

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

AUGUST 2021

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



OVERVIEW

SALES REBOUND AND REMAIN STRONG, WITH THE AVERAGE SALE PRICE WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$1,621,461,562

Up 46% from 2020's \$1,109,943,558, with units of 1899 up 10% from 2020's 1734. New listings of 2546 up 1% from one year ago, with the sales/listings ratio of 75% up 6%.



AUGUST SALES VOLUME OF \$200,693,887

Down 18% from last August's \$276,886,753. Units of 219 down 46% from last year's 407. New listings of 263 down 31% from a year ago, with the sales/listing ratio of 83% down 24%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$853,850

Up 33% from the \$640,105 of one year ago. Average days-on-market of 20 down 29 days.

OVERVIEW (cont'd)

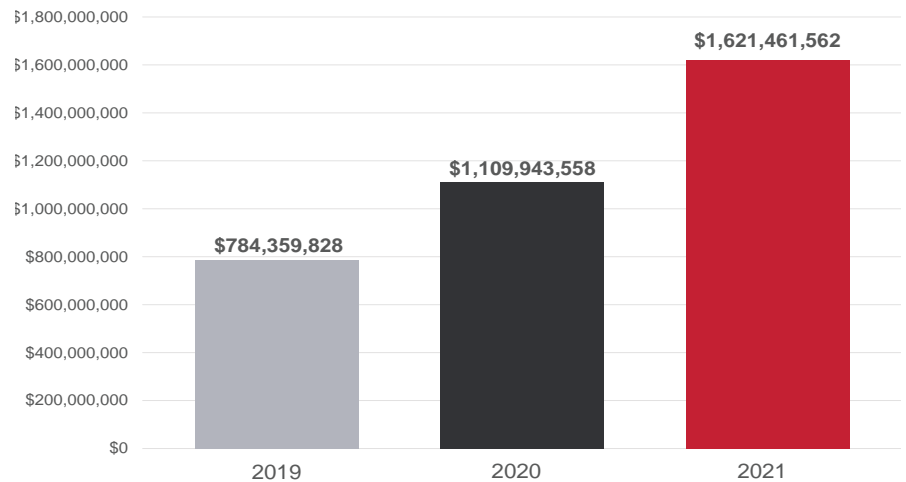


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

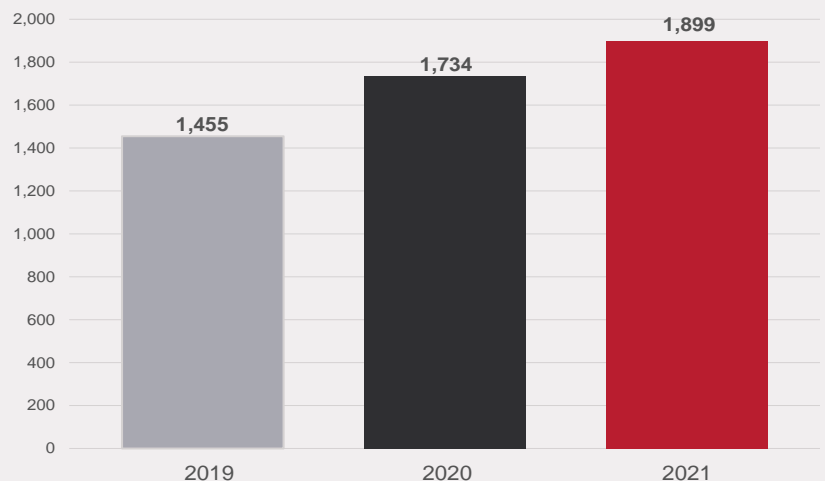
The Southern Georgian Bay market had a **98.8%** sale/list price ratio in August, down from last August's **99.1%**. Homes sold in **26** days on average, down **17** days from a year ago, and there is currently **one month** of inventory. All that, together with August's high **83%** sales/listings 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

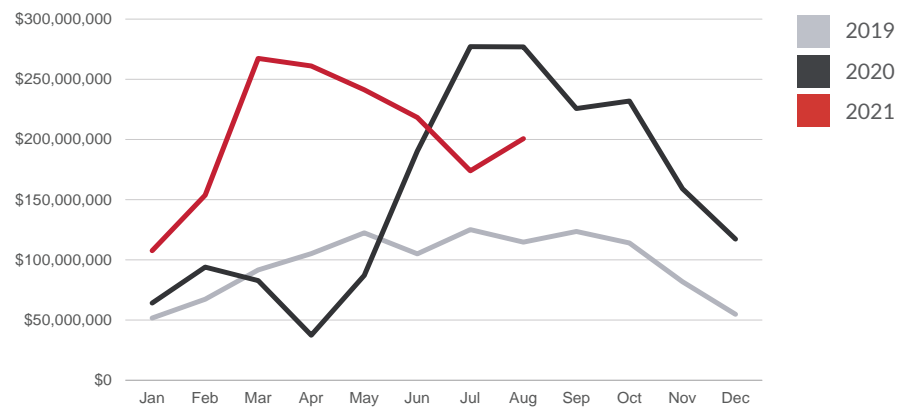
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$784,359,828	\$1,109,943,558	\$1,621,461,562	+46%
YTD Unit Sales	1455	1734	1899	+10%
YTD New Listings	2721	2524	2546	+1%
YTD Sales/Listings Ratio	53%	69%	75%	+6%
YTD Expired Listings	365	361	121	-66%
August Volume Sales	\$115,070,977	\$276,886,753	\$200,693,887	-18%
August Unit Sales	217	407	219	-46%
August New Listings	349	380	263	-31%
August Sales/Listings Ratio	62%	107%	83%	-24%
August Expired Listings	61	35	29	-17%
August Average Sale Price	\$530,281	\$680,311	\$916,410	+35%
YTD Sales: Under \$300K	161	107	34	-68%
YTD Sales: \$300K - \$499K	672	618	275	-56%
YTD Sales: \$500K - \$799K	456	671	826	+23%
YTD Sales: \$800K - \$999K	76	143	347	+143%
YTD Sales: \$1M - \$1.499M	62	124	263	+112%
YTD Sales: \$1.5M - \$1.999M	20	47	88	+87%
YTD Sales: \$2M+	8	24	66	+175%
YTD Average Days-On-Market	52	49	20	-59%
YTD Average Sale Price	\$539,079	\$640,105	\$853,850	+33%

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

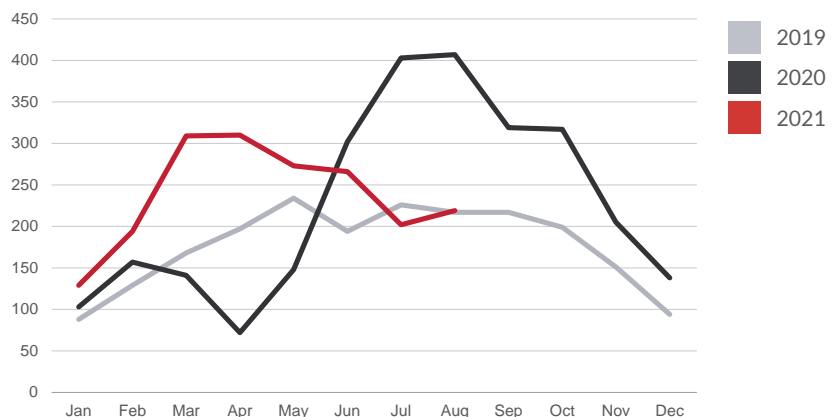
THE MARKET IN DETAIL (cont'd)

After four months of declining – but still very strong – sales, the Southern Georgian Bay enjoyed a nice uptick in August. Volume of **\$200,693,887**, although down **18%** from last year, was the second best August ever – and up a big **74%** from 2019's third best tally. That said, August's **219** unit sales, while up **8%** from July, were down **46%** from last August's all-time regional monthly record of **407**. Nonetheless, August had a high **83%** sales/listings ratio, and also saw **31%** fewer new listings, **17%** fewer expired listings and a **35%** higher average sale price than last August. So the market has remained relatively robust. Additionally, the year-to-date average sale price is still doing extraordinarily well: At **\$853,850** it's up **122%, 77%, 73%, 58%** and **33%** 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)



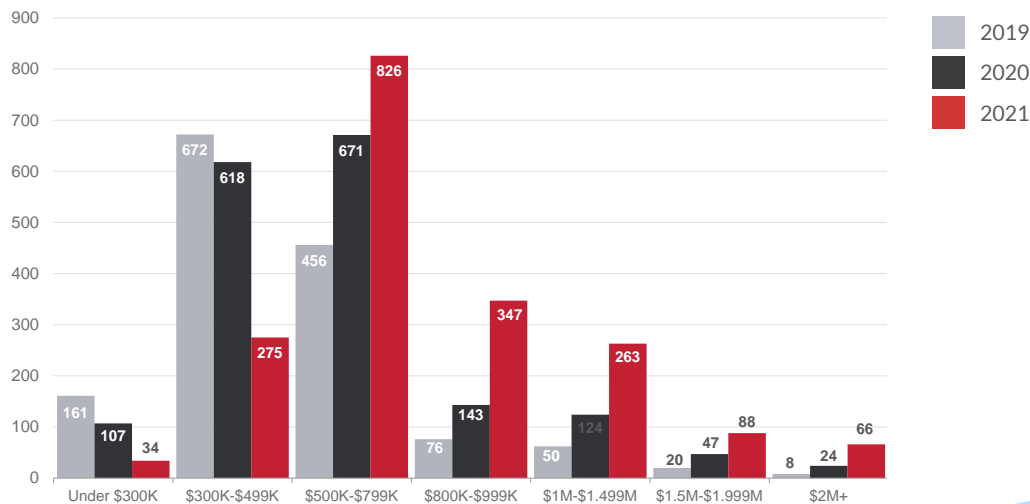
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 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 **23%**, **143%**, **112%**, **87%** and **175%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **68%** and **56%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **57%** from a year ago. The \$500K-\$999K bracket – which accounts for **62%** of all sales – is up **44%**. And the \$1M+ bracket – which accounts for **22%** of all sales – is up **114%**.

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

SINGLE-FAMILY HOMES

DOLLAR SALES: \$1,304,880,489
 UP 43% from 2020

UNIT SALES: 1387
 UP 6% from 2020

AV. DAYS-ON-MARKET: 19
 DOWN 31 days from 2020

AV. SALE PRICE: \$940,793
 UP 34% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$316,581,073
 UP 60% from 2020

UNIT SALES: 512
 UP 19% from 2020

AV. DAYS-ON-MARKET: 23
 DOWN 22 days from 2020

AV. SALE PRICE: \$618,322
 UP 35% from 2020

VACANT LAND

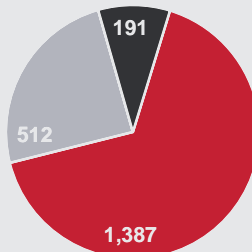
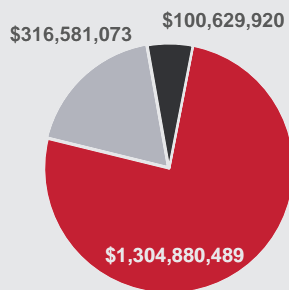
DOLLAR SALES: \$100,629,920
 UP 208% from 2020

UNIT SALES: 191
 UP 55% from 2020

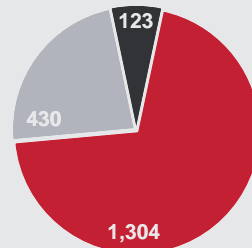
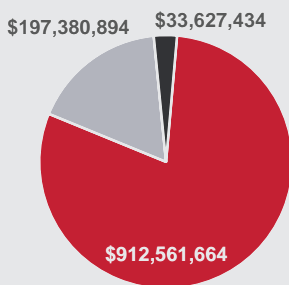
AV. DAYS-ON-MARKET: 74
 DOWN 11 days from 2020

AV. SALE PRICE: \$526,858
 UP 93% from 2020

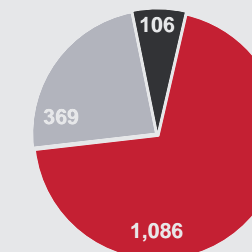
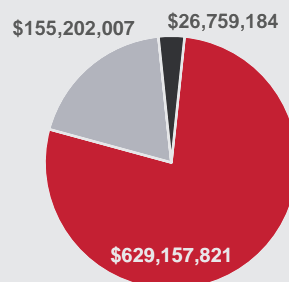
2021



2020



2019



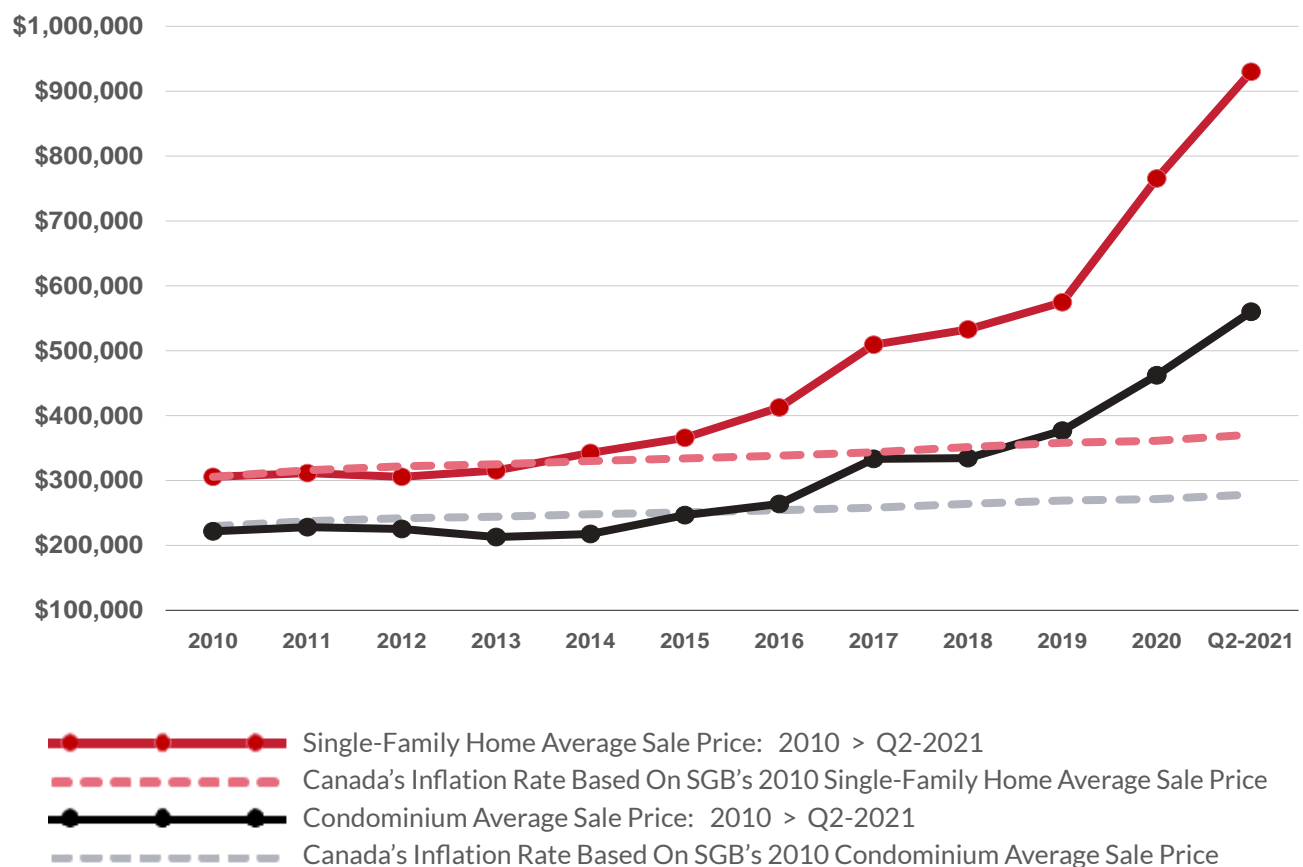
■ Single Family ■ Condos/Towns ■ Vacant Land

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 Q2-2021 was **\$929,874**: that's up **21%, 62%, 75%, 83% and 204%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q2-2021's average condo price of **\$560,107** was up **21% 49%, 59%, 63% and 153%** from 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 **151%** above inflation in Q2-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **101%** 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

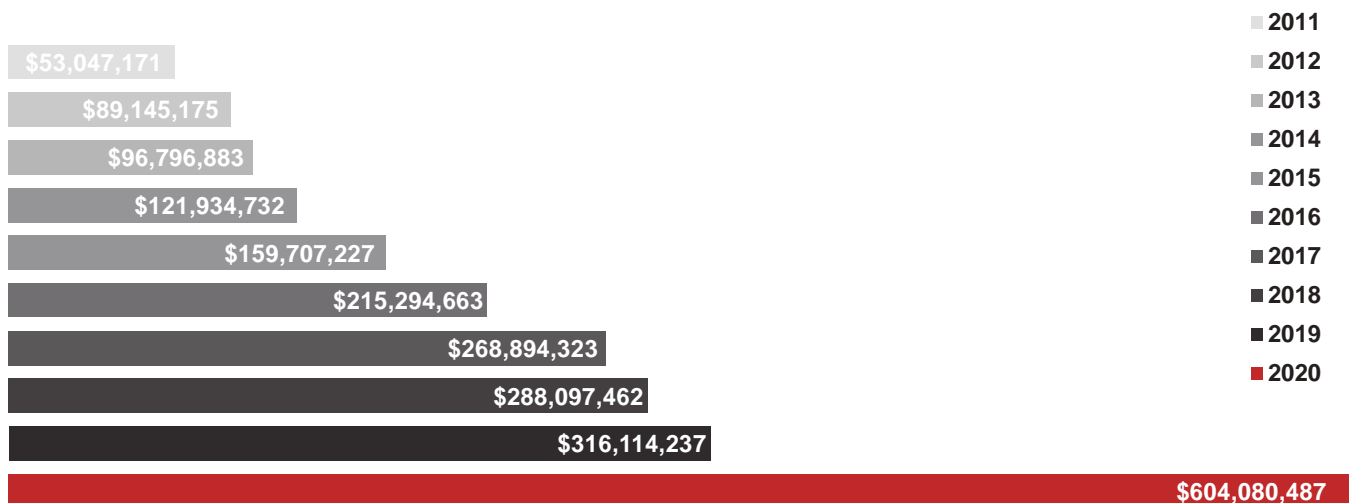


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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

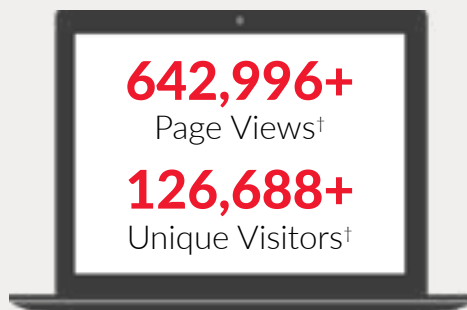
600

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

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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.

