

# WATERFRONT MARKET REPORT

OWEN SOUND — MEAFORD — THE BLUE MOUNTAINS — COLLINGWOOD — WASAGA BEACH — TINY

## SECOND QUARTER 2023

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





# OVERVIEW

## SECOND QUARTER SALES AND AVERAGE SALE PRICES DOWN FROM A YEAR AGO

During the second quarter of 2023 the communities of Owen Sound, Meaford, Blue Mountain., Collingwood, Wasaga Beach and Tiny collectively saw **\$91,539,500** in waterfront home sales on **66** transactions. That volume was down **19%** from Q2-2022's **\$113,031,806**, while the unit sales were down **10%** from Q2-2022's **73**.

Two communities had year-over-year volume gains, while four communities were down: Tiny and Collingwood were up **68%** and **41%** respectively, while Wasaga Beach, Meaford, Owen Sound and Blue Mountain were down **24%**, **34%**, **39%** and **84%** respectively. Similarly, on the units side, two communities were up from a year ago, while four were down. Collingwood and Tiny were up **73%** and **25%** respectively, while Meaford, Wasaga Beach, Owen Sound and Blue Mountain were down **25%**, **33%**, **39%** and **58%** respectively. Q2-2023's regional, average sale price of **\$1,386,962** for waterfront properties was down **10%** from Q2-2022's **\$1,548,381**.

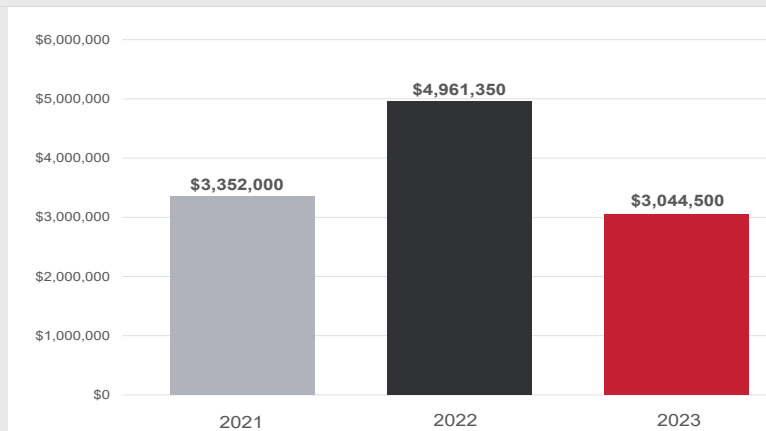


# OWEN SOUND

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$3,352,000	\$4,961,350	\$3,044,500	-39%
YTD Unit Sales	5	6	5	-17%
YTD New Listings	5	14	8	-43%
YTD Sales/Listings Ratio	100%	43%	63%	+20%
YTD Expired Listings	0	2	1	-50%
YTD Sales: Under \$800K	4	4	4	0%
YTD Sales: \$800K - \$999K	0	1	1	0%
YTD Sales: \$1M - \$1.499M	1	0	0	0%
YTD Sales: \$1.5M - \$1.999M	0	1	0	-100%
YTD Sales: \$2M+	0	0	0	0%
YTD Close Price / Sq. Ft. Ratio	\$418	\$423	\$375	-11%
YTD Average Days-On-Market	10	20	99	+395%
YTD Average Sale Price	\$670,400	\$826,892	\$608,900	-26%

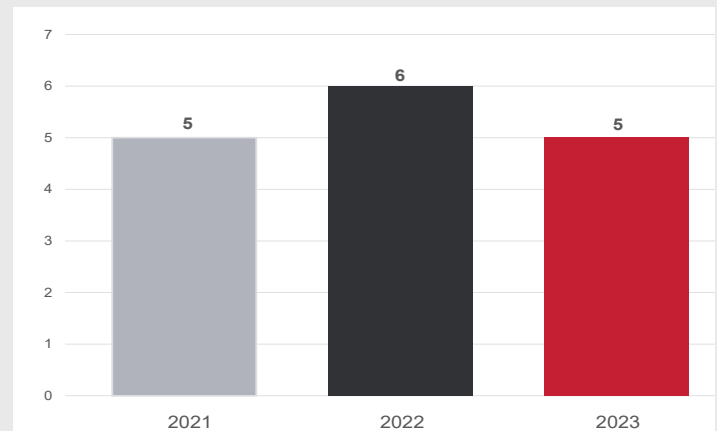
## Owen Sound MLS® Waterfront Sales, Second Quarter

2021 vs. 2022 vs. 2023 (Volume)



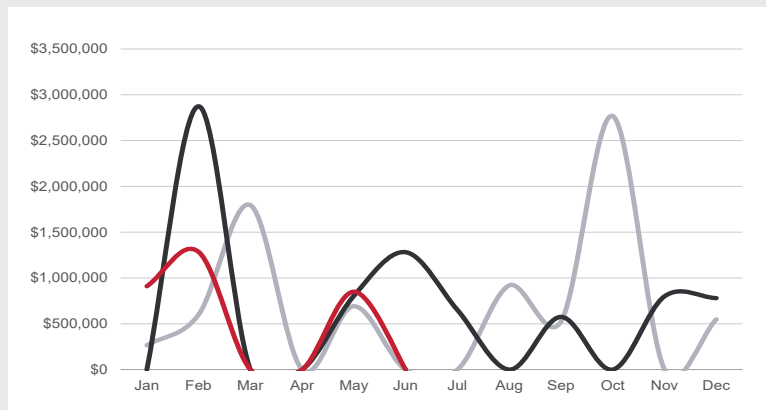
## Owen Sound MLS® Waterfront Sales, Second Quarter

2021 vs. 2022 vs. 2023 (Units)



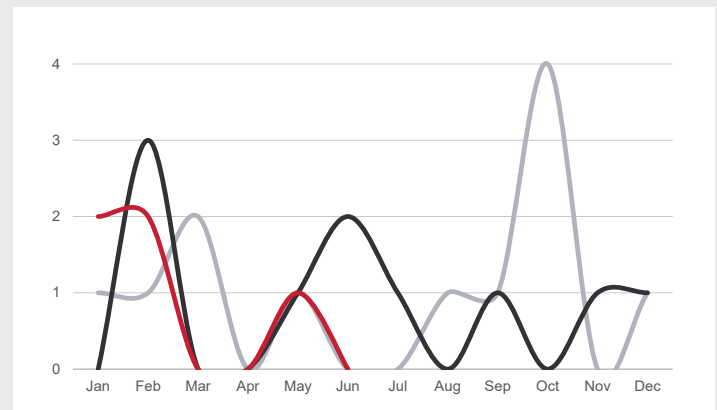
## Owen Sound Monthly MLS® Waterfront Sales

2021 vs. 2022 vs. 2023 (Volume)



## Owen Sound Monthly MLS® Waterfront Sales

2021 vs. 2022 vs. 2023 (Units)

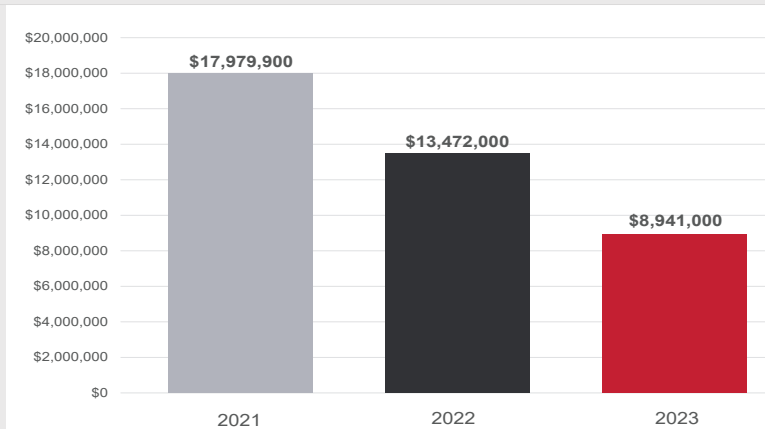


# MEAFORD

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$17,979,900	\$13,472,000	\$8,941,000	-34%
YTD Unit Sales	9	8	6	-25%
YTD New Listings	11	14	19	+36%
YTD Sales/Listings Ratio	82%	57%	32%	-25%
YTD Expired Listings	0	0	3	+300%
YTD Sales: Under \$800K	9	1	1	0%
YTD Sales: \$800K - \$999K	0	1	2	+100%
YTD Sales: \$1M - \$1.499M	0	2	1	-50%
YTD Sales: \$1.5M - \$1.999M	0	2	1	-50%
YTD Sales: \$2M+	0	2	1	-50%
YTD Close Price / Sq. Ft. Ratio	\$718	\$822	\$896	+9%
YTD Average Days-On-Market	20	17	55	+224%
YTD Average Sale Price	\$1,997,767	\$1,684,000	\$1,490,167	-12%

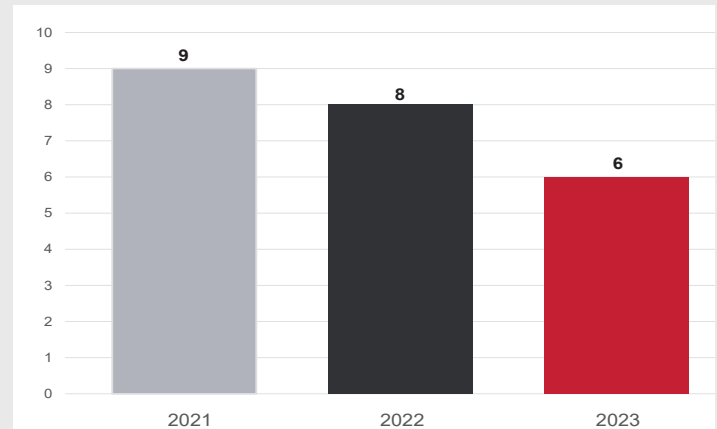
## Meaford MLS® Waterfront Sales, Second Quarter

2021 vs. 2022 vs. 2023 (Volume)



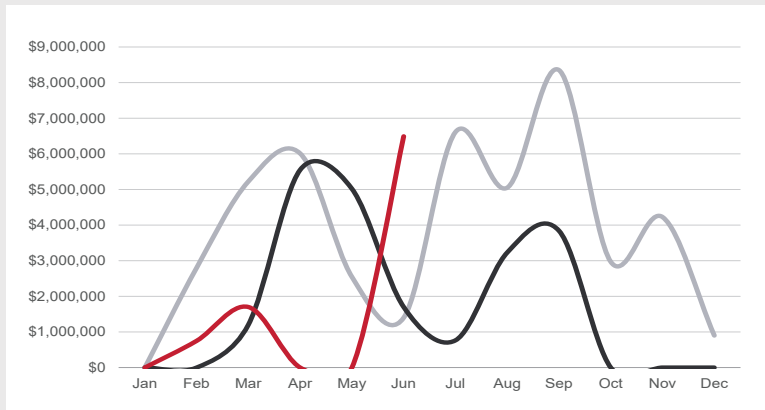
## Meaford MLS® Waterfront Sales, Second Quarter

2021 vs. 2022 vs. 2023 (Units)



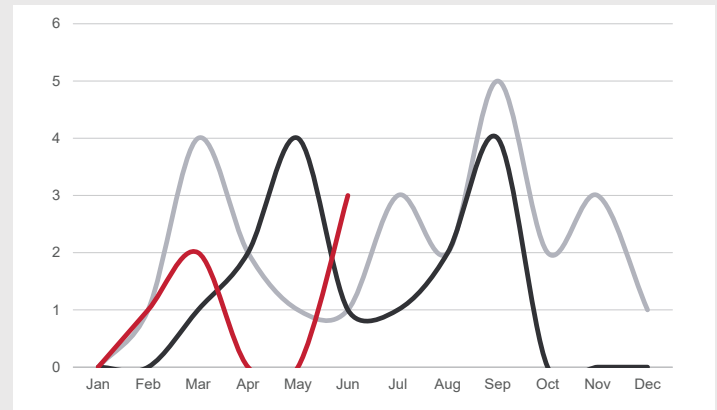
## Meaford Monthly MLS® Waterfront Sales

2021 vs. 2022 vs. 2023 (Volume)



## Meaford Monthly MLS® Waterfront Sales

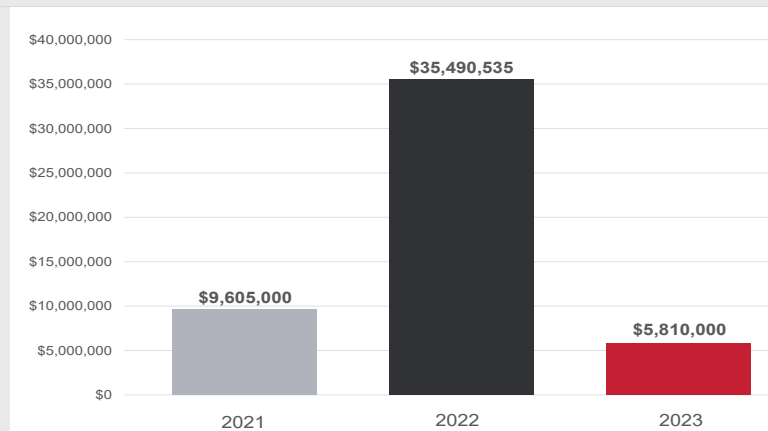
2021 vs. 2022 vs. 2023 (Units)



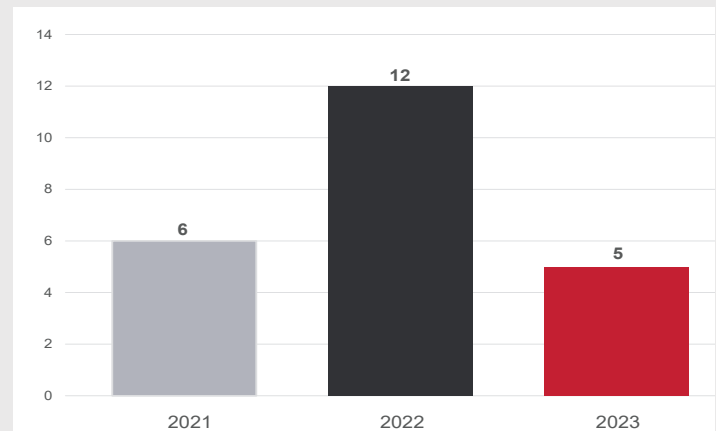
# THE BLUE MTS.

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$9,605,000	\$35,490,535	\$5,810,000	-84%
YTD Unit Sales	6	12	5	-58%
YTD New Listings	15	13	20	+54%
YTD Sales/Listings Ratio	40%	92%	25%	-67%
YTD Expired Listings	1	0	6	+600%
YTD Sales: Under \$800K	1	0	1	+100%
YTD Sales: \$800K - \$999K	0	2	1	-100%
YTD Sales: \$1M - \$1.499M	3	2	2	0%
YTD Sales: \$1.5M - \$1.999M	0	0	1	+100%
YTD Sales: \$2M+	2	8	0	-800%
YTD Close Price / Sq. Ft. Ratio	\$751	\$1,015	\$786	-23%
YTD Average Days-On-Market	15	27	38	+41%
YTD Average Sale Price	\$1,600,833	\$2,957,545	\$1,162,000	-61%

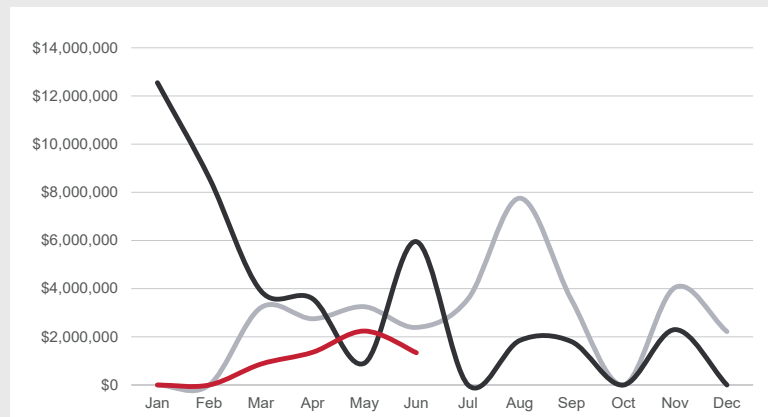
The Blue Mts. MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Volume)



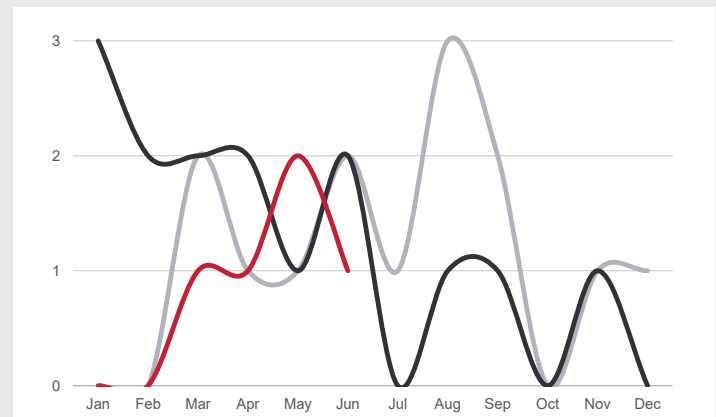
The Blue Mts. MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Units)



The Blue Mts. Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



The Blue Mts. Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)

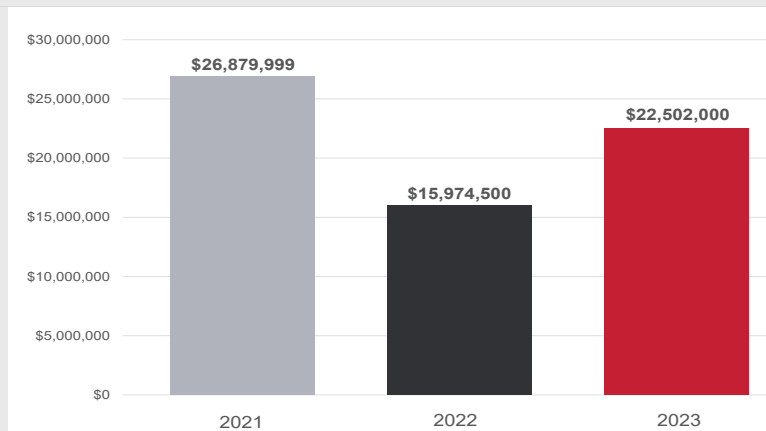




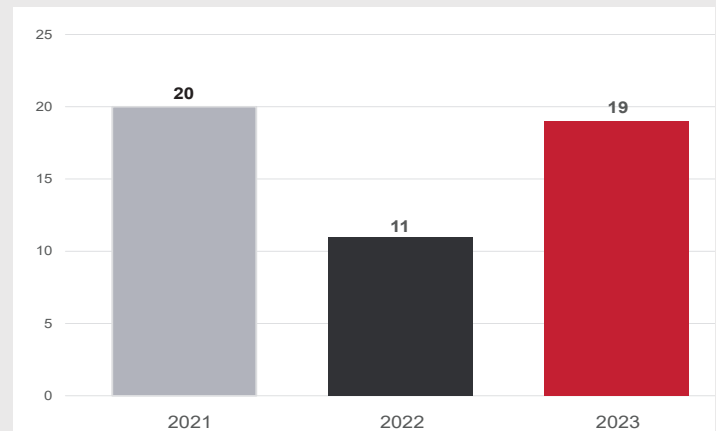
# COLLINGWOOD

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$26,879,999	\$15,974,500	\$22,502,000	+41%
YTD Unit Sales	20	11	19	+73%
YTD New Listings	33	27	46	+70%
YTD Sales/Listings Ratio	61%	41%	41%	0%
YTD Expired Listings	1	4	6	+50%
YTD Sales: Under \$800K	6	2	5	+150%
YTD Sales: \$800K - \$999K	4	1	5	+400%
YTD Sales: \$1M - \$1.499M	3	5	6	+20%
YTD Sales: \$1.5M - \$1.999M	4	1	1	0%
YTD Sales: \$2M+	3	2	2	0%
YTD Close Price / Sq. Ft. Ratio	\$815	\$691	\$653	-5%
YTD Average Days-On-Market	11	16	45	+181%
YTD Average Sale Price	\$1,344,000	\$1,452,227	\$1,184,316	-18%

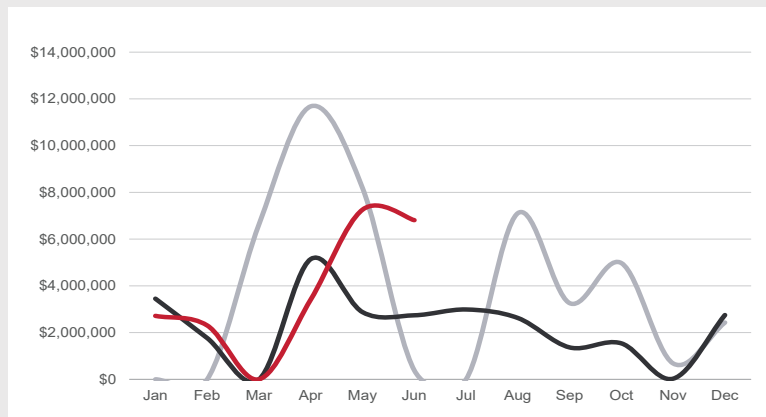
Collingwood MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Volume)



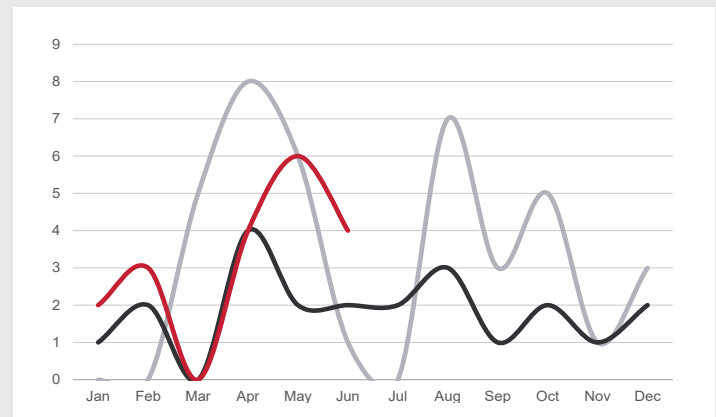
Collingwood MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Units)



Collingwood Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



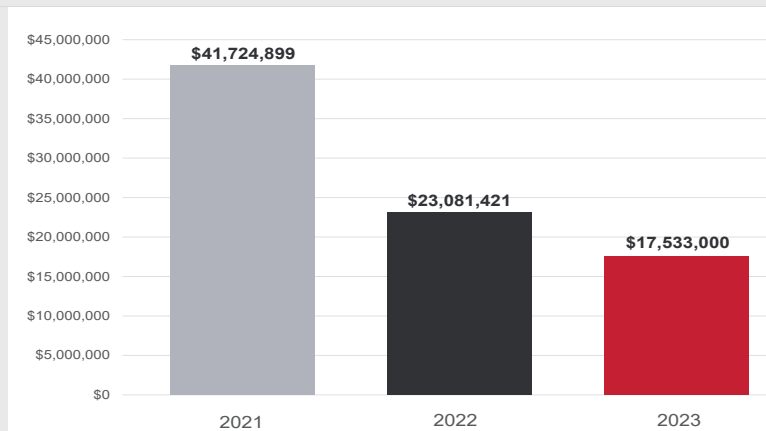
Collingwood Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)



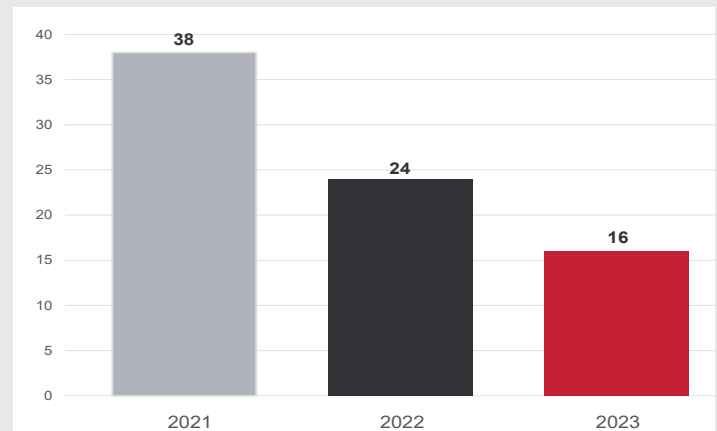
# WASAGA BEACH

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$41,724,899	\$23,081,421	\$17,533,000	-24%
YTD Unit Sales	38	24	16	-33%
YTD New Listings	51	64	65	+2%
YTD Sales/Listings Ratio	76%	38%	25%	-13%
YTD Expired Listings	3	3	9	+200%
YTD Sales: Under \$800K	14	11	7	-36%
YTD Sales: \$800K - \$999K	4	1	3	+200%
YTD Sales: \$1M - \$1.499M	13	9	4	-56%
YTD Sales: \$1.5M - \$1.999M	4	3	0	-300%
YTD Sales: \$2M+	3	0	2	+200%
YTD Close Price / Sq. Ft. Ratio	\$617	\$673	\$597	-11%
YTD Average Days-On-Market	31	20	77	+285%
YTD Average Sale Price	\$1,098,024	\$961,726	\$1,095,813	+14%

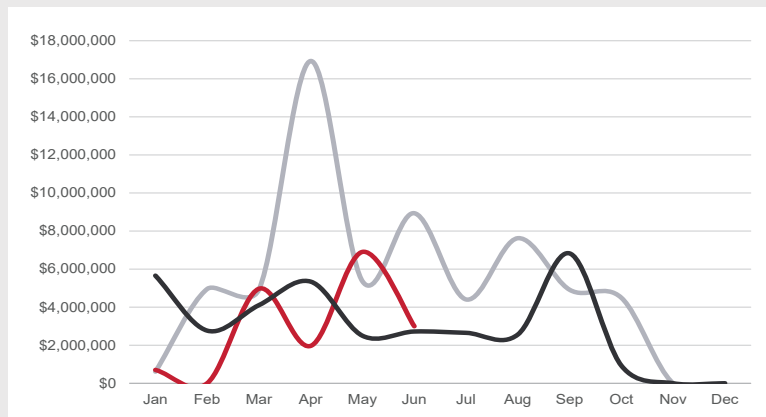
Wasaga Beach MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Volume)



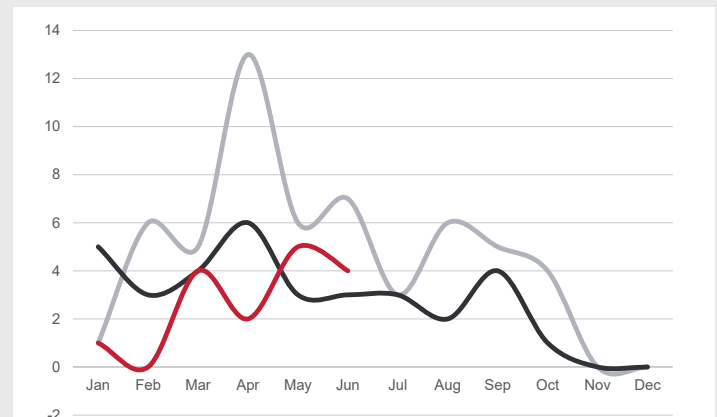
Wasaga Beach MLS® Waterfront Sales, Second Quarter  
2021 vs. 2022 vs. 2023 (Units)



Wasaga Beach Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Volume)



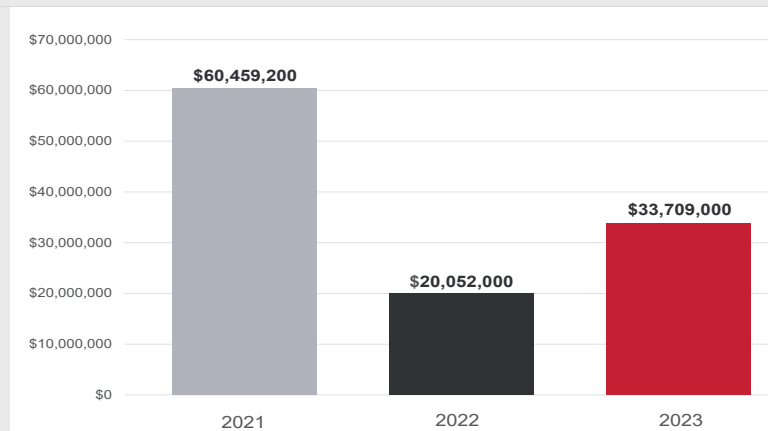
Wasaga Beach Monthly MLS® Waterfront Sales  
2021 vs. 2022 vs. 2023 (Units)



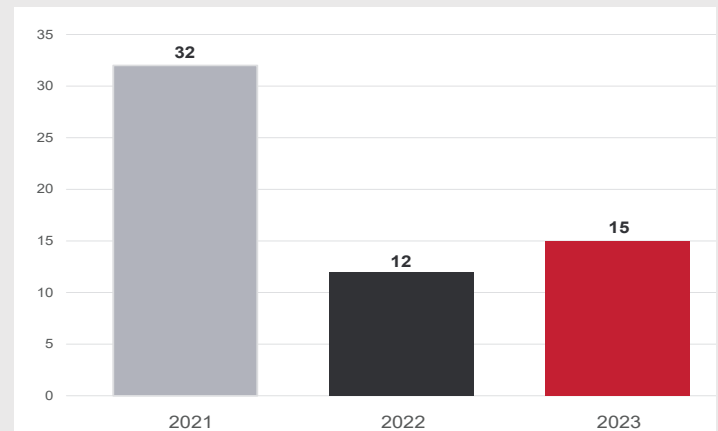
# TINY TOWNSHIP

	2021	2022	2023	2022-2023
Year-To-Date (YTD) Volume Sales	\$60,459,200	\$20,052,000	\$33,709,000	+68%
YTD Unit Sales	32	12	15	+25%
YTD New Listings	55	13	65	+400%
YTD Sales/Listings Ratio	58%	92%	23%	-69%
YTD Expired Listings	1	3	16	+433%
YTD Sales: Under \$800K	1	1	1	0%
YTD Sales: \$800K - \$999K	0	0	1	+100%
YTD Sales: \$1M - \$1.499M	7	5	4	-20%
YTD Sales: \$1.5M - \$1.999M	11	3	3	0%
YTD Sales: \$2M+	13	3	6	+100%
YTD Close Price / Sq. Ft. Ratio	\$910	\$1,191	\$1,019	-14%
YTD Average Days-On-Market	14	32	40	+25%
YTD Average Sale Price	\$1,889,350	\$1,671,000	\$2,247,267	+34%

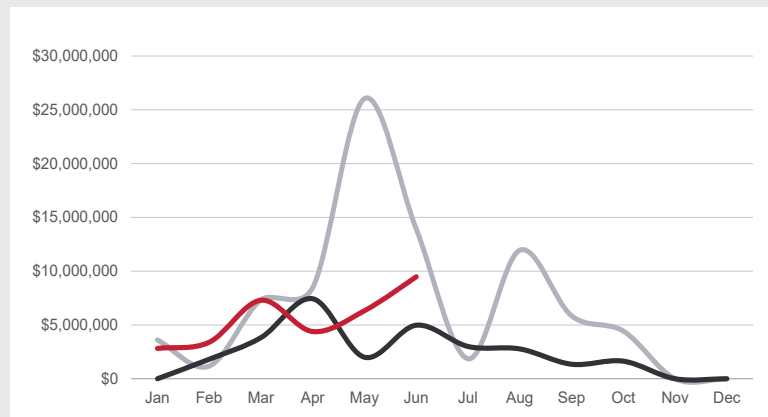
**Tiny Township MLS® Waterfront Sales, Second Quarter**  
2021 vs. 2022 vs. 2023 (Volume)



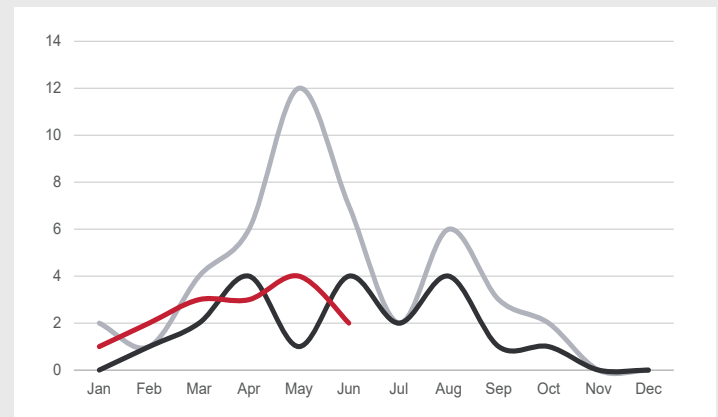
**Tiny Township MLS® Waterfront Sales, Second Quarter**  
2021 vs. 2022 vs. 2023 (Units)



**Tiny Township Monthly MLS® Waterfront Sales**  
2021 vs. 2022 vs. 2023 (Volume)



**Tiny Township Monthly MLS® Waterfront Sales**  
2021 vs. 2022 vs. 2023 (Units)





# 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










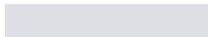


TWO-AND-A-HALF TIMES THE UNIT SALES OF OUR CLOSEST REGIONAL COMPETITOR



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%	



LOCATIONS **NORTH**  
BROKERAGE

**TOP 1%  
DONOR**  
ROYAL LePAGE  
SHELTER FOUNDATION

# PERSONAL PROFESSIONAL PROGRESSIVE

## REAL ESTATE SERVICE

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### COLLINGWOOD

705-445-5520

330 First St.

### THORN BURY

519-599-2136

27 Arthur St.

### MEAFORD

519-538-5755

96 Sykes St.

### CREEMORE

705-881-9005

154 Mill St.

### STAYNER

705-4289-2800

7458 ON-26 Unit 11.

### WASAGA BEACH

705-429-4800

1249 Mosley St.

