

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

APRIL 2021

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



OVERVIEW

HUGE RECORD SALES, WITH AVERAGE PRICES WAY UP AND DAYS-ON-MARKET DOWN



RECORD YEAR-TO-DATE SALES VOLUME OF \$790,385,744

Up **184%** from 2020's \$278,258,836, with units of **941** up **99%** from 2020's **473**. New listings of **1230** up **25%** from one year ago, with the sales/listings ratio of **77%** up **29%**.



RECORD APRIL SALES VOLUME OF \$261,032,050

Up **598%** from last April's \$37,400,200. Record April units of **308** up **328%** from last year's **72**. New listings of **445** up **154%** from a year ago, with the sales/listing ratio of **69%** up **28%**.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$839,942

Up **43%** from the \$588,285 of one year ago. Average days-on-market of **20** down **32** days.



OVERVIEW (cont'd)

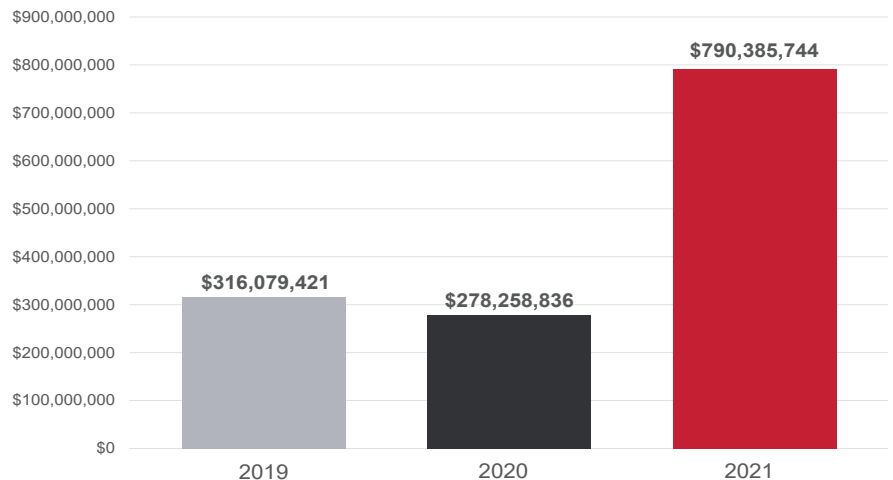


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

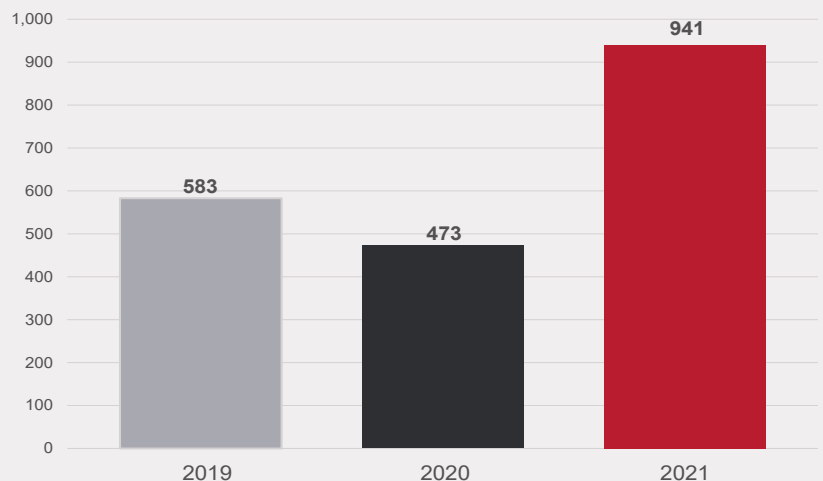
The Southern Georgian Bay market had a high **103.7%** sale/list price ratio in April. Homes sold in just **16** days on average, down **30** days from a year ago. And there is now just **one month** of inventory. All that, and April's **69%** sales/listings ratio, adds up to a **sellers' market**.



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

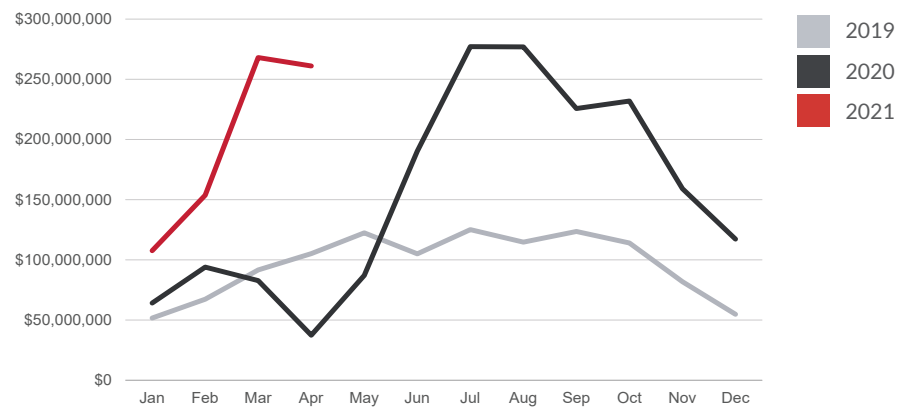
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$316,079,421	\$278,258,836	\$790,385,744	+184%
YTD Unit Sales	583	473	941	+99%
YTD New Listings	1136	985	1230	+25%
YTD Sales/Listings Ratio	51%	48%	77%	+29%
YTD Expired Listings	136	187	36	-81%
April Volume Sales	\$105,177,085	\$37,400,200	\$261,032,050	+598%
April Unit Sales	197	72	308	+328%
April New Listings	385	175	445	+154%
April Sales/Listings Ratio	51%	41%	69%	+28%
April Expired Listings	42	55	8	-85%
April Average Sale Price	\$533,894	\$519,447	\$847,507	+63%
YTD Sales: Under \$300K	65	44	17	-61%
YTD Sales: \$300K - \$499K	259	195	140	-28%
YTD Sales: \$500K - \$799K	195	153	416	+172%
YTD Sales: \$800K - \$999K	34	44	162	+268%
YTD Sales: \$1M - \$1.499M	16	19	129	+579%
YTD Sales: \$1.5M - \$1.999M	9	15	47	+213%
YTD Sales: \$2M+	5	3	30	+900%
YTD Average Days-On-Market	56	52	20	-62%
YTD Average Sale Price	\$542,160	\$588,285	\$839,942	+43%

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

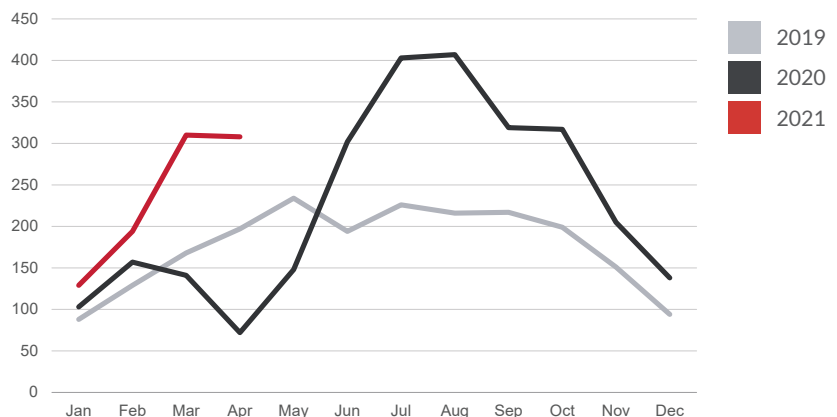
THE MARKET IN DETAIL (cont'd)

Southern Georgian Bay's market is in overdrive. As **Graph 3** shows, while April's volume of **\$261,032,050** was down **3%** from March, it was the region's fourth best month ever and eleventh straight record. As well, 2021's year-to-date volume of **\$790,385,744** was not only up **184%** from last year, it was up **104%** from 2017's prior high. On the units side, **Graph 4** shows a similar but less pronounced pattern. April's **308** sales were SGB's fourth best ever, while 2021's year-to-date sales of **941** were up **19%** from 2017's former benchmark **793**. Perhaps most notable was the region's **368** sales in the \$800K+ bracket: they're up **354%** from 2020's **81**. Not surprisingly, SGB's year-to-date average sale price is doing quite nicely. It's up **126%, 73%, 77%, 55% and 43%** from 2016-2020 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)



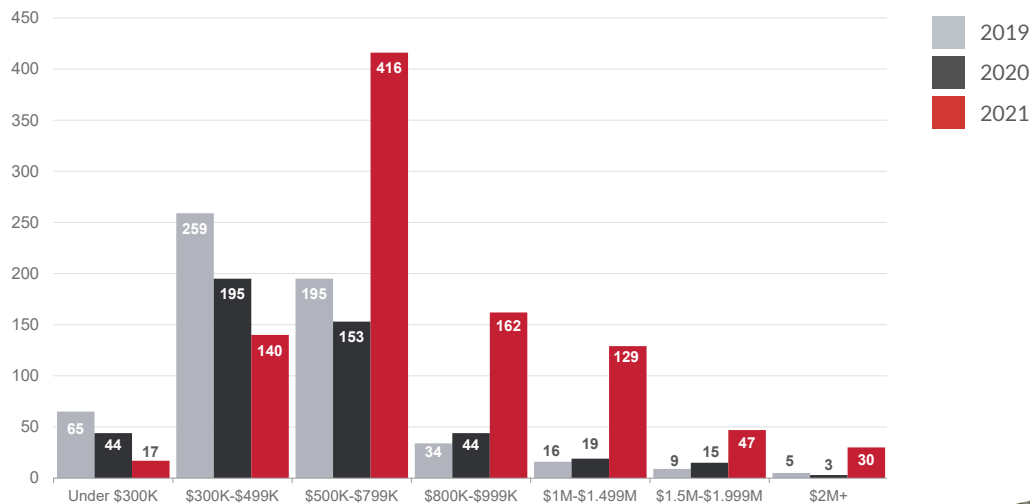
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2019 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 **172%**, **268%**, **579%**, **213%** and **900%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **61%** and **28%** respectively. More generally, the Under-\$500K bracket – which accounts for **17%** of 2021's sales – is down **34%** from a year ago. The \$500K- 999K bracket – which accounts for **61%** of all sales – is up **193%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **457%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



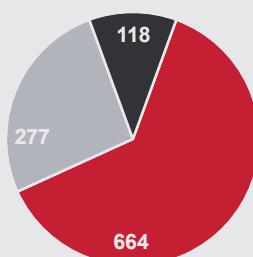
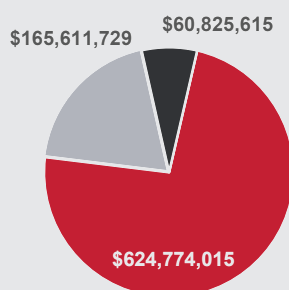
SALES BY PROPERTY TYPE

Graph 6:

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

2021 IN DETAIL

2021



SINGLE-FAMILY HOMES

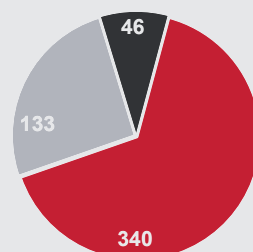
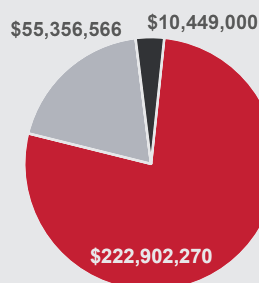
DOLLAR SALES: \$624,774,015
UP 180% from 2020

UNIT SALES: 664
UP 95% from 2020

AV. DAYS-ON-MARKET: 18
DOWN 36 days from 2020

AV. SALE PRICE: \$940,925
UP 44% from 2020

2020



CONDOS/TOWNS

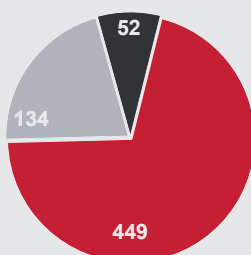
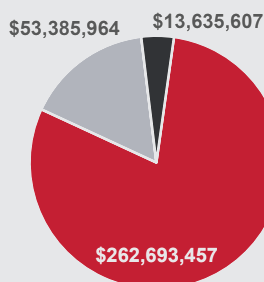
DOLLAR SALES: \$165,611,729
UP 199% from 2020

UNIT SALES: 277
UP 108% from 2020

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

AV. SALE PRICE: \$597,876
UP 44% from 2020

2019



VACANT LAND

DOLLAR SALES: \$60,825,615
UP 482% from 2020

UNIT SALES: 118
UP 157% from 2020

AV. DAYS-ON-MARKET: 92
UP 3 days from 2020

AV. SALE PRICE: \$515,471
UP 127% from 2020

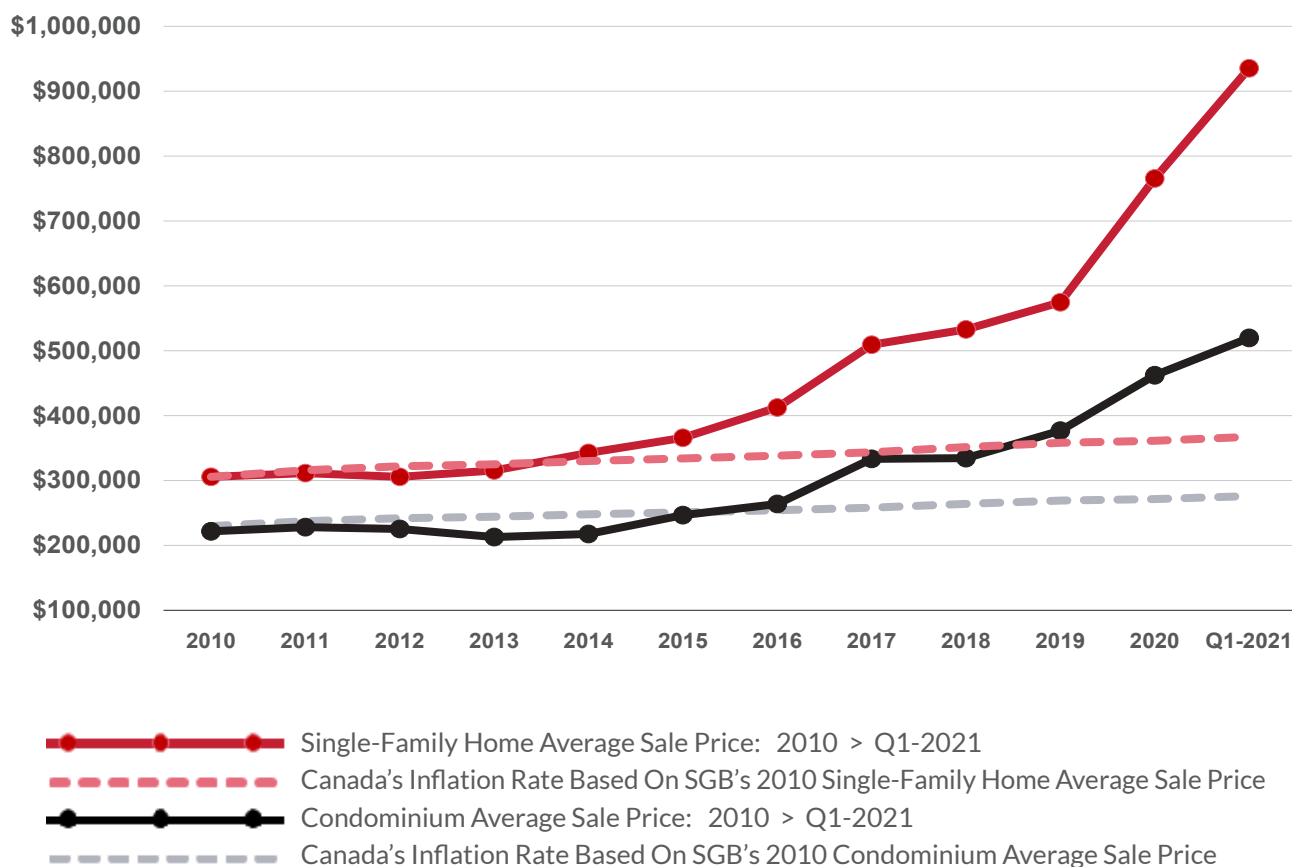
■ Single Family ■ Condos/Towns ■ Vacant Land

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

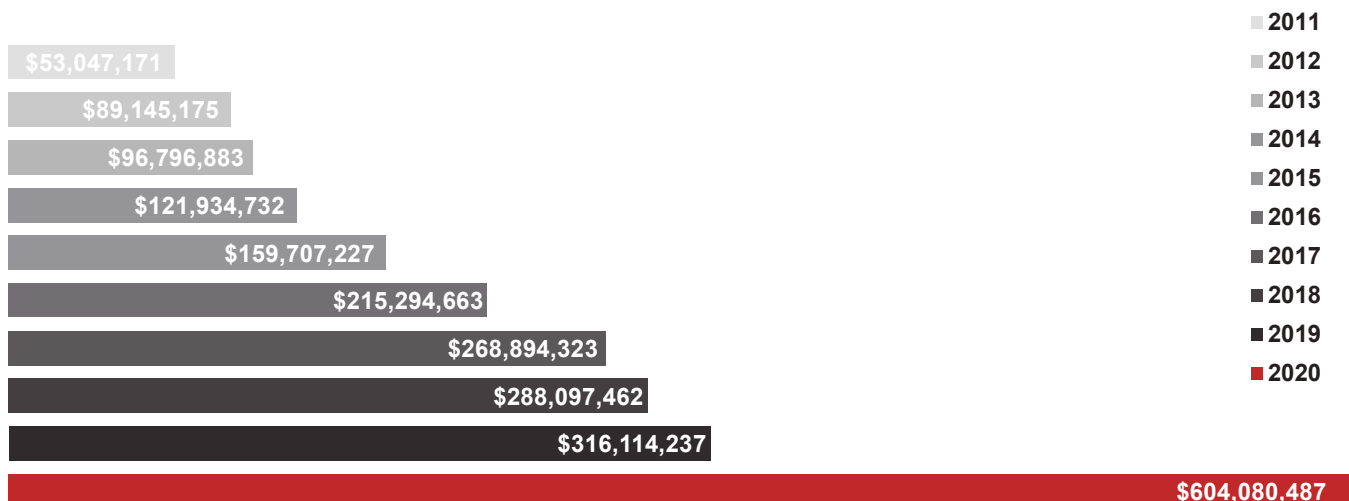


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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

ROYAL LEPAGE 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

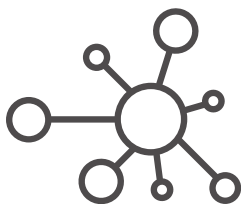
Clicks, Views, Shares,
Likes, Tweets‡

We average

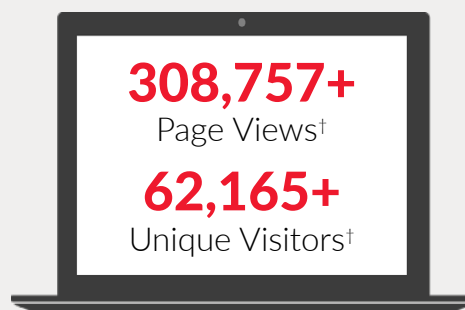
600

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.

