ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

WASAGA BEACH REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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

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OVERVIEW

RECORD VOLUME AND STRONG UNIT SALES, WITH THE AVERAGE SALE PRICE WAY UP

RECORD Q1 SALES VOLUME OF $120,843,371

Up 7% from Q1-2021's $113,198,123, with units of 138 down 15% from Q1-2021's 162. New listings of 213 up 10% from a year ago, with the sales/listings ratio of 65% down 19%.

MARCH SALES VOLUME OF $59,482,419

Down 11% from March 2021's $66,880,058. Units of 68 down 26% from last March's 92, with new listings of 111 up 2% and the sales/listings ratio of 61% down 23%.

RECORD Q1 AVERAGE SALE PRICE OF $875,677

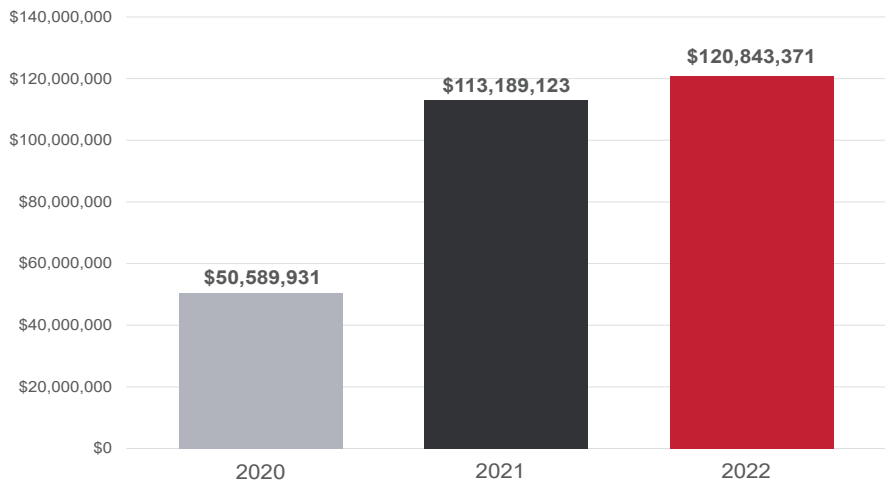
Up 25% from the $698,698 of Q1-2021. Average days-on-market of 11 down 7 days.

OVERVIEW (cont'd)

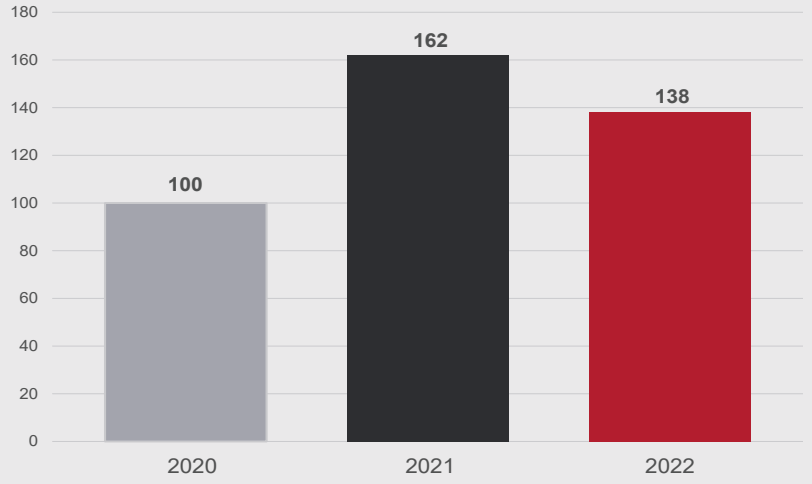
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Wasaga Beach market had a very high 103.9% sale/list price ratio in March. Homes sold in just 8 days on average, down 4 days from one year ago. And there is now just one month of inventory. All that, together with March's 61% sales/listings ratio, adds up to a relatively strong sellers' market.

Graph 1:
Wasaga Beach MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:
Wasaga Beach MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL

Table 1:
Wasaga Beach MLS® Residential Sales And Listing Summary
2020 vs. 2021 vs. 2022

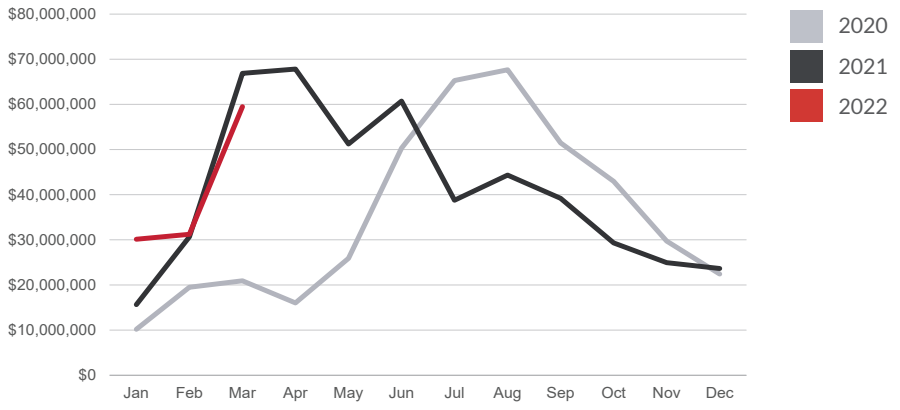
	2020	2021	2022	2021-2022
Volume Sales	$50,589,931	$113,189,123	$120,843,371	+7%
Unit Sales	100	162	138	-15%
New Listings	230	193	213	+10%
Sales/Listings Ratio	43%	84%	65%	-19%
Expired Listings	41	5	7	+40%
Sales: Under $300K	3	0	0	0%
Sales: $300K - $499K	56	22	5	-77%
Sales: $500K - $799K	34	100	46	-54%
Sales: $800K - $999K	4	28	45	+61%
Sales: $1M - $1.499M	3	12	40	333%
Sales: $1.5M +	0	0	2	+200%
Average Days-On-Market	46	18	11	-39%
Average Sale Price	$505,899	$698,698	$875,677	+25%

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 April. 3, 2022.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

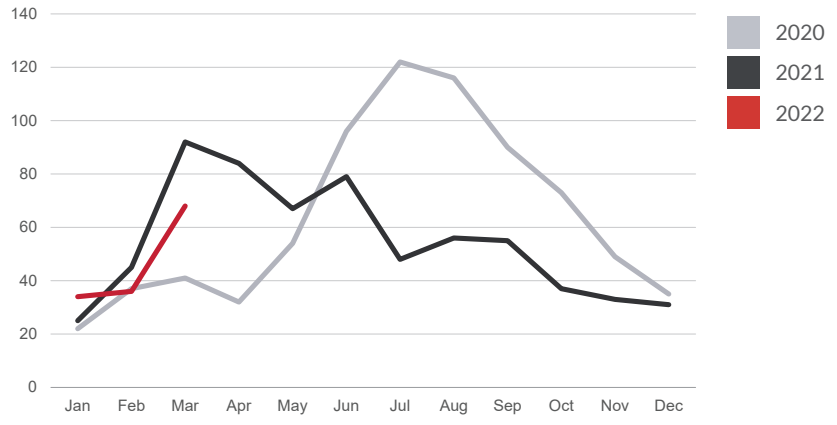
THE MARKET IN DETAIL (cont'd)

Although not as active as Q1-2021, Wasaga Beach's first quarter set a new dollar sales record due to a jump in sale prices. As **Graph 3** shows, records in January and February, followed by a strong March, combined to give Q1 $120,843,371 in volume, up 7% from last year's previous high. On the units side, Q1's 138 were down 15% from last year's benchmark 162, and the fourth best overall. That said, other indications that the market, while slowing, is still strong include March's: 103.9% sale/list price ratio; average sale time of just 8 days; and just one month of inventory. And then there is Wasaga's Q1 average sale price. At $875,677 it's up 118%, 110%, 89%, 73% and 25% from the Q1's of 2017-2021 respectively.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Volume)



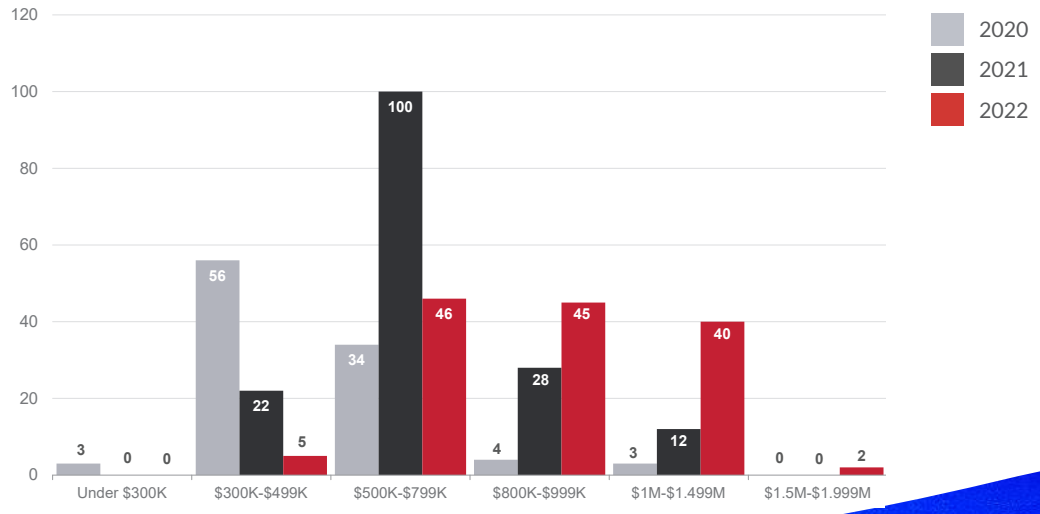
Graph 4:
Wasaga Beach Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)

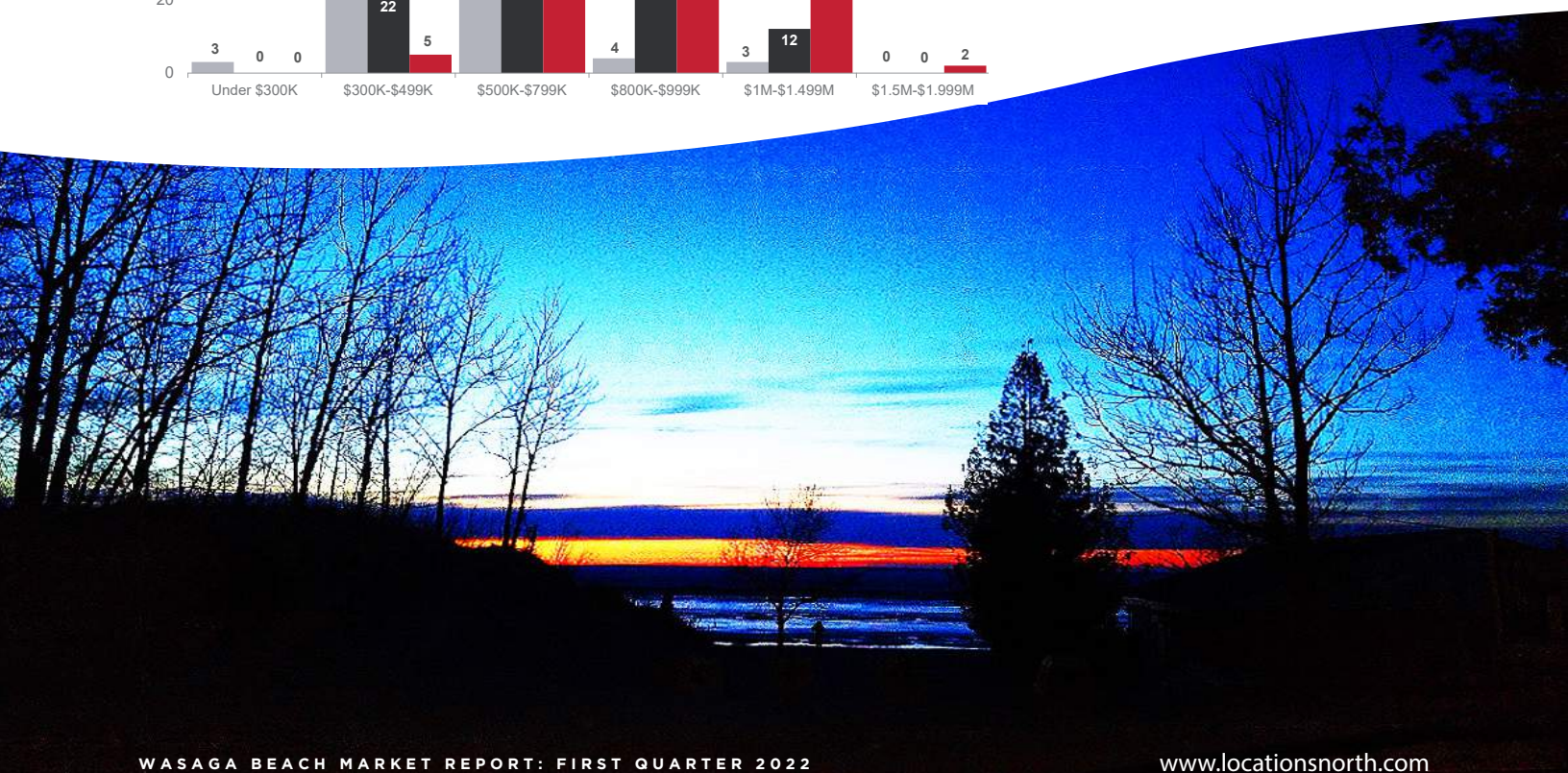


THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in three price ranges, down in two and equal in one. The $800K-$999K, $1M-$1.499M and $1.5M+ ranges were up 61%, 333% and 200% respectively. The $300K-$499K and $500K-$799K ranges were down 77% and 54% respectively. And the Under-330K range was equal. More generally, the Under-$500K bracket – which accounted for 4% of 2022's sales – was down 77% from a year ago. The $500K-$999K bracket – which accounted for 66% of all sales – was down 71%. And the $1M+ bracket – which accounted for 30% of all sales – was up 250%.

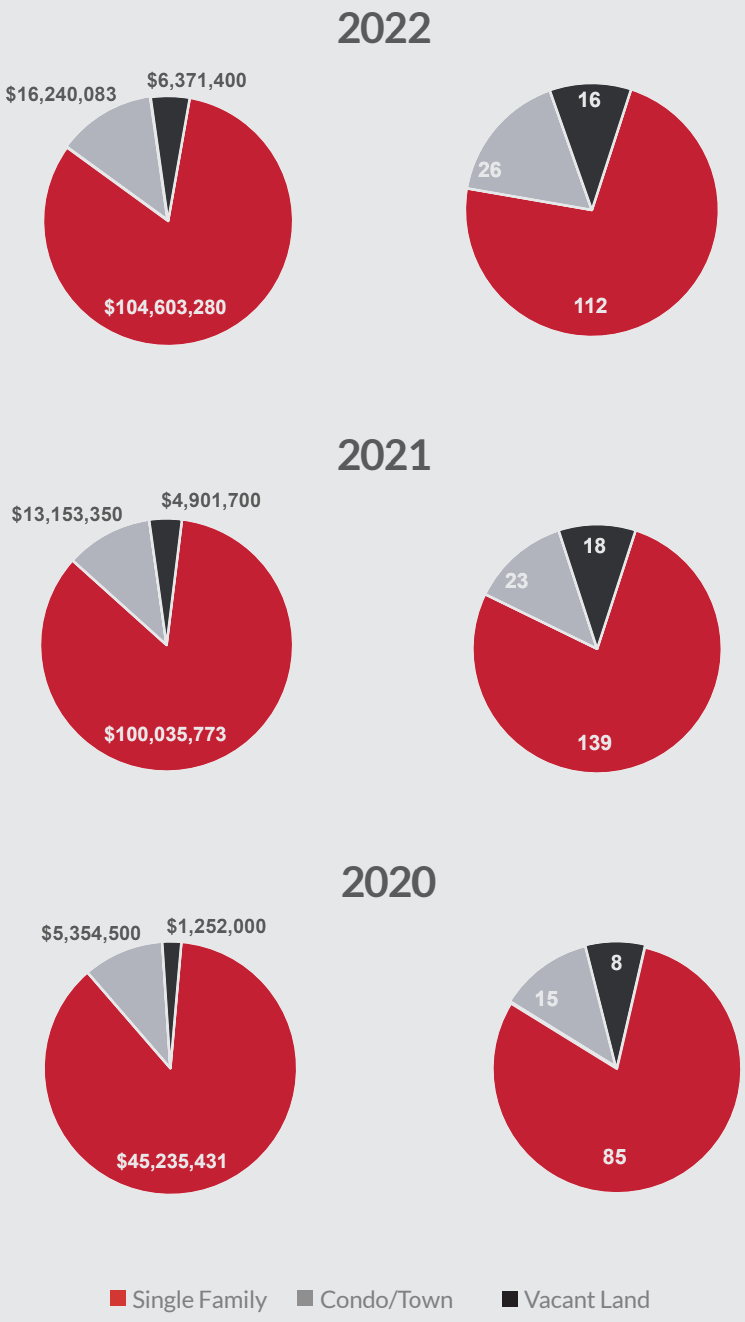
Graph 5:
Wasaga Beach MLS® Sales By Price
2020 vs. 2021 vs. 2022 (Units)





SALES BY PROPERTY TYPE

Graph 6:
Wasaga Beach MLS® Sales By Property Type
2020 vs. 2021 vs. 2022 (Dollars and Units)



2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: $104,603,280
UP 5% from Q1-2021

UNIT SALES: 112
DOWN 19% from Q1-2021

AV. DAYS-ON-MARKET: 11
DOWN 5 days from Q1-2021

AV. SALE PRICE: $933,958
UP 30% from Q1-2021

CONDOS/TOWNS

DOLLAR SALES: $16,240,083
UP 23% from Q1-2021

UNIT SALES: 26
UP 13% from Q1-2021

AV. DAYS-ON-MARKET: 11
DOWN 20 days from Q1-2021

AV. SALE PRICE: $624,619
UP 9% from Q1-2021

VACANT LAND

DOLLAR SALES: $6,371,400
UP 30% from Q1-2021

UNIT SALES: 16
DOWN 11% from Q1-2021

AV. DAYS-ON-MARKET: 48
UP 23 days from Q1-2021

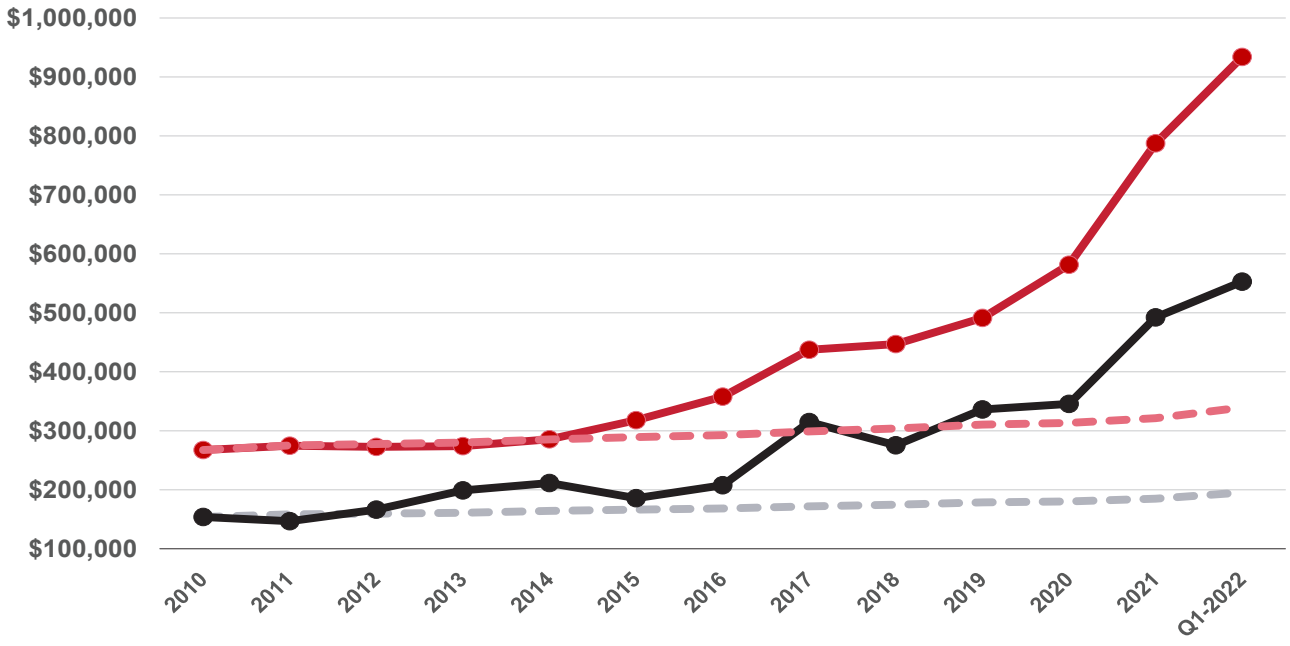
AV. SALE PRICE: $398,213
UP 46% from Q1-2021

WASAGA BEACH AVERAGE SALE PRICES: 2010-2022

BIG GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

Wasaga Beach's average sale price for single-family homes in Q1-2022 was **$933,958**: that's up **19%**, **61%**, **90%**, **109%** and **249%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **$552,857** was up **12%**, **60%**, **64%**, **101%** and **259%** from 2021, 2020, 2019, 2018 and 2010 respectively.

From 2010-2014 the average sale price for single-family homes increased at roughly Canada's inflation rate and then rose to **175%** over inflation in Q1-2022. Condo prices rose parallel to the rate of inflation from 2010-2012, were **22%** above inflation by 2016, and then rose to **183%** over inflation in Q1-2022.



Single-Family Home Average Sale Price: 2010 > Q1-2022
Canada's Inflation Rate Based On Wasaga Beach's 2010 Single-Family Home Average Sale Price
Condominium Average Sale Price: 2010 > Q1-2022
Canada's Inflation Rate Based On Wasaga Beach's 2010 Condominium Average Sale Price

ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR

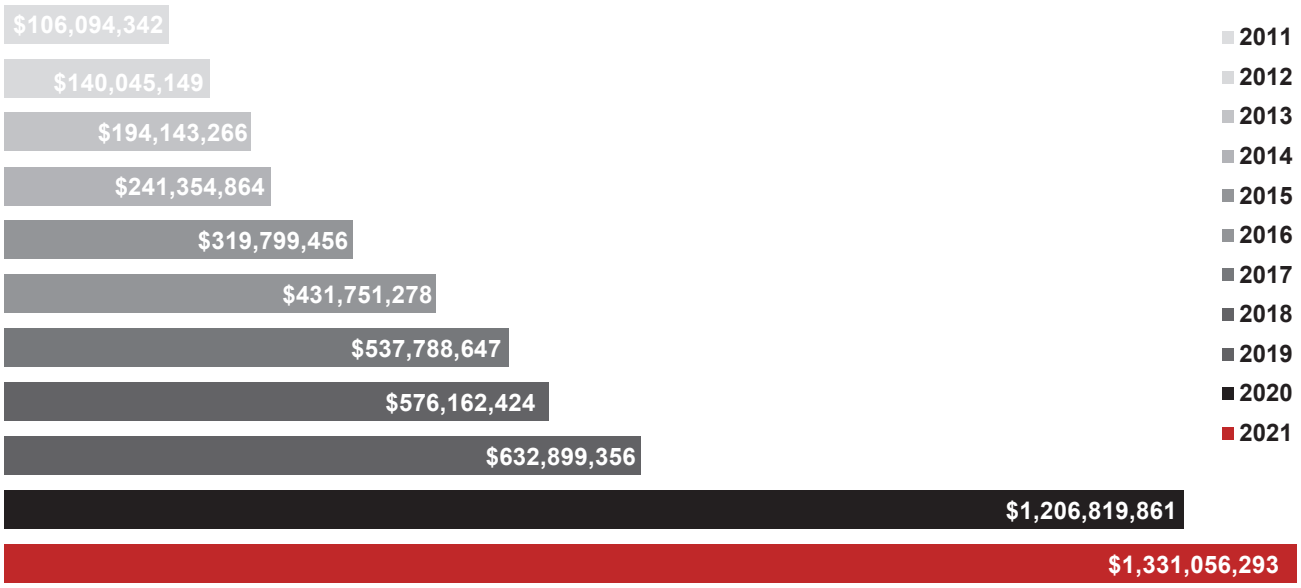
WE BROKE OUR OWN SOUTHERN GEORGIAN BAY REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

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



Georgian Triangle's
MOST SUPPORTIVE BROKERAGE

$878,700+

Raised for local causes & Community Sponsorships from 2013-2022

#1 Georgian Triangle BROKERAGE

8

Straight Years* Of Record Sales!

Featured Listings

36,239+

People Reached‡

5,899+

Clicks, Shares, Views, & Likes‡

Q1 BY THE 2022 Numbers

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

Region's Best Market Intelligence

56 Detailed Market Reports Per Year FOR YOU

RECORD Q1 SALES VOLUME OF

With $543,188,334

3 TIMES MORE

than our closest regional competitor†

BROKERAGE OF THE YEAR 2016 A. E. LePage AWARD ONTARIO

Award Winning Service

Socially Connected

67,766+

Social Media Impressions

Clicks, Views, Shares, Likes, Tweets‡

We average

600

Buyer leads/month§

With over 4X the average industry conversion rate

LocationsNorth.com

169,000+
Page Views†

24,530+
Unique Visitors†

2021 TOP 1% DONOR ROYAL LEPAGE SHELTER FOUNDATION

WINTER BLAST **$5200**

Raised for Local Charities in 2022

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, 2022 to March 31st, 2022). ‡Based on social media channels (January 1st, 2022 to March 31st, 2022). §Based on June 2020 lead volume

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

BROKERAGE OF THE YEAR 2016 A. E. LePage AWARD ONTARIO

ROYAL LEPAGE SHELTER FOUNDATION TOP 1% DONOR 2019

PERSONAL PROFESSIONAL PROGRESSIVE

REAL ESTATE SERVICE

At Locations North we do everything we can to put you first. And that includes completely respecting your privacy. If we can ever be of help with your real estate needs, please give us a call or visit our website at www.locationsnorth.com

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330 First St.

THORNBURY
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.

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