

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

## JANUARY 2022

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





# OVERVIEW

## RECORD VOLUME AND UNITS, WITH FASTER SALES AND PRICES WAY UP



### RECORD JANUARY VOLUME OF \$149,730,326

Up **41%** from 2021's **\$106,008,661**, with record units of **132** up **3%** from last year's former high of **128**. New listings of **158** up **12%** from a year ago, with the sales/listings ratio of **84%** down **7%**.



### JANUARY UNIT SALES UP IN FOUR PRICE SEGMENTS, DOWN IN THREE

The \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ segments were up **154%**, **73%**, **86%** and **500%** respectively from last January; while the Under-\$300K, \$300K-\$499K and \$500K-\$799K, segments were down **50%**, **46%** and **25%** respectively.



### RECORD AVERAGE SALE PRICE OF \$1,134,321

Up **37%** from January 2021's **\$828,818**, with the average days-on-market of **25** down **4** days.

# OVERVIEW (cont'd)

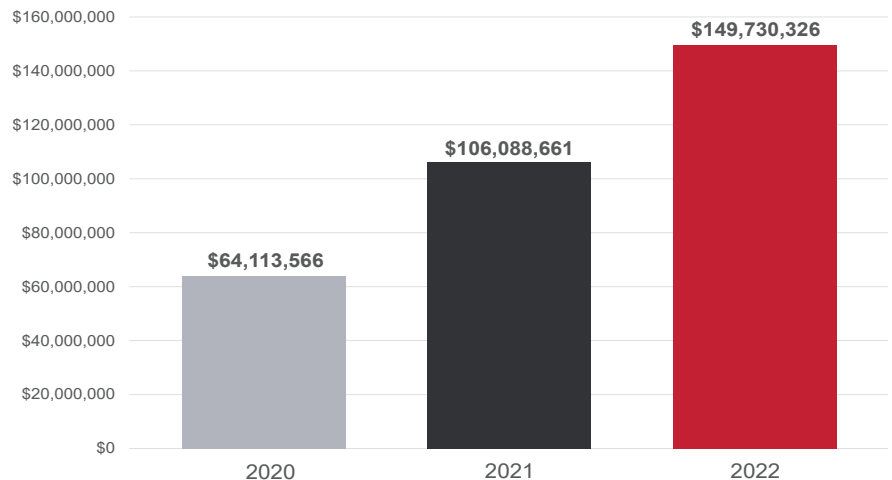


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

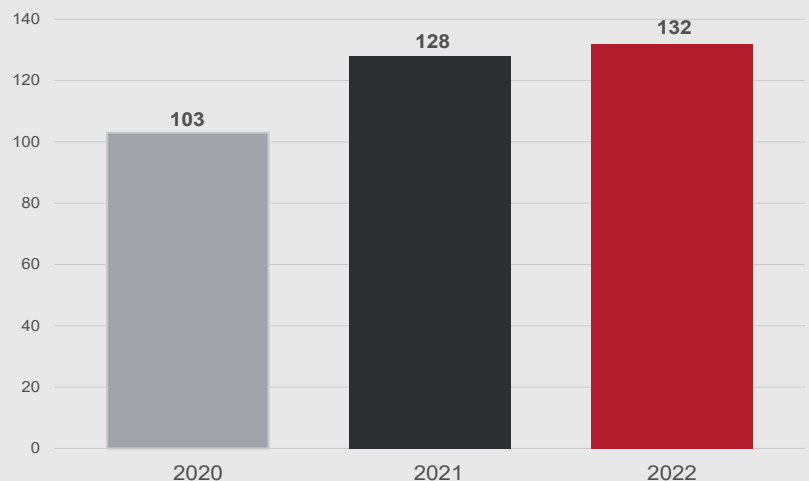
The Southern Georgian Bay market had a **100%** sale/list price ratio in January. Homes sold in **25** days on average, down **4** days from a year ago, and there is now just **one month** of inventory. All that, together with January's **84%** sales/listings ratio and just **17** expired listings, adds up to a relatively strong **sellers' market**.



Graph 1:  
**Georgian Triangle MLS® Sales**  
January 2020 vs. 2021 vs. 2022 (Volume)



Graph 2:  
**Georgian Triangle MLS® Sales**  
January 2020 vs. 2021 vs. 2022 (Units)





# THE MARKET IN DETAIL

Table 1:

## Georgian Triangle MLS® Sales And Listing Summary

January 2020 vs. 2021 vs. 2022

	2020	2021	2022	2021-2022
Volume Sales	\$64,113,566	\$106,088,661	\$149,730,326	+41%
Unit Sales	103	128	132	+3%
New Listings	220	141	158	+12%
Sales/Listings Ratio	47%	91%	84%	-7%
Expired Listings	47	14	17	+21%
Sales: Under \$300K	8	4	2	-50%
Sales: \$300K - \$499K	48	24	13	-46%
Sales: \$500K - \$799K	26	55	41	-25%
Sales: \$800K - \$999K	8	13	33	+154%
Sales: \$1M - \$1.499M	7	22	38	+73%
Sales: \$1.5M-\$1.999M	6	7	13	+86%
Sales: \$2M+	0	3	18	+500%
Average Days-On-Market	71	29	25	-14%
Average Sale Price	\$622,462	\$828,818	\$1,134,321	+37%

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

# SALES BY PROPERTY TYPE

## 2022 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$127,587,637  
UP 39% from 2021

**UNIT SALES:** 100  
EQUAL to 2021

**AV. DAYS-ON-MARKET:** 25  
DOWN 5 days from 2021

**AV. SALE PRICE:** \$1,275,876  
UP 39% from 2021

### CONDOMINIUMS

**DOLLAR SALES:** \$11,112,192  
UP 30% from 2021

**UNIT SALES:** 20  
UP 18% from 2021

**AV. DAYS-ON-MARKET:** 27  
DOWN 9 days from 2021

**AV. SALE PRICE:** \$602,962  
UP 19% from 2021

### TOWNHOUSES

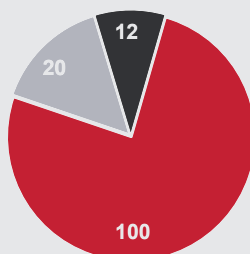
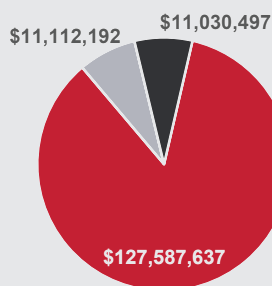
**DOLLAR SALES:** \$11,030,497  
UP 92% from 2021

**UNIT SALES:** 12  
UP 9% from 2021

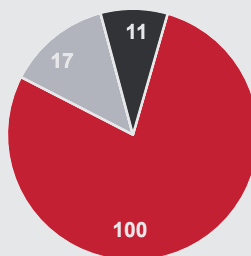
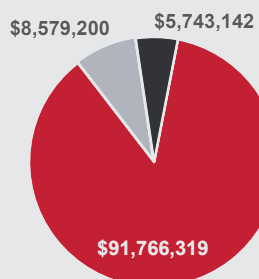
**AV. DAYS-ON-MARKET:** 16  
UP 3 days from 2021

**AV. SALE PRICE:** \$919,208  
UP 76% from 2021

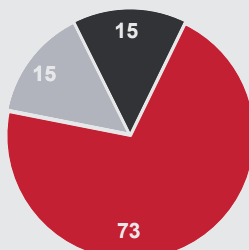
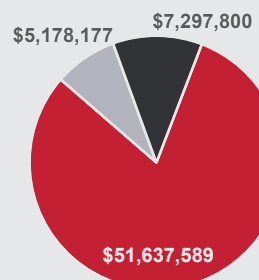
2022



2021



2020



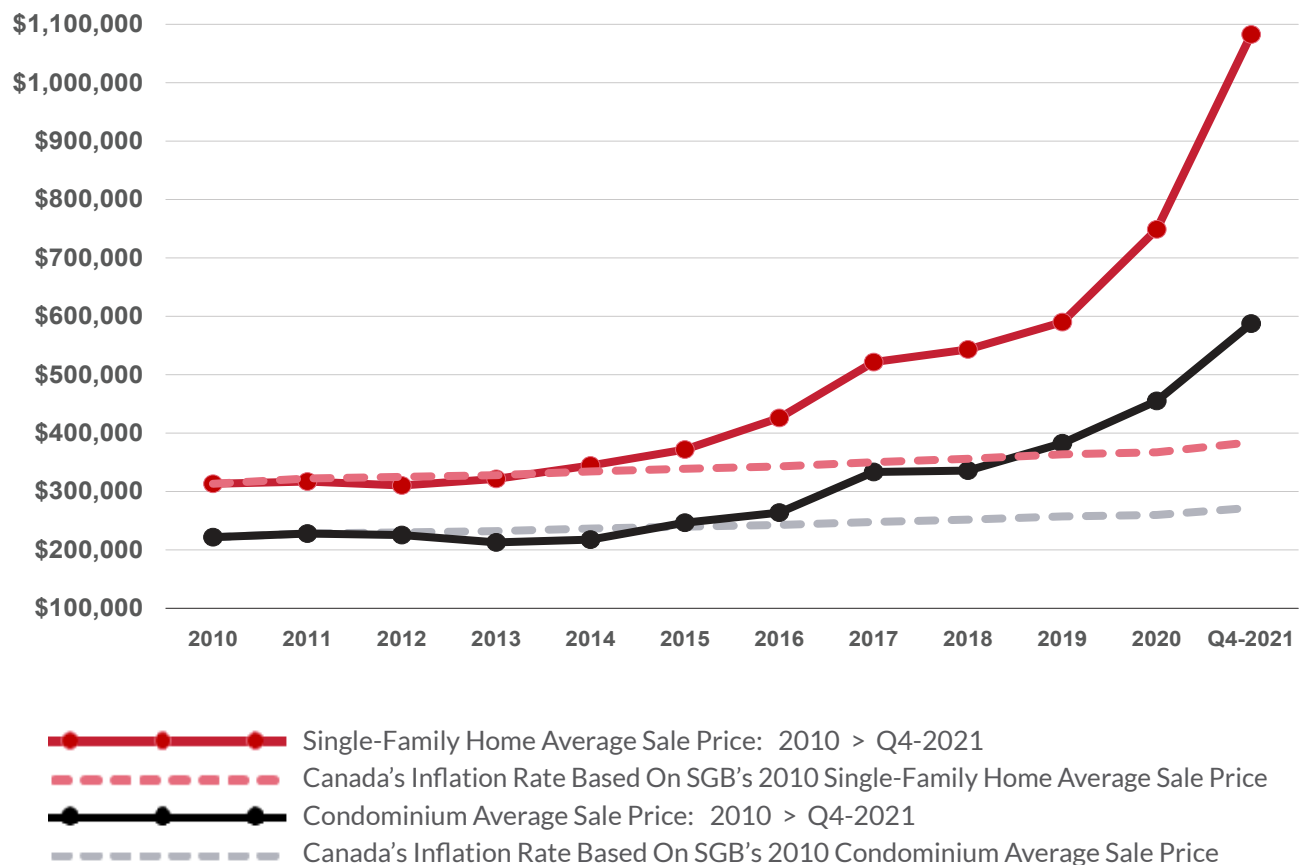
■ Single Family ■ Condominium ■ Townhouse

# SOUTHERN GEORGIAN BAY'S AVERAGE SALE PRICES: 2010-2021

## HUGE GAINS, BOTH GENERALLY AND RELATIVE TO INFLATION

↑ SGB's average sale price for single-family homes in Q4-2021 was **\$1,082,599**: that's up **45%, 83%, 99%, 108%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q4-2021's average condo price of **\$587,471** is up **29% 54%, 75%, 76%** and **165%** from 2020, 2019, 2018, 2017 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 **182%** above inflation in Q4-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **116%** above inflation in Q4-2021.



# 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

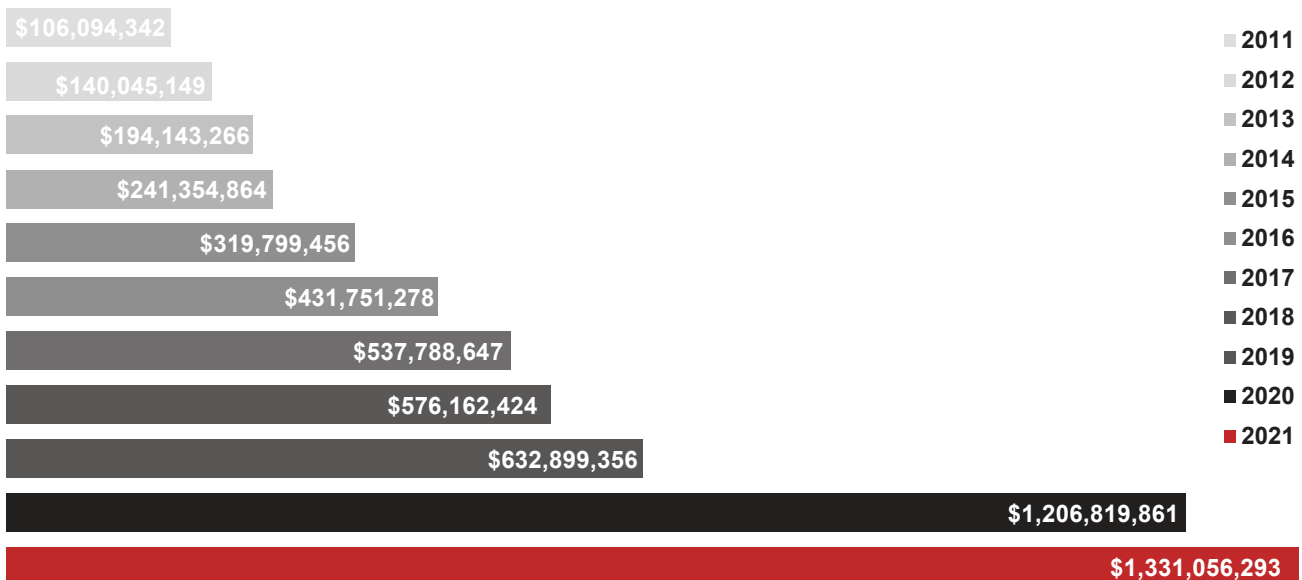


OVERALL WE HAD MORE THAN 3 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



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%	



Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$878,700+**

Raised for local causes &  
Community Sponsorships  
from 2013-2021

**#1** Georgian Triangle  
**BROKERAGE**



**8**

Straight Years\*  
Of Record Sales!

**Featured Listings**



**107,970+**

People Reached†

**22,514+**

Clicks, Shares, Views, & Likes‡

**Q4** BY THE  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

**Region's Best  
Market Intelligence**



**60** Detailed **Market Reports**  
Per Year Covering  
10 Local Markets

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

With \$1,331,056,293



**3 TIMES  
MORE**

than our closest regional competitor†

**#1** in regional luxury  
home sales



**3+**  
times  
more

than our closest regional competitor†

**Socially Connected**



**623,371+**

**Social Media Impressions**

Clicks, Views, Shares,  
Likes, Tweets‡

We average

**600**

**Buyer leads/month§**

With over **4X** the average  
industry conversion rate



**LocationsNorth.com**

**1,142,298+**

Page Views†

**234,529+**

Unique Visitors†



**\$24,500**

Giving back and working  
in our community

**Raised for Local Charities  
in 2021**

**WIBLAST \$5200**

**\$10,000**

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, 2021 to September 30th, 2021). §Based on social media channels (January 1st, 2021 to March 31st, 2021). ¶Based on March 2021 lead volume



LOCATIONS **NORTH**  
BROKERAGE

# 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.

### THORN BURY

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.

