

WATERFRONT MARKET REPORT

GEORGIAN BLUFFS — OWEN SOUND — MEAFORD — THE BLUE MTS. — COLLINGWOOD — WASAGA BEACH — TINY — MIDLAND — BARRIE

THIRD QUARTER 2021

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



OVERVIEW

2021 VOLUME SALES UP IN 7 OF 9 COMMUNITIES, WITH STRONG AVERAGE SALE PRICE INCREASES IN ALL

During the first three quarters of 2021 the communities of Georgian Bluffs, Owen Sound, Meaford, The Blue Mts., Collingwood, Wasaga Beach, Tiny, Midland and Barrie collectively saw a record **\$315,458,821** in waterfront home sales on **234** transactions. That volume was up **27%** from 2020's **\$248,060,595**, while unit sales were down **14%** from last year's **272**, thereby mirroring the pattern of regional sales generally.

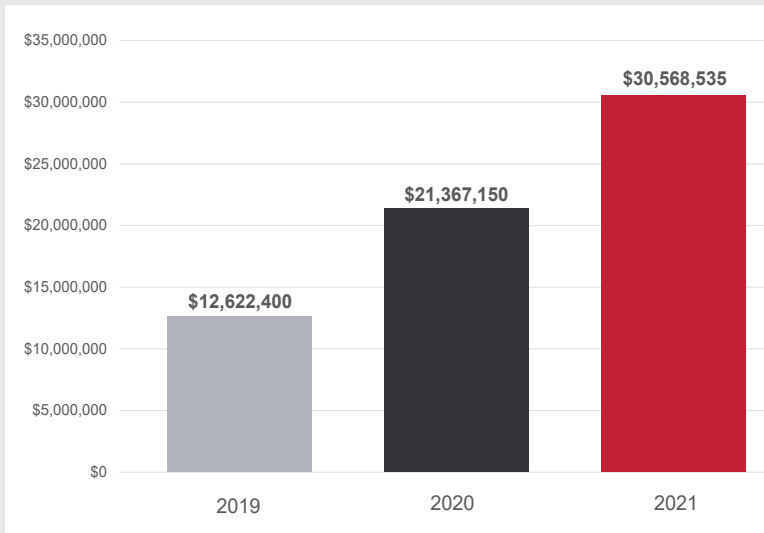
The biggest year-over-year volume gains went to Meaford (**+61%**), Owen Sound (**+59%**) and Tiny (**+52%**). As with the broader market, those gains were mainly due to big average sale price increases over 2020. Barrie saw the biggest price jump at **92%**, but only had **5** sales. Among the more active markets, Meaford's average sale price was up **86%**, Tiny's was up **72%** and Wasaga's was up **48%**. That said, all communities did well, with 2021's average waterfront sale price of **\$1,348,115** jumping **48%** from 2020's **\$911,987**.

GEORGIAN BLUFFS

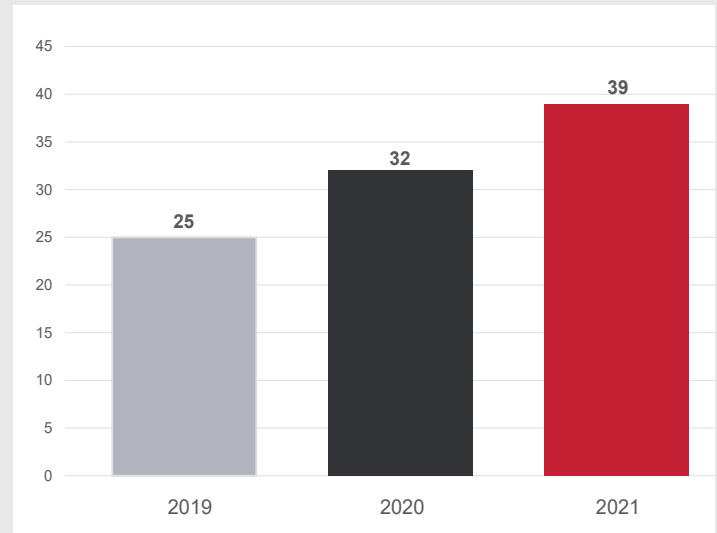
KEY METRICS – 2021 YEAR-TO-DATE

- \$30,568,535 in volume sales – 5th highest
- 39 unit sales – 3rd highest
- 54 new listings – 3rd highest
- 72% sales/listings ratio – 2nd highest
- 35 days-on-market average – 3rd highest
- 100% close price / list price ratio – Tied for 2nd highest
- \$587 close price / sq. ft. ratio – 7th highest
- \$783,809 average sale price – 8th highest

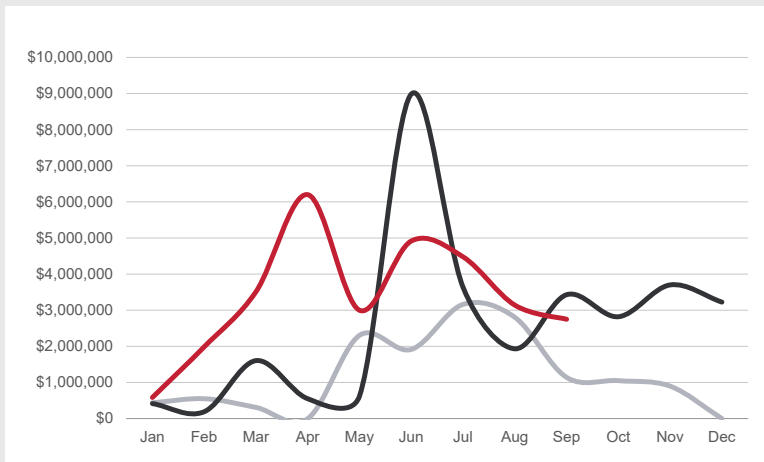
Graph 1:
Georgian Bluffs Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



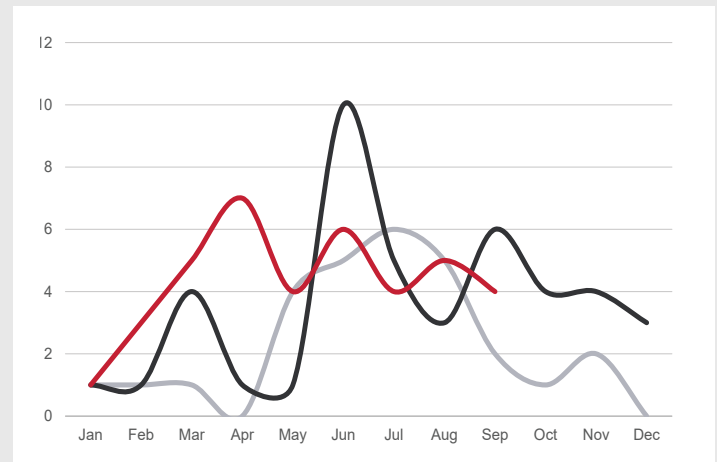
Graph 2:
Georgian Bluffs Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Georgian Bluffs Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Georgian Bluffs Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



GEORGIAN BLUFFS



Table 1:
Georgian Bluffs MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|--------------|--------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$12,622,400 | \$21,367,150 | \$30,568,535 | +43% |
| YTD Unit Sales | 25 | 32 | 39 | +22% |
| YTD New Listings | 43 | 54 | 54 | 0% |
| YTD Sales/Listings Ratio | 58% | 59% | 72% | +13% |
| YTD Expired Listings | 26 | 28 | 2 | -93% |
| Third Quarter (Q3) Volume Sales | \$7,106,400 | \$8,996,900 | \$10,369,136 | +15% |
| Q3 Unit Sales | 13 | 14 | 13 | -7% |
| Q3 New Listings | 18 | 25 | 18 | -28% |
| Q3 Sales/Listings Ratio | 72% | 56% | 72% | +16% |
| Q3 Expired Listings | 18 | 14 | 1 | -93% |
| Q3 Close Price / List Price Ratio | 98.4% | 97.5% | 100% | +2.5% |
| Q3 Close Price / Sq. Ft. Ratio | \$349 | \$494 | \$535 | +8% |
| Q3 Average Sale Price | \$546,646 | \$642,636 | \$797,626 | +24% |
| YTD Sales: Under \$300K | 1 | 7 | 0 | -700% |
| YTD Sales: \$300K - \$499K | 12 | 3 | 6 | +100% |
| YTD Sales: \$500K - \$799K | 10 | 12 | 18 | +50% |
| YTD Sales: \$800K - \$999K | 2 | 5 | 8 | +60% |
| YTD Sales: \$1M - \$1.499M | 0 | 4 | 6 | +50% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 1 | 0 | -100% |
| YTD Sales: \$2M+ | 0 | 0 | 1 | +100% |
| YTD Average Days-On-Market | 47 | 51 | 35 | -31% |
| YTD Close Price / List Price Ratio | 96.3% | 96.9% | 100% | +3.1% |
| YTD Close Price / Sq. Ft. Ratio | \$346 | \$399 | \$587 | +47% |
| YTD Average Sale Price | \$504,896 | \$667,723 | \$783,809 | +17% |

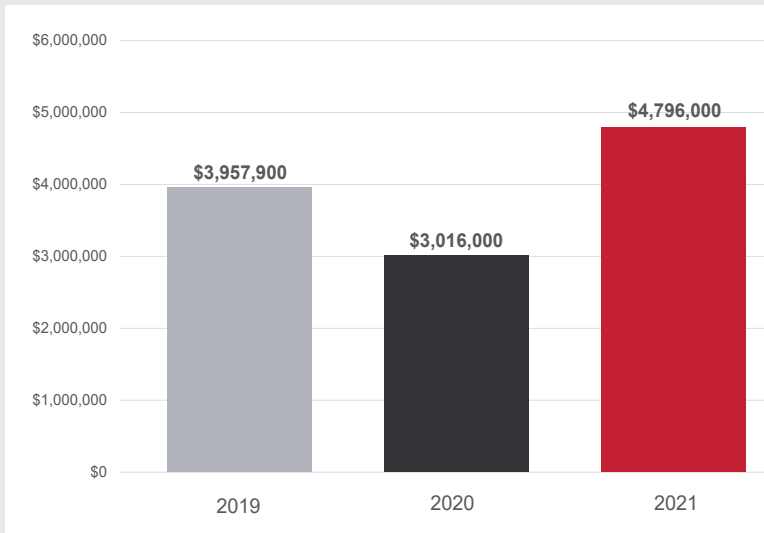
NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS® and refers specifically to residential sales as of Oct..3, 2021. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

OWEN SOUND

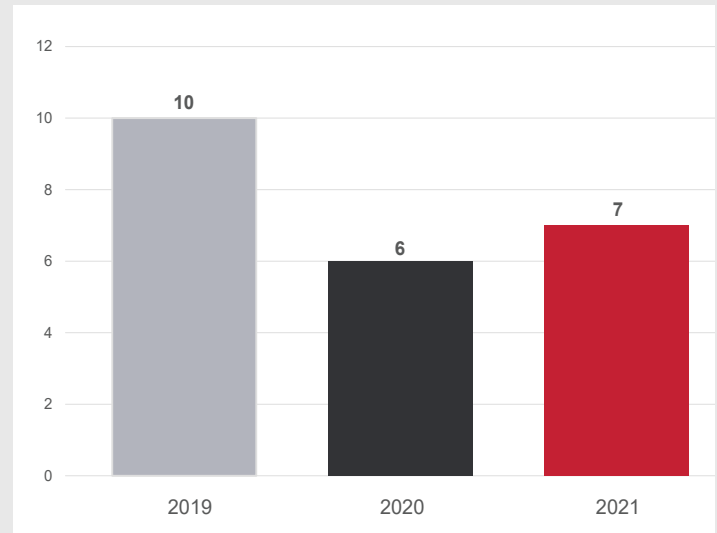
KEY METRICS – 2021 YEAR-TO-DATE

- \$4,796,000 in volume sales – 9th highest
- 7 unit sales – 8th highest
- 11 new listings – 9th highest
- 64% sales/listings ratio – Tied for 5th highest
- 22 days-on-market average – 4th highest
- 100% close price / list price ratio – Tied for 2nd highest
- \$469 close price / sq. ft. ratio – 9th highest
- \$685,143 average sale price – 9th highest

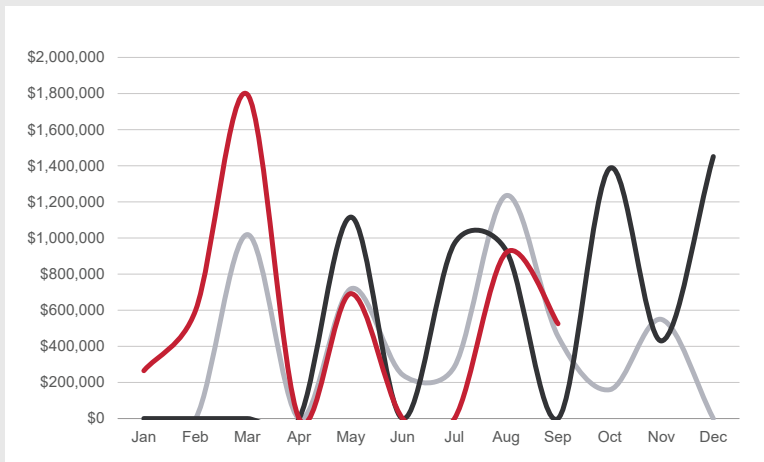
Graph 1:
Owen Sound Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



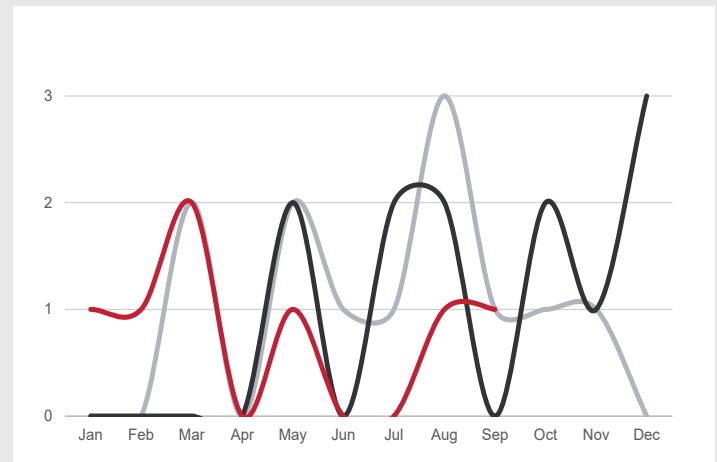
Graph 2:
Owen Sound Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Owen Sound Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Owen Sound Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



OWEN SOUND



Table 1:
Owen Sound MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

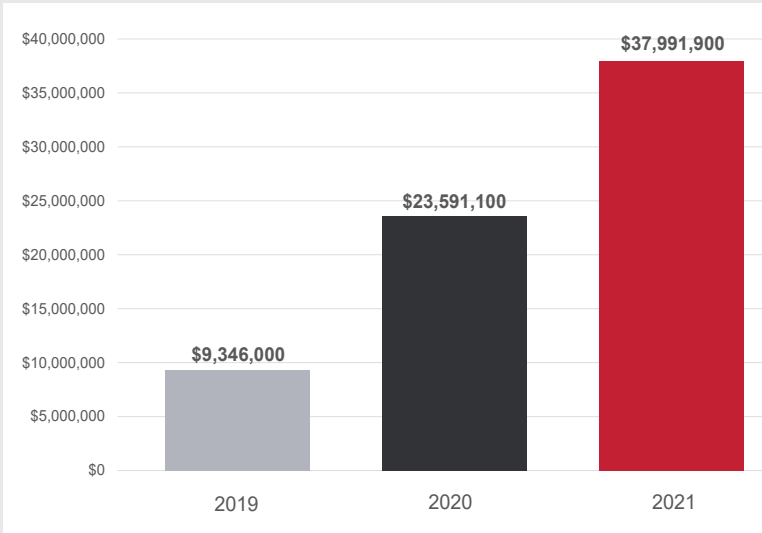
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|-------------|-------------|-------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$3,957,900 | \$3,016,000 | \$4,796,000 | +59% |
| YTD Unit Sales | 10 | 6 | 7 | +17% |
| YTD New Listings | 16 | 5 | 11 | +120% |
| YTD Sales/Listings Ratio | 63% | 120% | 64% | -56% |
| YTD Expired Listings | 2 | 3 | 0 | -300% |
| Third Quarter (Q3) Volume Sales | \$1,978,000 | \$1,900,200 | \$1,444,000 | -24% |
| Q3 Unit Sales | 5 | 4 | 2 | -50% |
| Q3 New Listings | 8 | 2 | 6 | +200% |
| Q3 Sales/Listings Ratio | 63% | 200% | 33% | -167% |
| Q3 Expired Listings | 1 | 0 | 0 | 0% |
| Q3 Close Price / List Price Ratio | 96.3% | 100.5% | 92.9% | -7.6% |
| Q3 Close Price / Sq. Ft. Ratio | \$254 | \$221 | \$521 | +136% |
| Q3 Average Sale Price | \$395,790 | \$475,050 | \$722,000 | +52% |
| YTD Sales: Under \$300K | 2 | 0 | 1 | +100% |
| YTD Sales: \$300K - \$499K | 7 | 2 | 0 | -200% |
| YTD Sales: \$500K - \$799K | 1 | 4 | 4 | 0% |
| YTD Sales: \$800K - \$999K | 0 | 0 | 1 | +100% |
| YTD Sales: \$1M - \$1.499M | 0 | 0 | 1 | +100% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 0 | 0 | 0% |
| YTD Sales: \$2M+ | 0 | 0 | 0 | 0% |
| YTD Average Days-On-Market | 70 | 98 | 22 | -78% |
| YTD Close Price / List Price Ratio | 98.4% | 99.8% | 100% | +2% |
| YTD Close Price / Sq. Ft. Ratio | \$225 | \$187 | \$469 | +151% |
| YTD Average Sale Price | \$395,790 | \$502,667 | \$685,143 | +36% |

MEAFORD

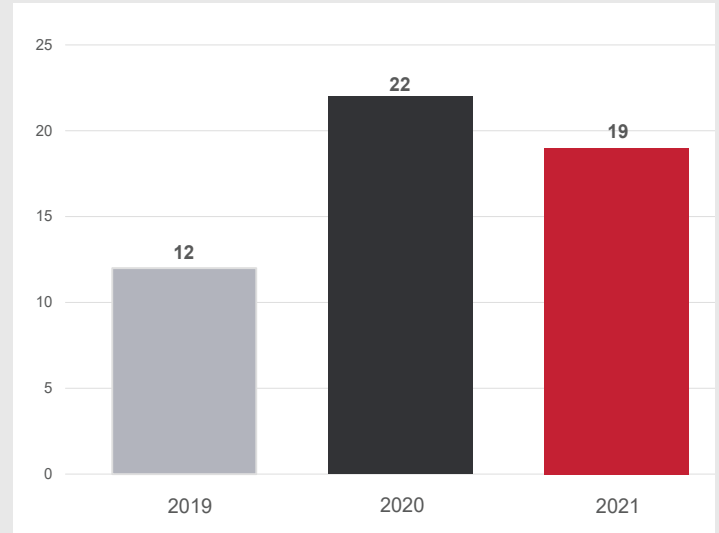
KEY METRICS – 2021 YEAR-TO-DATE

- \$37,991,900 in volume sales – 3rd highest
- 19 unit sales – Tied for 5th highest
- 25 new listings – 7th highest
- 76% sales/listings ratio – Highest
- 18 days-on-market average – 7th highest
- 100% close price / list price ratio – Tied for 2nd highest
- \$679 close price / sq. ft. ratio – 4th highest
- \$1,999,574 average sale price – 2nd highest

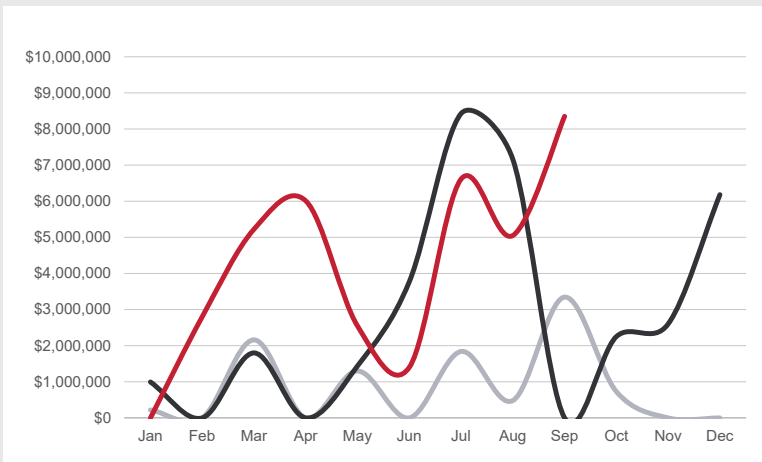
Graph 1:
Meaford Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



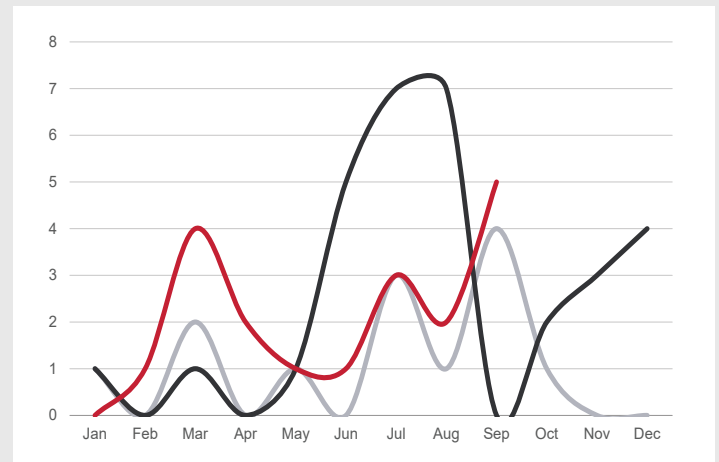
Graph 2:
Meaford Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Meaford Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Meaford Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



MEAFORD



Table 1:
Meaford MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

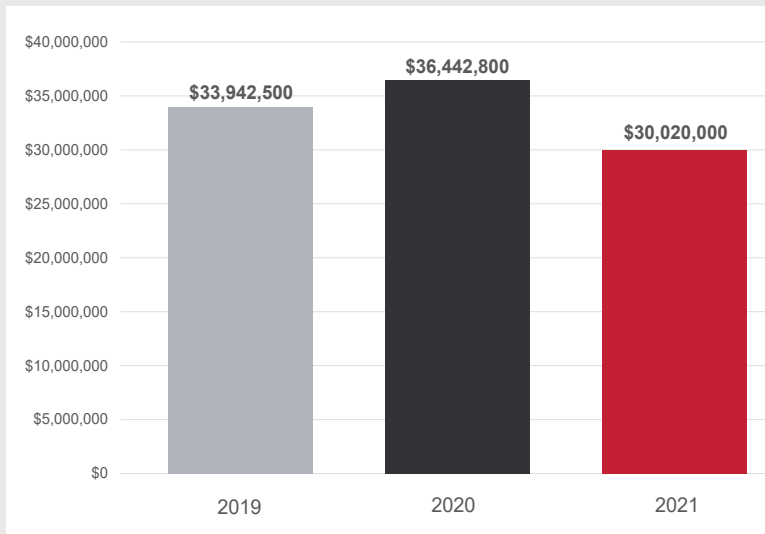
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|-------------|--------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$9,346,000 | \$23,591,100 | \$37,991,900 | +61% |
| YTD Unit Sales | 12 | 22 | 19 | -14% |
| YTD New Listings | 37 | 34 | 25 | -26% |
| YTD Sales/Listings Ratio | 32% | 65% | 76% | +11% |
| YTD Expired Listings | 17 | 4 | 4 | 0% |
| Third Quarter (Q3) Volume Sales | \$5,665,000 | \$15,586,100 | \$20,021,000 | +28% |
| Q3 Unit Sales | 8 | 14 | 10 | -29% |
| Q3 New Listings | 10 | 13 | 12 | -8% |
| Q3 Sales/Listings Ratio | 80% | 108% | 83% | -25% |
| Q3 Expired Listings | 7 | 4 | 2 | -50% |
| Q3 Close Price / List Price Ratio | 98.5% | 98.6% | 97.3% | -1.3% |
| Q3 Close Price / Sq. Ft. Ratio | \$417 | \$502 | \$640 | +27% |
| Q3 Average Sale Price | \$708,125 | \$1,113,293 | \$2,001,200 | +80% |
| YTD Sales: Under \$300K | 1 | 0 | 0 | 0% |
| YTD Sales: \$300K - \$499K | 2 | 1 | 0 | -100% |
| YTD Sales: \$500K - \$799K | 3 | 6 | 0 | -600% |
| YTD Sales: \$800K - \$999K | 3 | 5 | 3 | -40% |
| YTD Sales: \$1M - \$1.499M | 3 | 7 | 4 | -43% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 1 | 3 | +200% |
| YTD Sales: \$2M+ | 0 | 2 | 9 | +350% |
| YTD Average Days-On-Market | 110 | 90 | 18 | -80% |
| YTD Close Price / List Price Ratio | 97.7% | 96.5% | 100% | +3.5% |
| YTD Close Price / Sq. Ft. Ratio | \$471 | \$461 | \$679 | +47% |
| YTD Average Sale Price | \$778,833 | \$1,072,323 | \$1,999,574 | +86% |

THE BLUE MOUNTAINS

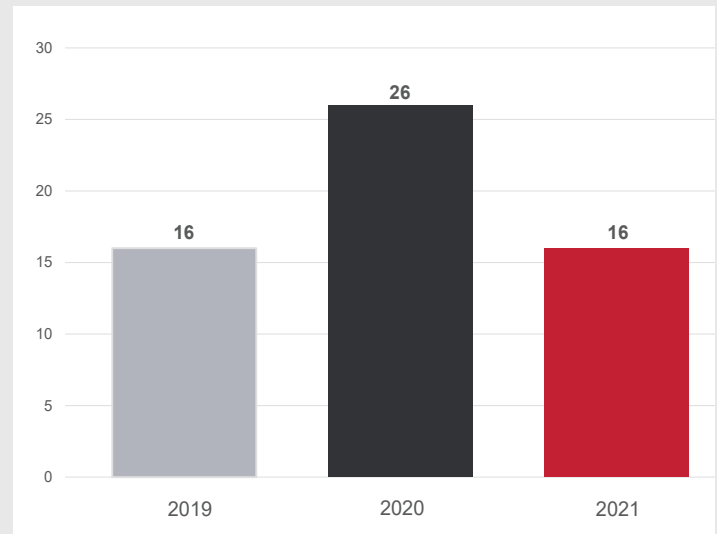
KEY METRICS – 2021 YEAR-TO-DATE

- \$30,020,000 in volume sales – 6th highest
- 16 unit sales – 7th highest
- 26 new listings – 6th highest
- 62% sales/listings ratio – 6th highest
- 38 days-on-market average – Tied for the highest
- 97.7% close price / list price ratio – 9th highest
- \$844 close price / sq. ft. ratio – 2nd highest
- \$1,876,250 average sale price – 3rd highest

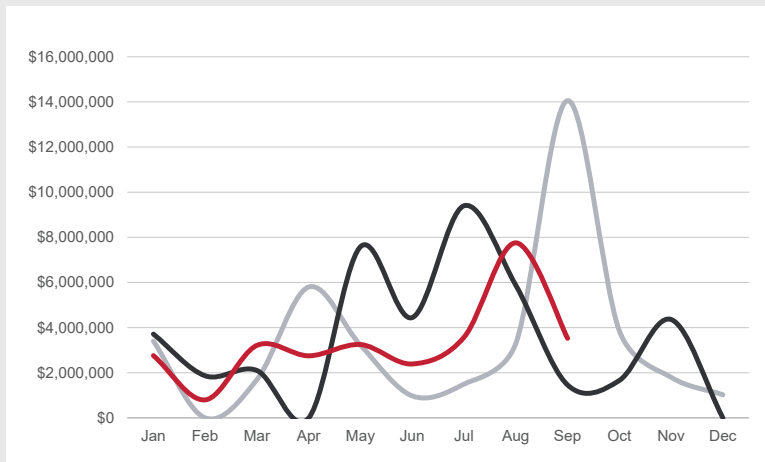
Graph 1:
The Blue Mts. Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



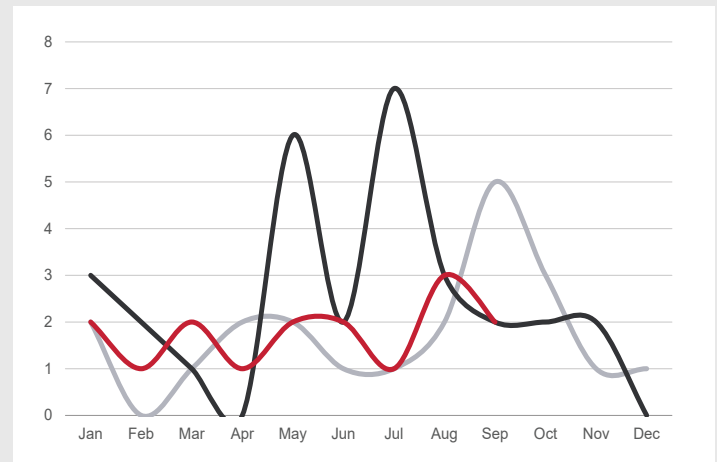
Graph 2:
The Blue Mts. Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
The Blue Mts. Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
The Blue Mts. Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



THE BLUE MOUNTAINS



Table 1:
The Blue Mts. MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

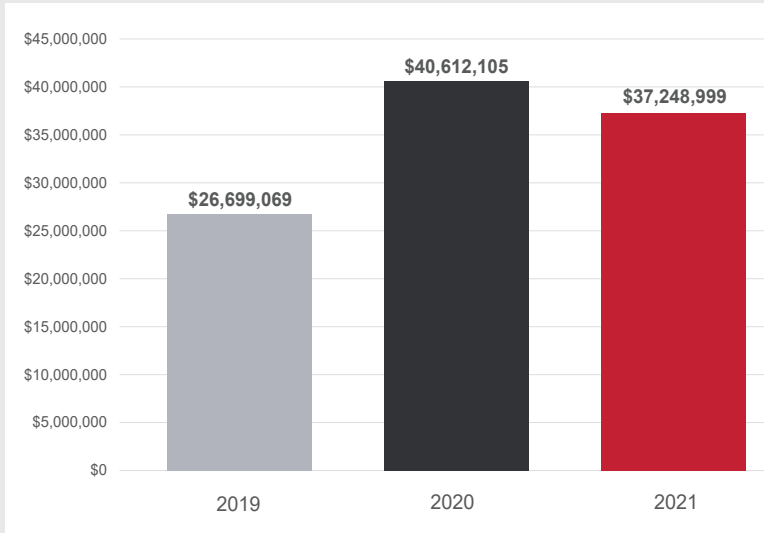
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|--------------|--------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$33,942,500 | \$36,442,800 | \$30,020,000 | -18% |
| YTD Unit Sales | 16 | 26 | 16 | -38% |
| YTD New Listings | 42 | 58 | 26 | -55% |
| YTD Sales/Listings Ratio | 38% | 45% | 62% | +17% |
| YTD Expired Listings | 6 | 10 | 2 | -80% |
| Third Quarter (Q3) Volume Sales | \$18,846,500 | \$16,733,900 | \$14,855,000 | -11% |
| Q3 Unit Sales | 8 | 12 | 6 | -50% |
| Q3 New Listings | 19 | 15 | 8 | -47% |
| Q3 Sales/Listings Ratio | 42% | 80% | 75% | -5% |
| Q3 Expired Listings | 5 | 3 | 1 | -67% |
| Q3 Close Price / List Price Ratio | 96.5% | 94.7% | 95% | +3% |
| Q3 Close Price / Sq. Ft. Ratio | \$869 | \$548 | \$975 | +78% |
| Q3 Average Sale Price | \$2,355,813 | \$1,394,492 | \$2,475,833 | +78% |
| YTD Sales: Under \$300K | 0 | 0 | 0 | 0% |
| YTD Sales: \$300K - \$499K | 0 | 3 | 0 | -300% |
| YTD Sales: \$500K - \$799K | 1 | 4 | 2 | -50% |
| YTD Sales: \$800K - \$999K | 1 | 2 | 3 | +50% |
| YTD Sales: \$1M - \$1.499M | 4 | 7 | 3 | -57% |
| YTD Sales: \$1.5M - \$1.999M | 4 | 3 | 1 | -67% |
| YTD Sales: \$2M+ | 6 | 7 | 7 | 0% |
| YTD Average Days-On-Market | 61 | 55 | 38 | -31% |
| YTD Close Price / List Price Ratio | 96% | 95.6% | 97.7% | +2.1% |
| YTD Close Price / Sq. Ft. Ratio | \$890 | \$553 | \$844 | +53% |
| YTD Average Sale Price | \$2,121,406 | \$1,401,646 | \$1,876,250 | +34% |

COLLINGWOOD

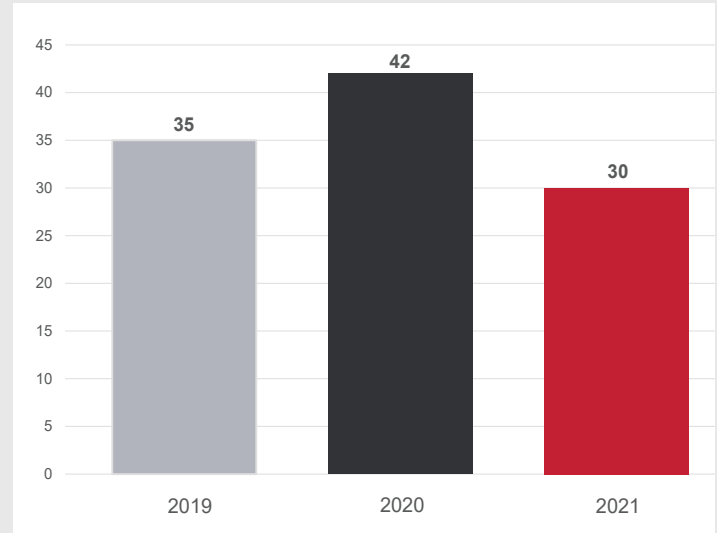
KEY METRICS – 2021 YEAR-TO-DATE

- \$37,248,999 in volume sales – 4th highest
- 30 unit sales – 4th highest
- 53 new listings – 4th highest
- 57% sales/listings ratio – 8th highest
- 11 days-on-market average – 8th highest
- 104.1% close price / list price ratio – Highest
- \$768 close price / sq. ft. ratio – 3rd highest
- \$1,241,633 average sale price – 5th highest

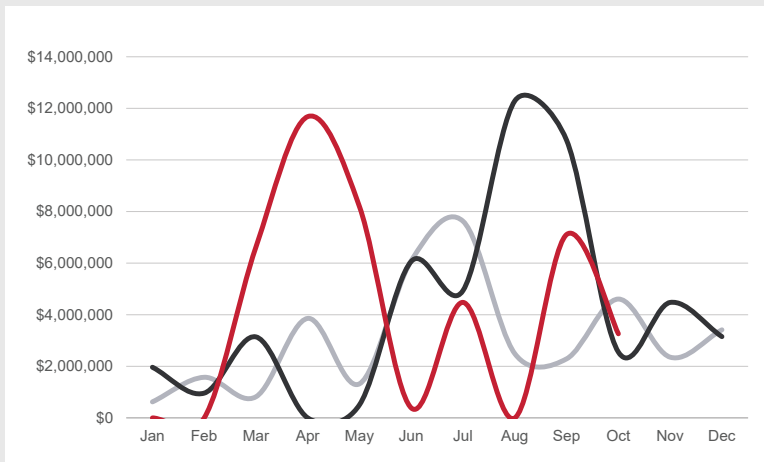
Graph 1:
Collingwood Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



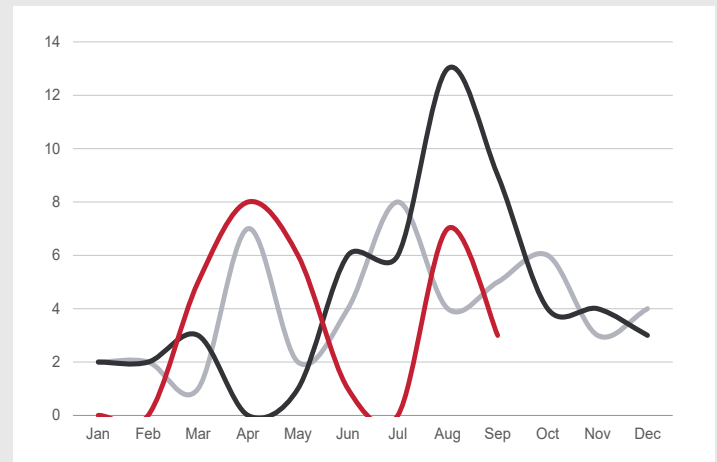
Graph 2:
Collingwood Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Collingwood Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Collingwood Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



COLLINGWOOD



Table 1:
Collingwood MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

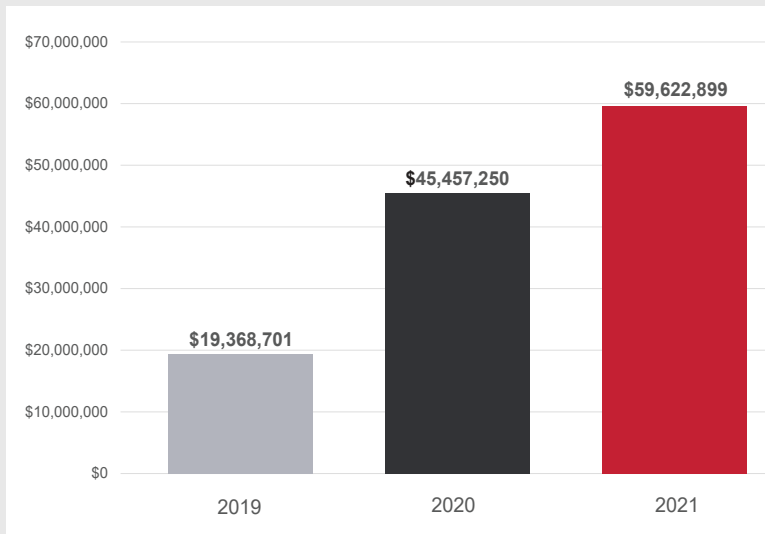
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|--------------|--------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$26,699,069 | \$40,612,105 | \$37,248,999 | -8% |
| YTD Unit Sales | 35 | 42 | 30 | -29% |
| YTD New Listings | 59 | 63 | 53 | -16% |
| YTD Sales/Listings Ratio | 59% | 67% | 57% | -10% |
| YTD Expired Listings | 11 | 4 | 5 | +25% |
| Third Quarter (Q3) Volume Sales | \$12,402,025 | \$27,967,205 | \$10,369,000 | -63% |
| Q3 Unit Sales | 17 | 28 | 10 | -64% |
| Q3 New Listings | 22 | 26 | 20 | -23% |
| Q3 Sales/Listings Ratio | 77% | 108% | 50% | -58% |
| Q3 Expired Listings | 4 | 1 | 4 | +300% |
| Q3 Close Price / List Price Ratio | 98% | 98.1% | 100% | +1.9% |
| Q3 Close Price / Sq. Ft. Ratio | \$472 | \$508 | \$689 | +36% |
| Q3 Average Sale Price | \$729,531 | \$998,829 | \$1,036,900 | +4% |
| YTD Sales: Under \$300K | 2 | 1 | 1 | 0% |
| YTD Sales: \$300K - \$499K | 14 | 7 | 1 | -86% |
| YTD Sales: \$500K - \$799K | 7 | 10 | 7 | -30% |
| YTD Sales: \$800K - \$999K | 4 | 6 | 7 | +17% |
| YTD Sales: \$1M - \$1.499M | 4 | 13 | 6 | -54% |
| YTD Sales: \$1.5M - \$1.999M | 3 | 1 | 4 | +300% |
| YTD Sales: \$2M+ | 1 | 4 | 4 | 0% |
| YTD Average Days-On-Market | 53 | 35 | 11 | -69% |
| YTD Close Price / List Price Ratio | 97.6% | 97.9% | 104.1% | +6.2% |
| YTD Close Price / Sq. Ft. Ratio | \$428 | \$507 | \$768 | +51% |
| YTD Average Sale Price | \$762,831 | \$966,955 | \$1,241,633 | +28% |

WASAGA BEACH

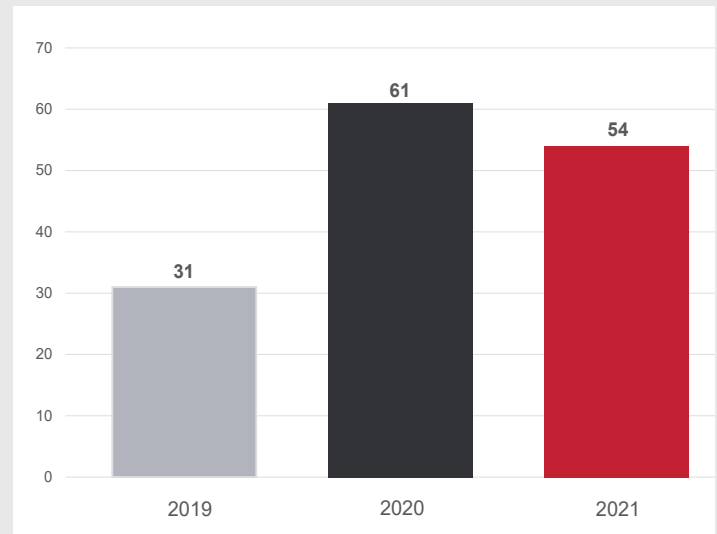
KEY METRICS – 2021 YEAR-TO-DATE

- \$59,622,899 in volume sales – 2nd highest
- 54 unit sales – Highest
- 78 new listings – Highest
- 69% sales/listings ratio – 4th highest
- 38 days-on-market average – Tied for the highest
- 98.8 close price / list price ratio – 7th highest
- \$654 close price / sq. ft. ratio – 5th highest
- \$1,104,128 average sale price – 7th highest

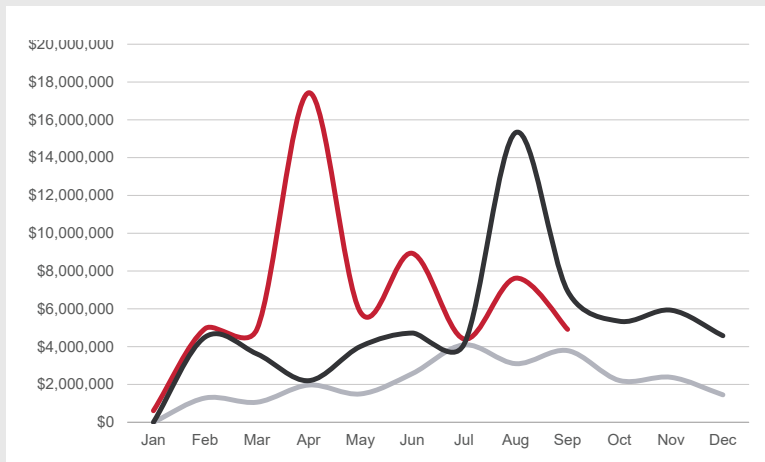
Graph 1:
Wasaga Beach Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



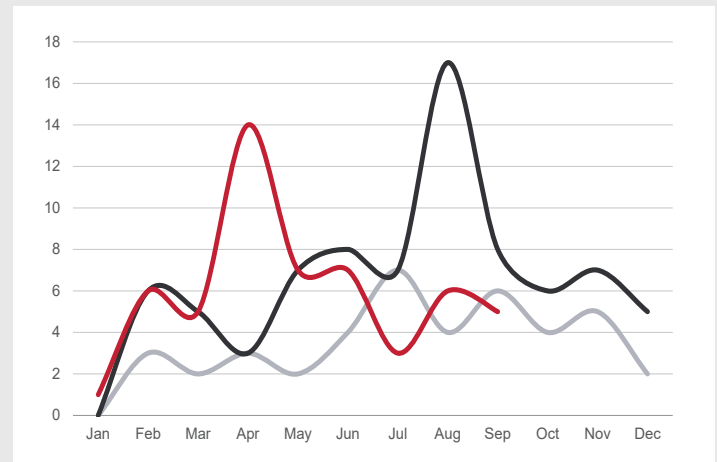
Graph 2:
Wasaga Beach Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Wasaga Beach Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Wasaga Beach Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



WASAGA BEACH



Table 1:
Wasaga Beach MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

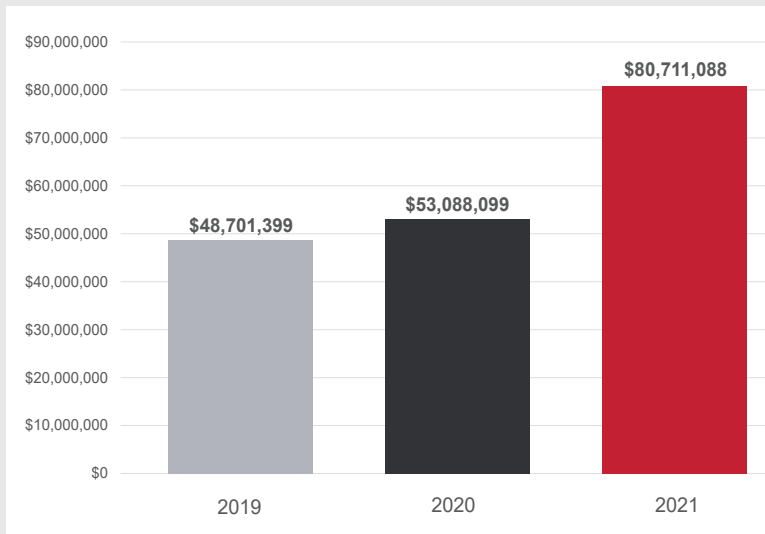
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|--------------|--------------|--------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$19,368,701 | \$45,457,250 | \$59,622,899 | +31% |
| YTD Unit Sales | 31 | 61 | 54 | -11% |
| YTD New Listings | 110 | 104 | 78 | -25% |
| YTD Sales/Listings Ratio | 28% | 59% | 69% | +10% |
| YTD Expired Listings | 24 | 22 | 8 | -64% |
| Third Quarter (Q3) Volume Sales | \$10,983,500 | \$26,400,000 | \$16,943,000 | -36% |
| Q3 Unit Sales | 17 | 32 | 14 | -56% |
| Q3 New Listings | 40 | 39 | 21 | -46% |
| Q3 Sales/Listings Ratio | 43% | 82% | 67% | -15% |
| Q3 Expired Listings | 18 | 8 | 5 | -37% |
| Q3 Close Price / List Price Ratio | 95.9% | 97.1% | 96.9% | -2% |
| Q3 Close Price / Sq. Ft. Ratio | \$351 | \$431 | \$782 | +81% |
| Q3 Average Sale Price | \$646,088 | \$825,000 | \$1,210,214 | +47% |
| YTD Sales: Under \$300K | 5 | 7 | 0 | -700% |
| YTD Sales: \$300K - \$499K | 11 | 10 | 6 | -40% |
| YTD Sales: \$500K - \$799K | 5 | 20 | 13 | -35% |
| YTD Sales: \$800K - \$999K | 5 | 11 | 5 | -55% |
| YTD Sales: \$1M - \$1.499M | 5 | 10 | 20 | +100% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 2 | 6 | +200% |
| YTD Sales: \$2M+ | 0 | 1 | 4 | +300% |
| YTD Average Days-On-Market | 60 | 46 | 38 | -17% |
| YTD Close Price / List Price Ratio | 96.3% | 97.5% | 98.8% | +1.3% |
| YTD Close Price / Sq. Ft. Ratio | \$361 | \$416 | \$654 | +57% |
| YTD Average Sale Price | \$624,797 | \$745,201 | \$1,104,128 | +48% |

TINY TOWNSHIP

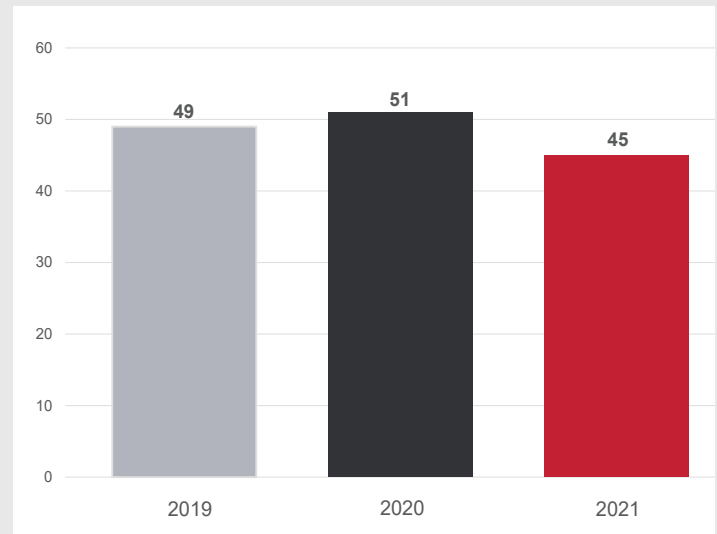
KEY METRICS – 2021 YEAR-TO-DATE

- \$80,711,088 in volume sales – Highest
- 45 unit sales – 2nd highest
- 76 new listings – 2nd highest
- 59% sales/listings ratio – 7th highest
- 31 days-on-market average – 6th highest
- 100% close price / list price ratio – Tied for 2nd highest
- \$870 close price / sq. ft. ratio – Highest
- \$1,793,580 average sale price – 4th highest

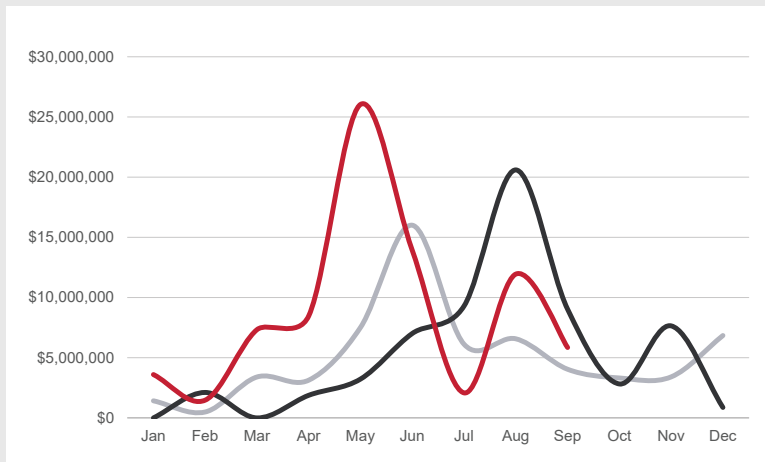
Graph 1:
Tiny Township Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



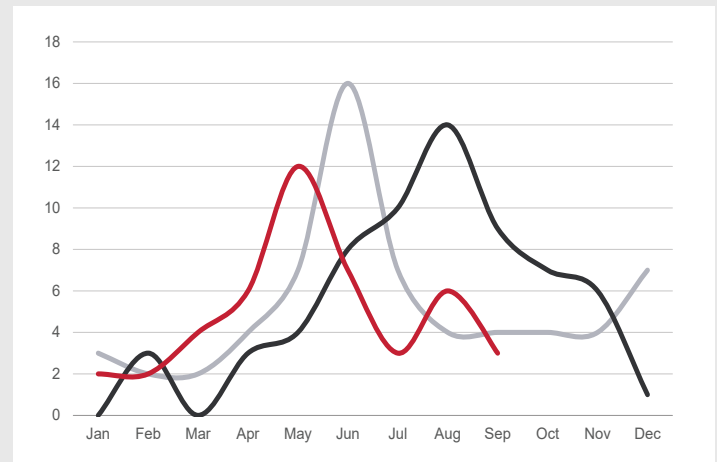
Graph 2:
Tiny Township Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Tiny Township Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Tiny Township Monthly MLS® Sales
2019 vs. 2020 vs. 2021 (Units)



TINY TOWNSHIP



Table 1:
Tiny Township MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

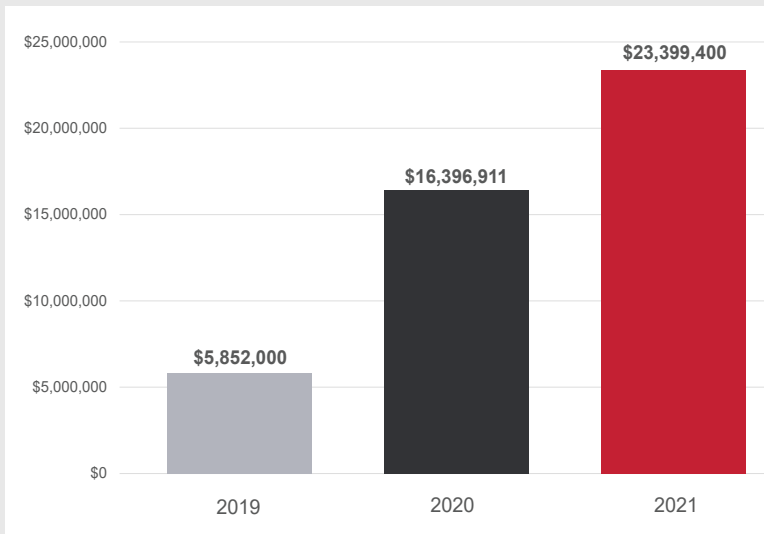
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|--------------|--------------|--------------|--------------|
| Year-To-Date (YTD) Volume Sales | \$48,701,399 | \$53,088,099 | \$80,711,088 | +52% |
| YTD Unit Sales | 49 | 51 | 45 | -12% |
| YTD New Listings | 142 | 85 | 76 | -11% |
| YTD Sales/Listings Ratio | 35% | 60% | 59% | -1% |
| YTD Expired Listings | 37 | 24 | 4 | -83% |
| Third Quarter (Q3) Volume Sales | \$16,732,000 | \$38,850,899 | \$19,876,888 | -49% |
| Q3 Unit Sales | 15 | 33 | 12 | -64% |
| Q3 New Listings | 33 | 35 | 20 | -43% |
| Q3 Sales/Listings Ratio | 45% | 94% | 60% | -34% |
| Q3 Expired Listings | 16 | 8 | 3 | -62% |
| Q3 Close Price / List Price Ratio | 96.3% | 100% | 95.4% | -4.6% |
| Q3 Close Price / Sq. Ft. Ratio | \$518 | \$613 | \$688 | +12% |
| Q3 Average Sale Price | \$1,115,467 | \$1,177,300 | \$1,656,407 | +41% |
| YTD Sales: Under \$300K | 2 | 0 | 1 | +100% |
| YTD Sales: \$300K - \$499K | 7 | 5 | 2 | -60% |
| YTD Sales: \$500K - \$799K | 13 | 16 | 1 | -94% |
| YTD Sales: \$800K - \$999K | 10 | 12 | 1 | -92% |
| YTD Sales: \$1M - \$1.499M | 11 | 9 | 9 | 0% |
| YTD Sales: \$1.5M - \$1.999M | 3 | 4 | 15 | +275% |
| YTD Sales: \$2M+ | 3 | 5 | 16 | +220% |
| YTD Average Days-On-Market | 37 | 76 | 31 | -59% |
| YTD Close Price / List Price Ratio | 96.5% | 100% | 100% | 0% |
| YTD Close Price / Sq. Ft. Ratio | \$532 | \$570 | \$870 | +53% |
| YTD Average Sale Price | \$993,947 | \$1,040,943 | \$1,793,580 | +72% |

MIDLAND

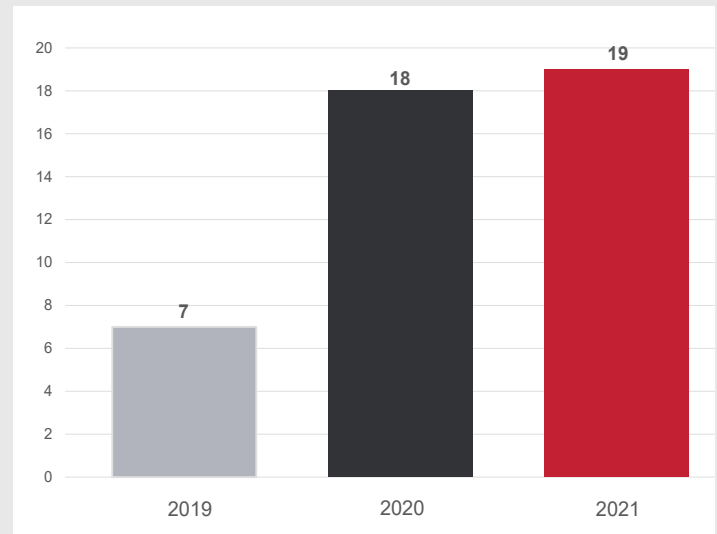
KEY METRICS – 2021 YEAR-TO-DATE

- \$23,399,400 in volume sales – 7th highest
- 19 unit sales – Tied for 5th highest
- 27 new listings – 5th highest
- 70% sales/listings ratio – 3rd highest
- 24 days-on-market average – 5th highest
- 99.5% close price / list price ratio – 6th highest
- \$535 close price / sq. ft. ratio – 8th highest
- \$1,231,547 average sale price – 6th highest

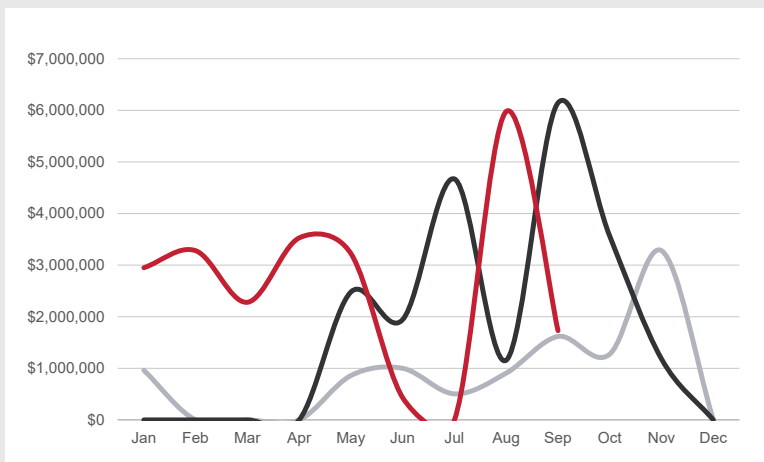
Graph 1:
Midland Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 2:
Midland Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)

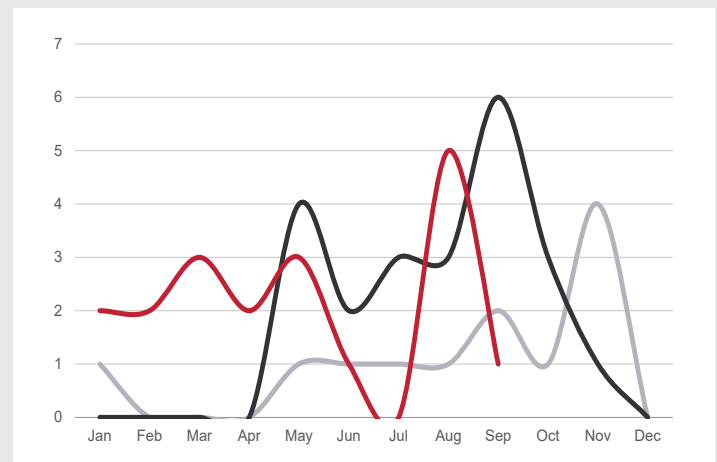


Graph 3:
Midland Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



2019
2020
2021

Graph 4:
Midland Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



MIDLAND



Table 1:
Midland MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

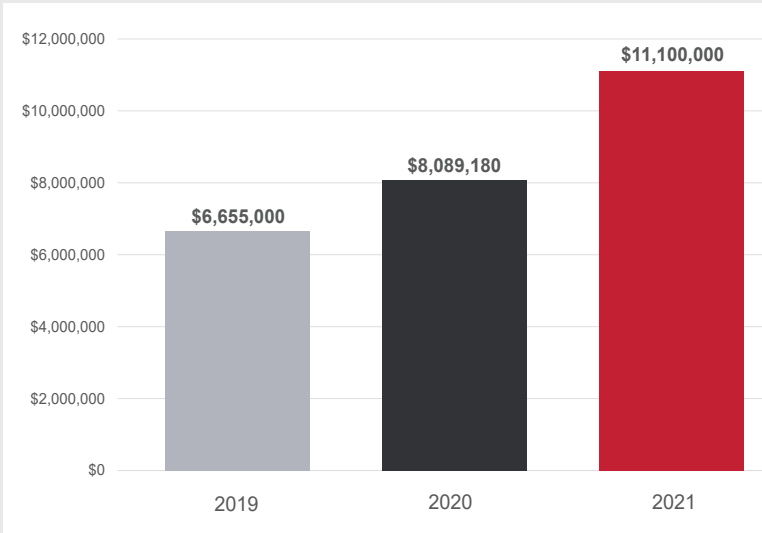
| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|-------------|--------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$5,852,000 | \$16,396,911 | \$23,399,400 | +43% |
| YTD Unit Sales | 7 | 18 | 19 | +6% |
| YTD New Listings | 21 | 28 | 27 | -4% |
| YTD Sales/Listings Ratio | 33% | 64% | 70% | +6% |
| YTD Expired Listings | 6 | 4 | 4 | 0% |
| Third Quarter (Q3) Volume Sales | \$3,029,500 | \$11,971,900 | \$7,709,000 | -36% |
| Q3 Unit Sales | 4 | 12 | 6 | -50% |
| Q3 New Listings | 12 | 13 | 7 | -46% |
| Q3 Sales/Listings Ratio | 33% | 92% | 86% | -6% |
| Q3 Expired Listings | 2 | 2 | 2 | 0% |
| Q3 Close Price / List Price Ratio | \$441 | \$478 | \$602 | +26% |
| Q3 Close Price / Sq. Ft. Ratio | 100.1% | 97.1% | 100.9% | +3.8% |
| Q3 Average Sale Price | \$757,375 | \$997,658 | \$1,284,833 | +29% |
| YTD Sales: Under \$300K | 0 | 0 | 0 | 0% |
| YTD Sales: \$300K - \$499K | 1 | 7 | 1 | -86% |
| YTD Sales: \$500K - \$799K | 1 | 2 | 4 | +100% |
| YTD Sales: \$800K - \$999K | 3 | 3 | 3 | 0% |
| YTD Sales: \$1M - \$1.499M | 2 | 2 | 5 | +150% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 2 | 4 | +100% |
| YTD Sales: \$2M+ | 0 | 2 | 2 | 0% |
| YTD Average Days-On-Market | 40 | 48 | 24 | -50% |
| YTD Close Price / List Price Ratio | 96.3% | 96% | 99.5% | +3.5% |
| YTD Close Price / Sq. Ft. Ratio | \$427 | \$474 | \$535 | +13% |
| YTD Average Sale Price | \$836,000 | \$910,940 | \$1,231,547 | +35% |

BARRIE

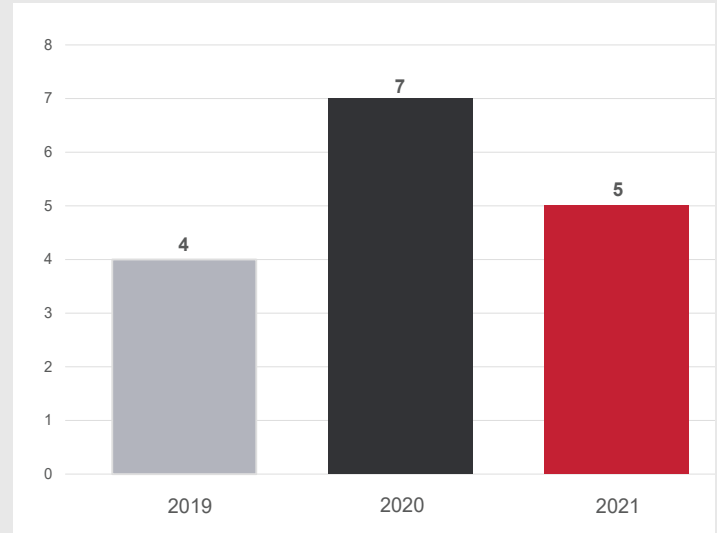
KEY METRICS – 2021 YEAR-TO-DATE

- \$11,100,000 in volume sales – 8th highest
- 5 unit sales – 9th highest
- 12 new listings – 8th highest
- 42% sales/listings ratio – 9th highest
- 10 days-on-market average – 9th highest
- 98.2% close price / list price ratio – 8th highest
- \$638 close price / sq. ft. ratio – 6th highest
- \$2,220,000 average sale price – Highest

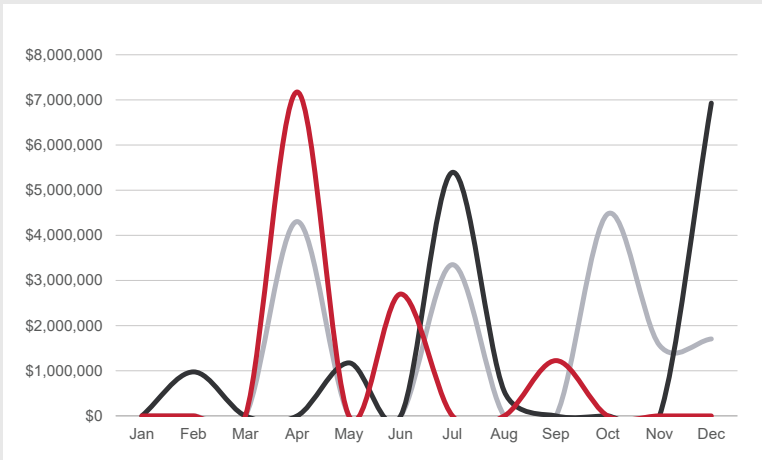
Graph 1:
Barrie Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



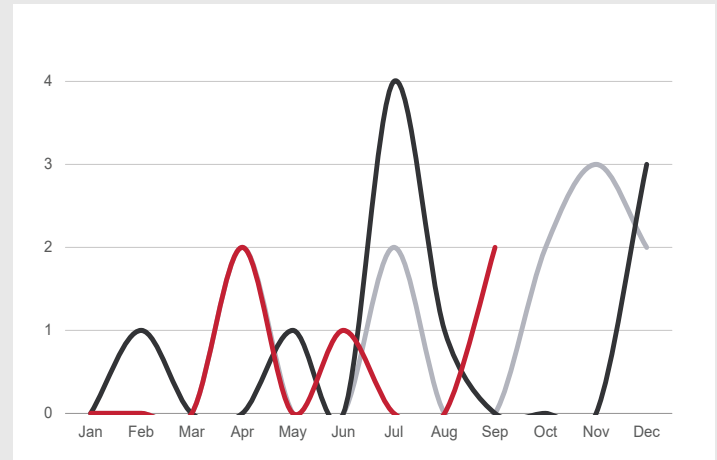
Graph 2:
Barrie Year-To-Date MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



Graph 3:
Barrie Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Volume)



Graph 4:
Barrie Monthly MLS® Waterfront Sales
2019 vs. 2020 vs. 2021 (Units)



BARRIE



Table 1:
Barrie MLS® Waterfront Sales And Listings Summary
 2019 vs. 2020 vs. 2021

| | 2019 | 2020 | 2021 | 2020-2021 |
|------------------------------------|-------------|-------------|--------------|-----------|
| Year-To-Date (YTD) Volume Sales | \$6,655,000 | \$8,089,180 | \$11,100,000 | +37% |
| YTD Unit Sales | 4 | 7 | 5 | -29% |
| YTD New Listings | 22 | 17 | 12 | -29% |
| YTD Sales/Listings Ratio | 18% | 41% | 42% | +1% |
| YTD Expired Listings | 4 | 3 | 1 | -67% |
| Third Quarter (Q3) Volume Sales | \$2,350,000 | \$5,939,180 | \$1,225,000 | -79% |
| Q3 Unit Sales | 2 | 5 | 2 | -60% |
| Q3 New Listings | 8 | 5 | 6 | +20% |
| Q3 Sales/Listings Ratio | 25% | 100% | 33% | -67% |
| Q3 Expired Listings | 1 | 1 | 0 | -100% |
| Q3 Close Price / List Price Ratio | 92.3% | 95.1% | 98.4% | +3.3% |
| Q3 Close Price / Sq. Ft. Ratio | \$530 | \$564 | \$582 | +3% |
| Q3 Average Sale Price | \$1,175,000 | \$1,187,836 | \$612,500 | -48% |
| YTD Sales: Under \$300K | 0 | 0 | 0 | 0% |
| YTD Sales: \$300K - \$499K | 0 | 1 | 0 | -100% |
| YTD Sales: \$500K - \$799K | 0 | 1 | 2 | +100% |
| YTD Sales: \$800K - \$999K | 0 | 2 | 0 | -200% |
| YTD Sales: \$1M - \$1.499M | 3 | 2 | 0 | -200% |
| YTD Sales: \$1.5M - \$1.999M | 0 | 0 | 0 | 0% |
| YTD Sales: \$2M+ | 1 | 1 | 3 | +200% |
| YTD Average Days-On-Market | 31 | 36 | 10 | -72% |
| YTD Close Price / List Price Ratio | 93% | 95.1% | 98.2% | +3.1% |
| YTD Close Price / Sq. Ft. Ratio | \$542 | \$620 | \$638 | +3% |
| YTD Average Sale Price | \$1,663,750 | \$1,155,597 | \$2,220,000 | +92% |

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

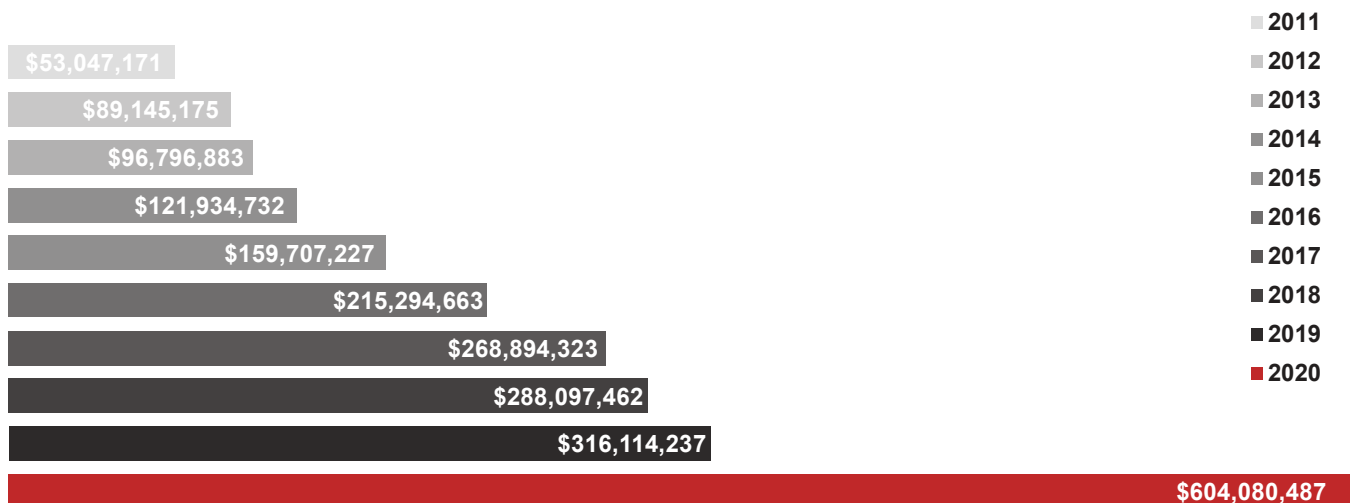


OVERALL WE HAD MORE THAN 4 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR



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



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†

17,702+

Clicks, Shares, Views, & Likes‡

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†

#1 in regional luxury
home sales



4+
times
more

than our closest regional competitor†

Socially Connected



530,816+

Social Media Impressions

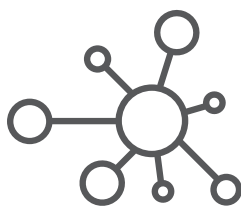
Clicks, Views, Shares,
Likes, Tweets‡

We average

600

Buyer leads/month§

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



LocationsNorth.com

915,593+

Page Views†

178,738+

Unique Visitors†



\$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

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



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


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.