

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

2021 IN REVIEW

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



OVERVIEW

STRONG Q4 CAPS 2021'S BIG RECORD VOLUME SALES, WITH AVERAGE PRICES WAY UP



RECORD ANNUAL SALES VOLUME OF \$2,326,883,555

Up 26% from 2020's \$1,844,439,888, with units of 2643 down 3% from 2020's 2714. New listings of 3392 down 3%, with the sales/listings ratio of 78% equal to a year ago.



FOURTH-QUARTER SALES VOLUME OF \$497,644,728

Down 2% from Q4-2020's \$508,237,106. Units of 516 down 22% from 2020's 660. New listings of 574 down 3% from a year ago, with the sales/listing ratio of 90% down 21%.



RECORD ANNUAL AVERAGE SALE PRICE OF \$880,728

Up 30% from the \$679,602 of one year ago. Average days-on-market of 21 down 23 days.

OVERVIEW (cont'd)

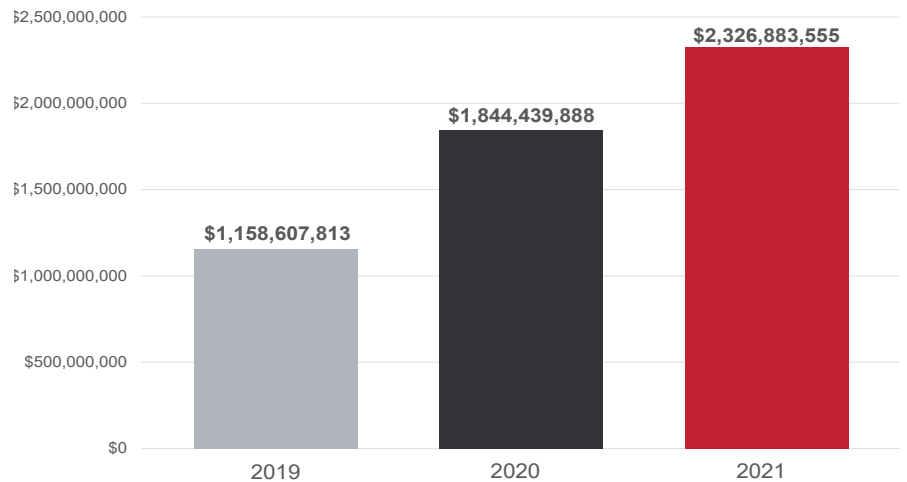


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

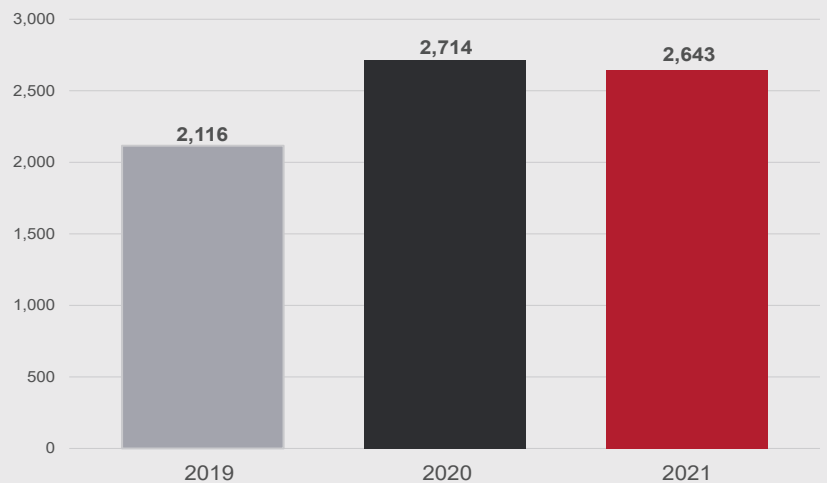
The Southern Georgian Bay market had a **100%** sale/list price ratio in December. Homes sold in just **23** days on average, down **8** days from December 2020, and there is now just **one month** of inventory. All that, together with December's super-high **116%** sales/listings ratio, adds up to a strong **seller's 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

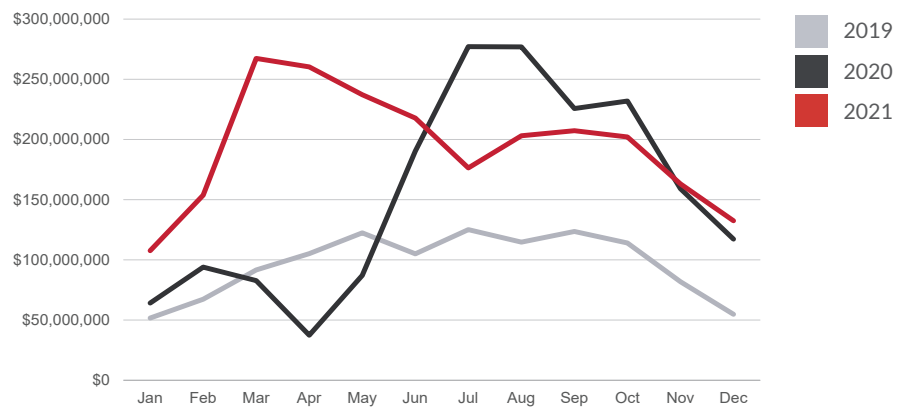
	2019	2020	2021	2020-2021
Annual Volume Sales	\$1,158,607,813	\$1,844,439,888	\$2,326,883,555	+26%
Annual Unit Sales	2116	2714	2643	-3%
Annual New Listings	3711	3500	3392	-3%
Annual Sales/Listings Ratio	57%	78%	78%	0%
Annual Expired Listings	787	484	234	-52%
Fourth Quarter (Q4) Volume Sales	\$250,647,615	\$508,237,106	\$497,644,728	-2%
Q4 Unit Sales	444	660	516	-22%
Q4 New Listings	637	594	574	-3%
Q4 Sales/Listings Ratio	70%	111%	90%	-21%
Q4 Expired Listings	320	87	87	0%
Q4 Average Price	\$564,522	\$770,056	\$964,428	+25%
December Volume Sales	\$54,792,080	\$177,268,322	\$132,458,749	-25%
December Unit Sales	94	138	135	-2%
December New Listings	122	121	116	-4%
December Sales/Listings Ratio	77%	114%	116%	+2%
December Expired Listings	125	28	25	-11%
December Average Price	\$582,894	\$849,770	\$981,176	+15%
Annual Sales: Under \$300K	222	143	44	-69%
Annual Sales: \$300K - \$499K	957	892	370	-59%
Annual Sales: \$500K - \$799K	687	1058	1120	+6%
Annual Sales: \$800K - \$999K	119	262	475	+81%
Annual Sales: \$1M - \$1.499M	89	219	392	+79%
Annual Sales: \$1.5M - \$1.999M	30	83	128	+54%
Annual Sales: \$2M+	12	57	114	+100%
Annual Average Days-On-Market	53	44	21	-52%
Annual Average Sale Price	\$547,546	\$679,602	\$880,728	+30%

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 Jan. 2, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

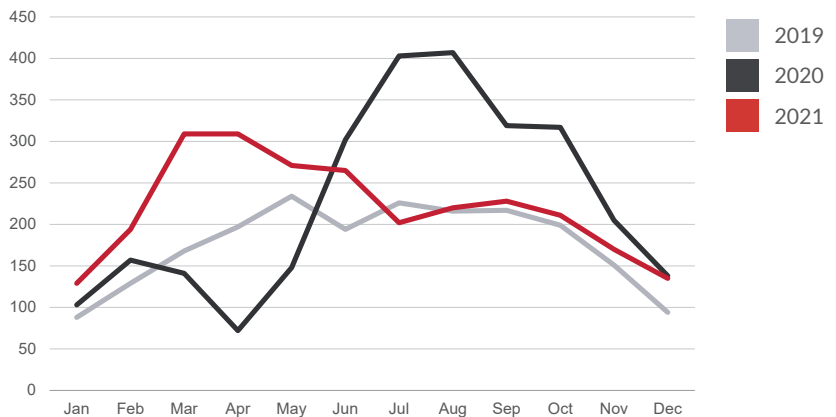
THE MARKET IN DETAIL (cont'd)

The Southern Georgian Bay enjoyed an extraordinary sales year in 2021. On the volume side we saw eight record months and four runners-up, totalling **\$2,326,883,555**: the region's first \$2B year, up **26%** from 2020's prior record, and **more than doubling** 2019's earlier record. On the units side, the Southern Georgian Bay saw five new benchmark months, with two runners-up; and its **2643** sales were the third-best ever after 2020's **2714** and 2016's **2667**. That said, the market still looks strong for sellers, with a December sales/listings ratio of **116%**, a **100%** sale/list price ratio, expired listings down **11%**, and a still low **23-day** average sale time. Lastly, you've got to love 2021's final average sale price: at **\$880,728** it's up **123%**, **83%**, **75%**, **61%** and **30%** 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)

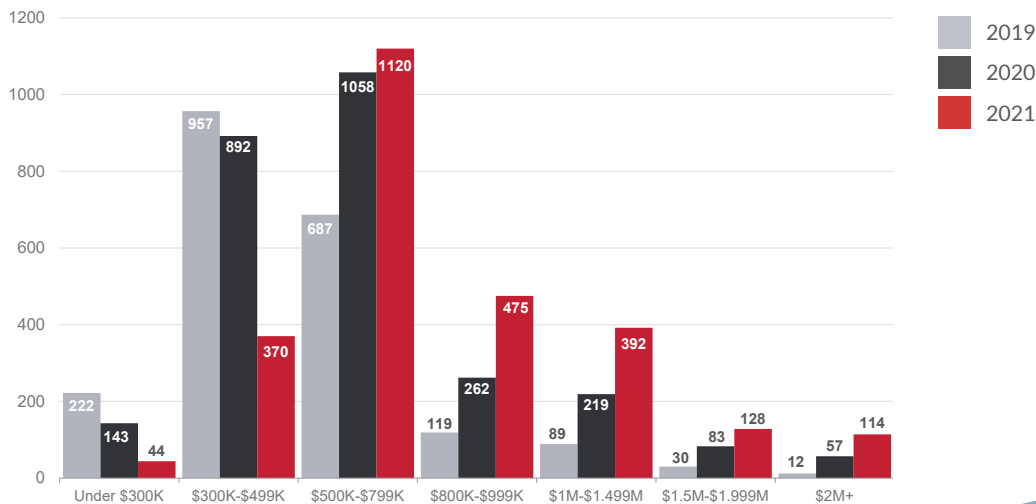


THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales were 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 were up **6%**, **81%**, **79%**, **54%** and **100%** respectively. The Under-\$300K and \$300K-\$499K ranges were down **69%** and **59%** respectively. More generally, the Under-\$500K bracket - which accounted for **16%** of 2021's sales - were down **60%** from 2020. The \$500K-\$999K bracket - which accounted for **60%** of all sales - were up **21%**. And the \$1M+ bracket - which accounted for **24%** of all sales - were up **77%**.

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: \$1,883,730,325
 UP 25% from 2020

UNIT SALES: 1937
 DOWN 3% from 2020

AV. DAYS-ON-MARKET: 20
 DOWN 26 days from 2020

AV. SALE PRICE: \$972,499
 UP 30% from 2020

CONDOMINIUMS

DOLLAR SALES: \$231,148,330
 UP 57% from 2020

UNIT SALES: 410
 UP 27% from 2020

AV. DAYS-ON-MARKET: 30
 DOWN 10 days from 2020

AV. SALE PRICE: \$563,776
 UP 24% from 2020

TOWNHOUSES

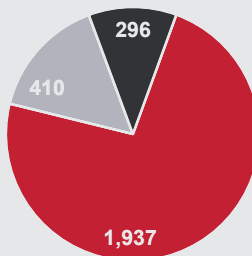
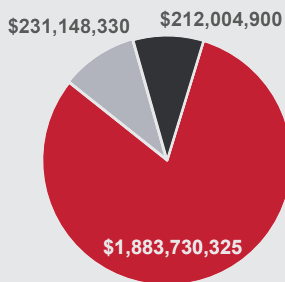
DOLLAR SALES: \$212,004,900
 UP 8% from 2020

UNIT SALES: 296
 DOWN 23% from 2020

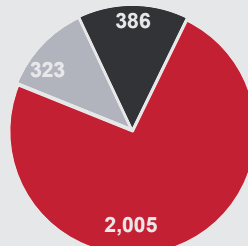
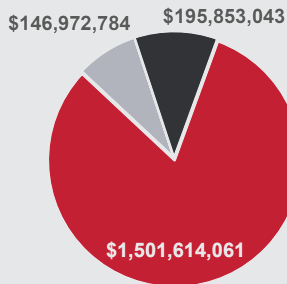
AV. DAYS-ON-MARKET: 22
 DOWN 15 days from 2020

AV. SALE PRICE: \$716,233
 UP 51% from 2020

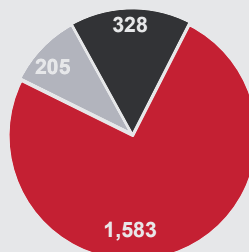
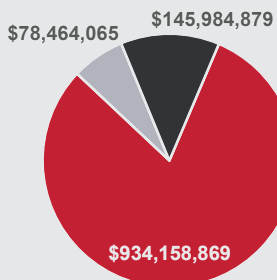
2021



2020



2019



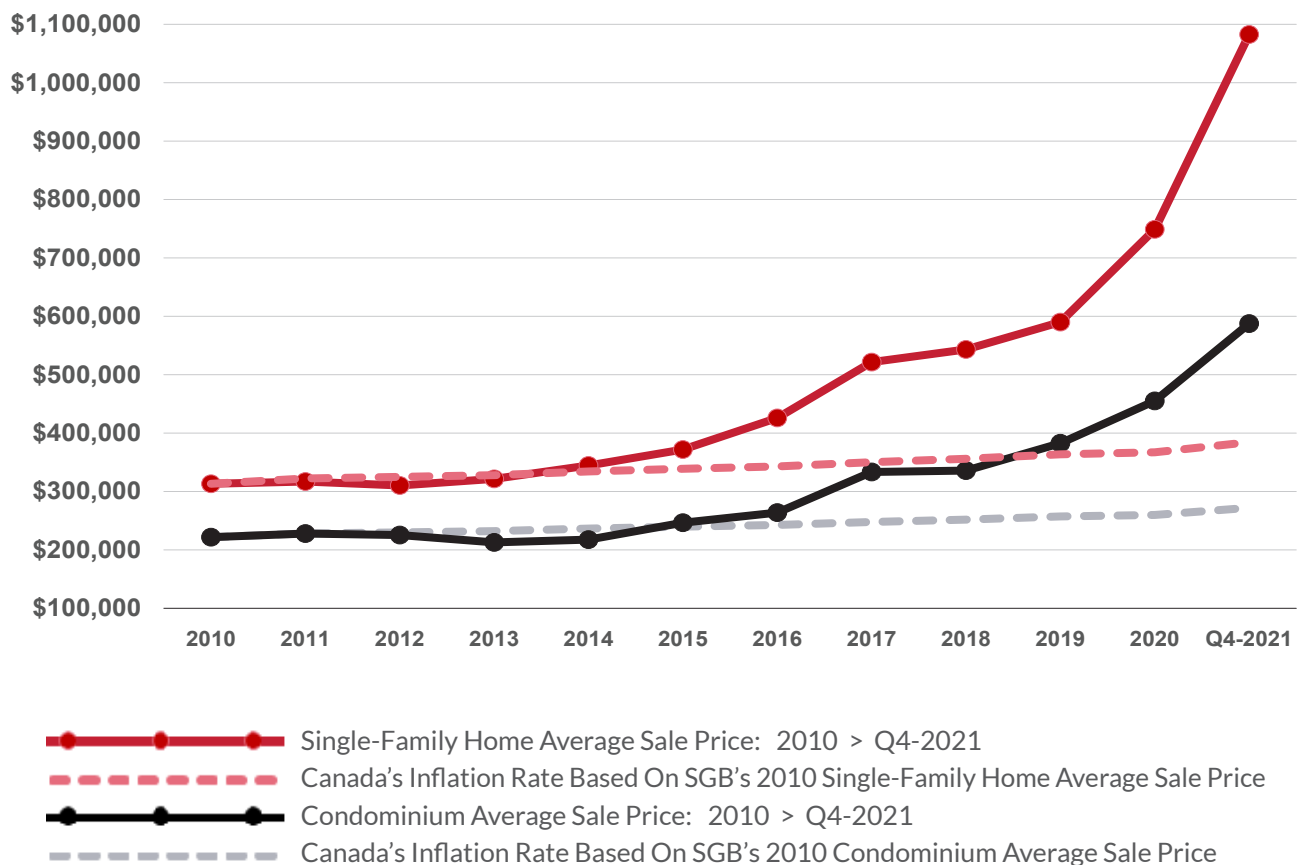
■ Single Family ■ Condominium ■ Townhouse

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 Q4-2021 was **\$1,082,599**: that's up **45%, 83%, 99%, 108%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$587,471** is up **29% 54%, 75%, 76%** and **165%** 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 **182%** above inflation in Q4-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **116%** above inflation in Q4-2021.



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

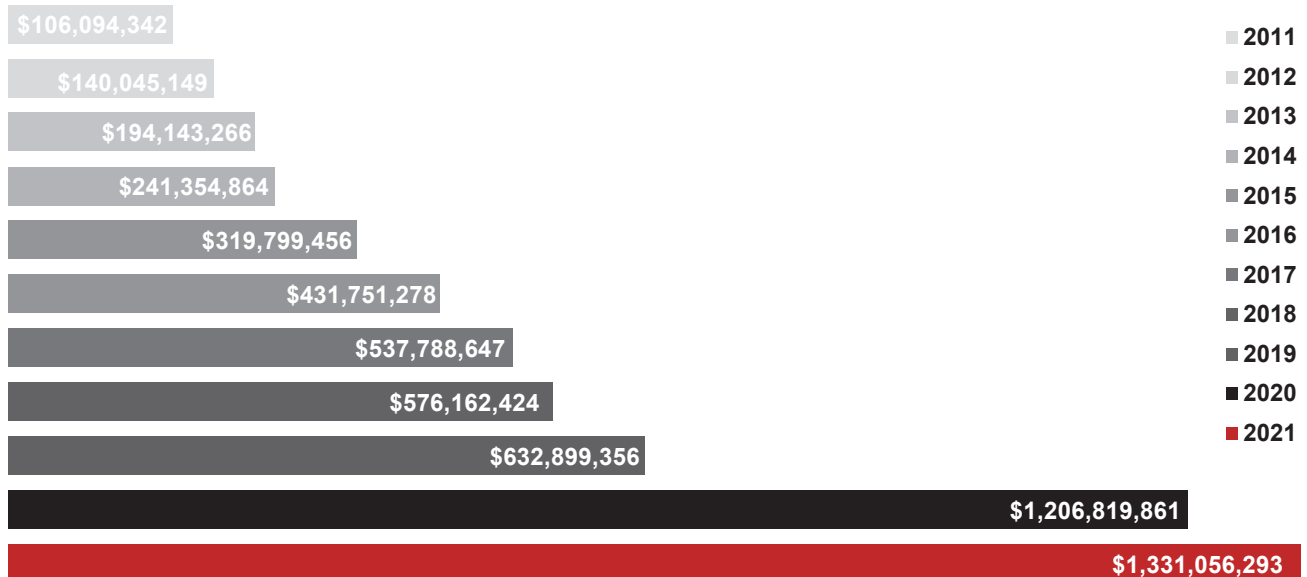


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



2021 UNIT SALES

* Collingwood, The Blue Mts., Wasaga Beach, Meaford, Clearview, Grey Highlands
 ** \$1,000,000+

Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	416.5	33.3%	
Century 21 Millenium	196.5	15.7%	
RE/MAX Four Seasons	132.5	10.6%	
Chestnut Park	89	7.1%	
Clairwood	70	5.6%	
RE/MAX By The Bay	30	2.4%	
Royal LePage RCR	24	1.9%	
Engel & Volkers	23	1.8%	
Forest Hill	21	1.7%	
Other	246.5	19.9%	

The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	260.5	31.1%	
RE/MAX at Blue	111	13.3%	
Century 21 Millenium	106.5	12.7%	
Chestnut Park	68	8.1%	
RE/MAX Four Seasons	65.5	7.8%	
Clairwood	30	3.6%	
Royal LePage RCR	22	2.6%	
Forest Hill	19	2.3%	
Sotheby's	19	2.3%	
Other	136.5	16.2%	

Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	142	36.1%	
Century 21 Millenium	40.5	10.3%	
Chestnut Park	21	5.4%	
RE/MAX Four Seasons	20	5.1%	
ARA	17	4.3%	
Royal LePage RCR	13	3.3%	
Sotheby's	10	2.5%	
Engel & Volkers	9	2.3%	
Clairview	8	2%	
Other	112	28.7%	

Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	95	20.4%	
RE/MAX Four Seasons	39	8.4%	
RE/MAX Hallmark Chay	36	8.4%	
RE/MAX By The Bay	35	7.7%	
Keller Williams Experience	31.5	5.8%	
Century 21 Millenium	25	4.4%	
Century 21 - BJ Roth	22	3.6%	
Faris Team	19	1.8%	
RE/MAX Hallmark	16	1.8%	
Other	144	31.5%	

Southern Georgian Bay (West)*

	UNITS	PERCENTAGE	
Royal LePage Locations North	1156	27.9%	
Century 21 Millenium	499	12%	
RE/MAX By The Bay	373	9%	
RE/MAX Four Seasons	295	7.4%	
Chestnut Park	213	5.1%	
RE/MAX At Blue	126	3%	
Clairwood	117	2.8%	
RE/MAX Hallmark Chay	94	2.3%	
Sotheby's	68	1.6%	
Other	1203	28.9%	

Southern Georgian Bay Luxury Homes**

	UNITS	PERCENTAGE	
Royal LePage Locations North	144	26%	
RE/MAX Four Seasons	54	9.8%	
Chestnut Park	37.5	6.8%	
Century 21 Millenium	35.5	6.4%	
RE/MAX By The Bay	34	6.2%	
Royal LePage RCR	28	5.1%	
Clairwood	19.5	3.5%	
Sotheby's	18	3.3%	
Forest Hill	13	2.4%	
Other	168.5	30.5%	



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THORNURRY

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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.