

MEAFORD REAL ESTATE MARKET REPORT SECOND QUARTER 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 \$73,313,998

Down 14% from 2021's \$102,398,327, with units of 88 down 29% from last year's 124. New listings of 174 down 2%, with the sales/listings ratio of 51% down 19%.



SECOND QUARTER SALES VOLUME OF \$45,759,898

Down 31% from Q2-2021's \$66,218,977. Units of 51 down 37% from last year's 81, with new listings of 114 down 7% and the sales/listings ratio of 45% down 21%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$878,568

Up 6% from 2021's \$825,793. Average days-on-market of 17 down 7 days.



OVERVIEW (cont'd)

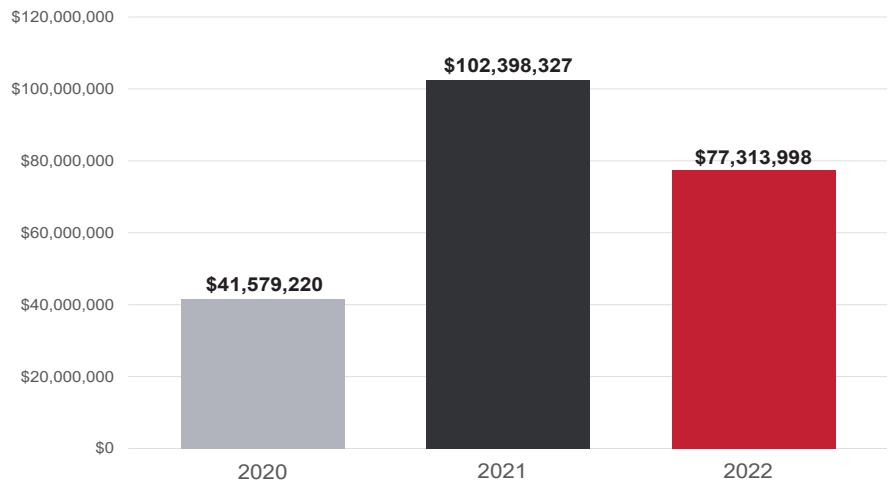


THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

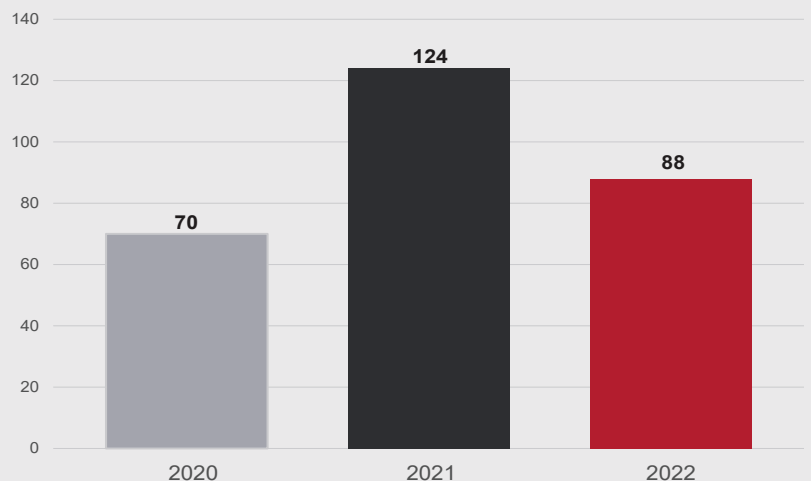
The Meaford market had a **99.5%** sale/list price ratio in June. Homes sold in **18** days on average, down **2** days from a year ago. Overall, the market is transitioning towards balance.



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



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



THE MARKET IN DETAIL



Table 1:

Meaford MLS® Residential Sales And Listing Summary

2020 vs. 2021 vs. 2022

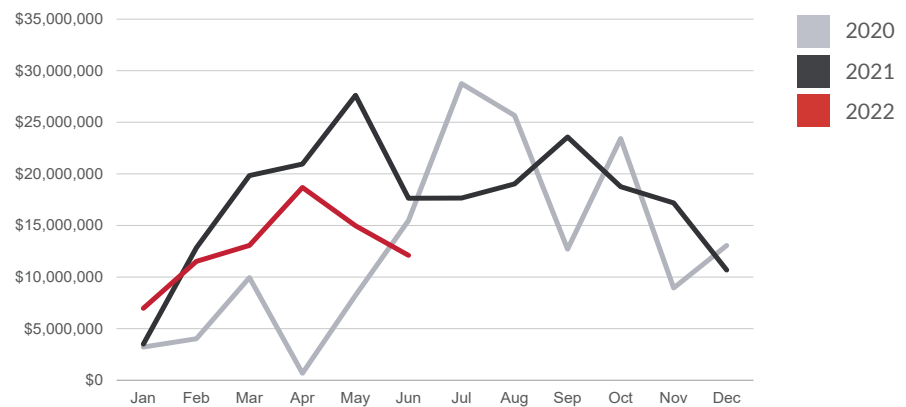
	2020	2021	2022	2021-2022
Year-To-Date (YTD) Volume Sales	\$41,579,220	\$102,398,327	\$77,313,998	-24%
YTD Unit Sales	70	124	88	-29%
YTD New Listings	145	178	174	-2%
YTD Sales/Listings Ratio	48%	70%	51%	-19%
YTD Expired Listings	12	2	7	+250%
Second Quarter (Q2) Volume Sales	\$24,388,943	\$66,218,997	\$45,759,898	-31%
Q2 Unit Sales	38	81	51	-37%
Q2 New Listings	87	123	114	-7%
Q2 Sales/Listings Ratio	44%	66%	45%	-21%
Q2 Expired Listings	3	1	4	+300%
Q2 Average Sale Price	\$641,814	\$817,518	\$897,253	+10%
YTD Sales: Under \$300K	7	3	1	-67%
YTD Sales: \$300K - \$499K	27	25	8	-68%
YTD Sales: \$500K - \$799K	22	54	40	-26%
YTD Sales: \$800K - \$999K	6	19	15	-21%
YTD Sales: \$1M - \$1.499M	7	11	17	+55%
YTD Sales: \$1.5M - \$1.999M	1	5	5	0%
YTD Sales: \$2M+	0	7	2	-71%
YTD Average Days-On-Market	53	24	17	-29%
YTD Average Sale Price	\$593,989	\$825,793	\$878,568	+6%

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

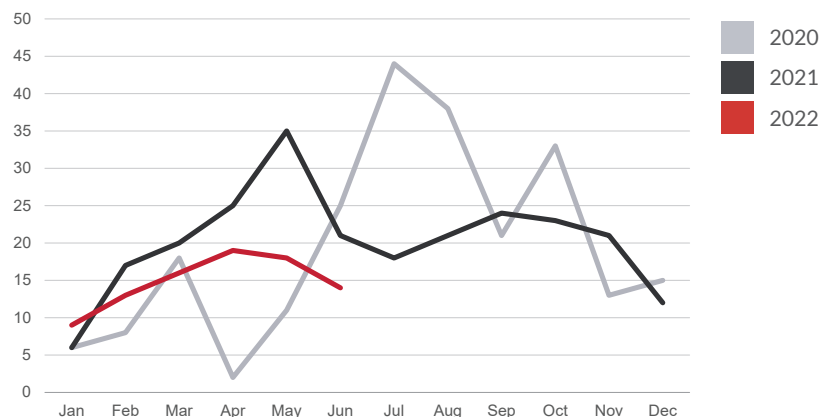
THE MARKET IN DETAIL (cont'd)

Meaford has enjoyed relatively strong, volume sales this year despite a May and June slowdown. Q2 sales of **\$45,759,828**, the second best total ever, were down **31%** from 2021's big record **\$66,218,997**. Year-to-date sales of **\$77,313,998**, also the second best ever, were down **24%** from a year ago. However, on the units side Q2's **51** were down **37%** from 2021's record **81**, and the second fewest in the last ten years. Lastly, 2022's year-to-date, average sale price of **\$878,568** is up **118%, 85%, 48%** and **6%** from that of 2018, 2019, 2020 and 2021 respectively.

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



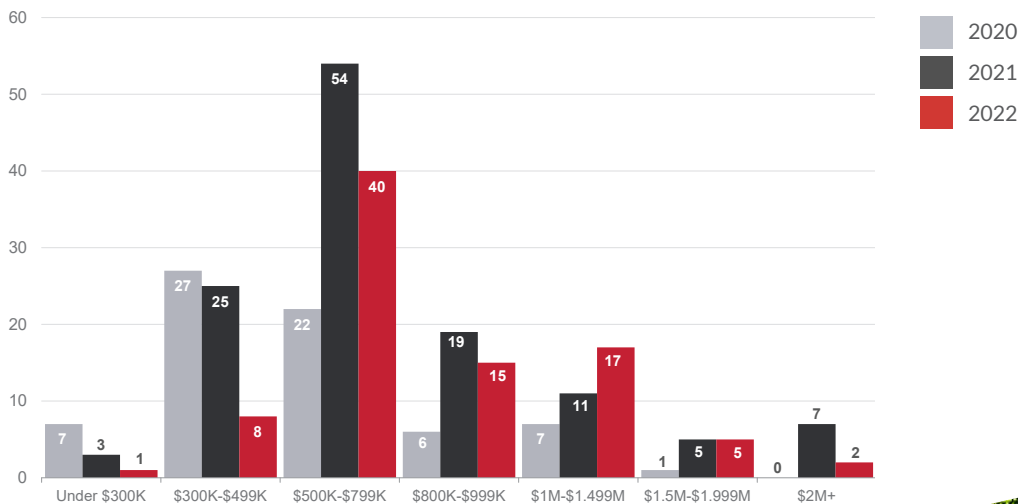
Graph 4:
Meaford Monthly MLS® Sales
2020 vs. 2021 vs. 2022 (Units)



THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2022 unit sales are up from 2021 in one price range, down in five and equal in one. The \$1M-\$1.499M range is up **55%**. The Under-\$300K, \$300K-\$499K, \$500K-\$799K, \$800K-\$999K and \$2M+ ranges are down **67%**, **68%**, **26%**, **21%** and **71%** respectively. And the \$1.5M-\$1.999M range is **even**. More generally, the Under-\$500K bracket – which accounts for **10%** of 2022's sales – is down **68%** from a year ago. The \$500K-\$999K bracket – which accounts for **63%** of all sales – is down **25%**. And the \$1M+ bracket – which accounts for **27%** of all sales – is up **4%**.

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



SALES BY PROPERTY TYPE

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

2022 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$72,857,498
DOWN 26% from 2021

UNIT SALES: 79
DOWN 31% from 2021

AV. DAYS-ON-MARKET: 18
DOWN 4 days from 2021

AV. SALE PRICE: \$922,247
UP 7% from 2021

CONDOS/TOWNS

DOLLAR SALES: \$4,438,342
UP .04% from 2021

UNIT SALES: 9
DOWN 10% from 2021

AV. DAYS-ON-MARKET: 16
DOWN 31 days from 2021

AV. SALE PRICE: \$495,167
UP 12% from 2021

RESIDENTIAL LAND

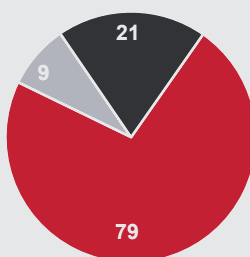
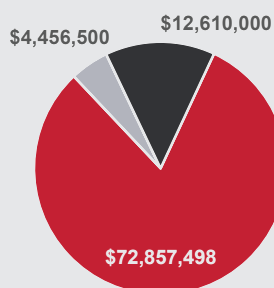
DOLLAR SALES: \$12,610,000
DOWN 9% from 2021

UNIT SALES: 21
DOWN 32% from 2021

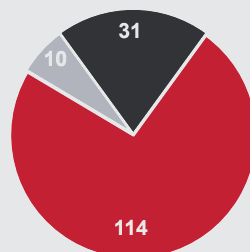
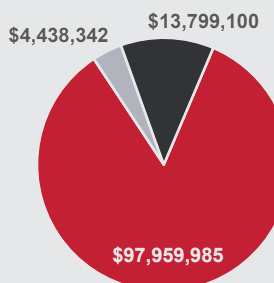
AV. DAYS-ON-MARKET: 60
DOWN 12 days from 2021

AV. SALE PRICE: \$600,476
UP 35% from 2021

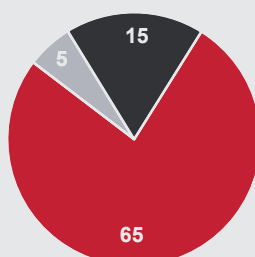
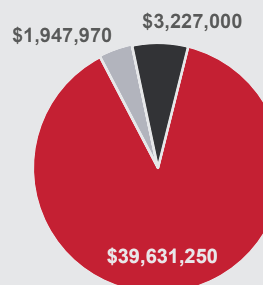
2022



2021



2020



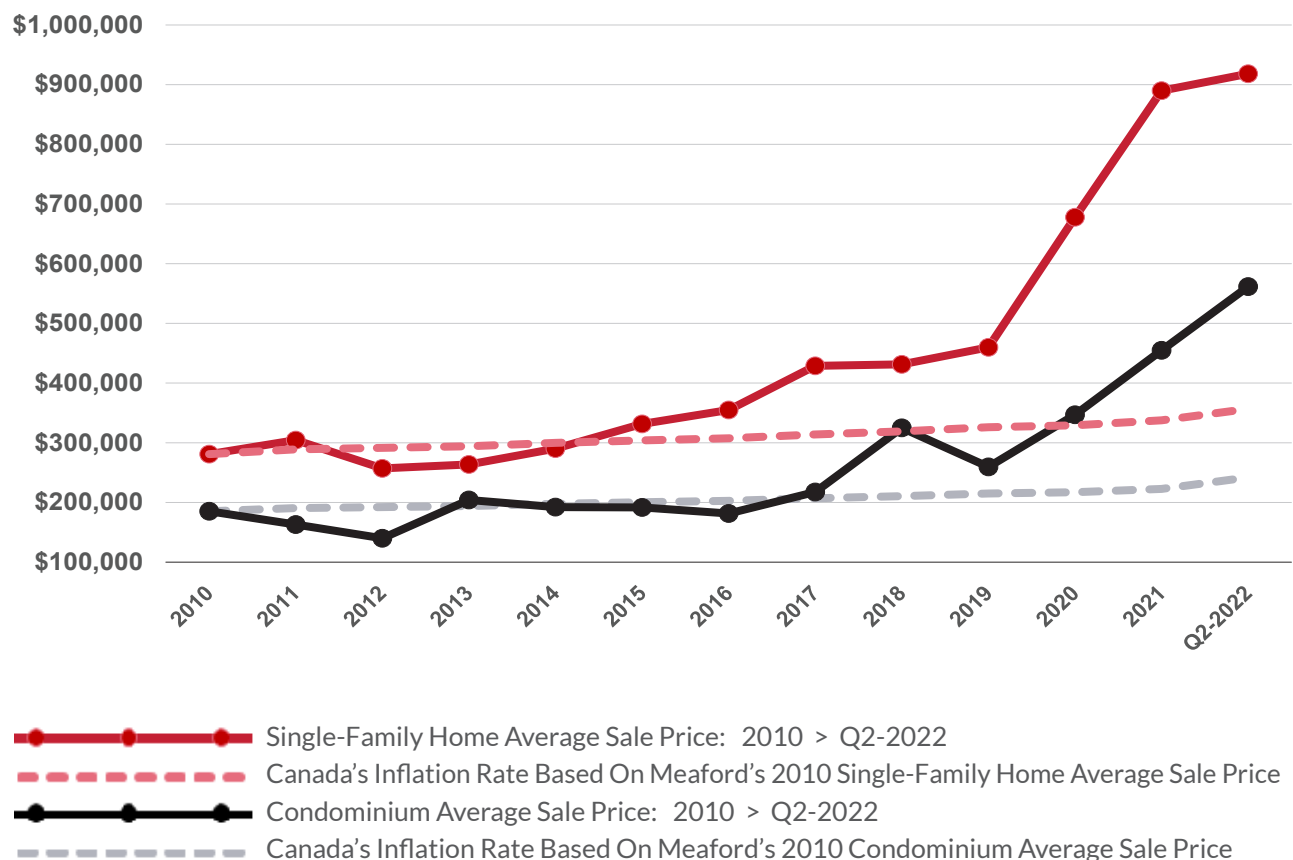
■ Single Family ■ Condo/Town ■ Residential Land

MEAFORD AVERAGE SALE PRICES: 2010-2022

HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ Meaford's average sale price for single-family homes in Q2-2022 was **\$918,229**; that's up **3%, 35%, 100%, 113%** and **227%** from 2021, 2020, 2019, 2018 and 2010 respectively. Q2-2022's average condo/town price of **\$561,663** is up **23%, 62%, 116%, 73%** and **203%** from 2021, 2020, 2019, 2018, and 2010 respectively.

↑ From 2010-2014 the average sale price for single-family homes increased at just under Canada's inflation rate and then rose to **157%** above inflation by Q2-2022. Condo prices were generally under the inflation rate until 2016. They then climbed to **132%** above the inflation rate by 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

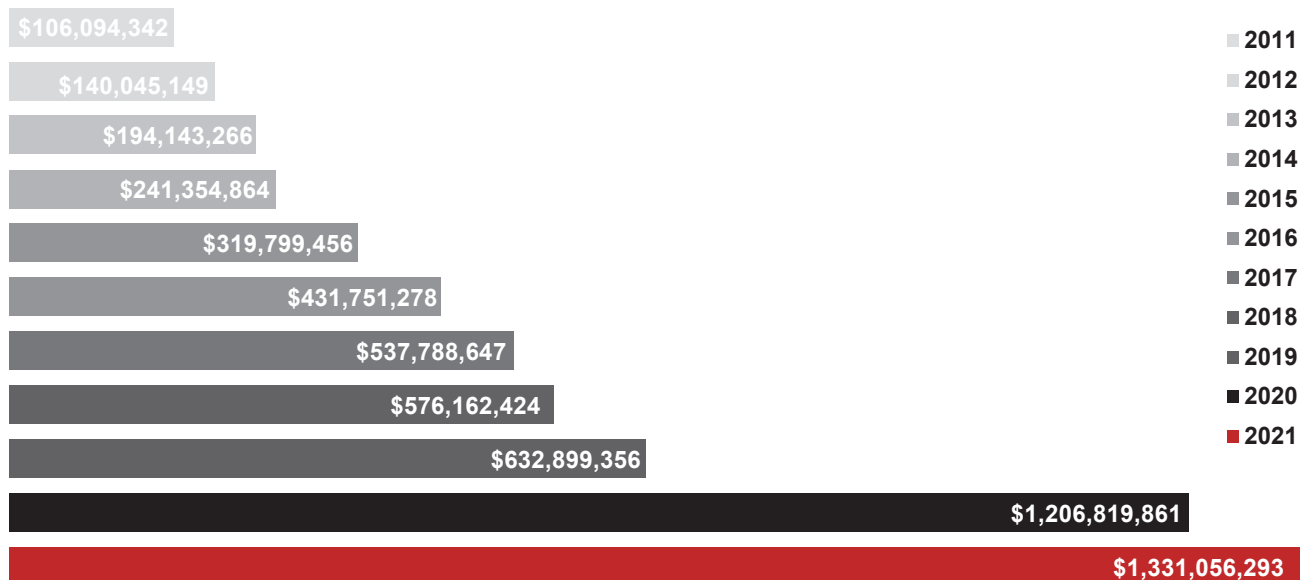


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME
OF OUR CLOSEST REGIONAL COMPETITOR



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%	



LOCATIONS **NORTH**
BROKERAGE

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THORNbury

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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.

