

CLEARVIEW REAL ESTATE MARKET REPORT

FIRST QUARTER 2021

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



OVERVIEW

Q1 VOLUME SALES NEARLY DOUBLE THE PREVIOUS RECORD



RECORD Q1 SALES VOLUME OF \$71,911,345

Up **168%** from Q1-2020's **\$26,840,500**, with units of **82** up **116%** from Q1-2020's **38**.
New listings of **90** down **1%**, with the sales/listings ratio of **91%** up **49%**.



RECORD MARCH SALES VOLUME OF \$31,076,311

Up **263%** from March 2020's **\$8,553,000**. Units of **35** up **150%** from last March's **14**, with new listings of **41** up **14%** and the sales/listings ratio of **85%** up **46%**.



RECORD Q1 AVERAGE SALE PRICE OF \$876,963

Up **24%** from Q1-2020's **\$706,329**. Average days-on-market of **28** down **22** days.



OVERVIEW (cont'd)

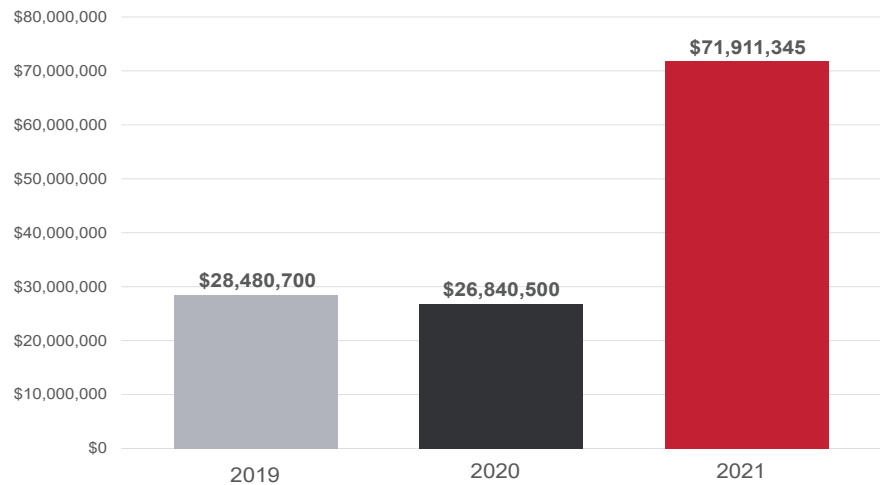


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

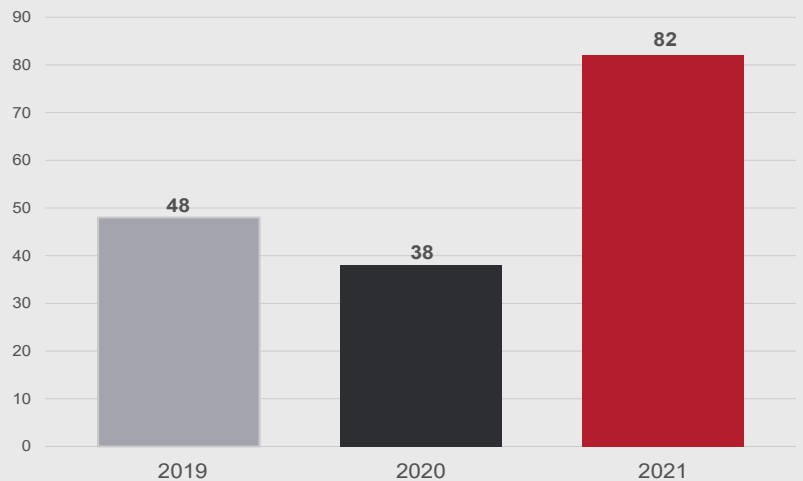
The Clearview market had a very high **105.6%** sale/list price ratio in March. Homes sold in just **18** days on average, down **6** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **85%** sales/listings ratio, adds up to a strong **sellers' market**.



Graph 1:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Clearview MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:

Clearview MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

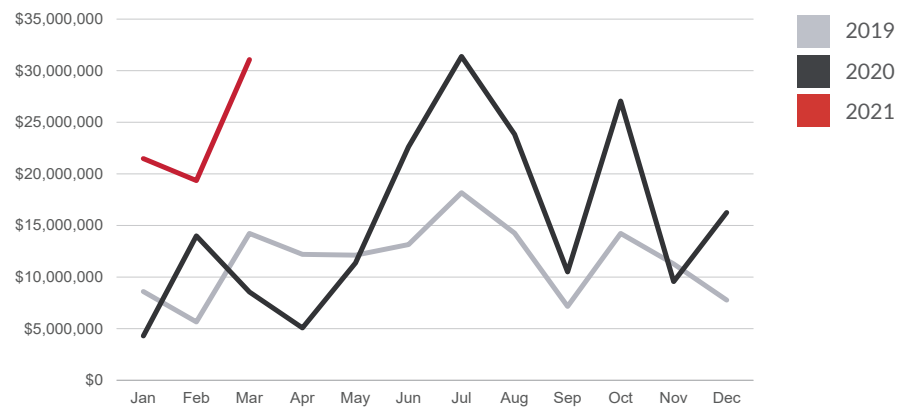
| | 2019 | 2020 | 2021 | 2020-2021 |
|--------------------------|--------------|--------------|--------------|---------------|
| Volume Sales | \$28,480,700 | \$26,840,500 | \$71,911,345 | +168% |
| Unit Sales | 48 | 38 | 82 | +116% |
| New Listings | 100 | 91 | 90 | -1% |
| Sales/Listings Ratio | 48% | 42% | 91% | +49% |
| Expired Listings | 19 | 14 | 3 | -79% |
| Sales: \$100K - \$299K | 2 | 0 | 0 | 0% |
| Sales: \$300K - \$499K | 24 | 16 | 12 | -25% |
| Sales: \$500K - \$799K | 15 | 14 | 40 | +186% |
| Sales: \$800K - \$999K | 3 | 3 | 11 | +267% |
| Sales: \$1M - \$1.499M | 1 | 1 | 12 | +1100% |
| Sales: \$1.5M - \$1.999M | 3 | 4 | 3 | -25% |
| Sales: \$2M+ | 0 | 0 | 4 | +400% |
| Average Days-On-Market | 72 | 50 | 28 | -44% |
| Average Sale Price | \$593,348 | \$706,329 | \$876,963 | +24% |

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 April. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

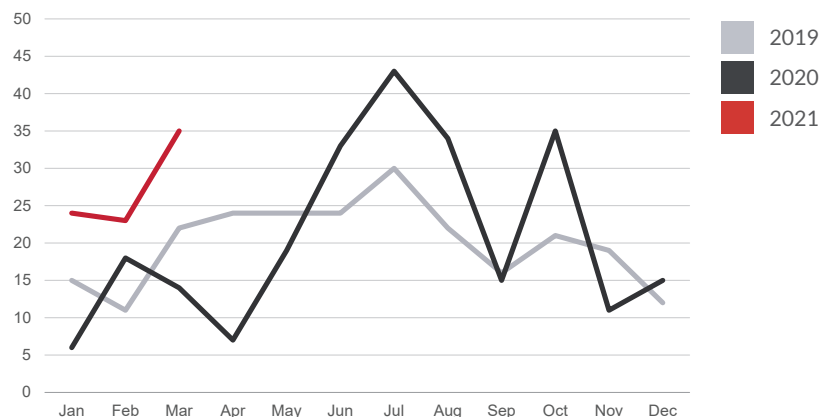
THE MARKET IN DETAIL (cont'd)

Just one look at **Graphs 3 and 4** makes it clear what kind of sales Clearview has had this year. Overall, Q1 volume and unit sales were up an unprecedented **168%** and **116%** respectively from Q1-2020. On the volume side, January was up **127%** from 2018's former record, while February was up **34%** from 2017's record. And March was not only up **80%** from 2017's prior high, but it was just **1%** shy of last July's all-time monthly benchmark. On the units side, January's **24** sales were up **33%** from 2018's record and March's **35** were up **3%** from 2016's, but February's **18** sales were down **33%** from 2017's high. Perhaps most notably, sales in the \$500K+ bracket were up **218%** from last year. Prices have jumped correspondingly: Q1's average sale price of **\$876,963** is up **93%, 61%, 64%, 48%** and **24%** from 2016-2020 respectively.

Graph 3:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



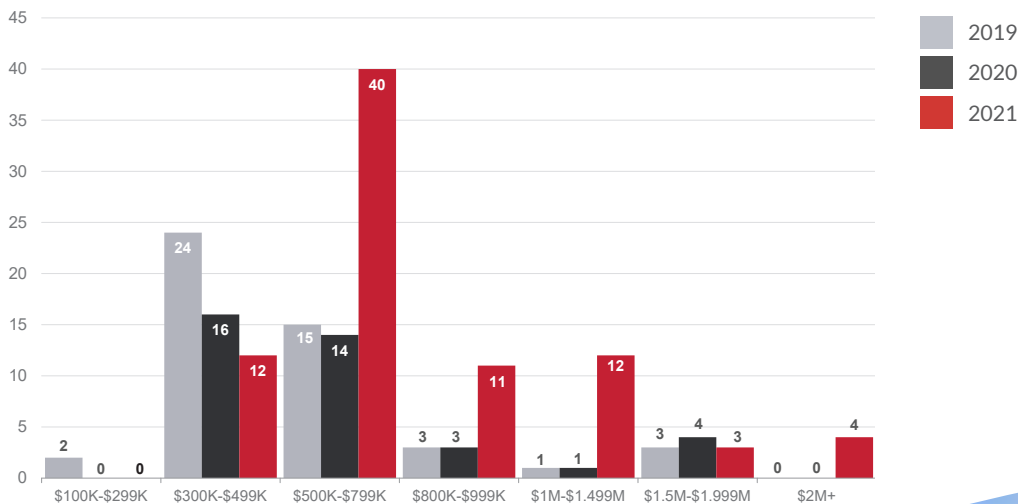
Graph 4:
Clearview Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in four price ranges, down in two and even in one. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$2M+ ranges are up **186%**, **267%**, **1100%** and **400%** respectively. The \$300K-\$499K and \$1.5M-\$1.999M ranges are both down **25%**. And the Under-\$300K range is even with no sales. More generally, the Under-\$500K bracket – which accounts for **15%** of 2021's sales – is down **25%** from a year ago. The \$500K-\$999K bracket – which accounts for **62%** of all sales – is up **200%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **280%**.

Graph 5:
Clearview MLS® Sales By Price
2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Clearview MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$69,286,745
UP 165% from Q1-2020

UNIT SALES: 77
UP 114% from Q1-2020

AV. DAYS-ON-MARKET: 29
DOWN 23 days from Q1-2020

AV. SALE PRICE: \$899,828
UP 24% from Q1-2020

CONDOS/TOWNS

DOLLAR SALES: \$2,624,600
UP 278% from Q1-2020

UNIT SALES: 5
UP 150% from Q1-2020

AV. DAYS-ON-MARKET: 8
DOWN 8 days from Q1-2020

AV. SALE PRICE: \$524,920
UP 51% from Q1-2020

VACANT LAND

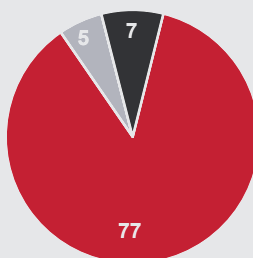
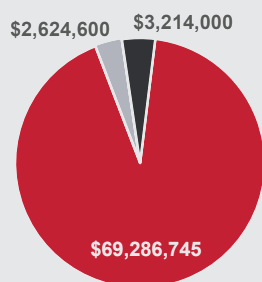
DOLLAR SALES: \$3,214,000
UP 433% from Q1-2020

UNIT SALES: 7
UP 133% from Q1-2020

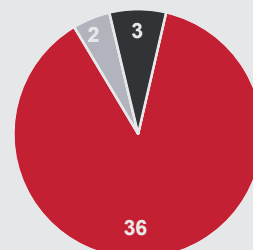
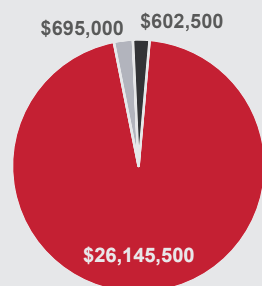
AV. DAYS-ON-MARKET: 76
UP 1 day from Q1-2020

AV. SALE PRICE: \$459,143
UP 129% from Q1-2020

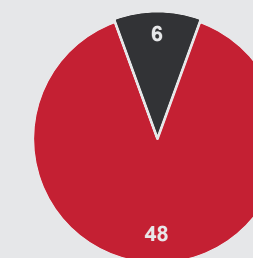
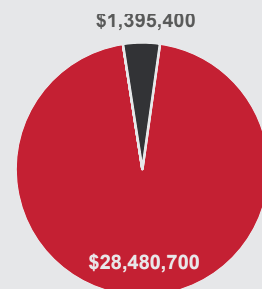
2021



2020



2019

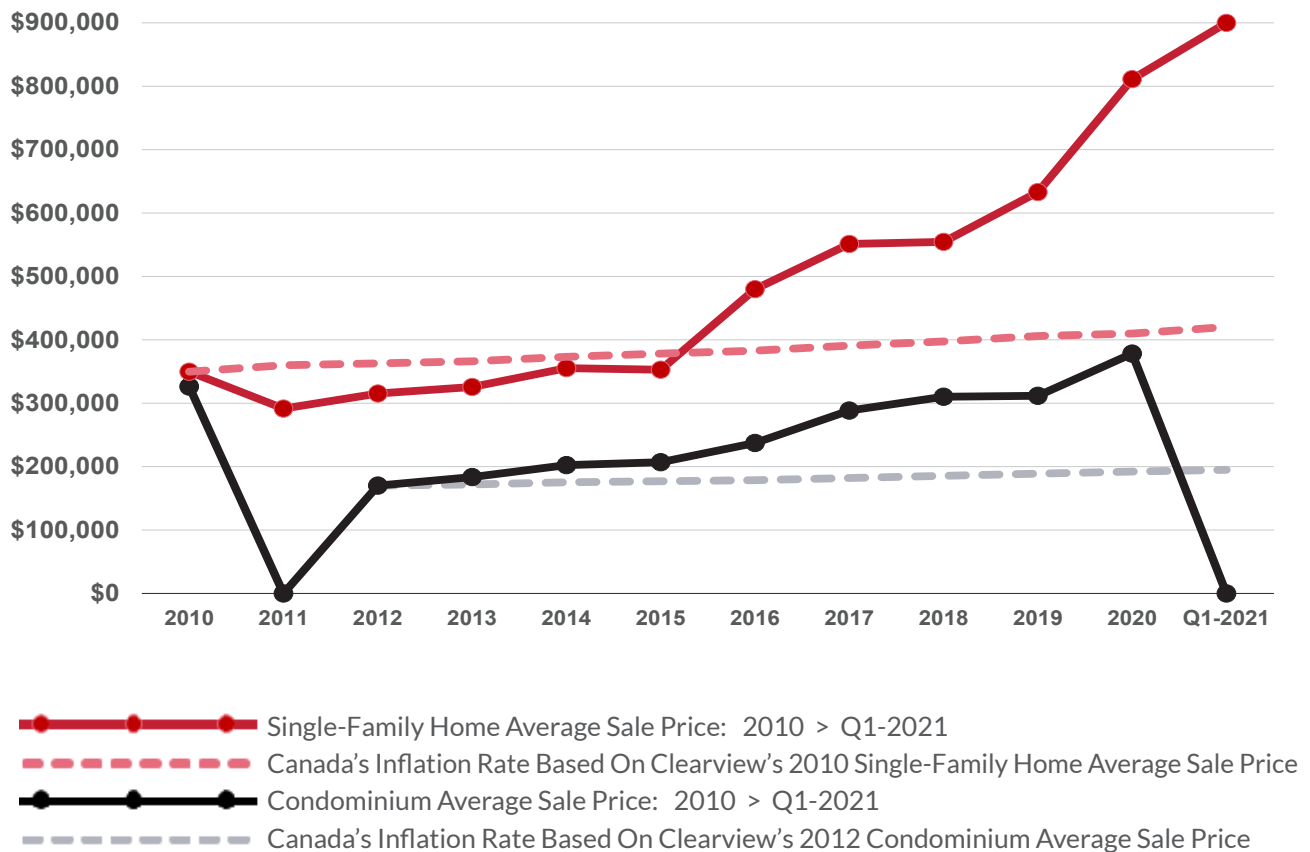


■ Single Family ■ Condo/Town ■ Vacant Land

CLEARVIEW AVERAGE SALE PRICES: 2010-2021

BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

- ↑ Clearview's average sale price for single-family homes in Q1-2021 was **\$899,828**: that's up **11%, 42%, 62%, 63%** and **157%** from 2020, 2019, 2018, 2017 and 2010 respectively. There were no condo sales in Q1-2021. 2020's average condo price of **\$378,313** was up **21%, 22%, 31%** and **122%** from 2019, 2018, 2017 and 2012 respectively.
- ↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q1-2021 the average price rose to **114%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **98%** rise 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

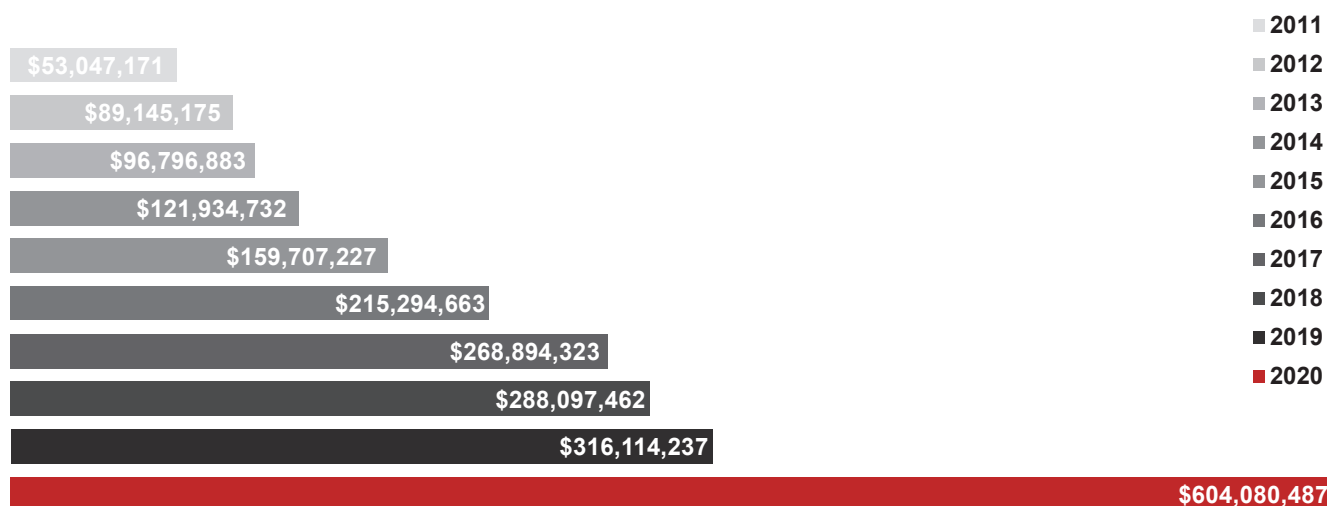


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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> |

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



27,690+

People Reached[‡]

4,333+

Clicks, Shares, Views, & Likes[‡]

Q1 BY THE
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



**Almost
4 TIMES
MORE**

than our closest regional competitor[†]

#1 in regional luxury
home sales



4+
**times
more**

than our closest regional competitor[†]

Socially Connected



285,872+
Social Media Impressions

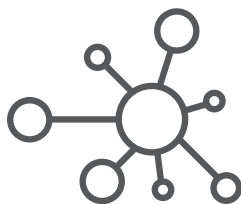
Clicks, Views, Shares,
Likes, Tweets[‡]

We average

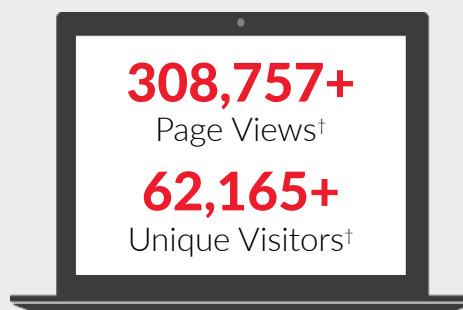
600

Buyer leads/month[§]

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



LocationsNorth.com



308,757+

Page Views[†]

62,165+

Unique Visitors[†]



\$36,720

Giving back and working
in our community

**Raised for Local Charities
in 2020**



\$22,500

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

*By MLS® dollar volume sales in each of the last 8 years. †Based on Google Analytics (January 1st, 2021 to March 31st, 2021). ‡Based on social media channels (January 1st, 2021 to March 31st, 2021). §Based on March 2021 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

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.

