

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

JANUARY 2022

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



OVERVIEW

RECORD VOLUME AND UNITS, WITH FASTER SALES AND PRICES WAY UP



RECORD JANUARY VOLUME OF \$149,730,326

Up 41% from 2021's \$106,008,661, with record units of 132 up 3% from last year's former high of 128. New listings of 158 up 12% from a year ago, with the sales/listings ratio of 84% down 7%.



JANUARY UNIT SALES UP IN FOUR PRICE SEGMENTS, DOWN IN THREE

The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ segments were up 154%, 73%, 86% and 500% respectively from last January; while the Under-\$300K, \$300K-\$499K and \$500K-\$799K, segments were down 50%, 46% and 25% respectively.



RECORD AVERAGE SALE PRICE OF \$1,134,321

Up 37% from January 2021's \$828,818, with the average days-on-market of 25 down 4 days.

OVERVIEW (cont'd)

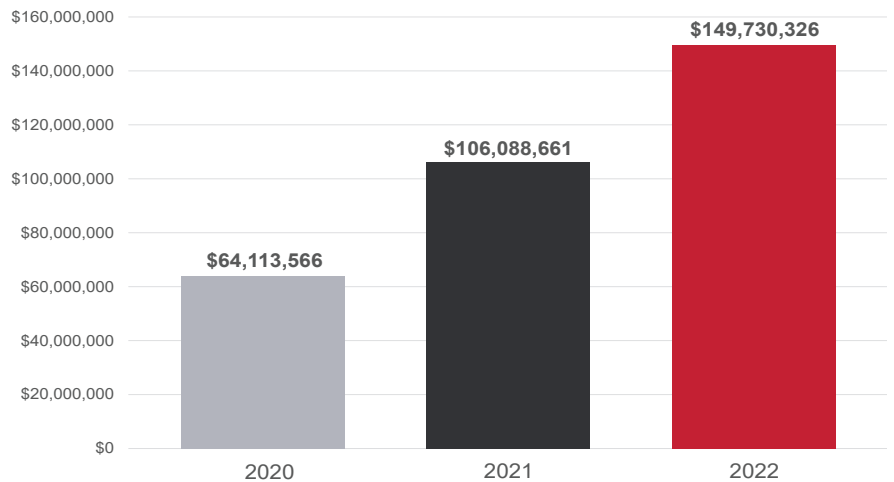


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

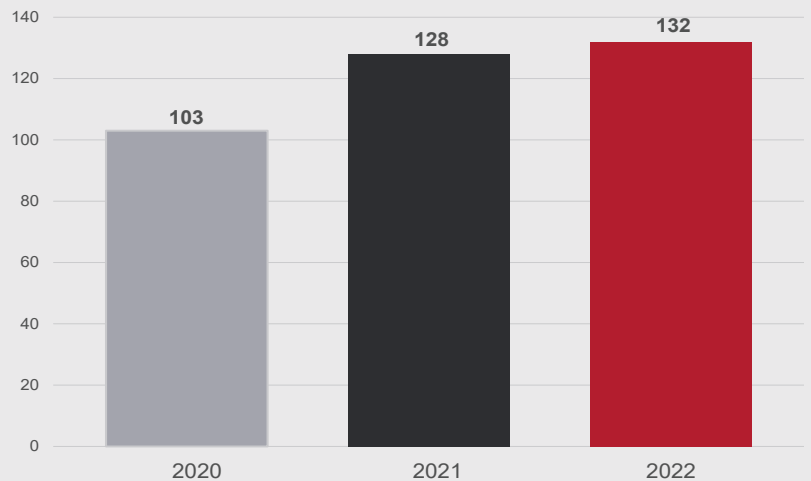
The Southern Georgian Bay market had a **100%** sale/list price ratio in January. Homes sold in **25** days on average, down **4** days from a year ago, and there is now just **one month** of inventory. All that, together with January's **84%** sales/listings ratio and just **17** expired listings, adds up to a relatively strong **seller's market**.



Graph 1:
Georgian Triangle MLS® Sales
January 2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Georgian Triangle MLS® Sales
January 2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL

Table 1:
Georgian Triangle MLS® Sales And Listing Summary
 January 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$64,113,566	\$106,088,661	\$149,730,326	+41%
Unit Sales	103	128	132	+3%
New Listings	220	141	158	+12%
Sales/Listings Ratio	47%	91%	84%	-7%
Expired Listings	47	14	17	+21%
Sales: Under \$300K	8	4	2	-50%
Sales: \$300K - \$499K	48	24	13	-46%
Sales: \$500K - \$799K	26	55	41	-25%
Sales: \$800K - \$999K	8	13	33	+154%
Sales: \$1M - \$1.499M	7	22	38	+73%
Sales: \$1.5M-\$1.999M	6	7	13	+86%
Sales: \$2M+	0	3	18	+500%
Average Days-On-Market	71	29	25	-14%
Average Sale Price	\$622,462	\$828,818	\$1,134,321	+37%

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

SALES BY PROPERTY TYPE

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$127,587,637
UP 39% from 2021

UNIT SALES: 100
EQUAL to 2021

AV. DAYS-ON-MARKET: 25
DOWN 5 days from 2021

AV. SALE PRICE: \$1,275,876
UP 39% from 2021

CONDOMINIUMS

DOLLAR SALES: \$11,112,192
UP 30% from 2021

UNIT SALES: 20
UP 18% from 2021

AV. DAYS-ON-MARKET: 27
DOWN 9 days from 2021

AV. SALE PRICE: \$602,962
UP 19% from 2021

TOWNHOUSES

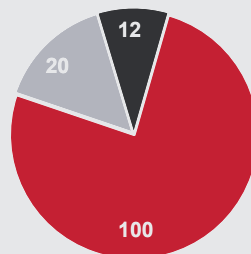
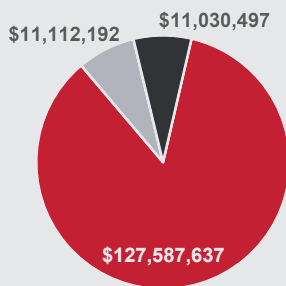
DOLLAR SALES: \$11,030,497
UP 92% from 2021

UNIT SALES: 12
UP 9% from 2021

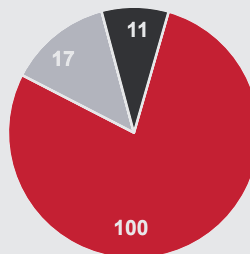
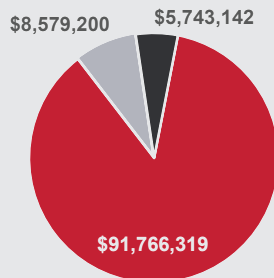
AV. DAYS-ON-MARKET: 16
UP 3 days from 2021

AV. SALE PRICE: \$919,208
UP 76% from 2021

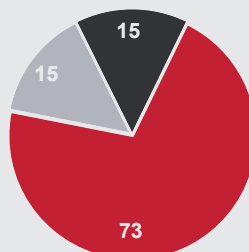
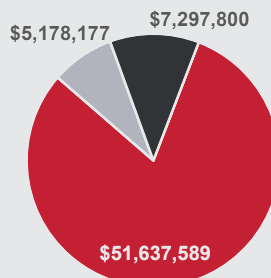
2022



2021



2020



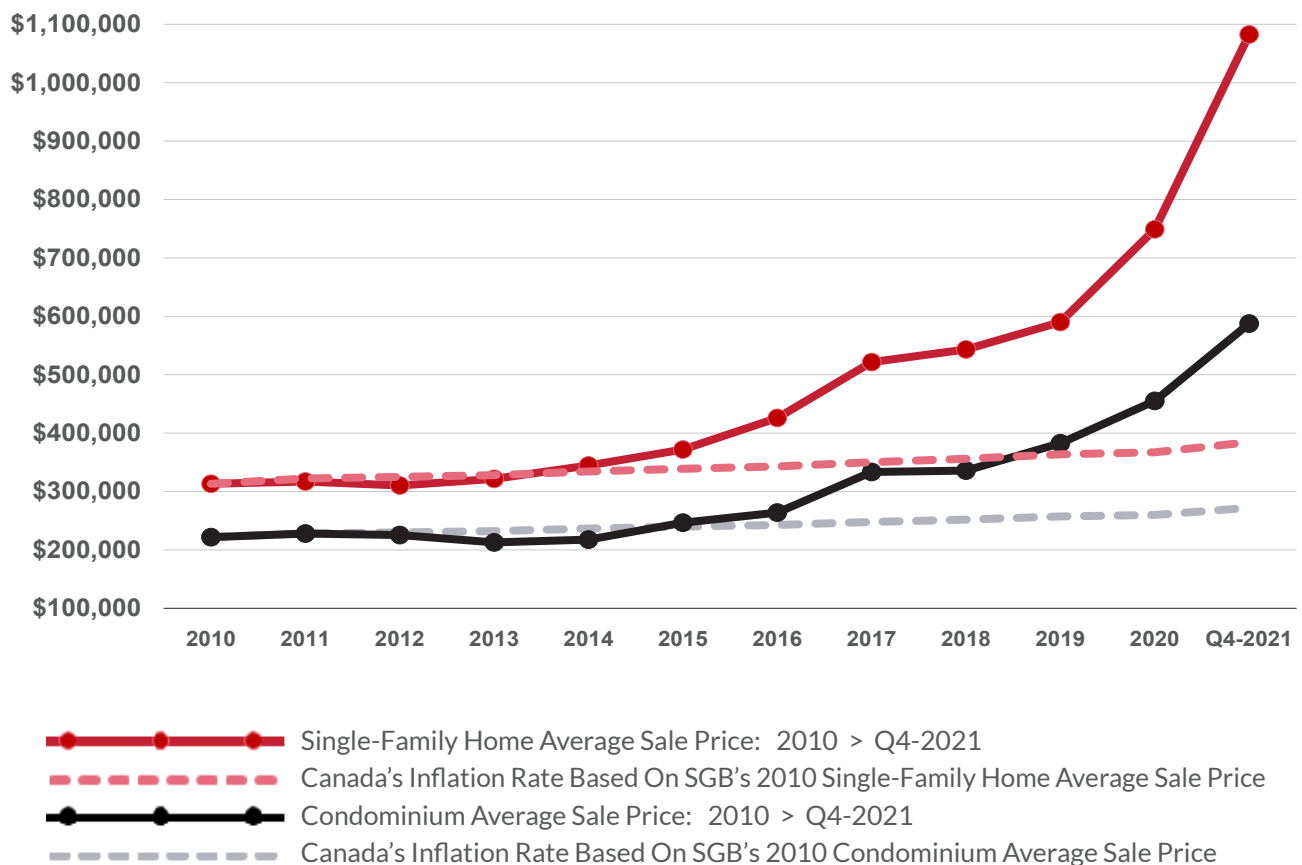
■ Single Family ■ Condominium ■ Townhouse

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

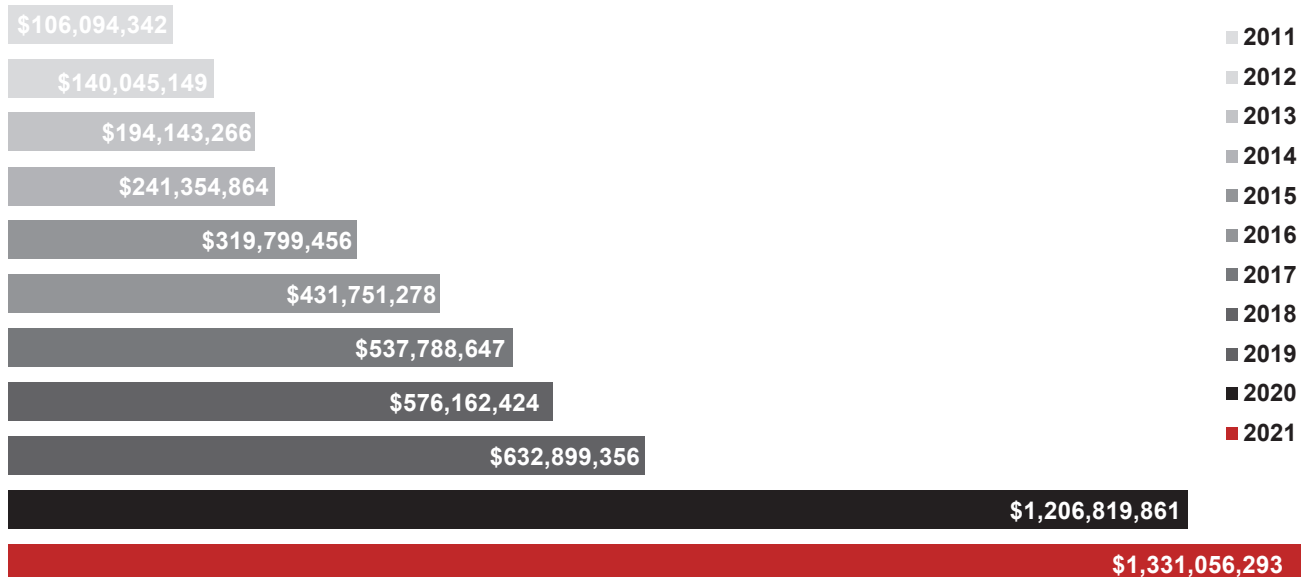


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



* Collingwood, The Blue Mts.,
Wasaga Beach, Meaford,
Clearview, Grey Highlands

** \$1,000,000+

2021 UNIT SALES

Collingwood

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

The Blue Mountains

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

Meaford

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

Clearview

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

Southern Georgian Bay (West)*

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

Southern Georgian Bay Luxury Homes**

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

Georgian Triangle's
**MOST SUPPORTIVE
BROKERAGE**

\$878,700+

Raised for local causes &
Community Sponsorships
from 2013-2021

#1 Georgian Triangle
BROKERAGE

8
Straight Years*
Of Record Sales!

Featured Listings

107,970+

People Reached†

22,514+

Clicks, Shares, Views, & Likes‡

Q4 BY THE
Numbers

ROYAL LEPAGE LOCATIONS **NORTH**
BROKERAGE

Region's Best
Market Intelligence



60 Detailed Market Reports
Per Year Covering
10 Local Markets

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

With \$1,331,056,293



3 TIMES
MORE

than our closest regional competitor†

#1 in regional luxury
home sales



3+
times
more

than our closest regional competitor†

Socially Connected



623,371+
Social Media Impressions

Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com

1,142,298+

Page Views†

234,529+

Unique Visitors†



\$24,500

Giving back and working
in our community

Raised for Local Charities
in 2021

WYBLAST \$5200

\$10,000 

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

†By MLS® dollar volume sales in each of the last 8 years. ‡Based on Google Analytics (January 1st, 2021 to September 30th, 2021). §Based on social media channels (January 1st, 2021 to March 31st, 2021). ¶Based on March 2021 lead volume



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.

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.