

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

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## OCTOBER 2021

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



# OVERVIEW

## SOUTHERN GEORGIAN BAY REGION HAS ITS FIRST \$2 BILLION SALES YEAR



### RECORD YEAR-TO-DATE SALES VOLUME OF \$2,032,583,498

Up 30% from 2020's \$1,568,091,790, with units of 2338 down 1% from 2020's 2371. New listings of 3065 down 4% from one year ago, with the sales/listings ratio of 76% up 1%.



### OCTOBER SALES VOLUME OF \$201,333,671

Down 13% from last October's \$231,889,008. Units of 210 down 34% from last year's 317. New listings of 246 down 10% from a year ago, with the sales/listing ratio of 85% down 31%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$869,368

Up 31% from last year's \$661,363. Average days-on-market of 21 down 24 days.



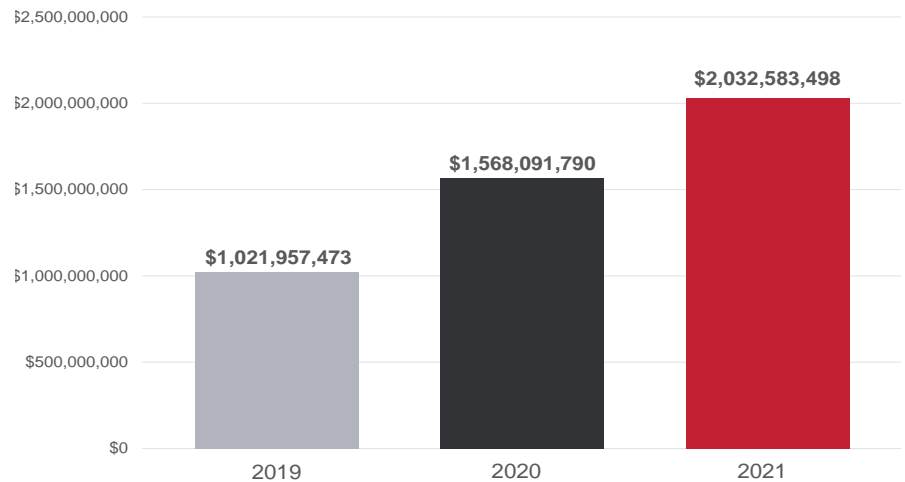
# OVERVIEW (cont'd)



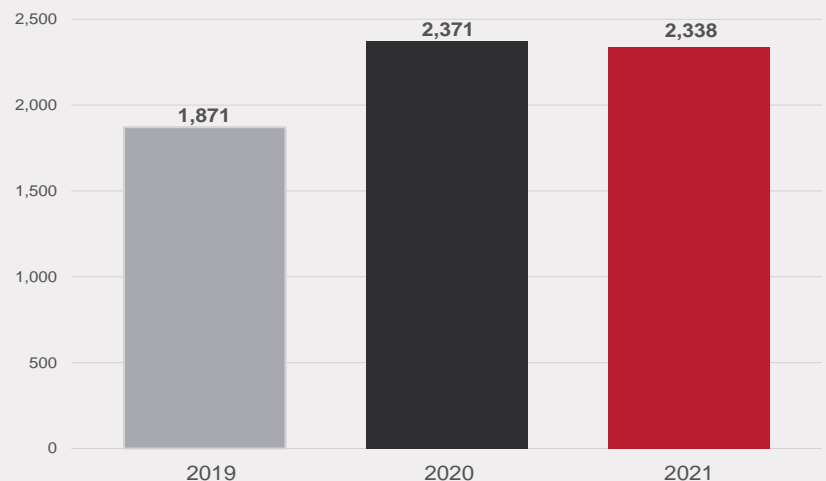
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Southern Georgian Bay market had a **100%** sale/list price ratio in October, up from last October's **99.2%**. Homes sold in **28** days on average, down **9** days from a year ago, and there is currently just **one month** of inventory. All that, together with October's high **85%** 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

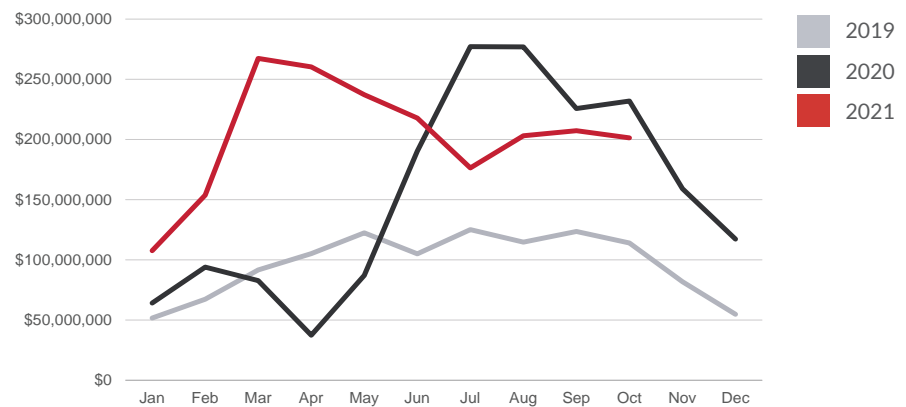
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$1,021,957,473	\$1,568,091,790	\$2,032,583,498	<b>+30%</b>
YTD Unit Sales	1871	2371	2338	<b>-1%</b>
YTD New Listings	3406	3179	3065	<b>-4%</b>
YTD Sales/Listings Ratio	55%	75%	76%	<b>+1%</b>
YTD Expired Listings	578	428	177	<b>-59%</b>
October Volume Sales	\$113,997,275	\$231,889,008	\$201,333,671	<b>-13%</b>
October Unit Sales	199	317	210	<b>-34%</b>
October New Listings	332	273	246	<b>-10%</b>
October Sales/Listings Ratio	60%	116%	85%	<b>-31%</b>
October Expired Listings	111	31	31	<b>0%</b>
October Average Sale Price	\$572,851	\$731,511	\$958,732	<b>+31%</b>
YTD Sales: Under \$300K	203	132	38	<b>-71%</b>
YTD Sales: \$300K - \$499K	853	806	323	<b>-60%</b>
YTD Sales: \$500K - \$799K	597	928	1013	<b>+9%</b>
YTD Sales: \$800K - \$999K	105	209	419	<b>+100%</b>
YTD Sales: \$1M - \$1.499M	74	189	337	<b>+78%</b>
YTD Sales: \$1.5M - \$1.999M	27	69	116	<b>+68%</b>
YTD Sales: \$2M+	12	38	92	<b>+142%</b>
YTD Average Days-On-Market	52	45	21	<b>-53%</b>
YTD Average Sale Price	\$546,209	\$661,363	\$869,368	<b>+31%</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 Nov. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

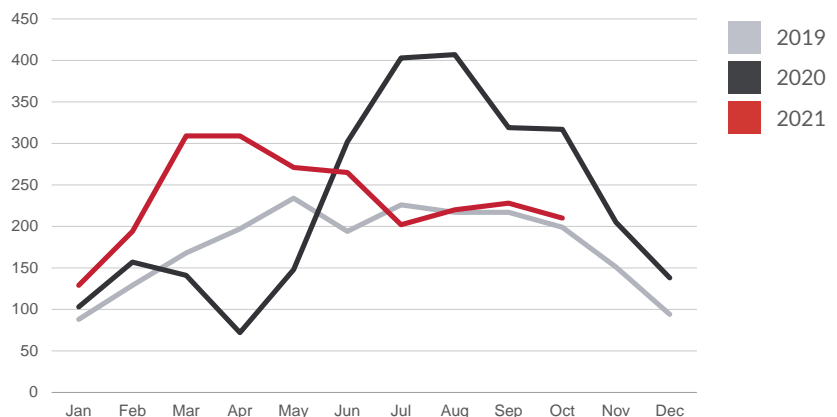
# THE MARKET IN DETAIL (cont'd)

In October the Southern Georgian Bay topped **\$2 Billion** in sales for the first time, and it's on track to finish the year with **\$2.2 Billion**. To put that in perspective, the Southern Georgian Bay market first hit **\$1 Billion** in sales in 2016, and it first hit **\$500 Million** in sales in 2007. In other words, it took the Southern Georgian Bay market **9 years** to double from **\$500 Million** to **\$1 billion**, and less than **5 years** to double again to **\$2 Billion** from 2016 to 2021. On the units side, sales have been up and down during that same period, with **1991** homes sold in 2007, **2667** in 2016, and **2338** as of October 2021. So it's been a great ride for regional homeowners. 2021's year-to-date, average sale price of **\$869,368** is up **213%** from 2007, and up **123%, 80%, 75%, 59%** and **31%** 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)



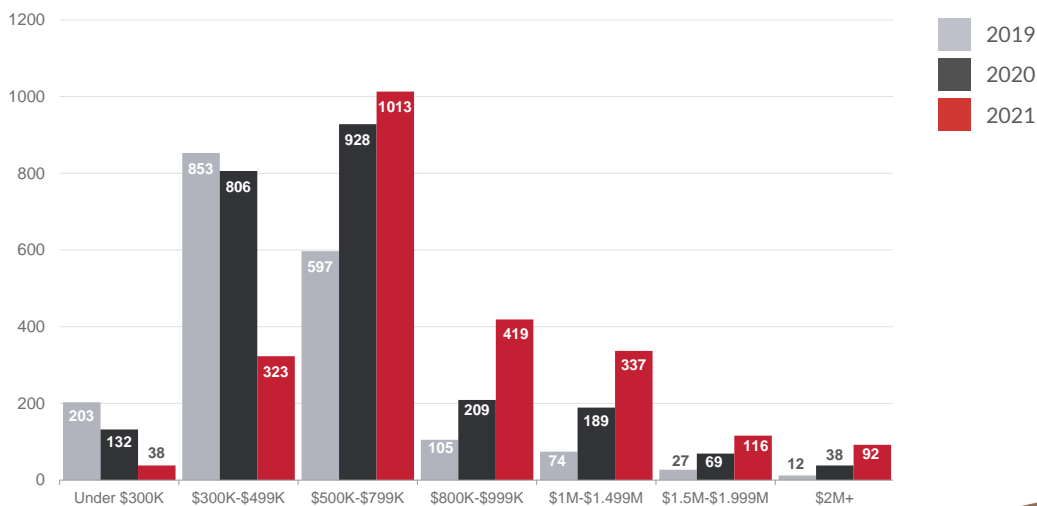
# THE MARKET IN DETAIL (cont'd)

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 **9%**, **100%**, **78%**, **68%** and **142%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **71%** and **60%** respectively. More generally, the Under-\$500K bracket – which accounts for **15%** of 2021's sales – is down **62%** from a year ago. The \$500K- \$999K bracket – which accounts for **62%** of all sales – is up **26%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **84%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



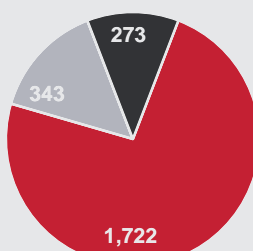
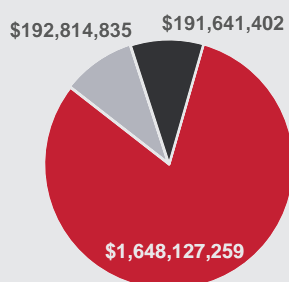
# SALES BY PROPERTY TYPE

Graph 6:

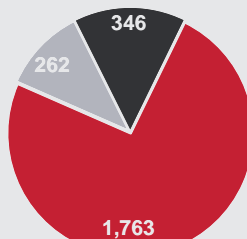
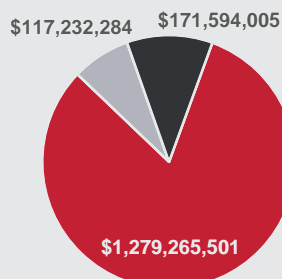
**Southern Georgian Bay MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

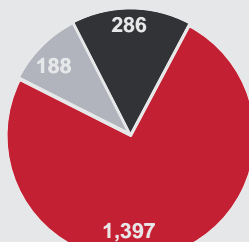
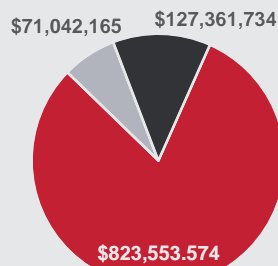
### 2021



### 2020



### 2019



■ Single Family ■ Condominium ■ Townhouse

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$1,648,127,259  
UP 29% from 2020

**UNIT SALES:** 1722  
DOWN 2% from 2020

**AV. DAYS-ON-MARKET:** 20  
DOWN 27 days from 2020

**AV. SALE PRICE:** \$957,101  
UP 32% from 2020

### CONDOMINIUMS

**DOLLAR SALES:** \$192,814,835  
UP 64% from 2020

**UNIT SALES:** 343  
UP 31% from 2020

**AV. DAYS-ON-MARKET:** 31  
DOWN 11 days from 2020

**AV. SALE PRICE:** \$562,142  
UP 26% from 2020

### TOWNHOUSES

**DOLLAR SALES:** \$191,641,402  
UP 12% from 2020

**UNIT SALES:** 273  
DOWN 21% from 2020

**AV. DAYS-ON-MARKET:** 15  
DOWN 25 days from 2020

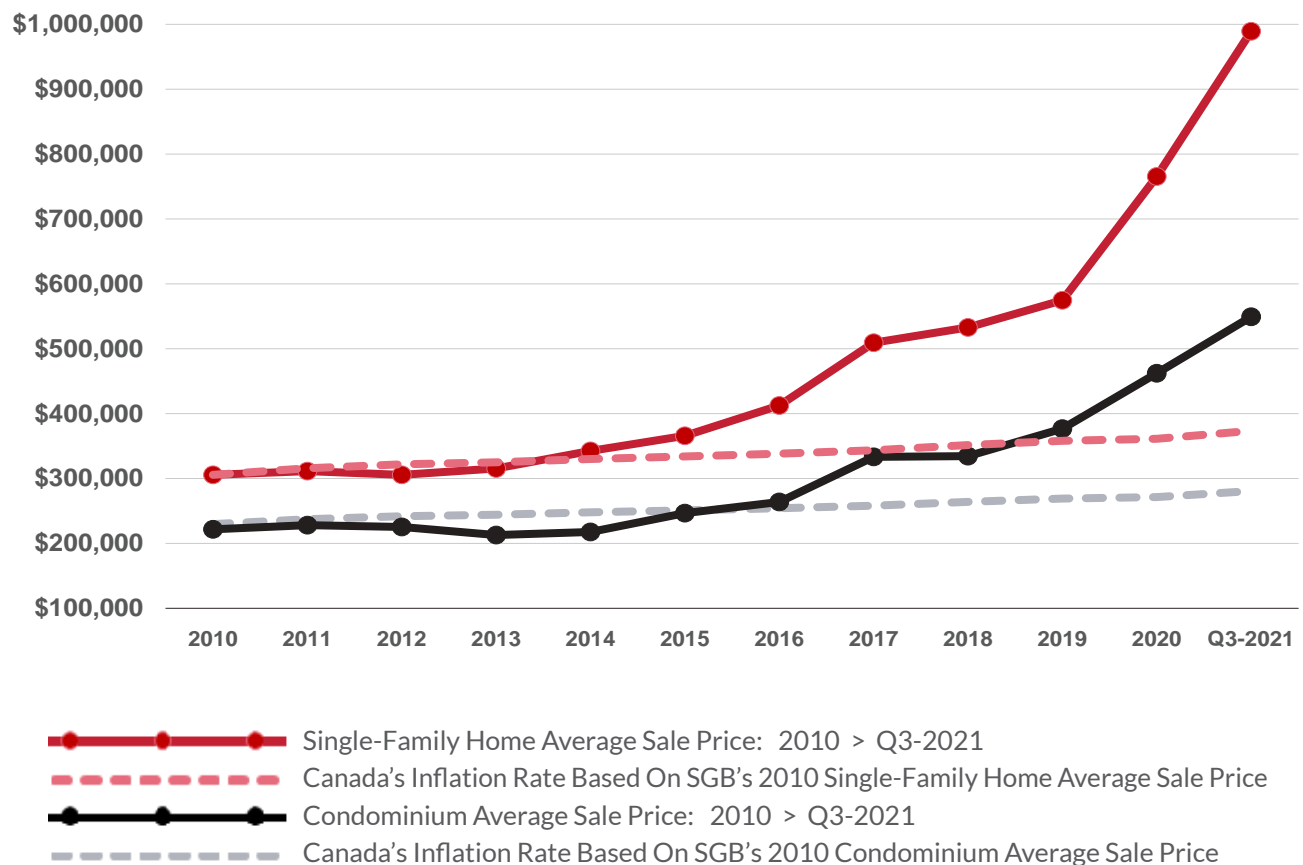
**AV. SALE PRICE:** \$701,983  
UP 42% from 2020

# 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 Q3-2021 was **\$989,141**: that's up **29%, 72%, 86%, 94%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$549,198** was up **19% 46%, 64%, 65%** and **148%** 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 **200%** above inflation in Q3-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **123%** above inflation in Q3-2021.





# 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

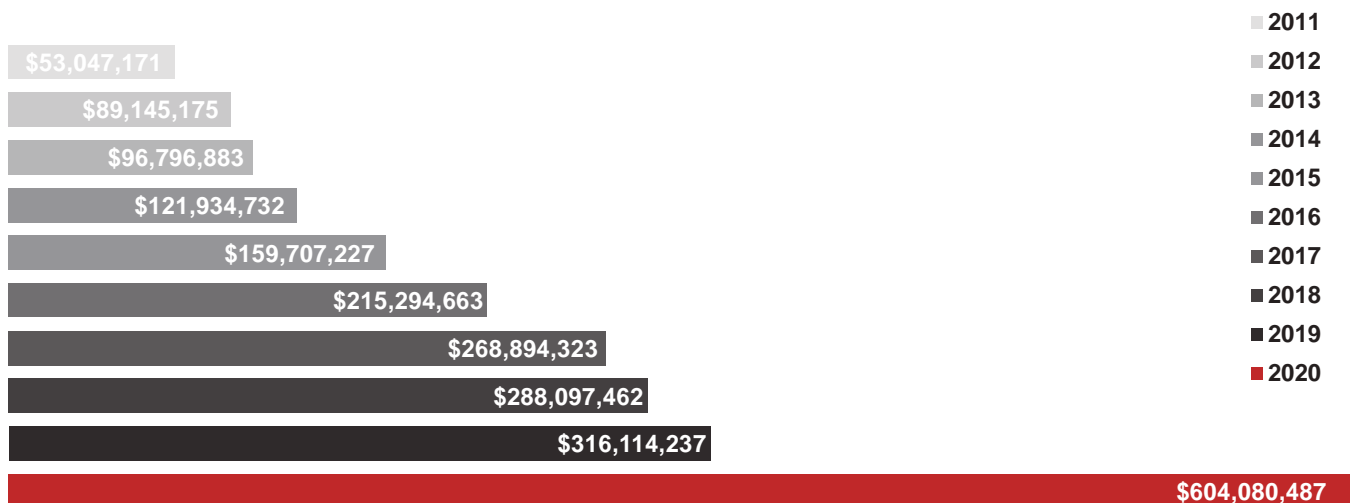


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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



**81,913+**

People Reached<sup>‡</sup>

**17,702+**

Clicks, Shares, Views, & Likes<sup>‡</sup>

**Q3** BY THE  
**Numbers**



**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<sup>†</sup>

**#1** in regional luxury  
home sales



**4+**  
times  
more

than our closest regional competitor<sup>†</sup>

Socially Connected



**530,816+**

Social Media Impressions

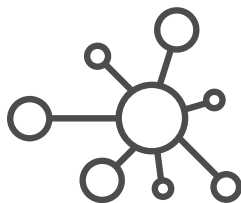
Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

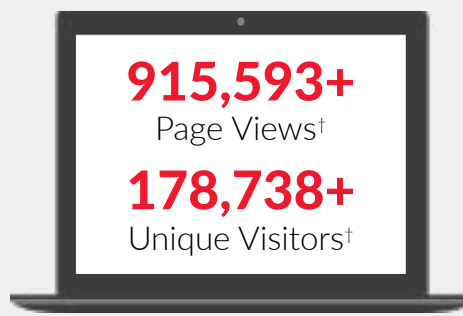
**600**

Buyer leads/month<sup>§</sup>

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.

