

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

---

## FIRST QUARTER 2021

---

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



# OVERVIEW

## GIANT MARCH SALES COMPLETE A BIG RECORD FIRST QUARTER



### RECORD Q1 SALES VOLUME OF \$527,338,795

Up 119% from Q1-2020's \$240,858,636, with units of 630 up 57% from Q1-2020's 401. New listings of 784 down 3% from one year ago, with the sales/listings ratio of 80% up 30%.



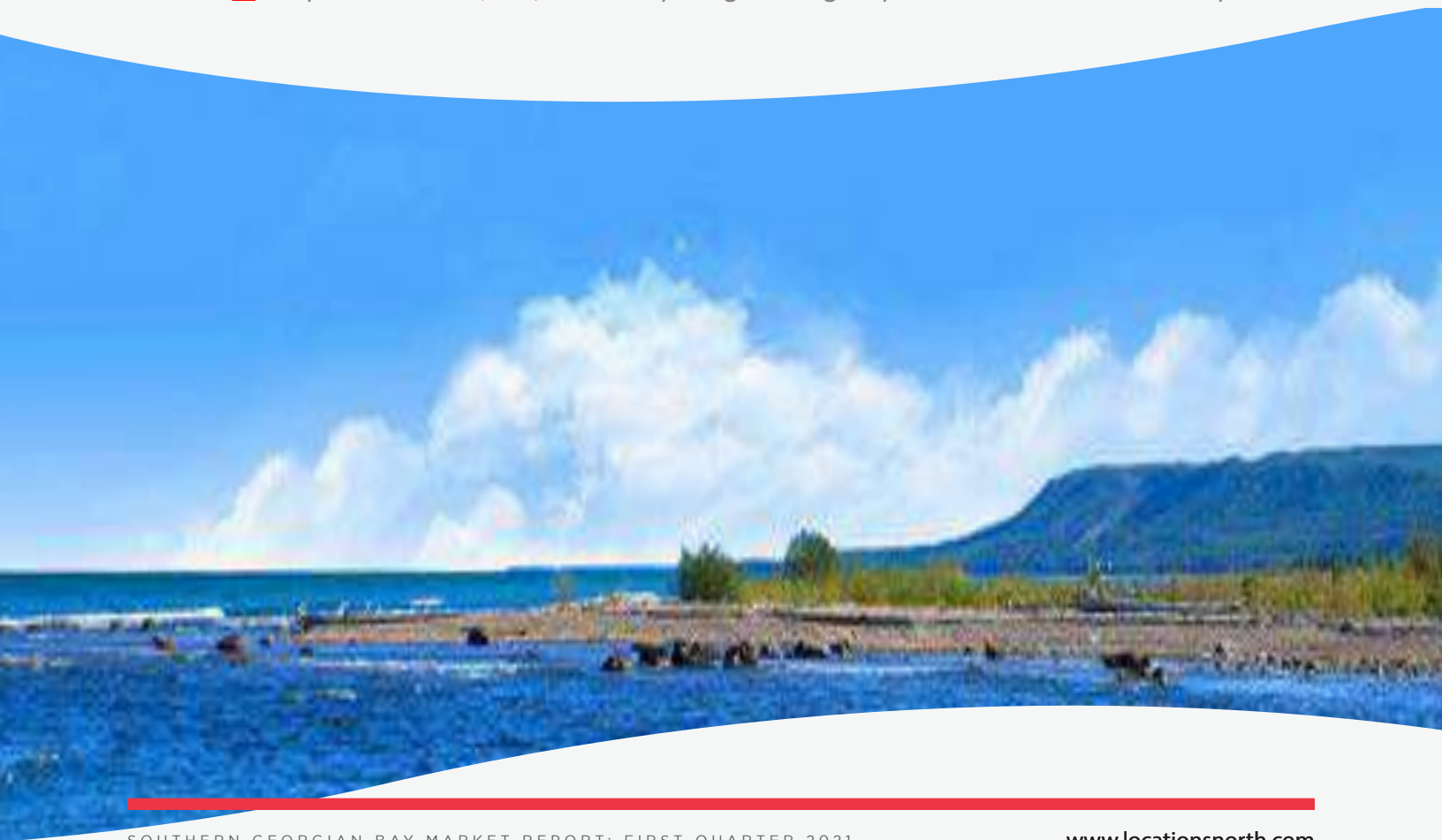
### RECORD MARCH SALES VOLUME OF \$266,007,503

Up 221% from last March's \$82,760,131. Record March units of 307 up 118% from last year's 141. New listings of 381 up 13% from a year ago, with the sales/listing ratio of 81% up 39%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$837,046

Up 39% from the \$600,645 of one year ago. Average days-on-market of 21 down 32 days.



# OVERVIEW (cont'd)

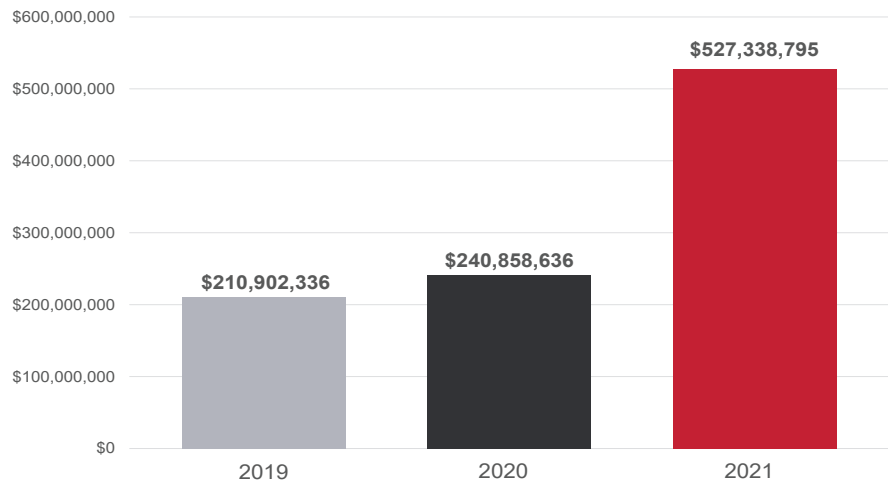


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

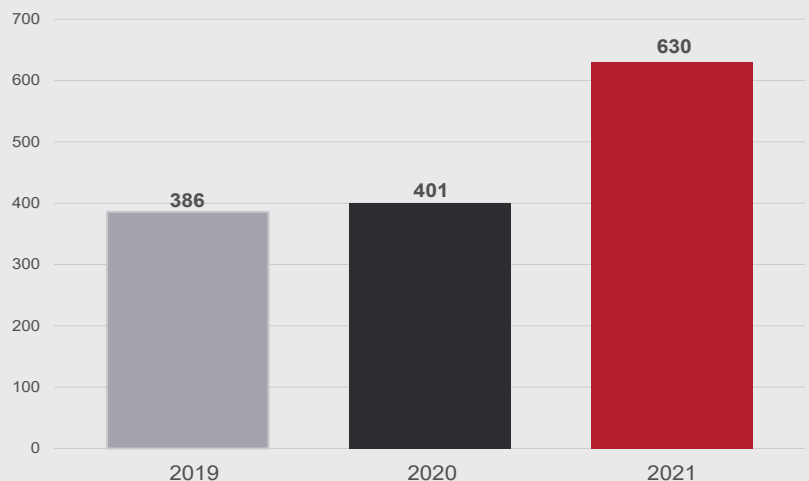
The Southern Georgian Bay market had a high **103.7%** sale/list price ratio in March. Homes sold in just **18** days on average, down **28** days from a year ago. And there is now just **one month** of inventory. All that, and March's **81%** sales/listings ratio – which was up a big **39%** from last March – add up to a strong **sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2019 vs. 2020 vs. 2021

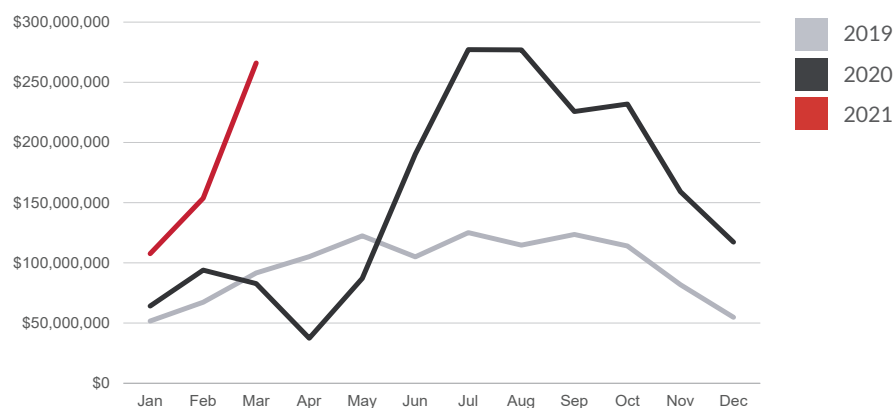
	2019	2020	2021	2020-2021
First Quarter (Q1) Volume Sales	\$210,902,336	\$240,858,636	\$527,338,795	<b>+119%</b>
Q1 Unit Sales	386	401	630	<b>+57%</b>
Q1 New Listings	751	810	784	<b>-3%</b>
Q1 Sales/Listings Ratio	51%	50%	80%	<b>+30%</b>
Q1 Expired Listings	94	132	28	<b>-79%</b>
March Volume Sales	\$91,597,800	\$82,760,131	\$266,007,503	<b>+221%</b>
March Unit Sales	168	141	307	<b>+118%</b>
March New Listings	326	336	381	<b>+13%</b>
March Sales/Listings Ratio	52%	42%	81%	<b>+39%</b>
March Expired Listings	32	52	7	<b>-87%</b>
March Average Sale Price	\$545,225	\$586,951	\$866,474	<b>+48%</b>
Q1 Sales: Under \$300K	45	33	14	<b>-58%</b>
Q1 Sales: \$300K - \$499K	164	168	98	<b>-42%</b>
Q1 Sales: \$500K - \$799K	129	124	274	<b>+121%</b>
Q1 Sales: \$800K - \$999K	25	40	107	<b>+168%</b>
Q1 Sales: \$1M - \$1.499M	13	19	84	<b>+342%</b>
Q1 Sales: \$1.5M - \$1.999M	7	14	30	<b>+114%</b>
Q1 Sales: \$2M+	3	3	23	<b>+667%</b>
Q1 Average Days-On-Market	60	53	21	<b>-60%</b>
Q1 Average Sale Price	\$546,379	\$600,645	\$837,046	<b>+39%</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 April. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

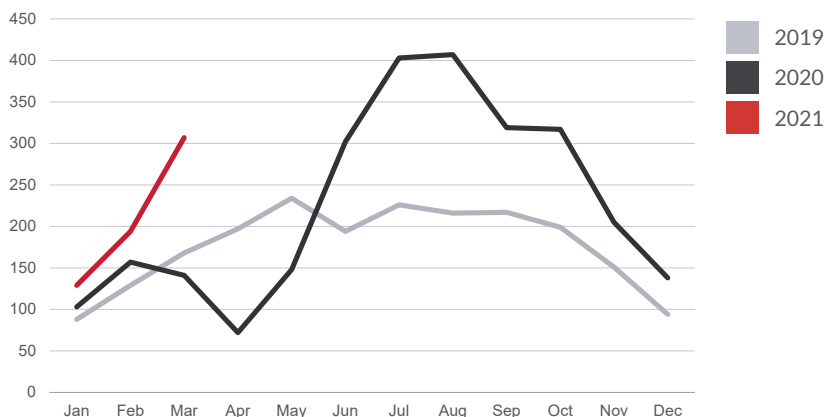
# THE MARKET IN DETAIL (cont'd)

As **Graphs 3 and 4** below make abundantly clear, the Southern Georgian Bay has seen unprecedented sales thus far in 2021. After big record-breaking January and February volume sales, March spiked to **\$266,007,503** in volume. That's more than **2%** times March 2017's prior high; just **4%** shy of last July's and August's two peak months; and capped the region's second best quarter ever, after Q3-2020. The unit sales story is similar, although less pronounced. Q1's record **630** sales were up **20%** from Q1-2017's former benchmark **527**. All that said, perhaps the biggest story has been the overall shift in prices, with unit sales in the \$800K+ bracket up nearly **3%** times that of Q1-2020. Overall, the average sale price of **\$837,046** is up **121%, 75%, 74%, 53%** and **39%** from Q1-2016 to Q1-2020 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



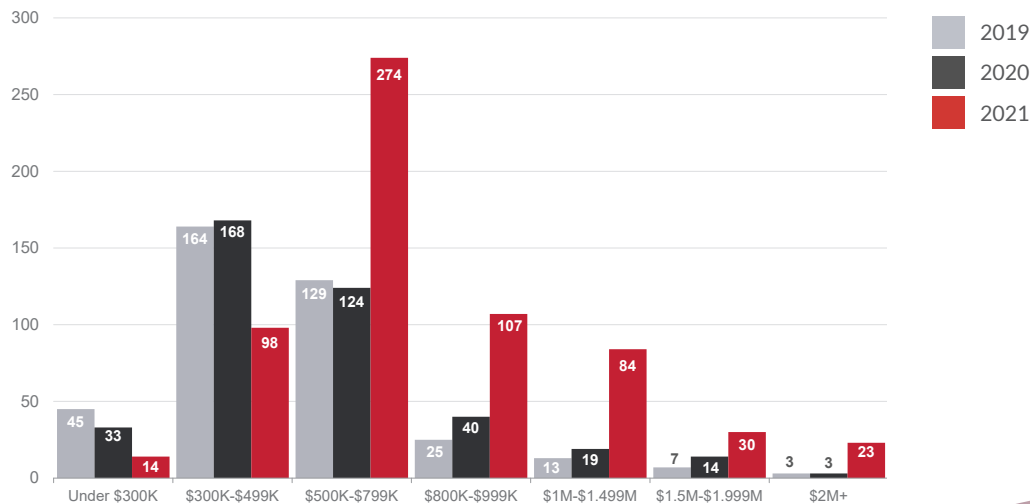
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **121%**, **168%**, **342%**, **114%** and **667%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **58%** and **42%** respectively. More generally, the Under-\$500K bracket – which accounts for **18%** of 2021's sales – is down **44%** from a year ago. The \$500K- 999K bracket – which accounts for **60%** of all sales – is up **132%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **281%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$425,961,710  
UP 120% from 2020

**UNIT SALES:** 454  
UP 58% from 2020

**AV. DAYS-ON-MARKET:** 20  
DOWN 35 days from 2020

**AV. SALE PRICE:** \$935,242  
UP 39% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$101,377,085  
UP 114% from 2020

**UNIT SALES:** 176  
UP 54% from 2020

**AV. DAYS-ON-MARKET:** 25  
DOWN 25 days from 2020

**AV. SALE PRICE:** \$576,006  
UP 38% from 2020

### VACANT LAND

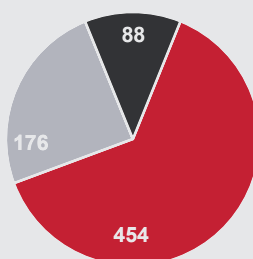
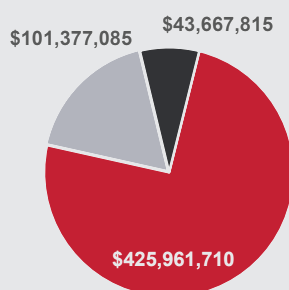
**DOLLAR SALES:** \$43,667,815  
UP 419% from 2020

**UNIT SALES:** 88  
UP 144% from 2020

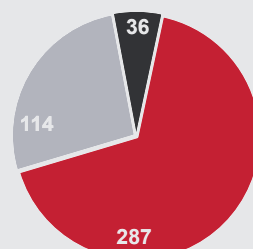
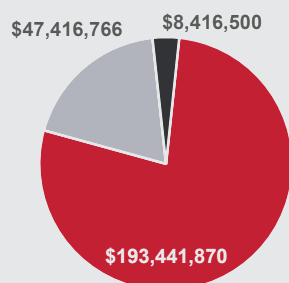
**AV. DAYS-ON-MARKET:** 109  
UP 26 days from 2020

**AV. SALE PRICE:** \$496,225  
UP 112% from 2020

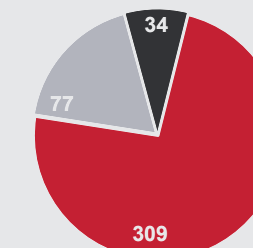
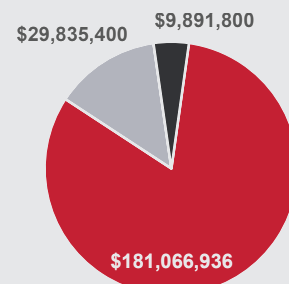
2021



2020



2019



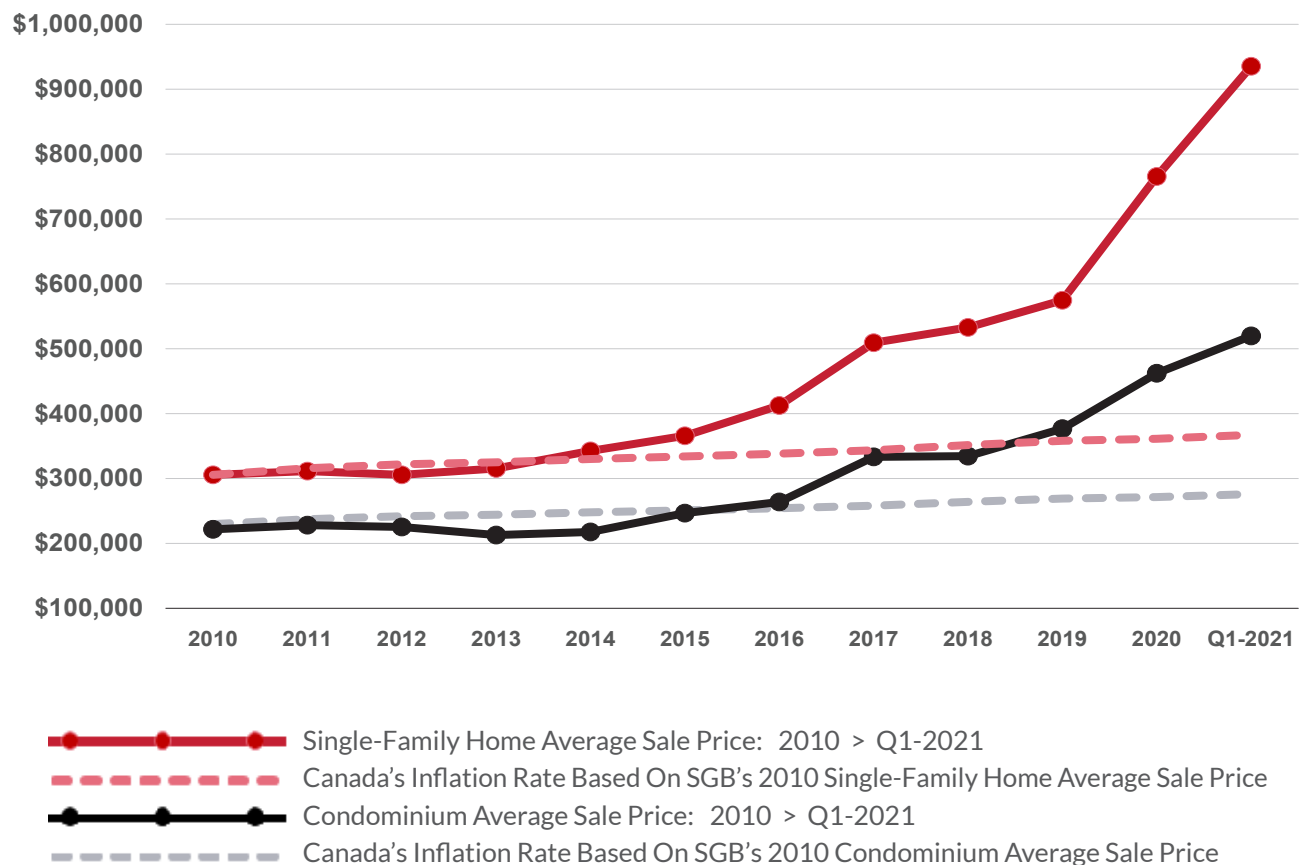
■ Single Family ■ Condos/Towns ■ Vacant Land

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q1-2021 was **\$935,242**: that's up **39%, 60%, 77%, 78%** and **205%** from Q1 of 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$576,006** was up **38% 73%, 101%, 106%** and **140%** from Q1 of 2020, 2019, 2018, 2017 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 **155%** above inflation in Q1-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **88%** above inflation in Q1-2021.



# 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

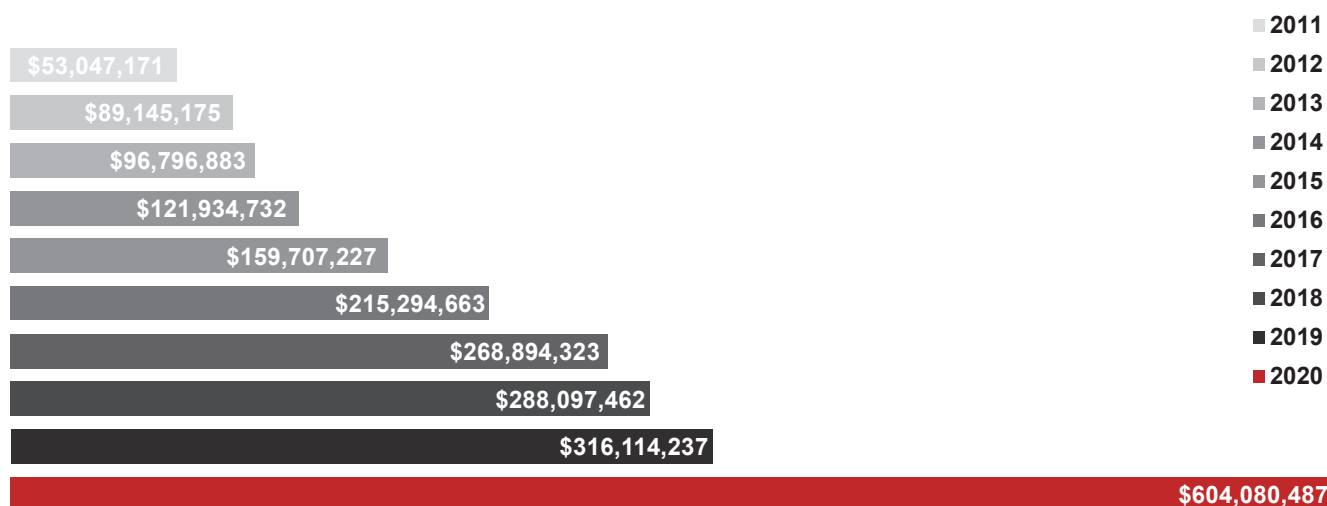


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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

*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.

