

# COLLINGWOOD REAL ESTATE MARKET REPORT

## 2021 IN REVIEW

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





# OVERVIEW

## RECORD VOLUME, NEAR-RECORD UNITS, AND STRONG AVERAGE SALE PRICE INCREASES



### RECORD ANNUAL SALES VOLUME OF \$590,907,175

Up 25% from 2020's \$472,336,070, with units of 721 down 1% from last year's 726. New listings of 907 down 3%, with the sales/listings ratio of 79% up 1%.



### RECORD FOURTH QUARTER SALES VOLUME OF \$136,031,777

Up 9% from Q4-2020's \$124,907,810, with units of 150 down 15% from Q4-2020's 177. New listings of 161 up 8%, with the sales/listings ratio of 93% down 27%.



### RECORD ANNUAL AVERAGE SALE PRICE OF \$819,566

Up 26% from 2020's \$650,601. Average days-on-market of 19 down by 17 days.

# OVERVIEW (cont'd)

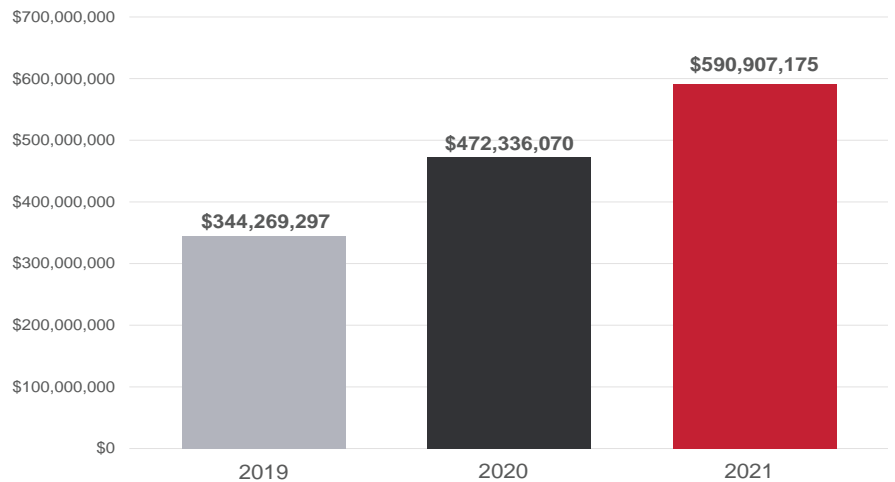


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

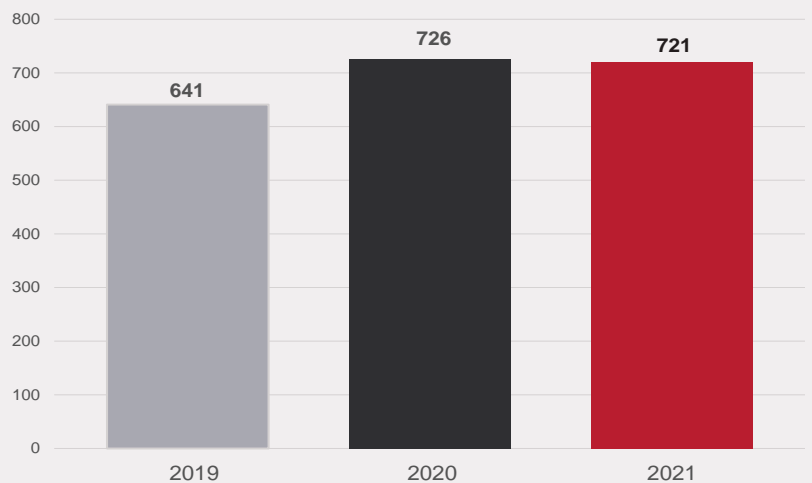
The Collingwood market had a **99.5%** sale/list price ratio in December. Homes sold in **24** days on average, up **1** day from a year ago, and there is now just **one month** of inventory. All that, together with December's very high **117%** sales/listings ratio, adds up to a **strong sellers' market**.



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



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



# THE MARKET IN DETAIL



Table 1:

**Collingwood MLS® Residential Sales And Listing Summary**  
2019 vs. 2020 vs. 2021

	2019	2020	2021	2020-2021
Annual Volume Sales	\$344,269,297	\$472,336,070	\$590,907,175	<b>+25%</b>
Annual Unit Sales	641	726	721	<b>-1%</b>
Annual New Listings	1031	936	907	<b>-3%</b>
Annual Sales/Listings Ratio	62%	78%	79%	<b>+1%</b>
Annual Expired Listings	161	99	59	<b>-40%</b>
Fourth Quarter (Q4) Volume Sales	\$70,079,935	\$124,907,810	\$136,031,777	<b>+9%</b>
Q4 Unit Sales	127	177	150	<b>-15%</b>
Q4 New Listings	197	149	161	<b>+8%</b>
Q4 Sales/Listings Ratio	64%	120%	93%	<b>-27%</b>
Q4 Expired Listings	66	19	34	<b>+79%</b>
Q4 Average Price	\$551,811	\$705,694	\$906,879	<b>+29%</b>
Annual Sales: Under \$300K	50	25	6	<b>-76%</b>
Annual Sales: \$300K - \$499K	291	262	115	<b>-56%</b>
Annual Sales: \$500K - \$799K	236	283	316	<b>+12%</b>
Annual Sales: \$800K - \$999K	39	72	139	<b>+93%</b>
Annual Sales: \$1M - \$1.499M	20	59	103	<b>+75%</b>
Annual Sales: \$1.5M - \$1.999M	4	19	25	<b>+32%</b>
Annual Sales: \$2M+	1	6	17	<b>+183%</b>
Annual Average Days-On-Market	43	36	19	<b>-47%</b>
Annual Average Sale Price	\$537,082	\$650,601	\$819,566	<b>+26%</b>

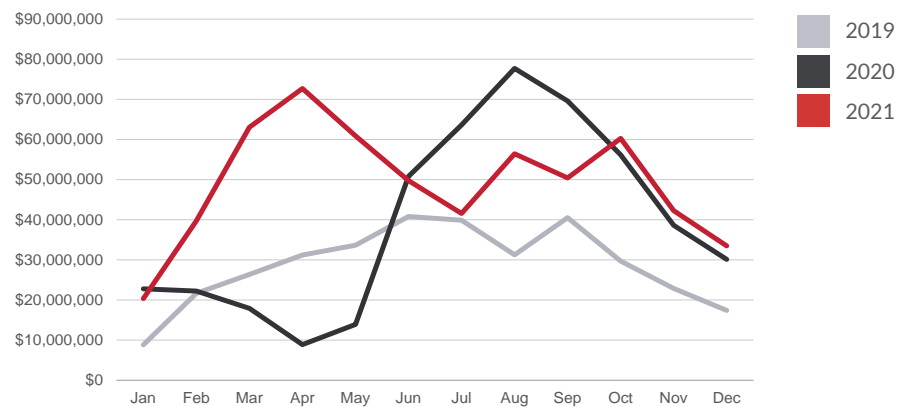
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Jan. 2, 2022. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



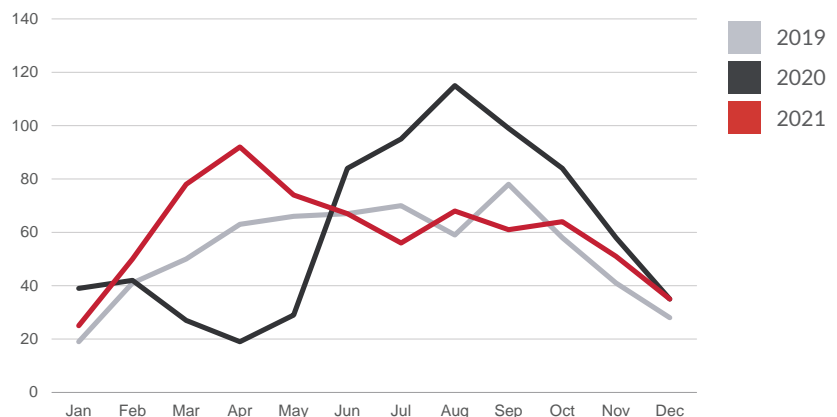
# THE MARKET IN DETAIL (cont'd)

By any measure, the Collingwood market had a great year in 2021. On the volume side there were seven record months and five runners-up. Annual sales of **\$590,907,175** – capped by record Q4 sales of **\$136,031,777** – were up **25%** from 2020's former record of **\$472,336,070**. Particularly strong were the condo and luxury home markets, with volume up **59%** and **87%** respectively. In fact, in Q4 the average price of a Collingwood single-family home topped the \$1M mark for the first time, at **\$1,103,472**. On the units side, 2021's **721** were down just **1%** from 2020's record **726**. As well, December's **117%** sales/listings ratio and only one month of inventory both point to a good start in 2022. Lastly, 2021's average sale price also fared very well. At **\$819,566** it was up **116%, 80%, 68%, 53%** and **26%** from 2016-2020 respectively.

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



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



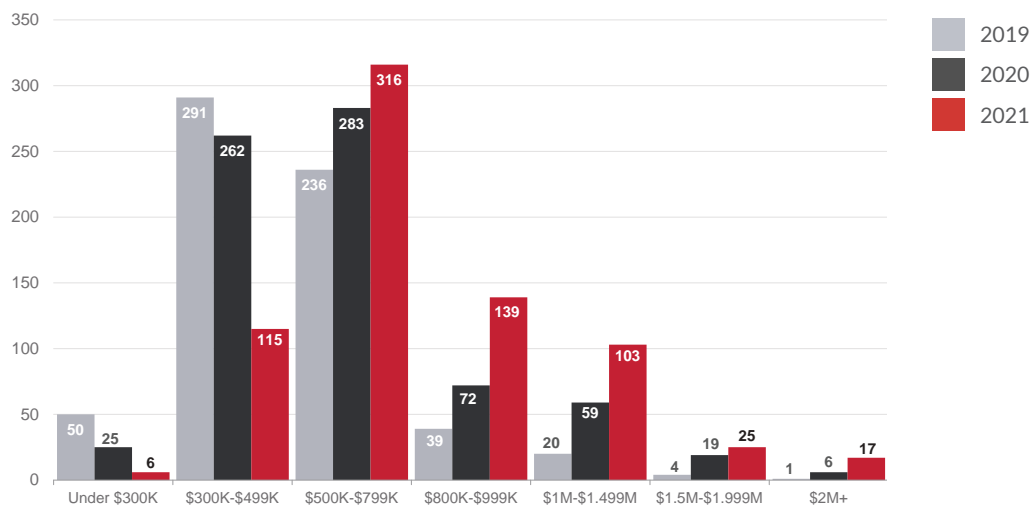
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **12%**, **93%**, **75%**, **32%** and **183%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **76%** and **56%** respectively. More generally, the Under-\$500K bracket – which accounted for **17%** of 2021's sales – was down **58%** from 2020. The \$500K- \$999K bracket – which accounted for **63%** of all sales – was up **28%**. And the \$1M+ bracket – which accounted for **20%** of all sales – was up **77%**.

Graph 5:

## Collingwood MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

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

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$374,181,275  
UP 23% from 2020

**UNIT SALES:** 383  
DOWN 5% from 2020

**AV. DAYS-ON-MARKET:** 16  
DOWN 23 days from 2020

**AV. SALE PRICE:** \$976,975  
UP 29% from 2020

### CONDOMINIUMS

**DOLLAR SALES:** \$113,946,320  
UP 59% from 2020

**UNIT SALES:** 194  
UP 37% from 2020

**AV. DAYS-ON-MARKET:** 28  
DOWN 4 days from 2020

**AV. SALE PRICE:** \$587,352  
UP 17% from 2020

### TOWNHOUSES

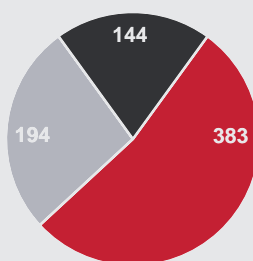
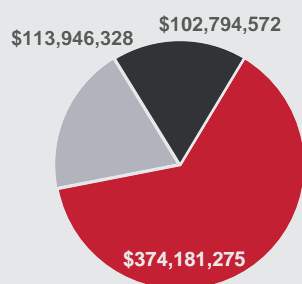
**DOLLAR SALES:** \$102,794,572  
UP 7% from 2020

**UNIT SALES:** 144  
DOWN 20% from 2020

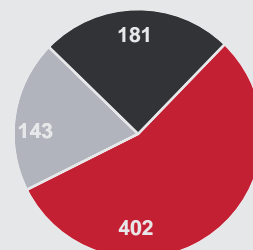
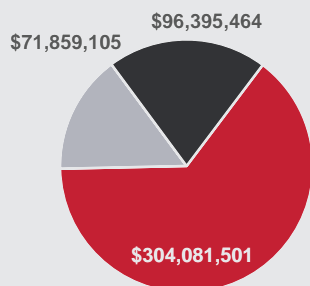
**AV. DAYS-ON-MARKET:** 13  
DOWN 20 days from 2020

**AV. SALE PRICE:** \$713,747  
UP 34% from 2020

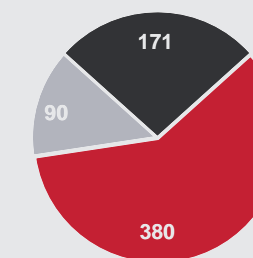
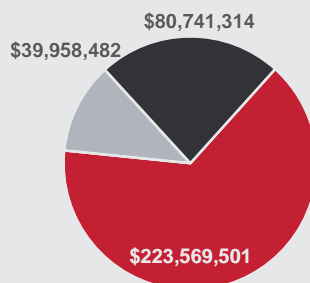
2021



2020



2019



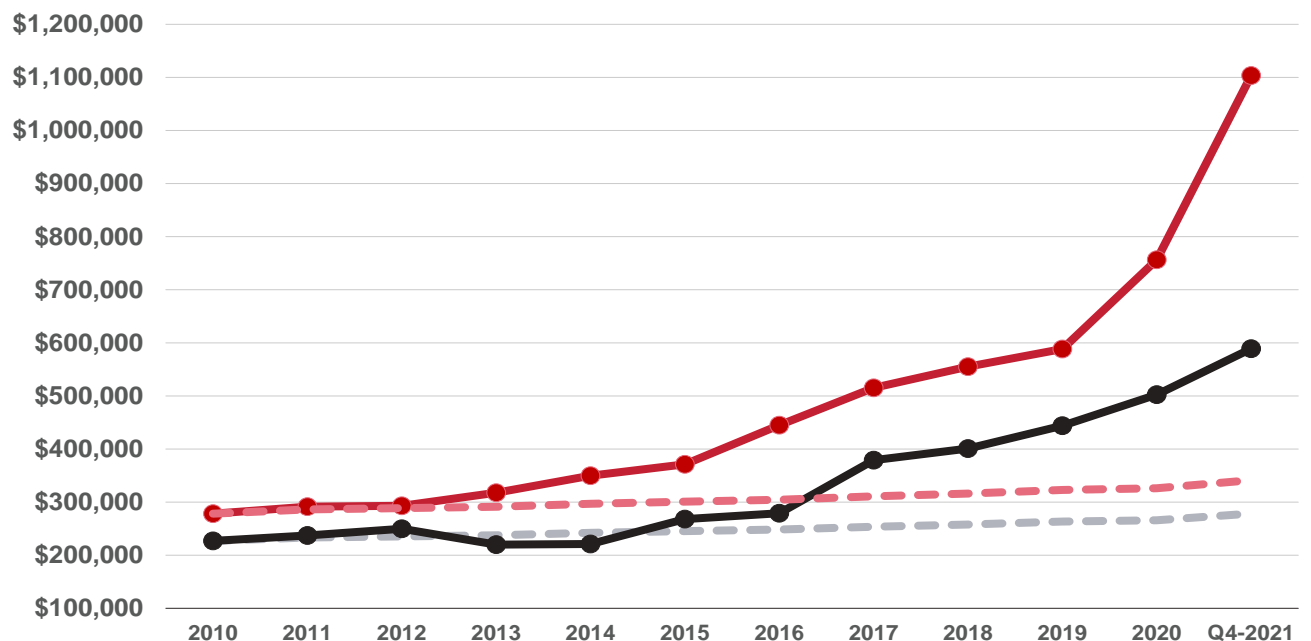
■ Single Family ■ Condominium ■ Townhouse

# COLLINGWOOD AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q4-2021 was **\$1,103,472**: up **46%, 88%, 99%, 114%** and **297%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$588,900** is up **17%, 33%, 47%, 55%** and **160%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q4-2021 the average price rose to **223%** above inflation. The condo average price was under the inflation rate in 2011 before rising to **112%** above inflation in Q4-2021.



- Single-Family Home Average Sale Price: 2010 > Q4-2021
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q4-2021
- - - - - Canada's Inflation Rate Based On Collingwood's 2010 Condominium Average Sale Price



# 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

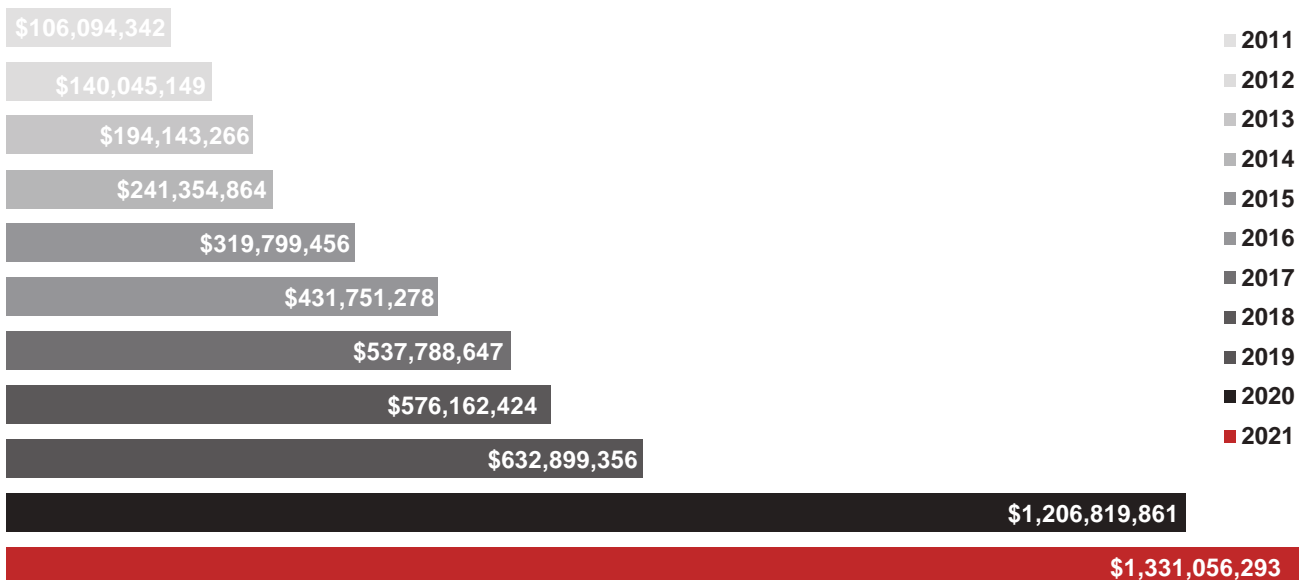


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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

# 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.

