

# COLLINGWOOD REAL ESTATE MARKET REPORT

## SECOND QUARTER 2023

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





# OVERVIEW

## ANNUAL VOLUME AND UNIT SALES DOWN, BUT Q2 VOLUME AND SALES UP



### YEAR-TO-DATE SALES VOLUME OF \$210,068,199

Down 18% from 2022's \$255,026,048, with units of 237 down 8% from last year's 259. New listings of 622 up 16%, with the sales/listings ratio of 38% down 10%.



### SECOND QUARTER SALES VOLUME OF \$136,409,599

Up 7% from Q2-2022's \$127,398,611, with units of 157 up 17% from Q2-2022's 134. New listings of 407 up 10%, with the sales/listings ratio of 39% up 3%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$848,389

Down 14% from 2022's \$984,657. Average days-on-market of 37 up by 25 days.



# OVERVIEW (cont'd)

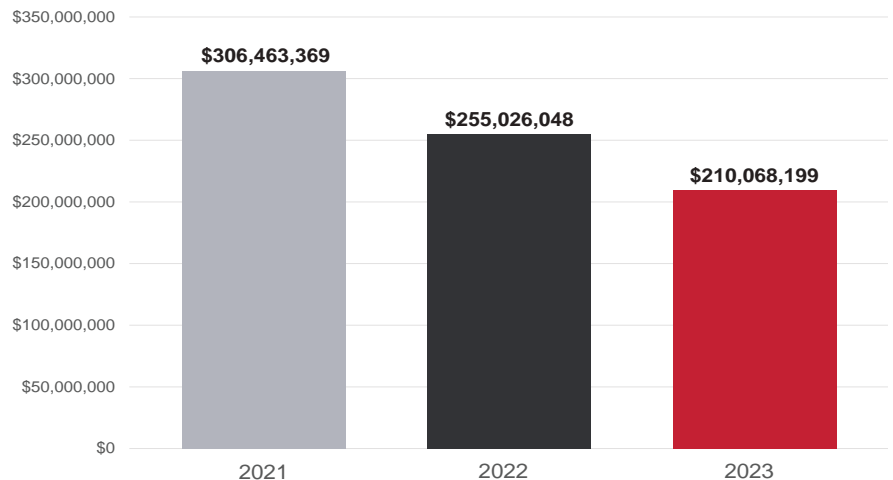


## THE DEMAND FOR LISTINGS IS SLIGHTLY LESS THAN THE SUPPLY

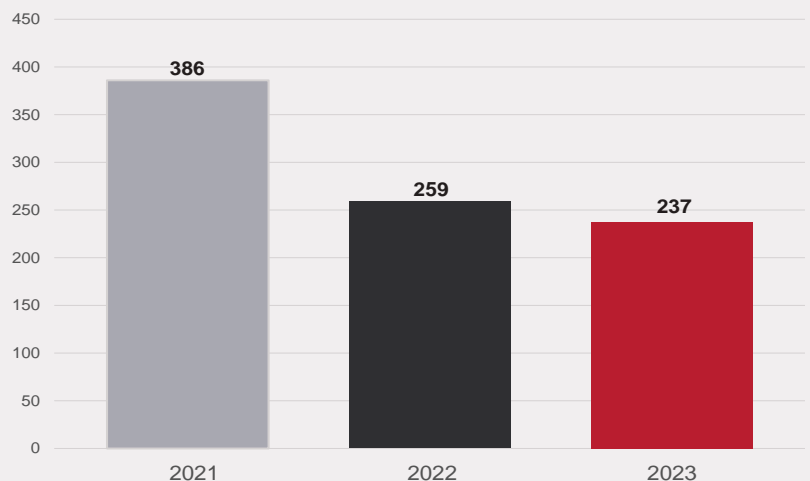
Collingwood had a **96.4%** sale/list price ratio in June, down from last June's **96.7%**. Homes sold in **33** days on average, up **17** days from a year ago, with a **32%** sales/listings ratio. Overall, the market is transitioning towards balance.



Graph 1:  
**Collingwood MLS® Sales**  
2021 vs. 2022 vs. 2023 (Volume)



Graph 2:  
**Collingwood MLS® Sales**  
2021 vs. 2022 vs. 2023 (Units)



# THE MARKET IN DETAIL



Table 1:

**Collingwood MLS® Residential Sales And Listing Summary**  
2021 vs. 2022 vs. 2023

|                                  | 2021          | 2022          | 2023          | 2022-2023 |
|----------------------------------|---------------|---------------|---------------|-----------|
| Year-To-Date (YTD) Volume Sales  | \$306,463,369 | \$255,026,048 | \$210,068,199 | -18%      |
| YTD Unit Sales                   | 386           | 259           | 237           | -8%       |
| YTD New Listings                 | 523           | 538           | 622           | +16%      |
| YTD Sales/Listings Ratio         | 74%           | 48%           | 38%           | -10%      |
| YTD Expired Listings             | 13            | 16            | 64            | +300%     |
| Second Quarter (Q2) Volume Sales | \$183,321,674 | \$127,398,611 | \$136,409,599 | +7%       |
| Q2 Unit Sales                    | 233           | 134           | 157           | +17%      |
| Q2 New Listings                  | 315           | 369           | 407           | +10%      |
| Q2 Sales/Listings Ratio          | 74%           | 36%           | 39%           | +3%       |
| Q2 Expired Listings              | 6             | 12            | 26            | +117%     |
| Q2 Average Sale Price            | \$786,788     | \$943,288     | \$868,851     | -8%       |
| YTD Sales: Under \$300K          | 4             | 0             | 1             | +100%     |
| YTD Sales: \$300K - \$499K       | 61            | 17            | 31            | +82%      |
| YTD Sales: \$500K - \$799K       | 188           | 75            | 93            | +24%      |
| YTD Sales: \$800K - \$999K       | 60            | 76            | 56            | -26%      |
| YTD Sales: \$1M - \$1.499M       | 56            | 58            | 42            | -28%      |
| YTD Sales: \$1.5M - \$1.999M     | 11            | 24            | 9             | -62%      |
| YTD Sales: \$2M+                 | 6             | 9             | 5             | -44%      |
| YTD Average Days-On-Market       | 16            | 12            | 37            | +208%     |
| YTD Average Sale Price           | \$793,947     | \$984,657     | \$848,389     | -14%      |

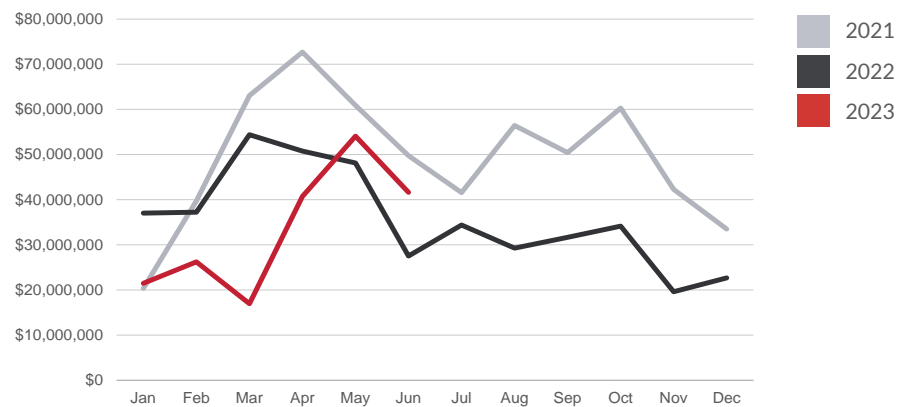
NOTE: All MLS® sales data in this report comes from the Lakelands Association Of REALTORS® and refers specifically to residential sales as of July 3, 2023.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



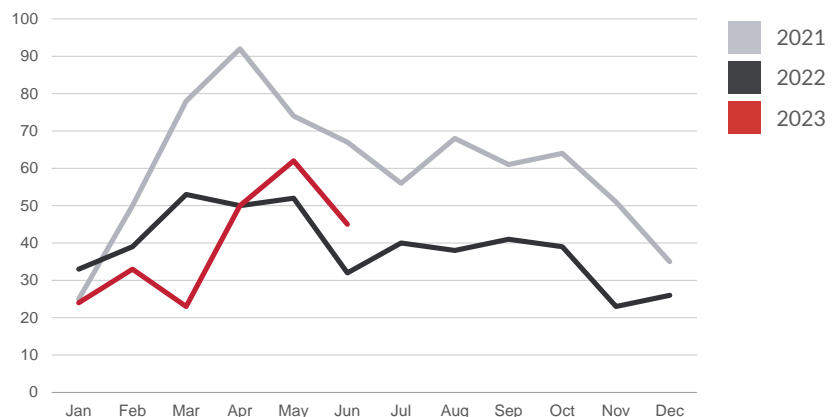
# THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, the Collingwood market, after rising sharply in April and May, slowed in June. Second quarter volume of **\$136,409,599** was up **7%** from Q2-2022, and the second best ever after Q2-2021's **\$183,321,674**. Regarding year-to-date sales, Collingwood's **\$210,068,199** were down **18%** from last year's **\$255,026,048**, and down **31%** from 2021's record **\$306,463,369**. On the units side, Q2-2023's **157** were up **17%** from Q2-2022's **134**, but just the eleventh best since 2010; and 2023's year-to-date total of **237** was the fewest since 2010. Lastly, although Collingwood's year-to-date, average sale price of **\$848,398** is down **14%** from 2022, it is up **60%**, **58%** and **7%** from 2019, 2020 and 2021 respectively.

Graph 3:  
**Collingwood Monthly MLS® Sales**  
2021 vs. 2022 vs. 2023 (Volume)



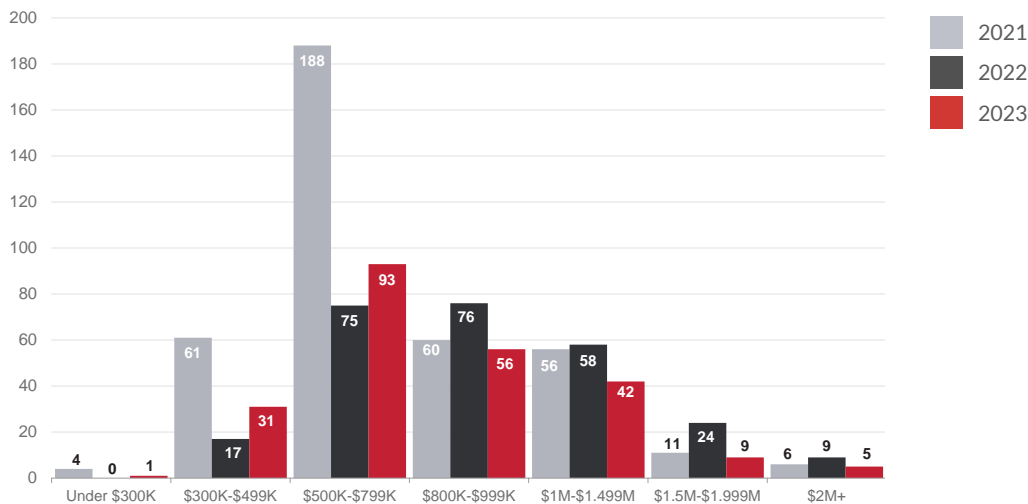
Graph 4:  
**Collingwood Monthly MLS® Sales**  
2021 vs. 2022 vs. 2023 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2023 unit sales are up from 2022 in three price ranges and down in four. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are up **100%**, **82%** and **24%** respectively. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are down **26%**, **28%**, **62%** and **44%** respectively. More generally, the Under-\$500K bracket – which accounts for **14%** of 2023's sales – is up **88%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is down **1%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is down **38%**.

Graph 5:  
**Collingwood MLS® Sales By Price**  
2021 vs. 2022 vs. 2023 (Units)



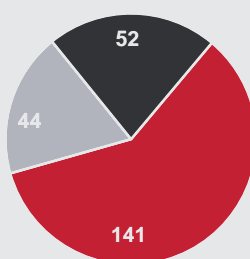
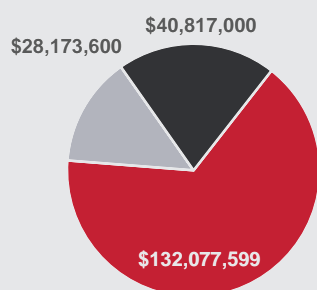
# SALES BY PROPERTY TYPE

Graph 6:

**Collingwood MLS® Sales By Property Type**  
2021 vs. 2022 vs. 2023 (Dollars and Units)

## 2023 IN DETAIL

### 2023



### SINGLE-FAMILY HOMES

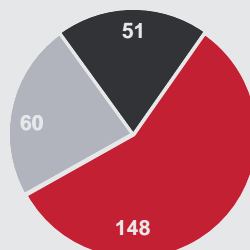
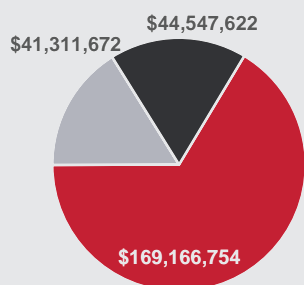
**DOLLAR SALES:** \$132,077,599  
DOWN 22% from 2022

**UNIT SALES:** 141  
DOWN 5% from 2022

**AV. DAYS-ON-MARKET:** 32  
UP 20 days from 2022

**AV. SALE PRICE:** \$936,721  
DOWN 18% from 2022

### 2022



### CONDOMINIUMS

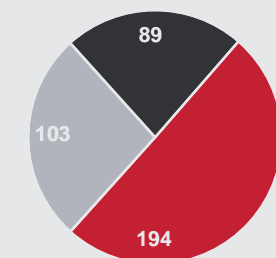
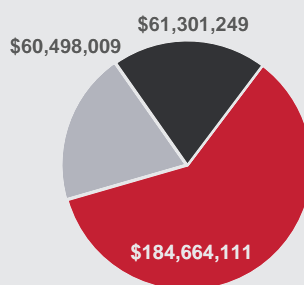
**DOLLAR SALES:** \$28,173,600  
DOWN 32% from 2022

**UNIT SALES:** 44  
DOWN 27% from 2022

**AV. DAYS-ON-MARKET:** 42  
UP 29 days from 2022

**AV. SALE PRICE:** \$640,309  
DOWN 8% from 2022

### 2021



### TOWNHOUSES

**DOLLAR SALES:** \$40,817,000  
DOWN 27% from 2022

**UNIT SALES:** 52  
DOWN 43% from 2022

**AV. DAYS-ON-MARKET:** 11  
UP 1 day from 2022

**AV. SALE PRICE:** \$784,942  
DOWN 10% from 2022

■ Single Family ■ Condominium ■ Townhouse



# COLLINGWOOD AVERAGE SALE PRICES: 2010-2023

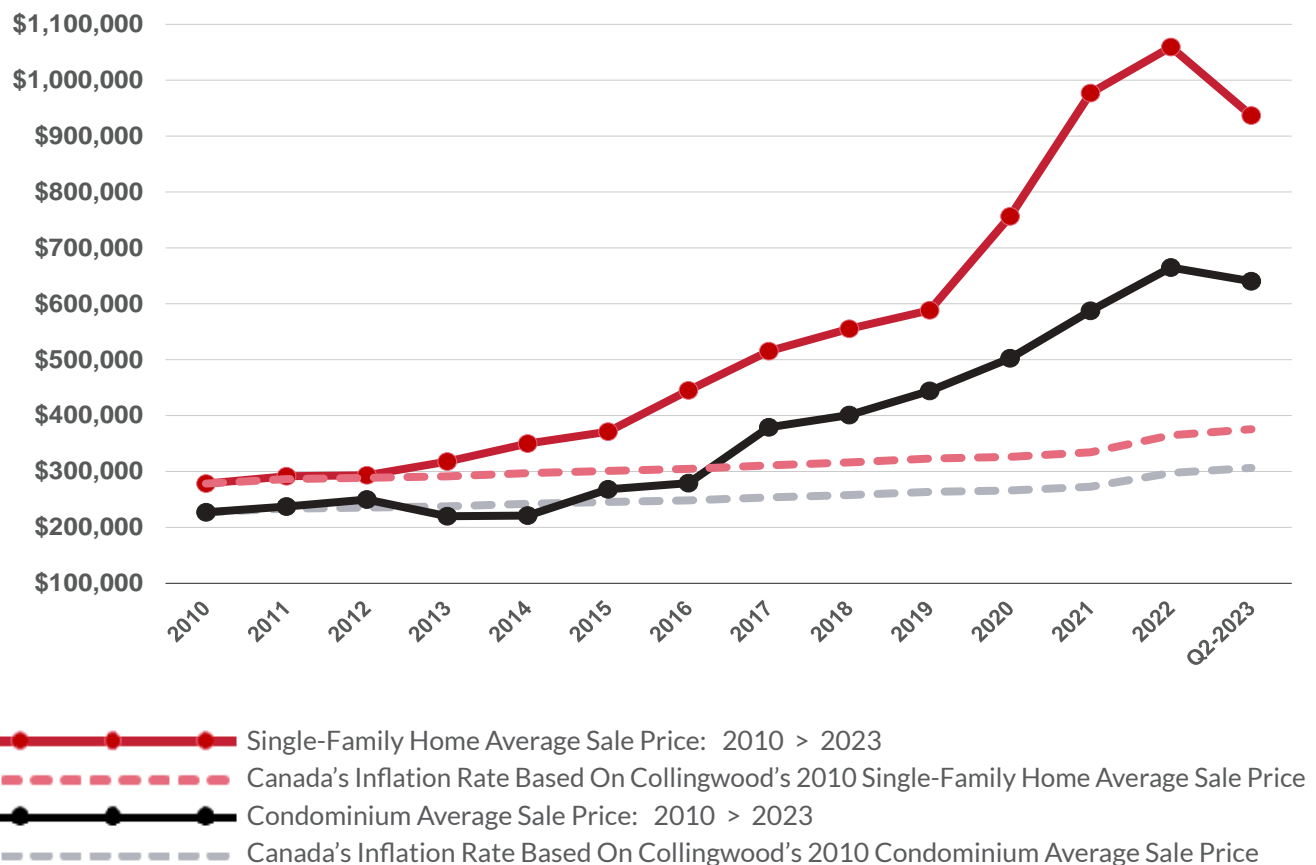
## SINGLE FAMILY HOMES AND CONDOS DOWN FROM 2022, BUT UP NICELY OVERALL



The average sale price for single-family homes in June 2023 was **\$936,721**: that's down **12%** from 2022 and **4%** from 2021, but up **24%** from 2020 and **237%** from 2010. June 2023's average condo price of **\$640,309** was down **4%** from 2022, but up **9%** from 2021, **27%** from 2020 and **182%** from 2010.



From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and rose to **149%** above inflation in June 2023. Condo prices were under the inflation rate until 2014 before beginning to steadily climb in 2015. In June 2023 they reached **109%** above inflation.





# ROYAL LEPAGE LOCATIONS NORTH IN 2022

OUR 10TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE



HIGHEST AVERAGE AGENT SALES PRODUCTIVITY IN THE REGION



TWO-AND-A-HALF TIMES THE VOLUME SALES OF OUR CLOSEST REGIONAL COMPETITOR













TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR



NEARLY FOUR TIMES THE LUXURY HOME SALES OF OUR CLOSEST REGIONAL COMPETITOR

## 2022 Southern Georgian Bay Unit Sales

|                              |       |       |                                                                                      |
|------------------------------|-------|-------|--------------------------------------------------------------------------------------|
| Royal LePage Locations North | 683.5 | 32.5% |  |
| RE/MAX By The Bay            | 273.5 | 13%   |  |
| Century 21 Millenium         | 257.5 | 12.3% |  |
| RE/MAX Four Seasons          | 135.5 | 6.4%  |  |
| Chestnut Park                | 123   | 5.9%  |  |
| Royal LePage RCR             | 70    | 3.3%  |   |
| RE/MAX At Blue               | 60    | 2.9%  |   |
| Clairwood                    | 56    | 2.7%  |   |
| Sotheby's                    | 44    | 2.1%  |   |
| Other                        | 399   | 19%   |  |

# 2022 COMMUNITY SALES

\*\$1,500,000+

## Collingwood

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 265   | 37%        | <div></div> |
| Century 21 Millenium         | 103   | 14.4%      | <div></div> |
| RE/MAX Four Seasons          | 67.5  | 9.4%       | <div></div> |
| Chestnut Park                | 42    | 5.9%       | <div></div> |
| Clairwood                    | 40    | 5.6%       | <div></div> |
| Royal LePage RCR             | 32    | 4.5%       | <div></div> |
| RE/MAX By The Bay            | 26    | 3.6%       | <div></div> |
| Forest Hill                  | 23    | 3.2%       | <div></div> |
| Engel And Volkers            | 16    | 2.2%       | <div></div> |
| Other                        | 91.5  | 12.8%      | <div></div> |

## The Blue Mountains

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 173.5 | 36.6%      | <div></div> |
| Century 21 Millenium         | 59    | 12.5%      | <div></div> |
| RE/MAX At Blue               | 59    | 12.5%      | <div></div> |
| RE/MAX Four Seasons          | 41    | 8.7%       | <div></div> |
| Chestnut Park                | 38    | 8%         | <div></div> |
| Royal LePage RCR             | 20    | 4.2%       | <div></div> |
| Sothebys                     | 18    | 3.8%       | <div></div> |
| Clairwood                    | 12    | 2.5%       | <div></div> |
| Bosley                       | 11    | 2.3%       | <div></div> |
| Other                        | 42    | 8.9%       | <div></div> |

## Meaford

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 73    | 45.3%      | <div></div> |
| Chestnut Park                | 14    | 8.7%       | <div></div> |
| Century 21 Millenium         | 14    | 8.7%       | <div></div> |
| Sotheby's                    | 8     | 5%         | <div></div> |
| RE/MAX Four Seasons          | 8     | 5%         | <div></div> |
| RE/MAX Hallmark              | 7     | 4.3%       | <div></div> |
| Forest Hill                  | 3     | 1.9%       | <div></div> |
| Bosley                       | 3     | 1.9%       | <div></div> |
| RE/MAX By The Bay            | 3     | 1.9%       | <div></div> |
| Other                        | 28    | 17.4%      | <div></div> |

## Clearview

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 51    | 32.1%      | <div></div> |
| RE/MAX By The Bay            | 28    | 17.6%      | <div></div> |
| Chestnut Park                | 17    | 10.7%      | <div></div> |
| Royal LePage RCR             | 9     | 5.7%       | <div></div> |
| RE/MAX Four Seasons          | 7     | 4.4%       | <div></div> |
| Century 21 Millenium         | 6.5   | 4.1%       | <div></div> |
| Forest Hill                  | 3     | 1.9%       | <div></div> |
| Sotheby's                    | 3     | 1.9%       | <div></div> |
| Bosley                       | 2     | 1.3%       | <div></div> |
| Other                        | 32.5  | 20%        | <div></div> |

## Grey Highlands

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 12    | 36.4%      | <div></div> |
| Chestnut Park                | 7     | 21.2%      | <div></div> |
| Century 21 Millenium         | 3     | 9.1%       | <div></div> |
| Forest Hill                  | 2     | 6.1%       | <div></div> |
| RE/MAX Four Seasons          | 2     | 6.1%       | <div></div> |
| Johnston & Daniel            | 1     | 3%         | <div></div> |
| Royal LePage RCR             | 1     | 3%         | <div></div> |
| Solid Rock                   | 1     | 3%         | <div></div> |
| Royal LePage Royal City      | 1     | 3%         | <div></div> |
| Other                        | 3     | 9.1%       | <div></div> |

## Southern Georgian Bay Luxury Homes\*

|                              | UNITS | PERCENTAGE |             |
|------------------------------|-------|------------|-------------|
| Royal LePage Locations North | 53    | 27%        | <div></div> |
| Century 21 Millenium         | 14    | 7%         | <div></div> |
| Chestnut Park                | 13.5  | 6.9%       | <div></div> |
| RE/MAX Four Seasons          | 12    | 6%         | <div></div> |
| Royal LePage RCR             | 9     | 4.6%       | <div></div> |
| Sothebys                     | 9     | 4.6%       | <div></div> |
| Forest Hill                  | 8     | 4.1%       | <div></div> |
| RE/MAX By The Bay            | 8     | 4.1%       | <div></div> |
| Engel & Volkers              | 5     | 2.6%       | <div></div> |
| Other                        | 57.5  | 29.6%      | <div></div> |



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.

### MEAFORD

519-538-5755

96 Sykes St.

### CREEMORE

705-881-9005

154 Mill St.

### STAYNER

705-4289-2800

7458 ON-26 Unit 11.

### WASAGA BEACH

705-429-4800

1249 Mosley St.

