

# WATERFRONT MARKET REPORT

GEORGIAN BLUFFS — OWEN SOUND — MEAFORD — THE BLUE MTS. — COLLINGWOOD — WASAGA BEACH — TINY — MIDLAND — BARRIE

## THIRD QUARTER 2021

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



# OVERVIEW

**2021 VOLUME SALES UP IN 7 OF 9 COMMUNITIES,  
WITH STRONG AVERAGE SALE PRICE INCREASES IN ALL**

**During the first three quarters of 2021** the communities of Georgian Bluffs, Owen Sound, Meaford, The Blue Mts., Collingwood, Wasaga Beach, Tiny, Midland and Barrie collectively saw a record **\$315,458,821** in waterfront home sales on **234** transactions. That volume was up **27%** from 2020's **\$248,060,595**, while unit sales were down **14%** from last year's **272**, thereby mirroring the pattern of regional sales generally.

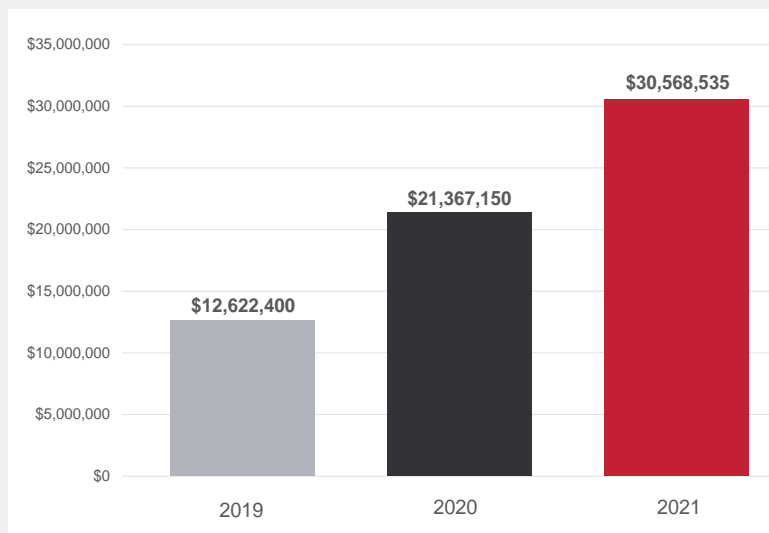
The biggest year-over-year volume gains went to Meaford **(+61%)**, Owen Sound **(+59%)** and Tiny **(+52%)**. As with the broader market, those gains were mainly due to big average sale price increases over 2020. Barrie saw the biggest price jump at **92%**, but only had **5** sales. Among the more active markets, Meaford's average sale price was up **86%**, Tiny's was up **72%** and Wasaga's was up **48%**. That said, all communities did well, with 2021's average waterfront sale price of **\$1,348,115** jumping **48%** from 2020's **\$911,987**.

# GEORGIAN BLUFFS

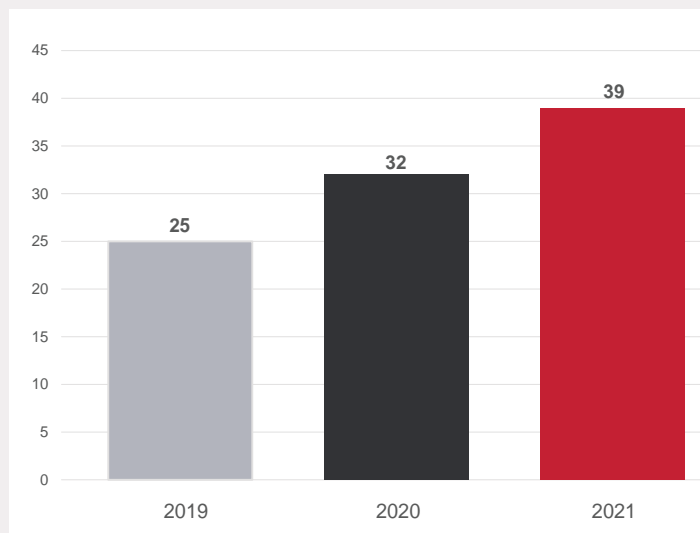
## KEY METRICS — 2021 YEAR-TO-DATE

- \$30,568,535 in volume sales — 5th highest
- 39 unit sales — 3rd highest
- 54 new listings — 3rd highest
- 72% sales/listings ratio — 2nd highest
- 35 days-on-market average — 3rd highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$587 close price / sq. ft. ratio — 7th highest
- \$783,809 average sale price — 8th highest

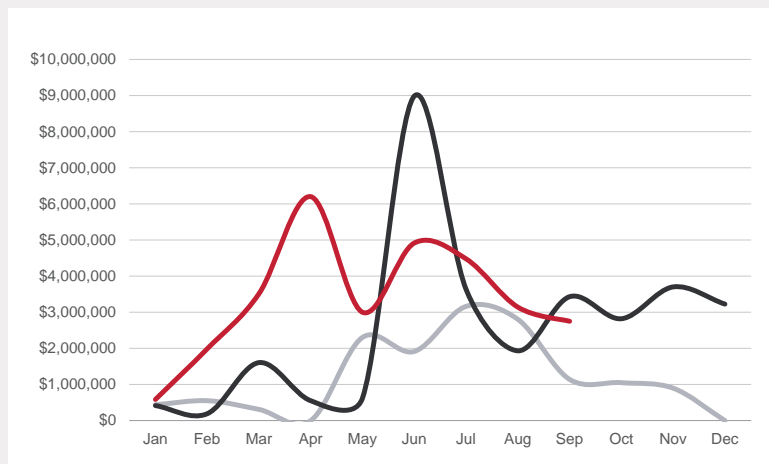
Graph 1:  
Georgian Bluffs Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



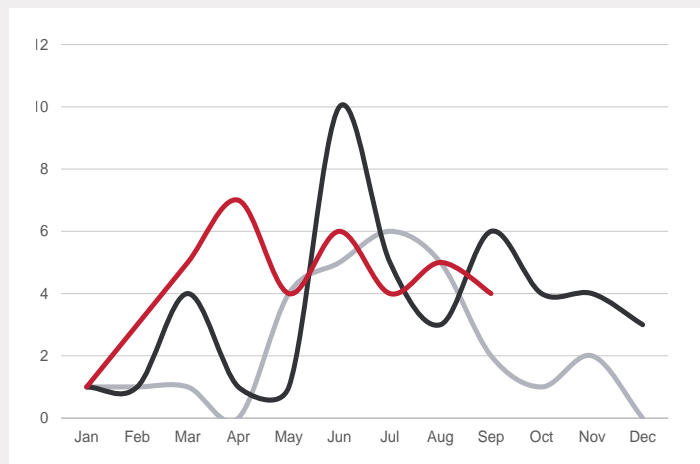
Graph 2:  
Georgian Bluffs Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



Graph 3:  
Georgian Bluffs Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
Georgian Bluffs Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



# GEORGIAN BLUFFS



Table 1:

## Georgian Bluffs MLS® Waterfront Sales And Listings Summary 2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$12,622,400	\$21,367,150	\$30,568,535	+43%
YTD Unit Sales	25	32	39	+22%
YTD New Listings	43	54	54	0%
YTD Sales/Listings Ratio	58%	59%	72%	+13%
YTD Expired Listings	26	28	2	-93%
Third Quarter (Q3) Volume Sales	\$7,106,400	\$8,996,900	\$10,369,136	+15%
Q3 Unit Sales	13	14	13	-7%
Q3 New Listings	18	25	18	-28%
Q3 Sales/Listings Ratio	72%	56%	72%	+16%
Q3 Expired Listings	18	14	1	-93%
Q3 Close Price / List Price Ratio	98.4%	97.5%	100%	+2.5%
Q3 Close Price / Sq. Ft. Ratio	\$349	\$494	\$535	+8%
Q3 Average Sale Price	\$546,646	\$642,636	\$797,626	+24%
YTD Sales: Under \$300K	1	7	0	-700%
YTD Sales: \$300K - \$499K	12	3	6	+100%
YTD Sales: \$500K - \$799K	10	12	18	+50%
YTD Sales: \$800K - \$999K	2	5	8	+60%
YTD Sales: \$1M - \$1.499M	0	4	6	+50%
YTD Sales: \$1.5M - \$1.999M	0	1	0	-100%
YTD Sales: \$2M+	0	0	1	+100%
YTD Average Days-On-Market	47	51	35	-31%
YTD Close Price / List Price Ratio	96.3%	96.9%	100%	+3.1%
YTD Close Price / Sq. Ft. Ratio	\$346	\$399	\$587	+47%
YTD Average Sale Price	\$504,896	\$667,723	\$783,809	+17%

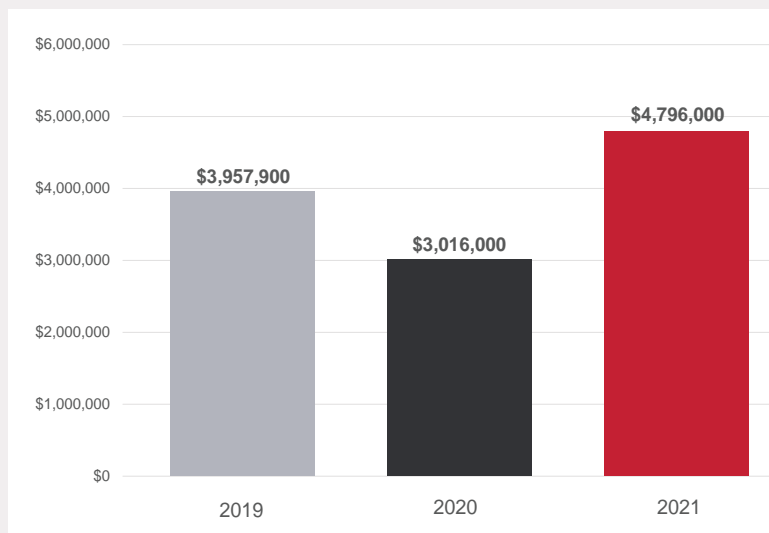
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Oct..3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

# OWEN SOUND

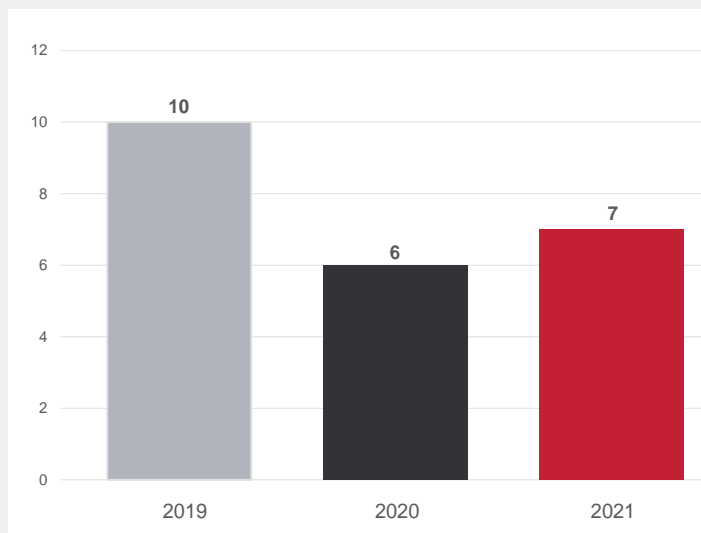
## KEY METRICS — 2021 YEAR-TO-DATE

- \$4,796,000 in volume sales — 9th highest
- 7 unit sales — 8th highest
- 11 new listings — 9th highest
- 64% sales/listings ratio — Tied for 5th highest
- 22 days-on-market average — 4th highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$469 close price / sq. ft. ratio — 9th highest
- \$685,143 average sale price — 9th highest

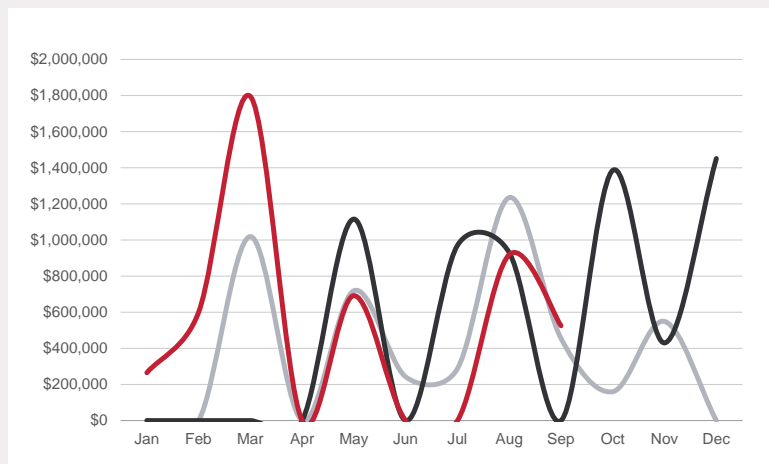
Graph 1:  
Owen Sound Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



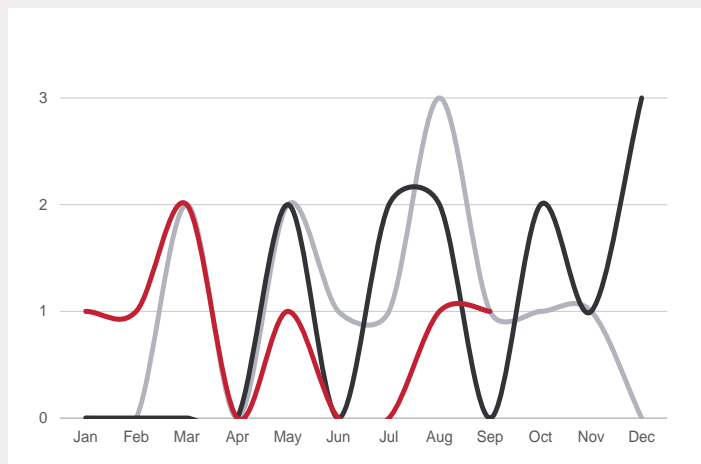
Graph 2:  
Owen Sound Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



Graph 3:  
Owen Sound Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
Owen Sound Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



# OWEN SOUND



Table 1:

**Owen Sound MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$3,957,900	\$3,016,000	\$4,796,000	+59%
YTD Unit Sales	10	6	7	+17%
YTD New Listings	16	5	11	+120%
YTD Sales/Listings Ratio	63%	120%	64%	-56%
YTD Expired Listings	2	3	0	-300%
Third Quarter (Q3) Volume Sales	\$1,978,000	\$1,900,200	\$1,444,000	-24%
Q3 Unit Sales	5	4	2	-50%
Q3 New Listings	8	2	6	+200%
Q3 Sales/Listings Ratio	63%	200%	33%	-167%
Q3 Expired Listings	1	0	0	0%
Q3 Close Price / List Price Ratio	96.3%	100.5%	92.9%	-7.6%
Q3 Close Price / Sq. Ft. Ratio	\$254	\$221	\$521	+136%
Q3 Average Sale Price	\$395,790	\$475,050	\$722,000	+52%
YTD Sales: Under \$300K	2	0	1	+100%
YTD Sales: \$300K - \$499K	7	2	0	-200%
YTD Sales: \$500K - \$799K	1	4	4	0%
YTD Sales: \$800K - \$999K	0	0	1	+100%
YTD Sales: \$1M - \$1.499M	0	0	1	+100%
YTD Sales: \$1.5M - \$1.999M	0	0	0	0%
YTD Sales: \$2M+	0	0	0	0%
YTD Average Days-On-Market	70	98	22	-78%
YTD Close Price / List Price Ratio	98.4%	99.8%	100%	+2%
YTD Close Price / Sq. Ft. Ratio	\$225	\$187	\$469	+151%
YTD Average Sale Price	\$395,790	\$502,667	\$685,143	+36%

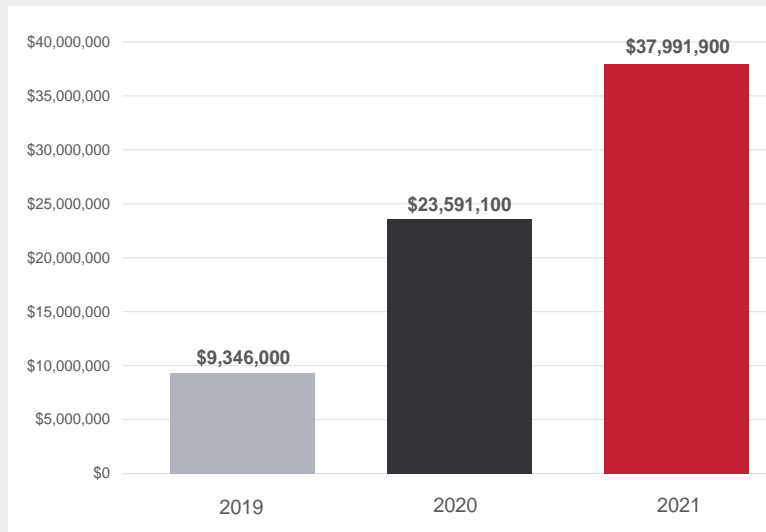


# MEAFORD

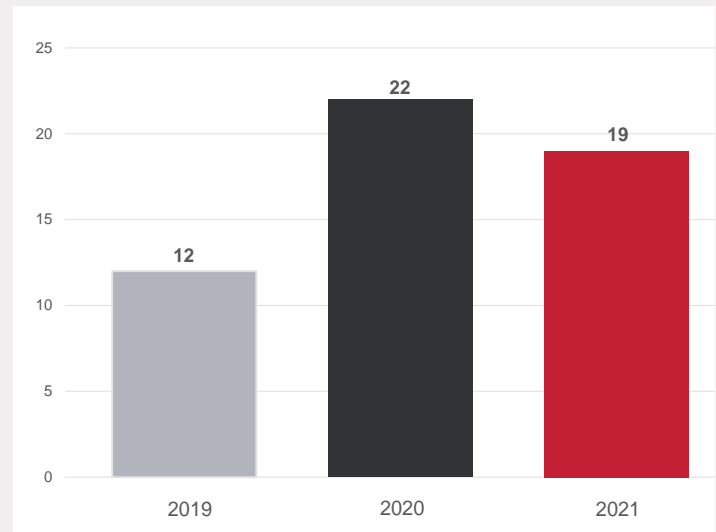
## KEY METRICS — 2021 YEAR-TO-DATE

- \$37,991,900 in volume sales — 3rd highest
- 19 unit sales — Tied for 5th highest
- 25 new listings — 7th highest
- 76% sales/listings ratio — Highest
- 18 days-on-market average — 7th highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$679 close price / sq. ft. ratio — 4th highest
- \$1,999,574 average sale price — 2nd highest

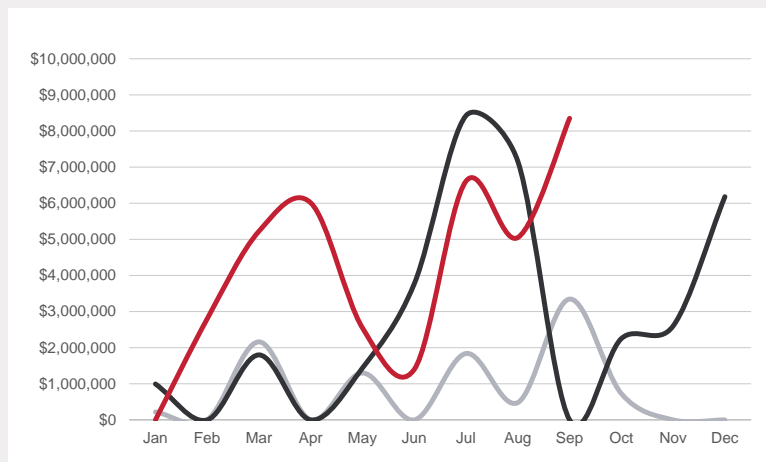
Graph 1:  
Meaford Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



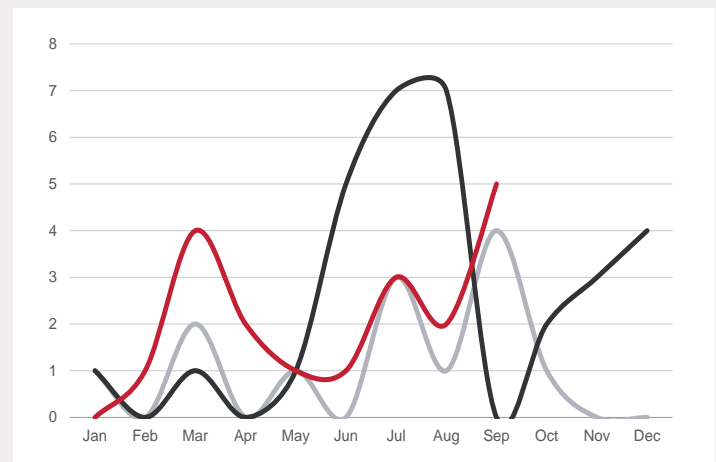
Graph 2:  
Meaford Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



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



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



# MEAFORD



Table 1:

## Meaford MLS® Waterfront Sales And Listings Summary

2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$9,346,000	\$23,591,100	\$37,991,900	+61%
YTD Unit Sales	12	22	19	-14%
YTD New Listings	37	34	25	-26%
YTD Sales/Listings Ratio	32%	65%	76%	+11%
YTD Expired Listings	17	4	4	0%
Third Quarter (Q3) Volume Sales	\$5,665,000	\$15,586,100	\$20,021,000	+28%
Q3 Unit Sales	8	14	10	-29%
Q3 New Listings	10	13	12	-8%
Q3 Sales/Listings Ratio	80%	108%	83%	-25%
Q3 Expired Listings	7	4	2	-50%
Q3 Close Price / List Price Ratio	98.5%	98.6%	97.3%	-1.3%
Q3 Close Price / Sq. Ft. Ratio	\$417	\$502	\$640	+27%
Q3 Average Sale Price	\$708,125	\$1,113,293	\$2,001,200	+80%
YTD Sales: Under \$300K	1	0	0	0%
YTD Sales: \$300K - \$499K	2	1	0	-100%
YTD Sales: \$500K - \$799K	3	6	0	-600%
YTD Sales: \$800K - \$999K	3	5	3	-40%
YTD Sales: \$1M - \$1.499M	3	7	4	-43%
YTD Sales: \$1.5M - \$1.999M	0	1	3	+200%
YTD Sales: \$2M+	0	2	9	+350%
YTD Average Days-On-Market	110	90	18	-80%
YTD Close Price / List Price Ratio	97.7%	96.5%	100%	+3.5%
YTD Close Price / Sq. Ft. Ratio	\$471	\$461	\$679	+47%
YTD Average Sale Price	\$778,833	\$1,072,323	\$1,999,574	+86%

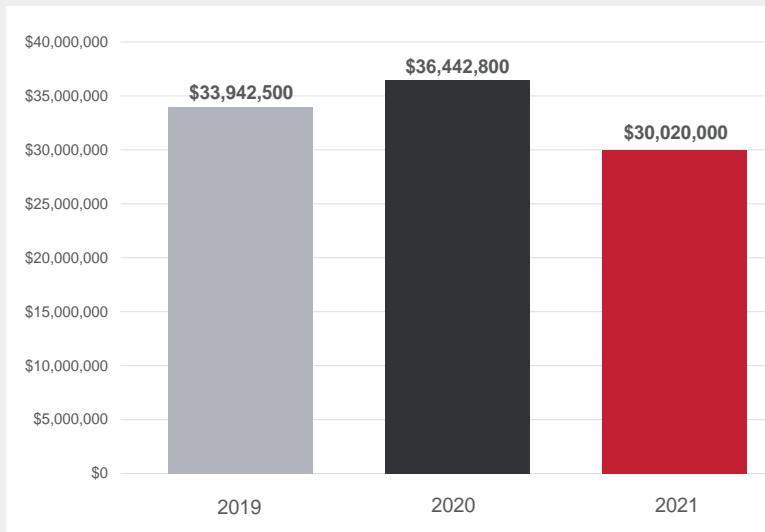


# THE BLUE MOUNTAINS

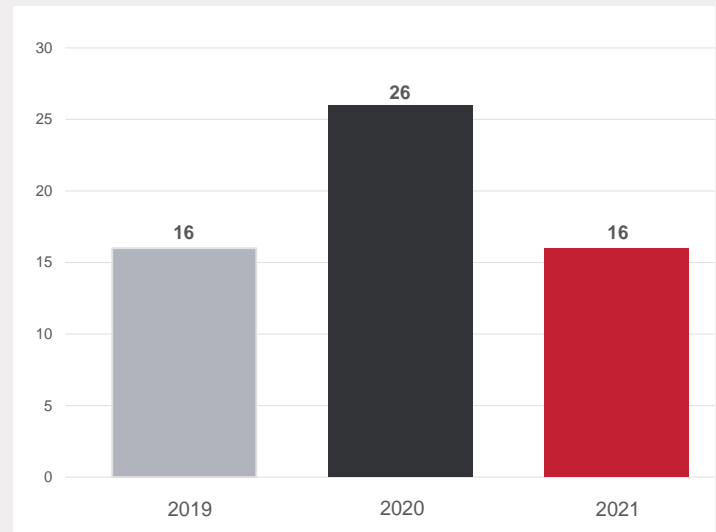
## KEY METRICS — 2021 YEAR-TO-DATE

- \$30,020,000 in volume sales — 6th highest
- 16 unit sales — 7th highest
- 26 new listings — 6th highest
- 62% sales/listings ratio — 6th highest
- 38 days-on-market average — Tied for the highest
- 97.7% close price / list price ratio — 9th highest
- \$844 close price / sq. ft. ratio — 2nd highest
- \$1,876,250 average sale price — 3rd highest

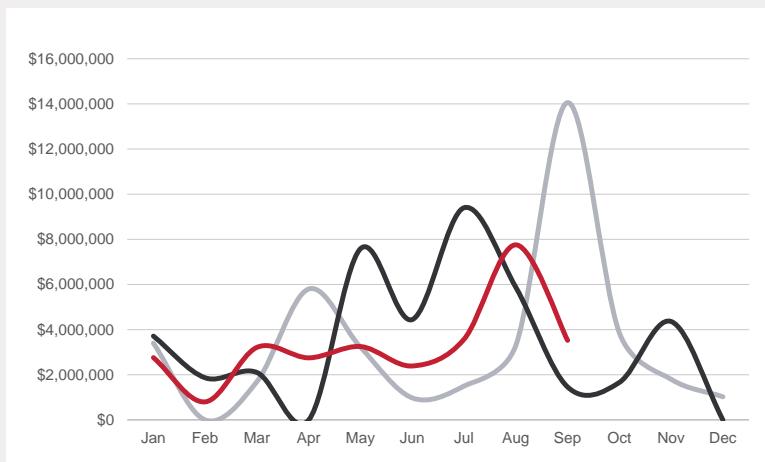
Graph 1:  
The Blue Mts. Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



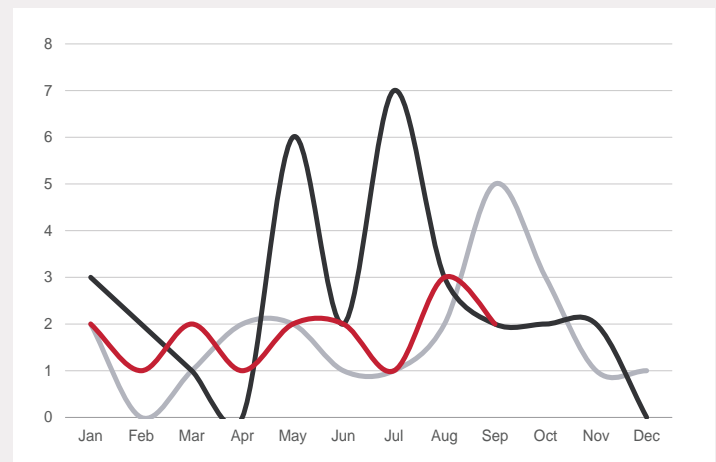
Graph 2:  
The Blue Mts. Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



Graph 3:  
The Blue Mts. Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
The Blue Mts. Monthly MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



# THE BLUE MOUNTAINS



Table 1:

**The Blue Mts. MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

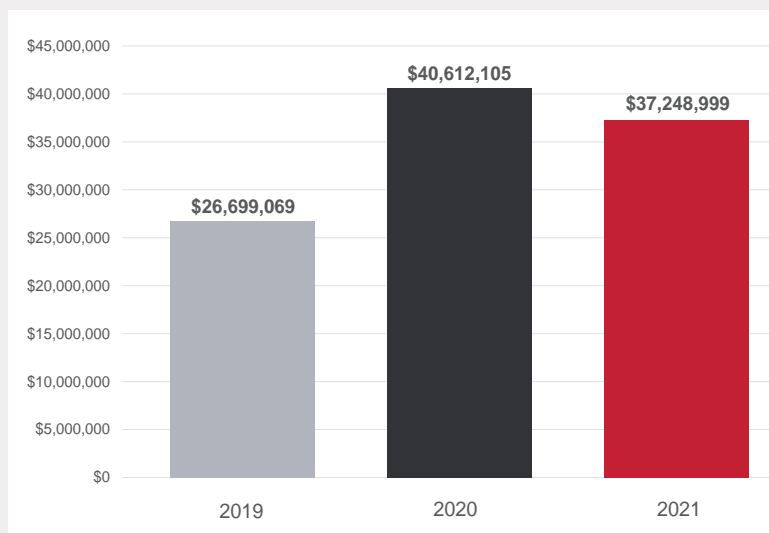
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$33,942,500	\$36,442,800	\$30,020,000	-18%
YTD Unit Sales	16	26	16	-38%
YTD New Listings	42	58	26	-55%
YTD Sales/Listings Ratio	38%	45%	62%	+17%
YTD Expired Listings	6	10	2	-80%
Third Quarter (Q3) Volume Sales	\$18,846,500	\$16,733,900	\$14,855,000	-11%
Q3 Unit Sales	8	12	6	-50%
Q3 New Listings	19	15	8	-47%
Q3 Sales/Listings Ratio	42%	80%	75%	-5%
Q3 Expired Listings	5	3	1	-67%
Q3 Close Price / List Price Ratio	96.5%	94.7%	95%	+3%
Q3 Close Price / Sq. Ft. Ratio	\$869	\$548	\$975	+78%
Q3 Average Sale Price	\$2,355,813	\$1,394,492	\$2,475,833	+78%
YTD Sales: Under \$300K	0	0	0	0%
YTD Sales: \$300K - \$499K	0	3	0	-300%
YTD Sales: \$500K - \$799K	1	4	2	-50%
YTD Sales: \$800K - \$999K	1	2	3	+50%
YTD Sales: \$1M - \$1.499M	4	7	3	-57%
YTD Sales: \$1.5M - \$1.999M	4	3	1	-67%
YTD Sales: \$2M+	6	7	7	0%
YTD Average Days-On-Market	61	55	38	-31%
YTD Close Price / List Price Ratio	96%	95.6%	97.7%	+2.1%
YTD Close Price / Sq. Ft. Ratio	\$890	\$553	\$844	+53%
YTD Average Sale Price	\$2,121,406	\$1,401,646	\$1,876,250	+34%

# COLLINGWOOD

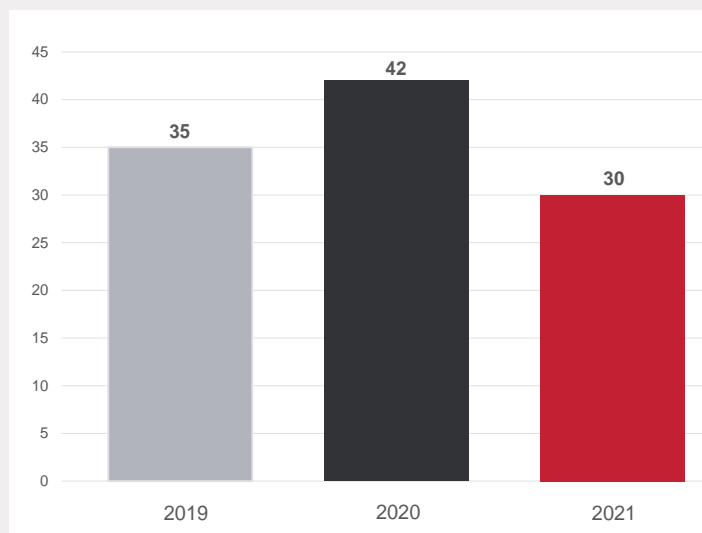
## KEY METRICS — 2021 YEAR-TO-DATE

- \$37,248,999 in volume sales — 4th highest
- 30 unit sales — 4th highest
- 53 new listings — 4th highest
- 57% sales/listings ratio — 8th highest
- 11 days-on-market average — 8th highest
- 104.1% close price / list price ratio — Highest
- \$768 close price / sq. ft. ratio — 3rd highest
- \$1,241,633 average sale price — 5th highest

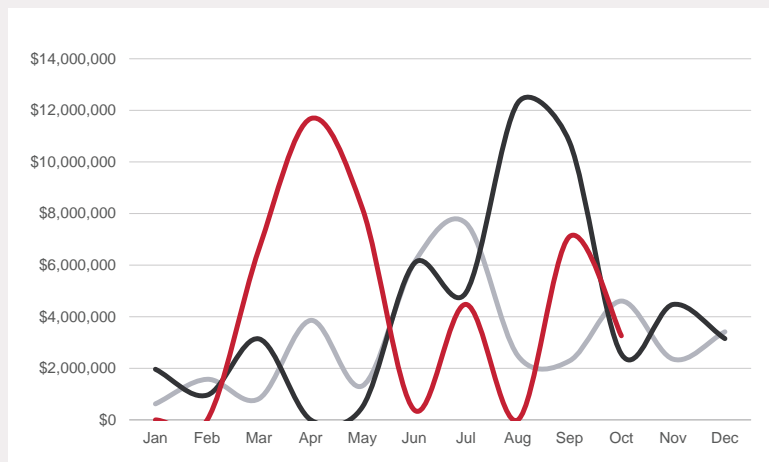
Graph 1:  
Collingwood Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



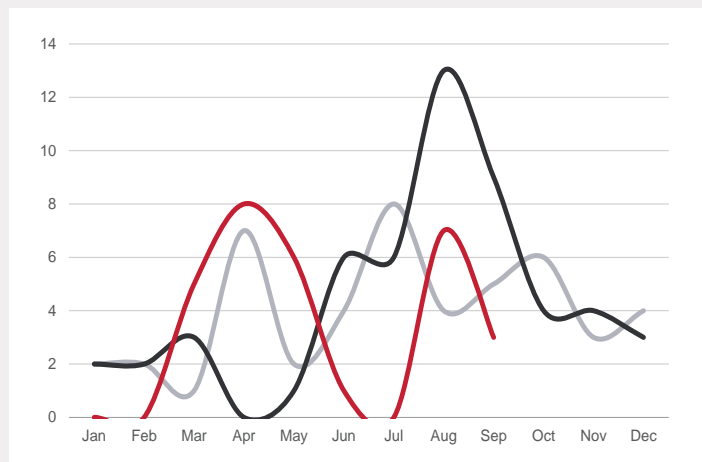
Graph 2:  
Collingwood Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



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



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



# COLLINGWOOD



Table 1:  
**Collingwood MLS® Waterfront Sales And Listings Summary**  
 2019 vs. 2020 vs. 2021

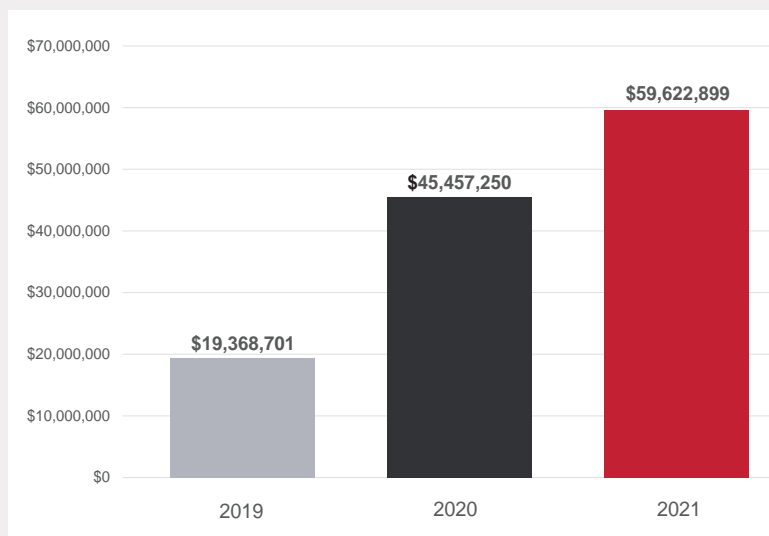
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$26,699,069	\$40,612,105	\$37,248,999	-8%
YTD Unit Sales	35	42	30	-29%
YTD New Listings	59	63	53	-16%
YTD Sales/Listings Ratio	59%	67%	57%	-10%
YTD Expired Listings	11	4	5	+25%
Third Quarter (Q3) Volume Sales	\$12,402,025	\$27,967,205	\$10,369,000	-63%
Q3 Unit Sales	17	28	10	-64%
Q3 New Listings	22	26	20	-23%
Q3 Sales/Listings Ratio	77%	108%	50%	-58%
Q3 Expired Listings	4	1	4	+300%
Q3 Close Price / List Price Ratio	98%	98.1%	100%	+1.9%
Q3 Close Price / Sq. Ft. Ratio	\$472	\$508	\$689	+36%
Q3 Average Sale Price	\$729,531	\$998,829	\$1,036,900	+4%
YTD Sales: Under \$300K	2	1	1	0%
YTD Sales: \$300K - \$499K	14	7	1	-86%
YTD Sales: \$500K - \$799K	7	10	7	-30%
YTD Sales: \$800K - \$999K	4	6	7	+17%
YTD Sales: \$1M - \$1.499M	4	13	6	-54%
YTD Sales: \$1.5M - \$1.999M	3	1	4	+300%
YTD Sales: \$2M+	1	4	4	0%
YTD Average Days-On-Market	53	35	11	-69%
YTD Close Price / List Price Ratio	97.6%	97.9%	104.1%	+6.2%
YTD Close Price / Sq. Ft. Ratio	\$428	\$507	\$768	+51%
YTD Average Sale Price	\$762,831	\$966,955	\$1,241,633	+28%

# WASAGA BEACH

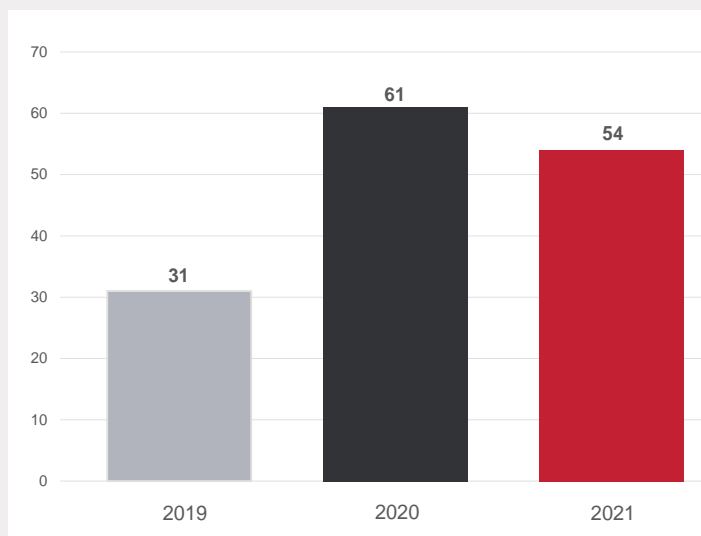
## KEY METRICS — 2021 YEAR-TO-DATE

- \$59,622,899 in volume sales — 2nd highest
- 54 unit sales — Highest
- 78 new listings — Highest
- 69% sales/listings ratio — 4th highest
- 38 days-on-market average — Tied for the highest
- 98.8 close price / list price ratio — 7th highest
- \$654 close price / sq. ft. ratio — 5th highest
- \$1,104,128 average sale price — 7th highest

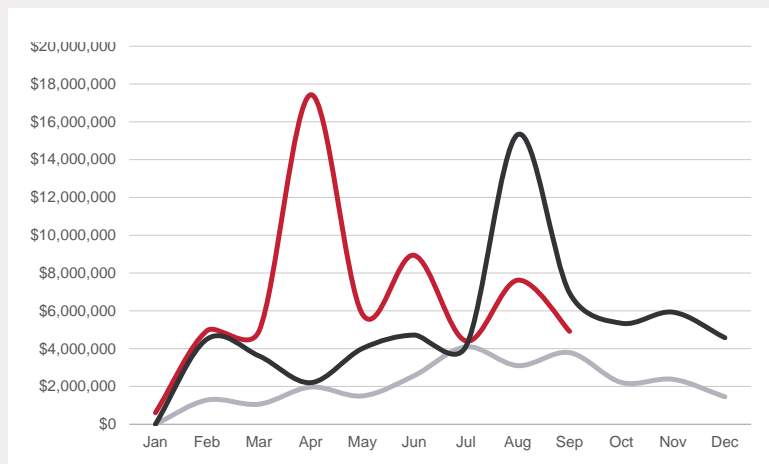
Graph 1:  
Wasaga Beach Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



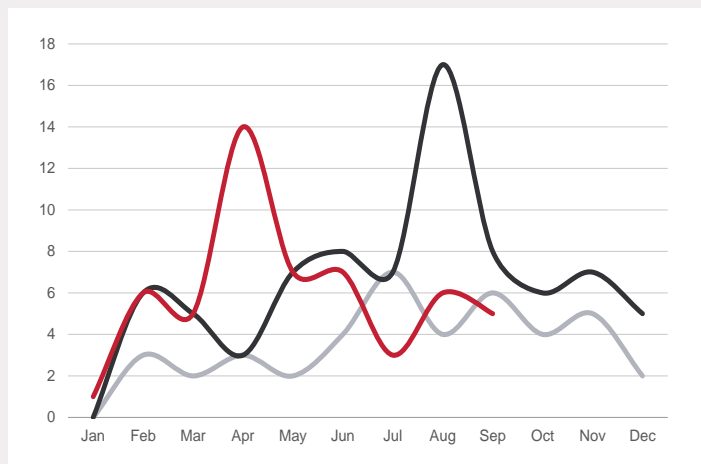
Graph 2:  
Wasaga Beach Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



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



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



# WASAGA BEACH



Table 1:

**Wasaga Beach MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$19,368,701	\$45,457,250	\$59,622,899	+31%
YTD Unit Sales	31	61	54	-11%
YTD New Listings	110	104	78	-25%
YTD Sales/Listings Ratio	28%	59%	69%	+10%
YTD Expired Listings	24	22	8	-64%
Third Quarter (Q3) Volume Sales	\$10,983,500	\$26,400,000	\$16,943,000	-36%
Q3 Unit Sales	17	32	14	-56%
Q3 New Listings	40	39	21	-46%
Q3 Sales/Listings Ratio	43%	82%	67%	-15%
Q3 Expired Listings	18	8	5	-37%
Q3 Close Price / List Price Ratio	95.9%	97.1%	96.9%	-2%
Q3 Close Price / Sq. Ft. Ratio	\$351	\$431	\$782	+81%
Q3 Average Sale Price	\$646,088	\$825,000	\$1,210,214	+47%
YTD Sales: Under \$300K	5	7	0	-700%
YTD Sales: \$300K - \$499K	11	10	6	-40%
YTD Sales: \$500K - \$799K	5	20	13	-35%
YTD Sales: \$800K - \$999K	5	11	5	-55%
YTD Sales: \$1M - \$1.499M	5	10	20	+100%
YTD Sales: \$1.5M - \$1.999M	0	2	6	+200%
YTD Sales: \$2M+	0	1	4	+300%
YTD Average Days-On-Market	60	46	38	-17%
YTD Close Price / List Price Ratio	96.3%	97.5%	98.8%	+1.3%
YTD Close Price / Sq. Ft. Ratio	\$361	\$416	\$654	+57%
YTD Average Sale Price	\$624,797	\$745,201	\$1,104,128	+48%

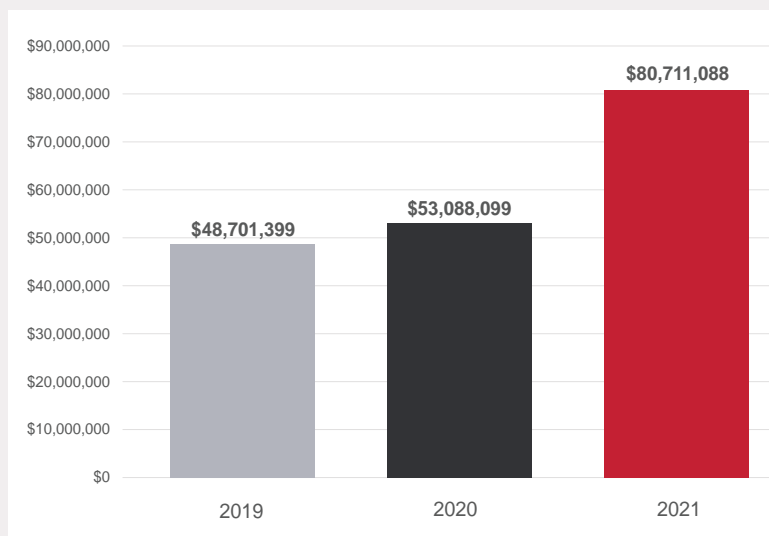


# TINY TOWNSHIP

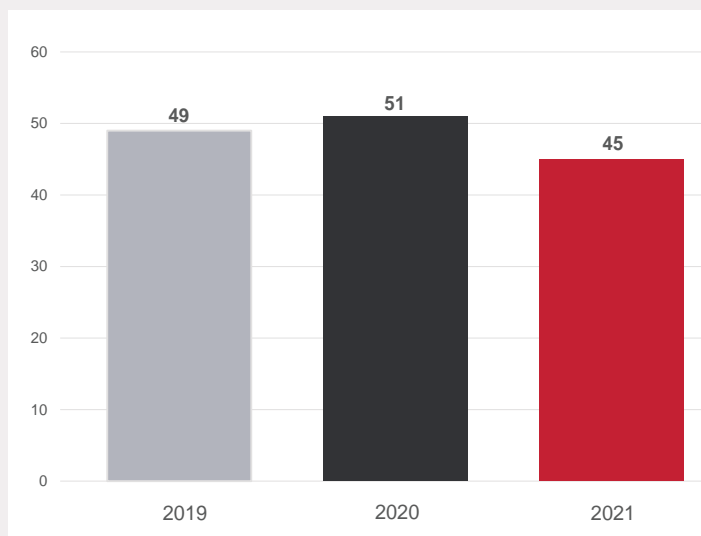
## KEY METRICS — 2021 YEAR-TO-DATE

- \$80,711,088 in volume sales — Highest
- 45 unit sales — 2nd highest
- 76 new listings — 2nd highest
- 59% sales/listings ratio — 7th highest
- 31 days-on-market average — 6th highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$870 close price / sq. ft. ratio — Highest
- \$1,793,580 average sale price — 4th highest

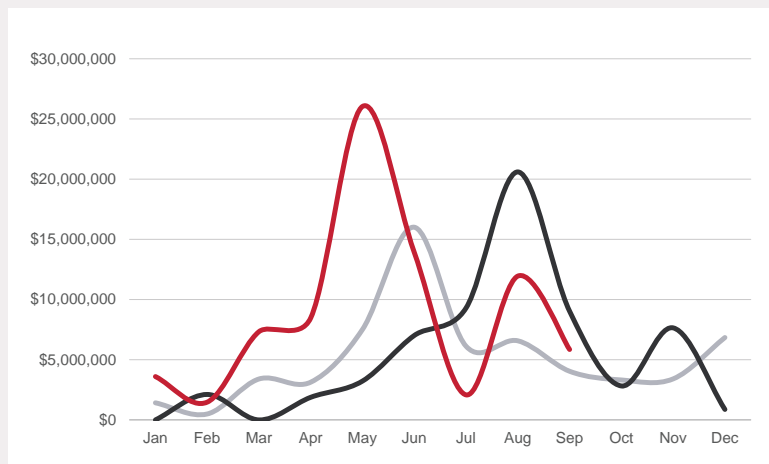
Graph 1:  
Tiny Township Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



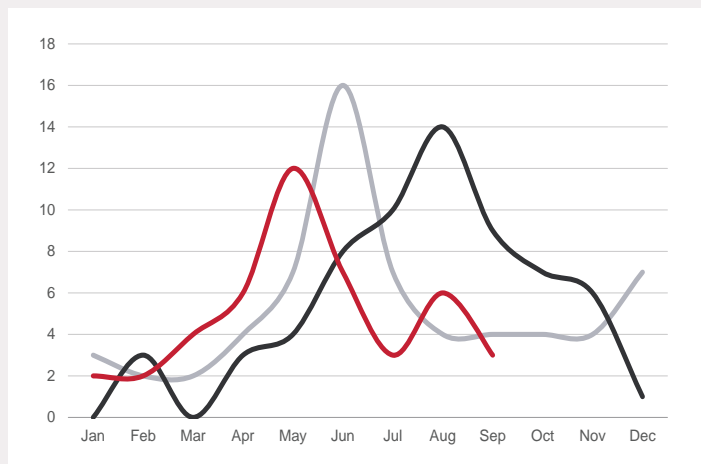
Graph 2:  
Tiny Township Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



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



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



# TINY TOWNSHIP



Table 1:

**Tiny Township MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

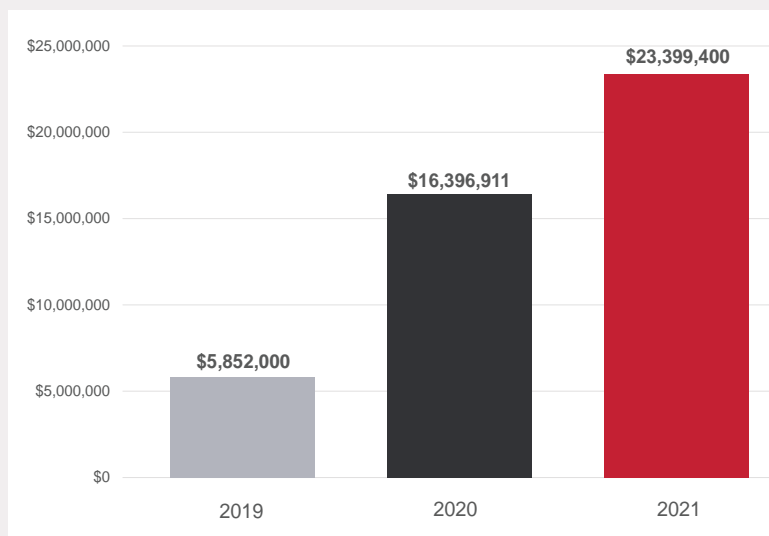
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$48,701,399	\$53,088,099	\$80,711,088	+52%
YTD Unit Sales	49	51	45	-12%
YTD New Listings	142	85	76	-11%
YTD Sales/Listings Ratio	35%	60%	59%	-1%
YTD Expired Listings	37	24	4	-83%
Third Quarter (Q3) Volume Sales	\$16,732,000	\$38,850,899	\$19,876,888	-49%
Q3 Unit Sales	15	33	12	-64%
Q3 New Listings	33	35	20	-43%
Q3 Sales/Listings Ratio	45%	94%	60%	-34%
Q3 Expired Listings	16	8	3	-62%
Q3 Close Price / List Price Ratio	96.3%	100%	95.4%	-4.6%
Q3 Close Price / Sq. Ft. Ratio	\$518	\$613	\$688	+12%
Q3 Average Sale Price	\$1,115,467	\$1,177,300	\$1,656,407	+41%
YTD Sales: Under \$300K	2	0	1	+100%
YTD Sales: \$300K - \$499K	7	5	2	-60%
YTD Sales: \$500K - \$799K	13	16	1	-94%
YTD Sales: \$800K - \$999K	10	12	1	-92%
YTD Sales: \$1M - \$1.499M	11	9	9	0%
YTD Sales: \$1.5M - \$1.999M	3	4	15	+275%
YTD Sales: \$2M+	3	5	16	+220%
YTD Average Days-On-Market	37	76	31	-59%
YTD Close Price / List Price Ratio	96.5%	100%	100%	0%
YTD Close Price / Sq. Ft. Ratio	\$532	\$570	\$870	+53%
YTD Average Sale Price	\$993,947	\$1,040,943	\$1,793,580	+72%

# MIDLAND

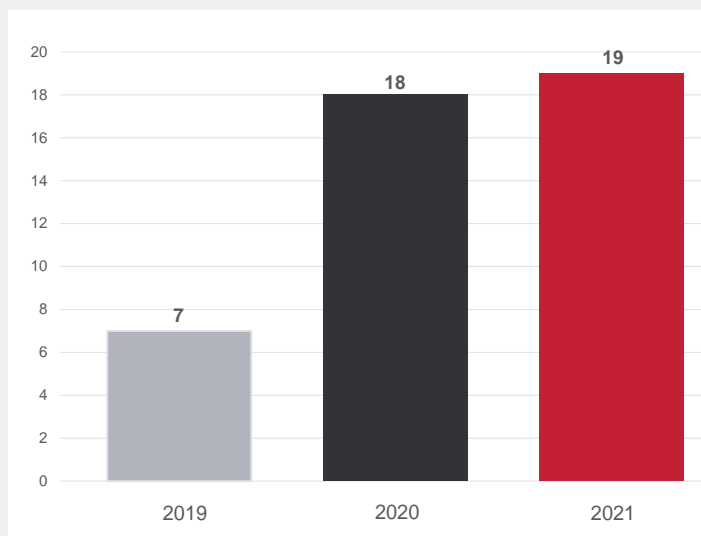
## KEY METRICS — 2021 YEAR-TO-DATE

- \$23,399,400 in volume sales — 7th highest
- 19 unit sales — Tied for 5th highest
- 27 new listings — 5th highest
- 70% sales/listings ratio — 3rd highest
- 24 days-on-market average — 5th highest
- 99.5% close price / list price ratio — 6th highest
- \$535 close price / sq. ft. ratio — 8th highest
- \$1,231,547 average sale price — 6th highest

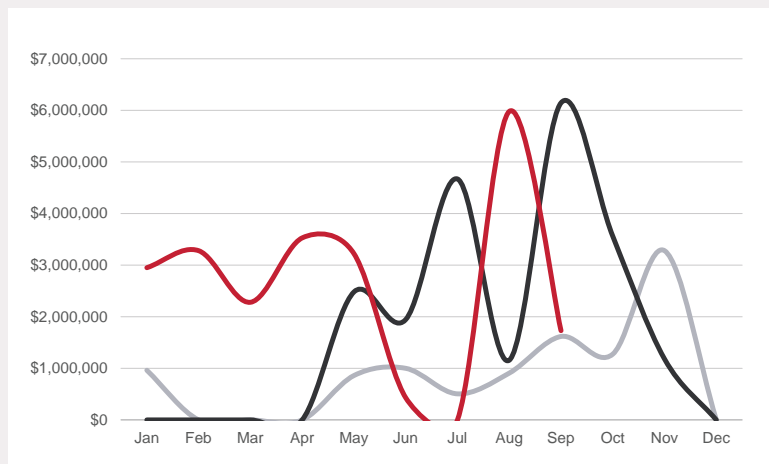
Graph 1:  
**Midland Year-To-Date MLS® Waterfront Sales**  
2019 vs. 2020 vs. 2021 (Volume)



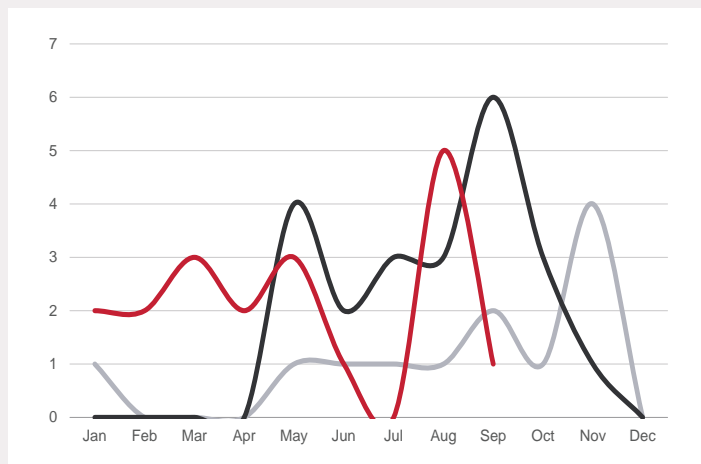
Graph 2:  
**Midland Year-To-Date MLS® Waterfront Sales**  
2019 vs. 2020 vs. 2021 (Units)



Graph 3:  
**Midland Monthly MLS® Waterfront Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Midland Monthly MLS® Waterfront Sales**  
2019 vs. 2020 vs. 2021 (Units)



# MIDLAND



Table 1:  
**Midland MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

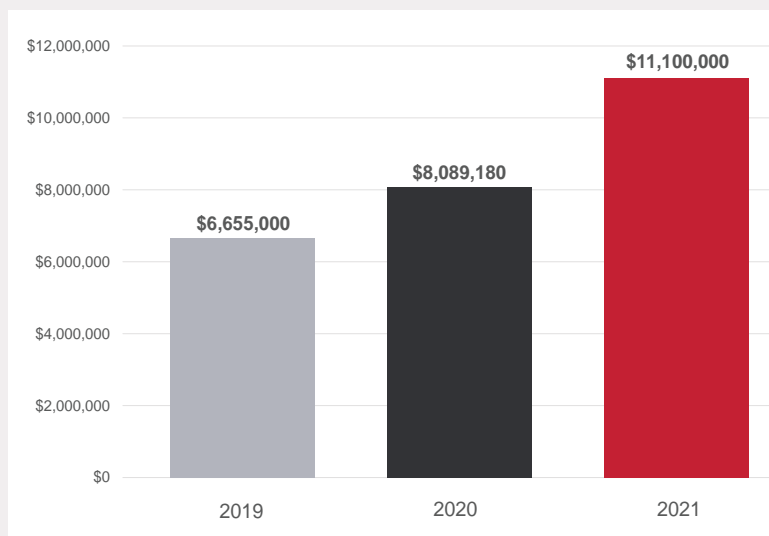
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$5,852,000	\$16,396,911	\$23,399,400	<b>+43%</b>
YTD Unit Sales	7	18	19	<b>+6%</b>
YTD New Listings	21	28	27	<b>-4%</b>
YTD Sales/Listings Ratio	33%	64%	70%	<b>+6%</b>
YTD Expired Listings	6	4	4	<b>0%</b>
Third Quarter (Q3) Volume Sales	\$3,029,500	\$11,971,900	\$7,709,000	<b>-36%</b>
Q3 Unit Sales	4	12	6	<b>-50%</b>
Q3 New Listings	12	13	7	<b>-46%</b>
Q3 Sales/Listings Ratio	33%	92%	86%	<b>-6%</b>
Q3 Expired Listings	2	2	2	<b>0%</b>
Q3 Close Price / List Price Ratio	\$441	\$478	\$602	<b>+26%</b>
Q3 Close Price / Sq. Ft. Ratio	100.1%	97.1%	100.9%	<b>+3.8%</b>
Q3 Average Sale Price	\$757,375	\$997,658	\$1,284,833	<b>+29%</b>
YTD Sales: Under \$300K	0	0	0	<b>0%</b>
YTD Sales: \$300K - \$499K	1	7	1	<b>-86%</b>
YTD Sales: \$500K - \$799K	1	2	4	<b>+100%</b>
YTD Sales: \$800K - \$999K	3	3	3	<b>0%</b>
YTD Sales: \$1M - \$1.499M	2	2	5	<b>+150%</b>
YTD Sales: \$1.5M - \$1.999M	0	2	4	<b>+100%</b>
YTD Sales: \$2M+	0	2	2	<b>0%</b>
YTD Average Days-On-Market	40	48	24	<b>-50%</b>
YTD Close Price / List Price Ratio	96.3%	96%	99.5%	<b>+3.5%</b>
YTD Close Price / Sq. Ft. Ratio	\$427	\$474	\$535	<b>+13%</b>
YTD Average Sale Price	\$836,000	\$910,940	\$1,231,547	<b>+35%</b>

# BARRIE

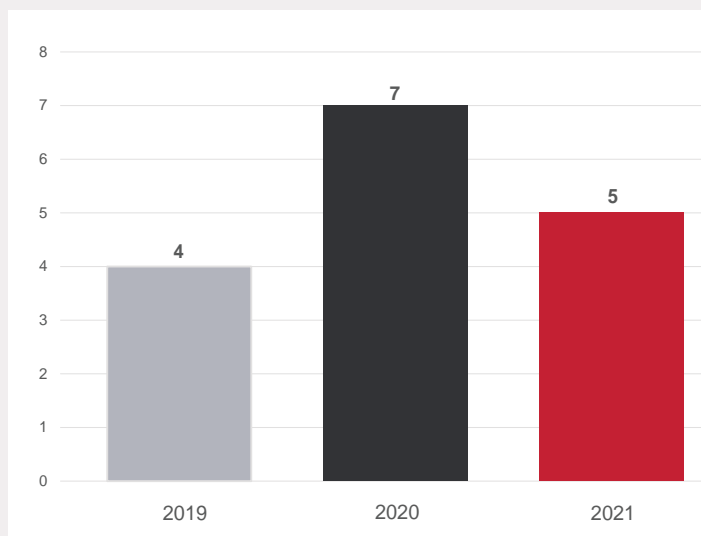
## KEY METRICS — 2021 YEAR-TO-DATE

- \$11,100,000 in volume sales — 8th highest
- 5 unit sales — 9th highest
- 12 new listings — 8th highest
- 42% sales/listings ratio — 9th highest
- 10 days-on-market average — 9th highest
- 98.2% close price / list price ratio — 8th highest
- \$638 close price / sq. ft. ratio — 6th highest
- \$2,220,000 average sale price — Highest

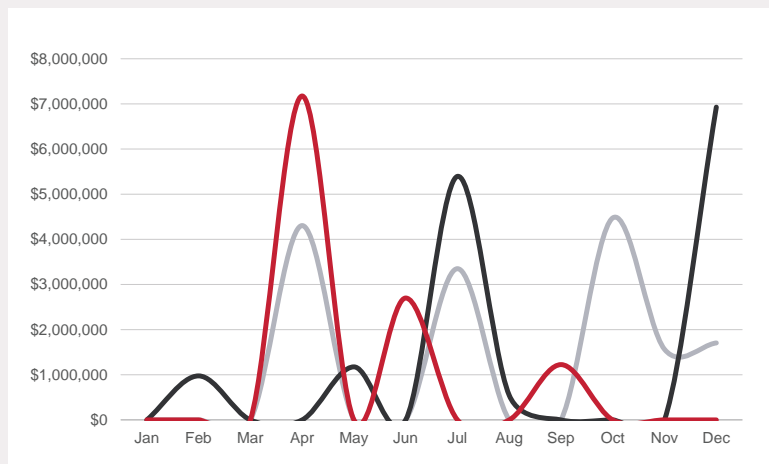
Graph 1:  
Barrie Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Volume)



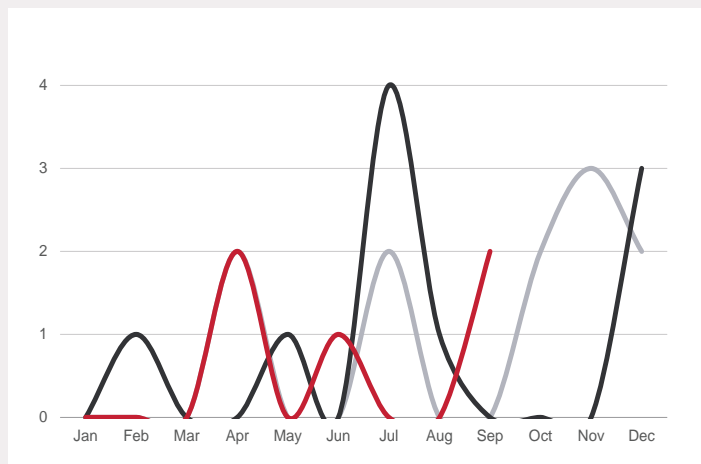
Graph 2:  
Barrie Year-To-Date MLS® Waterfront Sales  
2019 vs. 2020 vs. 2021 (Units)



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



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



# BARRIE



Table 1:  
**Barrie MLS® Waterfront Sales And Listings Summary**  
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$6,655,000	\$8,089,180	\$11,100,000	+37%
YTD Unit Sales	4	7	5	-29%
YTD New Listings	22	17	12	-29%
YTD Sales/Listings Ratio	18%	41%	42%	+1%
YTD Expired Listings	4	3	1	-67%
Third Quarter (Q3) Volume Sales	\$2,350,000	\$5,939,180	\$1,225,000	-79%
Q3 Unit Sales	2	5	2	-60%
Q3 New Listings	8	5	6	+20%
Q3 Sales/Listings Ratio	25%	100%	33%	-67%
Q3 Expired Listings	1	1	0	-100%
Q3 Close Price / List Price Ratio	92.3%	95.1%	98.4%	+3.3%
Q3 Close Price / Sq. Ft. Ratio	\$530	\$564	\$582	+3%
Q3 Average Sale Price	\$1,175,000	\$1,187,836	\$612,500	-48%
YTD Sales: Under \$300K	0	0	0	0%
YTD Sales: \$300K - \$499K	0	1	0	-100%
YTD Sales: \$500K - \$799K	0	1	2	+100%
YTD Sales: \$800K - \$999K	0	2	0	-200%
YTD Sales: \$1M - \$1.499M	3	2	0	-200%
YTD Sales: \$1.5M - \$1.999M	0	0	0	0%
YTD Sales: \$2M+	1	1	3	+200%
YTD Average Days-On-Market	31	36	10	-72%
YTD Close Price / List Price Ratio	93%	95.1%	98.2%	+3.1%
YTD Close Price / Sq. Ft. Ratio	\$542	\$620	\$638	+3%
YTD Average Sale Price	\$1,663,750	\$1,155,597	\$2,220,000	+92%



# 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

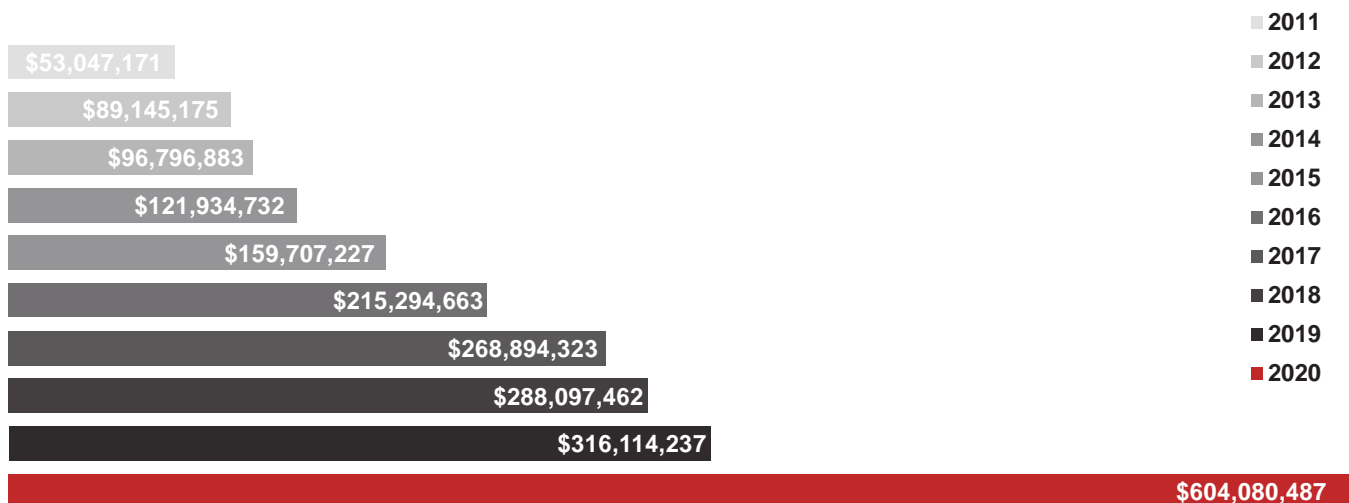


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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†

**17,702+**   
Clicks, Shares, Views, & Likes‡

**Q3** 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



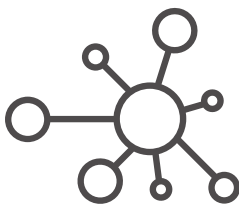
**530,816+**  
Social Media Impressions  
Clicks, Views, Shares,  
Likes, Tweets‡

We average

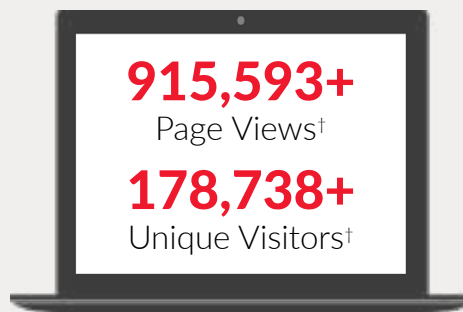
**600**

Buyer leads/month<sup>s</sup>

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



LocationsNorth.com



**915,593+**  
Page Views†

**178,738+**  
Unique Visitors†



**\$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](http://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.

