

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## JANUARY 2024

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





# OVERVIEW

## SALES UP FROM LAST JANUARY, WITH AVERAGE PRICES DOWN



### JANUARY VOLUME OF \$74,678,900

Up 15% from 2023's \$64,893,600, with units of 90 up 18% from last year's 76. New listings of 251 up 3% from a year ago, with the sales/listings ratio of 36% up 5%.



### JANUARY UNIT SALES UP IN FIVE PRICE RANGES, EVEN IN ONE, DOWN IN ONE

The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M and \$1.5M-\$1.999M ranges were up 46%, 3%, 7%, 75% and 33% respectively from last January; while the \$2M+ range was even and the Under \$300K range was down 50%.



### JANUARY AVERAGE SALE PRICE OF \$829,766

Down 3% from January 2023's \$853,863, with the average days-on-market of 60 up 5 days.

# OVERVIEW (cont'd)

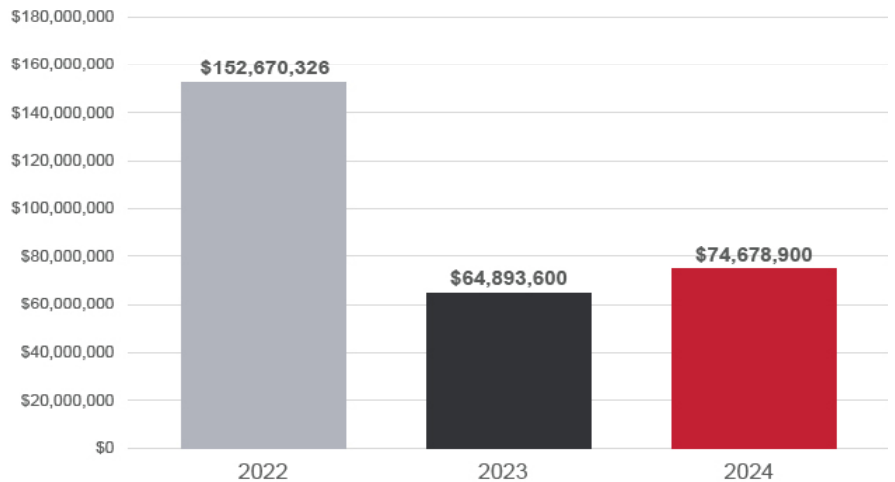


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

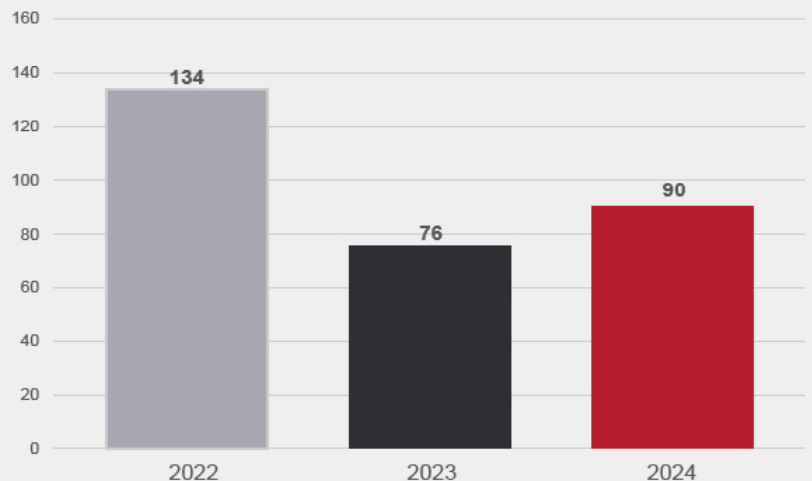
The Southern Georgian Bay market had a **95%** sale/list price ratio in January. Homes sold in **60** days on average, up **5** days from a year ago, and there is currently **8** months of inventory, up from **6** months last January. Lastly, the month's **36%** sales/listings ratio indicates a buyers' market possibly trending towards balance.



Graph 1:  
**Southern Georgian Bay MLS® Sales**  
2022 vs. 2023 vs. 2024 (Volume)



Graph 2:  
**Southern Georgian Bay MLS® Sales**  
2022 vs. 2023 vs. 2024 (Units)



# THE MARKET IN DETAIL

Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2022 vs. 2023 vs. 2024

	2022	2023	2024	2023-2024
Volume Sales	\$152,670,326	\$64,893,600	\$74,678,900	+15%
Unit Sales	134	76	90	+18%
New Listings	158	244	251	+3%
Sales/Listings Ratio	85%	31%	36%	+5%
Expired Listings	17	68	114	+67%
Sales: Under \$300K	2	2	1	-50%
Sales: \$300K - \$499K	10	13	19	+46%
Sales: \$500K - \$799K	36	33	34	+3%
Sales: \$800K - \$999K	26	14	15	+7%
Sales: \$1M - \$1.499M	34	8	14	+75%
Sales: \$1.5M-\$1.999M	13	3	4	+33%
Sales: \$2M+	13	3	3	0%
Average Days-On-Market	18	55	60	+9%
Average Sale Price	\$1,139,331	\$853,863	\$829,766	-3%

NOTE: All MLS® sales data in this report comes from the Lakelands Association Of REALTORS® and refers specifically to residential sales as of Feb.. 2, 2024.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.



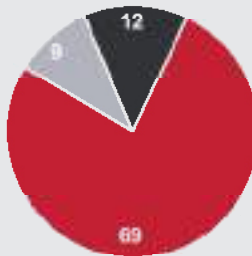
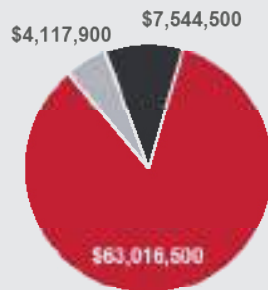
# SALES BY PROPERTY TYPE

Graph 6:

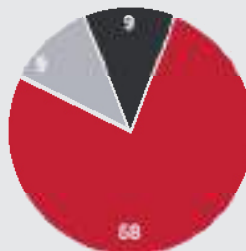
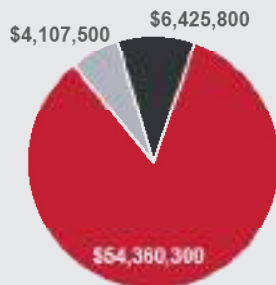
**Southern Georgian Bay MLS® Sales By Property Type**  
2022 vs. 2023 vs. 2024 (Dollars and Units)

## 2024 IN DETAIL

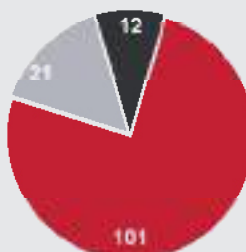
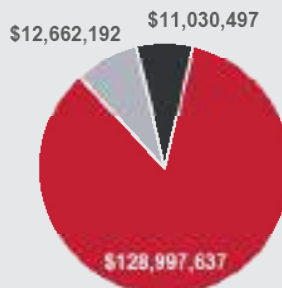
### 2024



### 2023



### 2022



■ Single Family ■ Condominium ■ Townhouse

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$63,016,500  
UP 16% from 2023

**UNIT SALES:** 69  
UP 19% from 2023

**AV. DAYS-ON-MARKET:** 63  
UP 5 days from 2023

**AV. SALE PRICE:** \$913.283  
DOWN 3% from 2023

### CONDOMINIUMS

**DOLLAR SALES:** \$4,117,900  
UP .02% from 2023

**UNIT SALES:** 9  
EQUAL to 2023

**AV. DAYS-ON-MARKET:** 44  
DOWN 19 days from 2023

**AV. SALE PRICE:** \$457,544  
UP .03% from 2023

### TOWNHOUSES

**DOLLAR SALES:** \$7,554,500  
UP 18% from 2023

**UNIT SALES:** 12  
UP 33% from 2023

**AV. DAYS-ON-MARKET:** 54  
UP 23 days from 2023

**AV. SALE PRICE:** \$628,708  
DOWN 12% from 2023

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2024

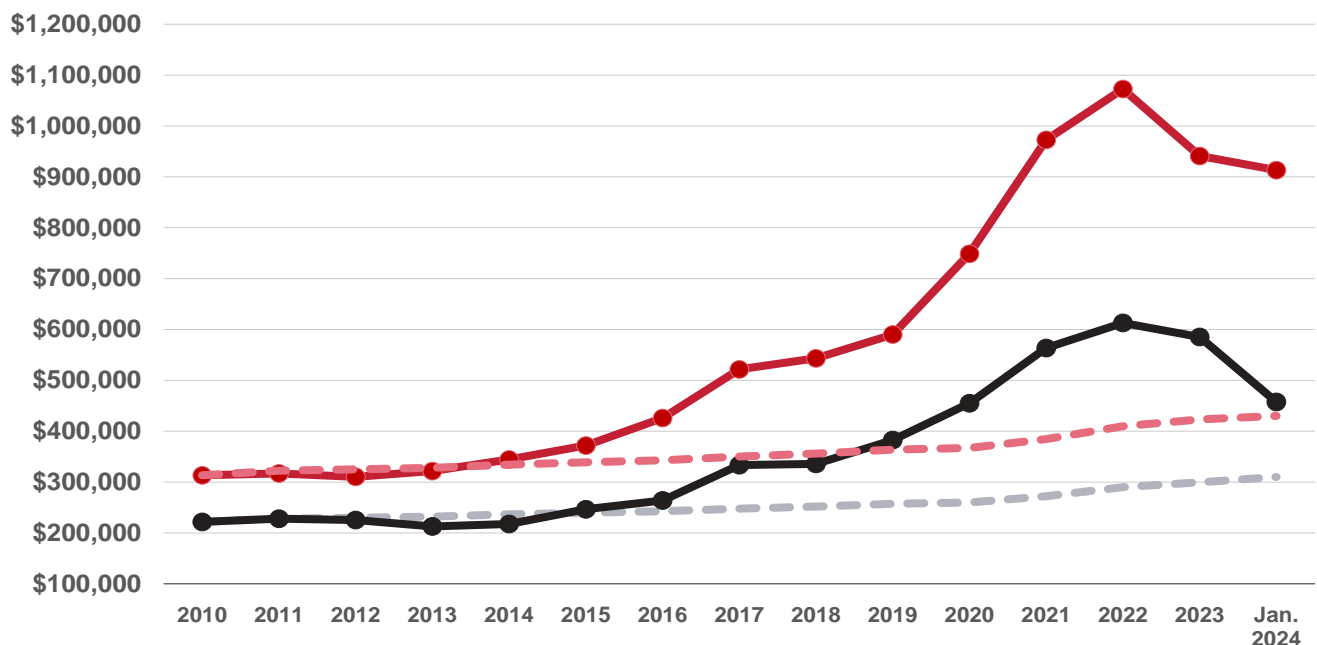
## AVERAGE SALE PRICES DOWN FROM LAST JANUARY



January's average single-family home prices was **\$913,283**. That's down **3%** from 2023, **15%** from 2022 and **6%** from 2021, but up **22%**, **55%** and **191%** from 2020, 2019 and 2010 respectively. The average condo price of **\$457,544** was down **22%** from 2023, **25%** from 2022 and **19%** from 2021, but up **.06%** from 2020, **20%** from 2019 and **106%** from 2010.



From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **101%** above inflation in Q1-2024. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **90%** above inflation in Q4-2023.



- Single-Family Home Average Sale Price: 2010 > January 2024
- Canada's Inflation Rate Based On SGB's 2010 Single-Family Home Average Sale Price
- Condominium Average Sale Price: 2010 > January 2024
- Canada's Inflation Rate Based On SGB's 2010 Condominium Average Sale Price

# ROYAL LEPAGE LOCATIONS NORTH IN 2023

OUR 11TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE



HIGHEST AVERAGE AGENT SALES PRODUCTIVITY  
IN THE REGION



MORE THAN THREE TIMES THE VOLUME SALES  
OF OUR CLOSEST REGIONAL COMPETITOR













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



FIVE TIMES THE LUXURY HOME SALES OF OUR  
CLOSEST REGIONAL COMPETITOR

## 2023 Southern Georgian Bay Unit Sales

Royal LePage Locations North	673	32.6%	
RE/MAX By The Bay	277	13.7%	
Century 21 Millenium	255	12.4%	
RE/MAX Four Seasons	132	6.4%	
Chestnut Park	107	5.2%	
Sotheby's	84	4.1%	
Royal LePage RCR	55	3.9%	
RE/MAX At Blue	53	3%	
Bosley	38	2.9%	
Other	388	18.9%	

# 2023 UNIT SALES

\*\$1,500,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	259.5	38%	<div></div>
Century 21 Millenium	103.5	12.8%	<div></div>
RE/MAX Four Seasons	77	11.6%	<div></div>
Chestnut Park	57	7.2%	<div></div>
Sotheby's	41.5	6%	<div></div>
Royal LePage RCR	30	4.6%	<div></div>
RE/MAX By The Bay	28	3.3%	<div></div>
Clairwood	14	2.2%	<div></div>
Engel & Volkers	13	2.1%	<div></div>
Other	82	11.8%	<div></div>

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	135	36%	<div></div>
RE/MAX At Blue	50	13.3%	<div></div>
Century 21 Millenium	40	10.7%	<div></div>
Chestnut Park	27	7.2%	<div></div>
RE/MAX Four Seasons	22	6.8%	<div></div>
Sotheby's	21	5.6%	<div></div>
Bosley	20	5.3%	<div></div>
Royal LePage RCR	17	4.5%	<div></div>
Forest Hill	6	1.6%	<div></div>
Other	37.5	10%	<div></div>

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	86.5	50.5%	<div></div>
Century 21 Millenium	13	8.7%	<div></div>
Chestnut Park	8	5%	<div></div>
RE/MAX Four Seasons	6	4.6%	<div></div>
Sotheby's	4	4%	<div></div>
ARA	6	3%	<div></div>
RE/MAX Hallmark	6	2.9%	<div></div>
Bosley	4	2.7%	<div></div>
Keller Williams	1	2%	<div></div>
Other	28.5	16.6%	<div></div>

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	34	22.4%	<div></div>
RE/MAX By The Bay	19	12.5%	<div></div>
RE/MAX Four Seasons	19	12.5%	<div></div>
Sotheby's	10	6.6%	<div></div>
Century 21 Millenium	9	5.9%	<div></div>
Chestnut Park	8	5.3%	<div></div>
RE/MAX Hallmark Chay	7	4.6%	<div></div>
RE/MAX Hallmark Peggy Hill	5	3.3%	<div></div>
Forest Hill	4	2.6%	<div></div>
Other	36.5	24.1%	<div></div>

## Grey Highlands

	UNITS	PERCENTAGE	
Royal LePage Locations North	7	41.2%	<div></div>
Engel & Volkers	2	11.8%	<div></div>
Chestnut Park	2	11.8%	<div></div>
NU-Vista Primeline	1	5.9%	<div></div>
Century 21 In-Studio	1	5.9%	<div></div>
Royal LePage RCR	1	5.9%	<div></div>
RE/MAX By The Bay	1	5.9%	<div></div>
RE/MAX Hallmark	1	5.9%	<div></div>
RE/MAX Four Seasons	1	5.9%	<div></div>

## Southern Georgian Bay Luxury Homes\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	85	37.3%	<div></div>
Chestnut Park	17	7.5%	<div></div>
RE/MAX Four Seasons	17	7.5%	<div></div>
Royal LePage RCR	15	6.6%	<div></div>
Sotheby's	13	5.7%	<div></div>
Century 21 Millenium	12	5.3%	<div></div>
Forest Hill	7	3.1%	<div></div>
RE/MAX By The Bay	6	2.6%	<div></div>
Engel & Volkers	6	2.6%	<div></div>
Other	31	13.6%	<div></div>





# 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.

### 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.

