

# THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

---

## FIRST QUARTER 2021

---

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



# OVERVIEW

## BIG RECORD NUMBERS, WITH HIGHER AVERAGE PRICES AND FASTER SALES



### RECORD Q1 SALES VOLUME OF \$143,296,524

Up **120%** from Q1-2020's **\$65,176,082**, with units of **144** up **64%** from Q1-2020's **88**.  
New listings of **184** up **7%** from a year ago, with the sales/listings ratio of **78%** up **27%**.



### RECORD MARCH SALES VOLUME OF \$70,922,850

Up **351%** from March 2020's **\$15,741,400**. Units of **65** up **183%** from last March's **23**,  
with new listings of **88** up **31%** and the sales/listings ratio of **74%** up **30%**.



### RECORD Q1 AVERAGE SALE PRICE OF \$995,115

Up **34%** from the **\$740,637** of Q1-2020. Average days-on-market of **26** down **40** days.



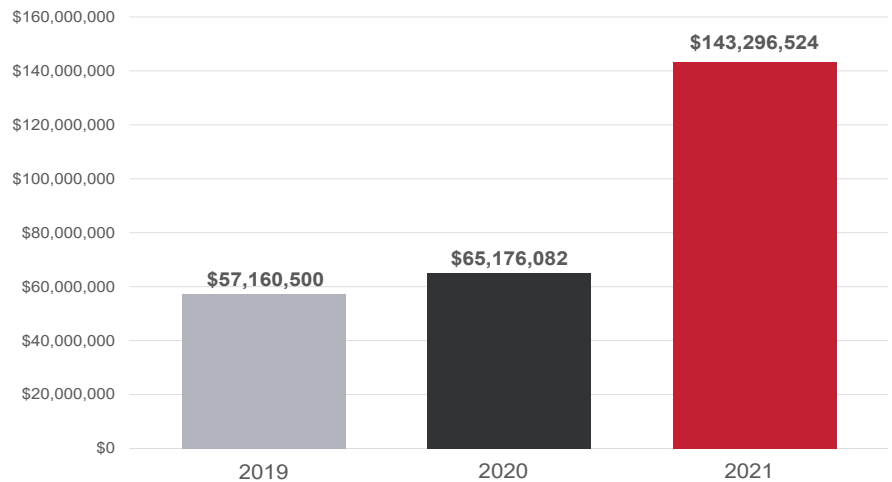
# OVERVIEW (cont'd)



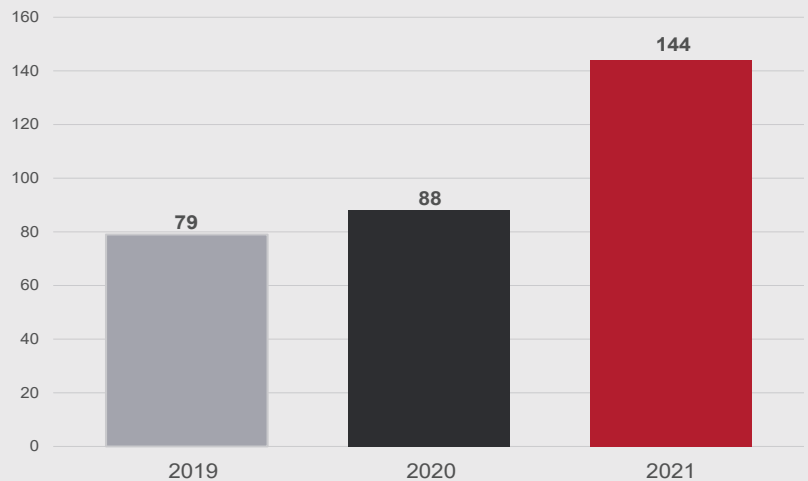
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Blue Mountains market had a relatively high **100%** sale/list price ratio in March. Homes sold in just **27** days on average, down **43** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **78%** sales/listings ratio, adds up to a strong **sellers' market**.

Graph 1:  
**The Blue Mts. MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

**The Blue Mts. MLS® Residential Sales And Listing Summary**  
2019 vs. 2020 vs. 2021

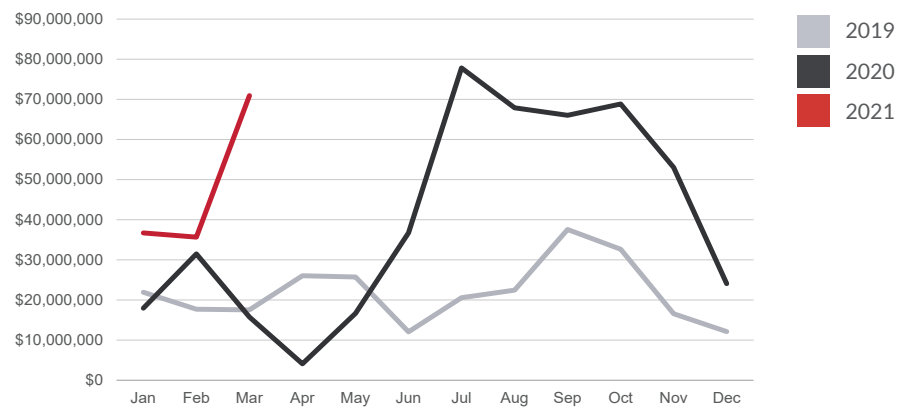
	2019	2020	2021	2020-2021
First Quarter (Q1) Volume Sales	\$57,160,500	\$65,176,082	\$143,296,524	<b>+120%</b>
Q1 Unit Sales	79	88	144	<b>+64%</b>
Q1 New Listings	120	172	184	<b>+7%</b>
Q1 Sales/Listings Ratio	66%	51%	78%	<b>+27%</b>
Q1 Expired Listings	13	30	11	<b>-63%</b>
Q1 Sales: Under \$300K	14	13	11	<b>-15%</b>
Q1 Sales: \$300K - \$499K	16	21	25	<b>+19%</b>
Q1 Sales: \$500K - \$799K	24	20	27	<b>+35%</b>
Q1 Sales: \$800K - \$999K	11	17	24	<b>+41%</b>
Q1 Sales: \$1M - \$1.499M	7	8	28	<b>+250%</b>
Q1 Sales: \$1.5M - \$1.999M	4	8	18	<b>+125%</b>
Q1 Sales: \$2M+	3	1	11	<b>+1000%</b>
Q1 Average Days-On-Market	60	66	26	<b>-61%</b>
Q1 Average Sale Price	\$723,551	\$740,637	\$995,115	<b>+34%</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.

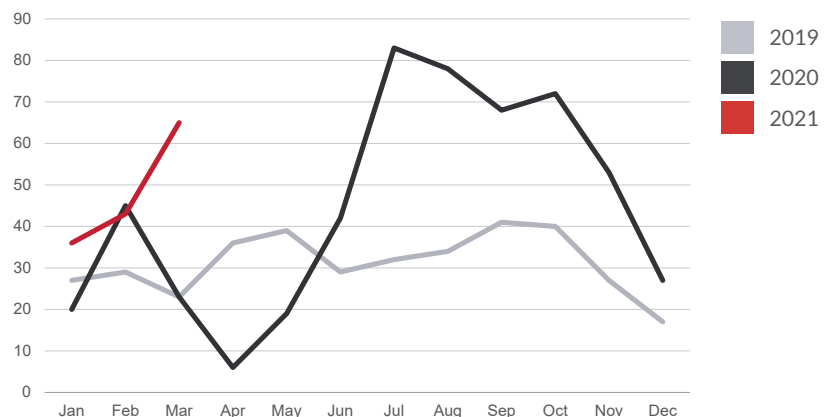
# THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** make clear, The Blue Mountains enjoyed record volume and unit sales in Q1. On the volume side, Q1's three record months were collectively up **120%** from 2020's prior Q1 record. As well, March's **\$70,922,850** was The Blue Mountains' second best month ever, down just **9%** from last July's all-time high of **\$77,827,250**. On the units side, Q1's **144** sales were up **43%** from Q1-2017's former benchmark **101**. Even more notable is the fact that unit sales in the \$1M+ bracket – which accounted for **40%** of The Blue Mountains' total – were up **235%** from Q1-2020. Prices have jumped accordingly: Q1's average sale price of **\$995,115** is up **78%, 61%, 59%, 38%** and **34%** from 2016-2020 respectively.

Graph 3:  
**The Blue Mts. Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



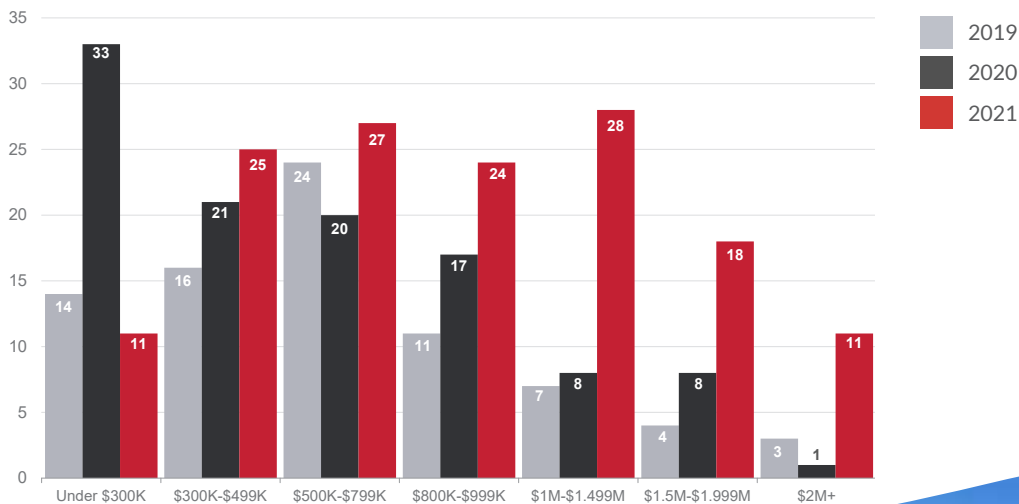
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2021 unit sales are up from Q1-2020 in six price ranges and down in one. The Under-\$300K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **19%**, **35%**, **41%**, **250%**, **125%** and **1000%** respectively. The \$300K-\$499K range is down **15%**. More generally, the Under-\$500K bracket – which accounts for **25%** of 2021's sales – is up **6%** from a year ago. The \$500K- \$999K bracket – which accounts for **35%** of all sales – is up **38%**. And the \$1M+ bracket – which accounts for **40%** of all sales – is up **235%**.

Graph 5:

## The Blue Mts. MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**The Blue Mts. MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$103,331,319  
UP 120% from Q1-2020

**UNIT SALES:** 72  
UP 60% from Q1-2020

**AV. DAYS-ON-MARKET:** 25  
DOWN 57 days from Q1-2020

**AV. SALE PRICE:** \$1,435,157  
UP 38% from Q1-2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$39,965,205  
UP 118% from Q1-2020

**UNIT SALES:** 72  
UP 67% from Q1-2020

**AV. DAYS-ON-MARKET:** 26  
DOWN 24 days from Q1-2020

**AV. SALE PRICE:** \$555,072  
UP 31% from Q1-2020

### VACANT LAND

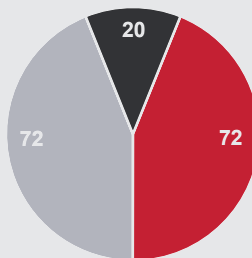
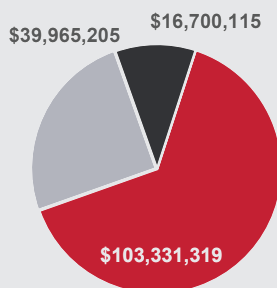
**DOLLAR SALES:** \$16,700,115  
UP 286% from Q1-2020

**UNIT SALES:** 20  
UP 67% from Q1-2020

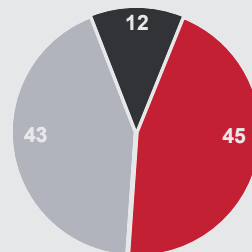
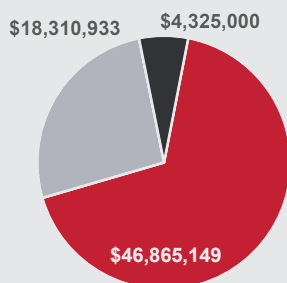
**AV. DAYS-ON-MARKET:** 54  
DOWN 43 days from Q1-2020

**AV. SALE PRICE:** \$835,006  
UP 132% from Q1-2020

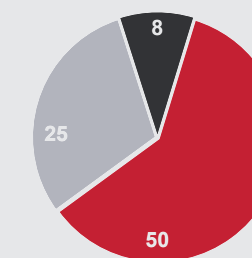
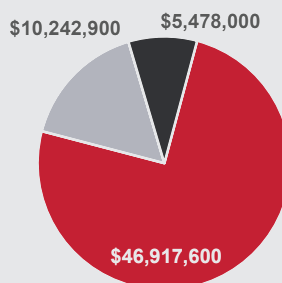
2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

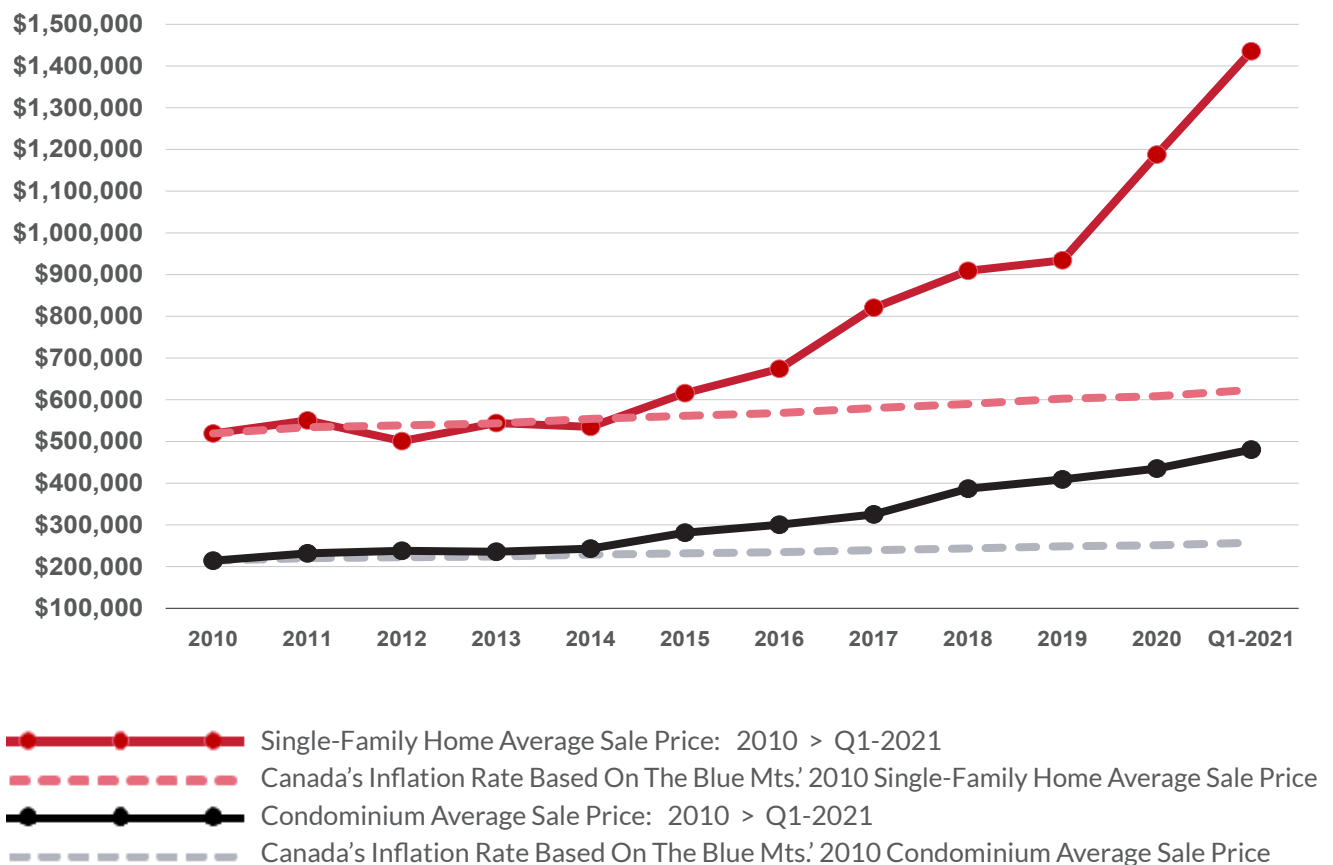


# THE BLUE MTS. AVERAGE SALE PRICES: 2010-2021

## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ The Blue Mts.' average sale price for single-family homes in Q1-2021 was **\$1,435,157**: that's up **21%, 54%, 58%, 75% and 176%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$480,336** was up **10%, 17%, 24%, 48% and 124%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes generally increased at just under Canada's inflation rate, and then rose to **128%** above inflation by Q1-2021. Condo prices generally rose on a par with inflation until 2014 and then began to climb in 2015, rising to **87%** above the inflation rate by 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

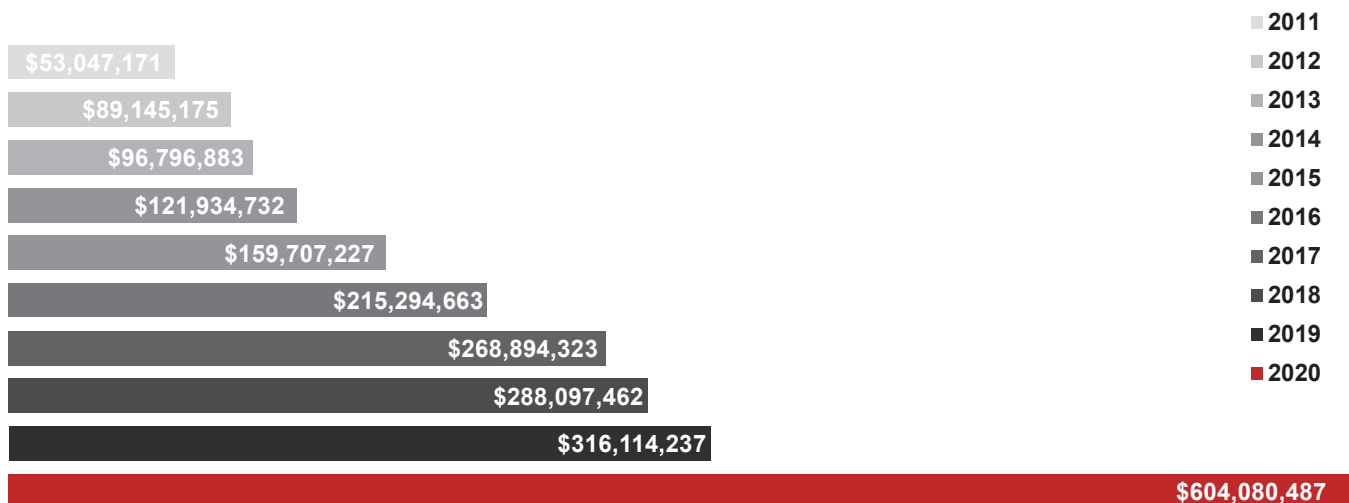


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

## The Blue Mountains

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

## Meaford

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

## Clearview

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

## Southern Georgian Bay Overview\*

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

## Southern Georgian Bay Luxury Homes\*\*

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

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<sup>‡</sup>

**4,333+**

Clicks, Shares, Views, & Likes<sup>‡</sup>

**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<sup>†</sup>

**#1** in regional luxury  
home sales



**4+**  
times  
more

than our closest regional competitor<sup>†</sup>

Socially Connected



**285,872+**  
Social Media Impressions

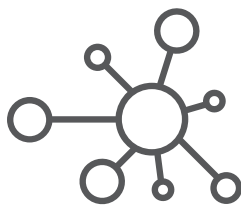
Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

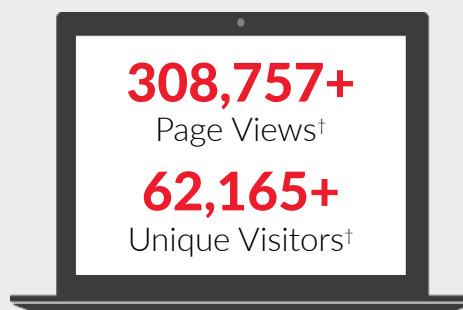
**600**

Buyer leads/month<sup>§</sup>

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



LocationsNorth.com



**308,757+**

Page Views<sup>†</sup>

**62,165+**

Unique Visitors<sup>†</sup>



**\$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  
THORN BURY: 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](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.

