

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

NOVEMBER 2021

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



OVERVIEW

RECORD NOVEMBER VOLUME SALES, WITH THE AVERAGE SALE PRICE WAY UP



RECORD YEAR-TO-DATE SALES VOLUME OF \$2,195,714,406

Up 27% from 2020's \$1,727,171,566, with units of 2506 down 3% from 2020's 2576. New listings of 3272 down 3% from one year ago, with the sales/listings ratio of 77% up 1%.



RECORD NOVEMBER SALES VOLUME OF \$163,611,908

Up 3% from last November's \$159,079,776. Units of 169 down 17% from last year's 203. New listings of 208 up 4% from a year ago, with the sales/listing ratio of 81% down 21%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$876,183

Up 31% from last year's \$670,486. Average days-on-market of 21 down 24 days.

OVERVIEW (cont'd)

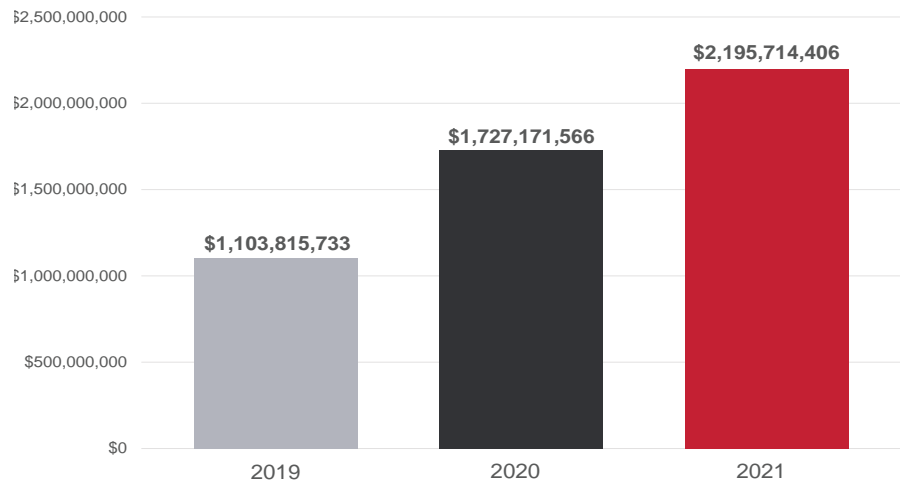


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

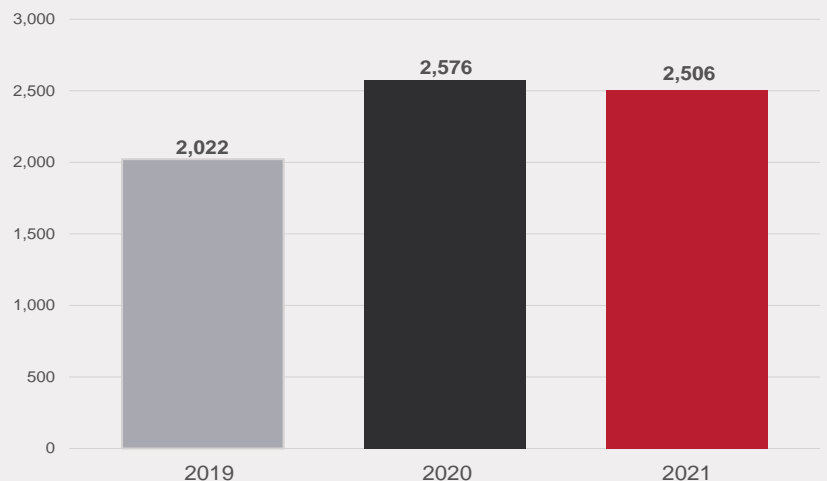
The Southern Georgian Bay market had a **100%** sale/list price ratio in November, up from last November's **99.1%**. Homes sold in **23** days on average, down **17** days from a year ago, and there is currently just **one month** of inventory. All that, along with November's high **81%** sales/listings ratio, adds up to a strong **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

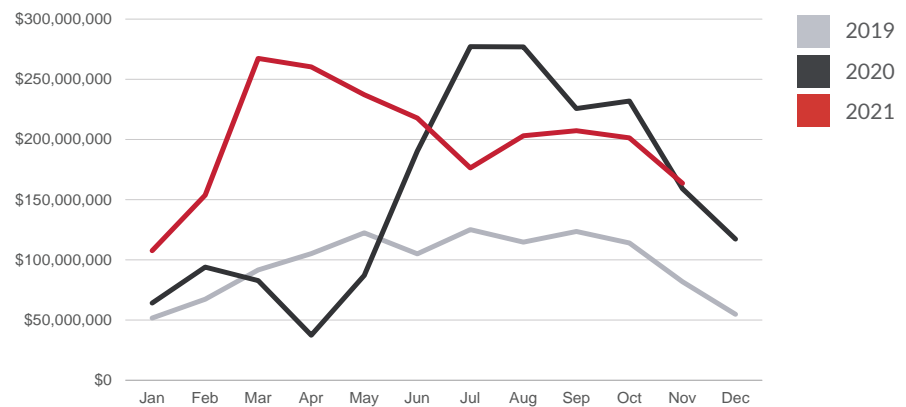
| | 2019 | 2020 | 2021 | 2020-2021 |
|---------------------------------|-----------------|-----------------|-----------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$1,103,815,733 | \$1,727,171,566 | \$2,195,714,406 | +27% |
| YTD Unit Sales | 2022 | 2576 | 2506 | -3% |
| YTD New Listings | 3589 | 3379 | 3272 | -3% |
| YTD Sales/Listings Ratio | 56% | 76% | 77% | +1% |
| YTD Expired Listings | 662 | 456 | 208 | -54% |
| November Volume Sales | \$81,858,260 | \$159,079,776 | \$163,611,908 | +3% |
| November Unit Sales | 151 | 203 | 169 | -17% |
| November New Listings | 183 | 200 | 208 | +4% |
| November Sales/Listings Ratio | 83% | 102% | 81% | -21% |
| November Expired Listings | 84 | 28 | 32 | +14% |
| November Average Sale Price | \$542,108 | \$775,999 | \$968,118 | +25% |
| YTD Sales: Under \$300K | 218 | 140 | 41 | -71% |
| YTD Sales: \$300K - \$499K | 916 | 868 | 350 | -60% |
| YTD Sales: \$500K - \$799K | 652 | 1002 | 1071 | +7% |
| YTD Sales: \$800K - \$999K | 114 | 237 | 451 | +90% |
| YTD Sales: \$1M - \$1.499M | 80 | 203 | 366 | +80% |
| YTD Sales: \$1.5M - \$1.999M | 30 | 76 | 124 | +63% |
| YTD Sales: \$2M+ | 12 | 50 | 103 | +106% |
| YTD Average Days-On-Market | 52 | 45 | 21 | -53% |
| YTD Average Sale Price | \$545,903 | \$670,486 | \$876,183 | +31% |

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 Dec. 2, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

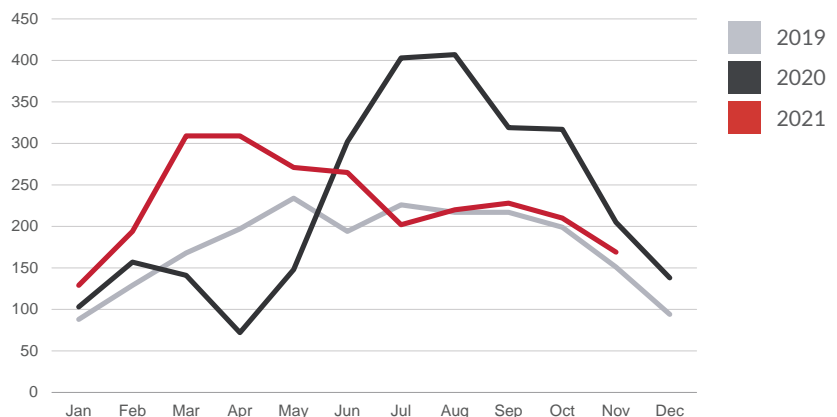
THE MARKET IN DETAIL (cont'd)

The Southern Georgian Bay saw record volume sales in November. At **\$163,611,908** they were up **3%** from last year's prior high of **\$159,079,776**. The region's year-to-date volume of **\$2,195,714,406** was up **27%** from one year ago, as well as up **19%** from 2020's previous *annual record* of **\$1,844,439,888** – and we still have a month to go. On the units side, the region's **2506** sales were down **3%** from last year's record **2576**, and the third best ever. Additionally, November's **100%** sale/list price ratio, its low average days-on-market of **23**, its current one month of inventory, and its **81%** sales/listings ratio all indicate strong demand. Not surprisingly, SGB's year-to-date, average sale price of **\$876,183** is doing very well: it's up **123%, 82%, 74%, 61%** 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)



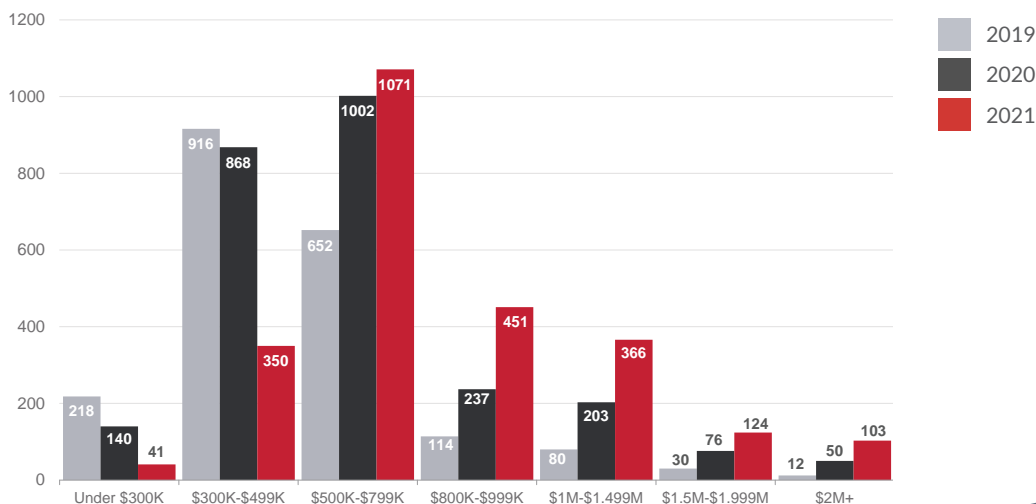
THE MARKET IN DETAIL (cont'd)

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 **7%**, **90%**, **80%**, **63%** and **106%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **71%** and **60%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **61%** from a year ago. The \$500K- \$999K bracket – which accounts for **61%** of all sales – is up **23%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **80%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



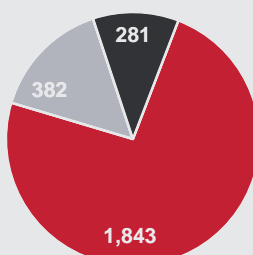
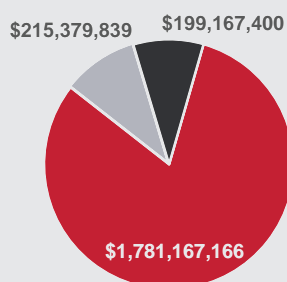
SALES BY PROPERTY TYPE

Graph 6:

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

2021 IN DETAIL

2021



SINGLE-FAMILY HOMES

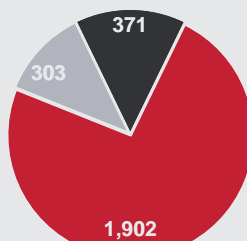
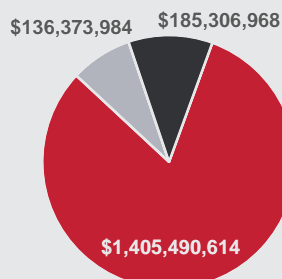
DOLLAR SALES: \$1,781,167,166
UP 27% from 2020

UNIT SALES: 1843
DOWN 3% from 2020

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

AV. SALE PRICE: \$966,450
UP 31% from 2020

2020



CONDOMINIUMS

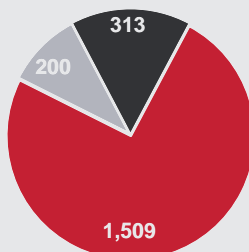
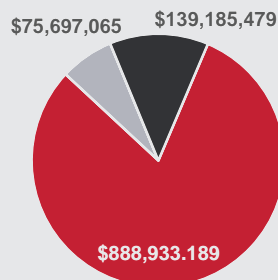
DOLLAR SALES: \$215,379,839
UP 58% from 2020

UNIT SALES: 382
UP 26% from 2020

AV. DAYS-ON-MARKET: 30
DOWN 11 days from 2020

AV. SALE PRICE: \$563,822
UP 25% from 2020

2019



TOWNHOUSES

DOLLAR SALES: \$199,167,400
UP 7% from 2020

UNIT SALES: 281
DOWN 24% from 2020

AV. DAYS-ON-MARKET: 15
DOWN 23 days from 2020

AV. SALE PRICE: \$708,781
UP 22% from 2020

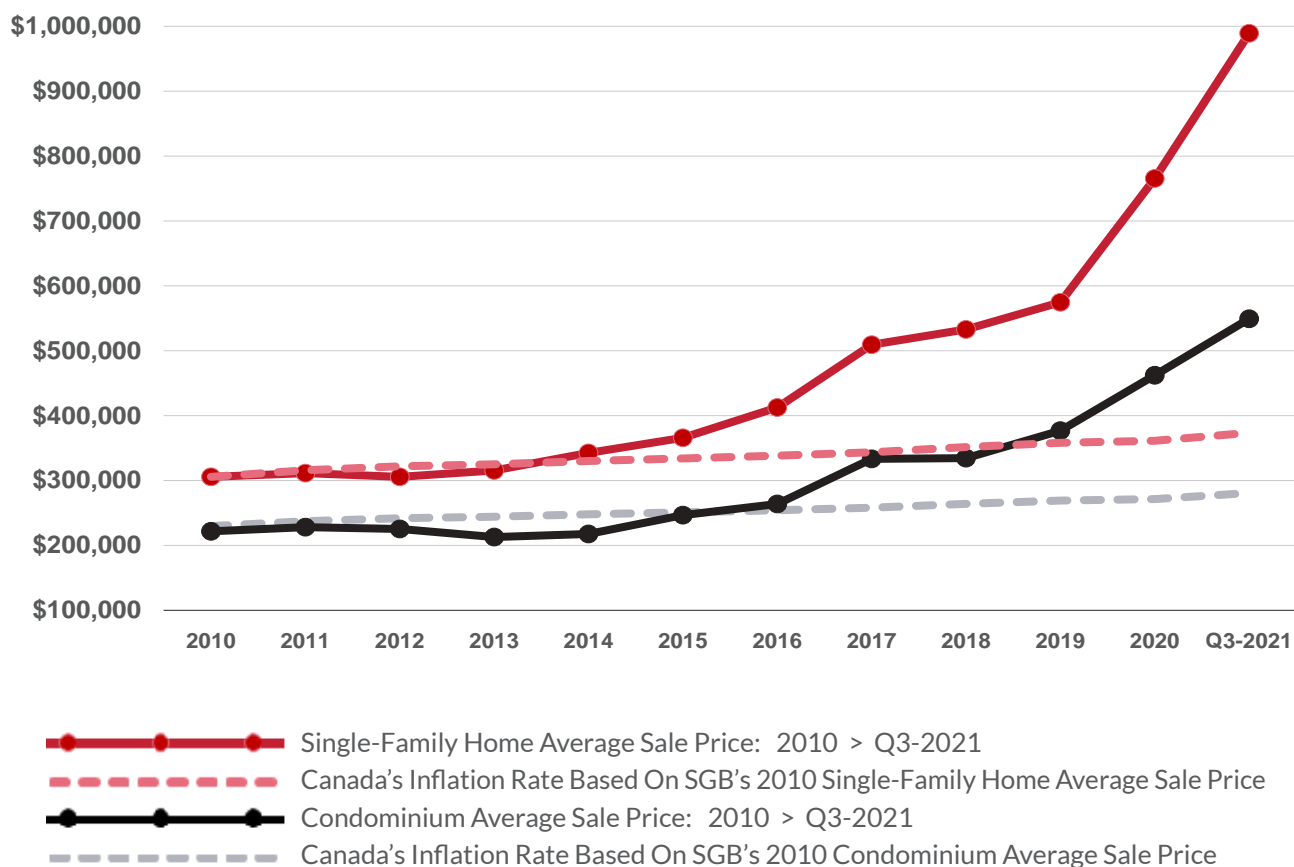
■ Single Family ■ Condominium ■ Townhouse

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

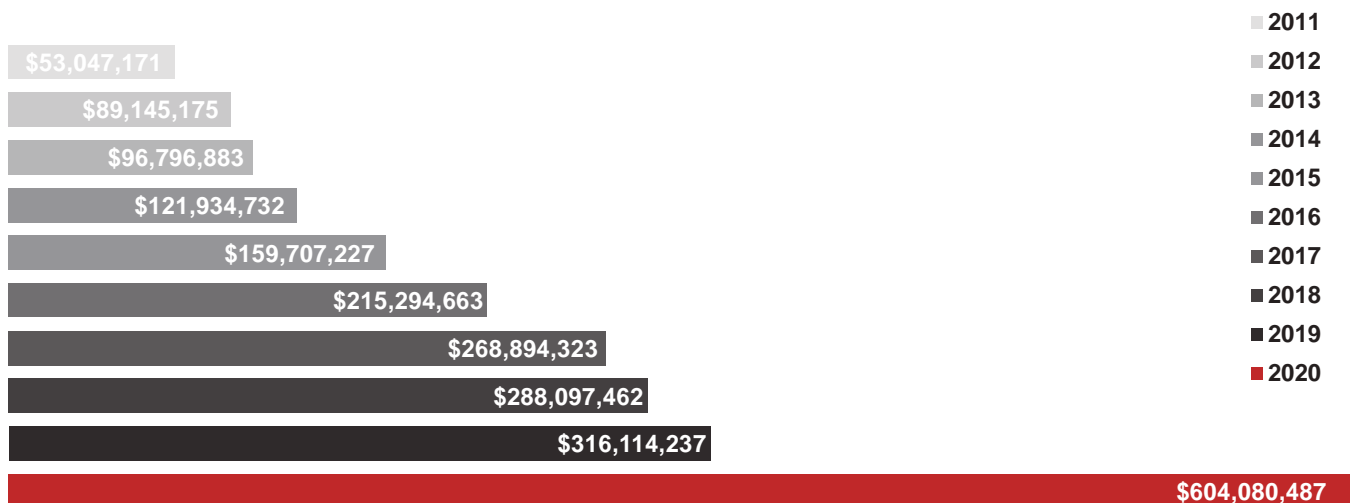


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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[‡]

17,702+

Clicks, Shares, Views, & Likes[‡]

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[†]

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor[†]

Socially Connected



530,816+

Social Media Impressions

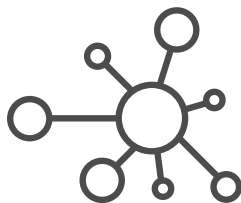
Clicks, Views, Shares,
Likes, Tweets[‡]

We average

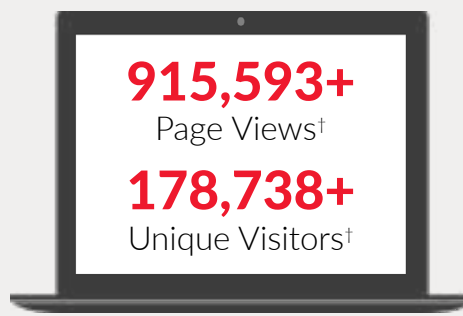
600

Buyer leads/month[§]

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



\$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

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.

