ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

MEAFORD REAL ESTATE MARKET REPORT

FIRST QUARTER 2023

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

OVERVIEW

VOLUME, UNITS AND PRICES DOWN, WITH AVERAGE SALE TIMES UP

FIRST-QUARTER SALES VOLUME OF $17,719,600

Down 44% from Q1-2022's $31,544,100, with units of 25 down 32% from Q1-2022's 37. New listings of 71 up 18% from a year ago, with the sales/listings ratio of 35% down 27%.

MARCH SALES VOLUME OF $6,871,100

Down 47% from March 2022's $13,065,100. Units of 10 down 37% from last March's 16, with new listings of 31 equal to last March and the sales/listings ratio of 32% down 20%.

FIRST-QUARTER AVERAGE SALE PRICE OF $708,784

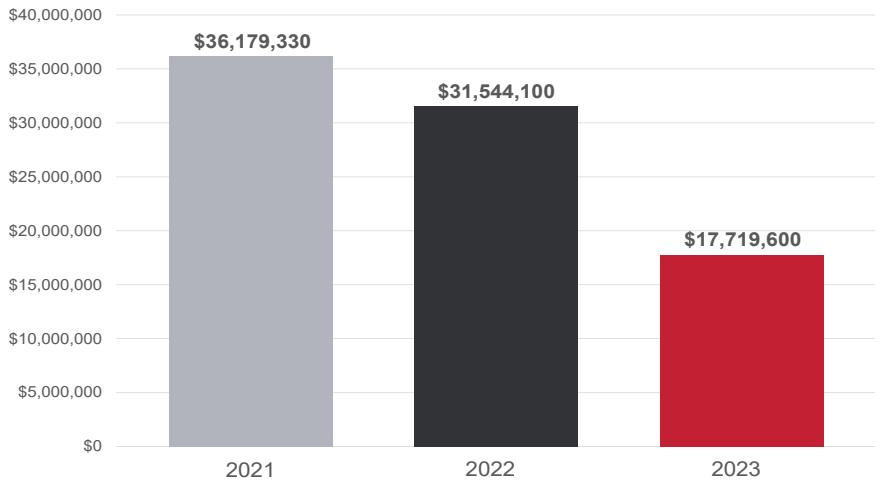
Down 17% from Q1-2022's $852,814. Average days-on-market of 56 up 37 days.

OVERVIEW (cont'd)

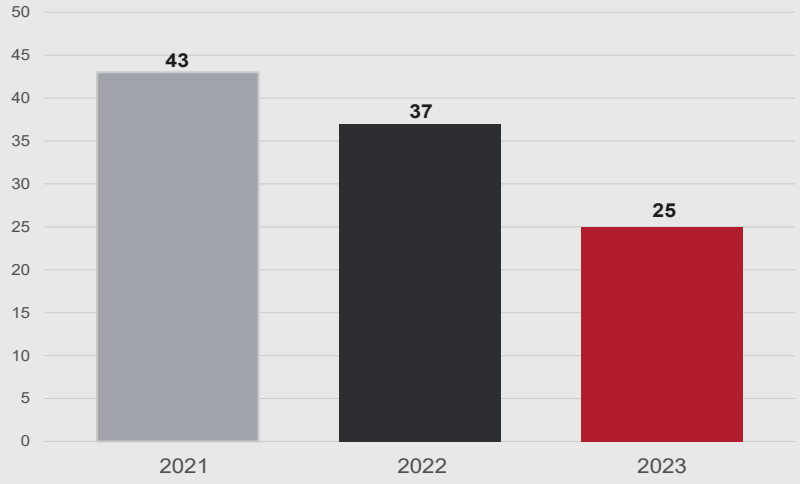
THE DEMAND FOR LISTINGS IS LESS THAN THE SUPPLY

The Meaford market had a 97.4% sale/list price ratio in March, down from last year's 101.8%. Homes sold in 49 days on average, up 39 days from a year ago, and there is currently six months of inventory. All that, and March's 32% sales/listings ratio – down from last March's 52% – adds up to a buyers' market trending towards balance.

Graph 1:
Meaford MLS® Sales
2021 vs. 2022 vs. 2023 (Volume)



Graph 2:
Meaford MLS® Sales
2021 vs. 2022 vs. 2023 (Units)



THE MARKET IN DETAIL

Table 1:
Meaford MLS® Residential Sales And Listing Summary
2021 vs. 2022 vs. 2023 (First Quarter)

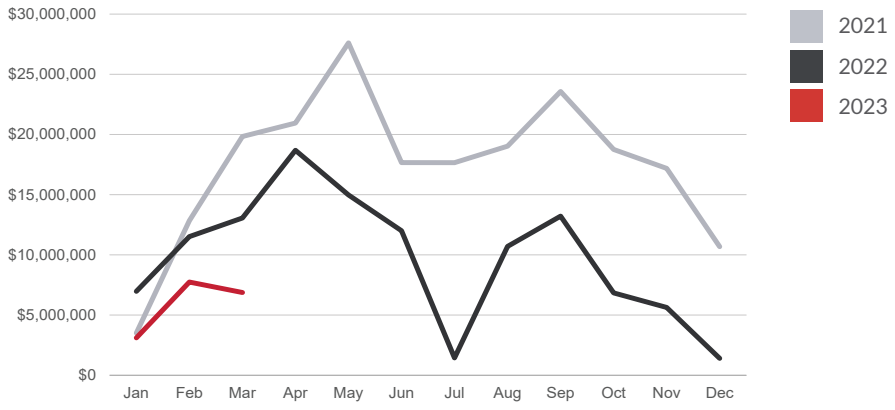
	2021	2022	2023	2022-2023
Volume Sales	$36,179,330	$31,544,100	$17,719,600	-44%
Unit Sales	43	37	25	-32%
New Listings	56	60	71	+18%
Sales/Listings Ratio	77%	62%	35%	-27%
Expired Listings	1	3	10	+233%
Sales: Under $300K	2	1	1	0%
Sales: $300K - $499K	9	5	3	-40%
Sales: $500K - $799K	15	13	12	-8%
Sales: $800K - $999K	9	6	7	+17%
Sales: $1M - $1.499M	3	10	1	-90%
Sales: $1.5M - $1.999M	2	2	1	-50%
Sales: $2M+	3	0	0	0%
Average Days-On-Market	20	19	56	+195%
Average Sale Price	$841,380	$852,814	$708,784	-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 April. 3, 2023.. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

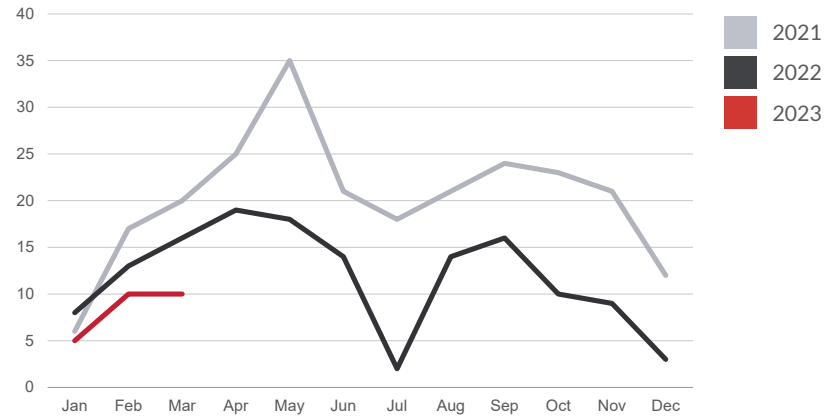
THE MARKET IN DETAIL (cont'd)

As **Graphs 3** and **4** show, Meaford's Q1 market slowed considerably from the previous two Q1s. Volume of $17,719,600 was down: 44% from Q1-2022's $31,544,100; 51% from Q1-2021's record $36,179,330; and the least since Q1-2020's $17,190,277. Unit sales of 25 were down 42% from Q1-2021's benchmark 43, and the fewest since Q1-2010's 20. Additionally, the quarter had a 35% sales/listings ratio; a 96.5% sale/list price ratio; expired listings of 10, up 233% from Q1-2022; an average days-on-market of 56; and an average of 6 months of inventory. Lastly, although Q1's average residential sale price of $708,233 was down 17% from a year ago and 16% from two years ago, it was up 32%, 39%, 57% and 89% from 2020, 2019, 2018 and 2017 respectively.

Graph 3:
Meaford Monthly MLS® Sales
2021 vs. 2022 vs. 2023 (Volume)



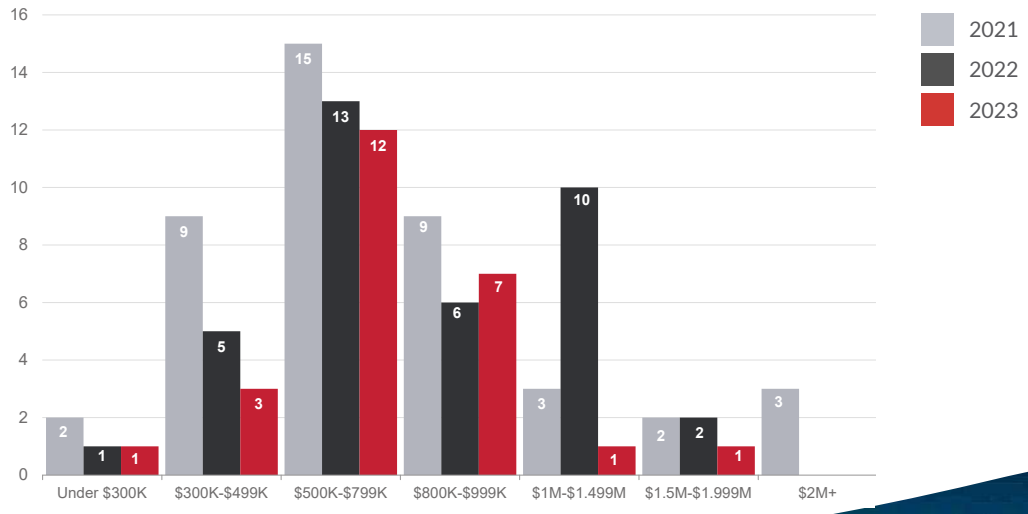
Graph 4:
Meaford Monthly MLS® Sales
2021 vs. 2022 vs. 2023 (Units)



THE MARKET IN DETAIL (cont'd)

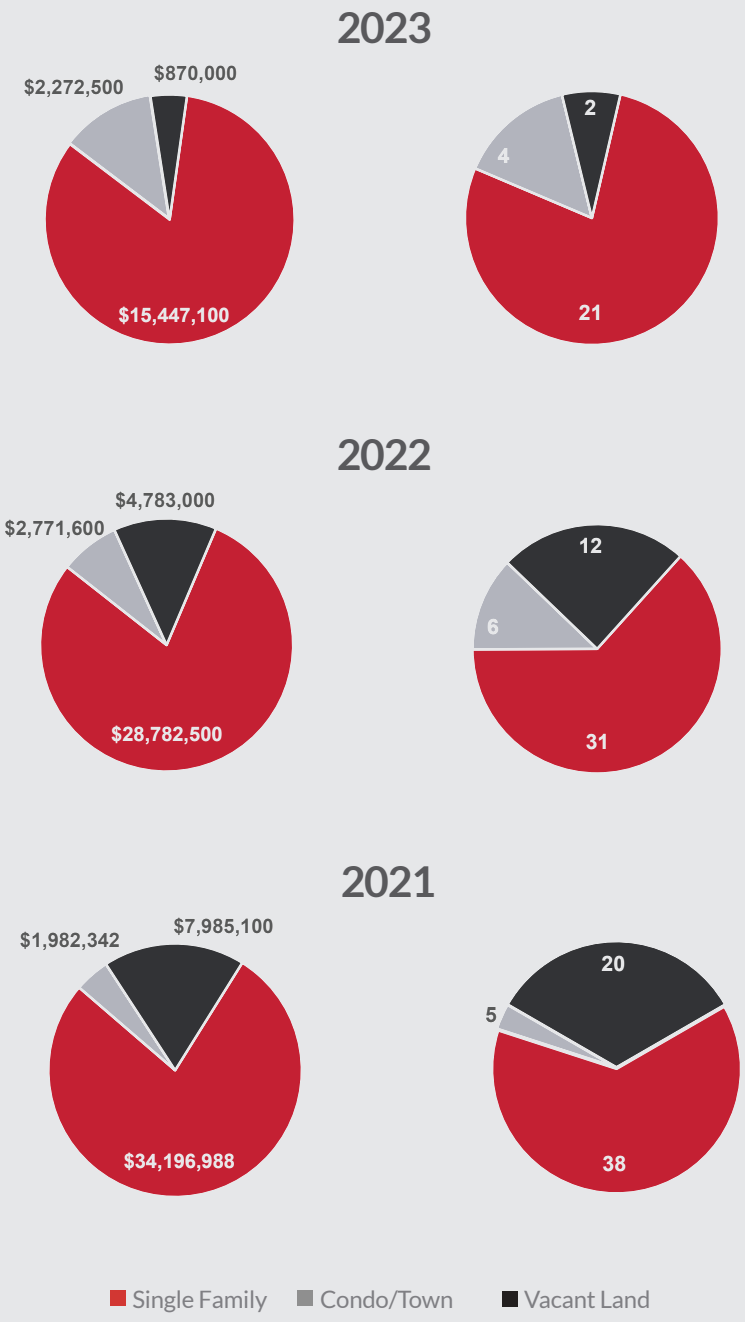
As **Graph 5** shows, Q1-2023 unit sales were up from Q1-2022 in one price range, down in four, and equal in two. The $800K-$999K range was up 17%. The $300K-$499K, $500K-$799K, $1M-$1.499M and $1.5M-$1.999 ranges were down 40%, 8%, 90% and 50% respectively. And the Under-$300K and $2M+ ranges were the same as last year. More generally, the Under-$500K bracket – which accounted for 16% of all sales – was down 33%. The $500K-$999K bracket – which accounted for 76% of all sales – were equal. And the $1M+ bracket – which accounted for 8% of all sales – was down 83%.

Graph 5:
Meaford MLS® Sales By Price
2021 vs. 2022 vs. 2023 (Units)



SALES BY PROPERTY TYPE

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



2023 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: $15,447,100
DOWN 46% from Q1-2022

UNIT SALES: 21
DOWN 32% from Q1-2022

AV. DAYS-ON-MARKET: 57
UP 36 days from Q1-2022

AV. SALE PRICE: $735,576
DOWN 21% from Q1-2022

CONDOS/TOWNS

DOLLAR SALES: $2,272,500
DOWN 18% from Q1-2022

UNIT SALES: 4
DOWN 33% from Q1-2022

AV. DAYS-ON-MARKET: 50
UP 42 days from Q1-2022

AV. SALE PRICE: $568,125
UP 23% from Q1-2022

VACANT LAND

DOLLAR SALES: $870,000
DOWN 82% from Q1-2022

UNIT SALES: 2
DOWN 83% from Q1-2022

AV. DAYS-ON-MARKET: 114
UP 60 days from Q1-2022

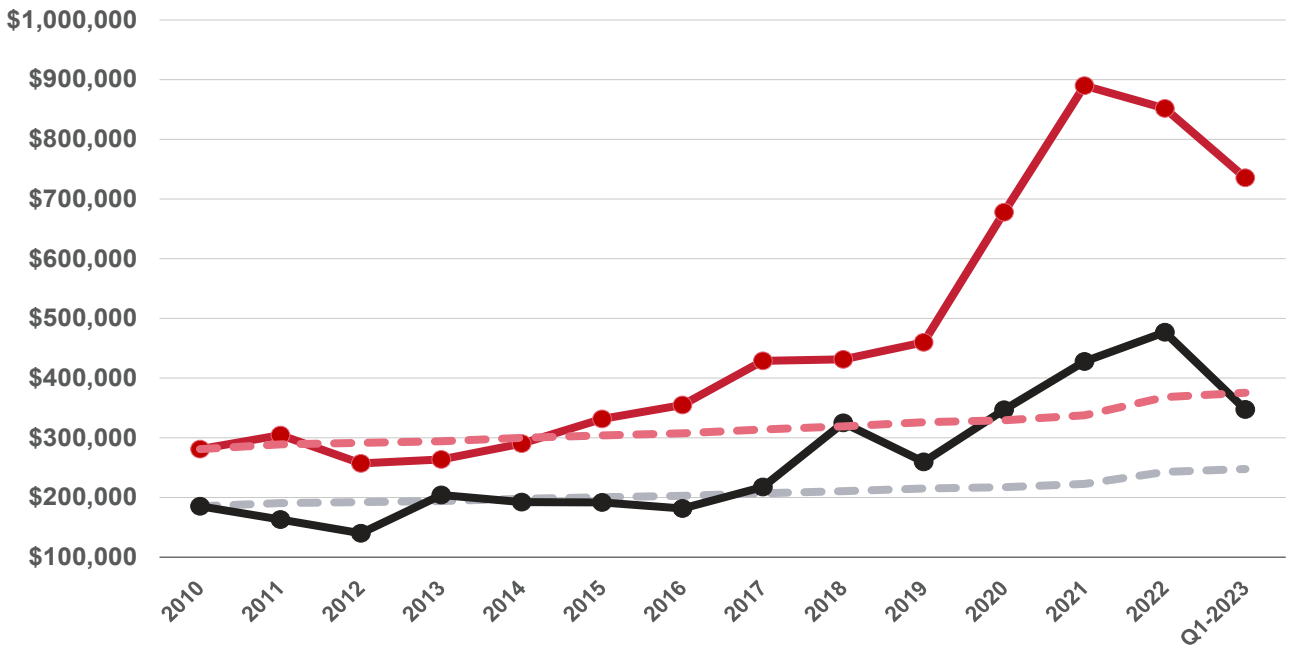
AV. SALE PRICE: $435,000
UP 9% from Q1-2022

MEAFORD AVERAGE SALE PRICES: 2010-2022

STRONG GAINS OVERALL, BUT WITH A DECLINE IN LATE 2022 AND INTO 2023

Meaford's average sale price for a single-family home in Q1-2023 was **$735,576**: that's down **14%** from 2022 and **17%** from 2021, but up **9%** from 2020 and **162%** from 2010. Q1-2023's average condo price of **$347,500** was down **27%** from 2022 and **19%** from 2021, but up **.01%** from 2020 and **88%** from 2010.

From 2010-2014 the average single-family home price increased at roughly Canada's inflation rate. From 2015 to 2021 the average price rose to **164%** above, but dropped to **96%** in Q1-2023. The condo average price was under the inflation rate in 2014. It then rose to **96%** above inflation in 2022 before dropping to **40%** above in Q1-2023.



ROYAL LEPAGE LOCATIONS NORTH IN 2022

OUR 10TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE

- HIGHEST AVERAGE AGENT SALES PRODUCTIVITY IN THE REGION
- TWO-AND-A-HALF TIMES THE VOLUME SALES OF OUR CLOSEST REGIONAL COMPETITOR
- TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR
- NEARLY FOUR TIMES THE LUXURY HOME SALES OF OUR CLOSEST REGIONAL COMPETITOR

2022 Southern Georgian Bay Unit Sales

Royal LePage Locations North	**683.5**	**32.5%**
RE/MAX By The Bay	273.5	13%
Century 21 Millenium	257.5	12.3%
RE/MAX Four Seasons	135.5	6.4%
Chestnut Park	123	5.9%
Royal LePage RCR	70	3.3%
RE/MAX At Blue	60	2.9%
Clairwood	56	2.7%
Sotheby's	44	2.1%
Other	399	19%

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

2022 COMMUNITY SALES

*$1,500,000+

Collingwood

	UNITS	PERCENTAGE
Royal LePage Locations North	**265**	**37%**
Century 21 Millenium	103	14.4%
RE/MAX Four Seasons	67.5	9.4%
Chestnut Park	42	5.9%
Clairwood	40	5.6%
Royal LePage RCR	32	4.5%
RE/MAX By The Bay	26	3.6%
Forest Hill	23	3.2%
Engel And Volkers	16	2.2%
Other	91.5	12.8%

The Blue Mountains

	UNITS	PERCENTAGE
Royal LePage Locations North	**173.5**	**36.6%**
Century 21 Millenium	59	12.5%
RE/MAX At Blue	59	12.5%
RE/MAX Four Seasons	41	8.7%
Chestnut Park	38	8%
Royal LePage RCR	20	4.2%
Sothebys	18	3.8%
Clairwood	12	2.5%
Bosley	11	2.3%
Other	42	8.9%

Meaford

	UNITS	PERCENTAGE
Royal LePage Locations North	**73**	**45.3%**
Chestnut Park	14	8.7%
Century 21 Millenium	14	8.7%
Sotheby's	8	5%
RE/MAX Four Seasons	8	5%
RE/MAX Hallmark	7	4.3%
Forest Hill	3	1.9%
Bosley	3	1.9%
RE/MAX By The Bay	3	1.9%
Other	28	17.4%

Clearview

	UNITS	PERCENTAGE
Royal LePage Locations North	**51**	**32.1%**
RE/MAX By The Bay	28	17.6%
Chestnut Park	17	10.7%
Royal LePage RCR	9	5.7%
RE/MAX Four Seasons	7	4.4%
Century 21 Millenium	6.5	4.1%
Forest Hill	3	1.9%
Sotheby's	3	1.9%
Bosley	2	1.3%
Other	32.5	20%

Grey Highlands

	UNITS	PERCENTAGE
Royal LePage Locations North	**12**	**36.4%**
Chestnut Park	7	21.2%
Century 21 Millenium	3	9.1%
Forest Hill	2	6.1%
RE/MAX Four Seasons	2	6.1%
Johnston & Daniel	1	3%
Royal LePage RCR	1	3%
Solid Rock	1	3%
Royal LePage Royal City	1	3%
Other	3	9.1%

Southern Georgian Bay Luxury Homes*

	UNITS	PERCENTAGE
Royal LePage Locations North	**53**	**27%**
Century 21 Millenium	14	7%
Chestnut Park	13.5	6.9%
RE/MAX Four Seasons	12	6%
Royal LePage RCR	9	4.6%
Sothebys	9	4.6%
Forest Hill	8	4.1%
RE/MAX By The Bay	8	4.1%
Engel & Volkers	5	2.6%
Other	57.5	29.6%

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

BROKERAGE OF THE YEAR 2016 A. E. LePage AWARD ONTARIO

TOP 1% DONOR ROYAL LEPAGE SHELTER FOUNDATION

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1249 Mosley St.

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154 Mill St.