

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## JANUARY 2021

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



# OVERVIEW

## RECORD VOLUME AND UNIT SALES, WITH PRICES UP AND LISTINGS DOWN



### RECORD JANUARY VOLUME OF \$107,622,661

Up **68%** from 2020's record **\$64,113,566**, with units of **129** up **17%** from January 2016's former high of **110**. New listings of **142** down **35%** from 2020, with the sales/listings ratio of **91%** up **44%**.



### JANUARY UNIT SALES UP IN FIVE PRICE SEGMENTS, DOWN IN TWO

The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ segments were up **112%**, **63%**, **214%**, **33%** and **300%** respectively from last January, while the Under-\$300K and \$300K-\$499K segments were both down **50%**.



### RECORD AVERAGE SALE PRICE OF \$834,292

Up **34%** from January 2020's **\$622,462**, with the average days-on-market of **29** down **42** days.



# OVERVIEW (cont'd)

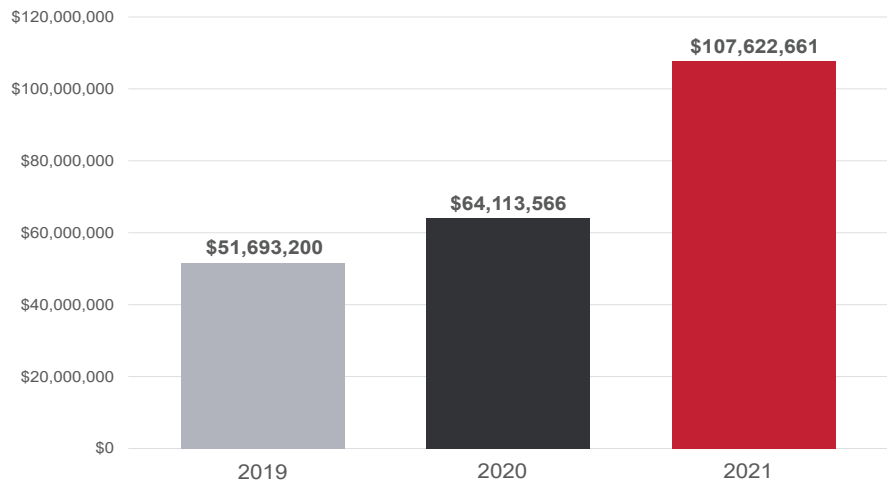


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

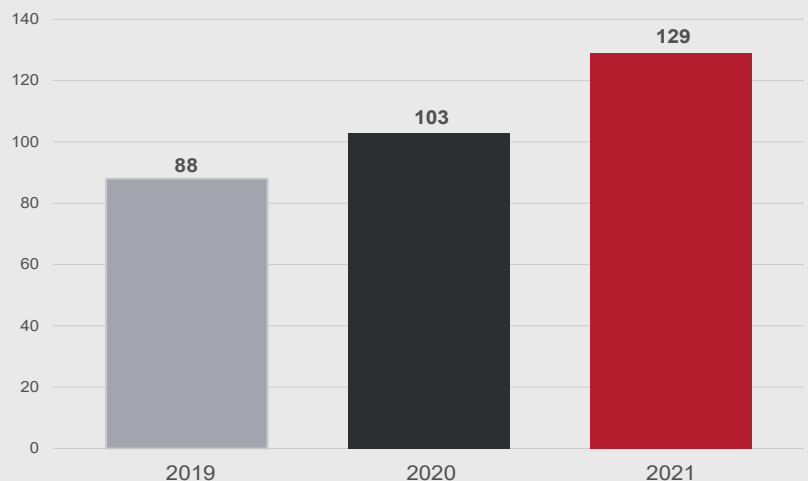
In January homes, on average, sold in **29** days – **42** days fewer than last January. Additionally, the month had **35%** fewer listings, a high **91%** sales/listings ratio, and a very high **100%** sale/list price ratio. All that, and the fact that there is now just **one month** of inventory, add up to a strong **sellers' market**.



Graph 1:  
**Georgian Triangle MLS® Sales**  
January 2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**Georgian Triangle MLS® Sales**  
January 2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL

Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

January 2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Volume Sales	\$51,693,200	\$64,113,566	\$107,622,661	+68%
Unit Sales	88	103	129	+25%
New Listings	212	220	142	-35%
Sales/Listings Ratio	42%	47%	91%	+44%
Expired Listings	36	47	15	-68%
Sales: Under \$300K	11	8	4	-50%
Sales: \$300K - \$499K	42	48	24	-50%
Sales: \$500K - \$799K	21	26	55	+112%
Sales: \$800K - \$999K	5	8	13	+63%
Sales: \$1M - \$1.499M	3	7	22	+214%
Sales: \$1.5M-\$1.999M	4	6	8	+33%
Sales: \$2M+	2	0	3	+300%
Average Days-On-Market	68	71	29	-59%
Average Sale Price	\$587,423	\$622,462	\$834,292	+34%

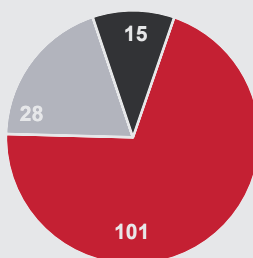
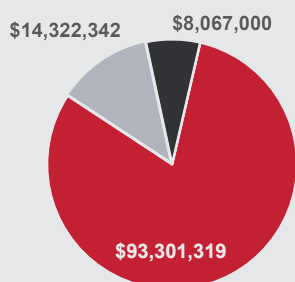
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Feb. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



# SALES BY PROPERTY TYPE

## 2021 IN DETAIL

### 2021



### SINGLE-FAMILY HOMES

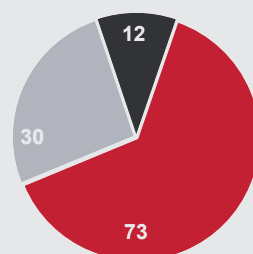
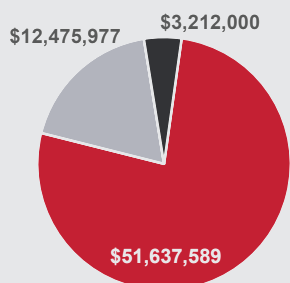
**DOLLAR SALES:** \$93,301,319  
UP 81% from 2020

**UNIT SALES:** 101  
UP 38% from 2020

**AV. DAYS-ON-MARKET:** 30  
DOWN 48 days from 2020

**AV. SALE PRICE:** \$923,775  
UP 31% from 2020

### 2020



### CONDOS/TOWNS

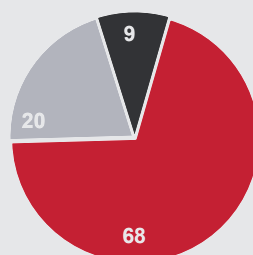
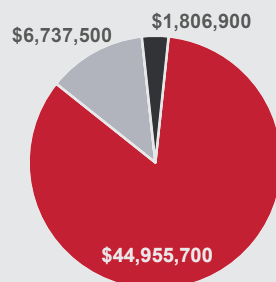
**DOLLAR SALES:** \$14,322,342  
UP 15% from 2020

**UNIT SALES:** 28  
DOWN 7% from 2020

**AV. DAYS-ON-MARKET:** 27  
DOWN 26 days from 2020

**AV. SALE PRICE:** \$511,512  
UP 23% from 2020

### 2019



### VACANT LAND

**DOLLAR SALES:** \$8,067,000  
UP 151% from 2020

**UNIT SALES:** 15  
UP 25% from 2020

**AV. DAYS-ON-MARKET:** 85  
UP 20 days from 2020

**AV. SALE PRICE:** \$537,800  
UP 101% from 2020

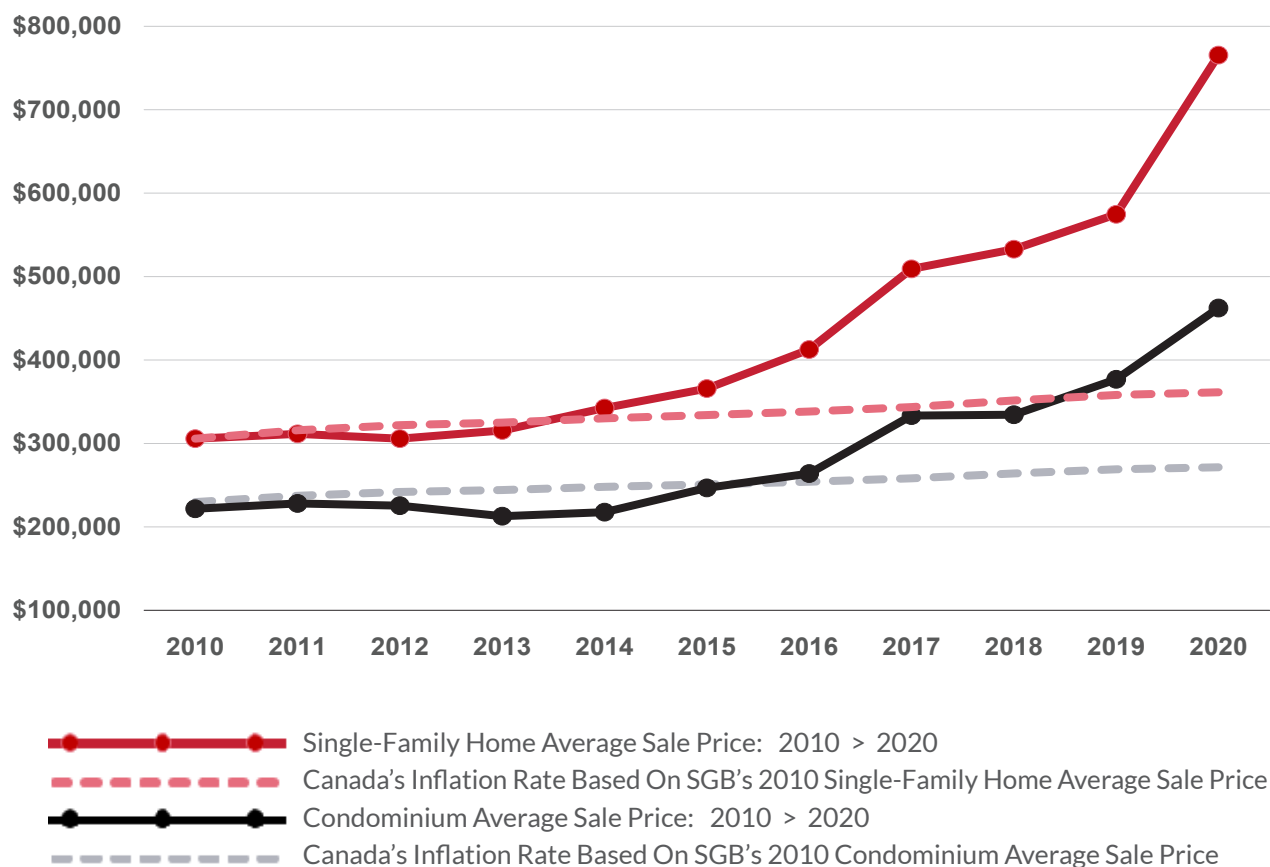
■ Single Family ■ Condominium ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2020

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in 2020 was **\$765,517**: that's up **28%, 44%, 50%, 86%** and **150%** from 2019, 2018, 2017, 2016 and 2010 respectively. 2020's average condo price of **\$462,246** was up **23% 38%, 39%, 75%** and **108%** from 2019, 2018, 2017, 2016 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **112%** above inflation in 2020. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **70%** 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

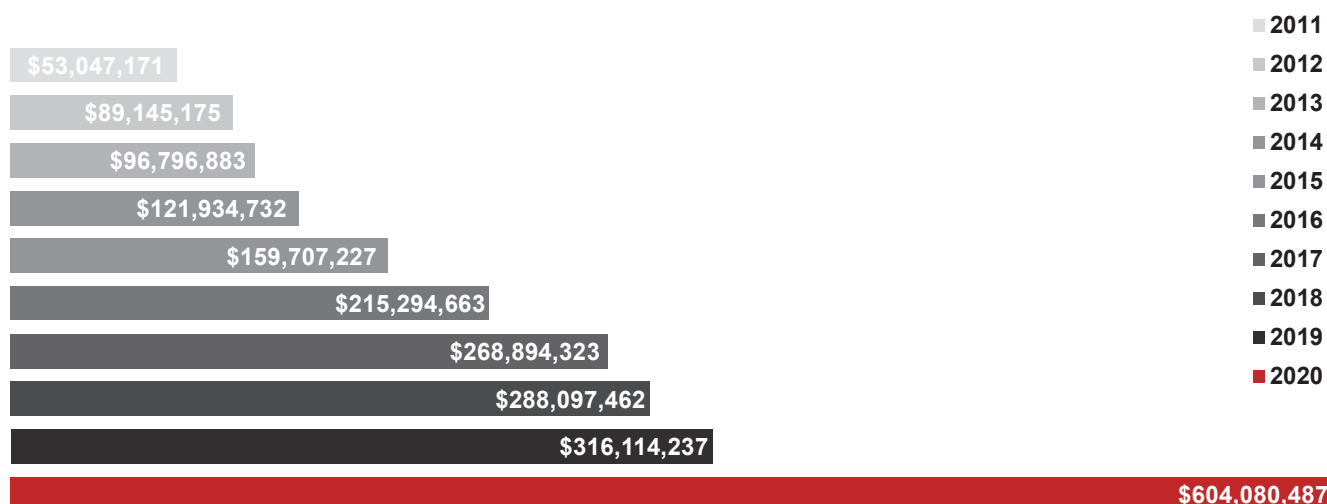


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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 (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>



Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$825,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2020

**#1** Georgian Triangle  
**BROKERAGE**

**8**  
Straight Years\*  
Of Record Sales!

**Featured Listings**

 **97,548+**  
People Reached†

**19,395+**   
Clicks, Shares, Views, & Likes‡

**20** BY THE  
**20** Numbers

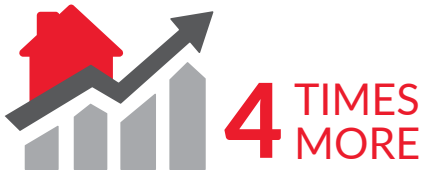
 **LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**52** Detailed **Market Reports**  
Per Year FOR YOU

**Annual Sales Volume**  
**2020 Sales Up 91%**  
from 2019



than our closest regional competitor†

**#1** in regional luxury  
home sales



**4+**  
times  
more

than our closest regional competitor†

**Socially Connected**



**307,629+**  
**Social Media Impressions**

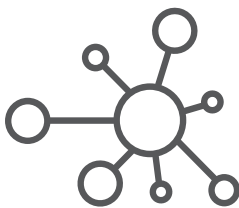
Clicks, Views, Shares,  
Likes, Tweets‡

We average

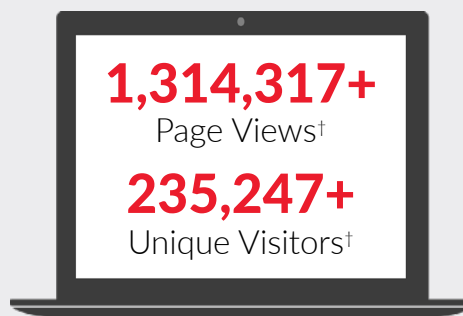
**600**

**Buyer leads/month<sup>s</sup>**

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**



**1,314,317+**

Page Views†

**235,247+**

Unique Visitors†



**\$36,720**

Giving back and working  
in our community

**Raised for Local Charities  
in 2019**

**WINBLAST \$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755

THORNBURY: 519-599-2136 | WASAGA BEACH: 705-429-4800 | CRAIGLEITH: 705-445-7799 | STAYNER 705-428-2800

\*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2020 to September 30th, 2020). ‡Based on social media channels (January 1st, 2020 to September 30th, 2020). §Based on June 2020 lead volume



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.

