

WASAGA BEACH REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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



OVERVIEW

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



RECORD Q1 SALES VOLUME OF \$120,843,371

Up 7% from Q1-2021's \$113,198,123, with units of 138 down 15% from Q1-2021's 162. New listings of 213 up 10% from a year ago, with the sales/listings ratio of 65% down 19%.



MARCH SALES VOLUME OF \$59,482,419

Down 11% from March 2021's \$66,880,058. Units of 68 down 26% from last March's 92, with new listings of 111 up 2% and the sales/listings ratio of 61% down 23%.



RECORD Q1 AVERAGE SALE PRICE OF \$875,677

Up 25% from the \$698,698 of Q1-2021. Average days-on-market of 11 down 7 days.

OVERVIEW (cont'd)

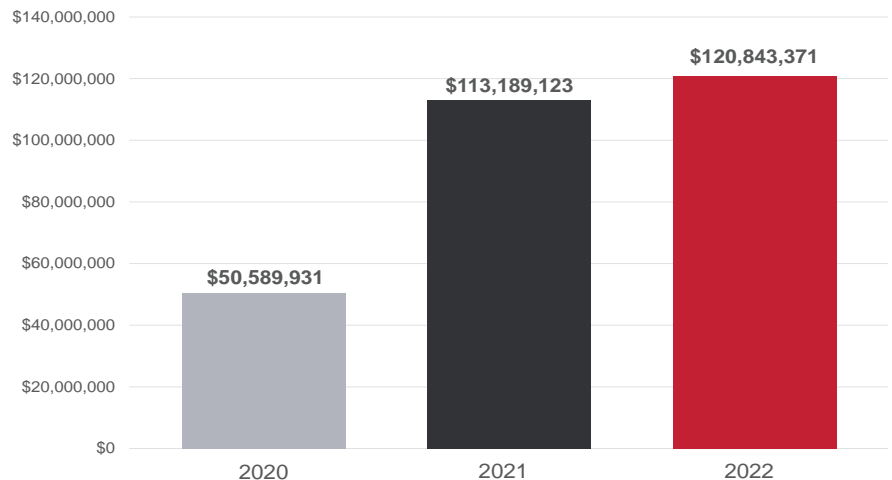


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

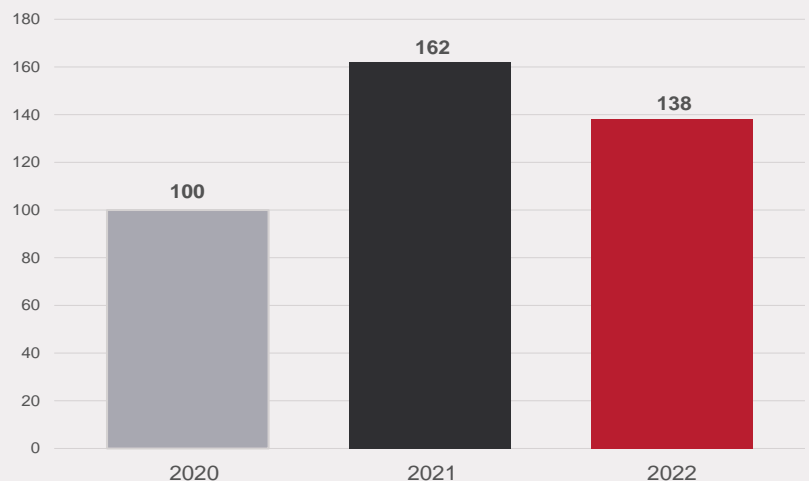
The Wasaga Beach market had a very high **103.9%** sale/list price ratio in March. Homes sold in just **8** days on average, down **4** days from one year ago. And there is now just **one month** of inventory. All that, together with March's **61%** sales/listings ratio, adds up to a relatively strong **sellers' market**.



Graph 1:
Wasaga Beach MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Wasaga Beach MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Residential Sales And Listing Summary
2020 vs. 2021 vs. 2022

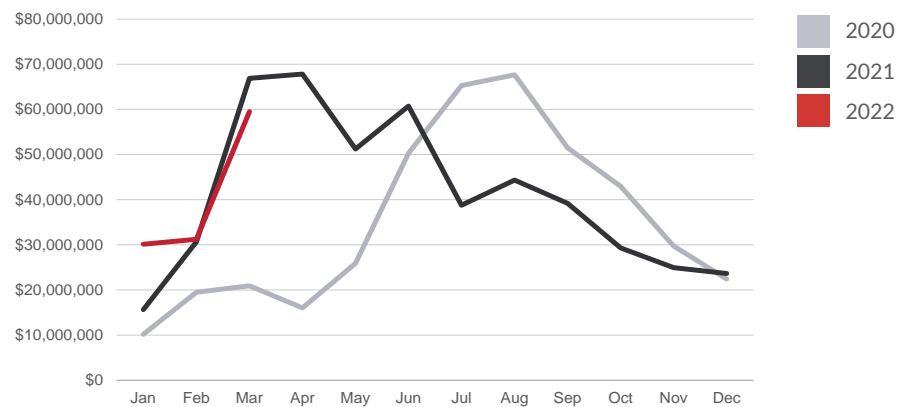
	2020	2021	2022	2021-2022
Volume Sales	\$50,589,931	\$113,189,123	\$120,843,371	+7%
Unit Sales	100	162	138	-15%
New Listings	230	193	213	+10%
Sales/Listings Ratio	43%	84%	65%	-19%
Expired Listings	41	5	7	+40%
Sales: Under \$300K	3	0	0	0%
Sales: \$300K - \$499K	56	22	5	-77%
Sales: \$500K - \$799K	34	100	46	-54%
Sales: \$800K - \$999K	4	28	45	+61%
Sales: \$1M - \$1.499M	3	12	40	333%
Sales: \$1.5M +	0	0	2	+200%
Average Days-On-Market	46	18	11	-39%
Average Sale Price	\$505,899	\$698,698	\$875,677	+25%

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.

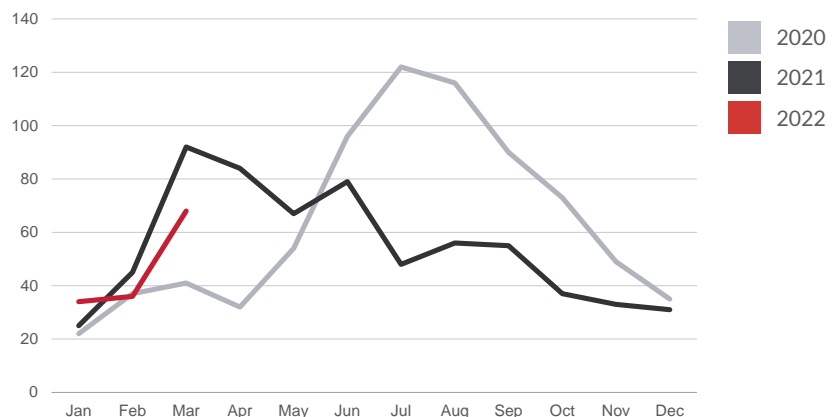
THE MARKET IN DETAIL (cont'd)

Although not as active as Q1-2021, Wasaga Beach's first quarter set a new dollar sales record due to a jump in sale prices. As **Graph 3** shows, records in January and February, followed by a strong March, combined to give Q1 **\$120,843,371** in volume, up **7%** from last year's previous high. On the units side, Q1's **138** were down **15%** from last year's benchmark **162**, and the fourth best overall. That said, other indications that the market, while slowing, is still strong include March's: **103.9%** sale/list price ratio; average sale time of just **8** days; and just **one month** of inventory. And then there is Wasaga's Q1 average sale price. At **\$875,677** it's up **118%**, **110%**, **89%**, **73%** and **25%** from the Q1's of 2017-2021 respectively.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



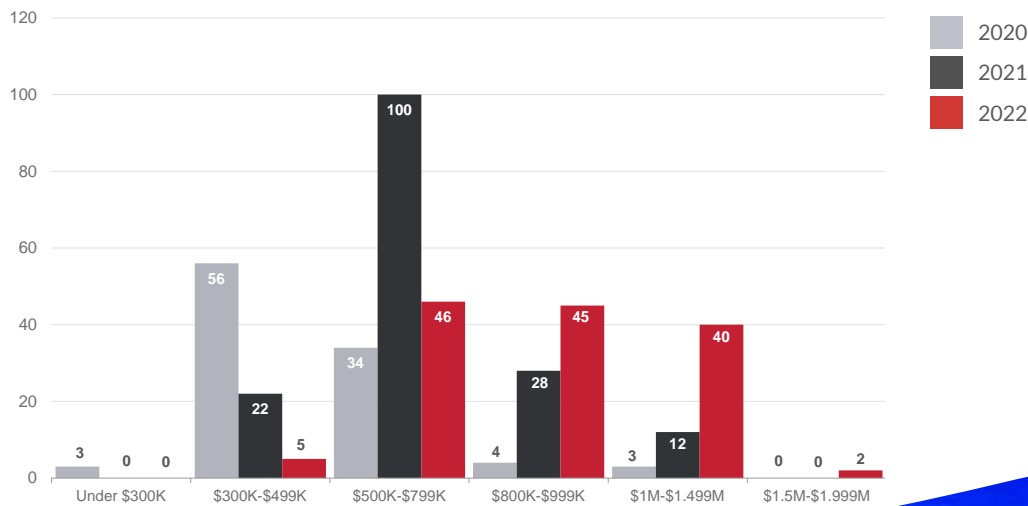
Graph 4:
Wasaga Beach Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in three price ranges, down in two and equal in one. The \$800K-\$999K, \$1M-\$1.499M and \$1.5M+ ranges were up **61%**, **333%** and **200%** respectively. The \$300K-\$499K and \$500K-\$799K ranges were down **77%** and **54%** respectively. And the Under-330K range was **equal**. More generally, the Under-\$500K bracket – which accounted for **4%** of 2022's sales – was down **77%** from a year ago. The \$500K-\$999K bracket – which accounted for **66%** of all sales – was down **71%**. And the \$1M+ bracket – which accounted for **30%** of all sales – was up **250%**.

Graph 5:
Wasaga Beach MLS® Sales By Price
2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:

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

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$104,603,280
UP 5% from Q1-2021

UNIT SALES: 112
DOWN 19% from Q1-2021

AV. DAYS-ON-MARKET: 11
DOWN 5 days from Q1-2021

AV. SALE PRICE: \$933,958
UP 30% from Q1-2021

CONDOS/TOWNS

DOLLAR SALES: \$16,240,083
UP 23% from Q1-2021

UNIT SALES: 26
UP 13% from Q1-2021

AV. DAYS-ON-MARKET: 11
DOWN 20 days from Q1-2021

AV. SALE PRICE: \$624,619
UP 9% from Q1-2021

VACANT LAND

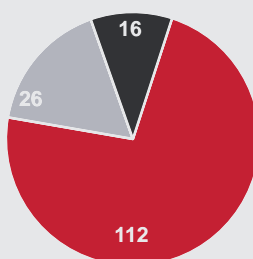
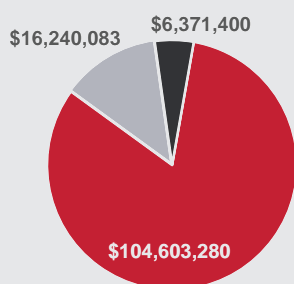
DOLLAR SALES: \$6,371,400
UP 30% from Q1-2021

UNIT SALES: 16
DOWN 11% from Q1-2021

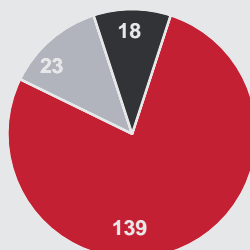
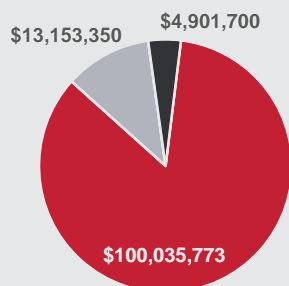
AV. DAYS-ON-MARKET: 48
UP 23 days from Q1-2021

AV. SALE PRICE: \$398,213
UP 46% from Q1-2021

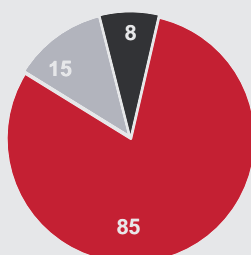
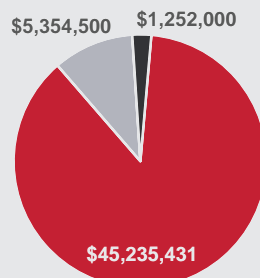
2022



2021



2020



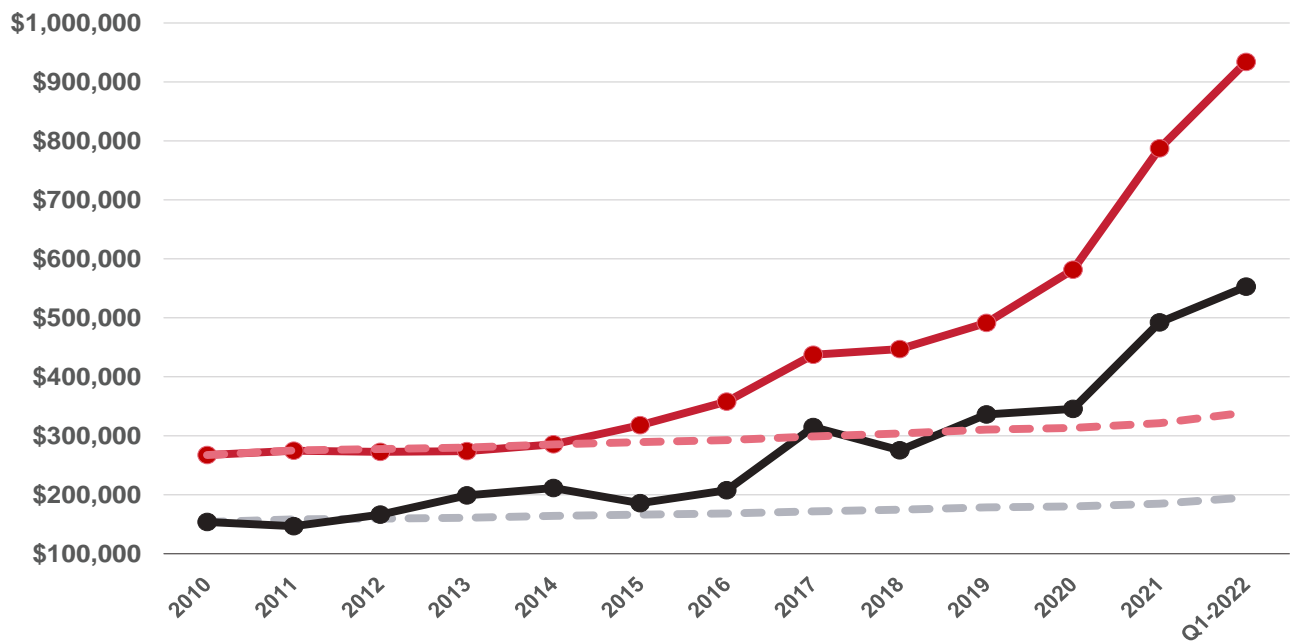
■ Single Family ■ Condo/Town ■ Vacant Land

WASAGA BEACH AVERAGE SALE PRICES: 2010-2022

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Wasaga Beach's average sale price for single-family homes in Q1-2022 was **\$933,958**; that's up **19%, 61%, 90%, 109%** and **249%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **\$552,857** was up **12%, 60%, 64%, 101%** and **259%** from 2021, 2020, 2019, 2018 and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **175%** over inflation in Q1-2022. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **183%** over inflation in Q1-2022.



- Single-Family Home Average Sale Price: 2010 > Q1-2022
- - - - - Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q1-2022
- - - - - Canada's Inflation Rate Based On Wasaga Beach'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

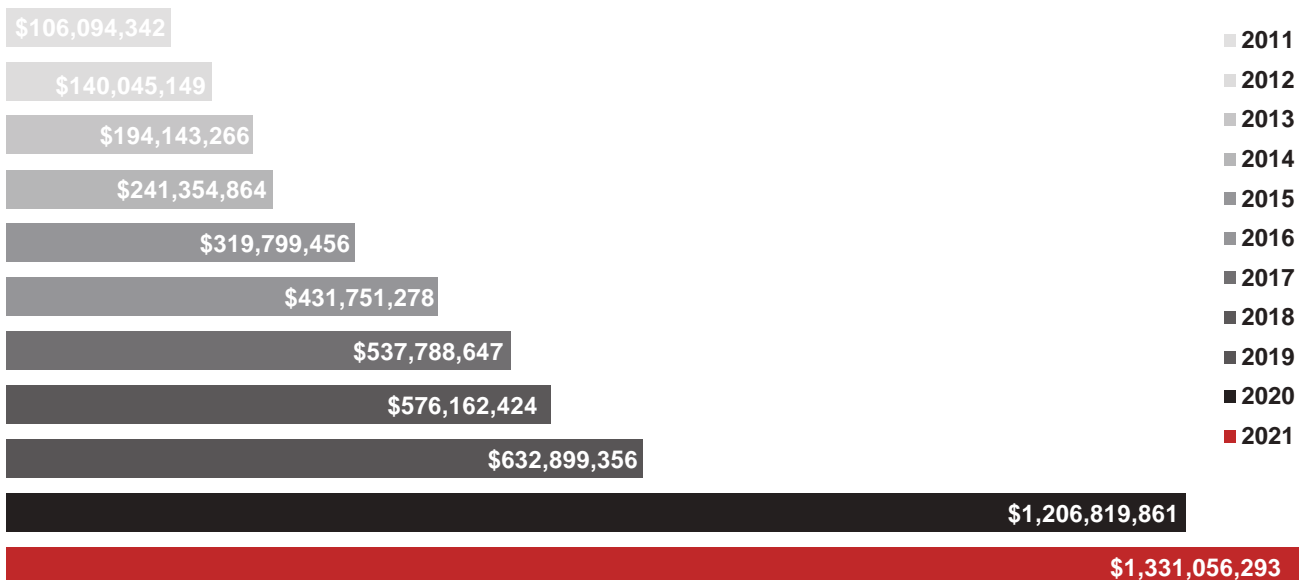


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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



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

ROYAL LEPAGE 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‡



WYBLAST \$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 8 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

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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.

