

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

OCTOBER 2021

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



OVERVIEW

SOUTHERN GEORGIAN BAY REGION HAS ITS FIRST \$2 BILLION SALES YEAR



RECORD YEAR-TO-DATE SALES VOLUME OF \$2,032,583,498

Up 30% from 2020's \$1,568,091,790, with units of 2338 down 1% from 2020's 2371. New listings of 3065 down 4% from one year ago, with the sales/listings ratio of 76% up 1%.



OCTOBER SALES VOLUME OF \$201,333,671

Down 13% from last October's \$231,889,008. Units of 210 down 34% from last year's 317. New listings of 246 down 10% from a year ago, with the sales/listing ratio of 85% down 31%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$869,368

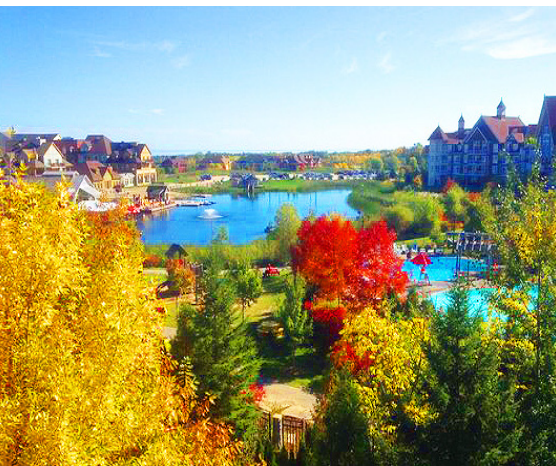
Up 31% from last year's \$661,363. Average days-on-market of 21 down 24 days.

OVERVIEW (cont'd)

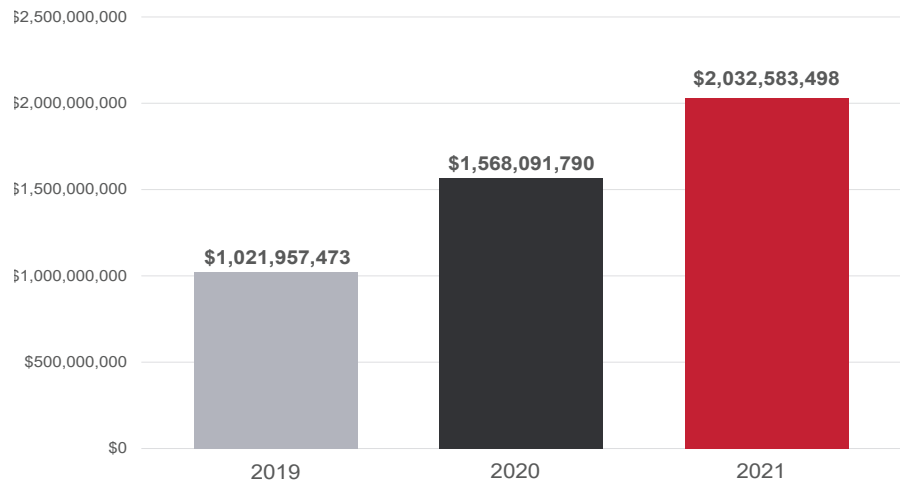


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

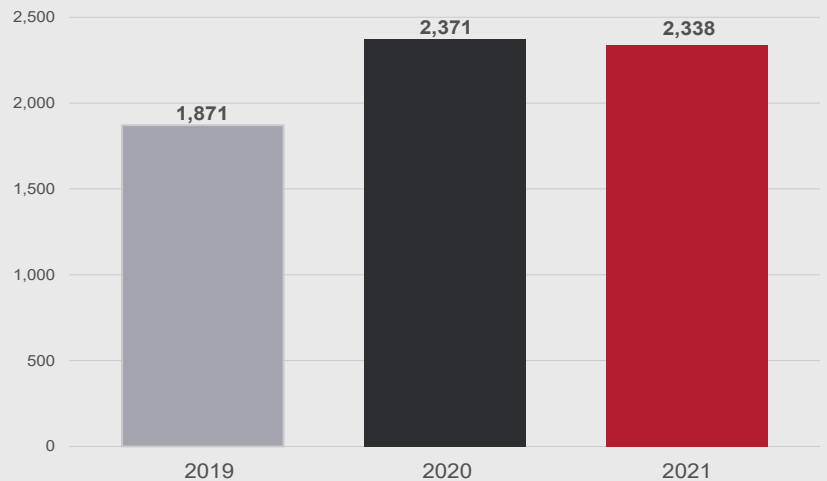
The Southern Georgian Bay market had a **100%** sale/list price ratio in October, up from last October's **99.2%**. Homes sold in **28** days on average, down **9** days from a year ago, and there is currently just **one month** of inventory. All that, together with October's high **85%** sales/listings ratio, adds up to a **sellers' market**.



Graph 1:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
 2019 vs. 2020 vs. 2021

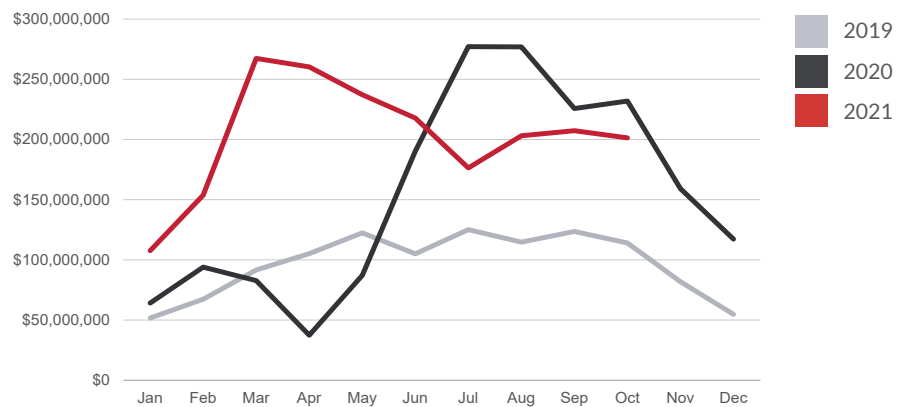
| | 2019 | 2020 | 2021 | 2020-2021 |
|---------------------------------|-----------------|-----------------|-----------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$1,021,957,473 | \$1,568,091,790 | \$2,032,583,498 | +30% |
| YTD Unit Sales | 1871 | 2371 | 2338 | -1% |
| YTD New Listings | 3406 | 3179 | 3065 | -4% |
| YTD Sales/Listings Ratio | 55% | 75% | 76% | +1% |
| YTD Expired Listings | 578 | 428 | 177 | -59% |
| October Volume Sales | \$113,997,275 | \$231,889,008 | \$201,333,671 | -13% |
| October Unit Sales | 199 | 317 | 210 | -34% |
| October New Listings | 332 | 273 | 246 | -10% |
| October Sales/Listings Ratio | 60% | 116% | 85% | -31% |
| October Expired Listings | 111 | 31 | 31 | 0% |
| October Average Sale Price | \$572,851 | \$731,511 | \$958,732 | +31% |
| YTD Sales: Under \$300K | 203 | 132 | 38 | -71% |
| YTD Sales: \$300K - \$499K | 853 | 806 | 323 | -60% |
| YTD Sales: \$500K - \$799K | 597 | 928 | 1013 | +9% |
| YTD Sales: \$800K - \$999K | 105 | 209 | 419 | +100% |
| YTD Sales: \$1M - \$1.499M | 74 | 189 | 337 | +78% |
| YTD Sales: \$1.5M - \$1.999M | 27 | 69 | 116 | +68% |
| YTD Sales: \$2M+ | 12 | 38 | 92 | +142% |
| YTD Average Days-On-Market | 52 | 45 | 21 | -53% |
| YTD Average Sale Price | \$546,209 | \$661,363 | \$869,368 | +31% |

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 Nov. 3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

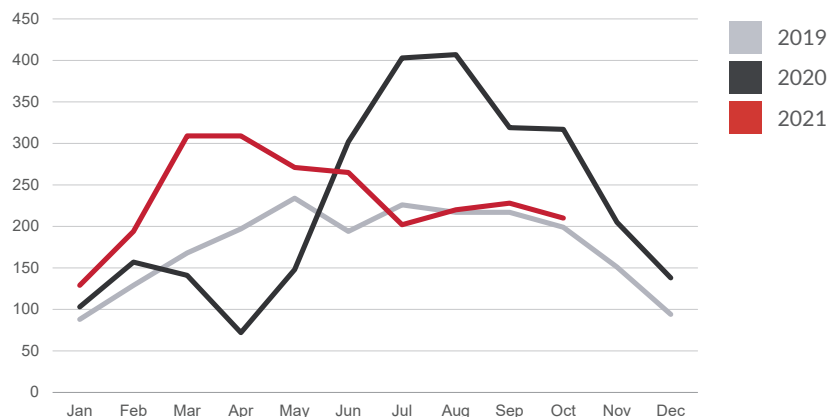
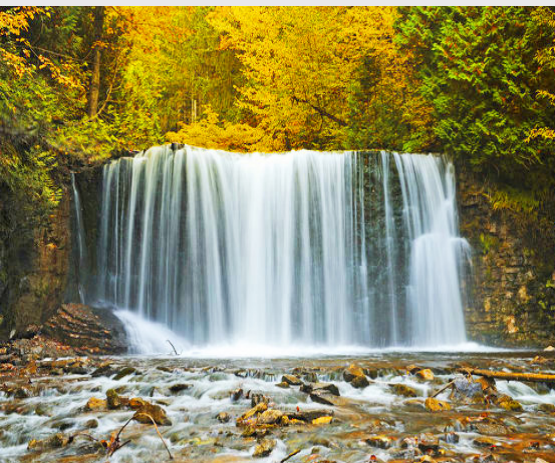
THE MARKET IN DETAIL (cont'd)

In October the Southern Georgian Bay topped **\$2 Billion** in sales for the first time, and it's on track to finish the year with **\$2.2 Billion**. To put that in perspective, the Southern Georgian Bay market first hit **\$1 Billion** in sales in 2016, and it first hit **\$500 Million** in sales in 2007. In other words, it took the Southern Georgian Bay market **9 years** to double from **\$500 Million** to **\$1 billion**, and less than **5 years** to double again to **\$2 Billion** from 2016 to 2021. On the units side, sales have been up and down during that same period, with **1991** homes sold in 2007, **2667** in 2016, and **2338** as of October 2021. So it's been a great ride for regional homeowners. 2021's year-to-date, average sale price of **\$869,368** is up **213%** from 2007, and up **123%, 80%, 75%, 59%** and **31%** from 2016-2020 respectively.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



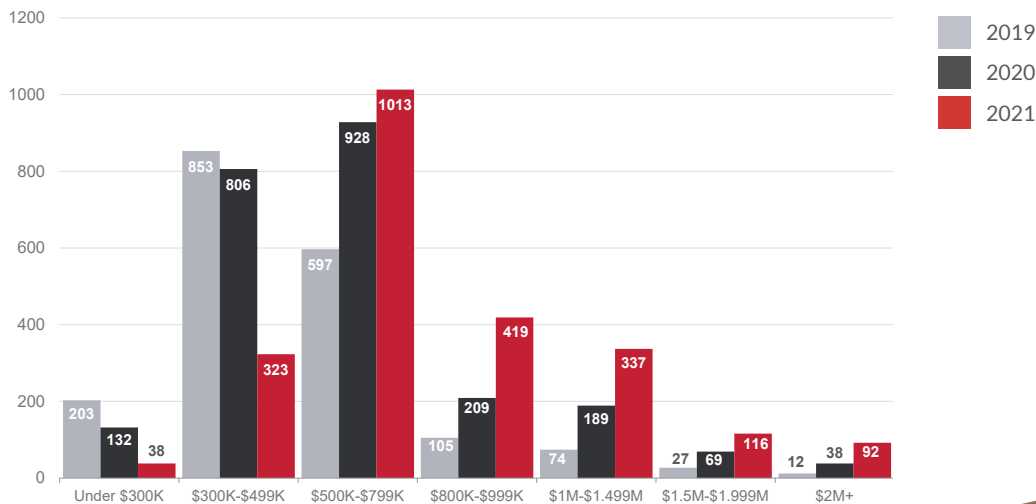
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **9%**, **100%**, **78%**, **68%** and **142%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **71%** and **60%** respectively. More generally, the Under-\$500K bracket – which accounts for **15%** of 2021's sales – is down **62%** from a year ago. The \$500K- \$999K bracket – which accounts for **62%** of all sales – is up **26%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **84%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Southern Georgian Bay MLS® Sales By Property Type
 2019 vs. 2020 vs. 2021 (Dollars and Units)

2021 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$1,648,127,259
 UP 29% from 2020

UNIT SALES: 1722
 DOWN 2% from 2020

AV. DAYS-ON-MARKET: 20
 DOWN 27 days from 2020

AV. SALE PRICE: \$957,101
 UP 32% from 2020

CONDOMINIUMS

DOLLAR SALES: \$192,814,835
 UP 64% from 2020

UNIT SALES: 343
 UP 31% from 2020

AV. DAYS-ON-MARKET: 31
 DOWN 11 days from 2020

AV. SALE PRICE: \$562,142
 UP 26% from 2020

TOWNHOUSES

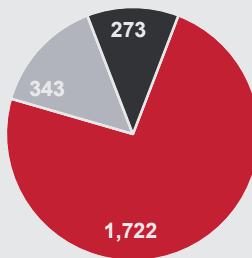
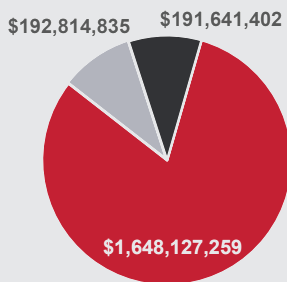
DOLLAR SALES: \$191,641,402
 UP 12% from 2020

UNIT SALES: 273
 DOWN 21% from 2020

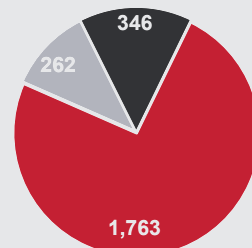
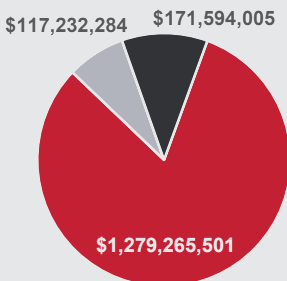
AV. DAYS-ON-MARKET: 15
 DOWN 25 days from 2020

AV. SALE PRICE: \$701,983
 UP 42% from 2020

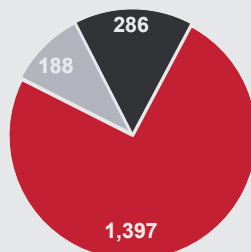
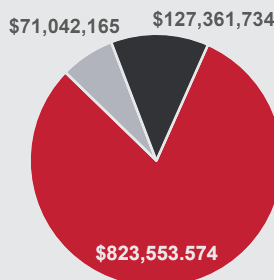
2021



2020



2019



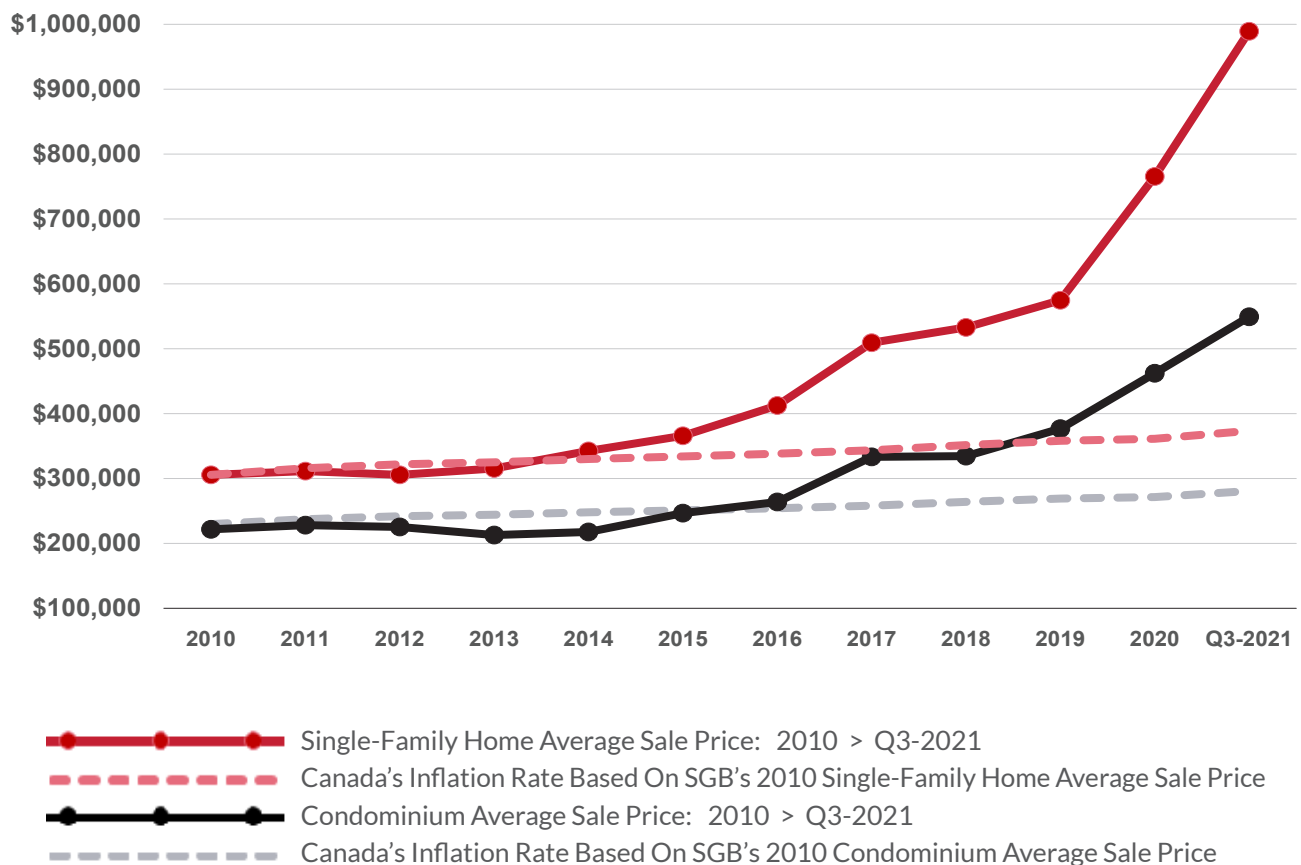
■ Single Family ■ Condominium ■ Townhouse

SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q3-2021 was **\$989,141**: that's up **29%**, **72%**, **86%**, **94%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$549,198** was up **19%**, **46%**, **64%**, **65%** and **148%** from 2020, 2019, 2018, 2017 and 2010 respectively.

↑ From 2010-2013 the average sale price of a single-family home increased at just under Canada's inflation rate and then rose to **200%** above inflation in Q3-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **123%** above inflation in Q3-2021.



ROYAL LEPAGE LOCATIONS NORTH IN 2020

OUR 8TH STRAIGHT RECORD-BREAKING YEAR



WE BROKE OUR OWN SOUTHERN GEORGIAN BAY REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

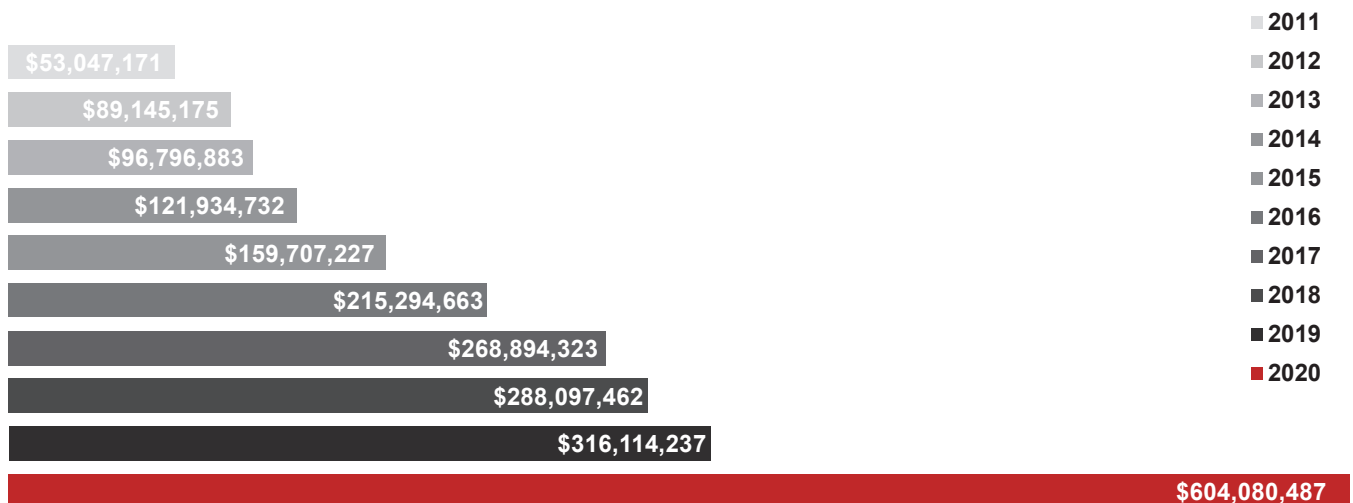


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

Locations North Sales Volume, 2011 - 2020



Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$825,000+

Raised for local causes &
Community Sponsorships
from 2013-2020

#1 Georgian Triangle
BROKERAGE



8

Straight Years*
Of Record Sales!

Featured Listings



81,913+

People Reached‡

17,702+

Clicks, Shares, Views, & Likes‡

Q3 BY THE
Numbers



LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



56

Detailed **Market Reports**
Per Year Covering
10 Local Markets

Annual Sales Volume
2020 Sales Up 91%
from 2019



**4 TIMES
MORE**

than our closest regional competitor†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



530,816+

Social Media Impressions

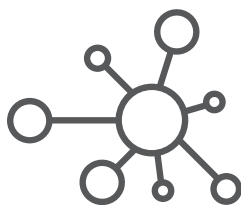
Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month^s

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



LocationsNorth.com

915,593+

Page Views†

178,738+

Unique Visitors†



\$36,720

Giving back and working
in our community

Raised for Local Charities
in 2020

WINNER **WINTER** **BLAST** **\$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969



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REAL ESTATE SERVICE

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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.