

CLEARVIEW REAL ESTATE MARKET REPORT

2021 IN REVIEW

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



OVERVIEW

RECORD-BREAKING VOLUME SALES WITH BIG AVERAGE PRICE INCREASES



RECORD ANNUAL SALES VOLUME OF \$270,860,167

Up **47%** from 2020's \$184,485,055, with units of **289** up **16%** from one year ago. New listings of **385** up **12%**, with the sales/listings ratio of **75%** up **2%**.



FOURTH QUARTER SALES VOLUME OF \$42,809,800

Down **19%** from Q4-2020's \$52,872,600, with units of **44** down **28%** from Q4-2020's **61**. New listings of **68** up **3%**, with the sales/listings ratio of **65%** down **27%**.



RECORD ANNUAL AVERAGE SALE PRICE OF \$937,232

Up **27%** from 2020's \$737,940. Average days-on-market of **22** down **36** days.

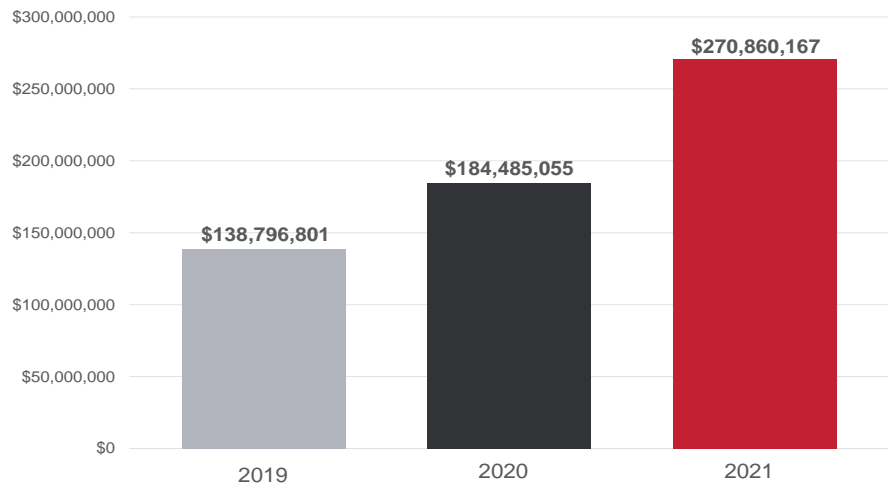
OVERVIEW (cont'd)



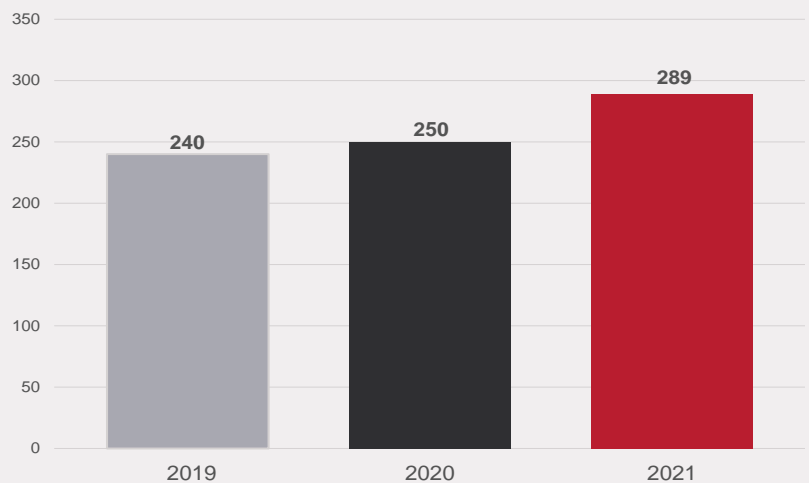
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Clearview market had a **100%** sale/list price ratio in December. Homes sold in **33** days on average, down **1** day from a year ago, and there is currently **two months** of inventory. All that, together with December's very high **115%** sales/listings ratio, adds up to a **relatively 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

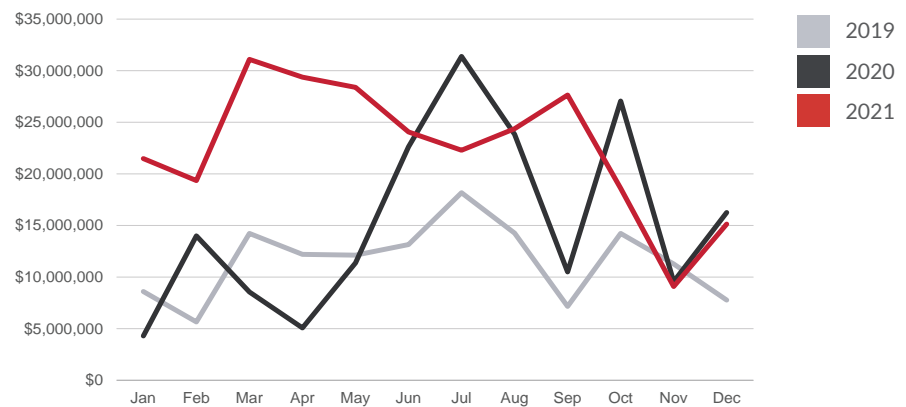
	2019	2020	2021	2020-2021
Annual Volume Sales	\$138,796,801	\$184,485,055	\$270,860,167	+47%
Annual Unit Sales	240	250	289	+16%
Annual New Listings	405	344	385	+12%
Annual Sales/Listings Ratio	59%	73%	75%	+2%
Annual Expired Listings	112	58	29	-50%
Fourth Quarter (Q4) Volume Sales	\$33,263,375	\$52,872,600	\$42,809,800	-19%
Q4 Unit Sales	52	61	44	-28%
Q4 New Listings	59	66	68	+3%
Q4 Sales/Listings Ratio	88%	92%	65%	-27%
Q4 Expired Listings	44	10	11	+10%
Q4 Average Price	\$639,680	\$866,764	\$972,950	+12%
Annual Sales: Under \$300K	16	3	1	-67%
Annual Sales: \$300K - \$499K	112	88	28	-68%
Annual Sales: \$500K - \$799K	80	103	143	+39%
Annual Sales: \$800K - \$999K	13	13	40	+208%
Annual Sales: \$1M - \$1.499M	10	19	46	+142%
Annual Sales: \$1.5M - \$1.999M	8	14	14	0%
Annual Sales: \$2M+	1	10	17	+70%
Annual Average Days-On-Market	65	58	22	-62%
Annual Average Sale Price	\$578,320	\$737,940	\$937,232	+27%

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 Jan. 2, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

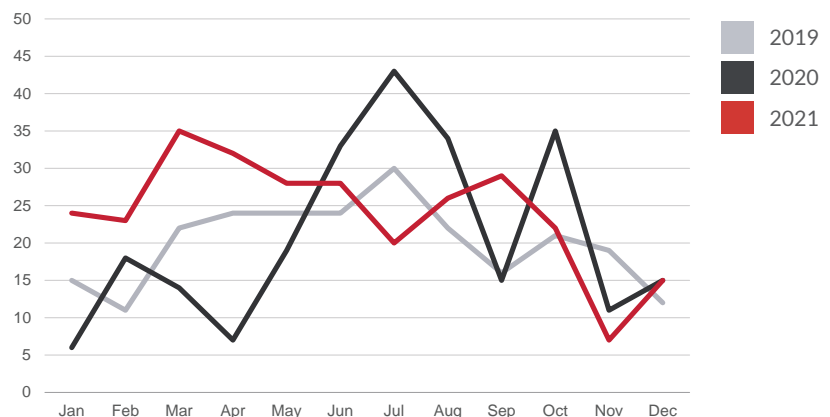
THE MARKET IN DETAIL (cont'd)

In a year of extraordinary real estate sales, Clearview enjoyed the second biggest increase of all the Southern Georgian Bay markets. Volume sales of **\$270,860,167** were up **47%** from last year's benchmark **\$184,485,055**, setting eight new monthly records in the process. On the units side, Clearview set five new monthly records en route to **289** sales, up **16%** from last year and second only to 2016's **295**. Although the market slowed in Q4 – with volume and unit sales down **19%** and **28%** respectively from Q4-2020's records – December's high **115%** sales/listings ratio and strong sales showed promise for Q1-2022. Lastly, Clearview's average sale price did very well in 2021. At **\$937,232** it was up **97%, 77%, 76%, 62%** and **27%** 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)



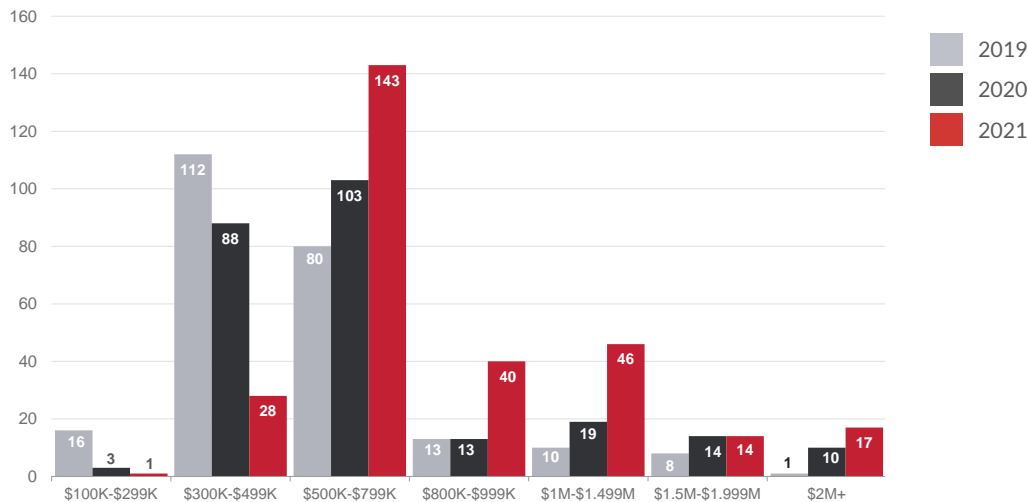
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were up from 2020 in four price ranges, equal in one and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$2M+ ranges were up **39%**, **208%**, **142%** and **70%** respectively. The \$1.5M-\$1.999M range was **equal**. And the Under-\$300K and \$300K-\$499K ranges were down **67%** and **68%** respectively. More generally, the Under-\$500K bracket – which accounted for **10%** of 2021's sales – was down **68%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – was up **45%**. And the \$1M+ bracket – which accounted for **27%** of all sales – was up **79%**.

Graph 5:

Clearview MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



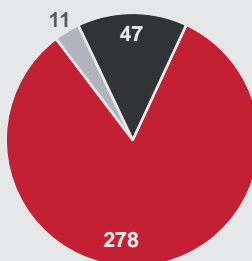
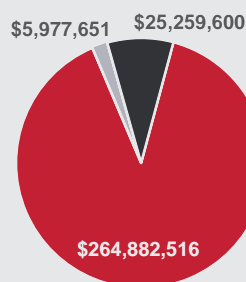
SALES BY PROPERTY TYPE

Graph 6:

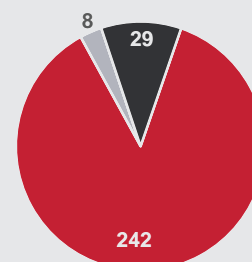
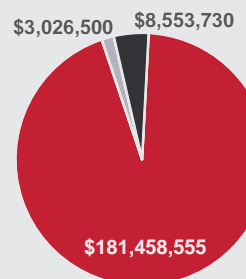
Clearview MLS® Sales By Property Type
2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

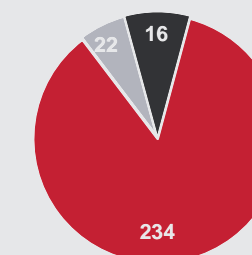
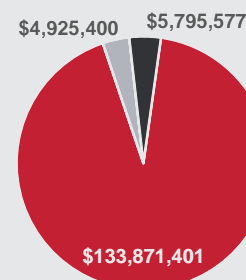
2021



2020



2019



■ Single Family ■ Condo/Town ■ Vacant Land

SINGLE-FAMILY HOMES

DOLLAR SALES: \$264,882,516
UP 46% from 2020

UNIT SALES: 278
UP 15% from 2020

AV. DAYS-ON-MARKET: 23
DOWN 36 days from 2020

AV. SALE PRICE: \$952,815
UP 27% from 2020

CONDOS/TOWNS

DOLLAR SALES: \$5,977,651
UP 98% from 2020

UNIT SALES: 11
UP 38% from 2020

AV. DAYS-ON-MARKET: 9
DOWN 11 days from 2020

AV. SALE PRICE: \$543,423
UP 47% from 2020

VACANT LAND

DOLLAR SALES: \$25,259,600
UP 195% from 2020

UNIT SALES: 47
UP 62% from 2020

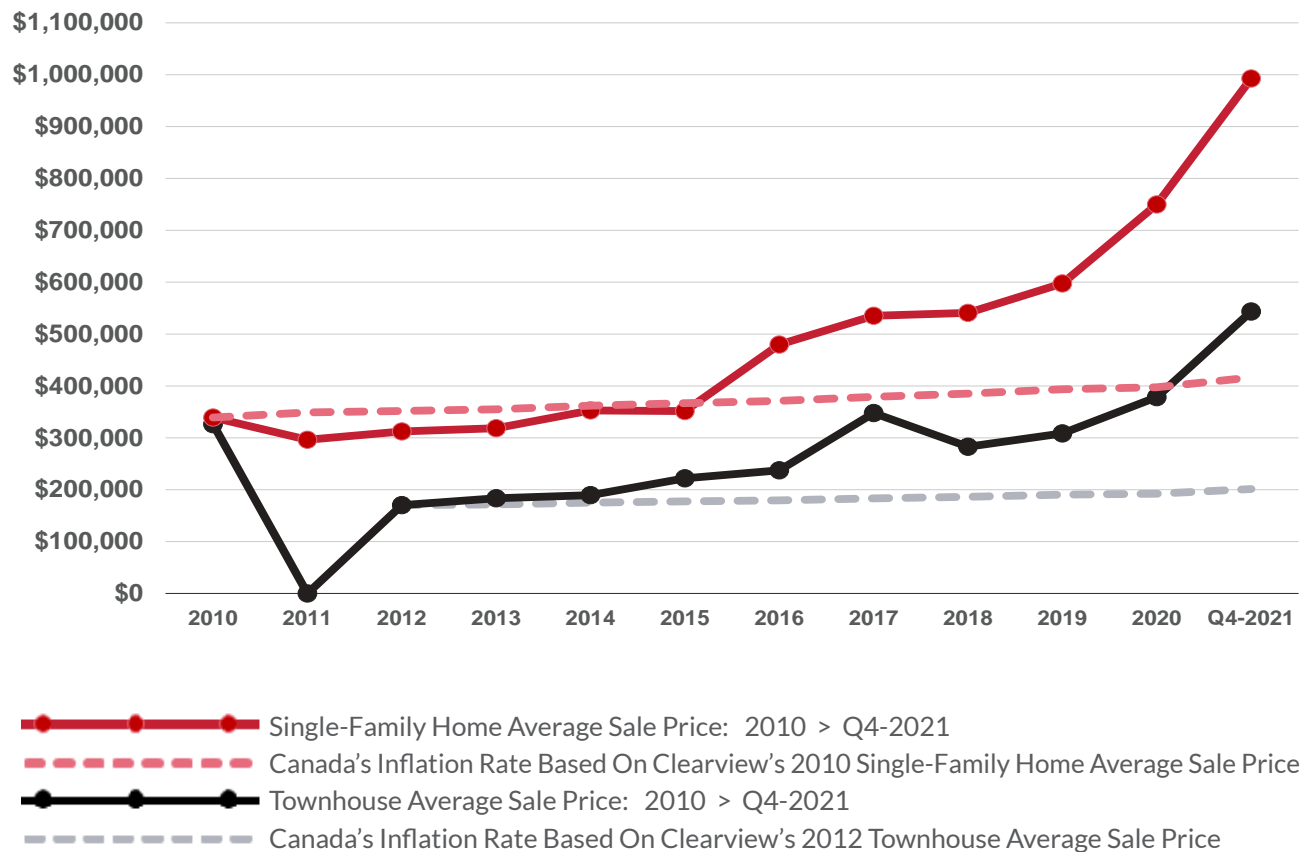
AV. DAYS-ON-MARKET: 41
DOWN 44 days from 2020

AV. SALE PRICE: \$537,438
UP 82% from 2020

CLEARVIEW AVERAGE SALE PRICES: 2010-2021

BIG GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

- ↑ Clearview's average sale price for single-family homes in Q4-2021 was **\$992,614**: that's up **32%, 66%, 84%, 85%** and **193%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average townhouse price of **\$543,423** was up **44%, 76%, 92%, 56%** and **219%** from 2020, 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 Q4-2021 the average price rose to **139%** above inflation. Due to 2010's townhouse price anomaly and 2011's no sales, the starting point was set at 2012 in the graph below, yielding a **170%** rise above the inflation rate by Q4-2021.



ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY
REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$1,331,056,293 – up 12½ times from 2011

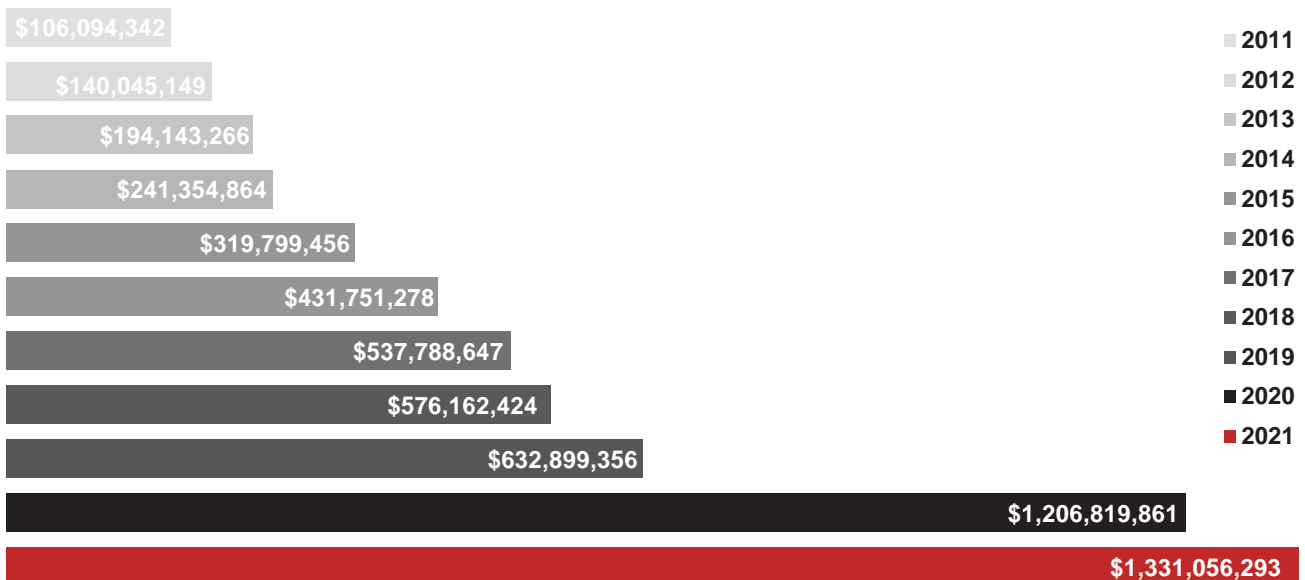


OVERALL WE HAD MORE THAN 2½ TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH
NEARLY 3 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2021



2021 UNIT SALES

* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands
** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	<div></div>
Century 21 Millenium	196.5	15.7%	<div></div>
RE/MAX Four Seasons	132.5	10.6%	<div></div>
Chestnut Park	89	7.1%	<div></div>
Clairwood	70	5.6%	<div></div>
RE/MAX By The Bay	30	2.4%	<div></div>
Royal LePage RCR	24	1.9%	<div></div>
Engel & Volkers	23	1.8%	<div></div>
Forest Hill	21	1.7%	<div></div>
Other	246.5	19.9%	<div></div>

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	<div></div>
RE/MAX at Blue	111	13.3%	<div></div>
Century 21 Millenium	106.5	12.7%	<div></div>
Chestnut Park	68	8.1%	<div></div>
RE/MAX Four Seasons	65.5	7.8%	<div></div>
Clairwood	30	3.6%	<div></div>
Royal LePage RCR	22	2.6%	<div></div>
Forest Hill	19	2.3%	<div></div>
Sotheby's	19	2.3%	<div></div>
Other	136.5	16.2%	<div></div>

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	<div></div>
Century 21 Millenium	40.5	10.3%	<div></div>
Chestnut Park	21	5.4%	<div></div>
RE/MAX Four Seasons	20	5.1%	<div></div>
ARA	17	4.3%	<div></div>
Royal LePage RCR	13	3.3%	<div></div>
Sotheby's	10	2.5%	<div></div>
Engel & Volkers	9	2.3%	<div></div>
Clairview	8	2%	<div></div>
Other	112	28.7%	<div></div>

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	<div></div>
RE/MAX Four Seasons	39	8.4%	<div></div>
RE/MAX Hallmark Chay	36	8.4%	<div></div>
RE/MAX By The Bay	35	7.7%	<div></div>
Keller Williams Experience	31.5	5.8%	<div></div>
Century 21 Millenium	25	4.4%	<div></div>
Century 21 - BJ Roth	22	3.6%	<div></div>
Faris Team	19	1.8%	<div></div>
RE/MAX Hallmark	16	1.8%	<div></div>
Other	144	31.5%	<div></div>

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	<div></div>
Century 21 Millenium	499	12%	<div></div>
RE/MAX By The Bay	373	9%	<div></div>
RE/MAX Four Seasons	295	7.4%	<div></div>
Chestnut Park	213	5.1%	<div></div>
RE/MAX At Blue	126	3%	<div></div>
Clairwood	117	2.8%	<div></div>
RE/MAX Hallmark Chay	94	2.3%	<div></div>
Sotheby's	68	1.6%	<div></div>
Other	1203	28.9%	<div></div>

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	<div></div>
RE/MAX Four Seasons	54	9.8%	<div></div>
Chestnut Park	37.5	6.8%	<div></div>
Century 21 Millenium	35.5	6.4%	<div></div>
RE/MAX By The Bay	34	6.2%	<div></div>
Royal LePage RCR	28	5.1%	<div></div>
Clairwood	19.5	3.5%	<div></div>
Sotheby's	18	3.3%	<div></div>
Forest Hill	13	2.4%	<div></div>
Other	168.5	30.5%	<div></div>



LOCATIONS **NORTH**
BROKERAGE

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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.

