

WASAGA BEACH REAL ESTATE MARKET REPORT

SECOND QUARTER 2021

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



OVERVIEW

BIG RECORD Q2 VOLUME SALES, WITH AVERAGE SALE PRICES WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$294,350,622

Up 106% from 2020's \$142,804,281, with units of 394 up 40% from last year's 282. New listings of 495 down 1%, with the sales/listings ratio of 80% up 23%.



RECORD Q2 SALES VOLUME OF \$181,152,499

Up 96% from Q2-2020's \$92,214,350. Units of 232 up 27% from last year's 182, with new listings of 302 up 13% and the sales/listings ratio of 77% up 9%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$747,083

Up 48% from 2020's \$506,398. Average days-on-market of 15 down 34 days.

OVERVIEW (cont'd)

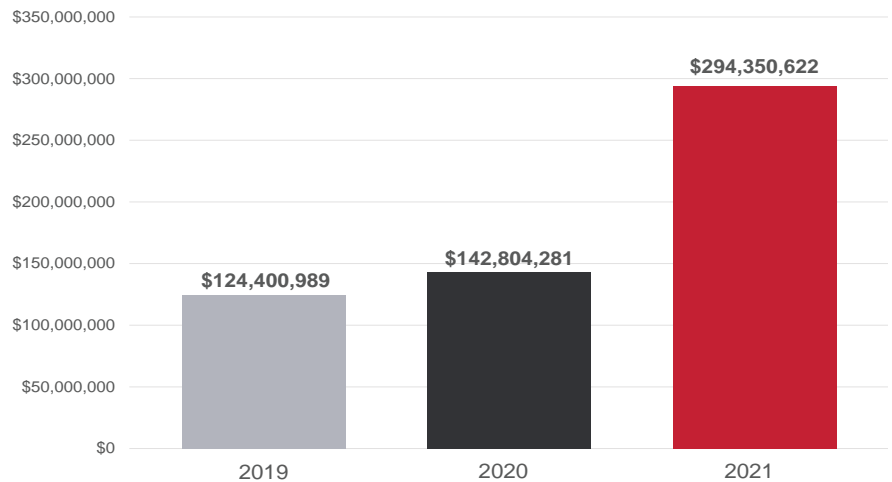


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

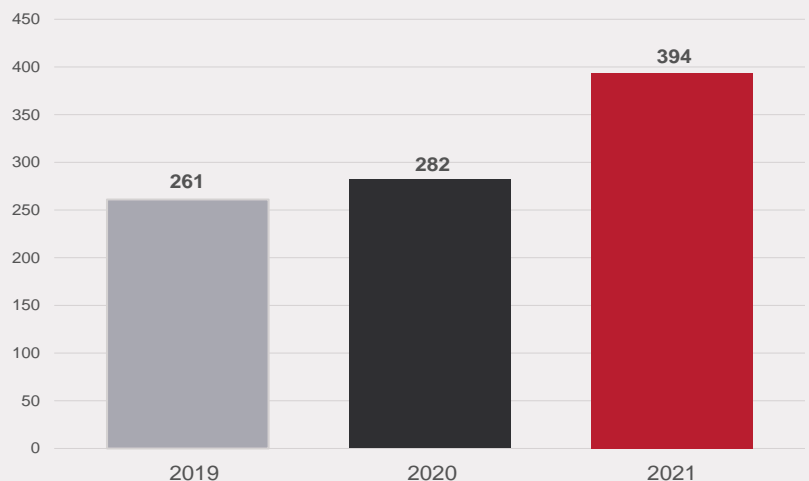
The Wasaga Beach market had a high **103.1%** sale/list price ratio in June. Homes sold in just **14** days on average, down **41** days from one year ago, and there is now **two months** of inventory. All that, together with June's high **88%** sales/listings ratio, adds up to a strong **sellers' market**.



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

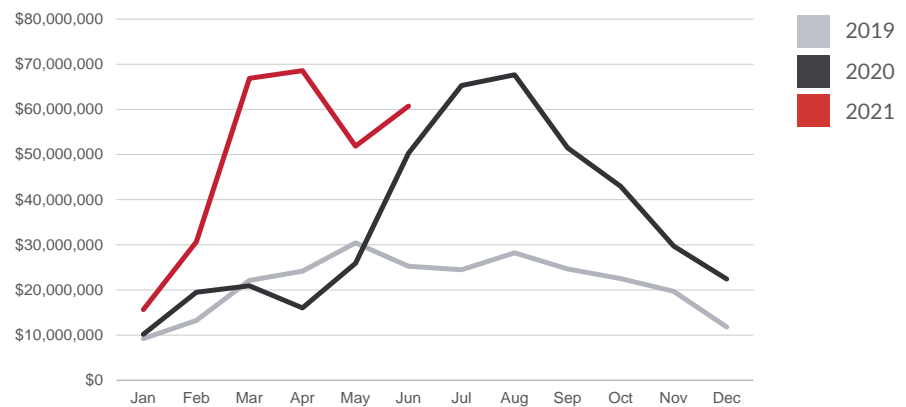
| | 2019 | 2020 | 2021 | 2020-2021 |
|---|---------------|---------------|---------------|---------------|
| Year-To-Date (YTD) Volume Sales | \$124,400,989 | \$142,804,281 | \$294,350,622 | +106% |
| YTD Unit Sales | 261 | 282 | 394 | +40% |
| YTD New Listings | 600 | 498 | 495 | -1% |
| YTD Sales/Listings Ratio | 44% | 57% | 80% | +23% |
| YTD Expired Listings | 69 | 72 | 12 | -83% |
| Second Quarter (Q2) Volume Sales | \$79,828,589 | \$92,214,350 | \$181,152,499 | +96% |
| Q2 Unit Sales | 165 | 182 | 232 | +27% |
| Q2 New Listings | 373 | 268 | 302 | +13% |
| Q2 Sales/Listings Ratio | 44% | 68% | 77% | +9% |
| Q2 Expired Listings | 40 | 35 | 7 | -80% |
| Q2 Average Sale Price | \$483,810 | \$506,672 | \$780,830 | +54% |
| YTD Sales: Under \$300K | 18 | 20 | 0 | -2000% |
| YTD Sales: \$300K - \$499K | 140 | 133 | 48 | -64% |
| YTD Sales: \$500K - \$799K | 94 | 115 | 231 | +101% |
| YTD Sales: \$800K - \$999K | 5 | 9 | 72 | +700% |
| YTD Sales: \$1M - \$1.499M | 4 | 5 | 34 | +580% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 0 | 6 | +600% |
| YTD Sales: \$2M+ | 0 | 0 | 3 | +300% |
| YTD Average Days-On-Market | 50 | 49 | 15 | -69% |
| YTD Average Sale Price | \$476,632 | \$506,398 | \$747,083 | +48% |

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.

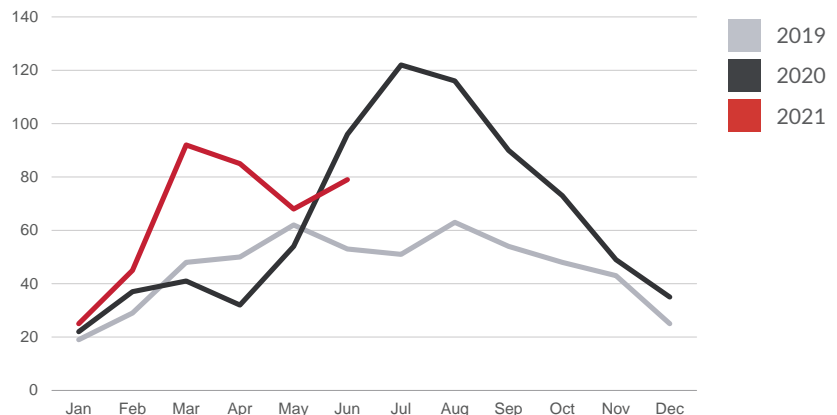
THE MARKET IN DETAIL (cont'd)

Despite signs of a gradually cooling Southern Georgian Bay market, Wasaga Beach saw record Q2 volume sales and a new all-time monthly record. Wasaga's Q2 volume of **\$181,152,499** was: up **96%** from Q2-2020; up **76%** from Q2-2017's old record; and just **2%** shy of Q3-2020's **\$184,416,038**, Wasaga's all-time best quarter. Also, April set a new all-time monthly record of **\$68,574,183**, up **1%** from last August. On the units side, Q2's **232** sales, while up **27%** from Q2-2020, were down **28%** from Q2-2016's benchmark **298**. That said, two other notable signs of Wasaga's robust market are: its year-to-date **80%** sales/listings ratio; and its year-to-date **103.3%** sale/list price ratio. Not surprisingly, Wasaga's average sale price is also doing very, very well. At **\$747,083** it's up **124%, 74%, 74%, 57%** and **48%** from 2016-2020 respectively.

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



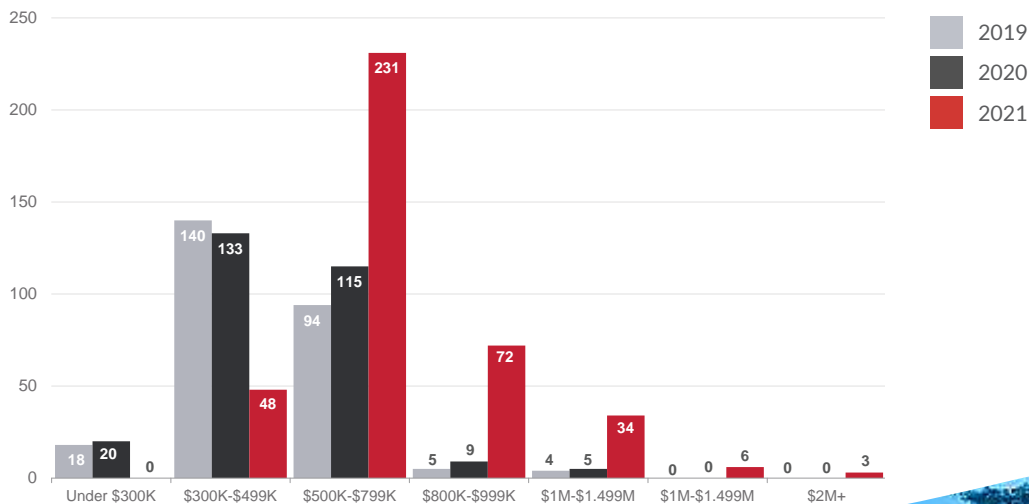
Graph 4:
Wasaga Beach Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q2-2021 unit sales are up from Q2-2020 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 **101%**, **700%**, **580%**, **600%** and **300%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **2000%** and **64%** respectively. More generally, the Under-\$500K bracket – which accounts for **12%** of 2021's sales – is down **69%** from a year ago. The \$500K-\$999K bracket – which accounts for **77%** of all sales – is up **144%**. And the \$1M+ bracket – which accounts for **11%** of all sales – is up **760%**.

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: \$263,284,408
UP 107% from 2020

UNIT SALES: 339
UP 42% from 2020

AV. DAYS-ON-MARKET: 14
DOWN 33 days from 2020

AV. SALE PRICE: \$776,650
UP 45% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$31,066,214
UP 99% from 2020

UNIT SALES: 55
UP 25% from 2020

AV. DAYS-ON-MARKET: 20
DOWN 36 days from 2020

AV. SALE PRICE: \$564,840
UP 59% from 2020

VACANT LAND

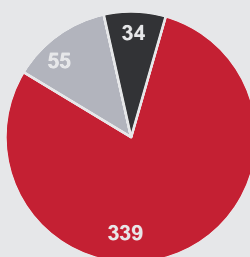
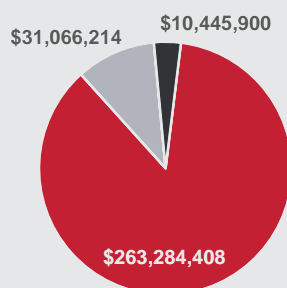
DOLLAR SALES: \$10,445,900
UP 590% from 2020

UNIT SALES: 34
UP 240% from 2020

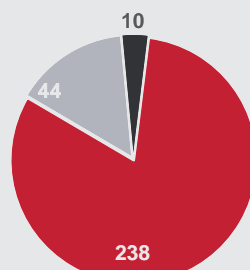
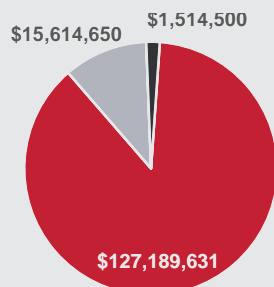
AV. DAYS-ON-MARKET: 25
DOWN 53 days from 2020

AV. SALE PRICE: \$307,232
UP 103% from 2020

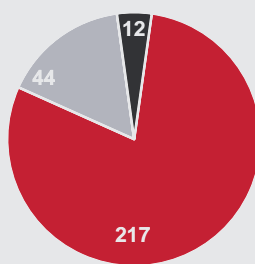
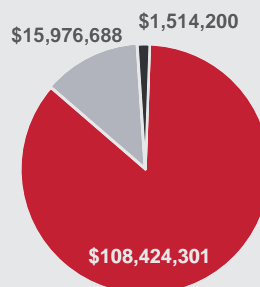
2021



2020



2019



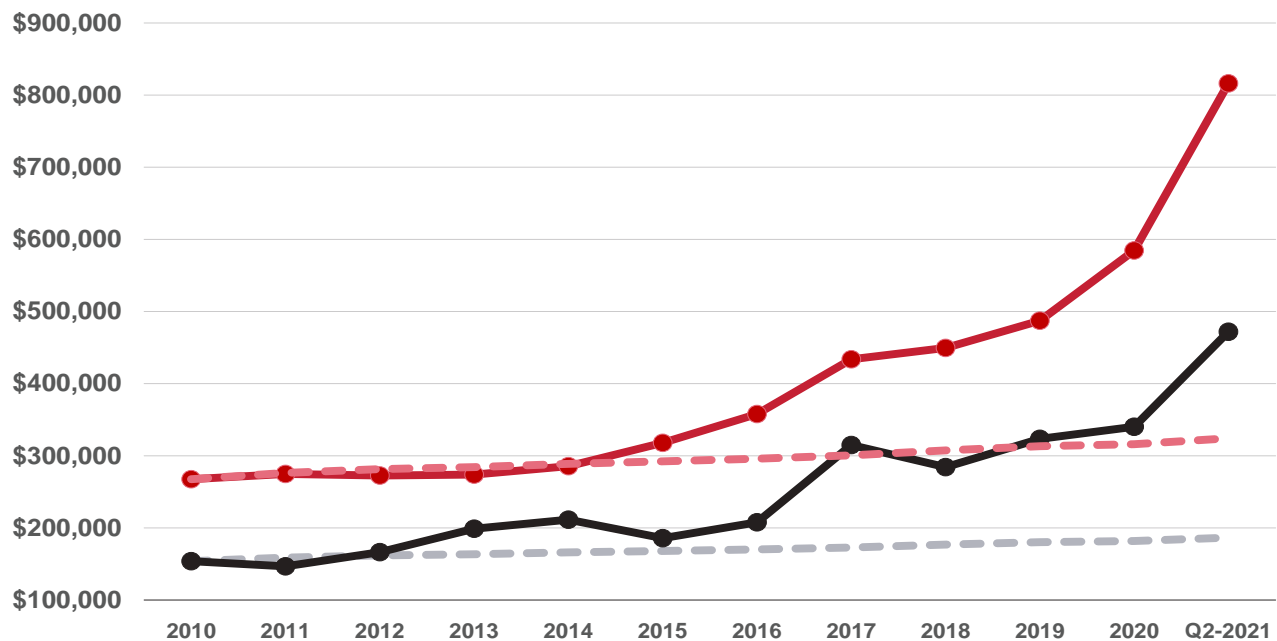
■ Single Family ■ Condo/Town ■ Vacant Land

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 Q2-2021 was **\$816,198**: that's up **40%, 68%, 82%, 88%** and **205%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$471,975** is up **39%, 46%, 66%, 50%** and **207%** 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 **152%** over inflation in Q2-2021. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **153%** over inflation in Q2-2021.



- Single-Family Home Average Sale Price: 2010 > Q2-2021
- Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q2-2021
- 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

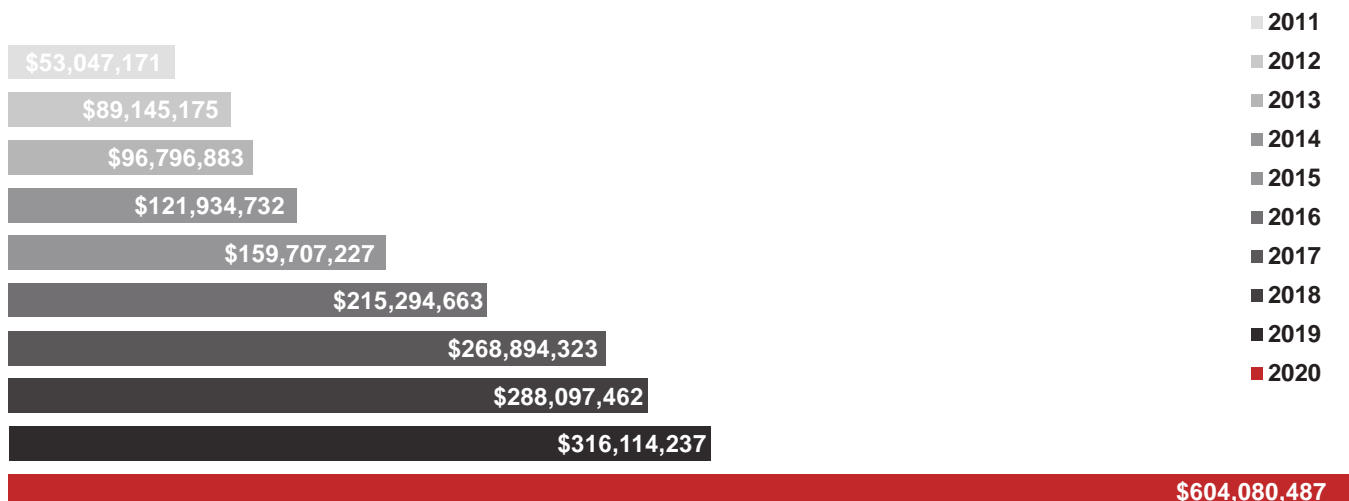


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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

 **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



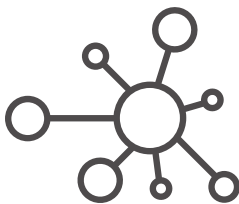
435,118+
Social Media Impressions
Clicks, Views, Shares,
Likes, Tweets‡

We average

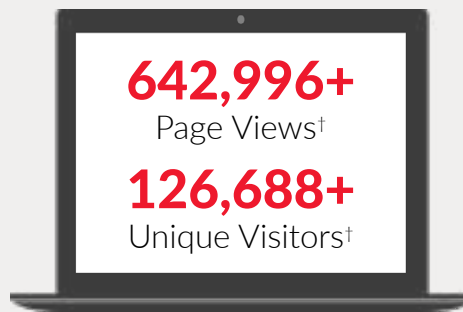
600

Buyer leads/month^s

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



LocationsNorth.com



642,996+

Page Views†

126,688+

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.

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.