

# WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

## FIRST QUARTER 2022

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





# OVERVIEW

## Q1-2022 VOLUME SALES UP IN 3 OF 6 COMMUNITIES, WITH STRONG AVERAGE SALE PRICE INCREASES IN 5

In **Q1-2022** the communities of Owen Sound, Meaford, The Blue Mountains., Collingwood, Wasaga Beach and Tiny collectively saw a record **\$58,152,155** in waterfront home sales on **29** transactions. That volume was up **35%** from Q1-2021's **\$43,057,700**, while the unit sales were down **17%** from last year's **35**. By comparison, Q1-2022's *total volume* for these six communities was up **8%** from Q1-2021, while total units were down **16%**.

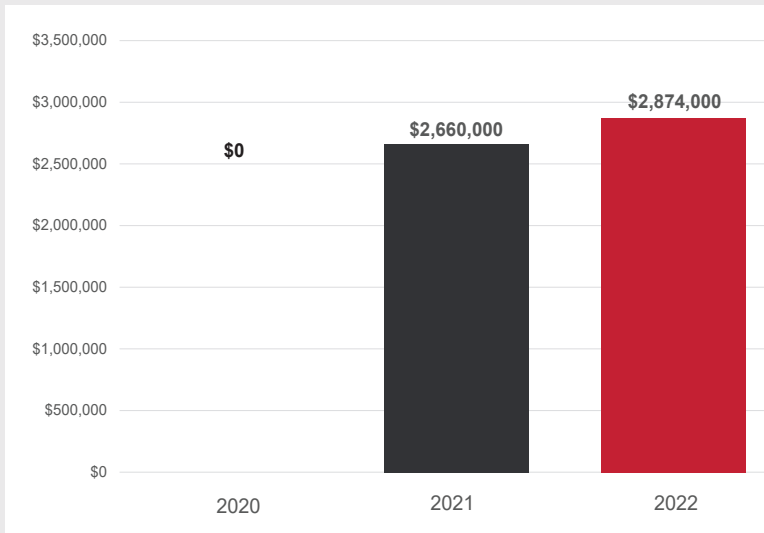
The biggest year-over-year volume gains went to The Blue Mountains (**up 679%**), Wasaga Each (**up 19%**) and Owen Sound (**up 8%**). That said, there were average price gains in all communities but one. The Blue Mountains was up **123%**, Owen Sound was up **44%**, Collingwood was up **31%**, Wasaga Beach was up **19%**, Tiny was up **9%** and Meaford – which only had one sale – was down **25%**.

# OWEN SOUND

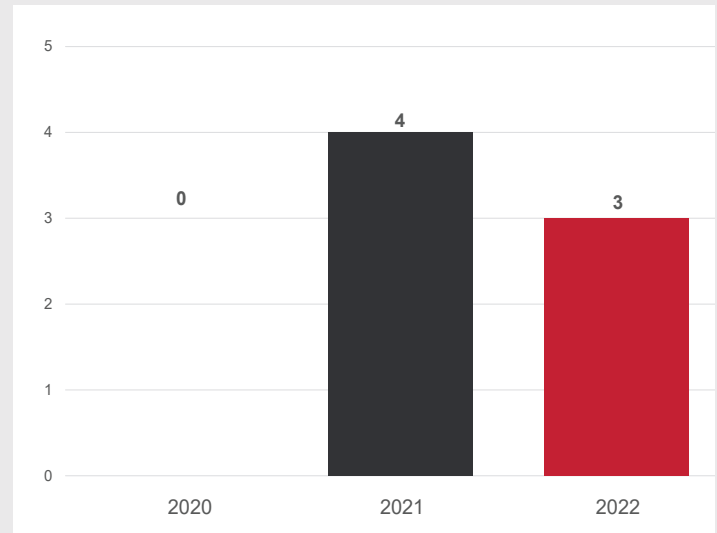
## KEY METRICS – Q1-2022 TOTALS

- \$2,874,000 in volume sales – 5th highest
- 3 unit sales – Tied for 3rd highest
- 6 new listings – 4th highest
- 50% sales/listings ratio – Tied for 3rd highest
- 17 days-on-market average – 5th highest
- 100% close price / list price ratio – Tied for 3rd highest
- \$478 close price / sq. ft. ratio – 6th highest
- \$958,000 average sale price – 6th highest

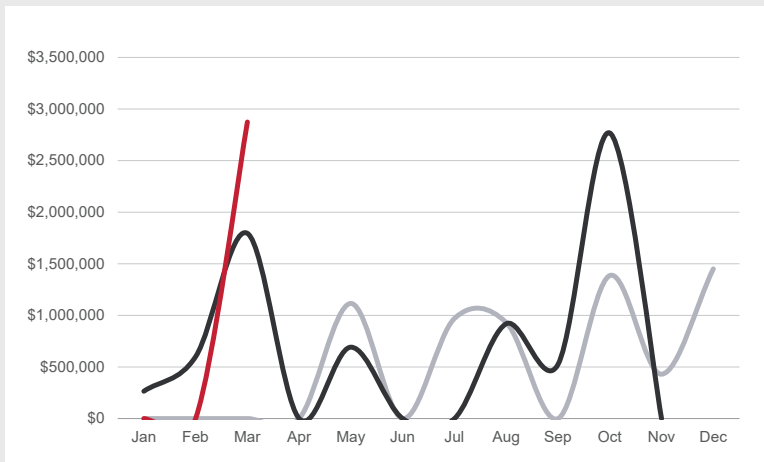
Graph 1:  
Owen Sound Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
Owen Sound Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)

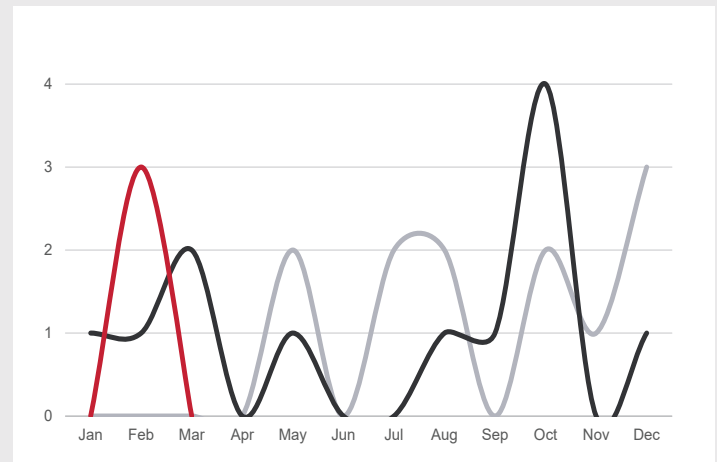


Graph 3:  
Owen Sound Monthly MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



2020  
2021  
2022

Graph 4:  
Owen Sound Monthly MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



# OWEN SOUND



Table 1:  
**Owen Sound MLS® Waterfront Sales And Listings Summary**  
 First Quarter: 2020 vs. 2021 vs. 2022

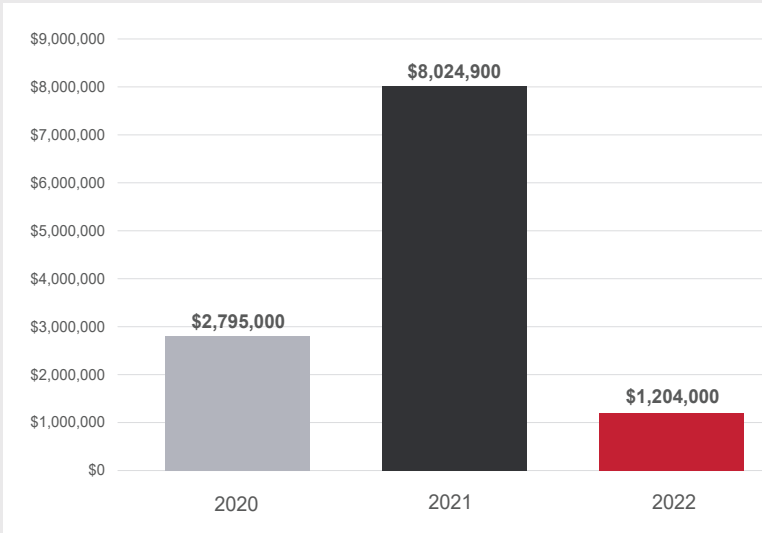
	2020	2021	2022	2021-2022
Volume Sales	0	\$2,660,000	\$2,874,000	+8%
Unit Sales	0	4	3	-25%
New Listings	0	2	6	+200%
Sales/Listings Ratio	0	200%	50%	-150%
Expired Listings	0	0	1	+100%
Sales: Under \$300K	0	1	0	-100%
Sales: \$300K - \$499K	0	0	1	+100%
Sales: \$500K - \$799K	0	3	1	-67%
Sales: \$800K - \$999K	0	0	0	0%
Sales: \$1M - \$1.499M	0	0	0	0%
Sales: \$1.5M - \$1.999M	0	0	1	+100%
Sales: \$2M+	0	0	0	0%
Average Days-On-Market	0	14	17	+21%
Close Price / List Price Ratio	0	100%	100%	0%
Close Price / Sq. Ft. Ratio	0	\$542	\$478	-12%
Average Sale Price	0	\$665,000	\$958,000	+44%

# MEAFORD

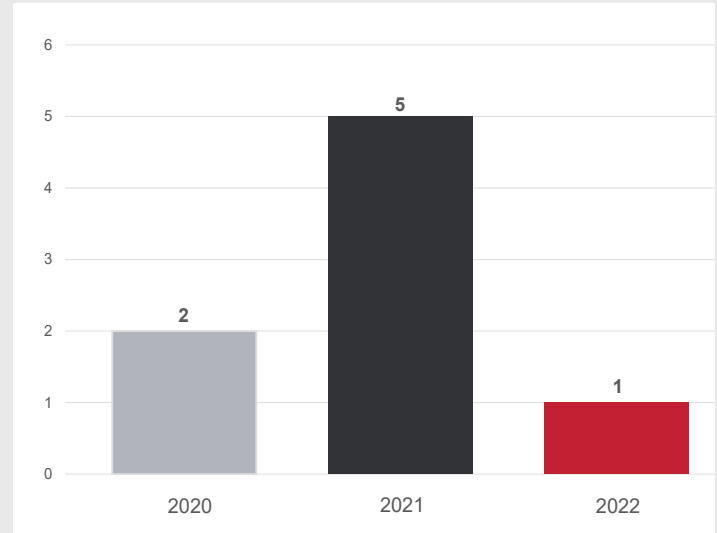
## KEY METRICS – Q1-2022 TOTALS

- \$1,204,000 in volume sales – 6th highest
- 1 unit sale – 6th highest
- 2 new listings – 6th highest
- 50% sales/listings ratio – Tied for 3rd highest
- 7 days-on-market average – 6th highest
- 121.6% close price / list price ratio – Highest
- \$1,186 close price / sq. ft. ratio – 2nd highest
- \$1,204,000 average sale price – 4th highest

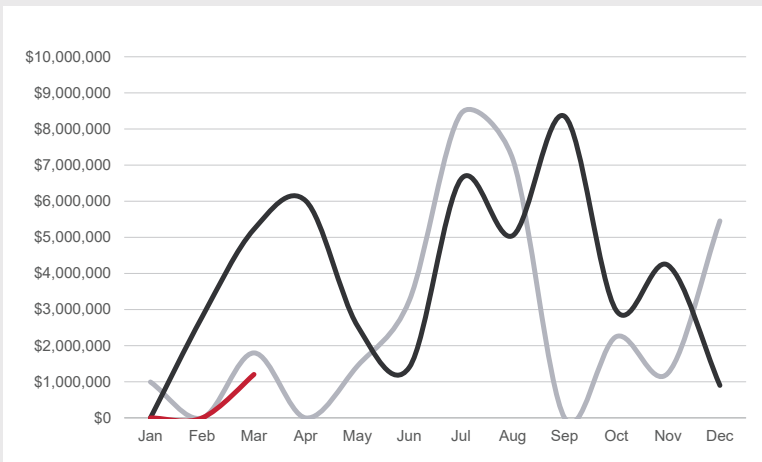
Graph 1:  
Meaford Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



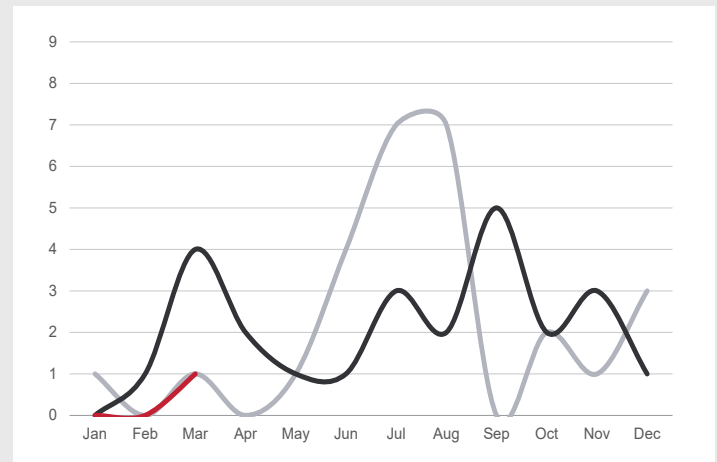
Graph 2:  
Meaford Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



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



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



# MEAFORD



Table 1:  
**Meaford MLS® Waterfront Sales And Listings Summary**  
 First Quarter: 2020 vs. 2021 vs. 2022

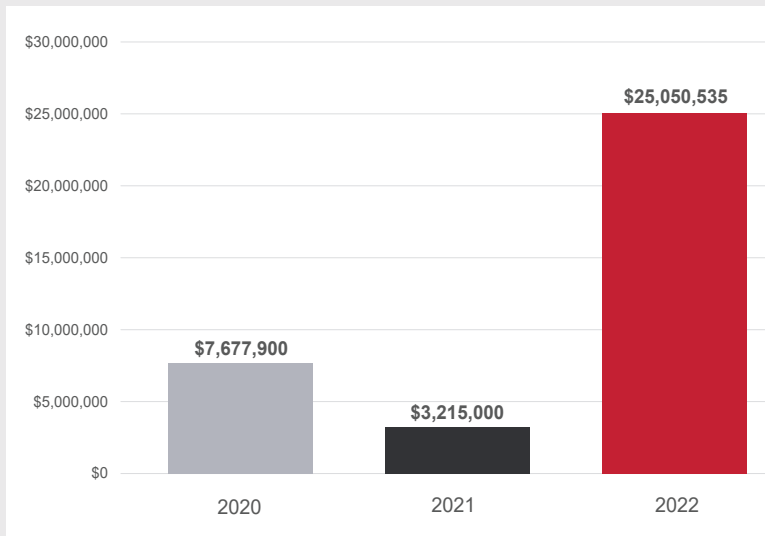
	2020	2021	2022	2021-2022
Volume Sales	\$2,795,000	\$8,024,900	\$1,204,000	-85%
Unit Sales	2	5	1	-80%
New Listings	7	5	2	-60%
Sales/Listings Ratio	29%	100%	50%	-50%
Expired Listings	2	0	3	+300%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	0	0	0	0%
Sales: \$500K - \$799K	0	0	0	0%
Sales: \$800K - \$999K	1	1	0	-100%
Sales: \$1M - \$1.499M	0	1	1	0%
Sales: \$1.5M - \$1.999M	2	2	0	-200%
Sales: \$2M+	0	1	0	-100%
Average Days-On-Market	236	21	7	-67%
Close Price / List Price Ratio	81.6%	107.3%	121.6%	+14.3%
Close Price / Sq. Ft. Ratio	\$405	\$797	\$1,186	+49%
Average Sale Price	\$1,397,500	\$1,604,980	\$1,204,000	-25%

# THE BLUE MOUNTAINS

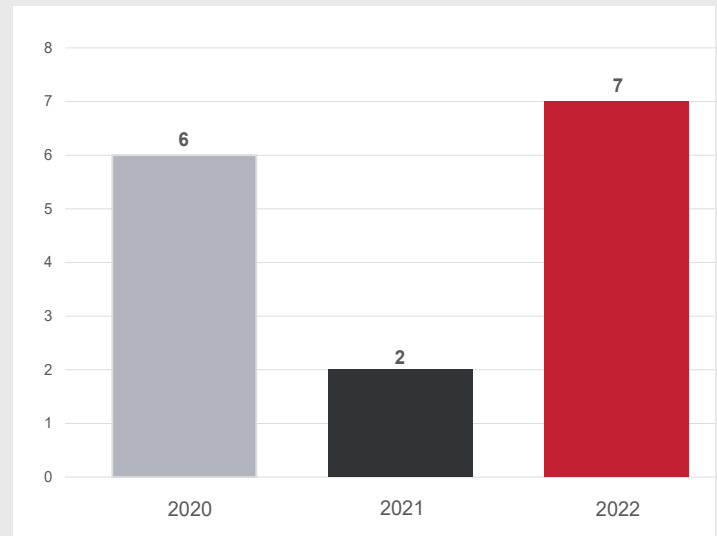
## KEY METRICS – Q1-2022 TOTALS

- \$25,050,535 in volume sales – Highest
- 7 unit sales – 2nd highest
- 4 new listings – 5th highest
- 175% sales/listings ratio – Highest
- 24 days-on-market average – 2nd highest
- 96.2% close price / list price ratio – 6th highest
- \$1,317 close price / sq. ft. ratio – Highest
- \$3,578,648 – Highest

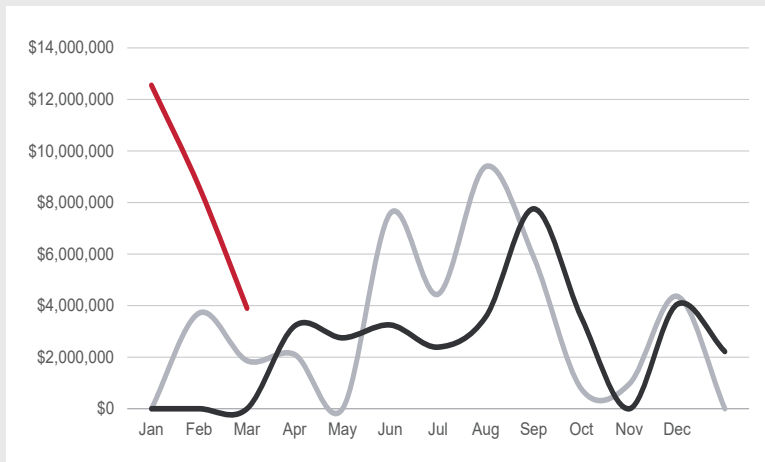
Graph 1:  
The Blue Mts. Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



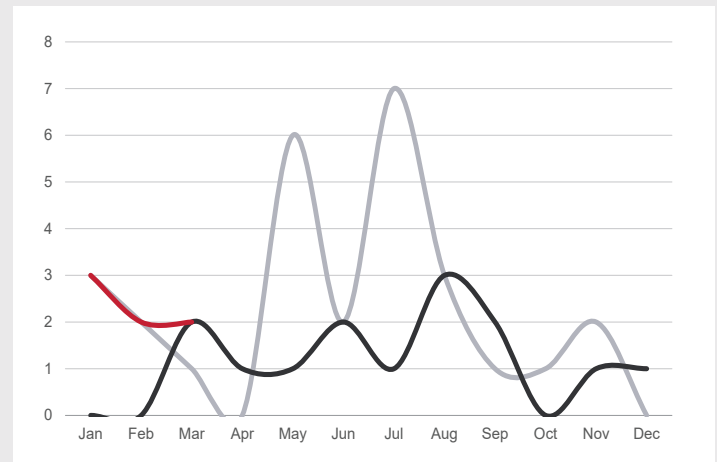
Graph 2:  
The Blue Mts. Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



Graph 3:  
The Blue Mts. Monthly MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



Graph 4:  
The Blue Mts. Monthly MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)





# THE BLUE MOUNTAINS



Table 1:  
**The Blue Mts. MLS® Waterfront Sales And Listings Summary**  
 First Quarter: 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$7,677,900	\$3,215,000	\$25,050,535	+679%
Unit Sales	6	2	7	+250%
New Listings	17	9	4	-56%
Sales/Listings Ratio	35%	22%	175%	+153%
Expired Listings	2	0	0	0%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	0	1	0	-100%
Sales: \$800K - \$999K	1	0	0	0%
Sales: \$1M - \$1.499M	1	0	1	+100%
Sales: \$1.5M - \$1.999M	2	0	0	0%
Sales: \$2M+	1	1	6	+500%
Average Days-On-Market	65	10	24	+140%
Close Price / List Price Ratio	95.1%	97.7%	96.2%	-1.5%
Close Price / Sq. Ft. Ratio	\$560	\$841	\$1,317	+57%
Average Sale Price	\$1,279,650	\$1,607,500	\$3,578,648	+123%

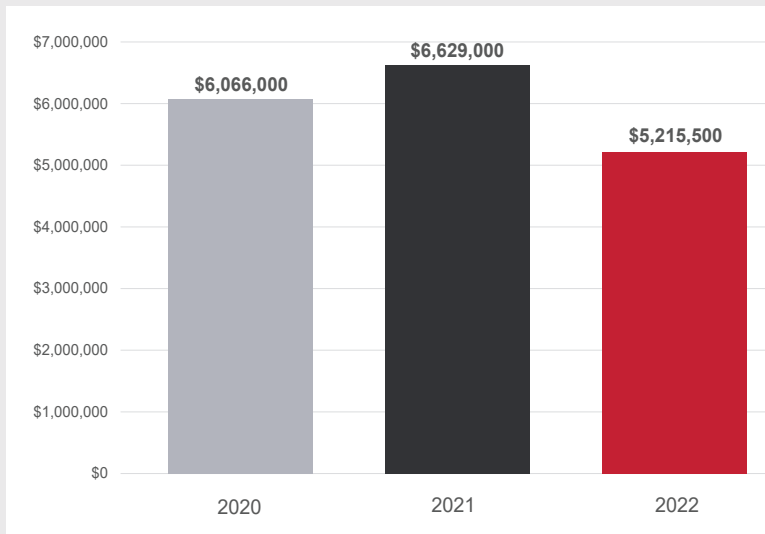


# COLLINGWOOD

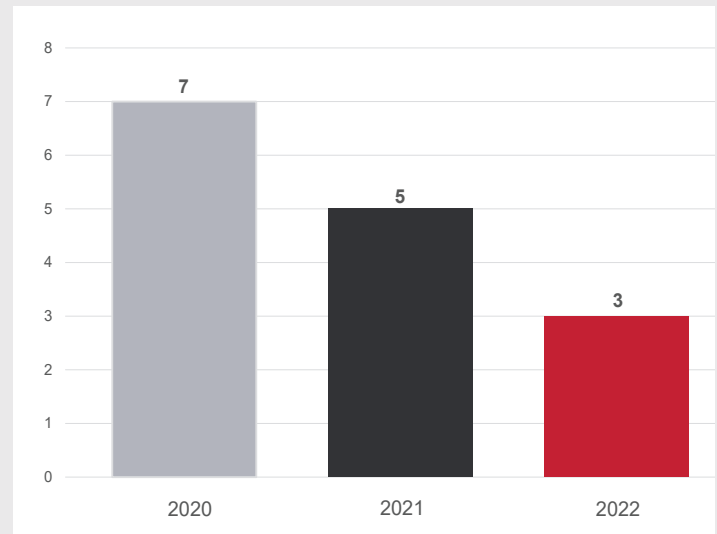
## KEY METRICS – Q1-2022 TOTALS

- \$5,215,500 in volume sales – 4th highest
- 3 unit sales – Tied for 3rd highest
- 9 new listings – Tied for 2nd highest
- 33% sales/listings ratio – Tied for 5th highest
- 18 days-on-market average – 4th highest
- 106% close price / list price ratio – 2nd highest
- \$674 close price / sq. ft. ratio – 4th highest
- \$1,738,500 average sale price – 3rd highest

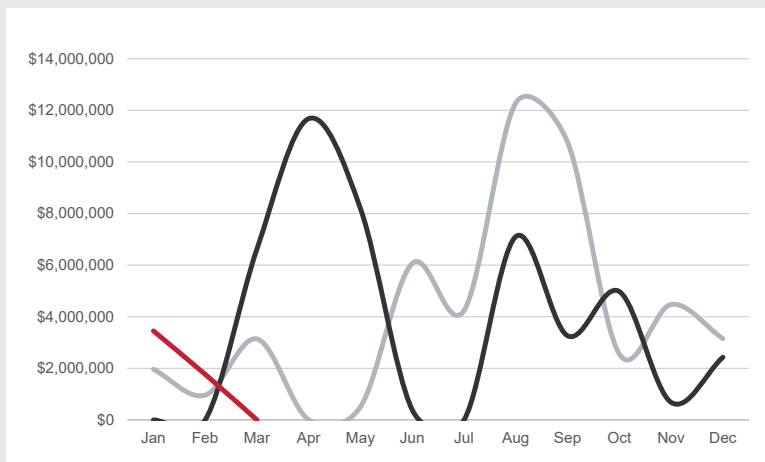
Graph 1:  
Collingwood Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



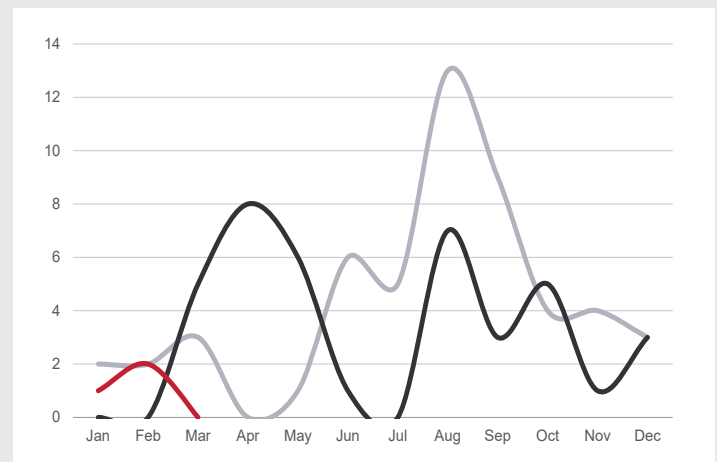
Graph 2:  
Collingwood Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



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



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



# COLLINGWOOD



Table 1:  
**Collingwood MLS® Waterfront Sales And Listings Summary**  
 First Quarter: 2020 vs. 2021 vs. 2022

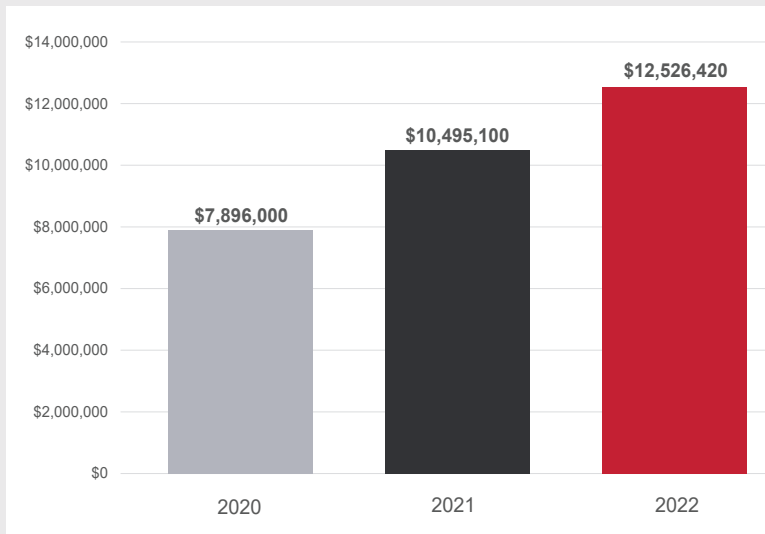
	2020	2021	2022	2021-2022
Volume Sales	\$6,066,000	\$6,629,000	\$5,215,500	-21%
Unit Sales	7	5	3	-40%
New Listings	9	10	9	-10%
Sales/Listings Ratio	77%	50%	33%	-17%
Expired Listings	2	1	6	+500%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	2	1	1	0%
Sales: \$800K - \$999K	2	1	0	-100%
Sales: \$1M - \$1.499M	2	1	1	0%
Sales: \$1.5M - \$1.999M	0	1	0	-100%
Sales: \$2M+	0	1	1	0%
Average Days-On-Market	23	5	18	+260%
Close Price / List Price Ratio	96%	115.6%	106%	-9.6%
Close Price / Sq. Ft. Ratio	\$459	\$959	\$674	-30%
Average Sale Price	\$866,571	\$1,325,800	\$1,738,500	+31%

# WASAGA BEACH

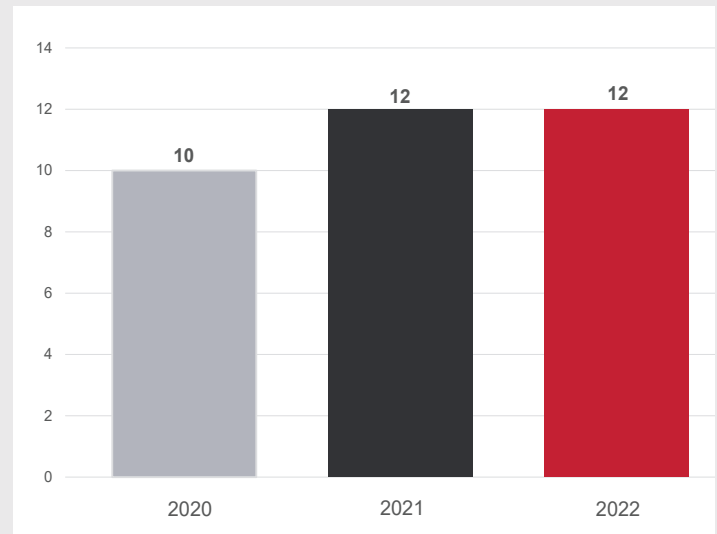
## KEY METRICS – Q1-2022 TOTALS

- \$12,526,420 in volume sales – 2nd highest
- 12 unit sales – Highest
- 23 new listings – Highest
- 52% sales/listings ratio – 2nd highest
- 22 days-on-market average – 3rd highest
- 100% close price / list price ratio – Tied for 3rd highest
- \$659 close price / sq. ft. ratio – 5th highest
- \$1,043,868 average sale price – 5th highest

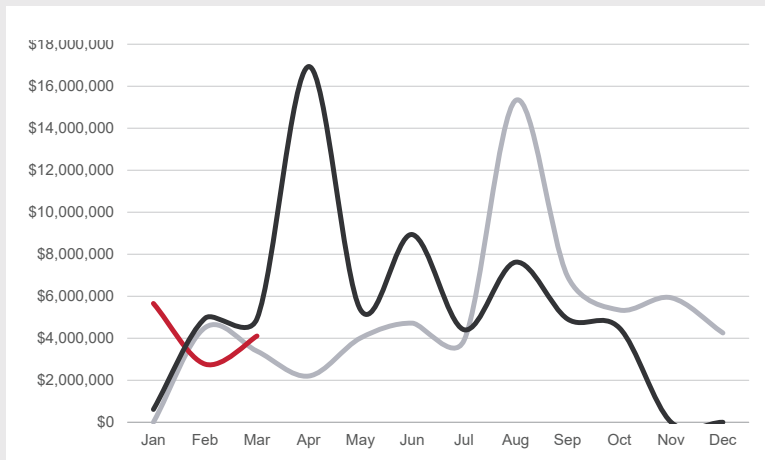
Graph 1:  
Wasaga Beach Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



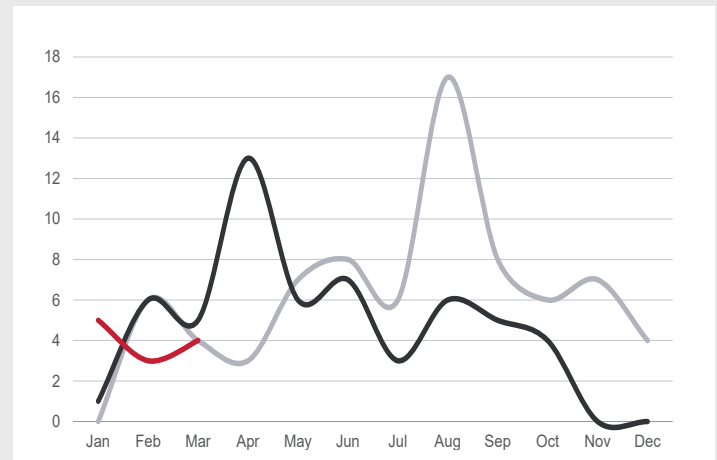
Graph 2:  
Wasaga Beach Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



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



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



# WASAGA BEACH



Table 1:

## Wasaga Beach MLS® Waterfront Sales And Listings Summary

First Quarter: 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$7,896,000	\$10,495,100	\$12,526,420	+19%
Unit Sales	10	12	12	0%
New Listings	34	14	23	+64%
Sales/Listings Ratio	29%	86%	52%	-32%
Expired Listings	6	1	0	-100%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	2	0	-200%
Sales: \$500K - \$799K	4	4	4	0%
Sales: \$800K - \$999K	2	0	1	+100%
Sales: \$1M - \$1.499M	3	6	5	-17%
Sales: \$1.5M - \$1.999M	0	0	2	+200%
Sales: \$2M+	0	0	0	0%
Average Days-On-Market	41	61	22	-64%
Close Price / List Price Ratio	96.2%	98.8%	100%	+1.2%
Close Price / Sq. Ft. Ratio	\$399	\$463	\$659	+42%
Average Sale Price	\$789,600	\$874,592	\$1,043,868	+19%

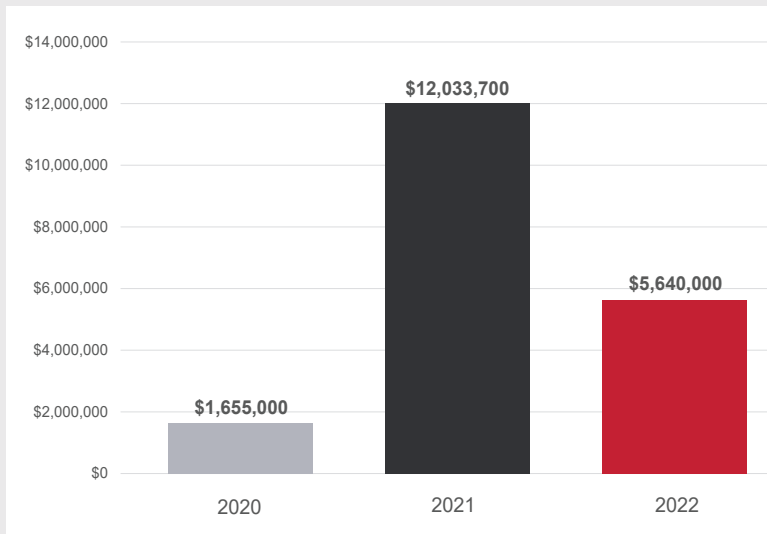


# TINY TOWNSHIP

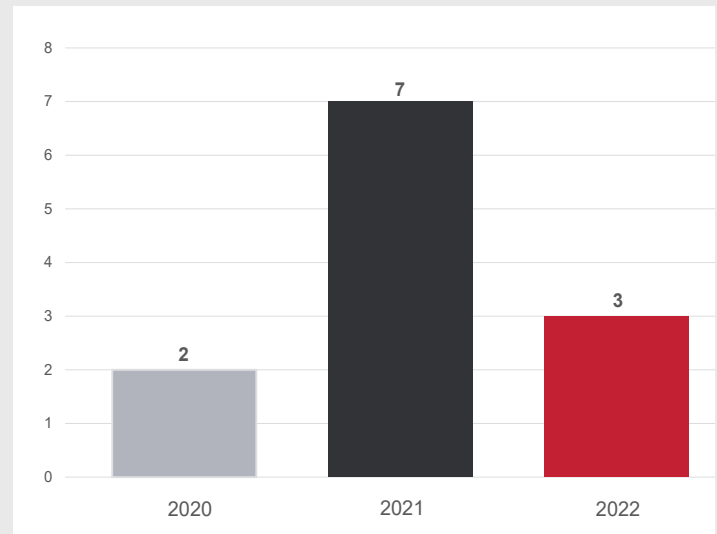
## KEY METRICS – Q1-2022 TOTALS

- \$5,640,000 in volume sales – Third highest
- 3 unit sales – Tied for 3rd highest
- 9 new listings – Tied for 2nd highest
- 33% sales/listings ratio – Tied for 5th highest
- 26 days-on-market average – Highest
- 98.3% close price / list price ratio – 5th highest
- \$892 close price / sq. ft. ratio – 3rd highest
- \$1,880,000 average sale price – 2nd highest

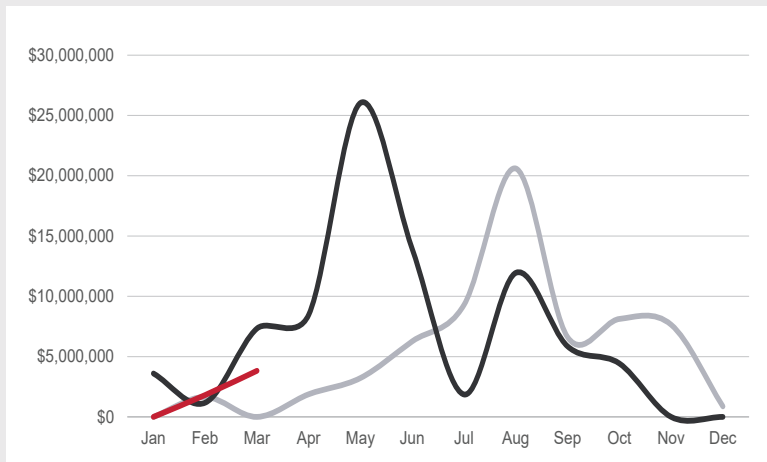
Graph 1:  
Tiny Township Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Volume)



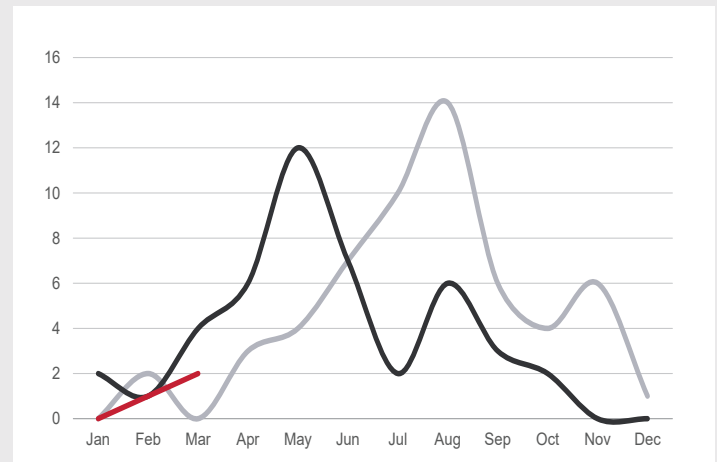
Graph 2:  
Tiny Township Annual MLS® Waterfront Sales  
2020 vs. 2021 vs. 2022 (Units)



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



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



# TINY TOWNSHIP



Table 1:  
**Tiny Township MLS® Waterfront Sales And Listings Summary**  
 First Quarter: 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$1,655,000	\$12,033,700	\$5,640,000	-53%
Unit Sales	2	7	3	-57%
New Listings	20	14	9	-36%
Sales/Listings Ratio	10%	50%	33%	-17%
Expired Listings	7	1	2	+100%
Sales: Under \$300K	0	0	0	0%
Sales: \$300K - \$499K	1	0	0	0%
Sales: \$500K - \$799K	0	1	0	-100%
Sales: \$800K - \$999K	0	0	0	0%
Sales: \$1M - \$1.499M	1	1	1	0%
Sales: \$1.5M - \$1.999M	0	2	1	-100%
Sales: \$2M+	0	3	1	-200%
Average Days-On-Market	134	19	26	+37%
Close Price / List Price Ratio	93.8%	105.6%	98.3%	-7.3%
Close Price / Sq. Ft. Ratio	\$531	\$713	\$892	+25%
Average Sale Price	\$827,500	\$1,719,100	\$1,880,000	+9%

# 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

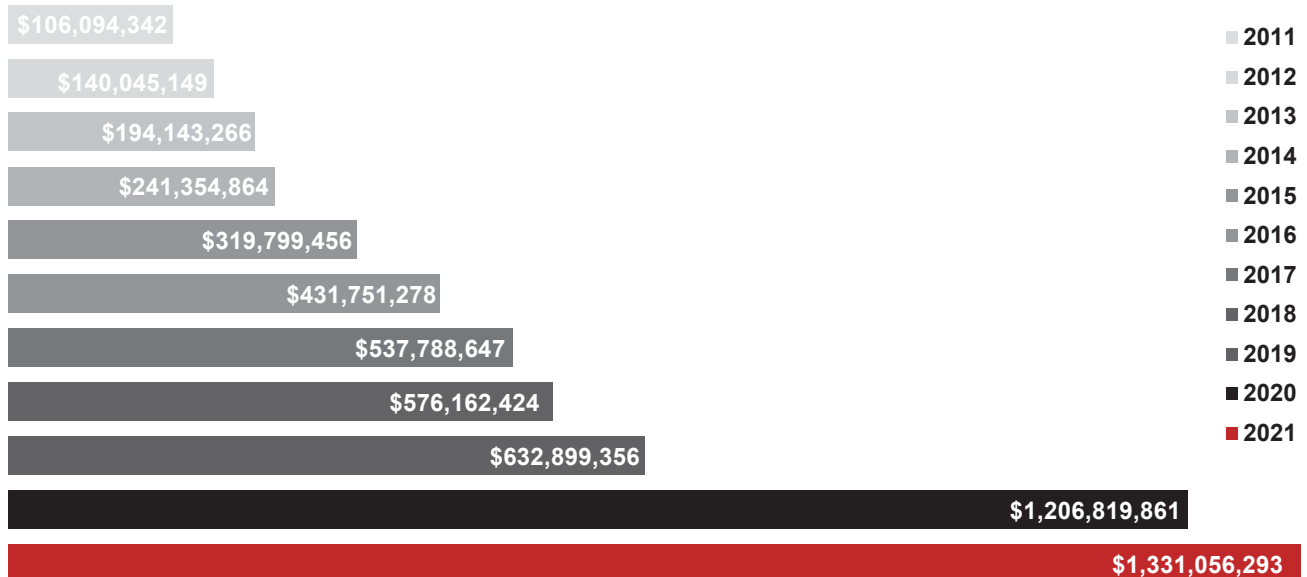


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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

*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](http://www.locationsnorth.com)*


**COLLINGWOOD**

705-445-5520  
330 First St.

**THORNURRY**

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.