ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

COLLINGWOOD REAL ESTATE MARKET REPORT

FIRST QUARTER 2022

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

www.locationsnorth.com

OVERVIEW

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

RECORD Q1 SALES VOLUME OF $128,684,090

Up 5% from Q1-2021's $123,141,695, with units of 125 down 18% from Q1-2021's 153. New listings of 169 down 19% from a year ago, with the sales/listings ratio of 74% equal to Q1-2021.

MARCH SALES VOLUME OF $54,392,172

Down 14% from March 2021's $63,055,683. Units of 53 down 32% from last March's 78, with new listings of 94 down 22%, and the sales/listings ratio of 73% down 10%.

RECORD Q1 AVERAGE SALE PRICE OF $1,029,473

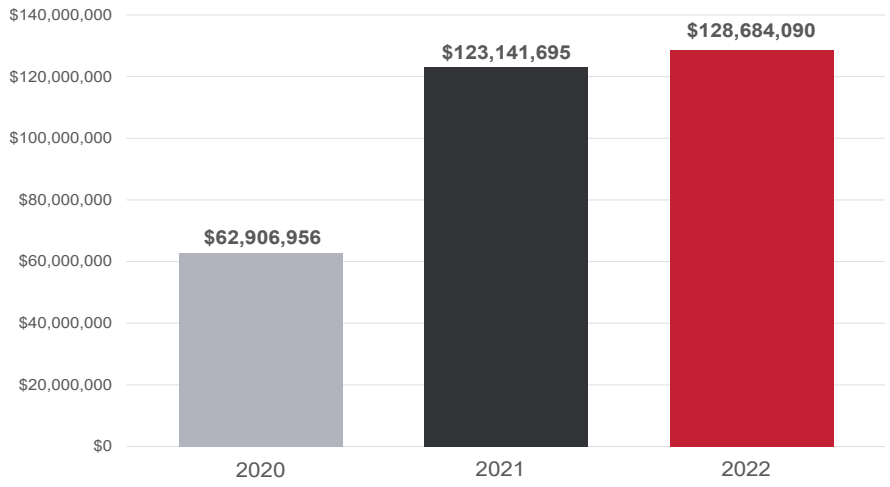
Up 28% from the $804,848 of Q1-2021. Average days-on-market of 11 down by 6 days.

OVERVIEW (cont'd)

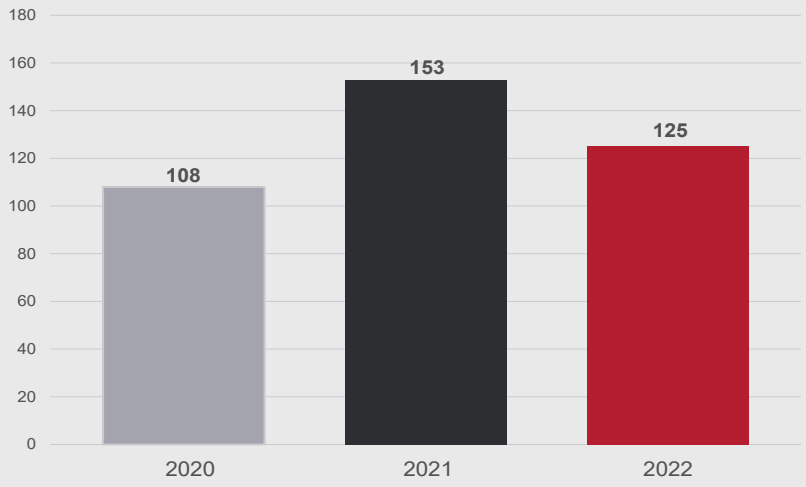
THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

The Collingwood market had a very high 103.6% sale/list price ratio in March. Homes sold in just 10 days on average, down 6 days from one year ago. And there is now just one month of inventory. All that, together with March's 73% sales/listings ratio, add up to a relatively strong sellers' market.

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



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



THE MARKET IN DETAIL

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

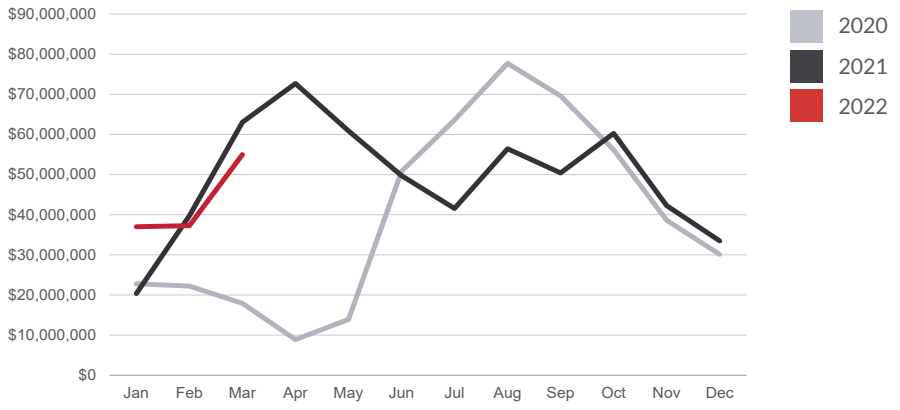
	2020	2021	2022	2021-2022
First Quarter (Q1) Volume Sales	$62,906,956	$123,141,695	$128,684,090	+5%
Q1 Unit Sales	108	153	125	-18%
Q1 New Listings	205	208	169	-19%
Q1 Sales/Listings Ratio	53%	74%	74%	0%
Q1 Expired Listings	32	7	6	-14%
Q1 Sales: Under $300K	9	0	0	0%
Q1 Sales: $300K - $499K	46	22	7	-68%
Q1 Sales: $500K - $799K	34	77	31	-60%
Q1 Sales: $800K - $999K	11	25	38	+52%
Q1 Sales: $1M - $1.499M	6	21	30	+43%
Q1 Sales: $1.5M - $1.999M	2	4	14	+250%
Q1 Sales: $2M+	0	4	5	+25%
Q1 Average Days-On-Market	50	17	11	-35%
Q1 Average Sale Price	$582,472	$804,848	$1,029,473	+28%

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.

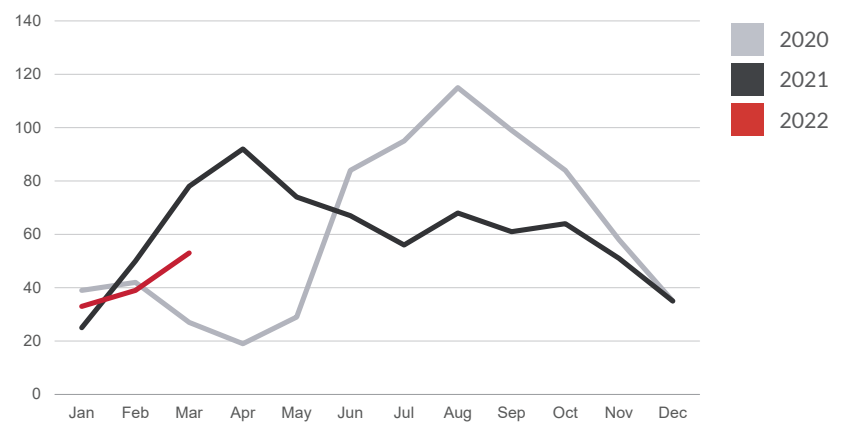
THE MARKET IN DETAIL (cont'd)

Although Collingwood's first quarter was not as frenetic as Q1-2021, it set a new dollar sales record due to escalating sale prices. As **Graph 3** shows, a big record January, followed by a strong February and March, combined to give Q1 $128,684,090 in volume, up 5% from last year's previous high. On the units side, Q1's 125 were down 15% from last year's benchmark 153, and the fourth best ever. That said, other signs that the market, while slowing, is still strong include March's: 103.6% sale/list price ratio; average sale time of just 10 days; relatively high 73% sales/listings ratio; and just one month of inventory. And then there is Collingwood's Q1 average sale price. At $1,029,473 it's up 125%, 132%, 99%, 77% and 28% from the Q1's of 2017-2021 respectively.

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



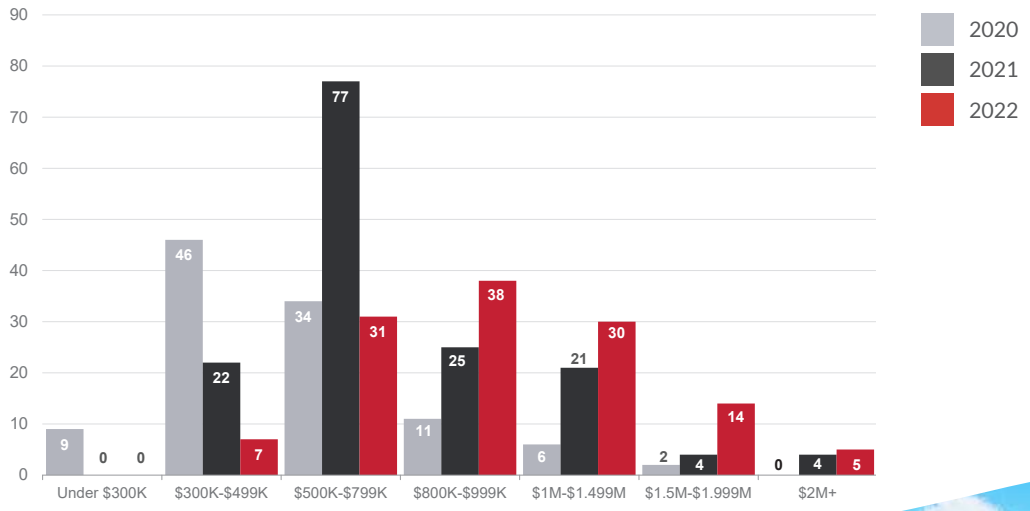
Graph 4:
Collingwood Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

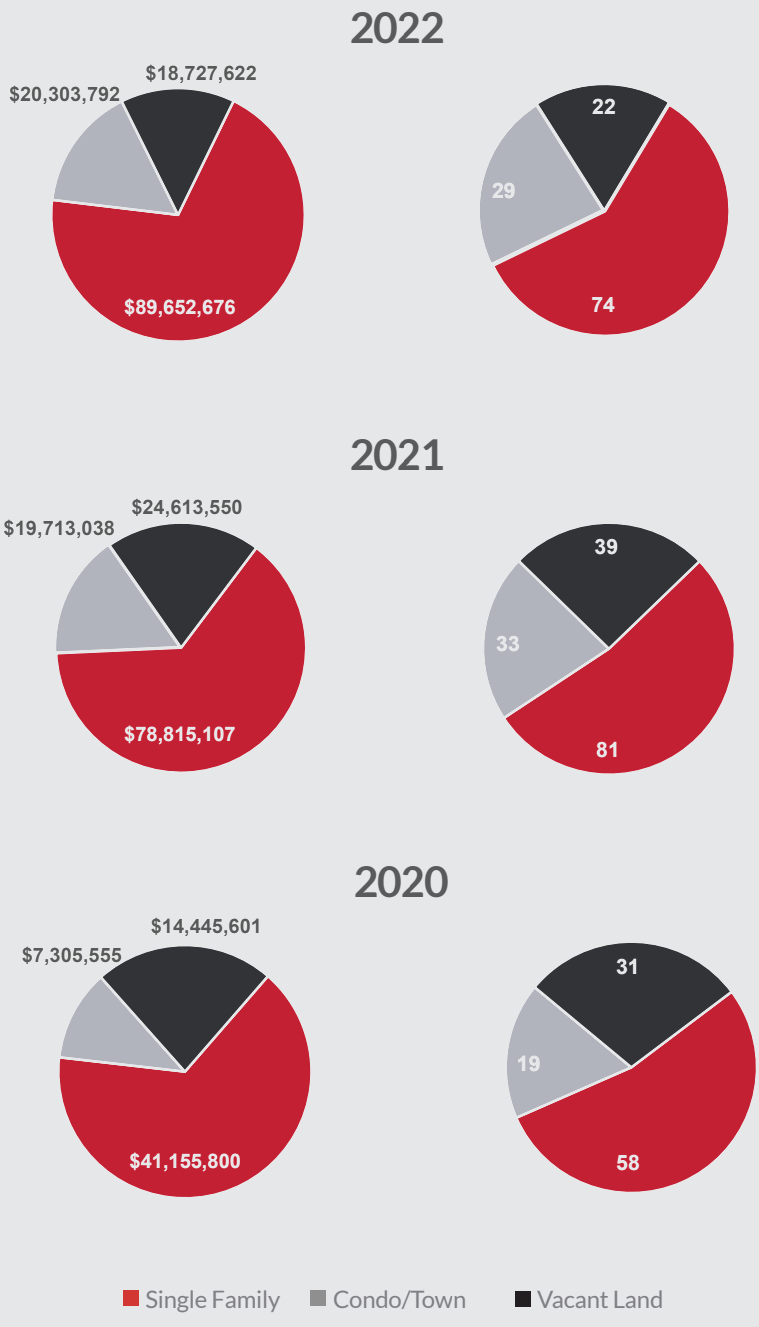
As **Graph 5** shows, Q1-2022 unit sales were up from Q1-2021 in four price ranges down in two, and even in one. The $800K-$999K, $1M-$1.499M, $1.5M-$1.999M and $2M+ ranges were up 52%, 43%, 250% and 25% respectively. The $300K-$499K and $500K-$799K ranges were down 68% and 60% respectively. And the Under-$300K range was even. More generally, the Under-$500K bracket – which accounted for 6% of 2021's sales – was down 68% from a year ago. The $500K-$999K bracket – which accounted for 55% of all sales – was down 34%. And the $1M+ bracket – which accounted for 39% of all sales – was up 69%.

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



SALES BY PROPERTY TYPE

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



2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: $89,652,676
UP 14% from Q1-2021

UNIT SALES: 74
DOWN 9% from Q1-2021

AV. DAYS-ON-MARKET: 12
UP 2 days from Q1-2021

AV. SALE PRICE: $1,211,523
UP 25% from Q1-2021

CONDOMINIUMS

DOLLAR SALES: $20,303,792
UP 3% from Q1-2021

UNIT SALES: 29
DOWN 12% from Q1-2021

AV. DAYS-ON-MARKET: 11
DOWN 35 days from Q1-2021

AV. SALE PRICE: $700,131
UP 17% from Q1-2021

TOWNHOUSES

DOLLAR SALES: $18,727,622
DOWN 24% from Q1-2021

UNIT SALES: 22
DOWN 44% from Q1-2021

AV. DAYS-ON-MARKET: 9
UP 3 days from Q1-2021

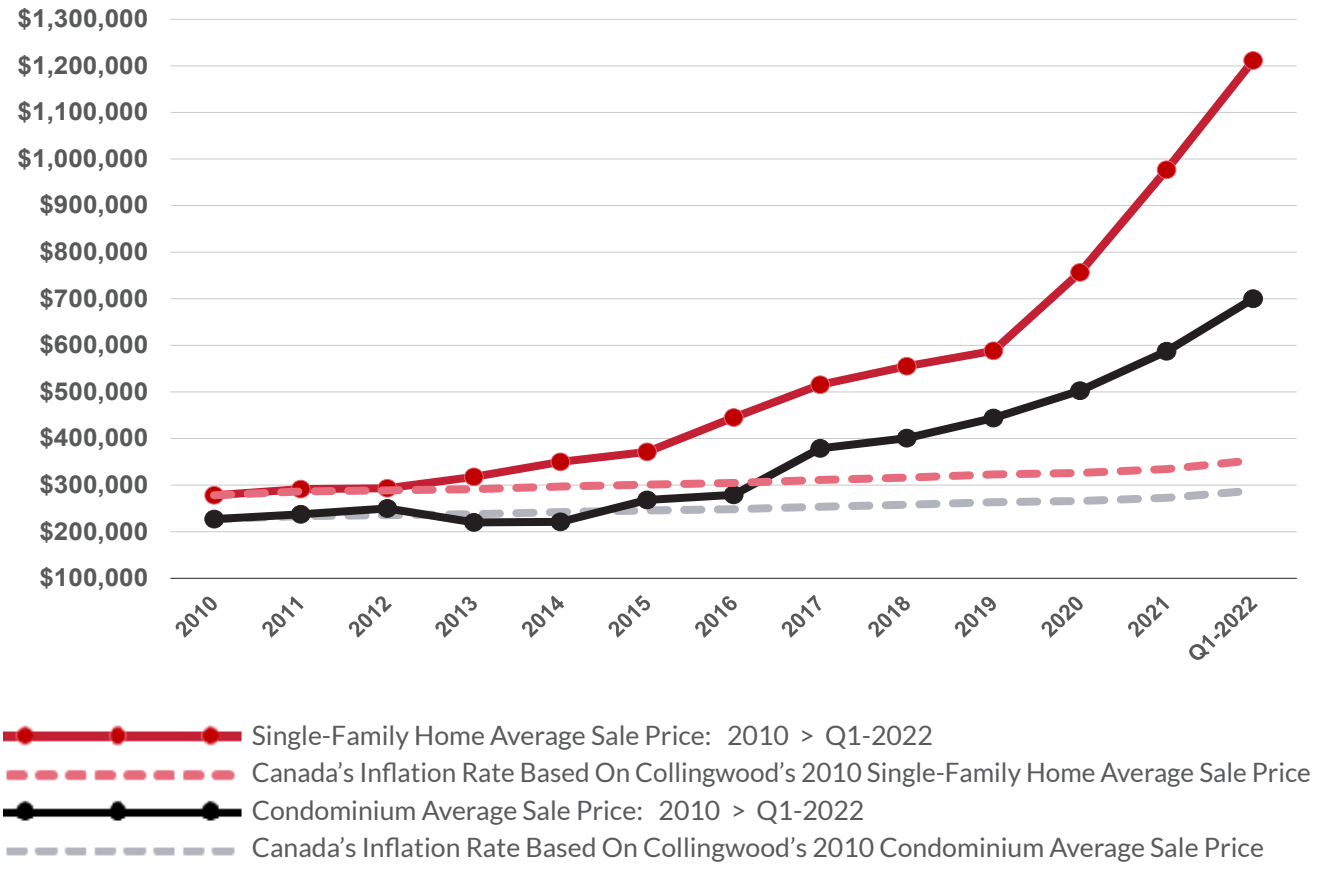
AV. SALE PRICE: $851,256
UP 35% from Q1-2021

COLLINGWOOD AVERAGE SALE PRICES: 2010-2022

HUGE GAINS GENERALLY AND ALSO RELATIVE TO INFLATION

Collingwood's average sale price for single-family homes in Q1-2022 was **$1,211,523**: that's up **25%**, **64%**, **108%**, **120%** and **339%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q1-2022's average condo price of **$700,131** is up **19%**, **39%**, **58%**, **75%** and **209%** from 2021, 2020, 2019, 2018 and 2010 respectively.

From 2010-2012 the average sale price of single-family homes increased at roughly Canada's inflation rate. From 2013 to Q1-2022 the average price rose to **243%** above inflation. The condo average price was under the inflation rate in 2014 before rising to **143%** above inflation in Q1-2022.



ROYAL LEPAGE LOCATIONS NORTH IN 2021

OUR 9TH STRAIGHT RECORD-BREAKING YEAR

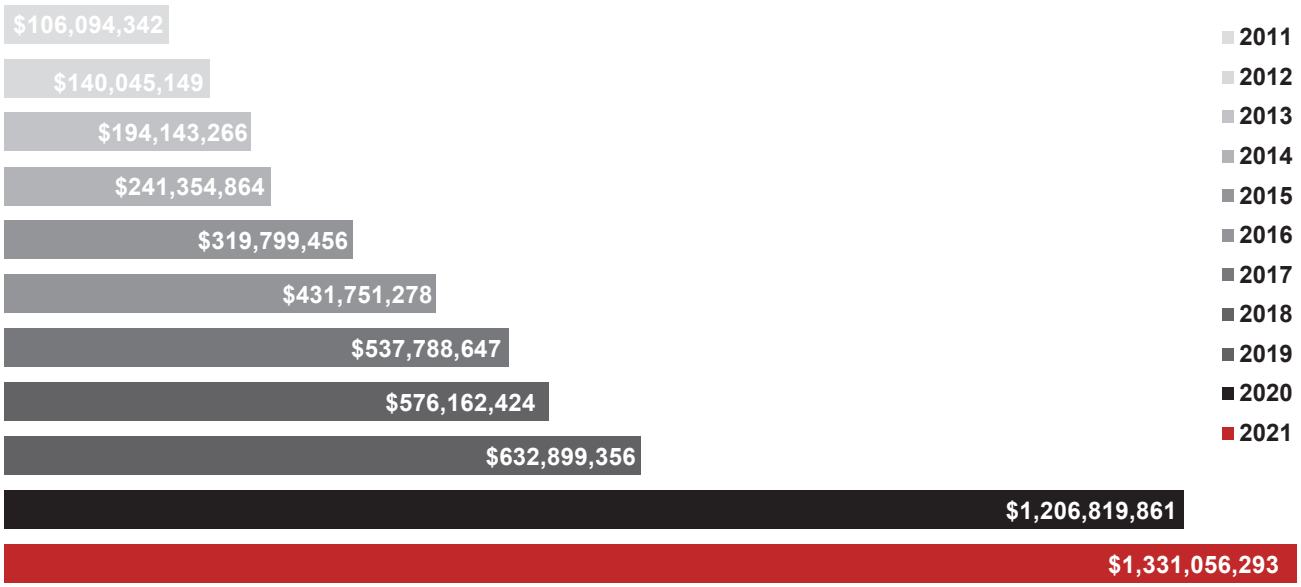
WE BROKE OUR OWN SOUTHERN GEORGIAN BAY REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME

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



ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

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%

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

COLLINGWOOD
705-445-5520
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.

STAYNER
705-428-2800
7458 ON-26, #11.

WASAGA BEACH
705-617-9969
1344 Mosley St. Unit 5.