

# THE BLUE MOUNTAINS REAL ESTATE MARKET REPORT

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## THIRD QUARTER 2020

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



# OVERVIEW

## HUGE RECORD Q3 VOLUME AND UNIT SALES, WITH PRICES WAY UP AND SALE TIMES DOWN



### RECORD YEAR-TO-DATE SALES VOLUME OF \$315,167,271

Up 65% from 2019's \$190,587,976, with units of 362 up 34% from 2019's 270. New listings of 552 up 9% from a year ago, with the sales/listings ratio of 66% up 13%.



### RECORD Q3 SALES VOLUME OF \$198,041,578

Up 170% from Q3-2019's \$73,249,301. Units of 215 up 109% from Q3-2019's 103, with new listings of 232 up 30% and the sales/listings ratio of 93% up 35% from one year ago.



### RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$870,628

Up 23% from 2019's \$705,881. Average days-on-market of 47 down 15 days.

# OVERVIEW (cont'd)

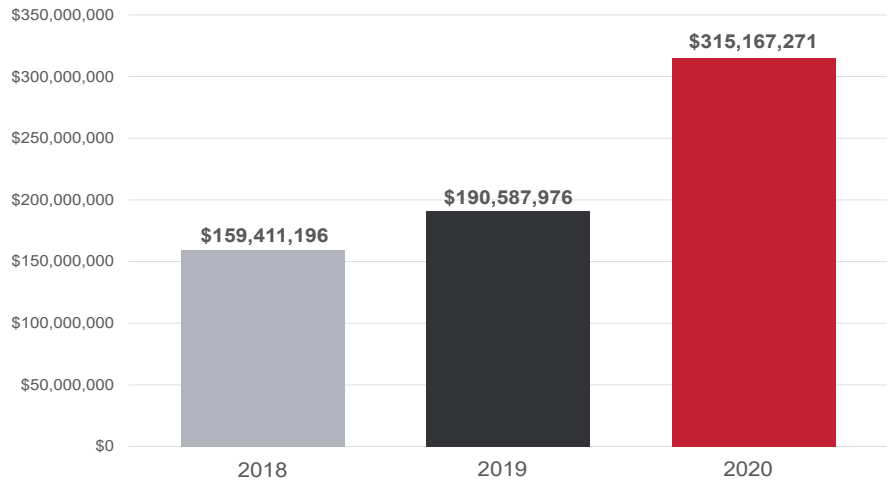


## THE DEMAND FOR LISTINGS IS GREATER THAN THE SUPPLY

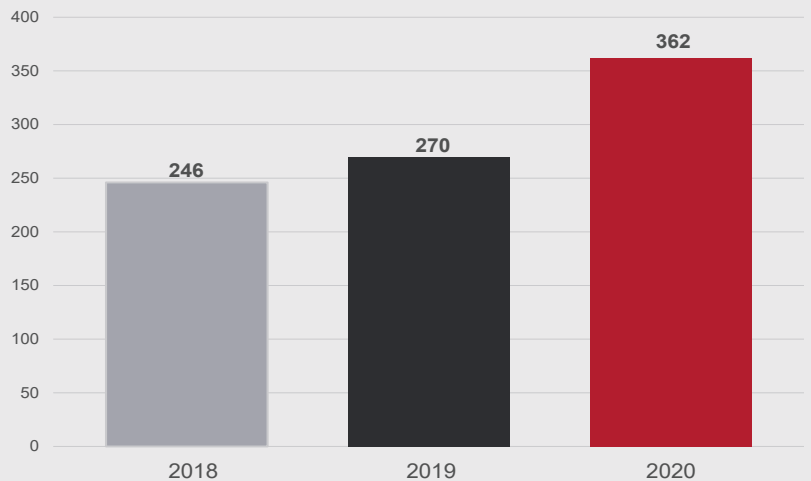
September's volume of **\$57,447,078** was up **79%** from 2019's prior record for the month, while its **62** units were up **48%** from 2015's former benchmark. September's average sale price of **\$926,566** was also a new, all-time monthly high. Although September's **63%** sales/listings ratio is **30%** less than Q3's **93%**, it's still a solid **sellers' market**.



Graph 1:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Volume)



Graph 2:  
**The Blue Mts. MLS® Sales**  
2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL



Table 1:  
**The Blue Mts. MLS® Residential Sales And Listing Summary**  
 2018 vs. 2019 vs. 2020

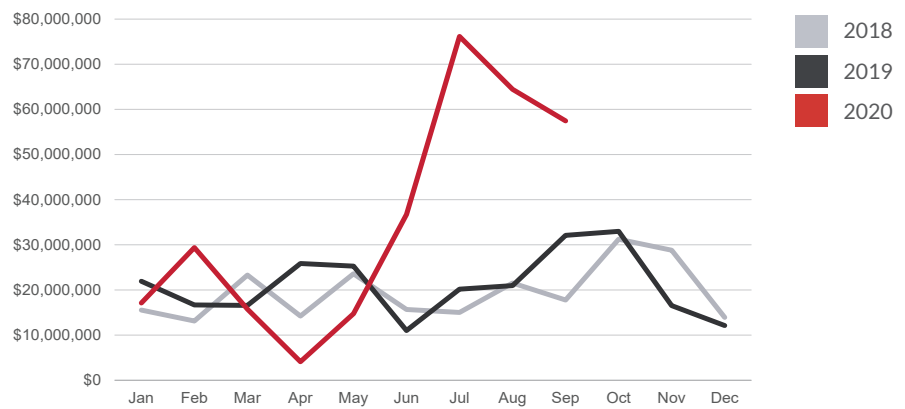
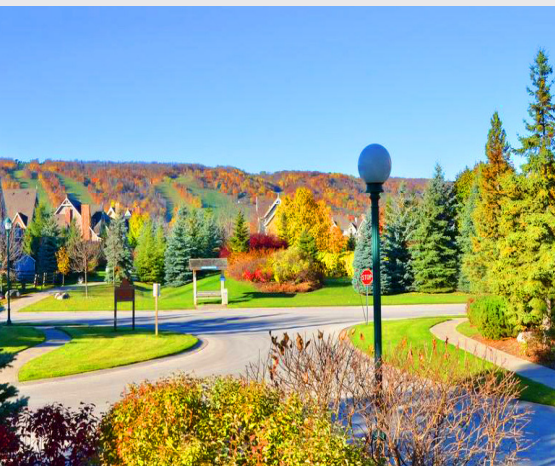
	2018	2019	2020	2019-2020
Year-To-Date (YTD) Volume Sales	\$159,411,196	\$190,587,976	\$315,167,271	<b>+65%</b>
YTD Unit Sales	246	270	362	<b>+34%</b>
YTD New Listings	439	507	552	<b>+9%</b>
YTD Sales/Listings Ratio	56%	53%	66%	<b>+13%</b>
Third Quarter (Q3) Volume Sales	\$53,970,425	\$73,249,301	\$198,041,578	<b>+170%</b>
Q3 Unit Sales	80	103	215	<b>+109%</b>
Q3 New Listings	143	178	232	<b>+30%</b>
Q3 Sales/Listings Ratio	56%	58%	93%	<b>+35%</b>
Q3 Average Sale Price	\$674,630	\$711,158	\$921,124	<b>+30%</b>
September Volume Sales	\$17,748,700	\$32,101,600	\$57,447,078	<b>+79%</b>
September Unit Sales	27	39	62	<b>+59%</b>
September New Listings	54	64	98	<b>+53%</b>
September Sales/Listings Ratio	50%	61%	63%	<b>+2%</b>
September Average Sale Price	\$657,359	\$823,118	\$926,566	<b>+13%</b>
YTD Sales: \$100K - \$299K	45	38	31	<b>-18%</b>
YTD Sales: \$300K - \$499K	65	67	68	<b>+1%</b>
YTD Sales: \$500K - \$799K	75	97	101	<b>+4%</b>
YTD Sales: \$800K - \$999K	26	22	57	<b>+159%</b>
YTD Sales: \$1M - \$1.499M	23	26	64	<b>+146%</b>
YTD Sales: \$1.5M - \$1.999M	7	13	25	<b>+92%</b>
YTD Sales: \$2M+	5	7	16	<b>+129%</b>
YTD Average Days-On-Market	57	62	47	<b>-24%</b>
YTD Average Sale Price	\$648,013	\$705,881	\$870,628	<b>+23%</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 Oct. 3, 2020. While deemed to be reliable, Royal LePage Locations North assumes no responsibility for errors and omissions.

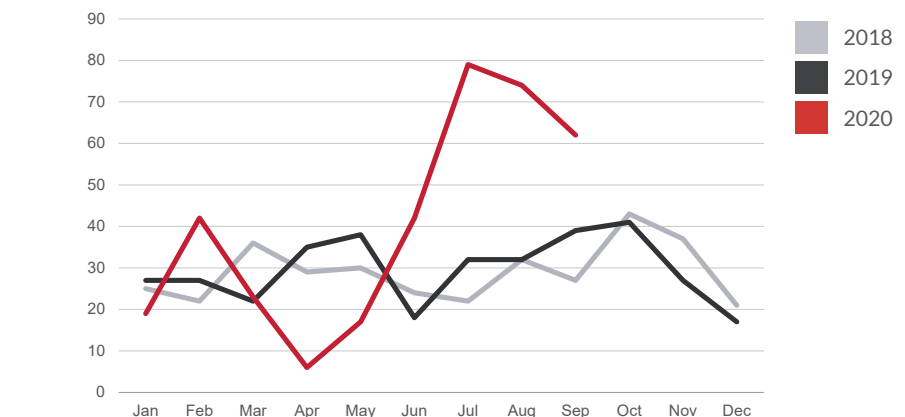
# THE MARKET IN DETAIL (cont'd)

As **Graph 3** shows, Q3 was a quarter like no other for The Blue Mts: it saw the town's three biggest volume sales months ever. To put it in perspective, Q3's volume of **\$198,041,578** was **4%** more than The Blue Mts.' *previous high for the first three quarters*, set last year. And if you add June's sales – the month that got things rolling – you have a four-month total of **\$234,772,278**: *just 7% less than 2019's annual record!* **Graph 4** shows a similar pattern for units: Q3's **215** were **76%** more than 2016's prior high. Not surprisingly, 2020's average sale price is also up nicely: **78%, 72%, 42%, 34%** and **23%** from 2015-2019 respectively.

Graph 3:  
**The Blue Mts. Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Volume)



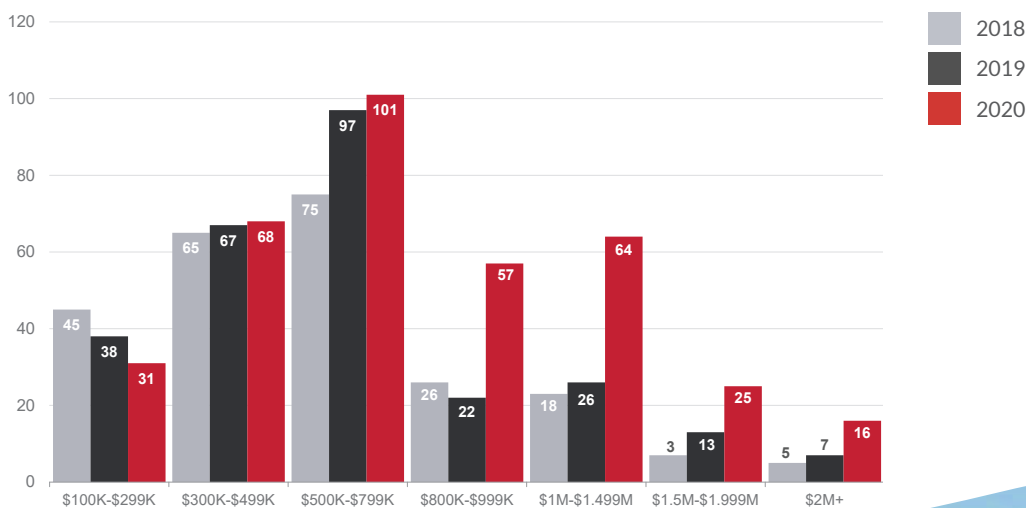
Graph 4:  
**The Blue Mts. Monthly MLS® Sales**  
 2018 vs. 2019 vs. 2020 (Units)



# THE MARKET IN DETAIL (cont'd)

As **Graph 5** shows, 2020 unit sales are up from 2019 in six price ranges and down in one. The \$300K-\$499K, \$500K-\$799K, \$800K-\$999K, \$1M-\$1.499M, \$1.5M-\$1.999M and \$2M+ ranges are up **1%**, **4%**, **159%**, **146%**, **92%** and **129%** respectively. The Under-\$300K range is down **18%**. More generally, the Under-\$500K bracket – which accounts for **27%** of 2020's sales – is down **6%** from a year ago. The \$500K-\$999K bracket – which accounts for **44%** of all sales – is up **33%**. And the \$1M+ bracket – which accounts for **29%** of all sales – is up **128%**.

Graph 5:  
**The Blue Mts. MLS® Sales By Price**  
2018 vs. 2019 vs. 2020 (Units)



# SALES BY PROPERTY TYPE

Graph 6:  
**The Blue Mts. MLS® Sales By Property Type**  
2018 vs. 2019 vs. 2020 (Dollars and Units)

## 2020 IN DETAIL

### SINGLE-FAMILY HOMES

**DOLLAR SALES:** \$249,898,388  
UP 74% from 2019

**UNIT SALES:** 222  
UP 43% from 2019

**AV. DAYS-ON-MARKET:** 59  
UP 2 days from 2019

**AV. SALE PRICE:** \$1,125,668  
UP 22% from 2019

### CONDOMINIUMS

**DOLLAR SALES:** \$65,268,883  
UP 38% from 2019

**UNIT SALES:** 140  
UP 22% from 2019

**AV. DAYS-ON-MARKET:** 49  
DOWN 19 days from 2019

**AV. SALE PRICE:** \$466,206  
UP 13% from 2019

### VACANT LAND

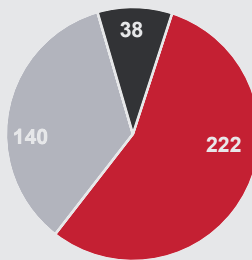
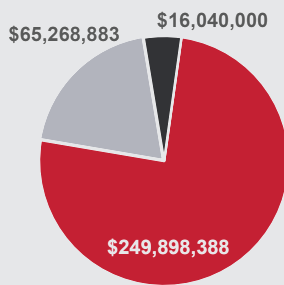
**DOLLAR SALES:** \$16,040,000  
UP 38% from 2019

**UNIT SALES:** 38  
UP 90% from 2019

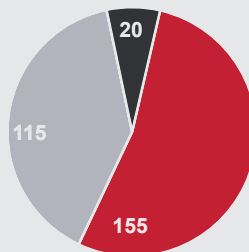
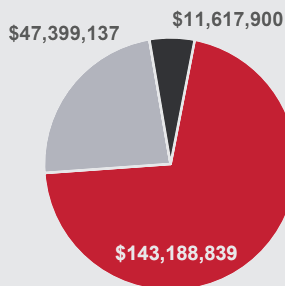
**AV. DAYS-ON-MARKET:** 96  
DOWN 9 days from 2019

**AV. SALE PRICE:** \$422,105  
DOWN 21% from 2019

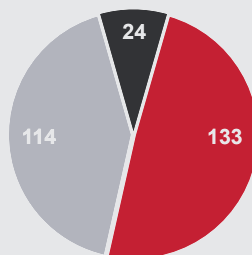
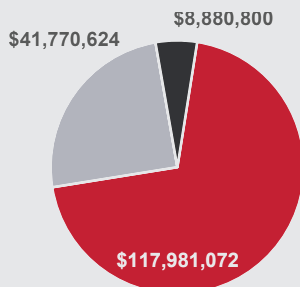
## 2020



## 2019



## 2018



■ Single Family ■ Condominium ■ Vacant Land

# ROYAL LEPAGE LOCATIONS NORTH IN 2019

**OUR 7TH STRAIGHT RECORD-BREAKING YEAR!**



**WE BROKE OUR OWN REGIONAL RECORD FOR ANNUAL MLS SALES VOLUME**

With \$316,114,237 – up 10% from 2018 and up nearly 500% from 2011!



**WE HAD NEARLY 3 TIMES THE SALES VOLUME OF OUR CLOSEST REGIONAL COMPETITOR**



**WE WERE #1 IN COLLINGWOOD, THE BLUE MTS., MEAFORD, AND CLEARVIEW (as well as GREY HIGHLANDS among SGBAR\* brokerages)**

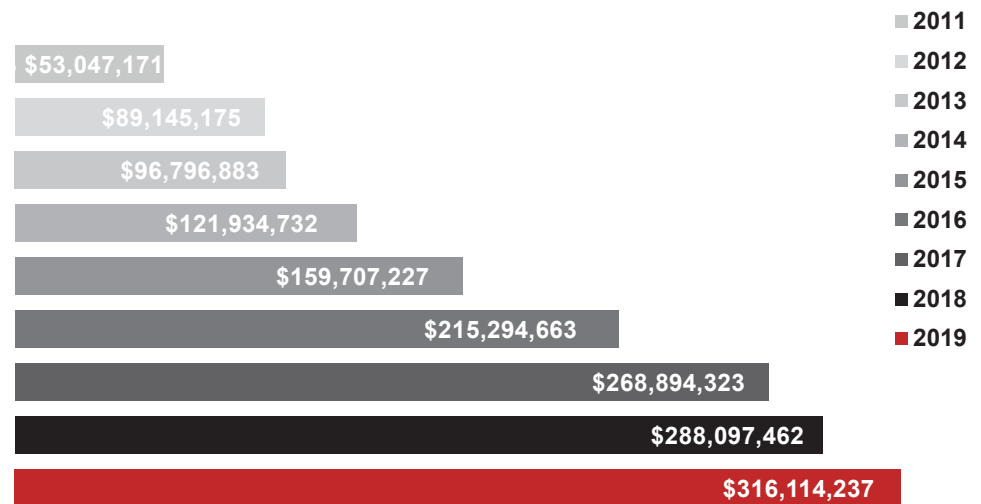
And #2 in Wasaga Beach after opening an office there in mid-2015.



**WE WERE #1 IN THE REGIONAL LUXURY HOME MARKET, WITH 2¼ TIMES THE VOLUME OF OUR CLOSEST COMPETITOR**



**Locations North Sales Volume, 2011 - 2019**



*\*Southern Georgian Bay Association of REALTORS®*



# 2019 UNIT SALES

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

## Collingwood

	UNITS	PERCENTAGE	
Royal LePage Locations North	175.5	28.5%	
RE/MAX Four Seasons	82.5	13.4%	
Royal LePage Trinity	60	9.8%	
Chestnut Park	53.75	8.6%	
Century 21 Millenium	50.5	8.2%	
Clairwood	35.5	5.8%	
RE/MAX of Wasaga Beach	23.75	3.9%	
Engel & Volkers	15.5	2.5%	
Other	49.5	8.1%	
Non-MLS	67.5	11%	

## The Blue Mountains

	UNITS	PERCENTAGE	
Royal LePage Locations North	122.75	35.2%	
RE/MAX at Blue	43	12.3%	
RE/MAX Four Seasons	34.75	10%	
Century 21 Millenium	30.25	8.7%	
Chestnut Park	26.75	7.7%	
Royal LePage Trinity	12	3.4%	
Clairwood	10	2.9%	
Sotheby's	6	1.7%	
Other	39	11.2%	
Non-MLS	51.75	14.8%	

## Meaford

	UNITS	PERCENTAGE	
Royal LePage Locations North	57.5	35.7%	
Century 21 Millenium	16.5	10.2%	
RE/MAX Four Seasons	10.5	6.5%	
Royal LePage RCR	9	5.6%	
RE/MAX Grey Bruce	7	4.3%	
Chestnut Park	6	3.7%	
Wilfred McIntee	5.5	3.4%	
Royal LePage Trinity	2	1.2%	
Other	24.5	15.2%	
Non-MLS	13	8.1%	

## Clearview

	UNITS	PERCENTAGE	
Royal LePage Locations North	24.5	16.9%	
Royal LePage Trinity	18.5	12.8%	
RE/MAX Four Seasons	17	11.7%	
RE/MAX of Wasaga Beach	10.25	7.1%	
Chestnut Park	10	6.9%	
Century 21 Millenium	5.5	3.8%	
Exit	5.5	3.8%	
Forest Hill	2.5	1.7%	
Other	21	14.5%	
Non-MLS	30.25	20.9%	

## Southern Georgian Bay (West)\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	443.25	24.9%	
RE/MAX of Wasaga Beach	202.75	11.4%	
Royal LePage Trinity	153.75	8.6%	
RE/MAX Four Seasons	152.25	8.5%	
Century 21 Millenium	137.25	7.7%	
Chestnut Park	97.5	5.5%	
Clairwood	49	2.7%	
RE/MAX at Blue	46.5	2.6%	
Engel & Volkers	27	1.5%	
Other	473.75	26.6%	

## Southern Georgian Bay Luxury Homes\*\*

	UNITS	PERCENTAGE	
Royal LePage Locations North	44.5	33.2%	
RE/MAX Four Seasons	18.5	13.8%	
Chestnut Park	15	11.2%	
Century 21 Millenium	9.5	7.3%	
RE/MAX of Wasaga Beach	5	3.7%	
Engel & Volkers	4.5	3.4%	
Sotheby's	4.5	3.4%	
Royal LePage Trinity	3.5	2.6%	
Clairwood	3	2.2%	
Other	23	17.2%	



# WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO  
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



## COLLINGWOOD

705-445-5520

330 First Street



## THE BLUE MOUNTAINS

519-599-2136

27 Arthur Street



## MEAFORD

519-538-5755

96 Sykes Street



## WASAGA BEACH

705-617-9969

1344 Mosley Street, Unit 5



## CLEARVIEW

705-881-9005

143 Mill Street, Creemore

