

# WASAGA BEACH REAL ESTATE MARKET REPORT

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## SECOND QUARTER 2023

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





# OVERVIEW

## STRONG REBOUNDING Q2 SALES, BUT WITH AVERAGE PRICES DOWN



### YEAR-TO-DATE SALES VOLUME OF \$203,505,307

Down 13% from 2022's \$234,081,698, with units of 264 down 5% from last year's 277. New listings of 610 up 12%, with the sales/listings ratio of 43% down 8%.



### SECOND QUARTER SALES VOLUME OF \$141,611,207

Up 25% from Q2-2022's \$113,233,327. Units of 184 up 32% from last year's 139, with new listings of 370 up 11% and the sales/listings ratio of 51% up 8%.



### YEAR-TO-DATE AVERAGE SALE PRICE OF \$770,853

Down 9% from 2022's \$845,060. Average days-on-market of 35 up 21 days.



# OVERVIEW (cont'd)

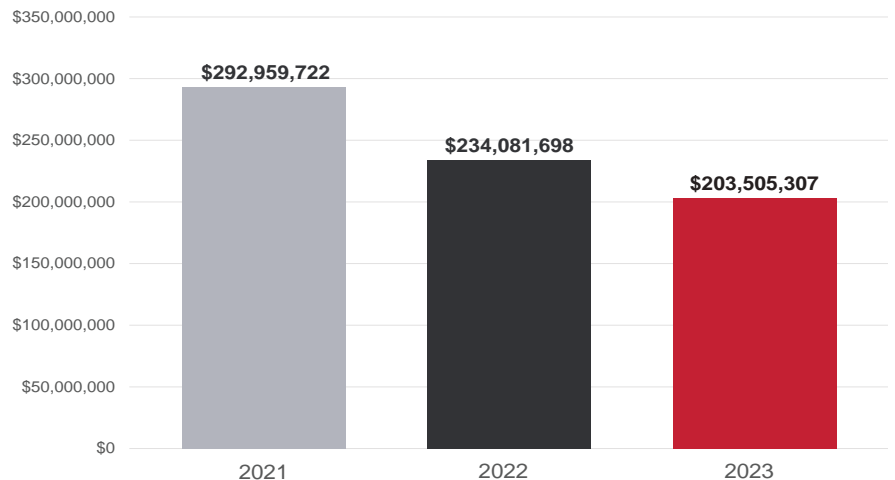


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

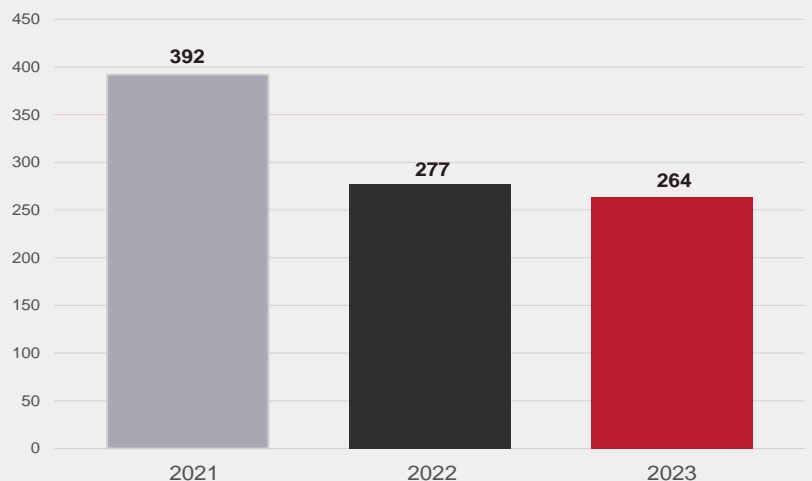
The Wasaga market had a **97.7%** sale/list price ratio in June, up from May's **97.6%** and last June's **97.3%**. Homes sold in **30** days on average, up **6** days from a year ago. There is currently **3 months** of inventory. All that, and June's **51%** sales/listings ratio – up from last June's **33%** – adds up to a sellers' market.



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



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



# THE MARKET IN DETAIL



Table 1:

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

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$292,959,722	\$234,081,698	\$203,505,307	-13%
YTD Unit Sales	392	277	264	-5%
YTD New Listings	495	547	610	+12%
YTD Sales/Listings Ratio	79%	51%	43%	-8%
YTD Expired Listings	12	19	76	+300%
Second Quarter (Q2) Volume Sales	\$179,761,599	\$113,233,327	\$141,611,207	+25%
Q2 Unit Sales	230	139	184	+32%
Q2 New Listings	302	333	370	+11%
Q2 Sales/Listings Ratio	76%	43%	51%	+8%
Q2 Expired Listings	7	11	32	+191%
Q2 Average Sale Price	\$781,572	\$814,628	\$769,626	-6%
YTD Sales: Under \$300K	0	0	0	0%
YTD Sales: \$300K - \$499K	48	12	17	+42%
YTD Sales: \$500K - \$799K	229	110	162	+47%
YTD Sales: \$800K - \$999K	72	89	56	-37%
YTD Sales: \$1M - \$1.499M	34	61	24	-61%
YTD Sales: \$1.5M - \$1.999M	6	5	3	-40%
YTD Sales: \$2M+	3	0	2	+200%
YTD Average Days-On-Market	15	14	35	+150%
YTD Average Sale Price	\$747,346	\$845,060	\$770,853	-9%

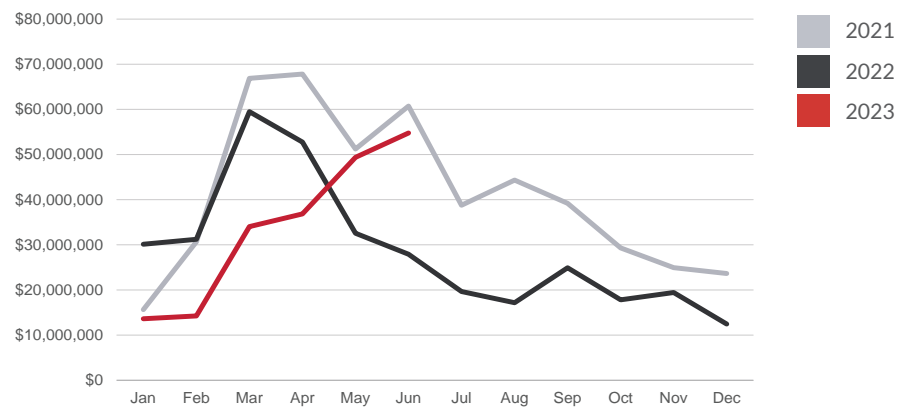
NOTE: All MLS® sales data in this report comes from the Lakelands Association Of REALTORS® and refers specifically to residential sales as of July. 3, 2023.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



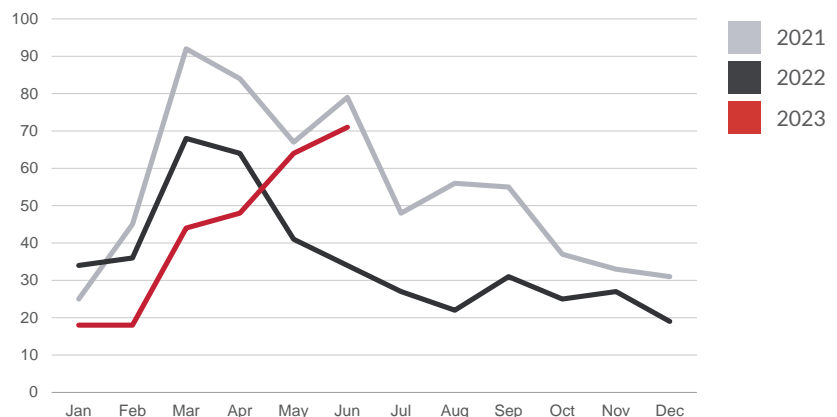
# THE MARKET IN DETAIL (cont'd)

After a very slow first quarter, the Wasaga Beach market rebounded in the second, registering the biggest uptick among the Southern Georgian Bay communities. Q2 volume of **\$141,611,207** was up **25%** from a year ago, and the second-best ever after Q2-2021's record **\$179,761,599**. As well, despite the year's slow start, Wasaga's year-to-date volume of **\$203,505,307** was its third-best ever, down **31%** from 2021's big record **\$292,959,722**. On the units side, Q2's **184** sales were up **32%** from Q2-2022's **139**, and the fourth best ever after Q2-2016's benchmark **298**. Lastly, Wasaga has also fared relatively well within the current pricing downturn. Its year-to-date average sale price of **\$770,853**, although down **9%** from a year ago, is up **3%, 52%, 62%** and **80%** from 2021, 2020, 2019 and 2018 respectively.

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



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

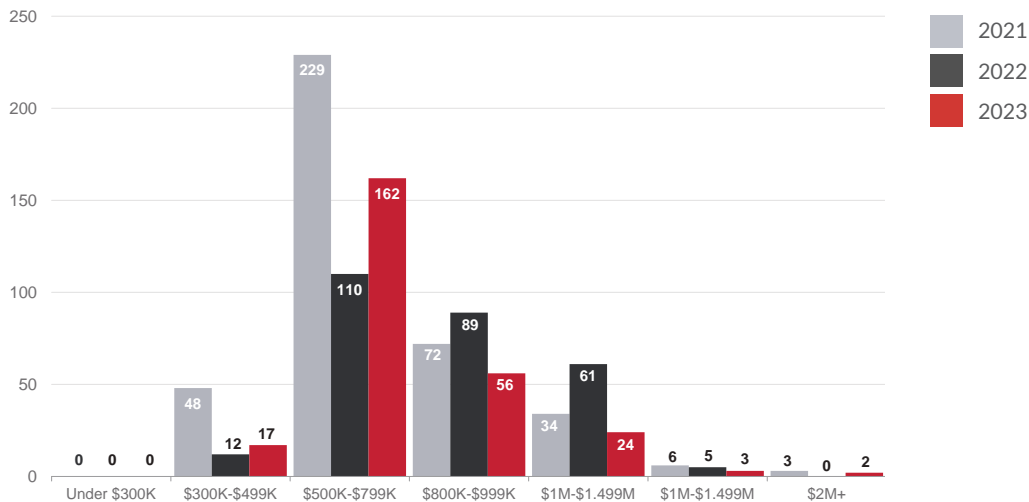


# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q2-2023 unit sales are up from Q2-2022 in three price ranges and down in three. The \$300K-\$499K, \$500K-\$799K and \$2M+ ranges are up **42%**, **47%** and **200%** respectively. And the \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges are down **37%**, **61%** and **40%** respectively. More generally, the Under-\$500K bracket – which accounts for **6%** of 2023's sales – is down **42%** from a year ago. The \$500K-\$999K bracket – which accounts for **83%** of all sales – is up **10%**. And the \$1M+ bracket – which accounts for **11%** of all sales – is down **56%**.

Graph 5:

**Wasaga Beach MLS® Sales By Price**  
2021 vs. 2022 vs. 2023 (Units)



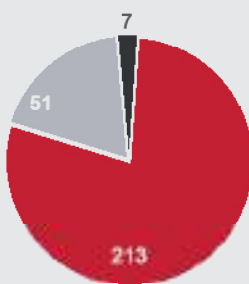
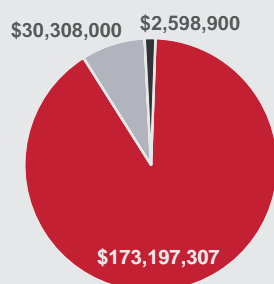
# SALES BY PROPERTY TYPE

Graph 6:

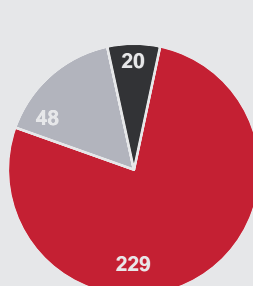
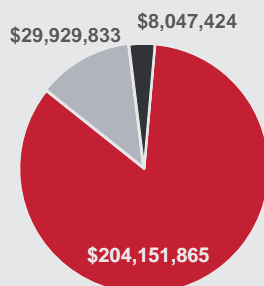
**Wasaga Beach MLS® Sales By Property Type**  
2021 vs. 2022 vs. 2023 (Dollars and Units)

## 2023 IN DETAIL

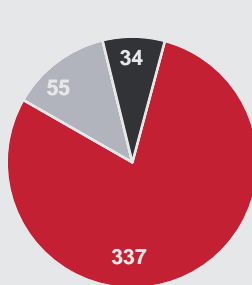
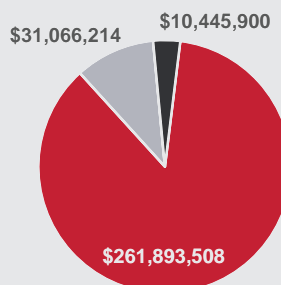
### 2023



### 2022



### 2021



■ Single Family ■ Condo/Town ■ Vacant Land

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$173,197,307  
DOWN 15% from 2022

**UNIT SALES:** 213  
DOWN 7% from 2022

**AV. DAYS-ON-MARKET:** 34  
UP 20 days from 2022

**AV. SALE PRICE:** \$813,133  
DOWN 9% from 2022

### CONDOS/TOWNS

**DOLLAR SALES:** \$30,308,000  
UP 1% from 2022

**UNIT SALES:** 51  
UP 6% from 2022

**AV. DAYS-ON-MARKET:** 37  
UP 23 days from 2022

**AV. SALE PRICE:** \$594,275  
DOWN 5% from 2022

### VACANT LAND

**DOLLAR SALES:** \$2,598,900  
DOWN 68% from 2022

**UNIT SALES:** 7  
DOWN 65% from 2022

**AV. DAYS-ON-MARKET:** 82  
UP 42 days from 2022

**AV. SALE PRICE:** \$371,271  
DOWN 8% from 2022

# WASAGA BEACH AVERAGE SALE PRICES: 2010-2023

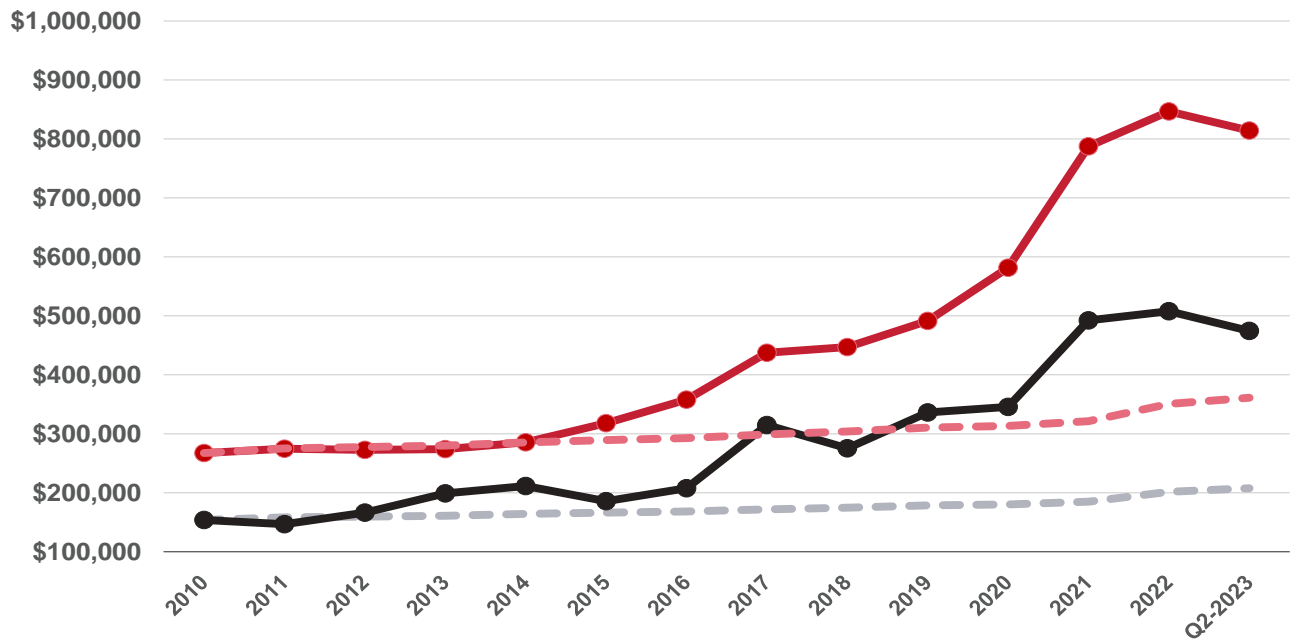
## AVERAGE PRICES DOWN SLIGHTLY BUT STRONG GAINS OVERALL



Wasaga Beach's average sale price for single-family homes in Q2-2023 was **\$814,159**; that's down **4%** from 2022, but up **3%** from 2021, **40%** from 2020 and **204%** from 2010. Q2-2023's average condo price of **\$474,500** was down **7%** from 2022 and **4%** from 2021, but up **37%** from 2020, **41%** from 2019 and **208%** from 2010.



From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **125%** over inflation in Q2-2023. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **128%** over inflation in Q2-2023.



- Single-Family Home Average Sale Price: 2010 > Q2-2023
- Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > Q2-2023
- Canada's Inflation Rate Based On Wasaga Beach's 2010 Condominium Average Sale Price



# 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

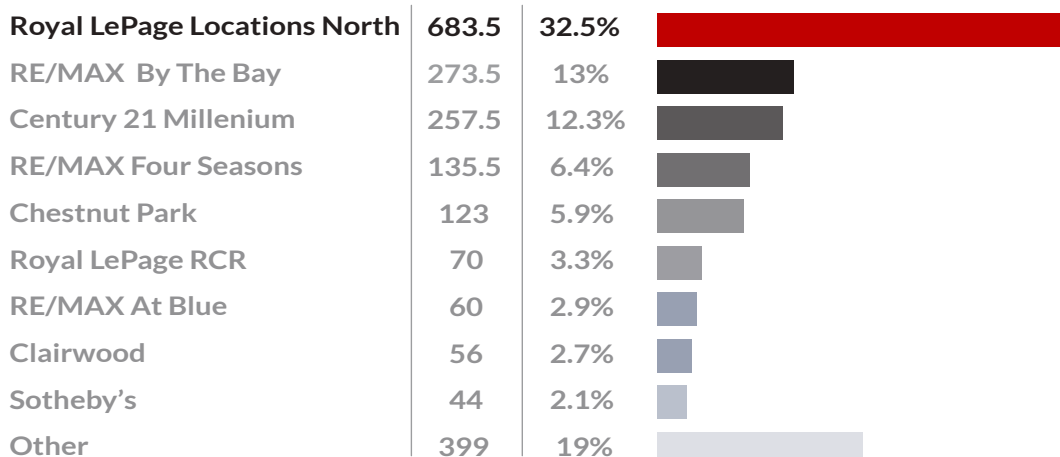


TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR



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

## 2022 Southern Georgian Bay Unit Sales



# 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>



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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.

