

COLLINGWOOD REAL ESTATE MARKET REPORT

SECOND QUARTER 2021

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



OVERVIEW

RECORD VOLUME AND AVERAGE SALE PRICES CONTINUE



RECORD YEAR-TO-DATE SALES VOLUME OF \$306,465,536

Up 124% from 2020's \$136,516,390, with units of 386 up 61% from last year's 240. New listings of 523 up 12%, with the sales/listings ratio of 74% up 22%.



RECORD Q2 SALES VOLUME OF \$183,323,841

Up 149% from Q2-2020's \$73,609,434, with units of 233 up 77% from Q2-2020's 132. New listings of 315 up 21%, with the sales/listings ratio of 74% up 23%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$793,952

Up 40% from 2020's \$568,818. Average days-on-market of 16 down by 29 days.



OVERVIEW (cont'd)

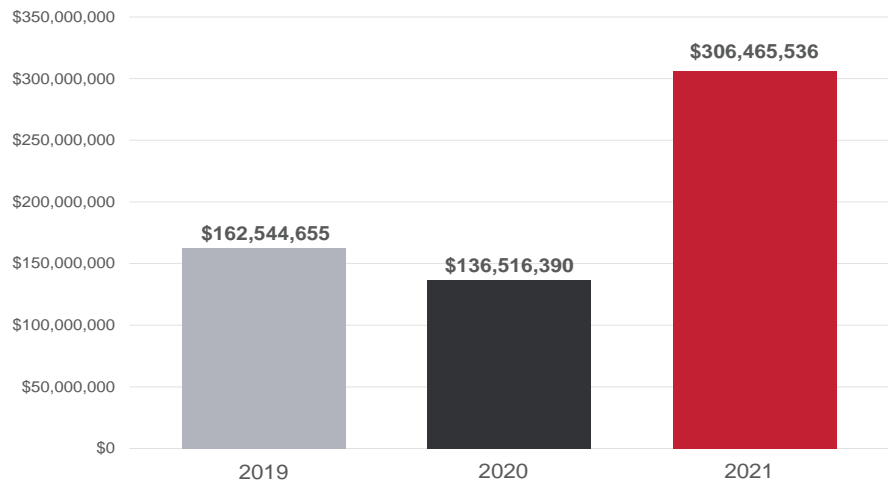


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

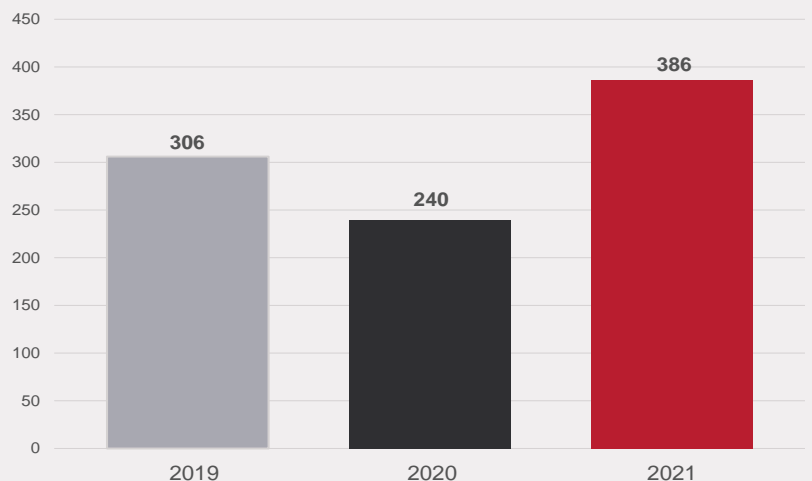
The Collingwood market had a **100%** sale/list price ratio in June. Homes sold in just **14** days on average, down **26** days from one year ago, and there is now **one month** of inventory. All that, together with June's **74%** sales/listings ratio, adds up to a **sellers' market**.



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



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



THE MARKET IN DETAIL



Table 1:

Collingwood MLS® Residential Sales And Listing Summary
2019 vs. 2020 vs. 2021

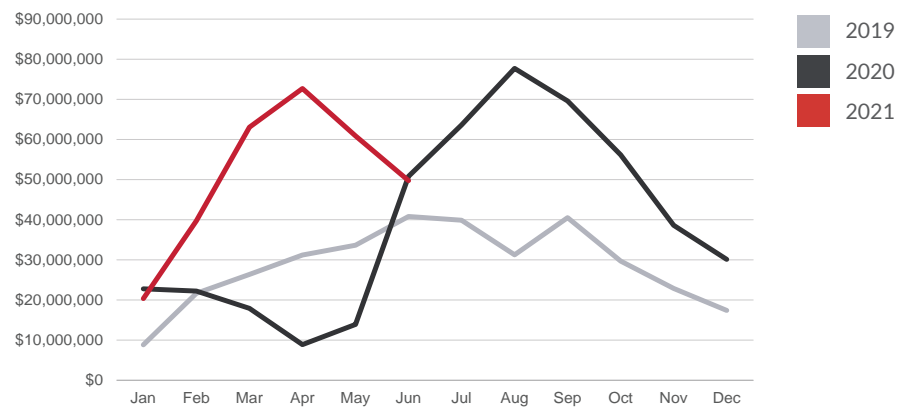
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$162,544,655	\$136,516,390	\$306,465,536	+124%
YTD Unit Sales	306	240	386	+61%
YTD New Listings	548	465	523	+12%
YTD Sales/Listings Ratio	59%	52%	74%	+22%
YTD Expired Listings	55	63	13	-79%
Second Quarter (Q2) Volume Sales	\$105,685,829	\$73,609,434	\$183,323,841	+149%
Q2 Unit Sales	196	132	233	+77%
Q2 New Listings	334	260	315	+21%
Q2 Sales/Listings Ratio	59	51%	74%	+23%
Q2 Expired Listings	30	31	6	-81%
Q2 Average Sale Price	\$539,111	\$557,647	\$786,798	+41%
YTD Sales: Under \$300K	26	17	4	-76%
YTD Sales: \$300K - \$499K	135	104	61	-41%
YTD Sales: \$500K - \$799K	116	89	188	+111%
YTD Sales: \$800K - \$999K	19	15	60	+300%
YTD Sales: \$1M - \$1.499M	8	10	56	+460%
YTD Sales: \$1.5M - \$1.999M	1	5	11	+120%
YTD Sales: \$2M+	1	0	6	+600%
YTD Average Days-On-Market	42	45	16	-64%
YTD Average Sale Price	\$531,192	\$568,818	\$793,952	+40%

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

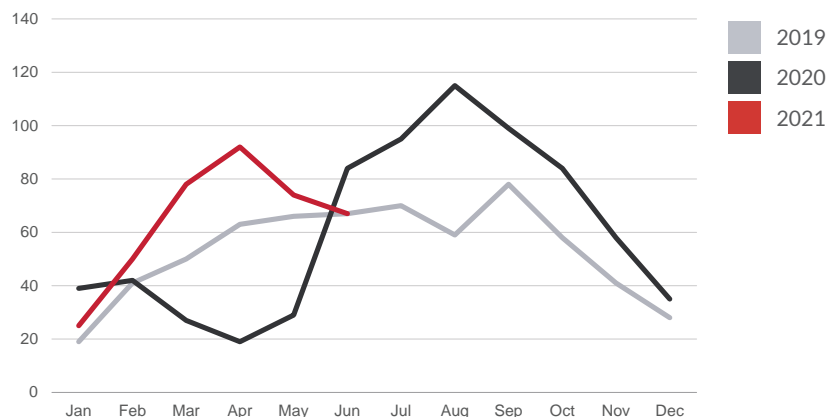
THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, the Collingwood market continued to set records in Q2 despite its gradual cooling since April's high. On the volume side, Q2 enjoyed two record months, with its **\$183,323,841** in sales up **68%** from Q2-2017's previous high. On the units side, Q2 also saw two monthly records although its **233** sales, while up **77%** from last year, were down **6%** from Q2-2016's benchmark **249**. That said, in addition to June's drop in volume and units from April, another indicator of a slight market cooling was June's **7.7%** drop in the sale/list price ratio since March. Nonetheless, Collingwood's year-to-date, average sale price is doing *exceptionally well*. At **\$793,952** it's up **119%, 68%, 62%, 49% and 40%** from 2016-2020 respectively.

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



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



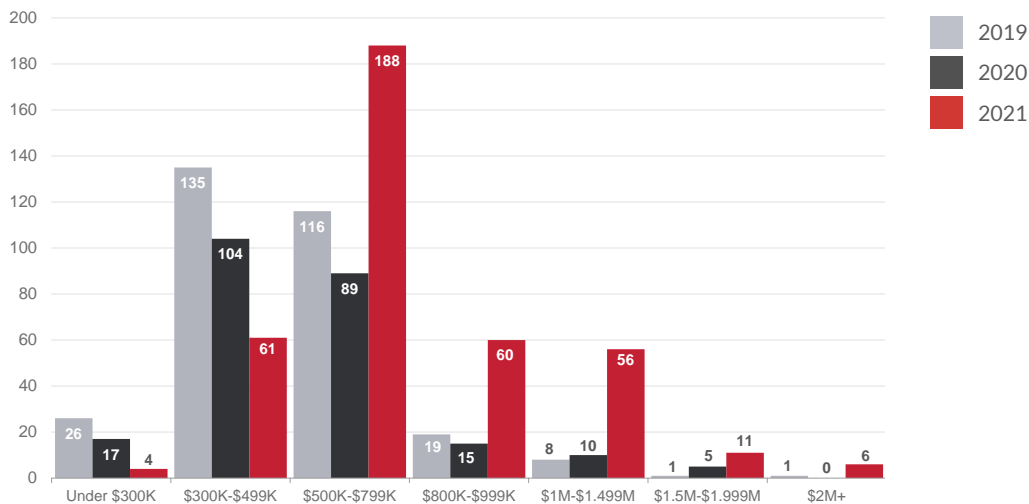
THE MARKET IN DETAIL (cont'd)

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 **111%**, **300%**, **460%**, **120%** and **600%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **76%** and **41%** respectively. More generally, the Under-\$500K bracket – which accounts for **17%** of 2021's sales – is down **46%** from a year ago. The \$500K- \$999K bracket – which accounts for **64%** of all sales – is up **138%**. And the \$1M+ bracket – which accounts for **19%** of all sales – is up **387%**.

Graph 5:

Collingwood MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$184,664,111
UP 105% from 2020

UNIT SALES: 194
UP 41% from 2020

AV. DAYS-ON-MARKET: 12
DOWN 38 days from 2020

AV. SALE PRICE: \$951,877
UP 46% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$121,801,425
UP 163% from 2020

UNIT SALES: 192
UP 88% from 2020

AV. DAYS-ON-MARKET: 21
DOWN 19 days from 2020

AV. SALE PRICE: \$634,382
UP 40% from 2020

VACANT LAND

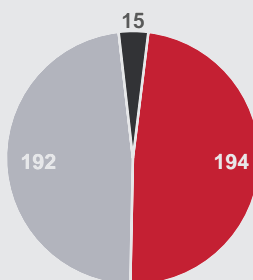
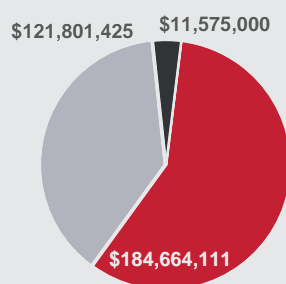
DOLLAR SALES: \$11,575,000
UP 7134% from 2020

UNIT SALES: 15
UP 1400% from 2020

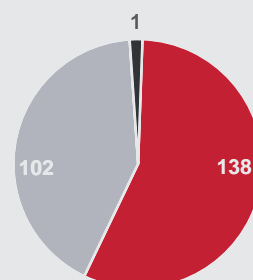
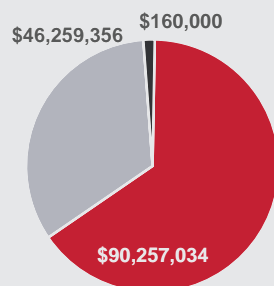
AV. DAYS-ON-MARKET: 434
UP 406 days from 2020

AV. SALE PRICE: \$771,667
UP 382% from 2020

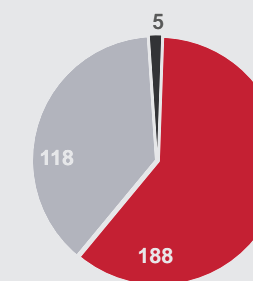
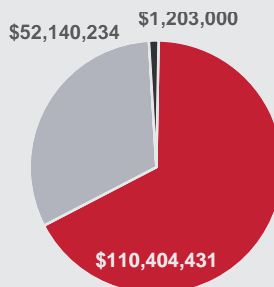
2021



2020



2019



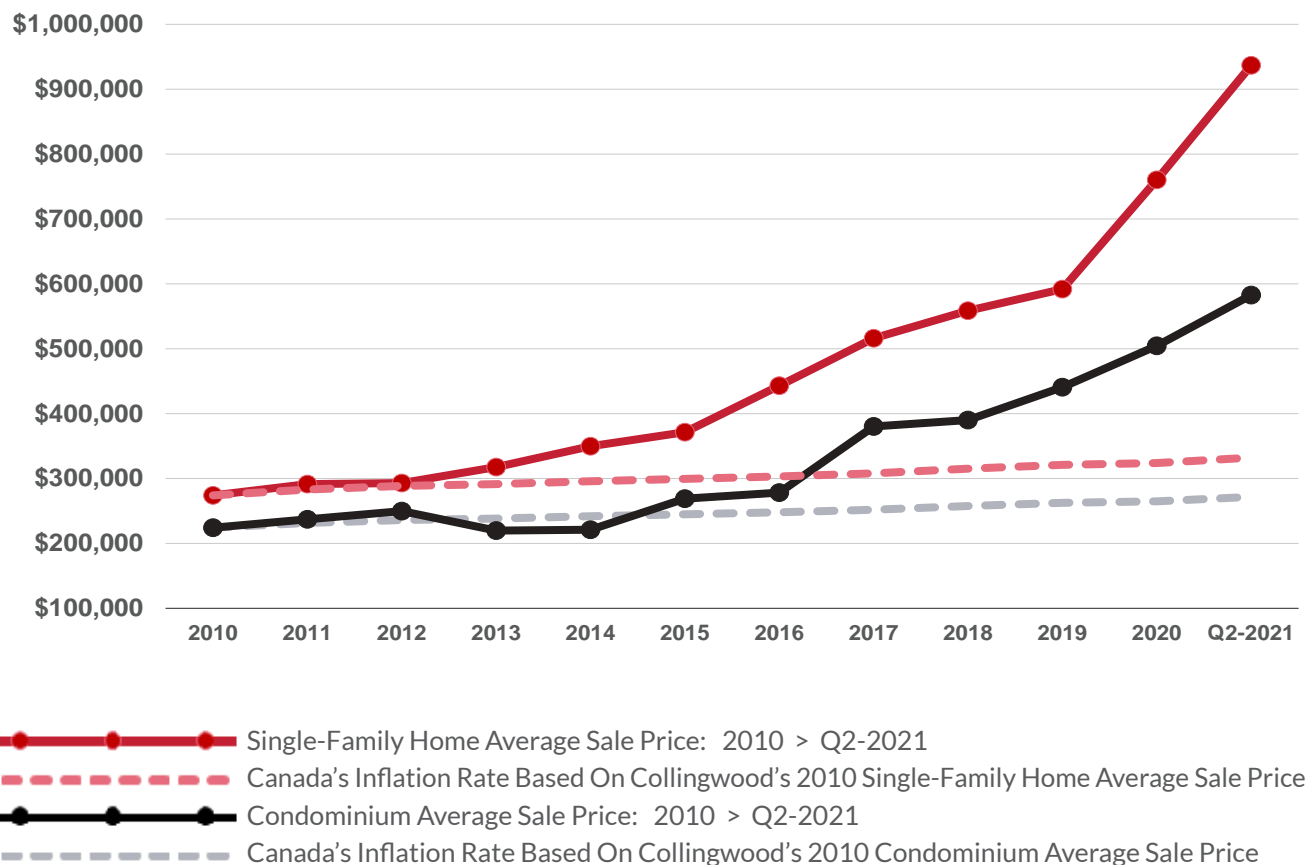
■ Single Family ■ Condo/Town ■ Vacant Land

COLLINGWOOD AVERAGE SALE PRICES: 2010-2021

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q2-2021 was **\$936,717**: that's up **23%, 58%, 68%, 82% and 242%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$582,673** is up **15%, 32%, 49%, 53% and 160%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q2-2021 the average price rose to **182%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **114%** above inflation in Q2-2021.



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

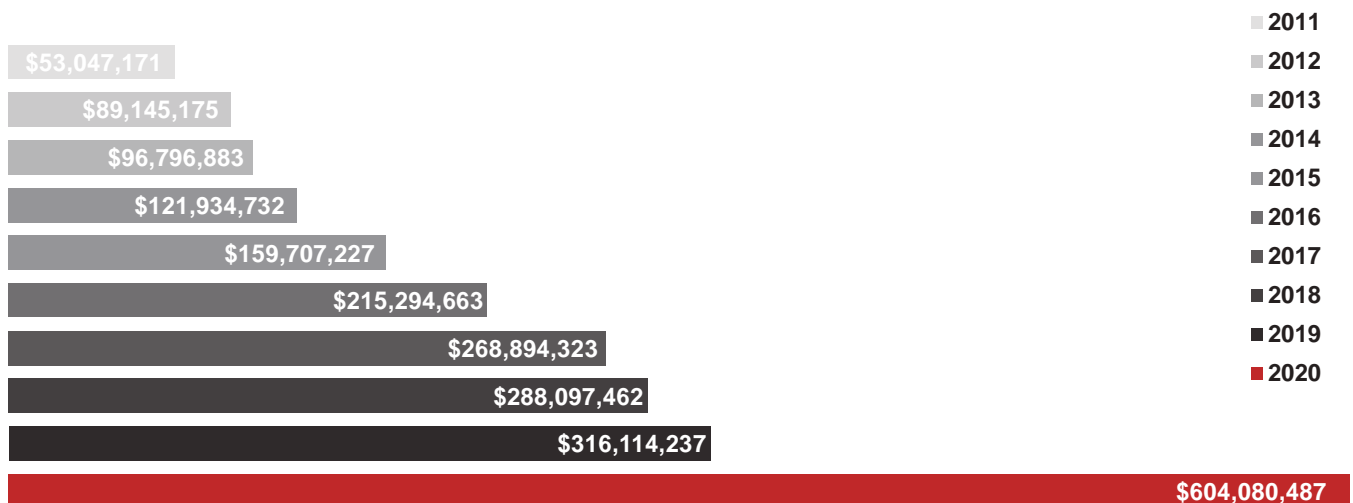


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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 Overview*

	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

 **59,379+**
People Reached†

9,393+ 
Clicks, Shares, Views, & Likes‡

Q2 BY THE
Numbers

ROYAL LEPAGE LOCATIONS **NORTH**
BROKERAGE

**Region's Best
Market Intelligence**



56 Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019

 **4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
**times
more**

than our closest regional competitor†

Socially Connected



435,118+
Social Media Impressions

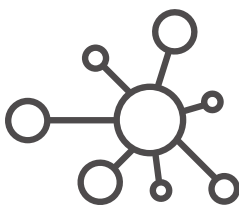
Clicks, Views, Shares,
Likes, Tweets‡

We average

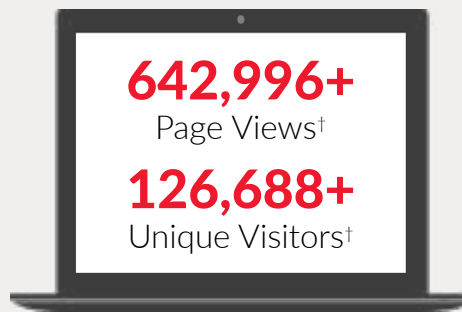
600

Buyer leads/month^s

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**

WINBLAST \$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.

