

WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

2021 IN REVIEW

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



OVERVIEW

2021 VOLUME SALES UP IN 4 OF 6 COMMUNITIES, WITH STRONG AVERAGE SALE PRICE INCREASES IN ALL

In **2021** the communities of Owen Sound, Meaford, The Blue Mountains., Collingwood, Wasaga Beach and Tiny collectively saw a record **\$277,969,786** in waterfront home sales on **191** transactions. That volume was up **9%** from 2020's **\$256,167,254**, while the unit sales were down **14%** from last year's **252**. By comparison, 2021's *total volume* for these six communities was up **25%** from 2020, while total units were down **4%**.

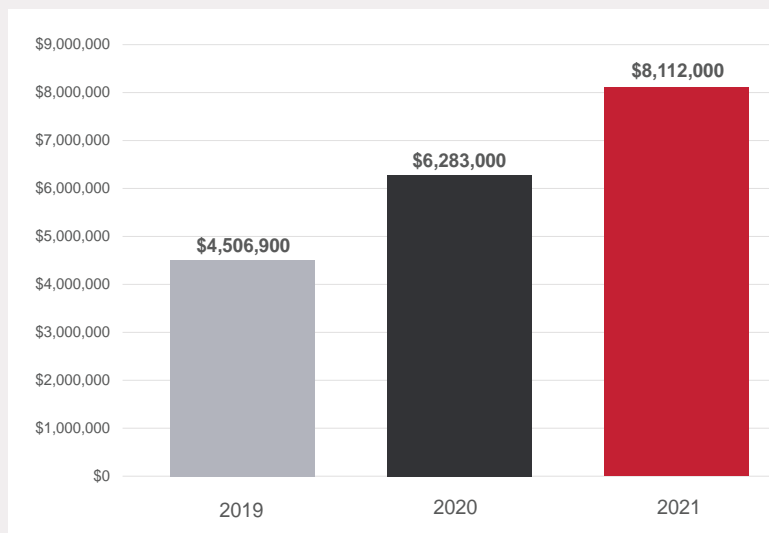
The biggest year-over-year volume gains went to Meaford **(+44%)**, Owen Sound **(+29%)** and The Blue Mountains **(+28%)**. As with the broader market, those gains were mainly due to big average sale price increases over 2020. Tiny saw the biggest average price jump at **62%**, while Meaford was up **55%**, The Blue Mountains was up **50%**, Wasaga Beach was up **42%**, Owen Sound was up **29%** and Collingwood was up **21%**. So all communities did well, with 2021's average waterfront sale price of **\$1,445,339** jumping **42%** from 2020's **\$1,016,537**.

OWEN SOUND

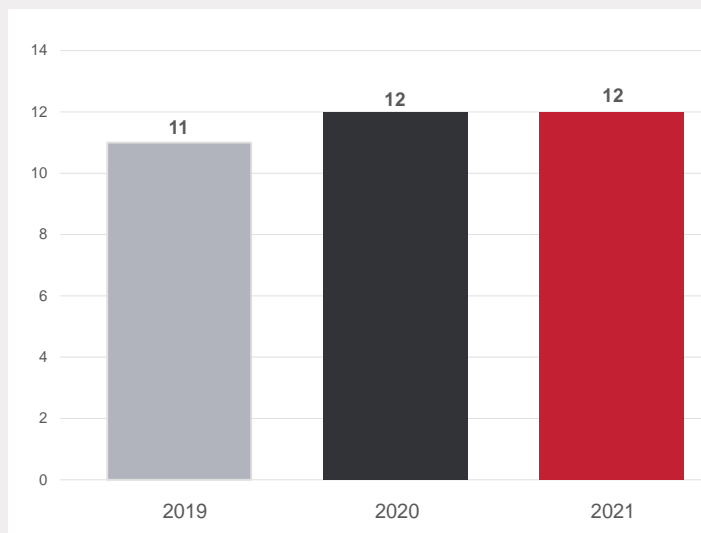
KEY METRICS — 2021 TOTALS

- \$8,112,000 in volume sales — 6th highest
- 12 unit sales — 6th highest
- 13 new listings — 6th highest
- 92% sales/listings ratio — Highest
- 31 days-on-market average — 2nd highest
- 98.9% close price / list price ratio — 4th highest
- \$473 close price / sq. ft. ratio — 6th highest
- \$676,000 average sale price — 6th highest

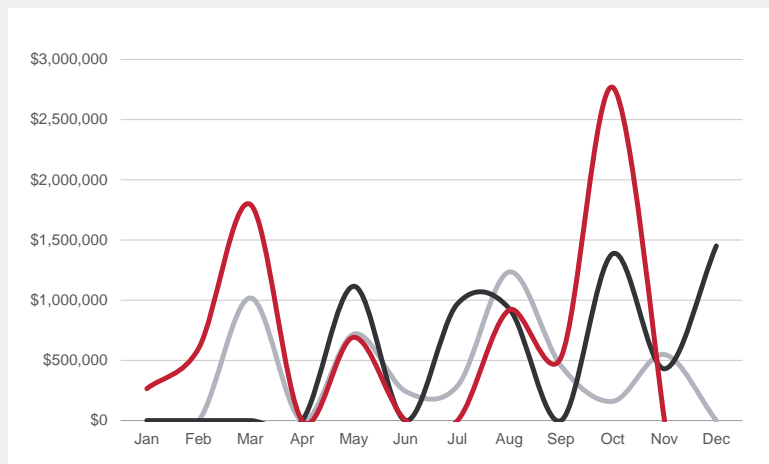
Graph 1:
Owen Sound Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



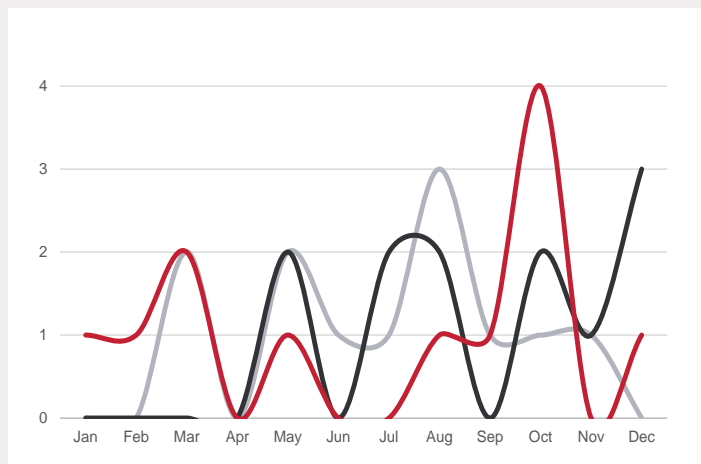
Graph 2:
Owen Sound Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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

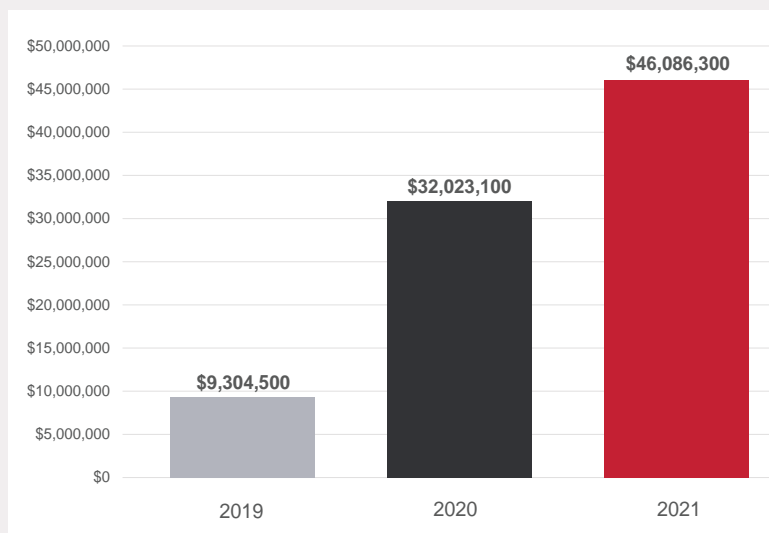
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$4,506,900	\$6,283,000	\$8,112,000	+29%
YTD Unit Sales	11	12	12	0%
YTD New Listings	15	12	13	+8%
YTD Sales/Listings Ratio	73%	100%	92%	-8%
YTD Expired Listings	1	3	0	-300%
Fourth Quarter (Q4) Volume Sales	\$549,000	\$3,267,000	\$3,316,000	+1%
Q4 Unit Sales	1	6	5	-17%
Q4 New Listings	0	7	2	-71%
Q4 Sales/Listings Ratio	100%	88%	250%	+162%
Q4 Expired Listings	0	0	0	0%
Q4 Close Price / List Price Ratio	100%	102.6%	98.0%	-4.2%
Q4 Close Price / Sq. Ft. Ratio	\$293	\$241	\$506	+110%
Q4 Average Sale Price	\$549,000	\$544,500	\$663,200	+22%
YTD Sales: Under \$300K	2	0	1	+100%
YTD Sales: \$300K - \$499K	7	6	0	-600%
YTD Sales: \$500K - \$799K	2	6	9	+50%
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	69	58	31	-47%
YTD Close Price / List Price Ratio	99.1%	100.1%	98.9%	-1.2%
YTD Close Price / Sq. Ft. Ratio	\$225	\$219	\$473	+116%
YTD Average Sale Price	\$409,718	\$523,583	\$676,000	+29%

MEAFORD

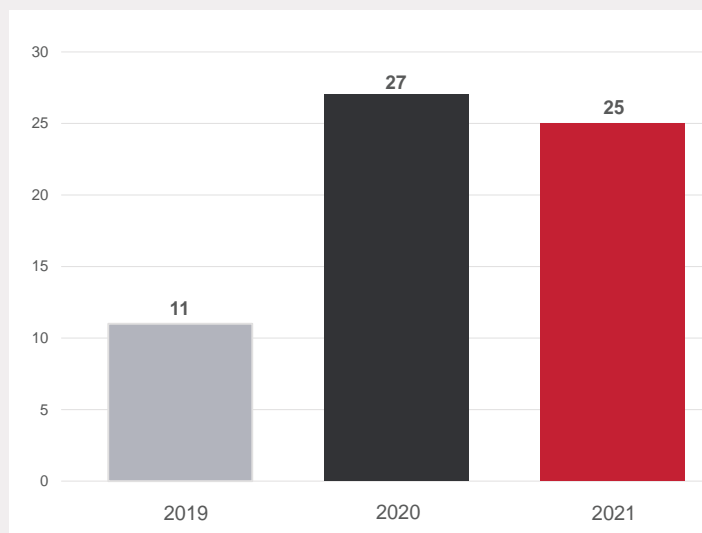
KEY METRICS — 2021 TOTALS

- \$46,086,300 in volume sales — 3rd highest
- 25 unit sales — 4th highest
- 28 new listings — Tied for 4th highest
- 89% sales/listings ratio — 2nd highest
- 16 days-on-market average — 5th highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$701 close price / sq. ft. ratio — 4th highest
- \$1,843,452 average sale price — 3rd highest

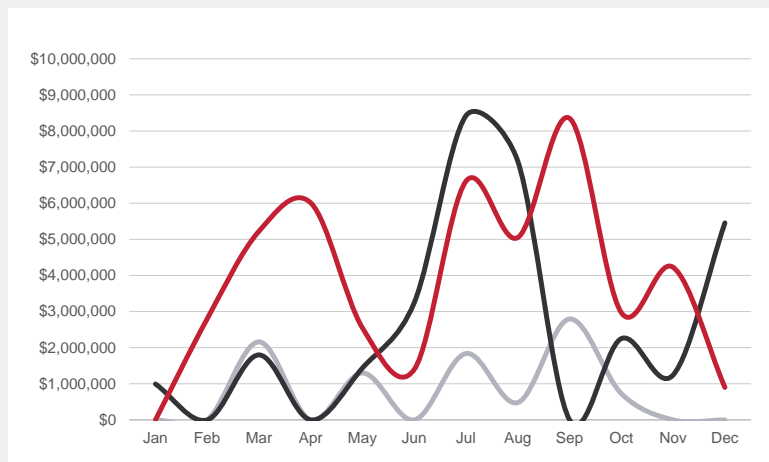
Graph 1:
Meaford Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



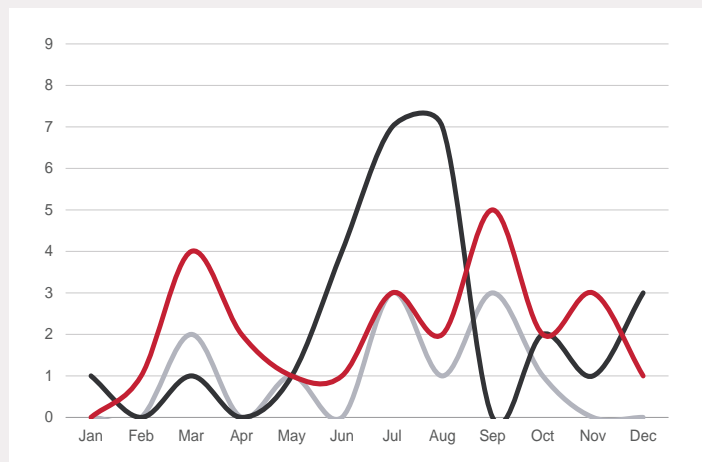
Graph 2:
Meaford Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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

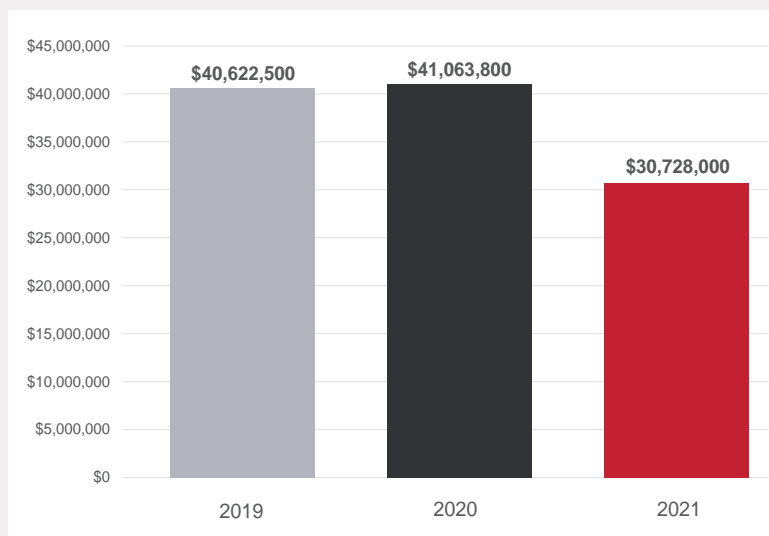
	2019	2020	2021	2020-2021
Annual Volume Sales	\$9,304,500	\$32,023,100	\$46,086,300	+44%
Annual Unit Sales	11	27	25	-7%
Annual New Listings	26	33	28	-15%
Annual Sales/Listings Ratio	42%	82%	89%	+7%
Annual Expired Listings	11	2	2	0%
Fourth Quarter (Q4) Volume Sales	\$728,500	\$8,952,000	\$8,094,400	-10%
Q4 Unit Sales	1	6	6	0%
Q4 New Listings	3	6	6	0%
Q4 Sales/Listings Ratio	33%	100%	100%	0%
Q4 Expired Listings	5	1	2	+100%
Q4 Close Price / List Price Ratio	97.1%	97.1%	103.9%	+6.8%
Q4 Close Price / Sq. Ft. Ratio	\$291	\$1,243	\$770	-38%
Q4 Average Sale Price	\$728,500	\$1,492,000	\$1,349,062	-10%
Annual Sales: Under \$300K	0	0	0	0%
Annual Sales: \$300K - \$499K	2	1	0	-100%
Annual Sales: \$500K - \$799K	3	5	0	-500%
Annual Sales: \$800K - \$999K	3	6	4	-33%
Annual Sales: \$1M - \$1.499M	3	11	7	-36%
Annual Sales: \$1.5M - \$1.999M	0	1	5	+400%
Annual Sales: \$2M+	0	3	9	+200%
Annual Average Days-On-Market	97	67	16	-76%
Annual Close Price / List Price Ratio	97.3%	97.2%	100%	+2.8%
Annual Close Price / Sq. Ft. Ratio	\$456	\$624	\$701	+12%
Annual Average Sale Price	\$845,864	\$1,186,041	\$1,843,452	+55%

THE BLUE MOUNTAINS

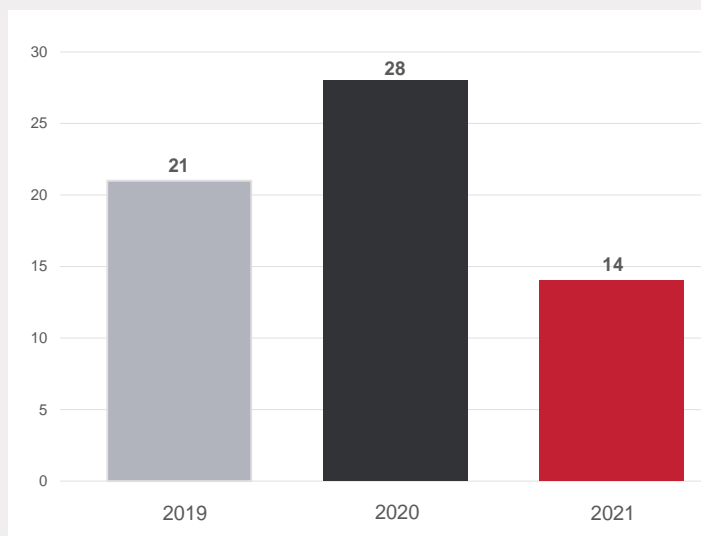
KEY METRICS — 2021 TOTALS

- \$30,728,000 in volume sales — 5th highest
- 14 unit sales — 5th highest
- 28 new listings — Tied for 4th highest
- 50% sales/listings ratio — 6th highest
- 20 days-on-market average — 3rd highest
- 97.3% close price / list price ratio — 6th highest
- \$848 close price / sq. ft. ratio — 2nd highest
- \$2,194,857 — Highest

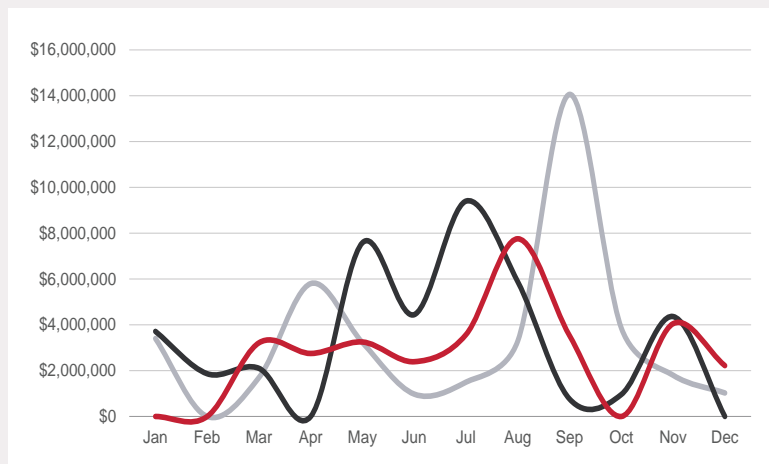
Graph 1:
The Blue Mts. Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



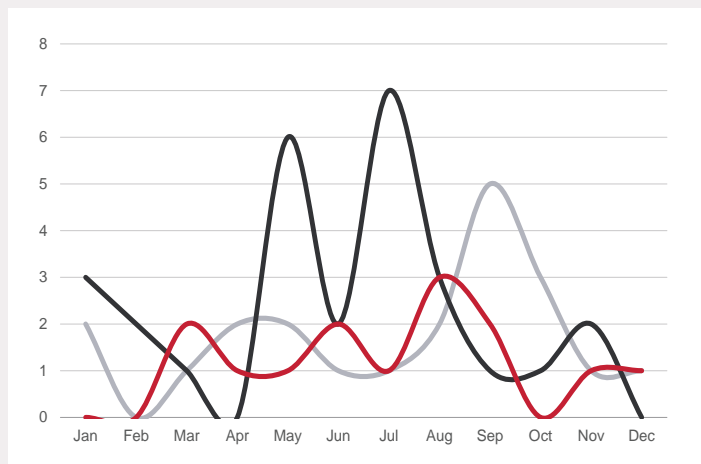
Graph 2:
The Blue Mts. Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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

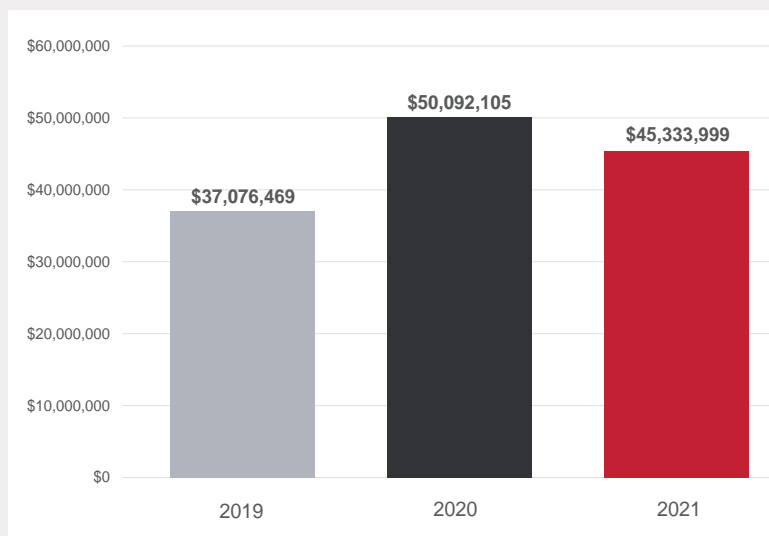
	2019	2020	2021	2020-2021
Annual Volume Sales	\$40,622,500	\$41,063,800	\$30,728,000	-25%
Annual Unit Sales	21	28	14	-50%
Annual New Listings	44	49	28	-43%
Annual Sales/Listings Ratio	48%	57%	50%	-7%
Annual Expired Listings	9	11	4	-64%
Fourth Quarter (Q4) Volume Sales	\$6,680,000	\$5,320,000	\$6,268,000	+18%
Q4 Unit Sales	5	3	2	-33%
Q4 New Listings	6	5	6	+20%
Q4 Sales/Listings Ratio	83%	60%	33%	-27%
Q4 Expired Listings	3	1	2	+100%
Q4 Close Price / List Price Ratio	96.5%	96.5%	97%	+5%
Q4 Close Price / Sq. Ft. Ratio	\$317	\$1,203	\$859	-29%
Q4 Average Sale Price	\$1,336,000	\$1,773,333	\$3,134,000	+77%
Annual Sales: Under \$300K	0	0	0	0%
Annual Sales: \$300K - \$499K	0	3	0	-300%
Annual Sales: \$500K - \$799K	2	3	2	-33%
Annual Sales: \$800K - \$999K	1	4	1	-75%
Annual Sales: \$1M - \$1.499M	6	7	3	-57%
Annual Sales: \$1.5M - \$1.999M	6	3	0	-300%
Annual Sales: \$2M+	6	8	8	0%
Annual Average Days-On-Market	75	51	20	-61%
Annual Close Price / List Price Ratio	96.3%	95.8%	97.3%	+1.5%
Annual Close Price / Sq. Ft. Ratio	\$864	\$605	\$848	+40%
Annual Average Sale Price	\$1,934,405	\$1,466,564	\$2,194,857	+50%

COLLINGWOOD

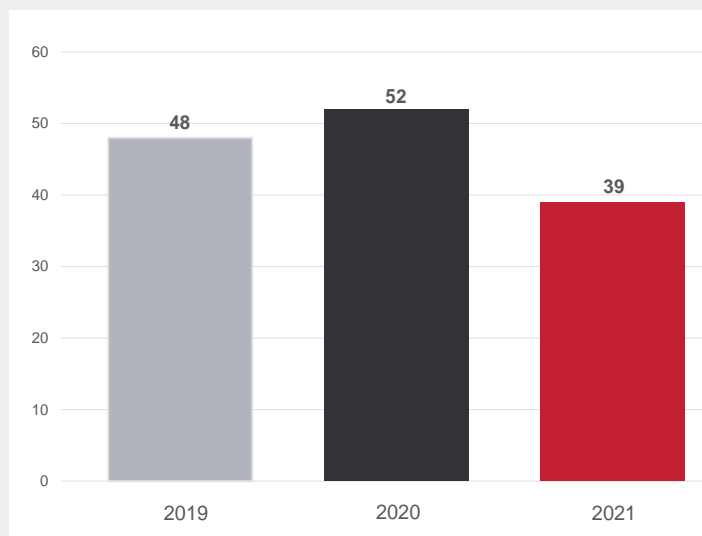
KEY METRICS — 2021 TOTALS

- \$45,333,999 in volume sales — 4th highest
- 39 unit sales — 3th highest
- 62 new listings — 3rd highest
- 63% sales/listings ratio — 4th highest
- 12 days-on-market average — 6th highest
- 101.3% close price / list price ratio — Highest
- \$751 close price / sq. ft. ratio — 3rd highest
- \$1,162,410 average sale price — 4th highest

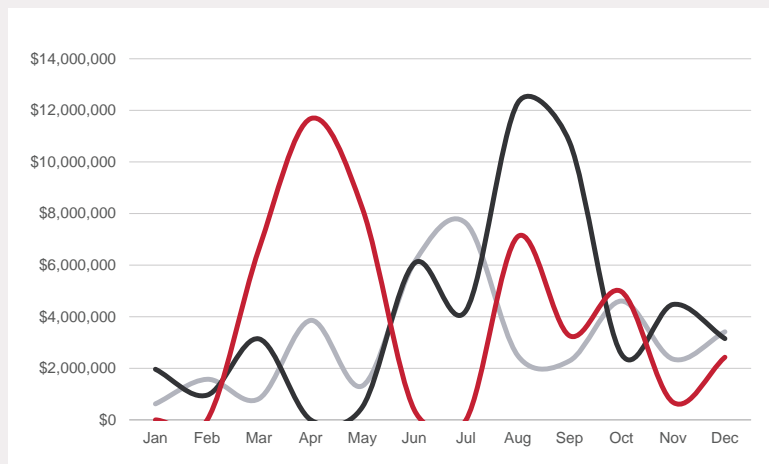
Graph 1:
Collingwood Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



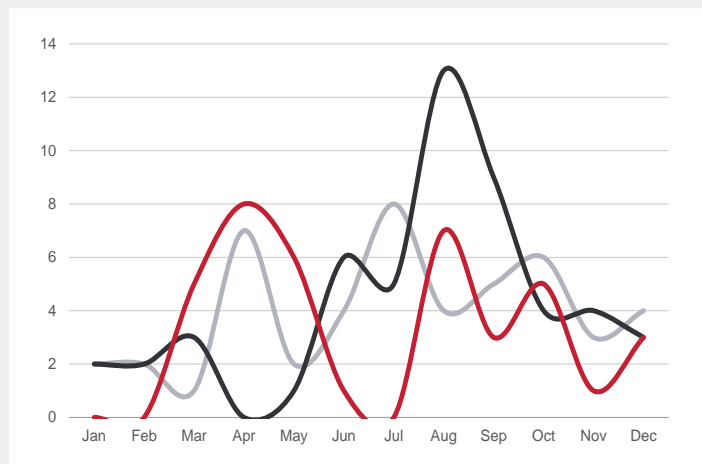
Graph 2:
Collingwood Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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

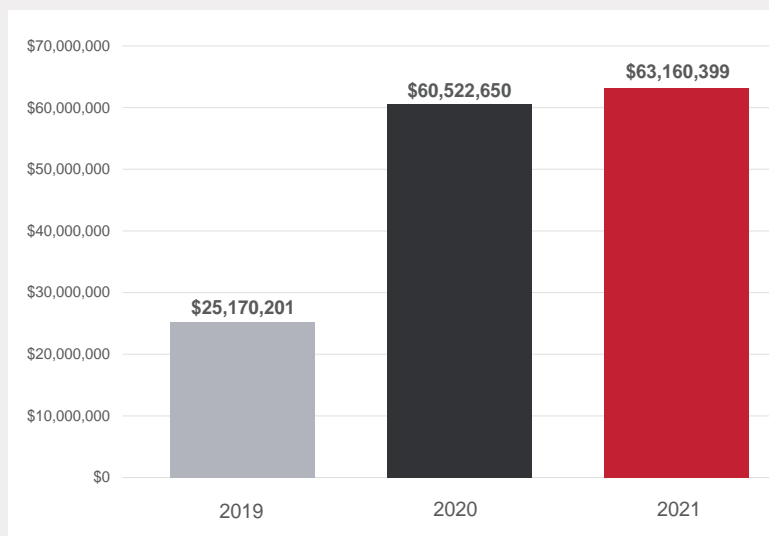
	2019	2020	2021	2020-2021
Annual Volume Sales	\$37,076,469	\$50,092,105	\$45,333,999	-9%
Annual Unit Sales	48	52	39	-25%
Annual New Listings	70	72	62	-14%
Annual Sales/Listings Ratio	69%	72%	63%	-9%
Annual Expired Listings	16	8	8	0%
Fourth Quarter (Q4) Volume Sales	\$10,377,400	\$10,180,000	\$8,085,000	-21%
Q4 Unit Sales	13	11	9	-18%
Q4 New Listings	11	10	11	+10%
Q4 Sales/Listings Ratio	118%	110%	82%	-28%
Q4 Expired Listings	5	4	4	0%
Q4 Close Price / List Price Ratio	98.9%	98%	98.3%	+3%
Q4 Close Price / Sq. Ft. Ratio	\$479	\$585	\$683	+17%
Q4 Average Sale Price	\$798,262	\$925,455	\$898,333	-3%
Annual Sales: Under \$300K	2	1	1	0%
Annual Sales: \$300K - \$499K	16	10	1	-900%
Annual Sales: \$500K - \$799K	12	11	11	0%
Annual Sales: \$800K - \$999K	7	7	10	+43%
Annual Sales: \$1M - \$1.499M	7	16	8	-50%
Annual Sales: \$1.5M - \$1.999M	3	6	4	-33%
Annual Sales: \$2M+	1	1	4	+300%
Annual Average Days-On-Market	48	32	12	-62%
Annual Close Price / List Price Ratio	97.7%	97.9%	101.3%	+3.4%
Annual Close Price / Sq. Ft. Ratio	\$437	\$518	\$751	+45%
Annual Average Sale Price	\$772,426	\$963,310	\$1,162,410	+21%

WASAGA BEACH

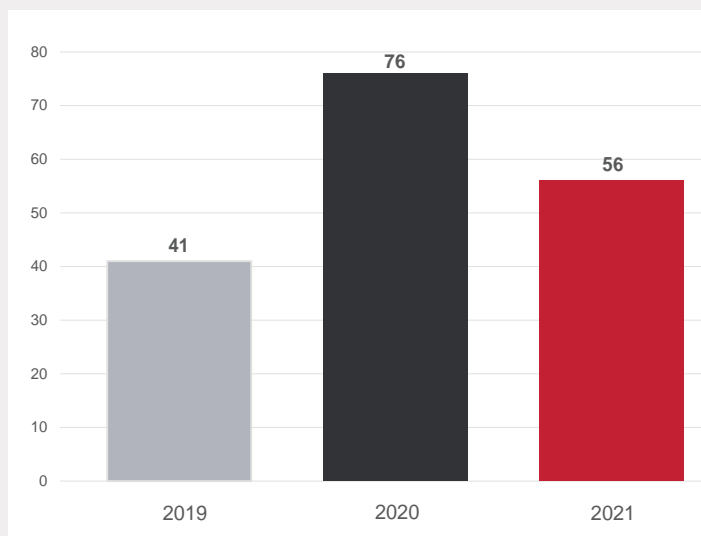
KEY METRICS — 2021 TOTALS

- \$63,160,399 in volume sales — 2nd highest
- 56 unit sales — Highest
- 81 new listings — Highest
- 69% sales/listings ratio — 3rd highest
- 36 days-on-market average — Highest
- 98.8 close price / list price ratio — 5th highest
- \$645 close price / sq. ft. ratio — 5th highest
- \$1,127,864 average sale price — 5th highest

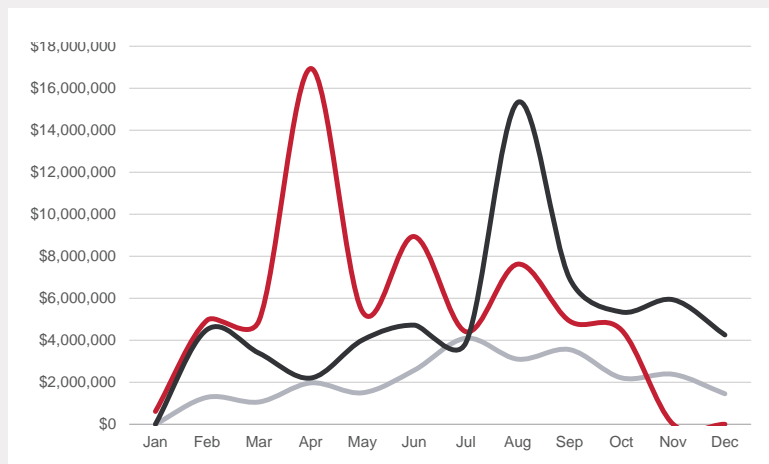
Graph 1:
Wasaga Beach Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



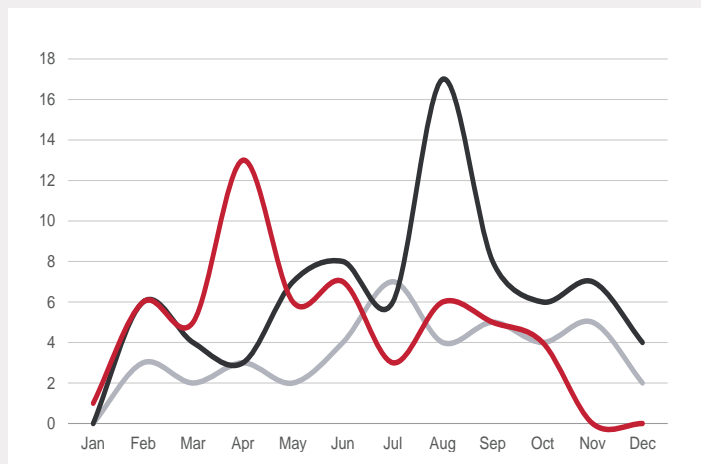
Graph 2:
Wasaga Beach Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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

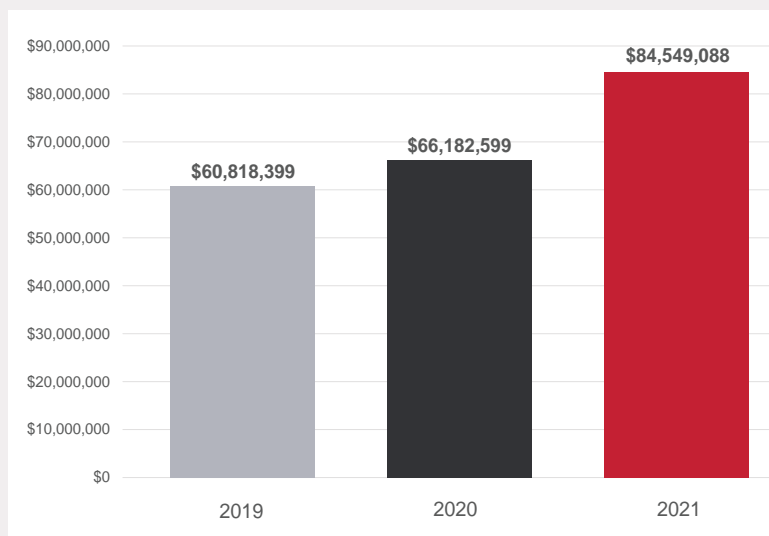
	2019	2020	2021	2020-2021
Annual Volume Sales	\$25,170,201	\$60,522,650	\$63,160,399	+4%
Annual Unit Sales	41	76	56	-26%
Annual New Listings	120	119	81	-32%
Annual Sales/Listings Ratio	34%	64%	69%	+5%
Annual Expired Listings	45	27	12	-56%
Fourth Quarter (Q4) Volume Sales	\$6,036,500	\$15,525,400	\$4,492,500	-71%
Q4 Unit Sales	11	17	4	-76%
Q4 New Listings	14	21	10	-52%
Q4 Sales/Listings Ratio	79%	81%	40%	-41%
Q4 Expired Listings	21	5	4	-20%
Q4 Close Price / List Price Ratio	96.2%	98%	98.5%	+5%
Q4 Close Price / Sq. Ft. Ratio	\$520	\$440	\$527	+20%
Q4 Average Sale Price	\$613,907	\$796,351	\$1,127,864	+42%
Annual Sales: Under \$300K	4	5	0	-500%
Annual Sales: \$300K - \$499K	15	14	4	-71%
Annual Sales: \$500K - \$799K	11	25	14	-44%
Annual Sales: \$800K - \$999K	6	11	5	-55%
Annual Sales: \$1M - \$1.499M	5	16	22	+38%
Annual Sales: \$1.5M - \$1.999M	0	3	7	+133%
Annual Sales: \$2M+	0	2	4	+100%
Annual Average Days-On-Market	62	43	36	-16%
Annual Close Price / List Price Ratio	96.3%	97.7%	98.8%	+1.1%
Annual Close Price / Sq. Ft. Ratio	\$377	\$421	\$645	+53%
Annual Average Sale Price	\$613,907	\$796,351	\$1,127,864	+42%

TINY TOWNSHIP

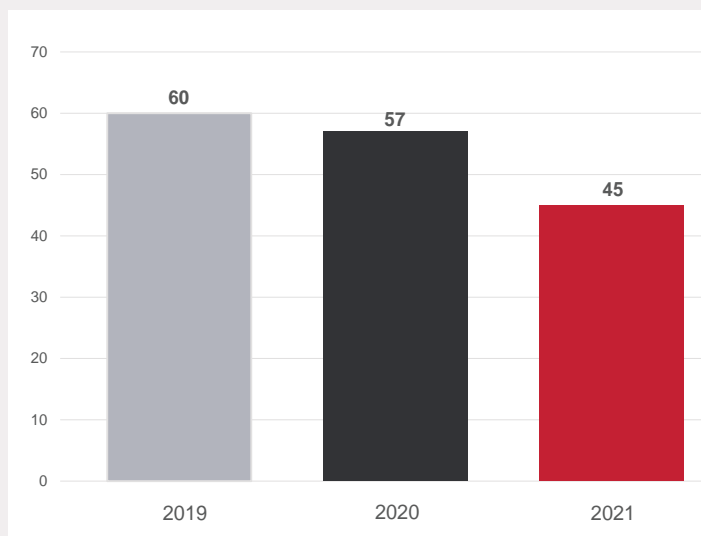
KEY METRICS — 2021 TOTALS

- \$84,549,088 in volume sales — Highest
- 45 unit sales — 2nd highest
- 76 new listings — 2nd highest
- 59% sales/listings ratio — 5th highest
- 19 days-on-market average — 4th highest
- 100% close price / list price ratio — Tied for 2nd highest
- \$873 close price / sq. ft. ratio — Highest
- \$1,878,869 average sale price — 2nd highest

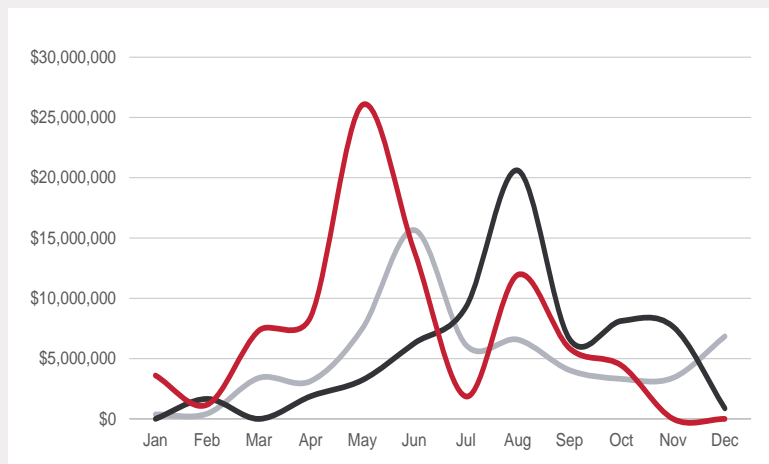
Graph 1:
Tiny Township Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



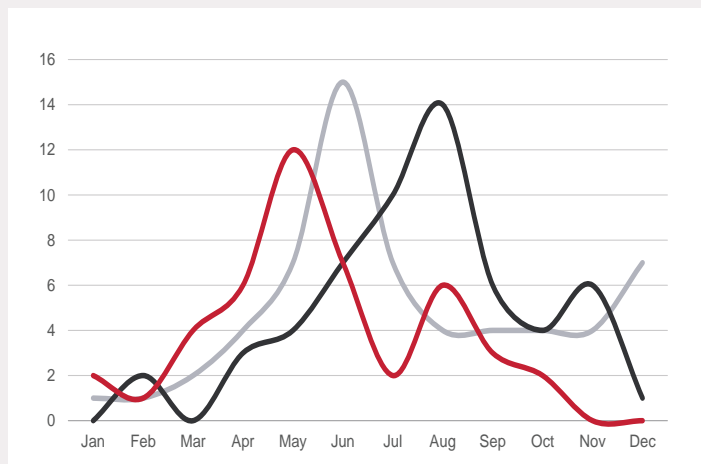
Graph 2:
Tiny Township Annual MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



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
Annual Volume Sales	\$60,818,399	\$66,182,599	\$84,549,088	+28%
Annual Unit Sales	60	57	45	-21%
Annual New Listings	145	91	76	-16%
Annual Sales/Listings Ratio	41%	62%	59%	-3%
Annual Expired Listings	54	28	9	-68%
Fourth Quarter (Q4) Volume Sales	\$13,568,000	\$16,638,500	\$4,433,000	-73%
Q4 Unit Sales	15	11	2	-82%
Q4 New Listings	16	13	3	-77%
Q4 Sales/Listings Ratio	94%	85%	67%	-18%
Q4 Expired Listings	17	4	5	+25%
Q4 Close Price / List Price Ratio	91.7%	92.4%	99.4%	+7%
Q4 Close Price / Sq. Ft. Ratio	\$393	\$831	\$1,007	+21%
Q4 Average Sale Price	\$904,533	\$1,512,591	\$2,216,500	+147%
Annual Sales: Under \$300K	1	0	0	0%
Annual Sales: \$300K - \$499K	7	4	1	-75%
Annual Sales: \$500K - \$799K	17	14	1	-93%
Annual Sales: \$800K - \$999K	14	12	1	-92%
Annual Sales: \$1M - \$1.499M	12	14	10	-29%
Annual Sales: \$1.5M - \$1.999M	6	5	15	+200%
Annual Sales: \$2M+	3	8	17	+113%
Annual Average Days-On-Market	40	62	19	-69%
Annual Close Price / List Price Ratio	96.4%	97.2%	100%	+2.8%
Annual Close Price / Sq. Ft. Ratio	\$523	\$610	\$873	+43%
Annual Average Sale Price	\$1,013,640	\$1,161,098	\$1,878,869	+62%

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

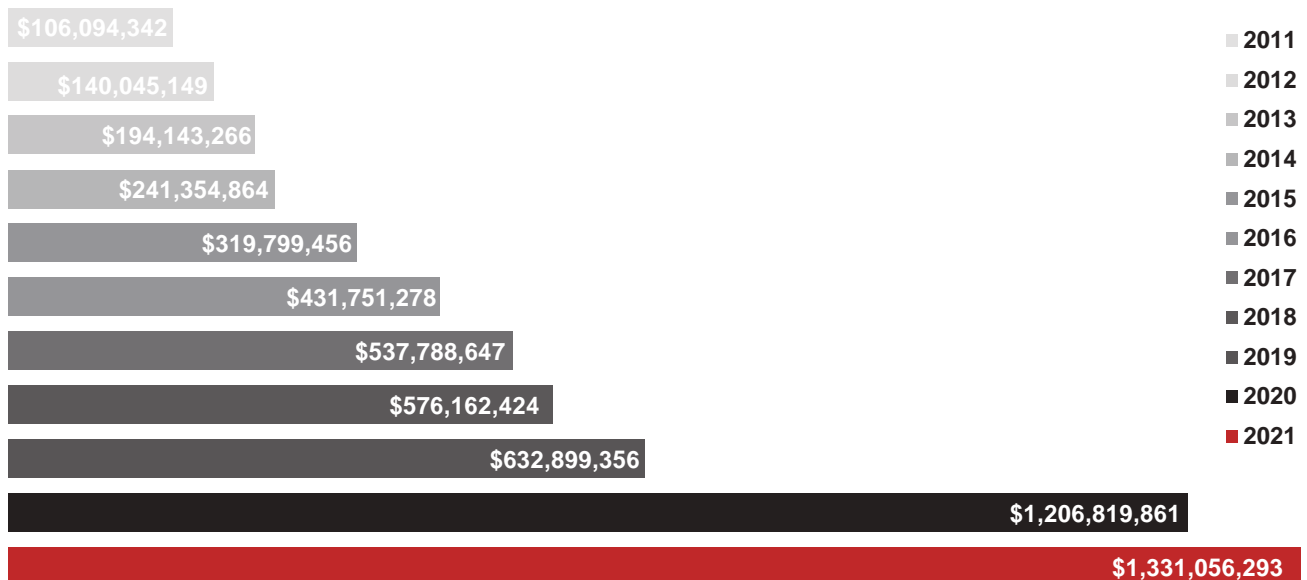


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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





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.

THORNbury

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.

