORD REAL ESTATE MARKET REPORT

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## 2020 IN REVIEW

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



# OVERVIEW

## THE REGION'S BIGGEST VOLUME SALES INCREASE, WITH AVERAGE SALE PRICES WAY UP



### RECORD ANNUAL SALES VOLUME OF \$153,369,548

Up 92% from 2019's \$80,049,312, with units of 230 up 31% from 2019's 176. New listings of 285 up 3% from 2019, with the sales/listings ratio of 81% up 18%.



### RECORD Q4 SALES VOLUME OF \$45,911,400

Up 198% from Q4-2019's \$15,427,800. Units of 61 up 79% from Q4-2019's 34, with new listings of 48 up 17% and the sales/listings ratio of 127% up 44%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$666,824

Up 47% from the \$454,826 of 2019, with the average days-on-market of 53 up 3 days.

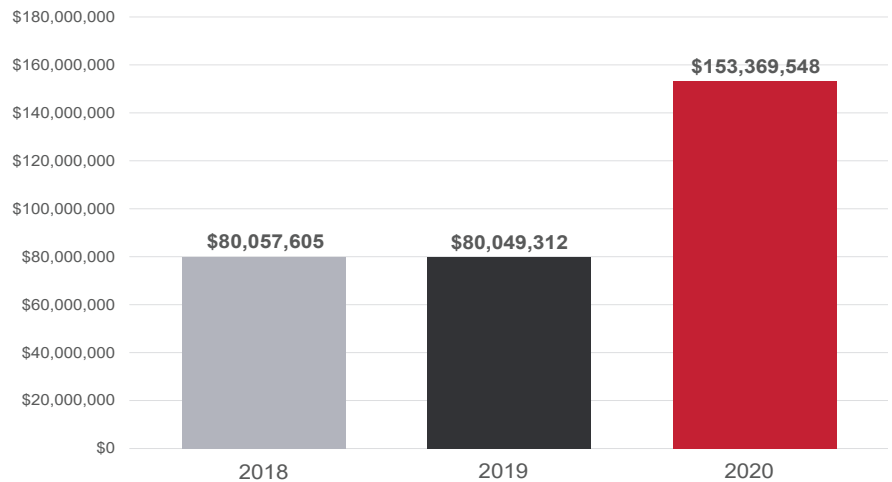
# OVERVIEW (cont'd)



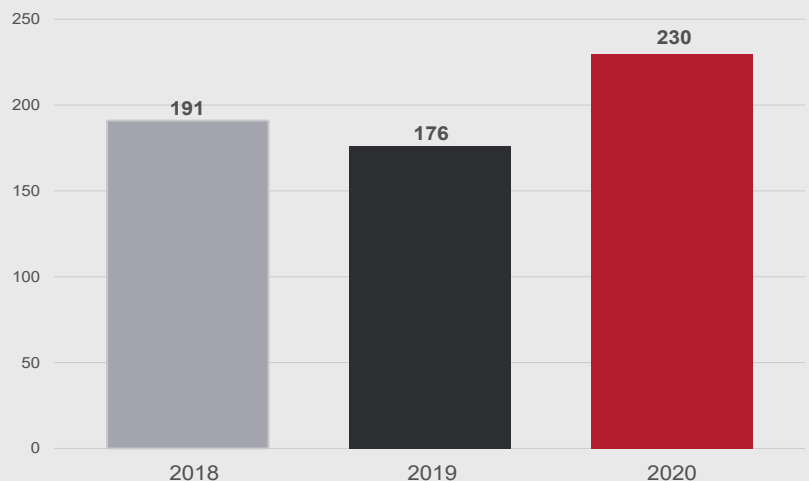
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

December's record volume was up an astounding **766%** from December 2019, and up **191%** from 2015's prior high; while its **15** units were up **275%** from 2019 and **15%** from 2015's former benchmark. Additionally, December had a **96.9%** sale/list price ratio; homes sold **11** days faster on average than in December 2019; and there is now just **1 month** of inventory. All that, and December's **125%** sales/listings ratio, add up to a strong **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
Annual Volume Sales	\$80,057,605	\$80,049,312	\$153,369,548	<b>+92%</b>
Annual Unit Sales	191	176	230	<b>+31%</b>
Annual New Listings	276	278	285	<b>+3%</b>
Annual Sales/Listings Ratio	69%	63%	81%	<b>+18%</b>
Fourth Quarter (Q4) Volume Sales	\$15,747,400	\$15,427,800	\$45,911,400	<b>+198%</b>
Q4 Unit Sales	35	34	61	<b>+79%</b>
Q4 New Listings	32	41	48	<b>+17%</b>
Q4 Sales/Listings Ratio	109%	83%	127%	<b>+44%</b>
Q4 Average Sale price	\$449,926	\$453,759	\$752,646	<b>+66%</b>
December Volume Sales	\$2,954,500	\$1,507,500	\$13,060,900	<b>+766%</b>
December Unit Sales	7	4	15	<b>+275%</b>
December New Listings	7	8	12	<b>+50%</b>
December Sales/Listings Ratio	100%	50%	125%	<b>+75%</b>
December Average Sale Price	\$422,071	\$376,875	\$870,727	<b>+131%</b>
Annual Sales: \$100K - \$299K	52	26	13	<b>-46%</b>
Annual Sales: \$300K - \$499K	88	103	78	<b>-24%</b>
Annual Sales: \$500K - \$799K	41	36	77	<b>+114%</b>
Annual Sales: \$800K - \$999K	7	5	32	<b>+540%</b>
Annual Sales: \$1M - \$1.499M	3	6	24	<b>+300%</b>
Annual Sales: \$1.5M - \$1.999M	0	0	3	<b>+300%</b>
Annual Sales: 2M+	0	0	3	<b>+300%</b>
Annual Average Days-On-Market	56	50	53	<b>+6%</b>
Annual Average Sale Price	\$419,150	\$454,826	\$666,824	<b>+47%</b>

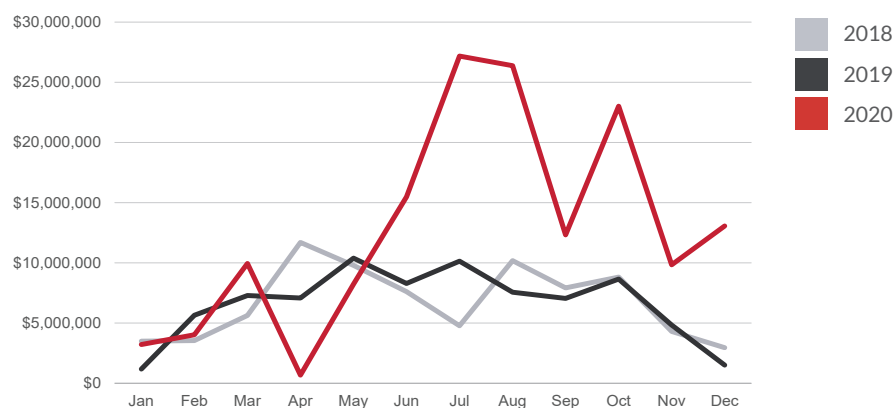
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Jan. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



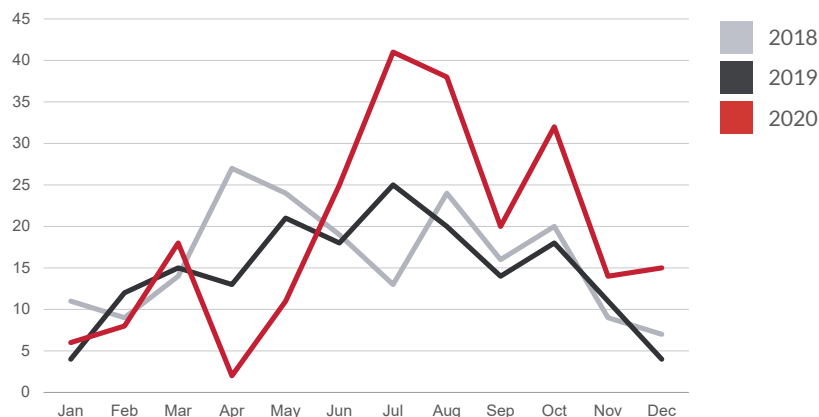
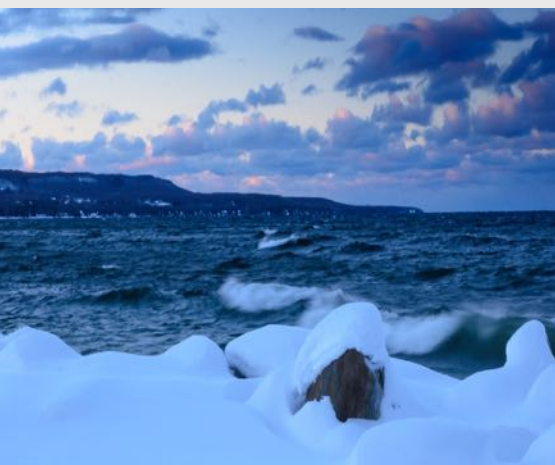
# THE MARKET IN DETAIL (cont'd)

Meaford had a spectacular sales year in 2020, with record volume up **92%** from 2019 – the biggest increase of any Southern Georgian Bay community. The increase was mainly due to seven record months from June to December which yielded **\$125,170,871** in sales: **82%** of Meaford's 2020 total and **43%** more than 2017's former record. Similarly, **80%** of Meaford's **230** unit sales occurred between June and December. That said, those **230** units were **4%** fewer than 2016's record **239**. While it's difficult to know what 2021 will bring, Meaford homeowners can be happy that 2020's average sale price of **\$666,824** was up **107%, 95%, 62%, 59%** and **47%** 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)



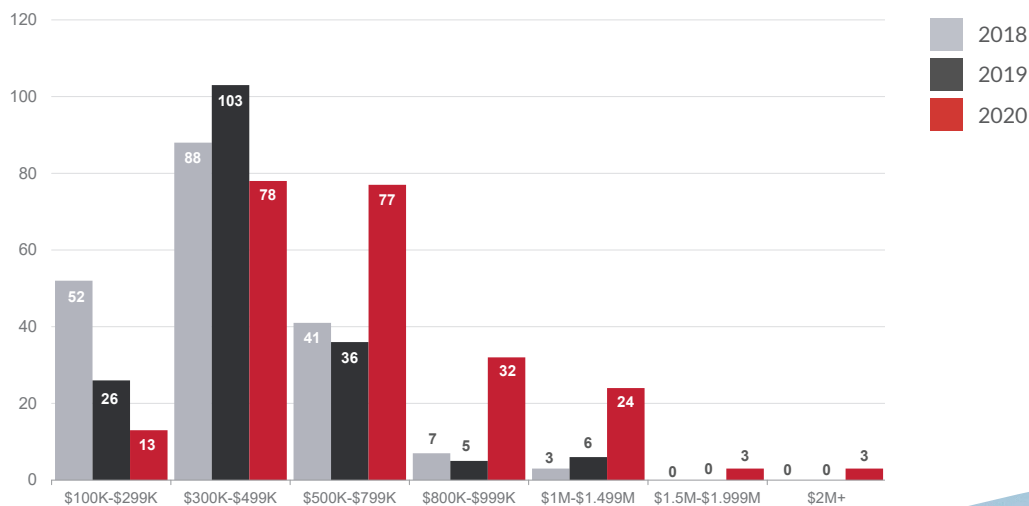
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales 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 **114%**, **540%**, **300%**, **300%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **46%** and **24%** respectively. More generally, the Under-\$500K bracket – which accounted for **40%** of 2020's sales – was down **29%** from 2019. The \$500K-\$999K bracket – which accounted for **47%** of all sales – was up **166%**. And the \$1M+ bracket – which accounted for **13%** of all sales – was up **400%**.

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:** \$147,885,078  
UP 91% from 2019

**UNIT SALES:** 216  
UP 29% from 2019

**AV. DAYS-ON-MARKET:** 53  
UP 2 days from 2019

**AV. SALE PRICE:** \$684,653  
UP 48% from 2019

### CONDOS/TOWNS

**DOLLAR SALES:** \$5,484,470  
UP 107% from 2019

**UNIT SALES:** 14  
UP 56% from 2019

**AV. DAYS-ON-MARKET:** 52  
UP 7 days from 2019

**AV. SALE PRICE:** \$391,748  
UP 33% from 2019

### RESIDENTIAL LAND

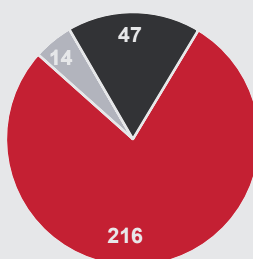
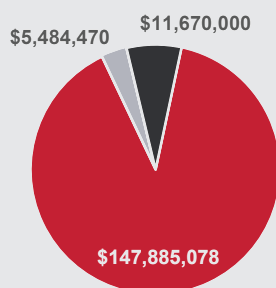
**DOLLAR SALES:** \$11,670,000  
UP 202% from 2019

**UNIT SALES:** 47  
UP 81% from 2019

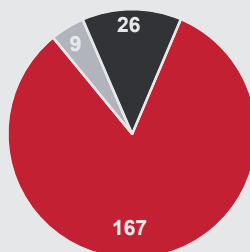
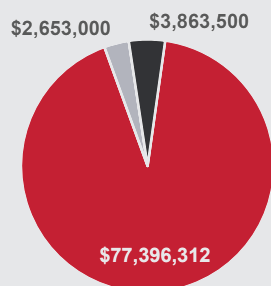
**AV. DAYS-ON-MARKET:** 90  
DOWN 12 days from 2019

**AV. SALE PRICE:** \$248,298  
UP 67% from 2019

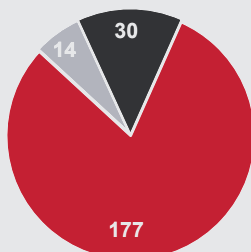
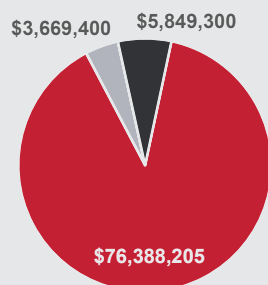
2020



2019



2018



■ Single Family ■ Condominium ■ Vacant Land

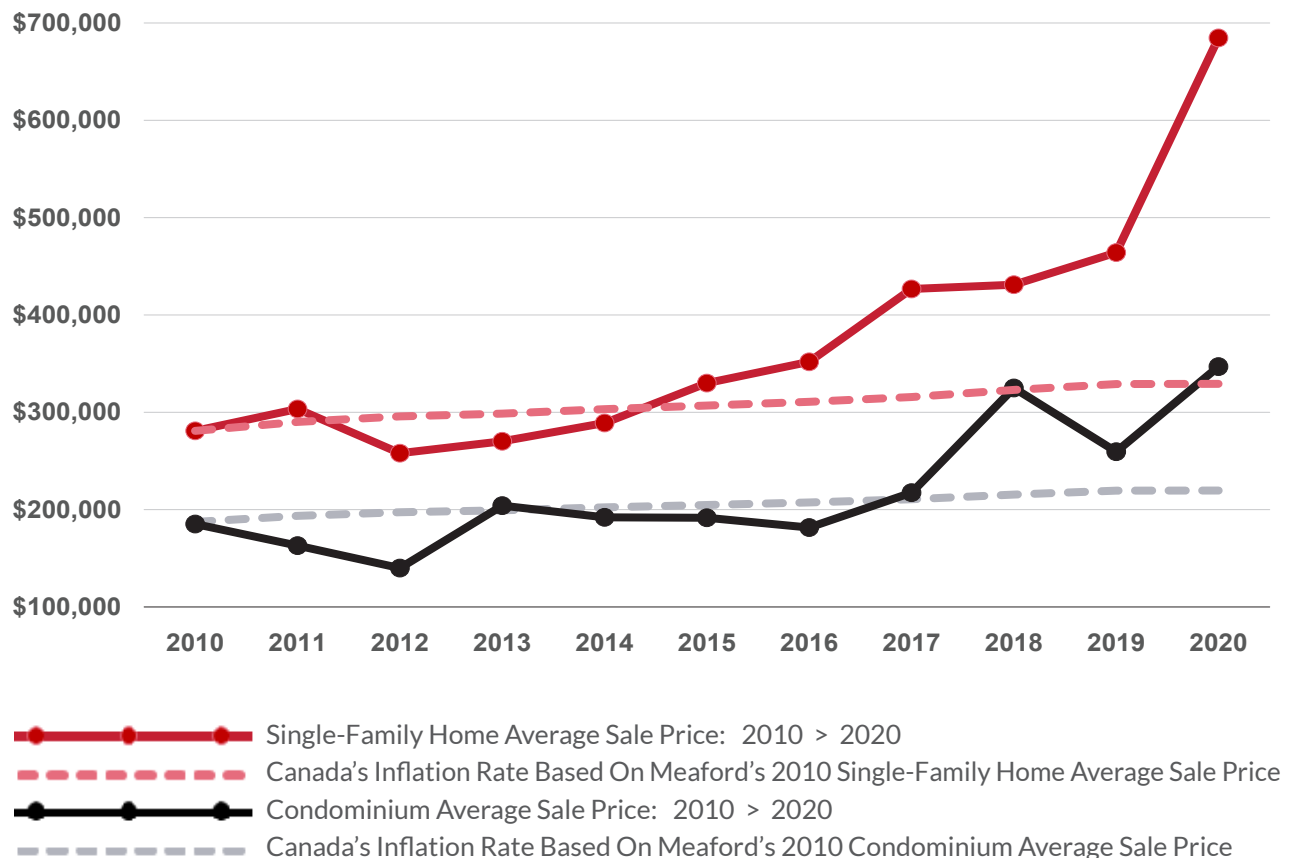


# MEAFORD AVERAGE SALE PRICES: 2010-2020

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in 2020 was **\$684,653**: that was up **48%, 59%, 60%, 95%** and **144%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$346,932** was up **34%, 7%, 60%, 91%** and **87%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **108%** above inflation by 2020. Condo prices were generally under the inflation rate until 2016. They then climbed rapidly to **58%** above the inflation rate by 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

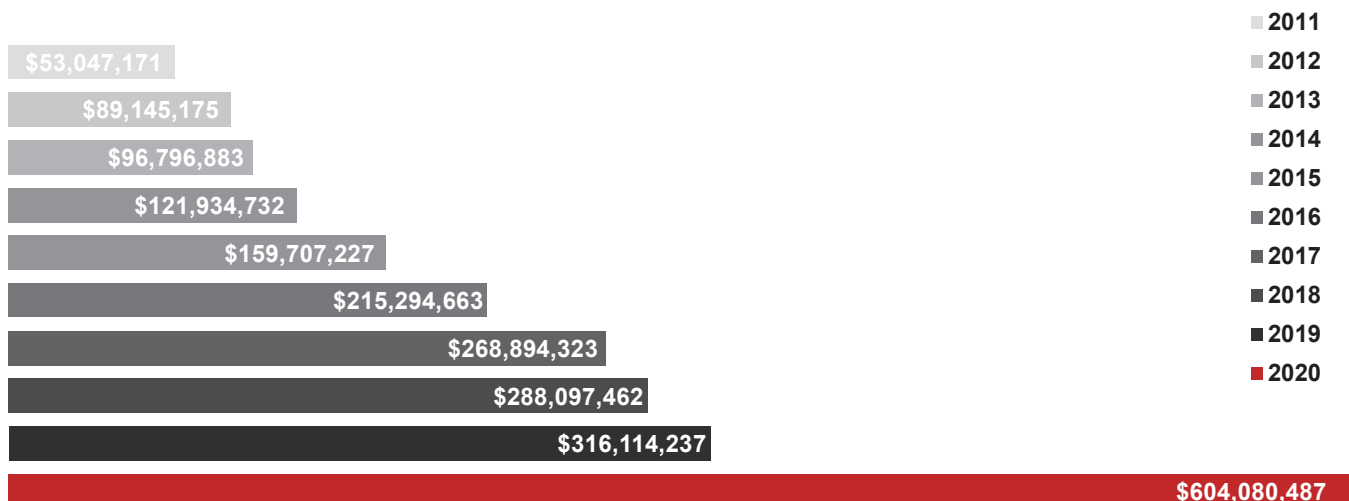


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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 (West)\*

	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

## REAL ESTATE SERVICE

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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.

