

SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

FEBRUARY 2022

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



OVERVIEW

RECORD VOLUME, FASTER SALES, AND BIG PRICE GAINS



RECORD YEAR-TO-DATE SALES VOLUME OF \$333,480,592

Up 28% from 2021's \$259,805,292, with units of 294 down 9% from last year's 322. New listings of 382 down 4% from one year ago, with the sales/listings ratio of 77% down 4%.



RECORD FEBRUARY SALES VOLUME OF \$180,800,266

Up 18% from last February's \$153,716,631. February units of 160 down 18% from last year's 194. New listings of 224 down 12% from a year ago, with the sales/listing ratio of 71% down 5%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,134,288

Up 41% from the \$806,849 of one year ago. Average days-on-market of 22 down 3 days.



OVERVIEW (cont'd)

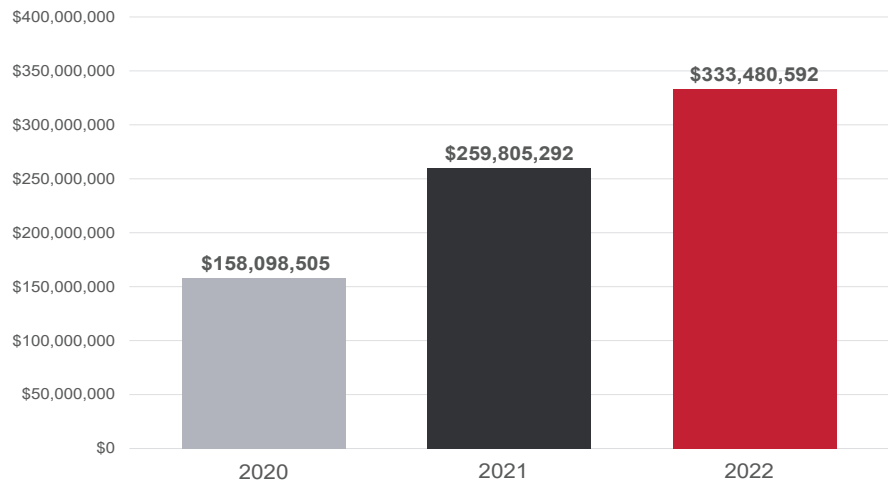


THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

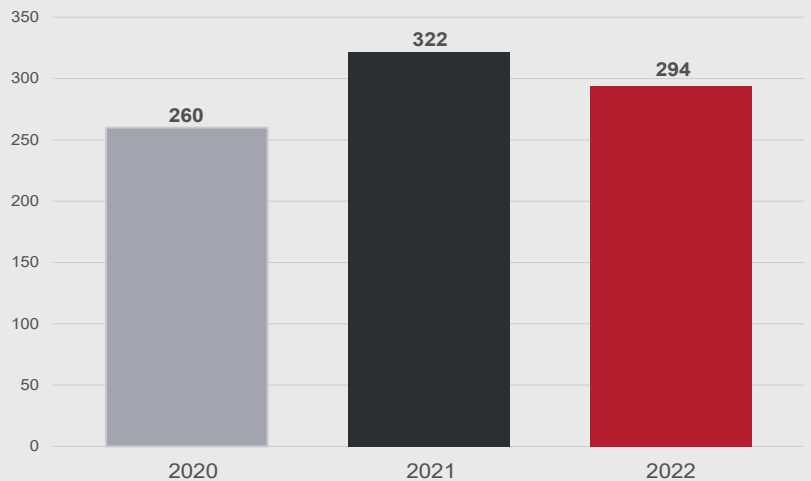
The Southern Georgian Bay market had a high **106.4%** sale/list price ratio in February. Homes sold in just **20** days on average, down **2** days from a year ago, and there is now just **one month** of inventory. All that, and February's **71%** sales/listings ratio, add up to a relatively strong **sellers' market**.



Graph 1:
Southern Georgian Bay MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Southern Georgian Bay MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



THE MARKET IN DETAIL



Table 1:
Southern Georgian Bay MLS® Sales And Listing Summary
 2020 vs. 2021 vs. 2022 (Volume)

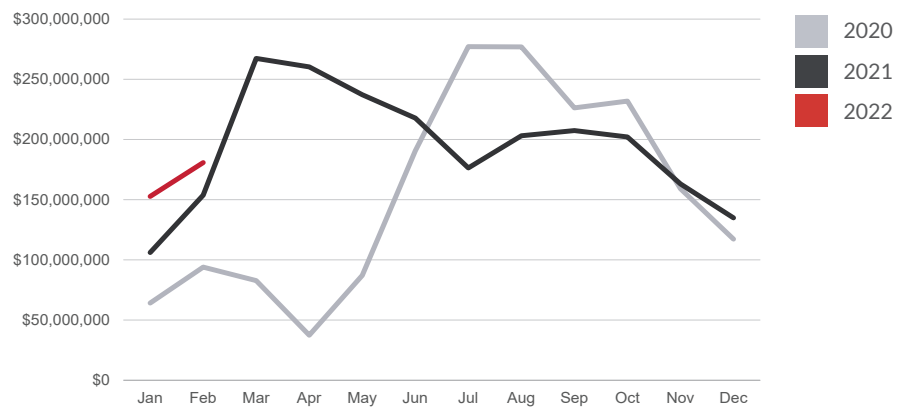
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$158,098,505	\$259,805,292	\$333,480,592	+28%
YTD Unit Sales	260	322	294	-9%
YTD New Listings	474	397	382	-4%
YTD Sales/Listings Ratio	55%	81%	77%	-4%
YTD Expired Listings	77	21	22	+5%
February Volume Sales	\$93,984,939	\$153,716,631	\$180,800,266	+18%
February Unit Sales	157	194	160	-18%
February New Listings	254	255	224	-12%
February Sales/Listings Ratio	62%	76%	71%	-5%
February Expired Listings	30	7	5	-29%
February Average Sale Price	\$598,630	\$792,354	\$1,130,002	+43%
YTD Sales: Under \$300K	22	6	2	-67%
YTD Sales: \$300K - \$499K	108	68	20	-71%
YTD Sales: \$500K - \$799K	77	133	76	-43%
YTD Sales: \$800K - \$999K	28	50	65	+30%
YTD Sales: \$1M - \$1.499M	13	41	78	+90%
YTD Sales: \$1.5M - \$1.999M	10	15	24	+60%
YTD Sales: \$2M+	2	9	29	+222%
YTD Average Days-On-Market	57	25	22	-12%
YTD Average Sale Price	\$608,071	\$806,849	\$1,134,288	+41%

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

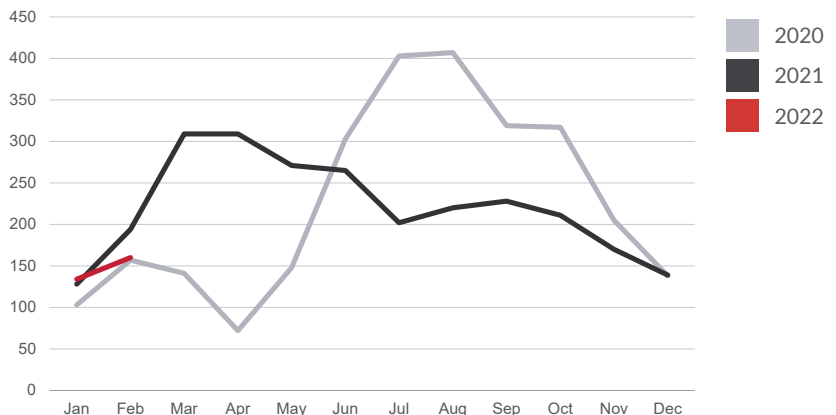
THE MARKET IN DETAIL (cont'd)

The 2022 Southern Georgian Bay market is off to another great start with big record volume sales and strong unit sales. As **Graph 3** shows, January's and February's volumes were up **44%** and **18%** respectively from 2021's former highs. Their combined total of **\$333,480,592** was up **28%** from last year, and up a whopping **111%** from 2020's third best total. On the units side **Graph 4** shows a record January and strong February, with total sales of **294**, the second-best ever after last year's benchmark **322**. As well, the market looks promising given February's **106.4%** sales/listings ratio, its **20-day** average sale time, and its only **one month** of inventory. Lastly, the average sale price is, well, *mindblowing*. At **\$1,134,288** it's up **143%**, **107%**, **87%** and **41%** from 2018-2021 respectively.

Graph 3:
Southern Georgian Bay Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Volume)



Graph 4:
Southern Georgian Bay Monthly MLS® Sales
 2020 vs. 2021 vs. 2022 (Units)



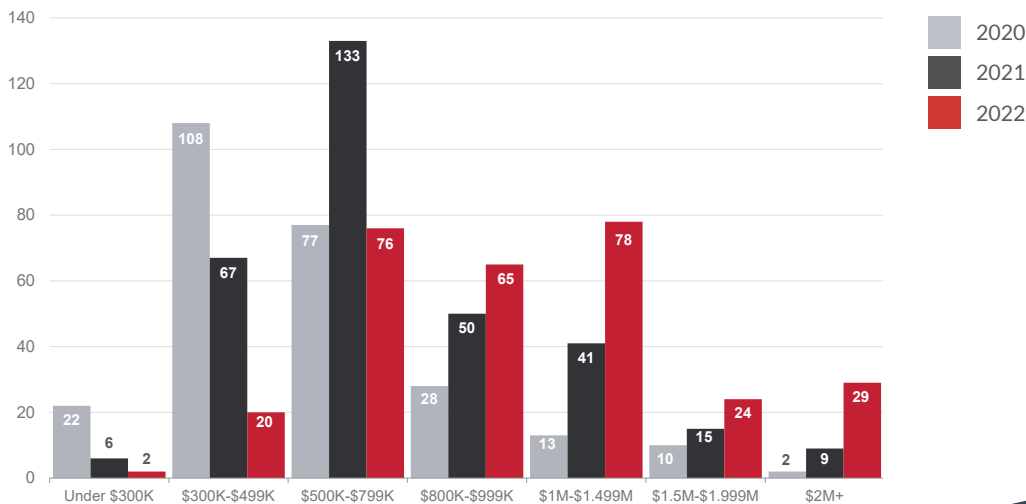
THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in four price ranges and down in three. The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **30%**, **90%**, **60%** and **222%** respectively. The Under-\$300K, \$300K-\$499K and \$500K-\$799K ranges are down **67%**, **71%** and **43%** respectively. More generally, the Under-\$500K bracket – which accounts for **7%** of 2021's sales – is down **70%** from a year ago. The \$500K-\$999K bracket – which accounts for **48%** of all sales – is down **2%**. And the \$1M+ bracket – which accounts for **45%** of all sales – is up **102%**.

Graph 5:

Southern Georgian Bay MLS® Sales By Price

2020 vs. 2021 vs. 2022 (Units)



SALES BY PROPERTY TYPE

Graph 6:
Southern Georgian Bay MLS® Sales By Property Type
 2020 vs. 2021 vs. 2022 (Dollars and Units)

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$277,711,845
 UP 31% from 2021

UNIT SALES: 218
 DOWN 7% from 2021

AV. DAYS-ON-MARKET: 22
 DOWN 1 day from 2021

AV. SALE PRICE: \$1,273,908
 UP 41% from 2021

CONDOMINIUMS

DOLLAR SALES: \$29,225,592
 UP 13% from 2021

UNIT SALES: 45
 DOWN 8% from 2021

AV. DAYS-ON-MARKET: 28
 DOWN 13 days from 2021

AV. SALE PRICE: \$649,458
 UP 24% from 2021

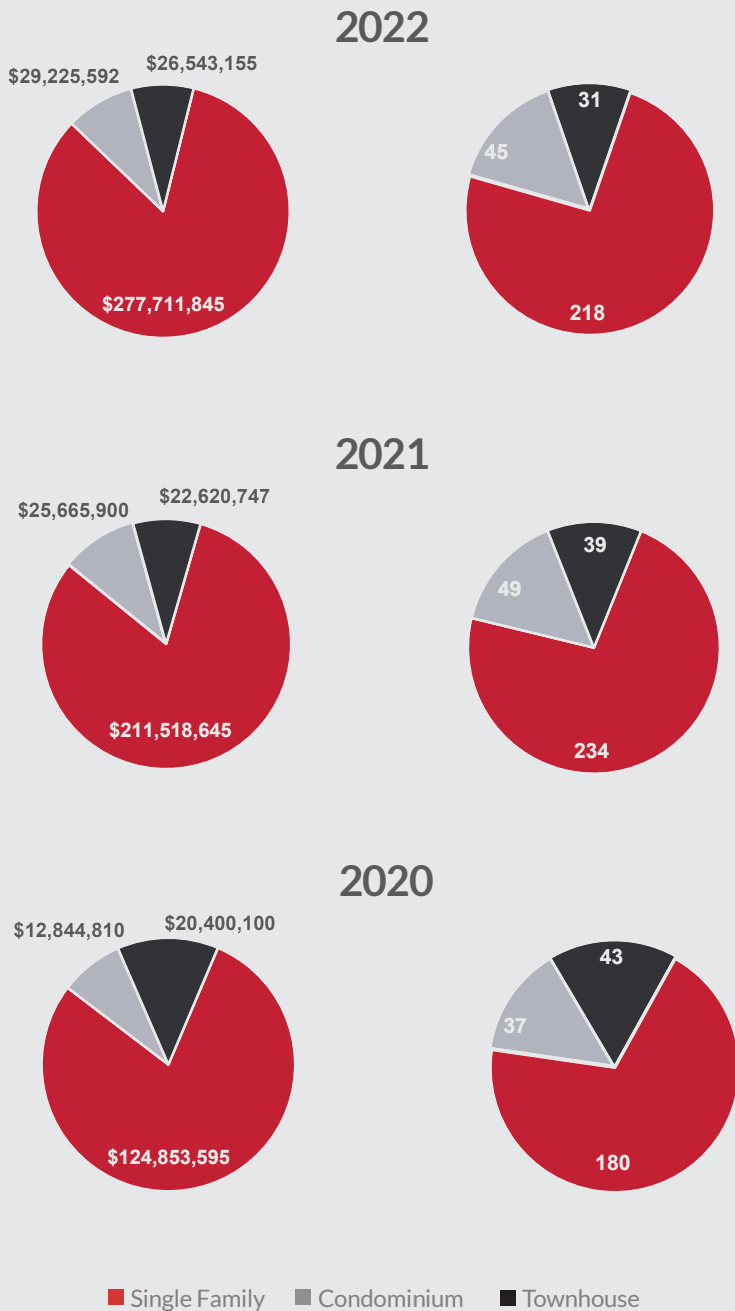
TOWNHOUSES

DOLLAR SALES: \$26,543,155
 UP 17% from 2021

UNIT SALES: 31
 DOWN 21% from 2021

AV. DAYS-ON-MARKET: 13
 DOWN 4 days from 2021

AV. SALE PRICE: \$856,231
 UP 48% from 2021

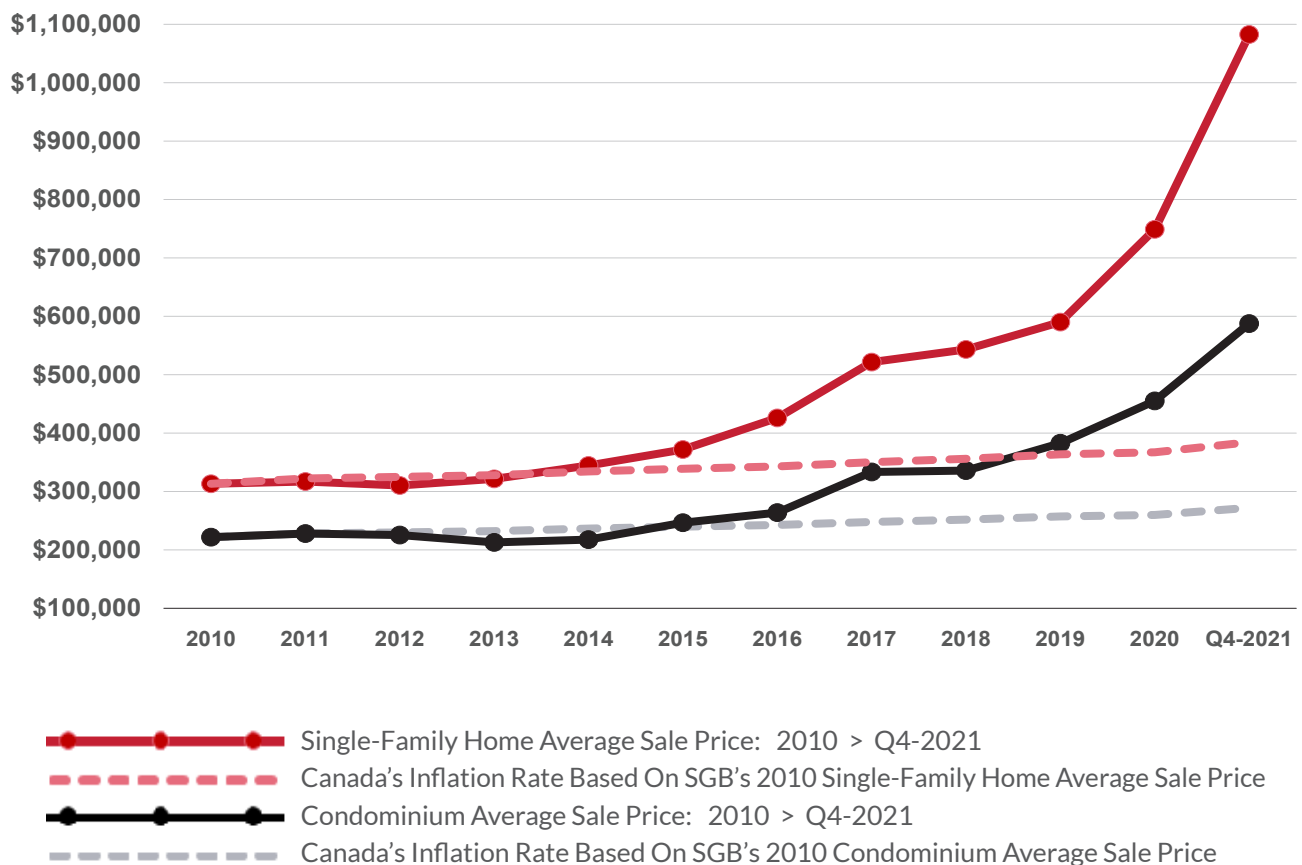


SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

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

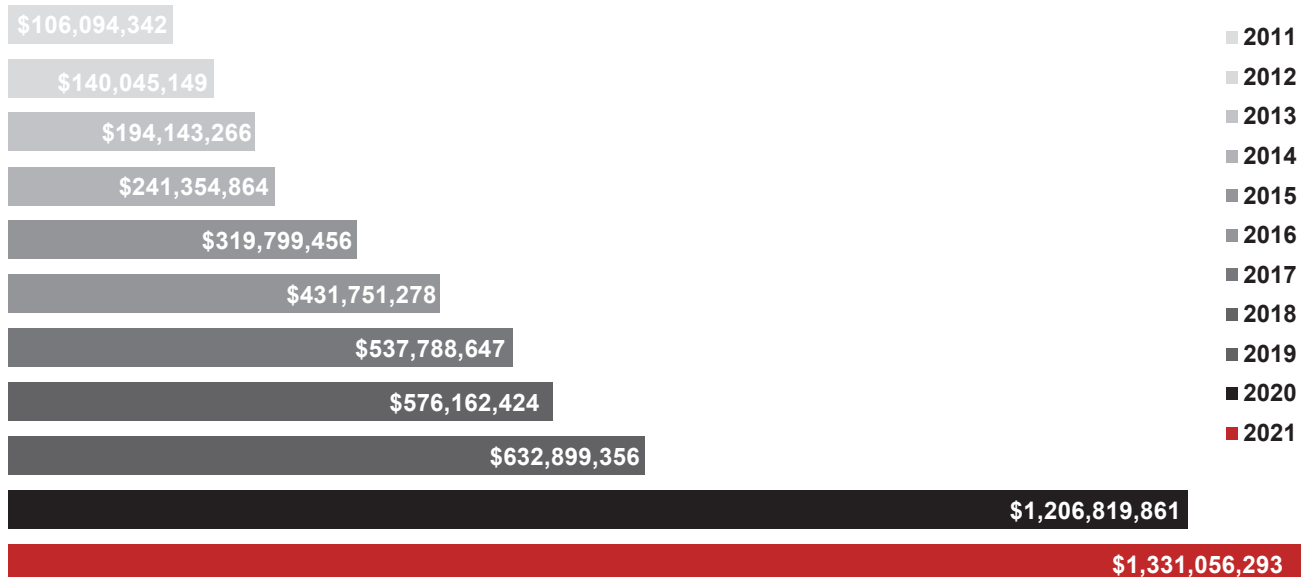


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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





PERSONAL PROFESSIONAL PROGRESSIVE

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.