

# COLLINGWOOD REAL ESTATE MARKET REPORT

## FIRST QUARTER 2022

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





# OVERVIEW

## RECORD VOLUME, STRONG UNIT SALES, WITH AVERAGE SALE PRICE WAY UP



### RECORD Q1 SALES VOLUME OF \$128,684,090

Up 5% from Q1-2021's \$123,141,695, with units of 125 down 18% from Q1-2021's 153. New listings of 169 down 19% from a year ago, with the sales/listings ratio of 74% equal to Q1-2021.



### MARCH SALES VOLUME OF \$54,392,172

Down 14% from March 2021's \$63,055,683. Units of 53 down 32% from last March's 78, with new listings of 94 down 22%, and the sales/listings ratio of 73% down 10%.



### RECORD Q1 AVERAGE SALE PRICE OF \$1,029,473

Up 28% from the \$804,848 of Q1-2021. Average days-on-market of 11 down by 6 days.

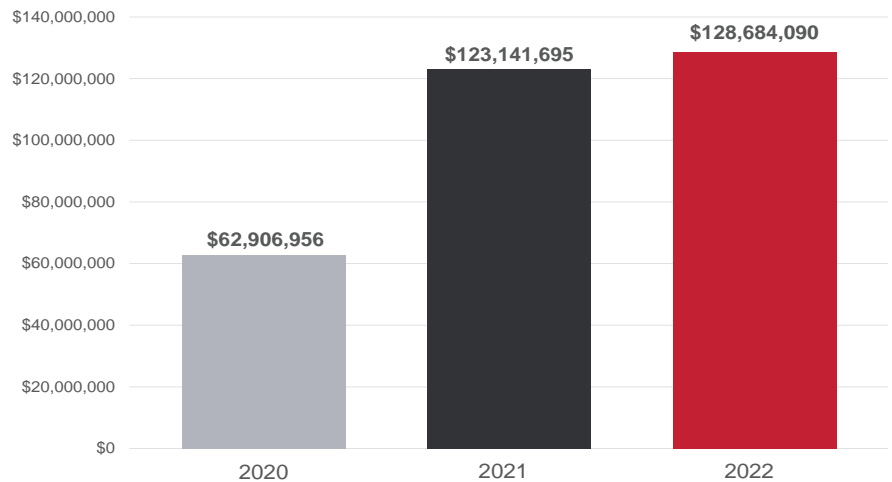
# OVERVIEW (cont'd)



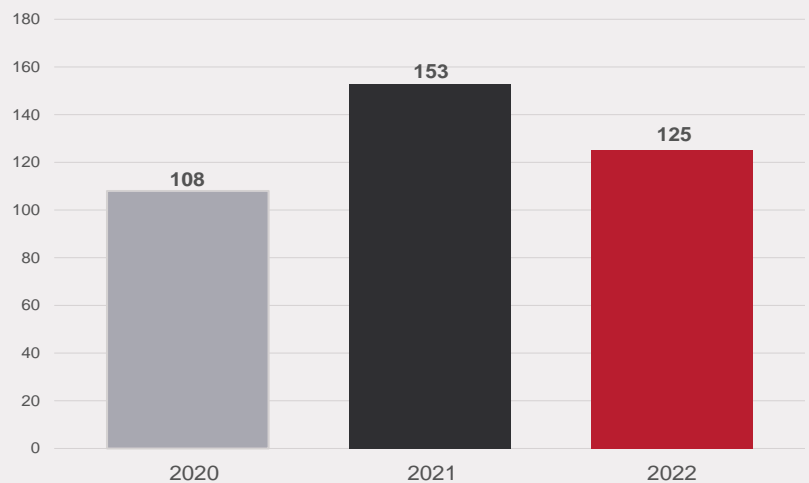
## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Collingwood market had a very high **103.6%** sale/list price ratio in March. Homes sold in just **10** days on average, down **6** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **73%** sales/listings ratio, add up to a relatively strong **sellers' market**.

Graph 1:  
**Collingwood MLS® Sales**  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
**Collingwood MLS® Sales**  
2020 vs. 2021 vs. 2022 (Units)



# THE MARKET IN DETAIL



Table 1:

**Collingwood MLS® Residential Sales And Listing Summary**  
2020 vs. 2021 vs. 2022

|  | 2020         | 2021          | 2022          | 2021-2022    |
|--|--------------|---------------|---------------|--------------|
| <b>First Quarter (Q1) Volume Sales</b> | \$62,906,956 | \$123,141,695 | \$128,684,090 | <b>+5%</b>   |
| <b>Q1 Unit Sales</b>                   | 108          | 153           | 125           | <b>-18%</b>  |
| <b>Q1 New Listings</b>                 | 205          | 208           | 169           | <b>-19%</b>  |
| <b>Q1 Sales/Listings Ratio</b>         | 53%          | 74%           | 74%           | <b>0%</b>    |
| <b>Q1 Expired Listings</b>             | 32           | 7             | 6             | <b>-14%</b>  |
| <b>Q1 Sales: Under \$300K</b>          | 9            | 0             | 0             | <b>0%</b>    |
| <b>Q1 Sales: \$300K - \$499K</b>       | 46           | 22            | 7             | <b>-68%</b>  |
| <b>Q1 Sales: \$500K - \$799K</b>       | 34           | 77            | 31            | <b>-60%</b>  |
| <b>Q1 Sales: \$800K - \$999K</b>       | 11           | 25            | 38            | <b>+52%</b>  |
| <b>Q1 Sales: \$1M - \$1.499M</b>       | 6            | 21            | 30            | <b>+43%</b>  |
| <b>Q1 Sales: \$1.5M - \$1.999M</b>     | 2            | 4             | 14            | <b>+250%</b> |
| <b>Q1 Sales: \$2M+</b>                 | 0            | 4             | 5             | <b>+25%</b>  |
| <b>Q1 Average Days-On-Market</b>       | 50           | 17            | 11            | <b>-35%</b>  |
| <b>Q1 Average Sale Price</b>           | \$582,472    | \$804,848     | \$1,029,473   | <b>+28%</b>  |

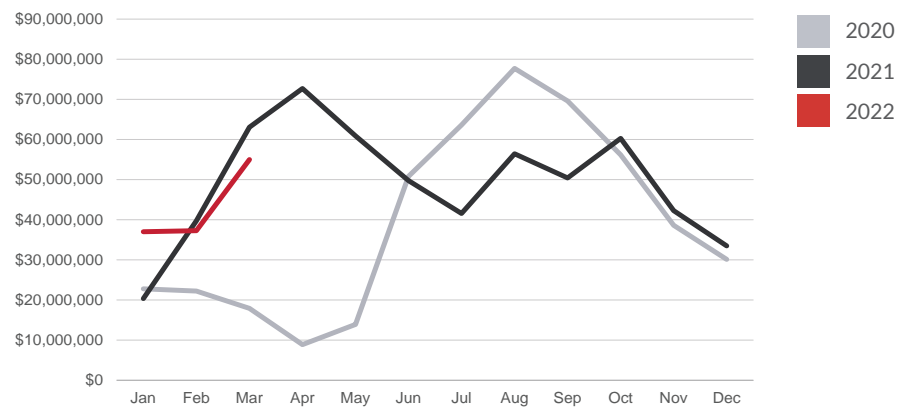
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of April. 3, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



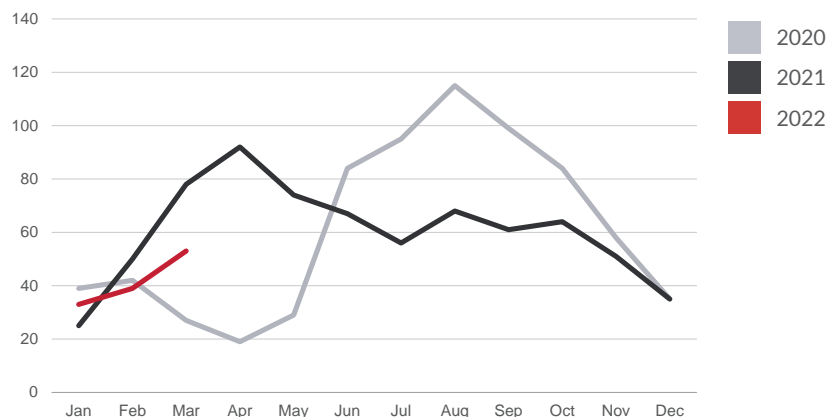
# THE MARKET IN DETAIL (cont'd)

Although Collingwood's first quarter was not as frenetic as Q1-2021, it set a new dollar sales record due to escalating sale prices. As **Graph 3** shows, a big record January, followed by a strong February and March, combined to give Q1 **\$128,684,090** in volume, up **5%** from last year's previous high. On the units side, Q1's **125** were down **15%** from last year's benchmark **153**, and the fourth best ever. That said, other signs that the market, while slowing, is still strong include March's: **103.6%** sale/list price ratio; average sale time of just **10** days; relatively high **73%** sales/listings ratio; and just **one month** of inventory. And then there is Collingwood's Q1 average sale price. At **\$1,029,473** it's up **125%, 132%, 99%, 77%** and **28%** from the Q1's of 2017-2021 respectively.

Graph 3:  
**Collingwood Monthly MLS® Sales**  
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:  
**Collingwood Monthly MLS® Sales**  
2020 vs. 2021 vs. 2022 (Units)



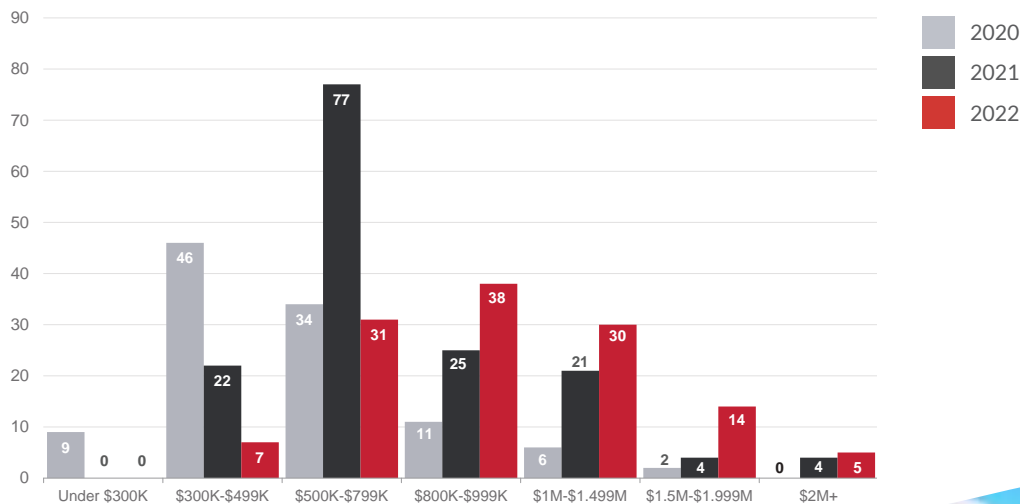
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in four price ranges down in two, and even in one. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges were up **52%**, **43%**, **250%** and **25%** respectively. The \$300K-\$499K and \$500K-\$799K ranges were down **68%** and **60%** respectively. And the Under-\$300K range was even. More generally, the Under-\$500K bracket – which accounted for **6%** of 2021's sales – was down **68%** from a year ago. The \$500K-\$999K bracket – which accounted for **55%** of all sales – was down **34%**. And the \$1M+ bracket – which accounted for **39%** of all sales – was up **69%**.

Graph 5:

## Collingwood MLS® Sales By Price

2020 vs. 2021 vs. 2022 (Units)



# SALES BY PROPERTY TYPE

Graph 6:

**Collingwood MLS® Sales By Property Type**  
2020 vs. 2021 vs. 2022 (Dollars and Units)

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$89,652,676  
UP 14% from Q1-2021

**UNIT SALES:** 74  
DOWN 9% from Q1-2021

**AV. DAYS-ON-MARKET:** 12  
UP 2 days from Q1-2021

**AV. SALE PRICE:** \$1,211,523  
UP 25% from Q1-2021

### CONDOMINIUMS

**DOLLAR SALES:** \$20,303,792  
UP 3% from Q1-2021

**UNIT SALES:** 29  
DOWN 12% from Q1-2021

**AV. DAYS-ON-MARKET:** 11  
DOWN 35 days from Q1-2021

**AV. SALE PRICE:** \$700,131  
UP 17% from Q1-2021

### TOWNHOUSES

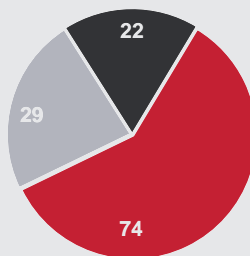
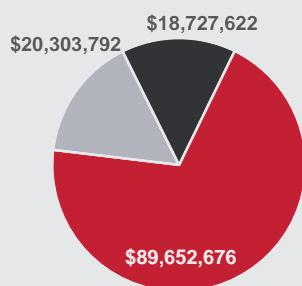
**DOLLAR SALES:** \$18,727,622  
DOWN 24% from Q1-2021

**UNIT SALES:** 22  
DOWN 44% from Q1-2021

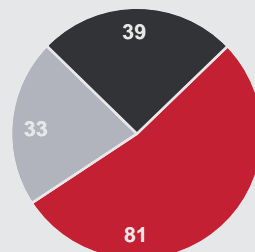
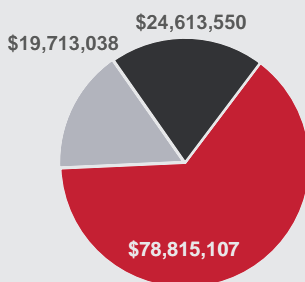
**AV. DAYS-ON-MARKET:** 9  
UP 3 days from Q1-2021

**AV. SALE PRICE:** \$851,256  
UP 35% from Q1-2021

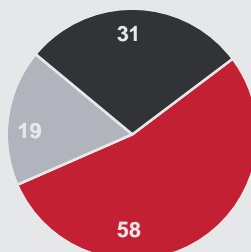
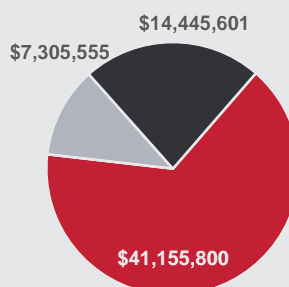
2022



2021



2020



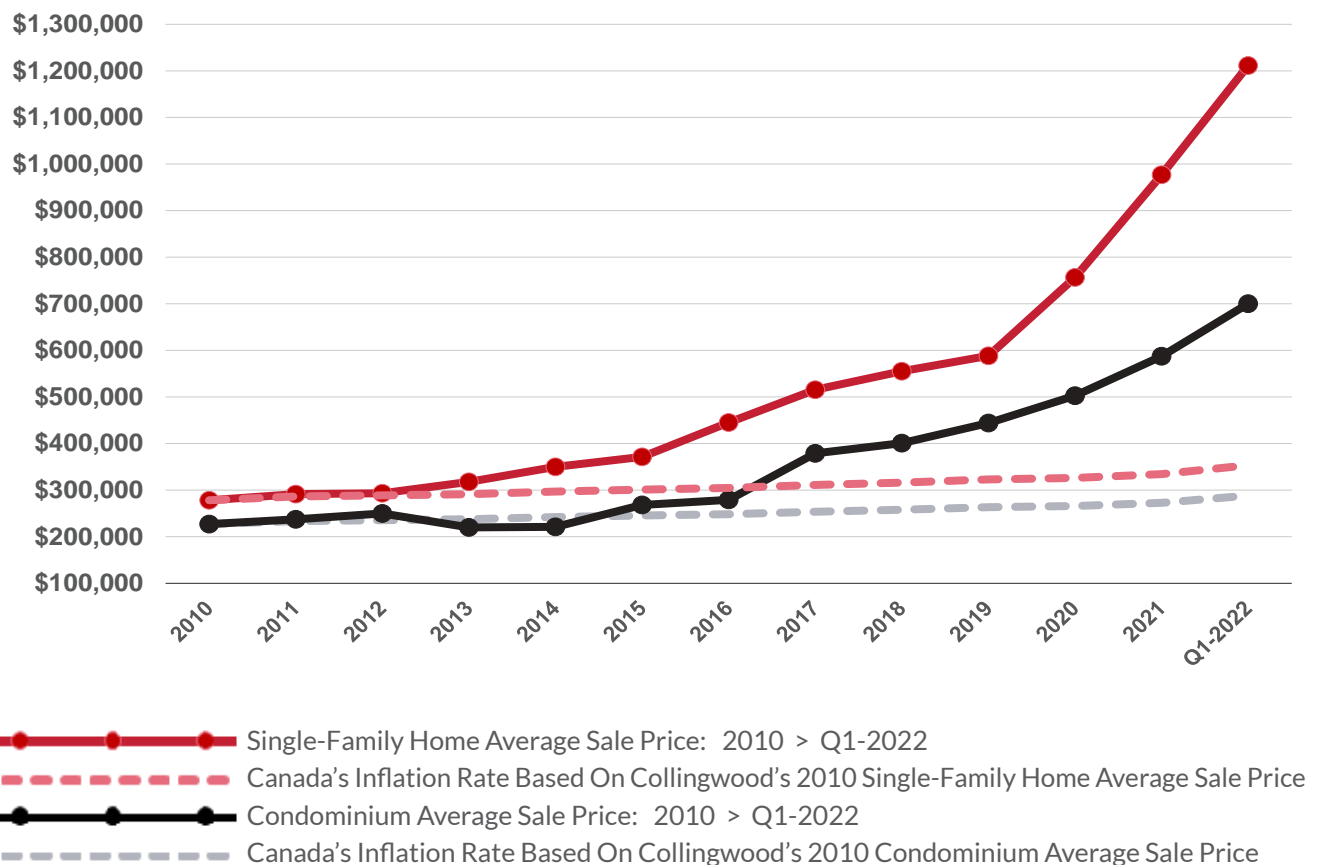
■ Single Family ■ Condo/Town ■ Vacant Land

# COLLINGWOOD AVERAGE SALE PRICES: 2010-2022

## HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

↑ Collingwood's average sale price for single-family homes in Q1-2022 was **\$1,211,523**; that's up **25%, 64%, 108%, 120%** and **339%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$700,131** is up **19%, 39%, 58%, 75%** and **209%** from 2021, 2020, 2019, 2018 and 2010 respectively.

↑ From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q1-2022 the average price rose to **243%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **143%** above inflation in Q1-2022.





# 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

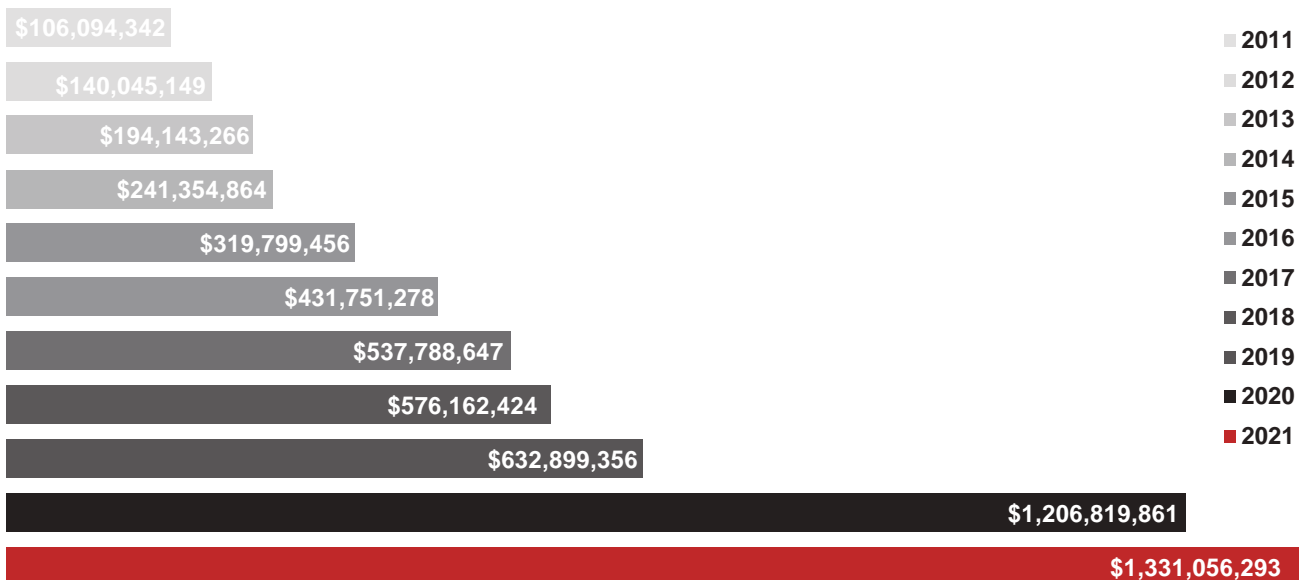


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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

## The Blue Mountains

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

## Meaford

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

## Clearview

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

## Southern Georgian Bay (West)\*

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

## Southern Georgian Bay Luxury Homes\*\*

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

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$878,700+**

Raised for local causes &  
Community Sponsorships  
from 2013-2022

**#1** Georgian Triangle  
**BROKERAGE**



**8**

Straight Years\*  
Of Record Sales!

**Featured Listings**



**36,239+**

People Reached†

**5,899+**

Clicks, Shares, Views, & Likes‡

**Q1** BY THE **2022**  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**56** Detailed Market Reports  
Per Year FOR YOU

**RECORD Q1 SALES  
VOLUME OF**

With \$543,188,334



**3 TIMES  
MORE**

than our closest regional competitor†



**Award Winning Service**

**Socially Connected**



**67,766+**

**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**600**

**Buyer leads/month‡**

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**



**169,000+**

Page Views†

**24,530+**

Unique Visitors†



**TOP 1%  
DONOR**

ROYAL LePAGE  
SHELTER FOUNDATION

**WEBBLAST \$5200**

**Raised for Local Charities  
in 2022**

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 5 years. ‡Based on Google Analytics (January 1st, 2022 to March 31st, 2022). §Based on social media channels (January 1st, 2022 to March 31st, 2022). ¶Based on June 2020 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.

