

# **CLEARVIEW REAL ESTATE MARKET REPORT**

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## **THIRD QUARTER 2021**

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



# OVERVIEW

## THE RECORD-BREAKING SALES AND SALE PRICES CONTINUE THROUGH Q3



### RECORD YEAR-TO-DATE SALES VOLUME OF \$228,050,367

Up **73%** from 2020's \$131,612,455, with units of **245** up **30%** from one year ago. New listings of **317** up **14%**, with the sales/listings ratio of **77%** up **9%**.



### RECORD Q3 SALES VOLUME OF \$74,301,610

Up **13%** from Q3-2020's \$65,707,050, with units of **75** down **18%** from Q3-2020's **92**. New listings of **87** down **10%**, with the sales/listings ratio of **86%** down **9%**.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$930,818

Up **34%** from 2020's \$696,362. Average days-on-market of **23** down **34** days.





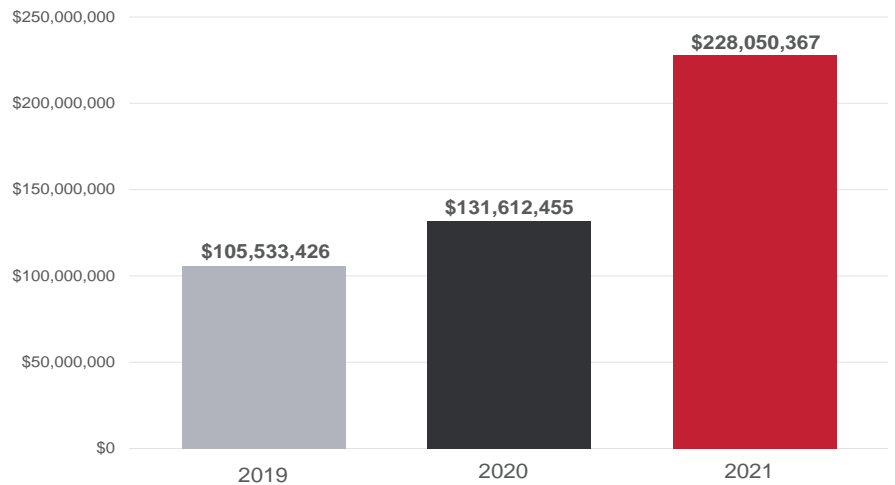
# OVERVIEW (cont'd)



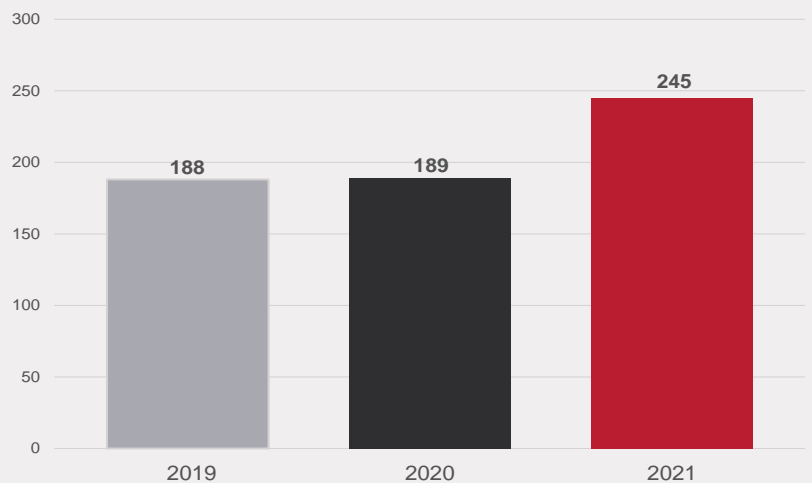
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Clearview market had a **100%** sale/list price ratio in September. Homes sold in **32** days on average, down **30** days from one year ago, and there is now just **one month** of inventory. All that, together with September's very high **112%** sales/listings ratio, adds up to a **strong sellers' market**.

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



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



# THE MARKET IN DETAIL



Table 1:

## Clearview MLS® Residential Sales And Listing Summary

2019 vs. 2020 vs. 2021

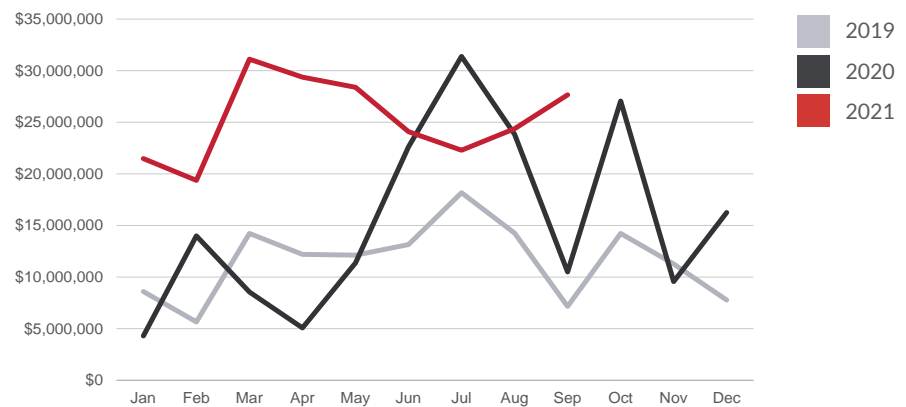
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$105,533,426	\$131,612,455	\$228,050,367	<b>+73%</b>
YTD Unit Sales	188	189	245	<b>+30%</b>
YTD New Listings	336	278	317	<b>+14%</b>
YTD Sales/Listings Ratio	56%	68%	77%	<b>+9%</b>
YTD Expired Listings	68	48	18	<b>-62%</b>
Third Quarter (Q3) Volume Sales	\$39,587,511	\$65,707,050	\$74,301,610	<b>+13%</b>
Q3 Unit Sales	68	92	75	<b>-18%</b>
Q3 New Listings	112	97	87	<b>-10%</b>
Q3 Sales/Listings Ratio	61%	95%	86%	<b>-9%</b>
Q3 Expired Listings	27	9	11	<b>+22%</b>
Q3 Average Sale Price	\$582,170	\$714,207	\$990,688	<b>+39%</b>
YTD Sales: Under \$300K	15	1	1	<b>0%</b>
YTD Sales: \$300K - \$499K	90	69	24	<b>-65%</b>
YTD Sales: \$500K - \$799K	61	82	120	<b>+46%</b>
YTD Sales: \$800K - \$999K	7	11	35	<b>+218%</b>
YTD Sales: \$1M - \$1.499M	8	12	39	<b>+225%</b>
YTD Sales: \$1.5M - \$1.999M	7	9	12	<b>+33%</b>
YTD Sales: \$2M+	0	5	14	<b>+180%</b>
YTD Average Days-On-Market	66	57	23	<b>-60%</b>
YTD Average Sale Price	\$561,348	\$696,362	\$930,818	<b>+34%</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 Oct 3, 2021.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

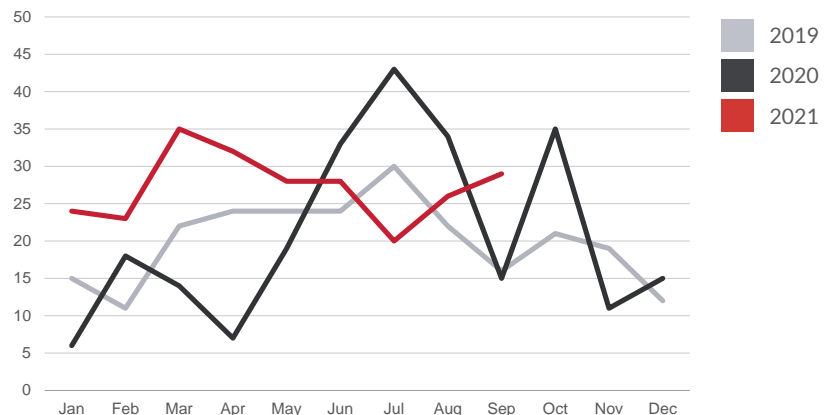
# THE MARKET IN DETAIL (cont'd)

In a year of extraordinary real estate sales, Clearview has enjoyed the greatest increase of all the Southern Georgian Bay markets. Year-to-date volume of **\$228,050,367** is up **73%** from last year's record **\$131,612,455**, while units of **245** are up **8%** from 2016's former high of **227**. Additionally, with Q3 volume of **\$74,301,610** – up **13%** from Q3-2020 – Clearview is the only regional market to have increased its total from a year ago, although its unit sales were down **18%**. Clearview's high Q3 sales/listings ratio of **86%**, its **100%** sale/list price ratio, and its current one month of inventory all suggest that its market still has serious legs. Lastly, Clearview's year-to-date average sale price is doing very, very well. At **\$930,818** it's up **95%**, **71%**, **74%**, **66%** and **34%** from 2016-2020 respectively.

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



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





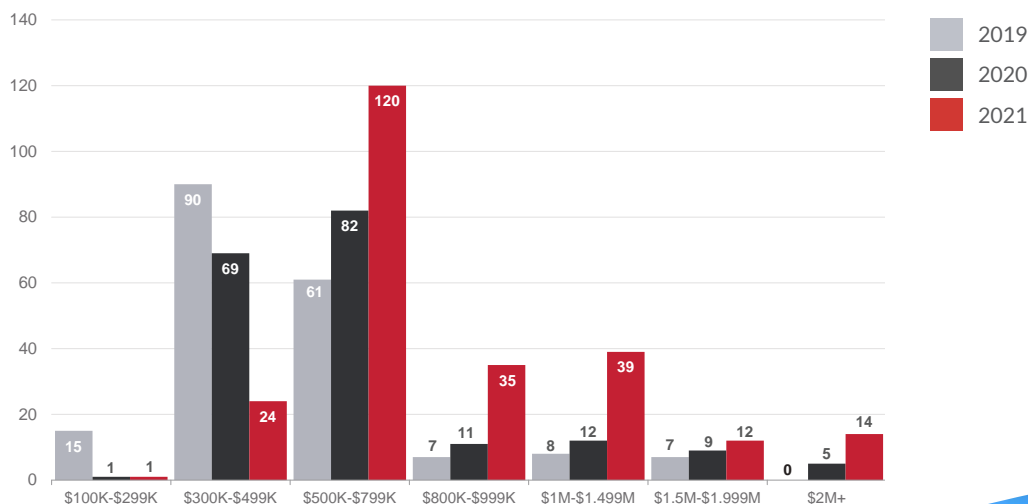
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges, equal in one and down in one. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **46%**, **218%**, **225%**, **33%** and **180%** respectively. The Under-\$300K range is **equal**. And the \$300K-\$499K range is down **65%**. More generally, the Under-\$500K bracket – which accounts for **10%** of 2021's sales – is down **64%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is up **67%**. And the \$1M+ bracket – which accounts for **27%** of all sales – is up **150%**.

Graph 5:

## Clearview MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$223,192,716  
UP 72% from 2020

**UNIT SALES:** 236  
UP 28% from 2020

**AV. DAYS-ON-MARKET:** 23  
DOWN 35 days from 2020

**AV. SALE PRICE:** \$945,732  
UP 34% from 2020

### CONDOS/TOWNS

**DOLLAR SALES:** \$4,857,651  
UP 166% from 2020

**UNIT SALES:** 9  
UP 80% from 2020

**AV. DAYS-ON-MARKET:** 9  
DOWN 6 days from 2020

**AV. SALE PRICE:** \$539,739  
UP 48% from 2020

### VACANT LAND

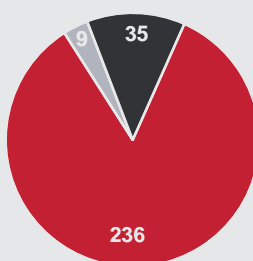
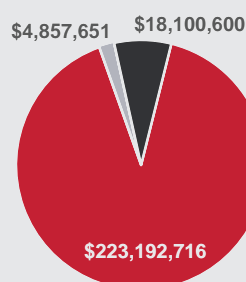
**DOLLAR SALES:** \$18,100,600  
UP 347% from 2020

**UNIT SALES:** 35  
UP 94% from 2020

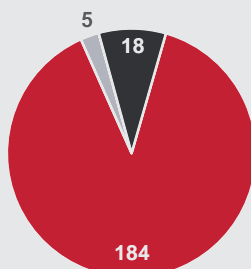
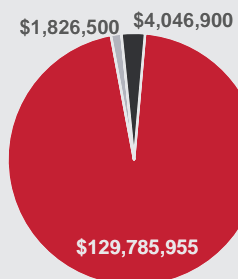
**AV. DAYS-ON-MARKET:** 37  
DOWN 43 days from 2020

**AV. SALE PRICE:** \$517,160  
UP 130% from 2020

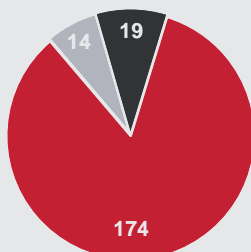
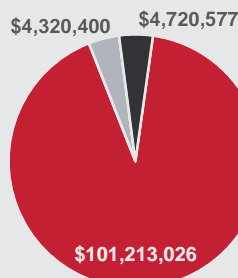
2021



2020



2019



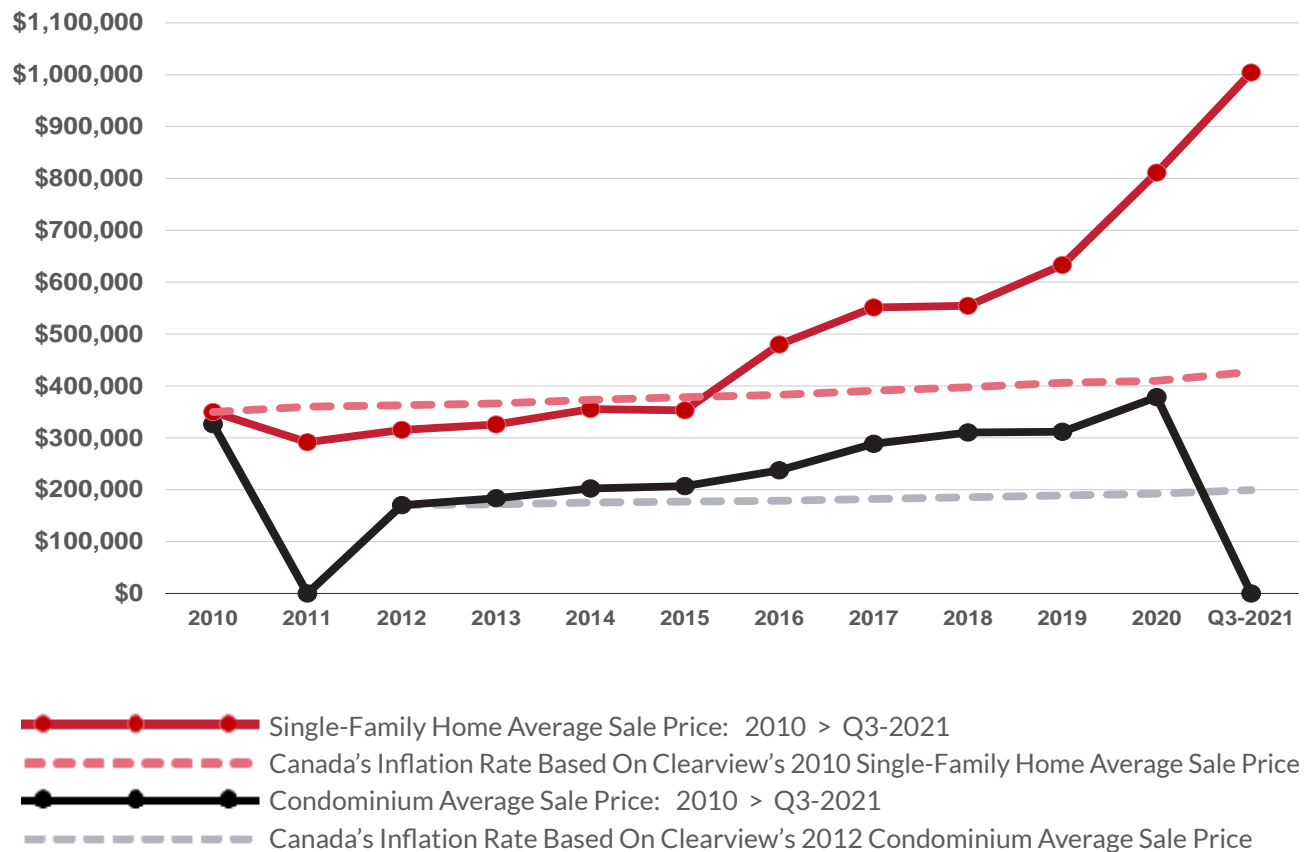
■ Single Family ■ Condo/Town ■ Vacant Land

# CLEARVIEW AVERAGE SALE PRICES: 2010-2021

## BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Clearview's average sale price for single-family homes in Q3-2021 was **\$1,004,117**: that's up **24%, 59%, 81%, 82%** and **187%** from 2020, 2019, 2018, 2017 and 2010 respectively. There have been no condo sales in 2021. 2020's average condo price of **\$378,313** was up **21%, 22%, 31%** and **122%** from 2019, 2018, 2017 and 2012 respectively.

↑ Until 2015 the average sale price of a single-family home was below the inflation rate. From 2016 to Q3-2021 the average price rose to **135%** above inflation. Due to 2010's condo price anomaly and 2011's no sales, the condo starting point was set at 2012 in the graph below, yielding a **98%** rise above the inflation rate by 2020.





# 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

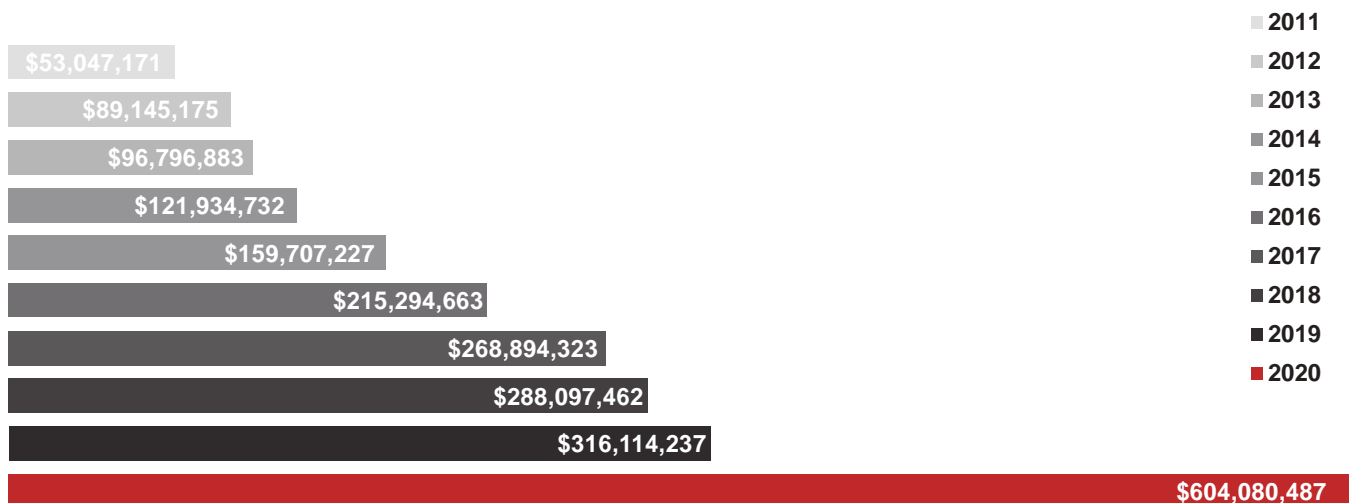


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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 (West)\*

	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



**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

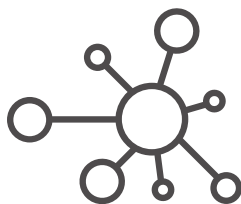
Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

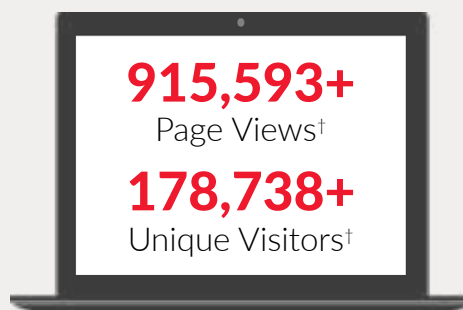
**600**

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  
THORN BURY: 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.

