

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## AUGUST 2022

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





# OVERVIEW

## VOLUME AND UNIT SALES DOWN, WITH AVERAGE SALE PRICES UP



### YEAR-TO-DATE SALES VOLUME OF \$1,218,209,468

Down 25% from 2021's \$1,621,825,562, with units of 1213 down 36% from 2021's 1898. New listings of 2670 up 5% from one year ago, with the sales/listings ratio of 45% down 30%.



### AUGUST SALES VOLUME OF \$97,911,400

Down 51% from last year's \$200,693,887. August units of 118 down 46% from last year's 219. New listings of 306 up 16% from a year ago, with the sales/listing ratio of 39% down 44%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$1,004,295

Up 18% from last August's \$853,850. Average days-on-market of 20 equal to last year.

# OVERVIEW (cont'd)

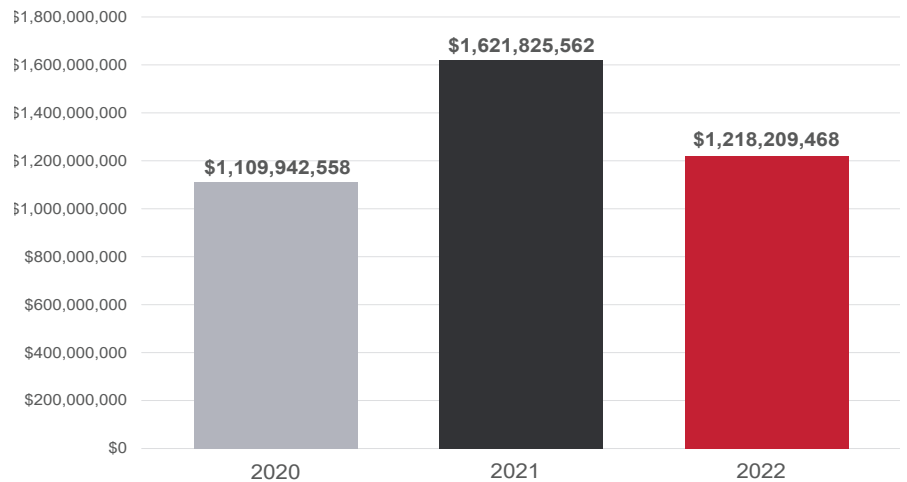


## THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

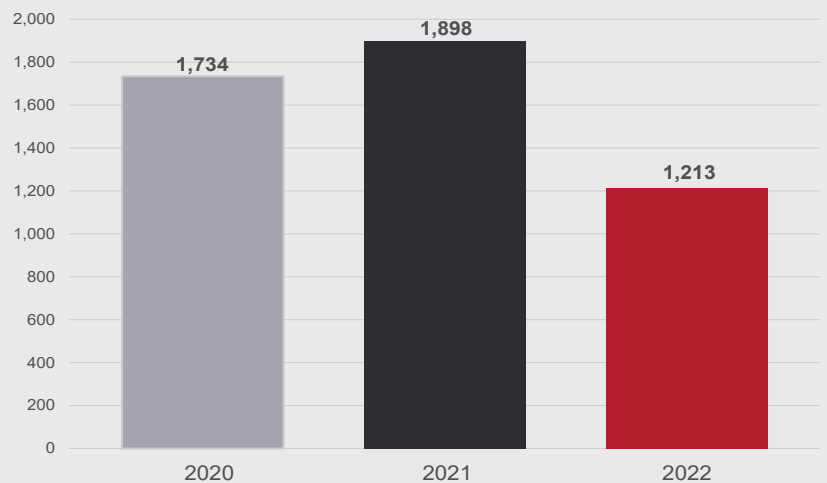
The Southern Georgian Bay market had a **96%** sale/list price ratio in August. Homes sold in **36** days on average, up **10** days from a year ago, and there is now **6 months** of inventory. All that, and August's **39%** sales/listings ratio adds up to a market which is transitioning towards balance on a year-to-date basis.



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 (Units)





# THE MARKET IN DETAIL



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

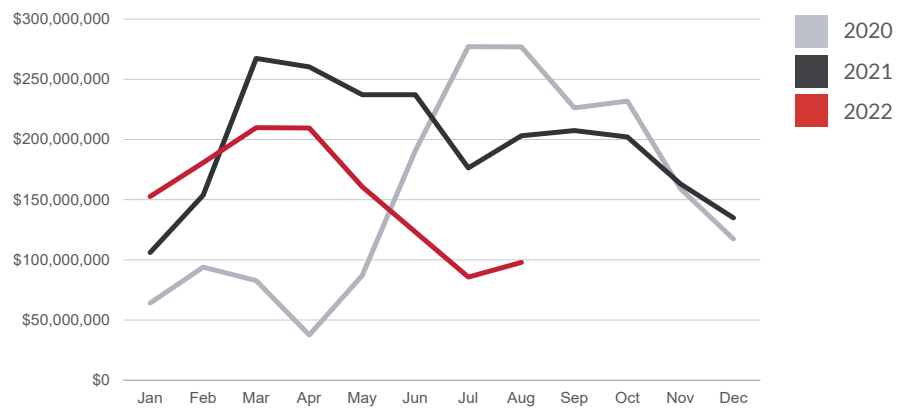
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$1,109,942,558	\$1,621,825,562	\$1,218,209,468	<b>-25%</b>
YTD Unit Sales	1734	1898	1213	<b>-36%</b>
YTD New Listings	2524	2546	2670	<b>+5%</b>
YTD Sales/Listings Ratio	69%	75%	45%	<b>-30%</b>
YTD Expired Listings	361	121	141	<b>+17%</b>
August Volume Sales	\$276,886,753	\$200,693,887	\$97,911,400	<b>-51%</b>
August Unit Sales	407	219	118	<b>-46%</b>
August New Listings	380	263	306	<b>+16%</b>
August Sales/Listings Ratio	107%	83%	39%	<b>-44%</b>
August Expired Listings	35	29	45	<b>+55%</b>
August Average Sale Price	\$680,311	\$916,410	\$829,758	<b>-9%</b>
YTD Sales: Under \$300K	107	34	10	<b>-71%</b>
YTD Sales: \$300K - \$499K	618	275	91	<b>-67%</b>
YTD Sales: \$500K - \$799K	671	826	408	<b>-51%</b>
YTD Sales: \$800K - \$999K	143	347	281	<b>-19%</b>
YTD Sales: \$1M - \$1.499M	124	263	267	<b>+2%</b>
YTD Sales: \$1.5M - \$1.999M	47	88	87	<b>-1%</b>
YTD Sales: \$2M+	24	66	69	<b>+5%</b>
YTD Average Days-On-Market	49	20	20	<b>0%</b>
YTD Average Sale Price	\$640,105	\$853,850	\$1,004,295	<b>+18%</b>

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

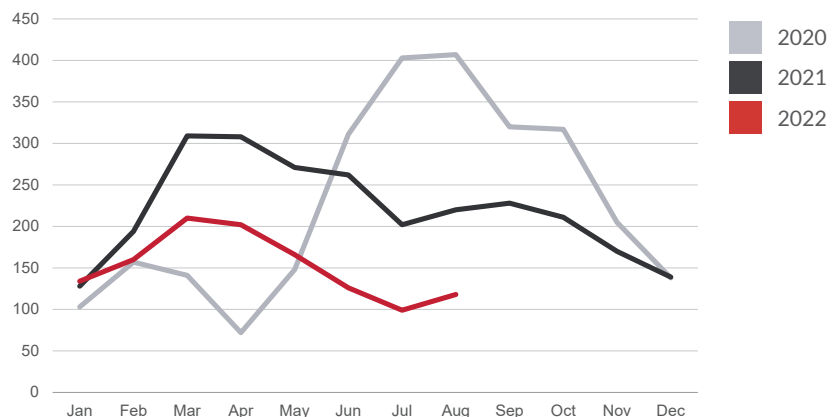
# THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, the Southern Georgian Bay market, after four months of falling sales, saw a small rise in August. On the volume side, sales of **\$97,911,400** were up **14%** from July, but down **51%** from last August's **\$200,693,887**. They were the month's slowest since 2018's **\$96,082,110**. Year-to-date sales of **\$1,218,209,468** – the second best ever – were down **25%** from 2021's **\$1,621,825,562**. On the units side, August's **118** were down **46%** from last year's **219**, and down **71%** from 2020's record **407**. 2022's year-to-date total of **1213** were down **36%** from 2021's record **1898**, and the fewest of the last ten years. All that said, 2022's year-to-date, average sale price is still doing well overall. At **\$1,004,295** it's up **104%**, **86%**, **57%** and **18%** from that of 2018, 2019, 2020 and 2021 respectively.

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



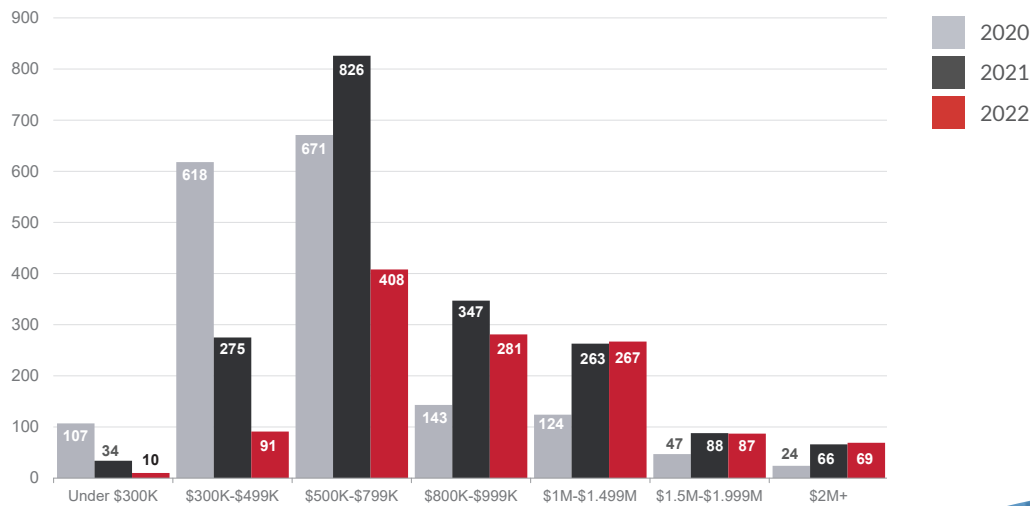
Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
 2020 vs. 2021 vs. 2022 (Units)



# THE MARKET IN DETAIL (cont'd)

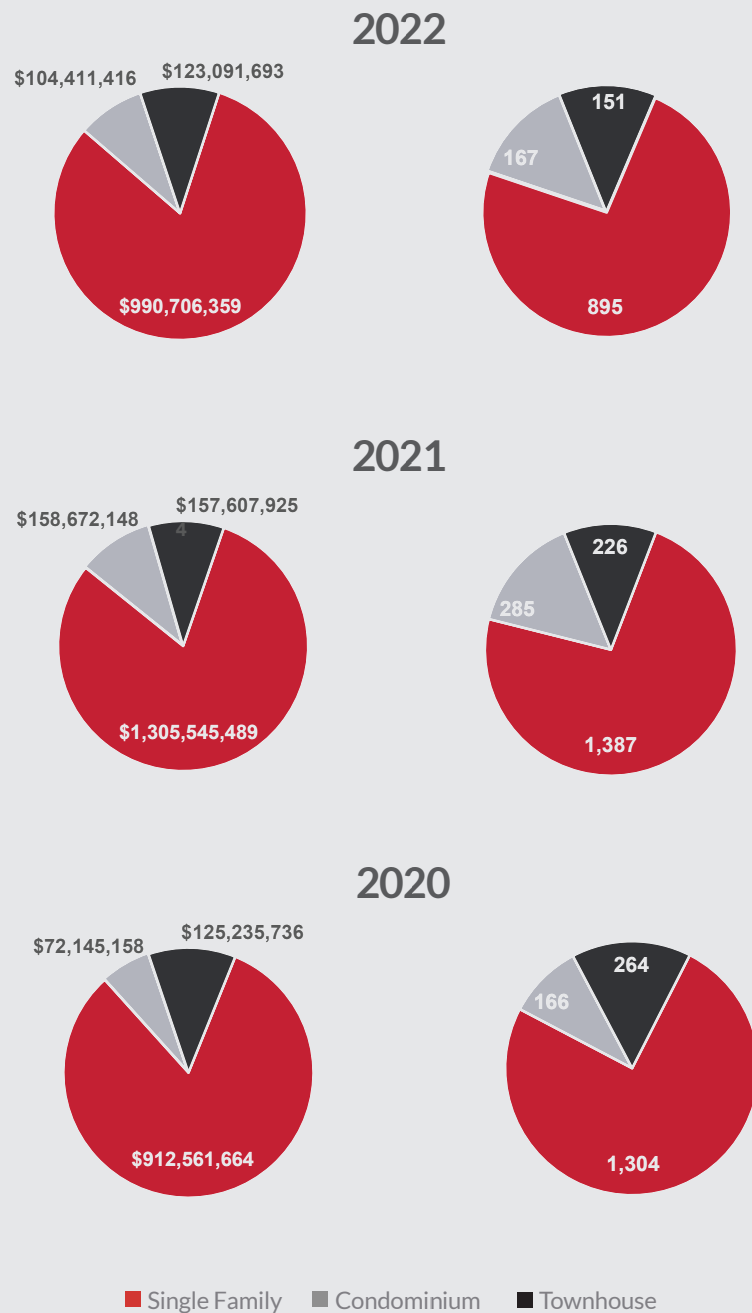
As **Graph 5** shows, 2022 unit sales are up from 2021 in two price ranges and down in five. The \$1M-\$1.499M and \$2M+ ranges are up **2%** and **5%** respectively. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$1.5M ranges are down **71%**, **67%**, **51%**, **19%** and **1%** respectively. More generally, the Under-\$500K bracket – which accounts for **8%** of 2022's sales – is down **67%** from a year ago. The \$500K-\$999K bracket – which accounts for **57%** of all sales – is down **41%**. And the \$1M+ bracket – which accounts for **35%** of all sales – is up **1%**.

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:** \$990,706,359  
DOWN 26% from 2021

**UNIT SALES:** 895  
DOWN 35% from 2021

**AV. DAYS-ON-MARKET:** 20  
UP 1 day from 2021

**AV. SALE PRICE:** \$1,106,934  
UP 18% from 2021

### CONDOMINIUMS

**DOLLAR SALES:** \$104,411,416  
DOWN 34% from 2021

**UNIT SALES:** 167  
DOWN 41% from 2021

**AV. DAYS-ON-MARKET:** 25  
DOWN 4 days from 2021

**AV. SALE PRICE:** \$625,218  
UP 12% from 2021

### TOWNHOUSES

**DOLLAR SALES:** \$123,091,693  
DOWN 22% from 2021

**UNIT SALES:** 151  
DOWN 33% from 2021

**AV. DAYS-ON-MARKET:** 17  
UP 2 days from 2021

**AV. SALE PRICE:** \$815,177  
UP 17% from 2021

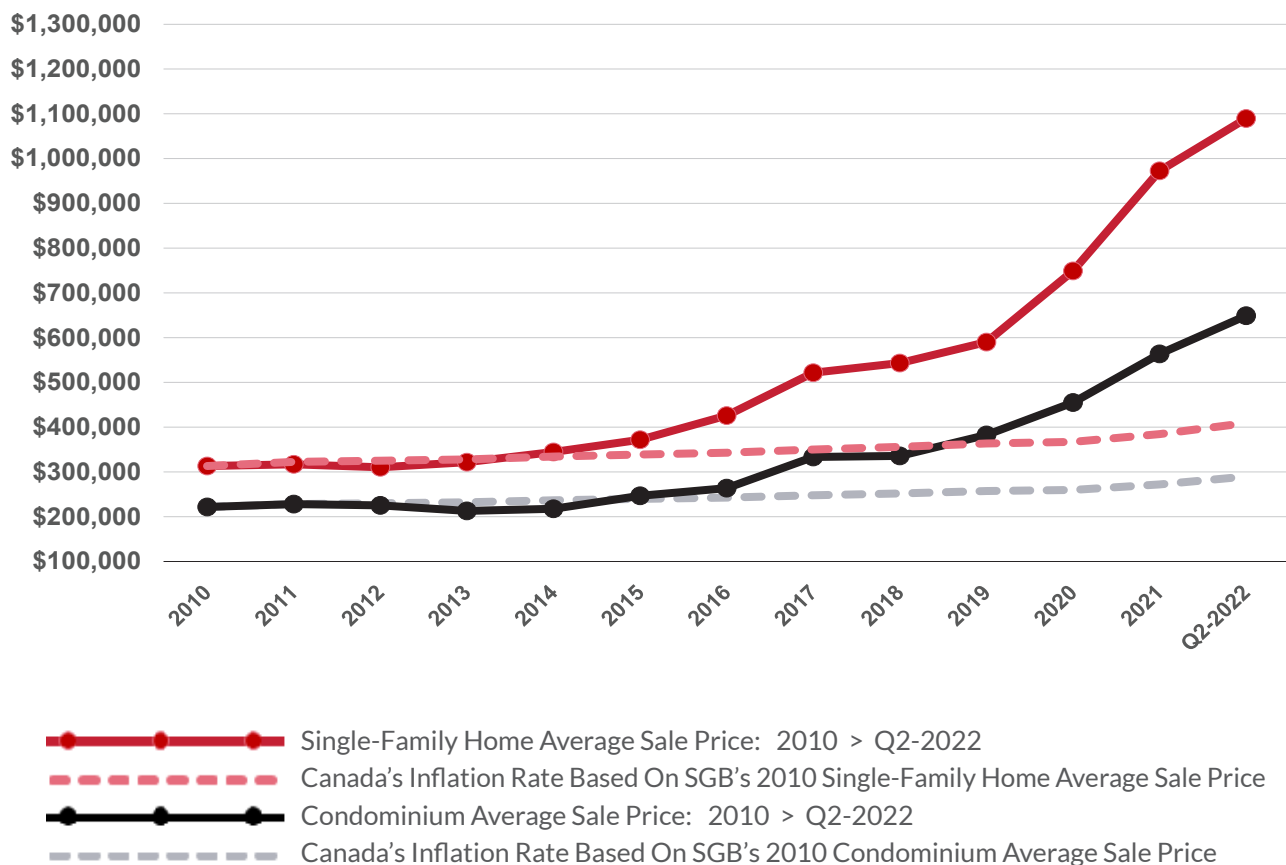


# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2022

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q2-2022 was **\$1,089,427**: that's up **17%, 45%, 85%, 101%** and **248%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q2-2022's average condo price of **\$648,963** was up **15%, 43%, 70%, 93%** and **193%** from 2021, 2020, 2019, 2018 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 **166%** above inflation in Q2-2022. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **124%** above inflation in Q2-2022.





# 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

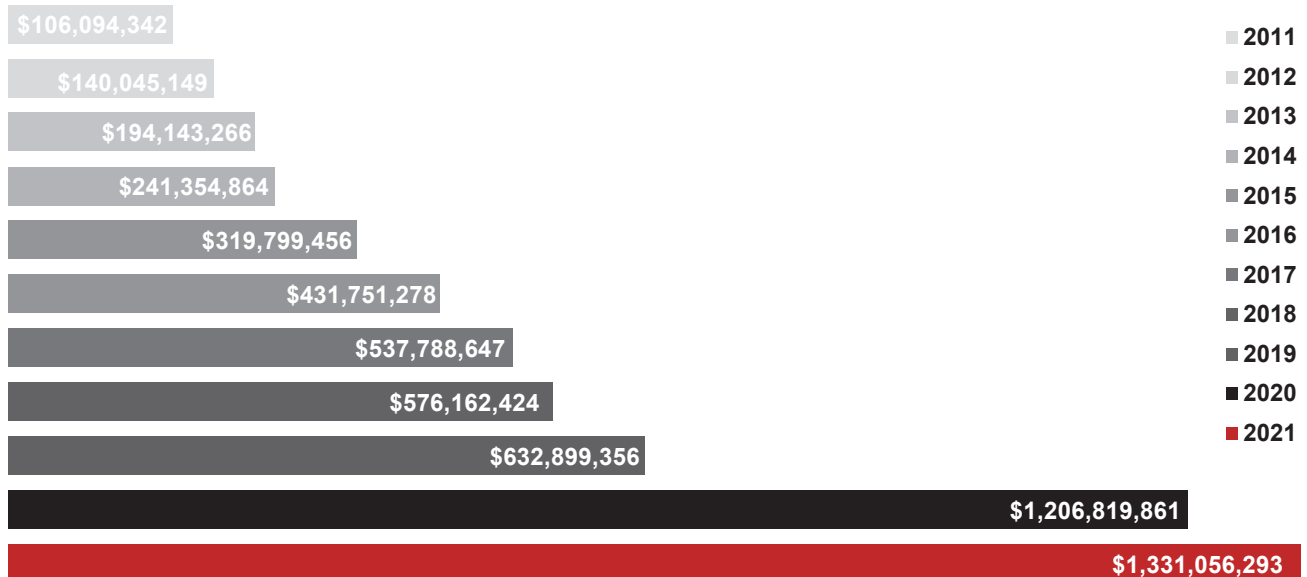


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



# 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%	



# PERSONAL PROFESSIONAL PROGRESSIVE

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705-445-5520  
330 First St.

### THORNBURY

519-599-2136  
27 Arthur St.

### CREEMORE

705-881-9005  
154 Mill St.

### STAYNER

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

### MEAFORD

519-538-5755  
96 Sykes St.

### WASAGA BEACH

705-429-4800  
1249 Mosley St.

### WASAGA BEACH

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