

# SOUTHERN GEORGIAN BAY REAL ESTATE MARKET REPORT

---

## NOVEMBER 2021

---

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



# OVERVIEW

## RECORD NOVEMBER VOLUME SALES, WITH THE AVERAGE SALE PRICE WAY UP



### RECORD YEAR-TO-DATE SALES VOLUME OF \$2,195,714,406

Up 27% from 2020's \$1,727,171,566, with units of 2506 down 3% from 2020's 2576. New listings of 3272 down 3% from one year ago, with the sales/listings ratio of 77% up 1%.



### RECORD NOVEMBER SALES VOLUME OF \$163,611,908

Up 3% from last November's \$159,079,776. Units of 169 down 17% from last year's 203. New listings of 208 up 4% from a year ago, with the sales/listing ratio of 81% down 21%.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$876,183

Up 31% from last year's \$670,486. Average days-on-market of 21 down 24 days.



# OVERVIEW (cont'd)

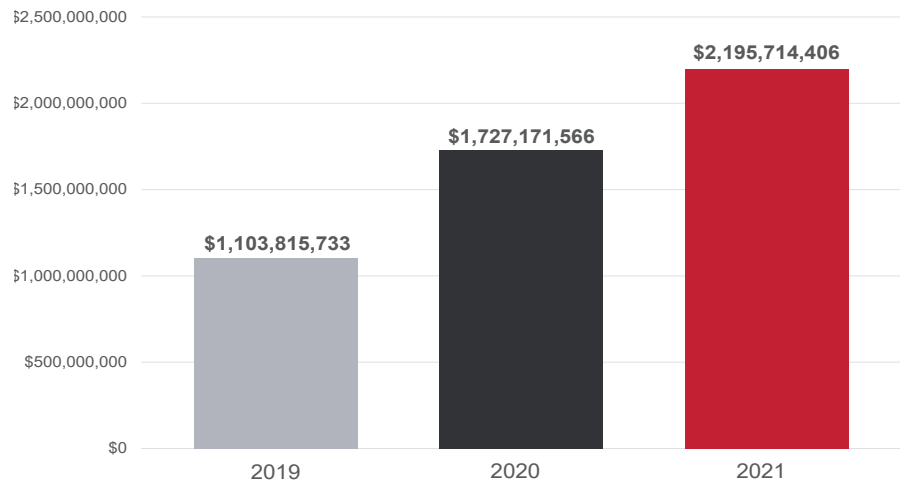


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

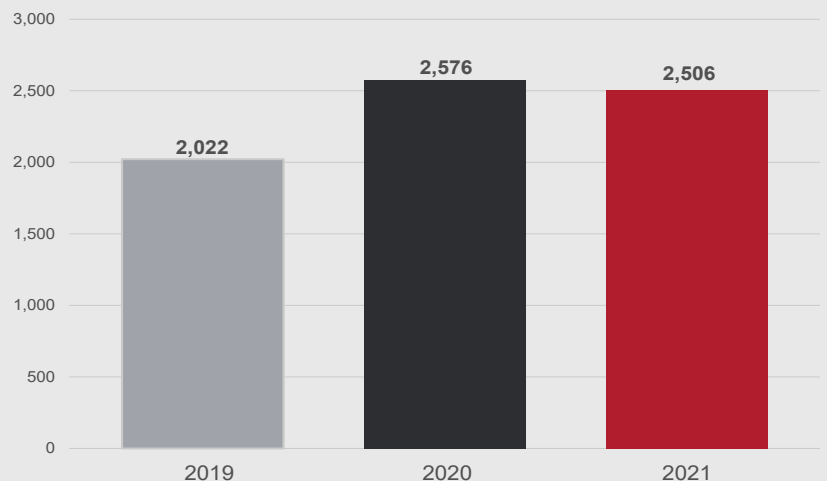
The Southern Georgian Bay market had a **100%** sale/list price ratio in November, up from last November's **99.1%**. Homes sold in **23** days on average, down **17** days from a year ago, and there is currently just **one month** of inventory. All that, along with November's high **81%** sales/listings ratio, adds up to a strong **sellers' market**.



Graph 1:  
Southern Georgian Bay MLS® Sales  
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:  
Southern Georgian Bay MLS® Sales  
2019 vs. 2020 vs. 2021 (Units)



# THE MARKET IN DETAIL



Table 1:

## Southern Georgian Bay MLS® Sales And Listing Summary

2019 vs. 2020 vs. 2021

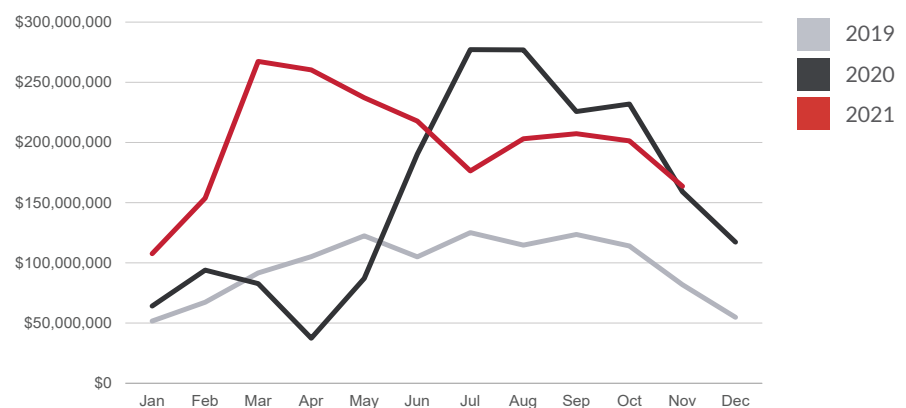
	2019	2020	2021	2020-2021
Year-To-Date (YTD) Volume Sales	\$1,103,815,733	\$1,727,171,566	\$2,195,714,406	<b>+27%</b>
YTD Unit Sales	2022	2576	2506	<b>-3%</b>
YTD New Listings	3589	3379	3272	<b>-3%</b>
YTD Sales/Listings Ratio	56%	76%	77%	<b>+1%</b>
YTD Expired Listings	662	456	208	<b>-54%</b>
November Volume Sales	\$81,858,260	\$159,079,776	\$163,611,908	<b>+3%</b>
November Unit Sales	151	203	169	<b>-17%</b>
November New Listings	183	200	208	<b>+4%</b>
November Sales/Listings Ratio	83%	102%	81%	<b>-21%</b>
November Expired Listings	84	28	32	<b>+14%</b>
November Average Sale Price	\$542,108	\$775,999	\$968,118	<b>+25%</b>
YTD Sales: Under \$300K	218	140	41	<b>-71%</b>
YTD Sales: \$300K - \$499K	916	868	350	<b>-60%</b>
YTD Sales: \$500K - \$799K	652	1002	1071	<b>+7%</b>
YTD Sales: \$800K - \$999K	114	237	451	<b>+90%</b>
YTD Sales: \$1M - \$1.499M	80	203	366	<b>+80%</b>
YTD Sales: \$1.5M - \$1.999M	30	76	124	<b>+63%</b>
YTD Sales: \$2M+	12	50	103	<b>+106%</b>
YTD Average Days-On-Market	52	45	21	<b>-53%</b>
YTD Average Sale Price	\$545,903	\$670,486	\$876,183	<b>+31%</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 Dec. 2, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

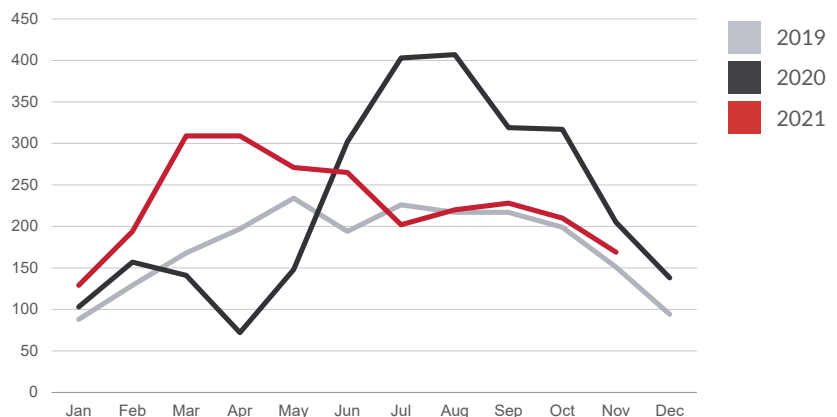
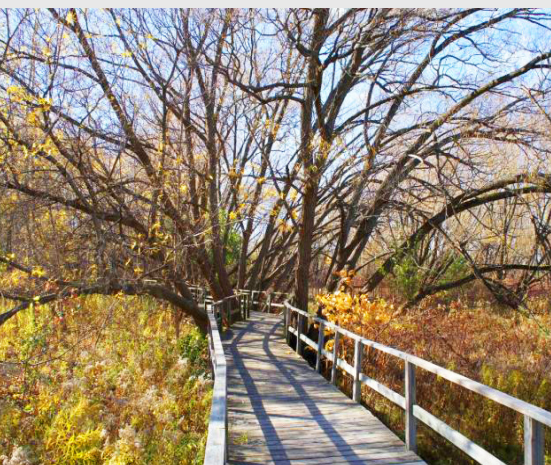
# THE MARKET IN DETAIL (cont'd)

The Southern Georgian Bay saw record volume sales in November. At **\$163,611,908** they were up **3%** from last year's prior high of **\$159,079,776**. The region's year-to-date volume of **\$2,195,714,406** was up **27%** from one year ago, as well as up **19%** from 2020's previous *annual record* of **\$1,844,439,888** – and we still have a month to go. On the units side, the region's **2506** sales were down **3%** from last year's record **2576**, and the third best ever. Additionally, November's **100%** sale/list price ratio, its low average days-on-market of **23**, its current one month of inventory, and its **81%** sales/listings ratio all indicate strong demand. Not surprisingly, SGB's year-to-date, average sale price of **\$876,183** is doing very well: it's up **123%, 82%, 74%, 61%** and **31%** from 2016-2020 respectively.

Graph 3:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:  
**Southern Georgian Bay Monthly MLS® Sales**  
2019 vs. 2020 vs. 2021 (Units)



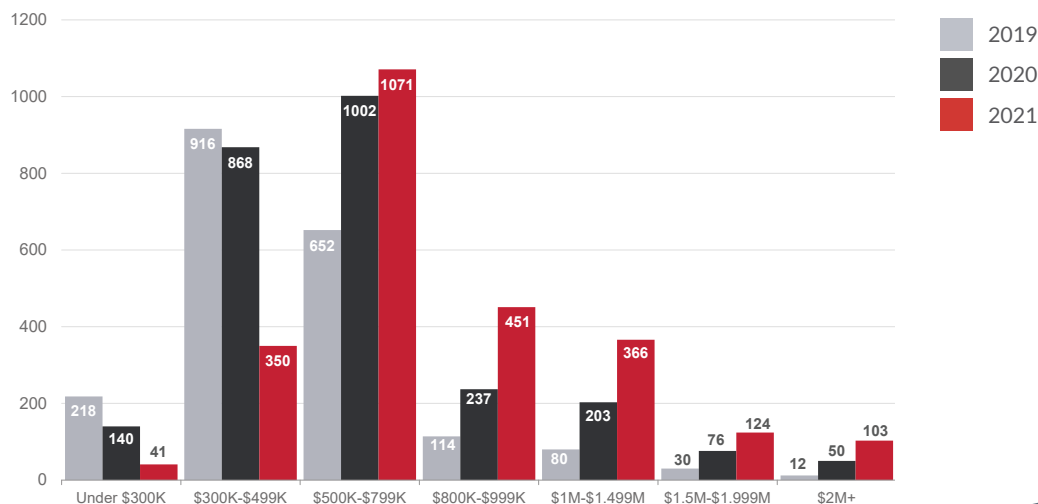
# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2021 unit sales are up from 2020 in five price ranges and down in two. The \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **7%**, **90%**, **80%**, **63%** and **106%** respectively. The Under-\$300K and \$300K-\$499K ranges are down **71%** and **60%** respectively. More generally, the Under-\$500K bracket – which accounts for **16%** of 2021's sales – is down **61%** from a year ago. The \$500K- \$999K bracket – which accounts for **61%** of all sales – is up **23%**. And the \$1M+ bracket – which accounts for **23%** of all sales – is up **80%**.

Graph 5:

## Southern Georgian Bay MLS® Sales By Price

2019 vs. 2020 vs. 2021 (Units)





# SALES BY PROPERTY TYPE

Graph 6:

**Southern Georgian Bay MLS® Sales By Property Type**  
2019 vs. 2020 vs. 2021 (Dollars and Units)

## 2021 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$1,781,167,166  
UP 27% from 2020

**UNIT SALES:** 1843  
DOWN 3% from 2020

**AV. DAYS-ON-MARKET:** 20  
DOWN 27 days from 2020

**AV. SALE PRICE:** \$966,450  
UP 31% from 2020

### CONDOMINIUMS

**DOLLAR SALES:** \$215,379,839  
UP 58% from 2020

**UNIT SALES:** 382  
UP 26% from 2020

**AV. DAYS-ON-MARKET:** 30  
DOWN 11 days from 2020

**AV. SALE PRICE:** \$563,822  
UP 25% from 2020

### TOWNHOUSES

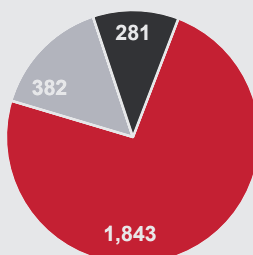
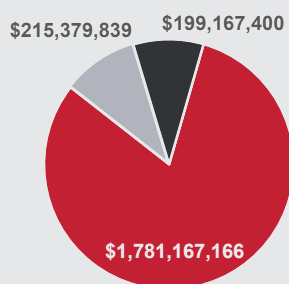
**DOLLAR SALES:** \$199,167,400  
UP 7% from 2020

**UNIT SALES:** 281  
DOWN 24% from 2020

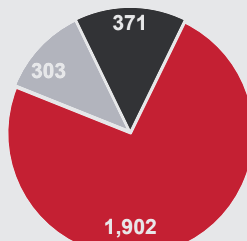
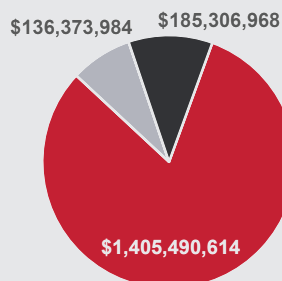
**AV. DAYS-ON-MARKET:** 15  
DOWN 23 days from 2020

**AV. SALE PRICE:** \$708,781  
UP 22% from 2020

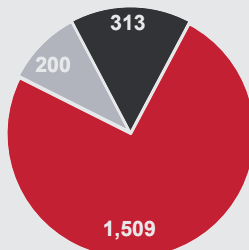
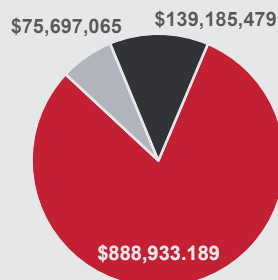
## 2021



## 2020



## 2019



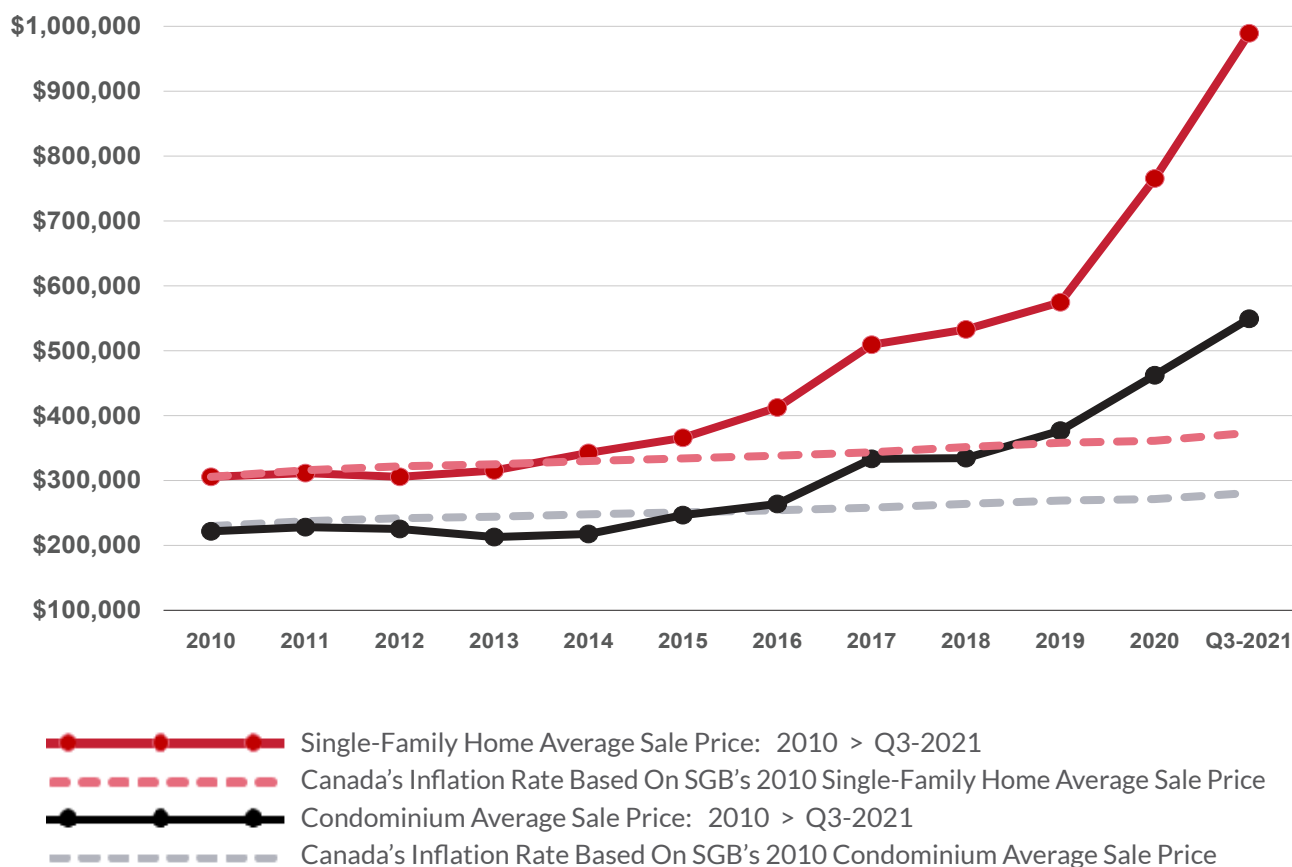
■ Single Family ■ Condominium ■ Townhouse

# 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 Q3-2021 was **\$989,141**: that's up **29%, 72%, 86%, 94%** and **224%** from 2020, 2019, 2018, 2017 and 2010 respectively. Q3-2021's average condo price of **\$549,198** was up **19% 46%, 64%, 65%** and **148%** 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 **200%** above inflation in Q3-2021. Condo prices were under the inflation rate until 2015 before beginning to steadily climb in 2016 and finishing **123%** above inflation in Q3-2021.





# ROYAL LEPAGE LOCATIONS NORTH IN 2020

## OUR 8TH STRAIGHT RECORD-BREAKING YEAR



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

With \$604,080,487 – up 91% from 2019 and up over 1000% from 2011

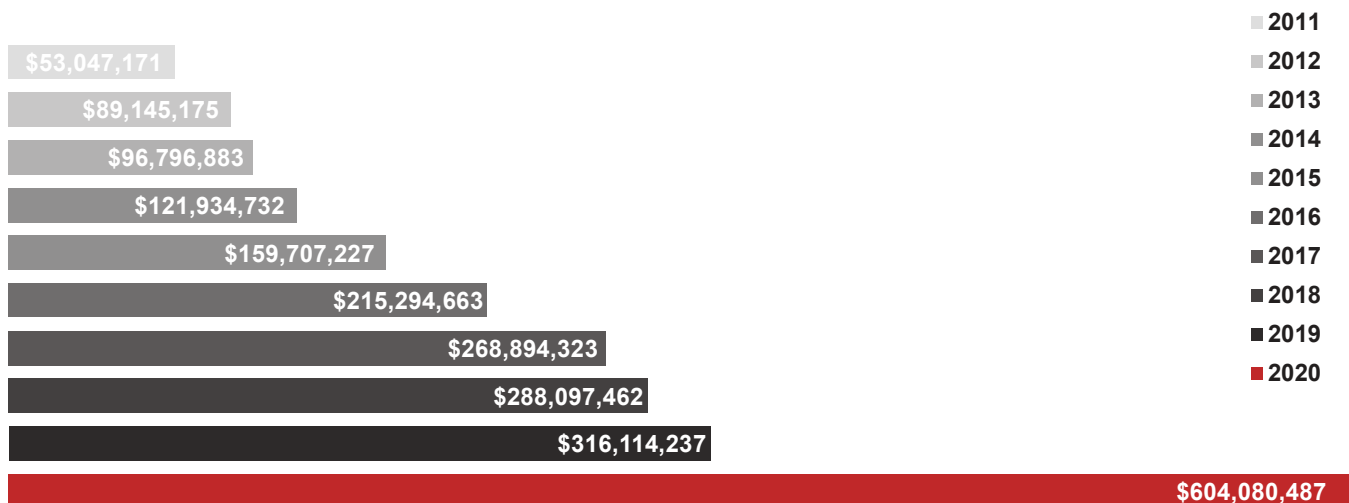


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME  
OF OUR CLOSEST REGIONAL COMPETITOR



WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET,  
WITH 4 TIMES THE UNIT SALES OF OUR CLOSEST COMPETITOR

### Locations North Sales Volume, 2011 - 2020



# 2020 UNIT SALES

\* Collingwood, The Blue Mts.,  
Wasaga Beach, Meaford,  
Clearview, Grey Highlands  
\*\* \$1,000,000+

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	270	42.8%	
RE/MAX Four Seasons	79.5	12.6%	
Century 21 Millenium	70	11.1%	
Chestnut Park	55	8.7%	
Clairwood	45	7.1%	
RE/MAX of Wasaga Beach	23	3.6%	
Engel & Volkers	18	2.9%	
Forest Hill	13.5	2.1%	
Sotheby's	7	1.1%	
Other	50	8%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	213.5	43.4%	
RE/MAX Four Seasons	54.5	11.1%	
RE/MAX at Blue	52.5	10.7%	
Century 21 Millenium	48	9.8%	
Chestnut Park	38.5	7.8%	
Sotheby's	15	3%	
Clairwood	11	2.2%	
Forest Hill	7.5	1.5%	
Engel & Volkers	6.5	1.3%	
Other	45	9.2%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	89	43.2%	
Chestnut Park	20	9.7%	
Century 21 Millenium	19	9.2%	
Royal LePage RCR	13.5	6.6%	
RE/MAX Four Seasons	12	5.8%	
ARA	9	4.4%	
Sotheby's	8	3.9%	
RE/MAX Grey Bruce	6.5	3.2%	
Sutton Sound	5	2.4%	
Other	24	11.7%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	44	32.1%	
RE/MAX Four Seasons	19	13.9%	
RE/MAX of Wasaga Beach	11.5	8.4%	
Chestnut Park	10.5	7.7%	
Century 21 Millenium	8	5.8%	
Sotheby's	6	4.4%	
Forest Hill	5	3.6%	
Engel & Volkers	2.5	1.8%	
Clairwood	2.5	1.8%	
Other	25.5	18.7%	

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	790.5	36.5%	
RE/MAX of Wasaga Beach	246	11.3%	
Century 21 Millenium	232.5	10.7%	
RE/MAX Four Seasons	175.5	8.1%	
Chestnut Park	132.5	6.1%	
Clairwood	62	2.9%	
Sotheby's	41.5	1.9%	
Engel & Volkers	35.5	1.6%	
Forest Hill	29	1.3%	
Other	420	19.6%	

## Southern Georgian Bay Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	115.5	37.9%	
RE/MAX Four Seasons	28.5	9.3%	
Chestnut Park	28	9.2%	
Sotheby's	18.5	6.1%	
Clairwood	15.5	5.1%	
Forest Hill	11.5	3.8%	
Century 21	11	3.6%	
Engel & Volkers	4	1.3%	
RE/MAX at Blue	3	1%	
Other	73.5	22.7%	

Georgian Triangle's  
**MOST SUPPORTIVE  
BROKERAGE**

**\$825,000+**

Raised for local causes &  
Community Sponsorships  
from 2013-2020

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



**8**

Straight Years\*  
Of Record Sales!

Featured Listings



**81,913+**

People Reached<sup>‡</sup>

**17,702+**

Clicks, Shares, Views, & Likes<sup>‡</sup>

**Q3** BY THE  
**Numbers**



**LOCATIONS NORTH**  
BROKERAGE

Region's Best  
Market Intelligence



**56**

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

Annual Sales Volume  
**2020 Sales Up 91%**  
from 2019



**4 TIMES  
MORE**

than our closest regional competitor<sup>†</sup>

**#1** in regional luxury  
home sales



**4+**  
**times  
more**

than our closest regional competitor<sup>†</sup>

Socially Connected



**530,816+**

Social Media Impressions

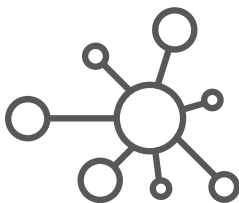
Clicks, Views, Shares,  
Likes, Tweets<sup>‡</sup>

We average

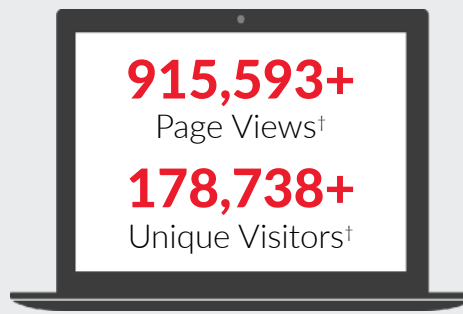
**600**

Buyer leads/month<sup>§</sup>

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



**LocationsNorth.com**



**915,593+**

Page Views<sup>†</sup>

**178,738+**

Unique Visitors<sup>†</sup>



**\$36,720**

Giving back and working  
in our community

Raised for Local Charities  
in 2020

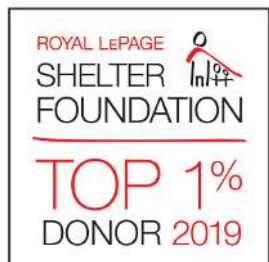


**\$22,500**

COLLINGWOOD: 705-445-5520 | CREEMORE: 705-881-9005 | MEAFORD: 519-538-5755  
THORNBURY: 519-599-2136 | WASAGA BEACH: 705-617-9969

<sup>†</sup>By MLS® dollar volume sales in each of the last 8 years. <sup>‡</sup>Based on Google Analytics (January 1st, 2021 to March 31st, 2021). <sup>§</sup>Based on social media channels (January 1st, 2021 to March 31st, 2021). <sup>§</sup>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.

