

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## FIRST QUARTER 2021

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



# OVERVIEW

## BIG RECORD VOLUME AND UNIT SALES, WITH AVERAGE SALE PRICE WAY UP



### RECORD Q1 SALES VOLUME OF \$113,189,123

Up **124%** from Q1-2020's \$50,589,931, with units of **162** up **62%** from Q1-2020's **100**.  
New listings of **193** down **16%** from a year ago, with the sales/listings ratio of **84%** up **41%**.



### RECORD MARCH SALES VOLUME OF \$66,880,058

Up **220%** from March 2020's \$20,918,975. Units of **92** up **124%** from last March's **41**,  
with new listings of **109** down **2%** and the sales/listings ratio of **84%** up **47%**.



### RECORD Q1 AVERAGE SALE PRICE OF \$698,698

Up **38%** from the \$505,889 of Q1-2020. Average days-on-market of **18** down **28** days.



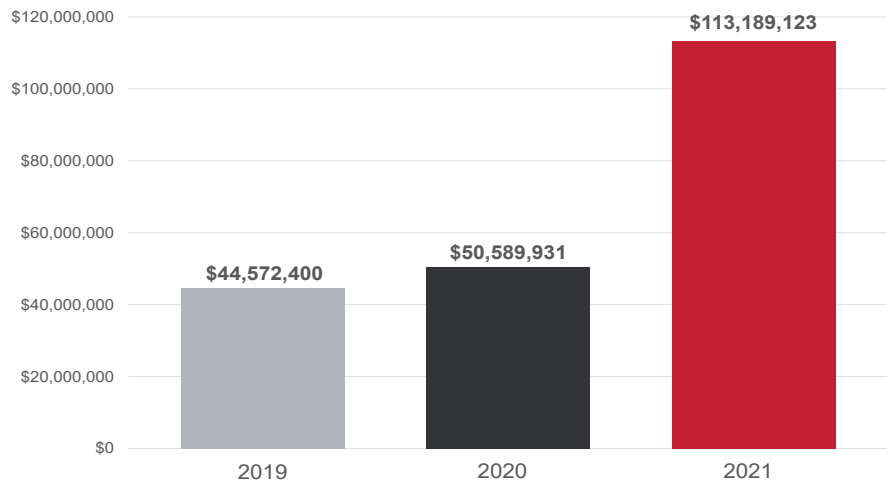
# OVERVIEW (cont'd)



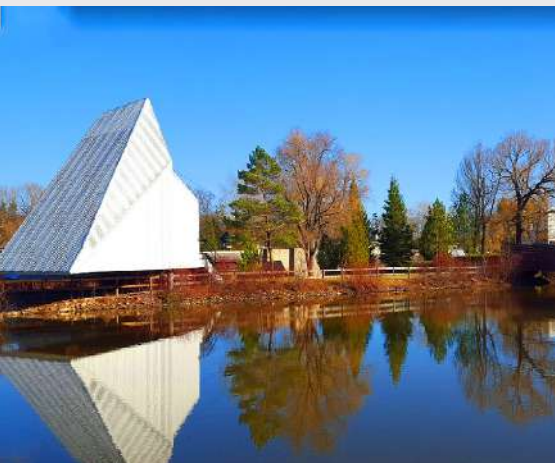
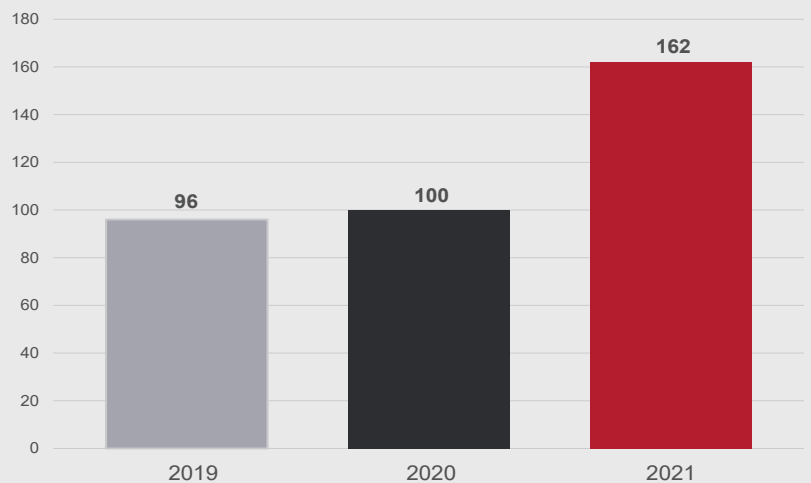
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Wasaga Beach market had a very high **105.6%** sale/list price ratio in March. Homes sold in just **12** days on average, down **30** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **84%** sales/listings ratio, adds up to a very strong **sellers' market**.

Graph 1:  
**Wasaga Beach MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
**Wasaga Beach MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

**Wasaga Beach MLS® Residential Sales And Listing Summary**  
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Volume Sales	\$44,572,400	\$50,589,931	\$113,189,123	<b>+124%</b>
Unit Sales	96	100	162	<b>+62%</b>
New Listings	227	230	193	<b>-16%</b>
Sales/Listings Ratio	42%	43%	84%	<b>+41%</b>
Expired Listings	33	41	5	<b>-88%</b>
Sales: Under \$300K	9	3	0	<b>-300%</b>
Sales: \$300K - \$499K	48	56	22	<b>-61%</b>
Sales: \$500K - \$799K	39	34	100	<b>+194%</b>
Sales: \$800K - \$999K	0	4	28	<b>+600%</b>
Sales: \$1M - \$1.499M	0	3	12	<b>+300%</b>
Average Days-On-Market	64	46	18	<b>-61%</b>
Average Sale Price	\$464,296	\$505,899	\$698,698	<b>+38%</b>

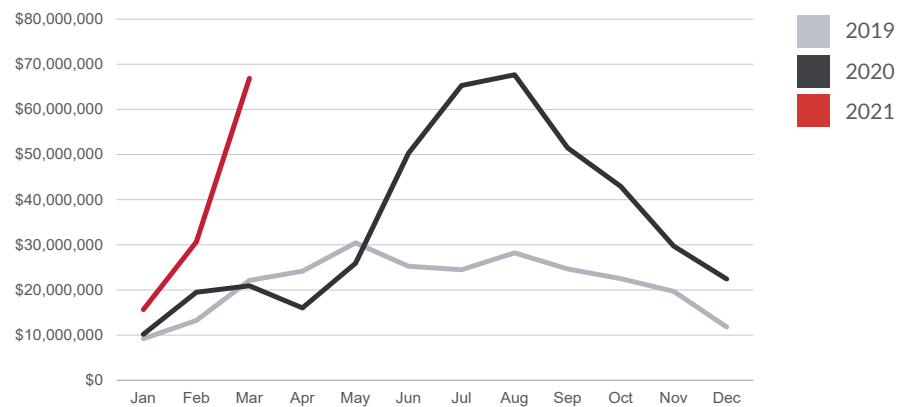
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of April. 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



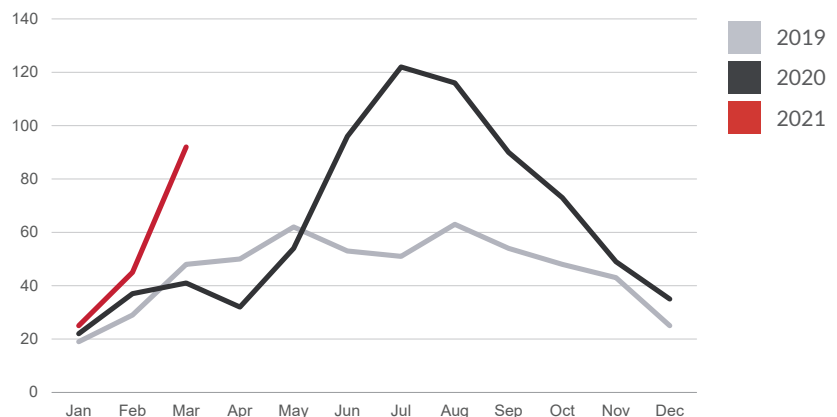
# THE MARKET IN DETAIL (cont'd)

Just one look at **Graphs 3 and 4** makes it clear what kind of sales Wasaga has had this year. Overall, Q1 volume and unit sales were up **124%** and **62%** respectively from Q1-2020. On the volume side, January was up **46%** from 2017's former record; February was up **57%** from 2020's record; and March was not only up **103%** from 2017's record, but it was just **1% shy of last August's all-time monthly benchmark**. On the units side, Q1-2021's **162** sales were up **7%** from Q1-2016's previous record **152**. Perhaps most striking is the fact that the \$500K+ bracket, which made up **41%** of Q1-2020's sales, rose to **86%** of Q1-2021's sales; and it was up **241%** from a year ago. Prices have jumped accordingly: Q1's average sale price of **\$698,698** is up **114%, 74%, 68%, 50%** and **38%** from 2016-2020 respectively.

Graph 3:  
**Wasaga Beach Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



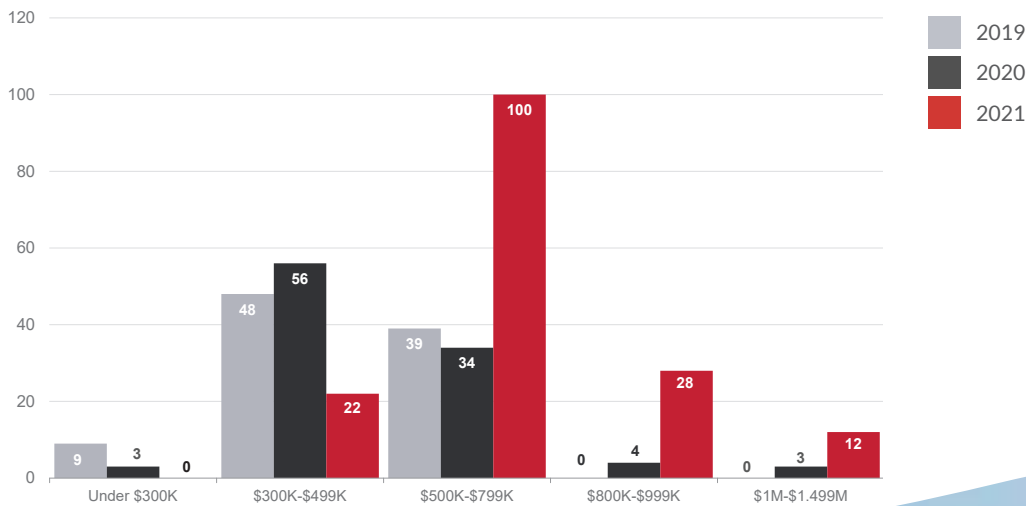
Graph 4:  
**Wasaga Beach Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2021 unit sales are up from Q1-2020 in three price ranges and down in two. The \$500K-\$799K, \$800K-\$999K and \$1M-\$1.499M ranges are up **194%**, **600%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **300%** and **61%** respectively. More generally, the Under-\$500K bracket – which accounts for **14%** of 2021's sales – is down **63%** from a year ago. The \$500K-\$999K bracket – which accounts for **79%** of all sales – is up **237%**. And the \$1M+ bracket – which accounts for **7%** of all sales – is up **300%**.

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



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$100,035,773  
UP 121% from Q1-2020

**UNIT SALES:** 139  
UP 64% from Q1-2020

**AV. DAYS-ON-MARKET:** 16  
DOWN 25 days from Q1-2020

**AV. SALE PRICE:** \$719,682  
UP 35% from Q1-2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$13,153,350  
UP 146% from Q1-2020

**UNIT SALES:** 23  
UP 53% from Q1-2020

**AV. DAYS-ON-MARKET:** 31  
DOWN 42 days from Q1-2020

**AV. SALE PRICE:** \$571,885  
UP 60% from Q1-2020

### VACANT LAND

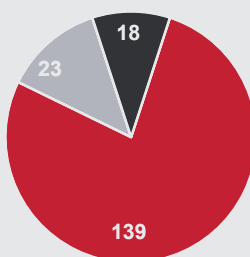
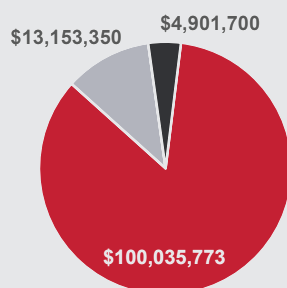
**DOLLAR SALES:** \$4,901,700  
UP 292% from Q1-2020

**UNIT SALES:** 18  
UP 125% from Q1-2020

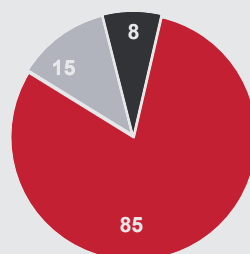
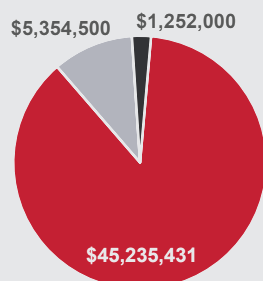
**AV. DAYS-ON-MARKET:** 25  
DOWN 63 days from Q1-2020

**AV. SALE PRICE:** \$272,317  
UP 74% from Q1-2020

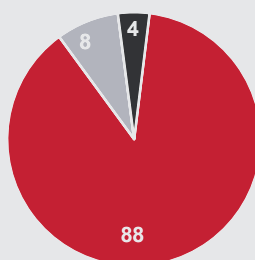
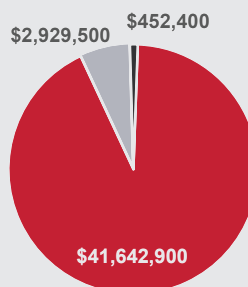
## 2021



## 2020



## 2019



■ Single Family ■ Condo/Town ■ Vacant Land

# WASAGA BEACH AVERAGE SALE PRICES: 2010-2021

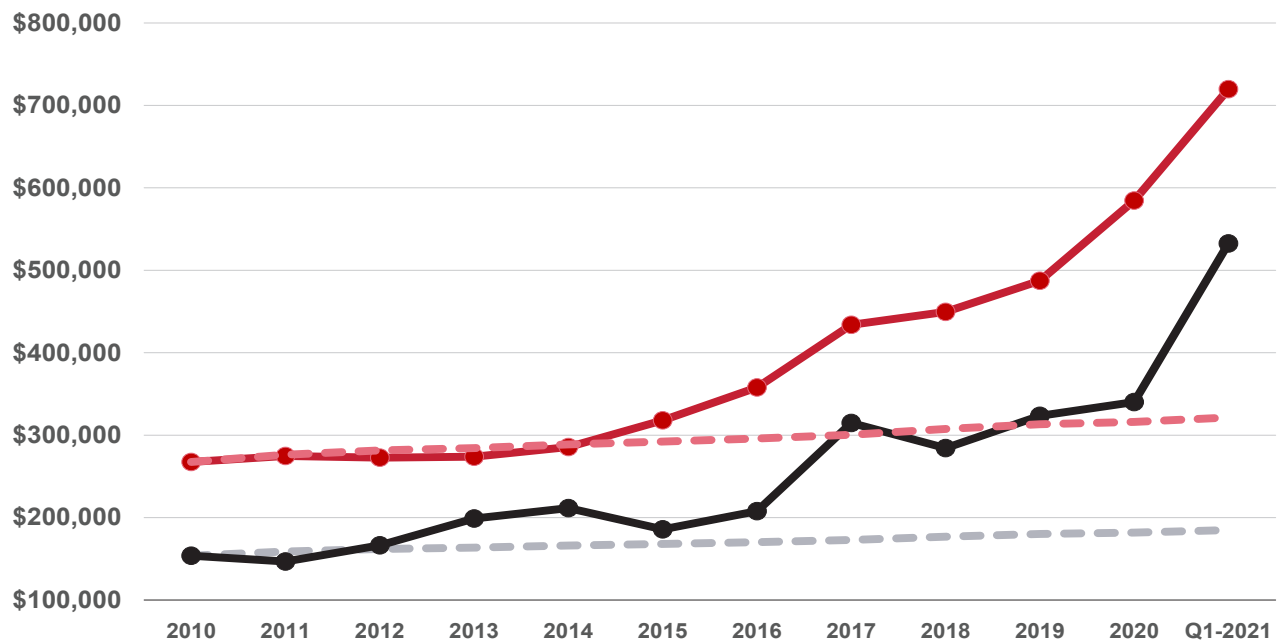
## BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION



Wasaga Beach's average sale price for single-family homes in Q1-2021 was **\$719,682**: that's up **23%, 48%, 60%, 66% and 169%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q1-2021's average condo price of **\$532,575** is up **57%, 65%, 87%, 69% and 246%** from 2020, 2019, 2018, 2017 and 2010 respectively.



From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **124%** over inflation in Q1-2021. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **188%** over inflation in Q1-2021.



- Single-Family Home Average Sale Price: 2010 > Q1-2021
- Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2021
- Canada's Inflation Rate Based On Wasaga Beach's 2010 Condominium Average Sale Price



# 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

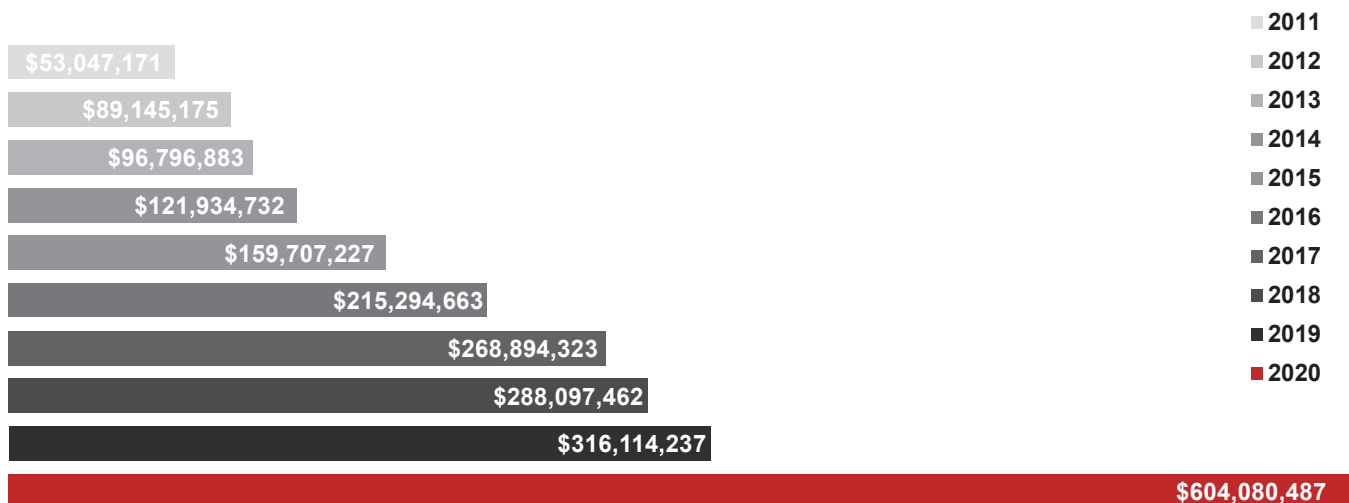


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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



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

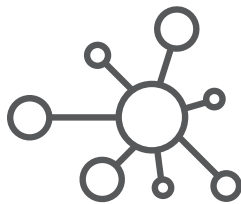
Clicks, Views, Shares,  
Likes, Tweets‡

We average

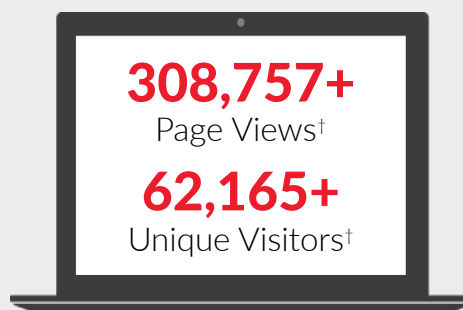
**600**

Buyer leads/month§

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



**LocationsNorth.com**



**\$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](http://www.locationsnorth.com)*

### COLLINGWOOD

705-445-5520  
330 First St.

### THORNbury

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.

