



# **SOUTHERN GEORGIAN BAY**

## **Luxury Properties Market Report**

### **2019 Year in Review**

**RICK CROUCH**

**Broker**

**MVA (Market Value Appraiser – Residential)**

**[rcrouch@sothebysrealty.ca](mailto:rcrouch@sothebysrealty.ca)**





## Luxury Market Overview

- Luxury homes and condominiums continue to represent a significant growth aspect of the southern Georgian Bay real estate market. For statistical purposes, we consider properties priced from \$1 million and up to represent the luxury market segment in our area.
- In 2019 MLS® unit sales in the luxury segment of the local market totaled 131 properties, an increase of 41% over the 93 MLS® luxury home sales reported in 2018.
- The value of these sales was \$190.4 million or 16% of the total MLS® sales in our area. Further, these sales represent a 40% increase in dollar volume over prior year 2018 results.



## **Luxury Market Overview continued....**

- The Blue Mountains is home to the largest segment of the luxury property market with 64 sales or 49% of the total units sold in 2019. The value of these sales in the Blue Mountains was 52% of the total luxury property market in our area. Many buyers for these properties want to be close to area ski and golf clubs.
- The accompanying graphs illustrate the luxury sales activity in other area municipalities which are as follows: Collingwood, Clearview Township, Grey Highlands, Wasaga Beach, and Municipality of Meaford.
- In 2019 Grey Highlands had the highest average selling price for properties sold over \$1 million at \$1,612,857 following by the Blue Mountains at \$1,546,609.



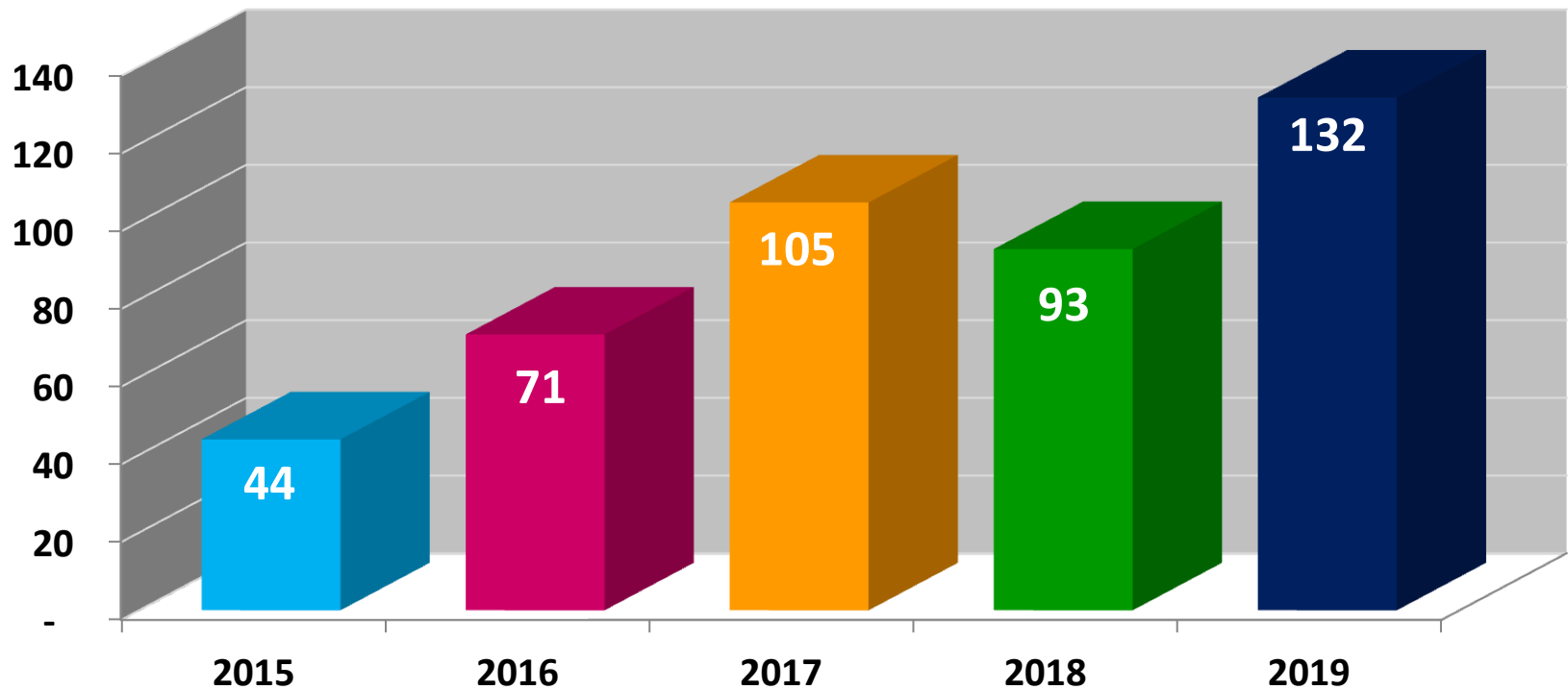
## **Luxury Market Overview continued....**

- 91% of luxury home MLS® sales in our market are priced between \$1 to \$2 million.
- 76% of currently MLS® listed properties falls in the \$1 to \$2 million range representing 8 to 17 months of inventory.
- The luxury property segment is one aspect of our market where the inventory of properties listed for sale is not lacking (see graphs that follow).
- There is currently 24 to 66 months of inventory listed for sale in the various price segments above the \$2 million threshold.



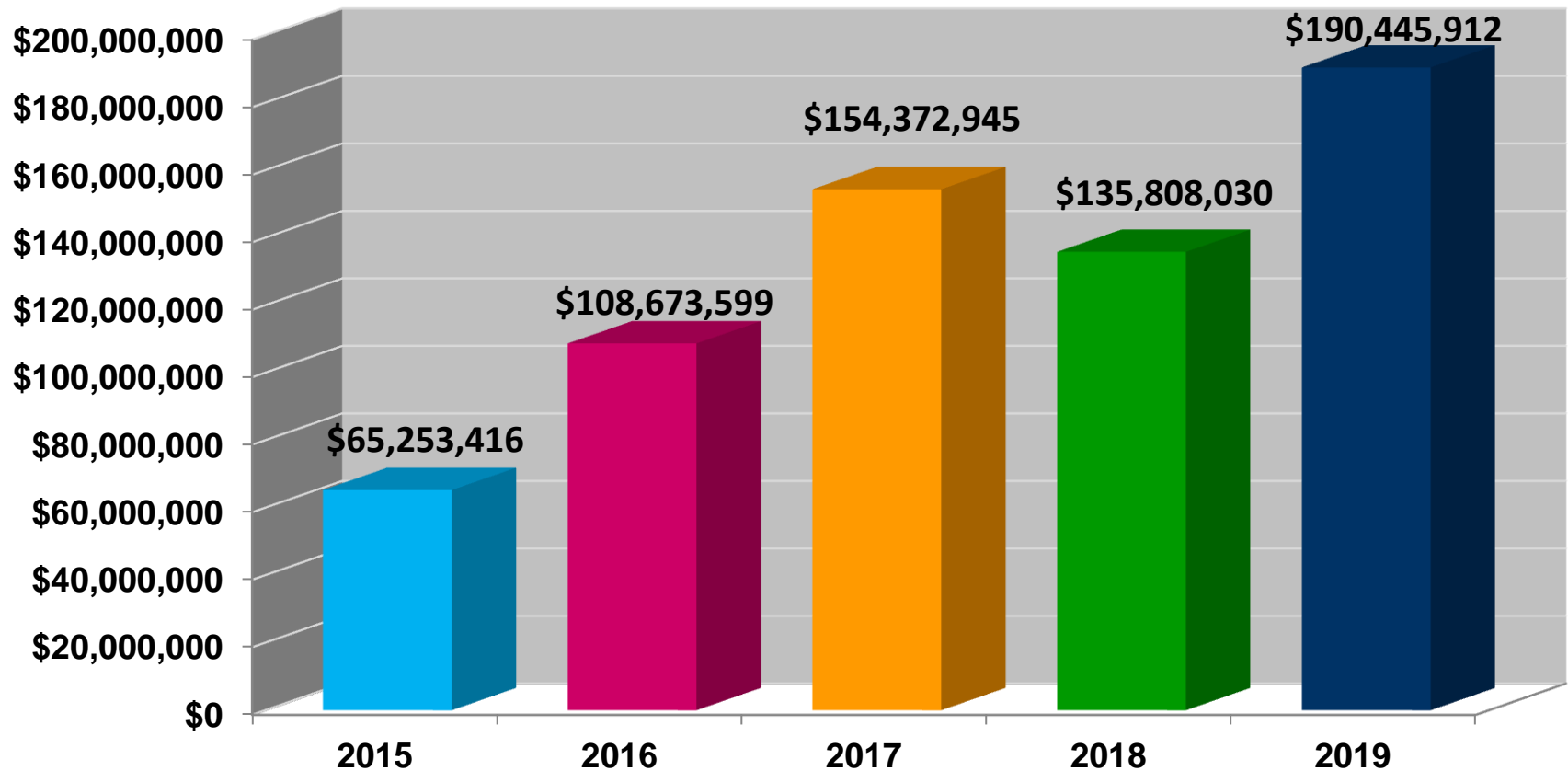


**SOUTHERN GEORGIAN BAY**  
**Luxury Property Total MLS® Sales Over \$1 Million**  
**2015 to 2019**  
**(Units)**



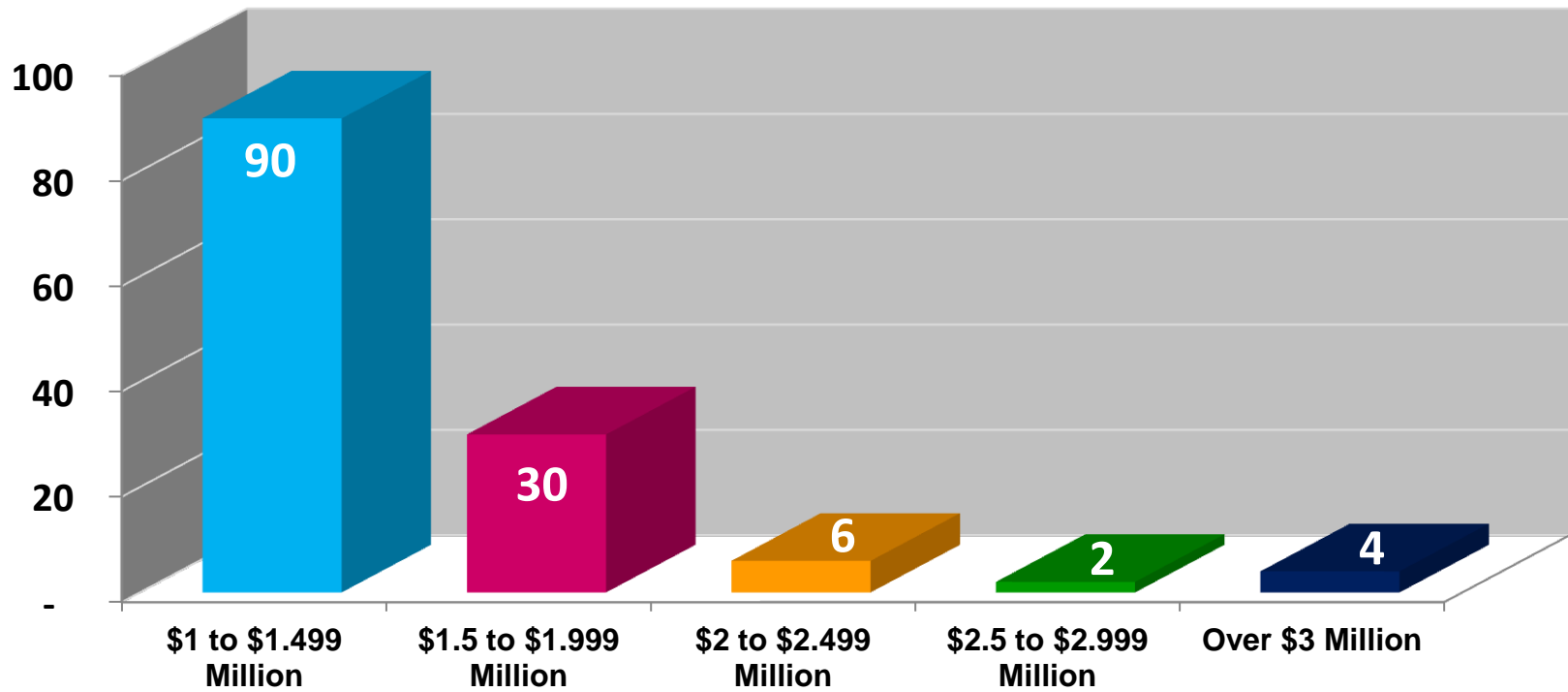


**SOUTHERN GEORGIAN BAY**  
**Luxury Property Total MLS® Sales Over \$1 Million**  
**2015 to 2019**  
**(Dollars)**



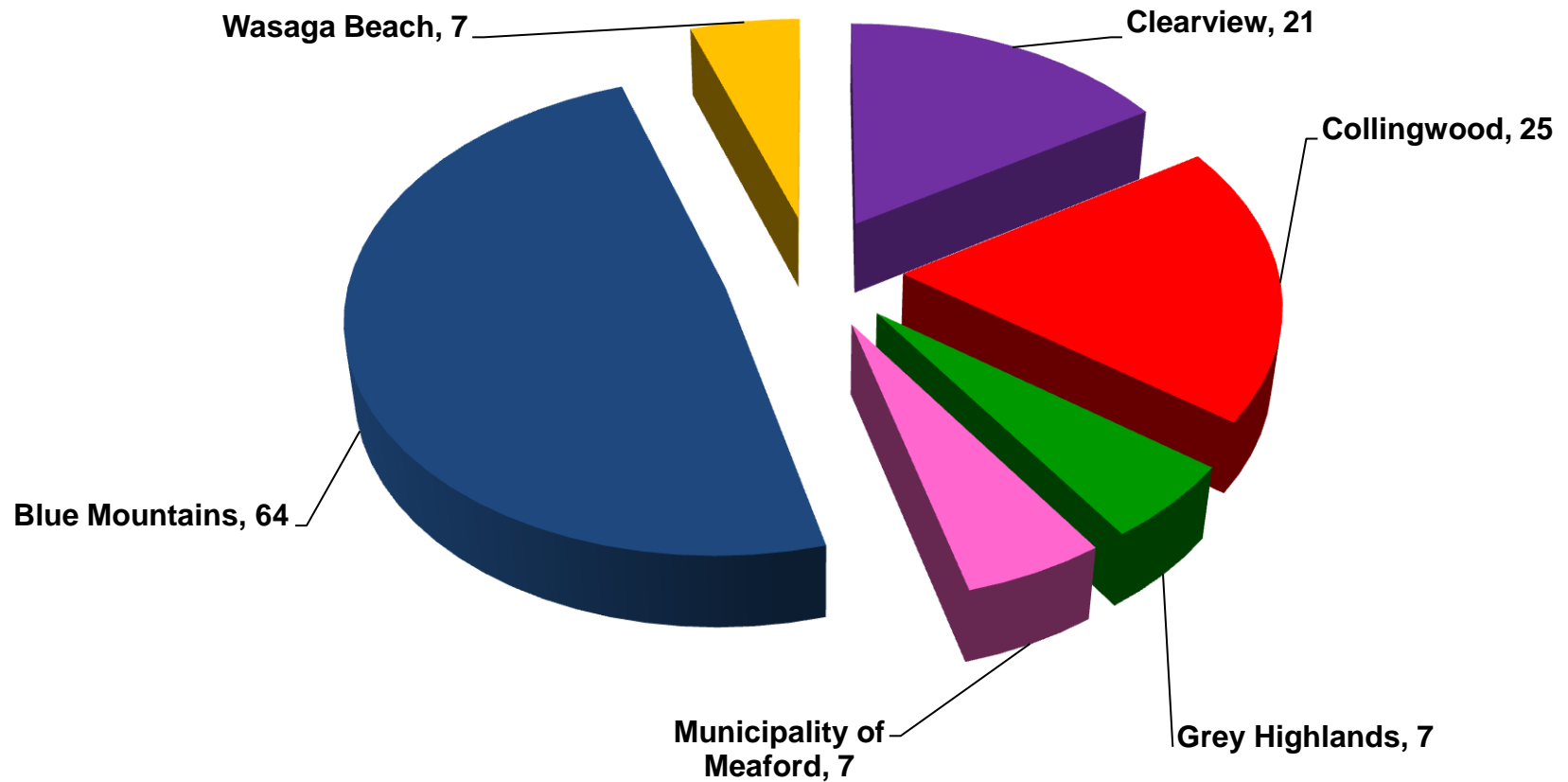


**SOUTHERN GEORGIAN BAY**  
**Luxury Property Total MLS® Sales Over \$1 Million by Price Range**  
**2015 to 2019**  
**(Units)**





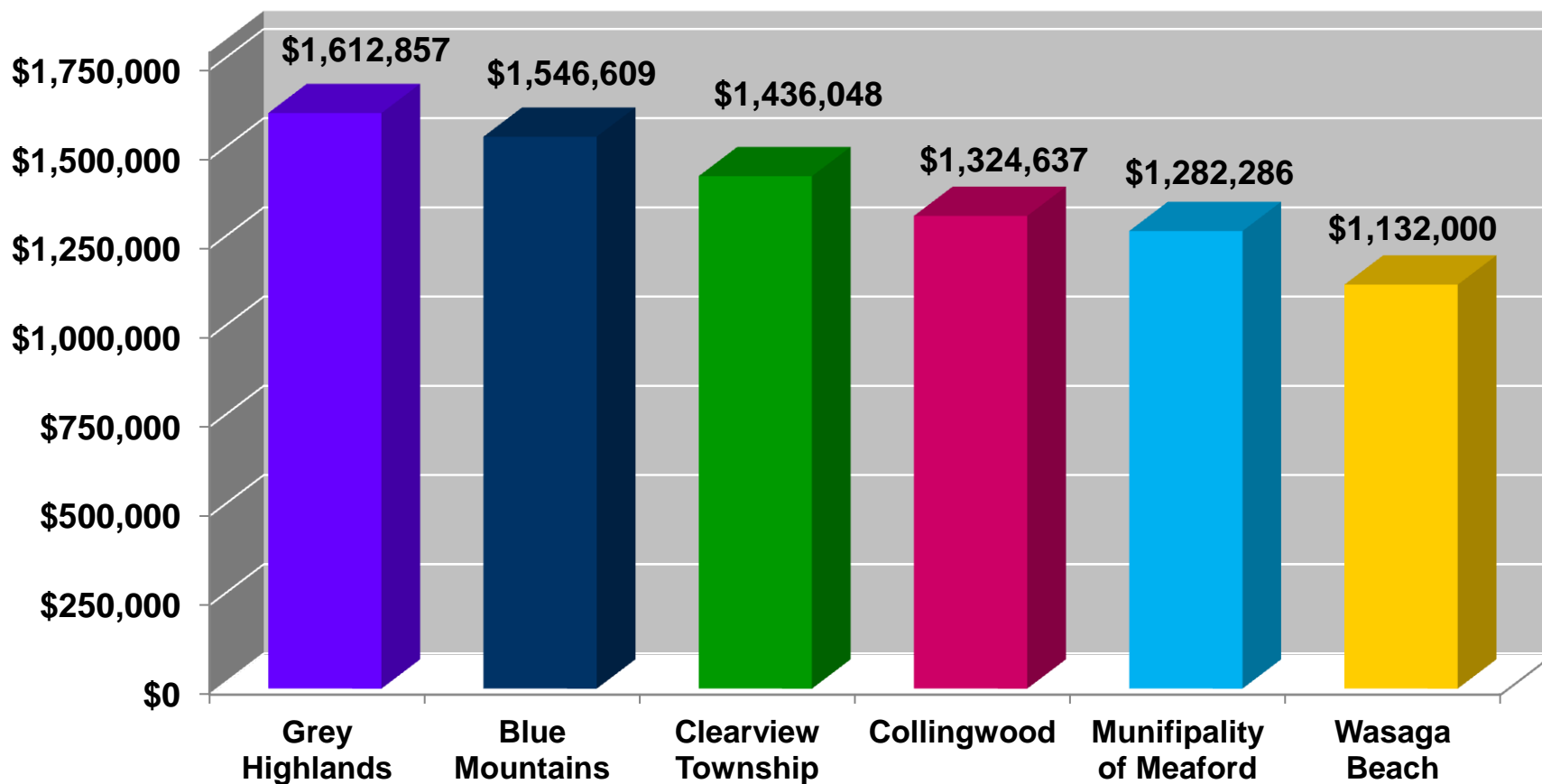
**SOUTHERN GEORGIAN BAY**  
**2019 Luxury Property MLS® Sales Over \$1 Million by Area**  
**(Total Properties Sold)**





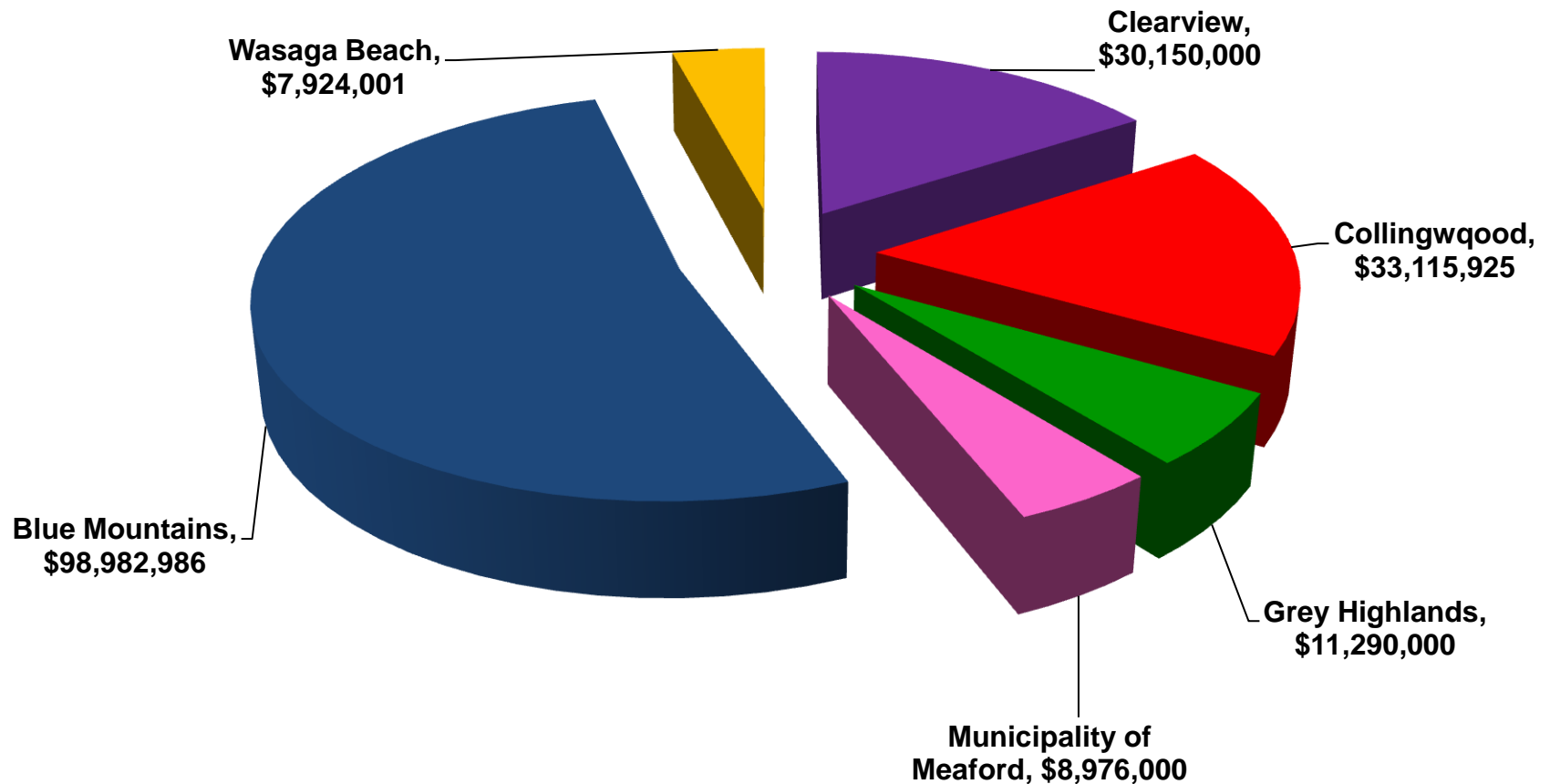


**SOUTHERN GEORGIAN BAY**  
**Luxury Property MLS® Average Sale Prices Over \$1 Million by Area**  
**(Dollars)**



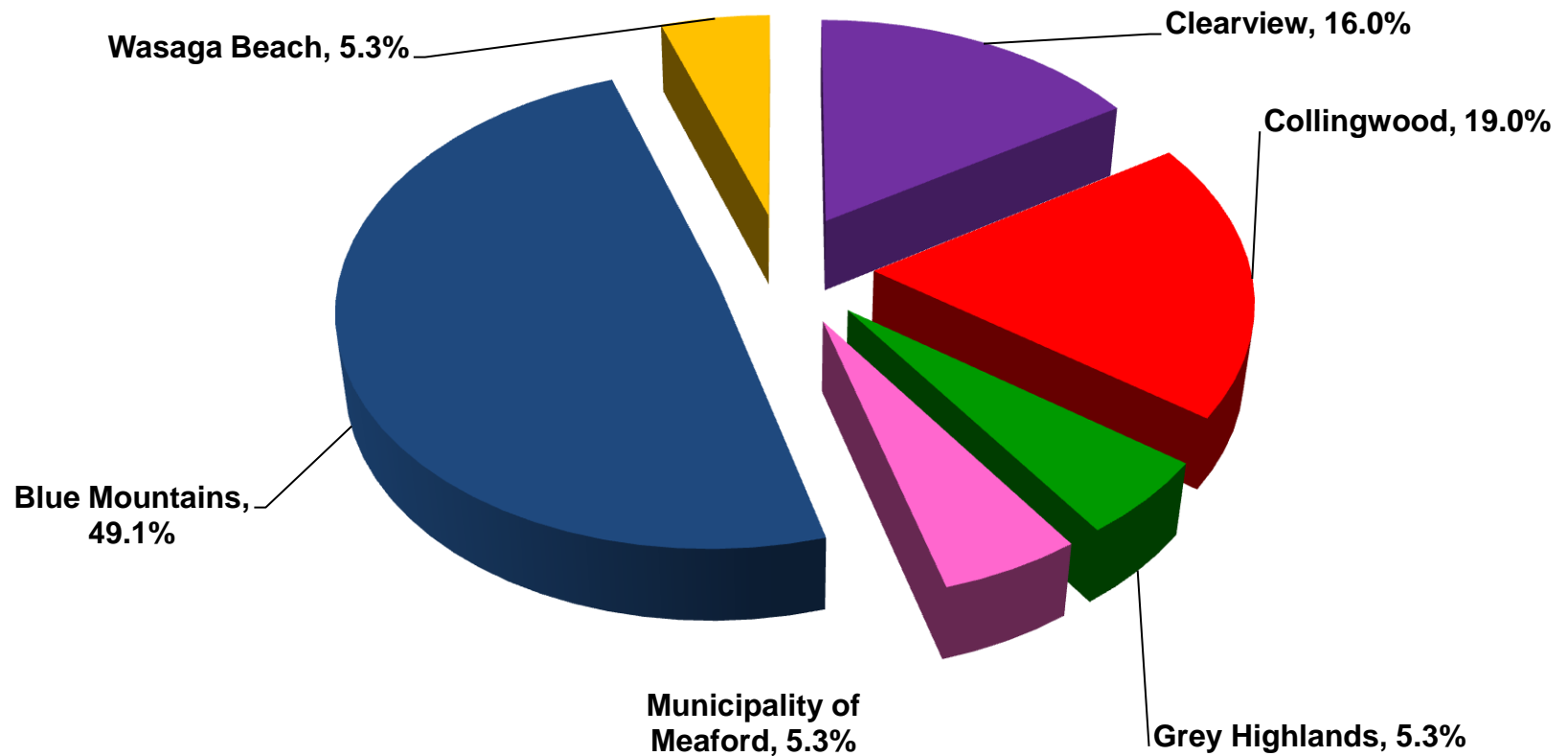


**SOUTHERN GEORGIAN BAY**  
**2019 Luxury Property MLS® Sales Over \$1 Million by Area**  
(Total Dollars Sold)



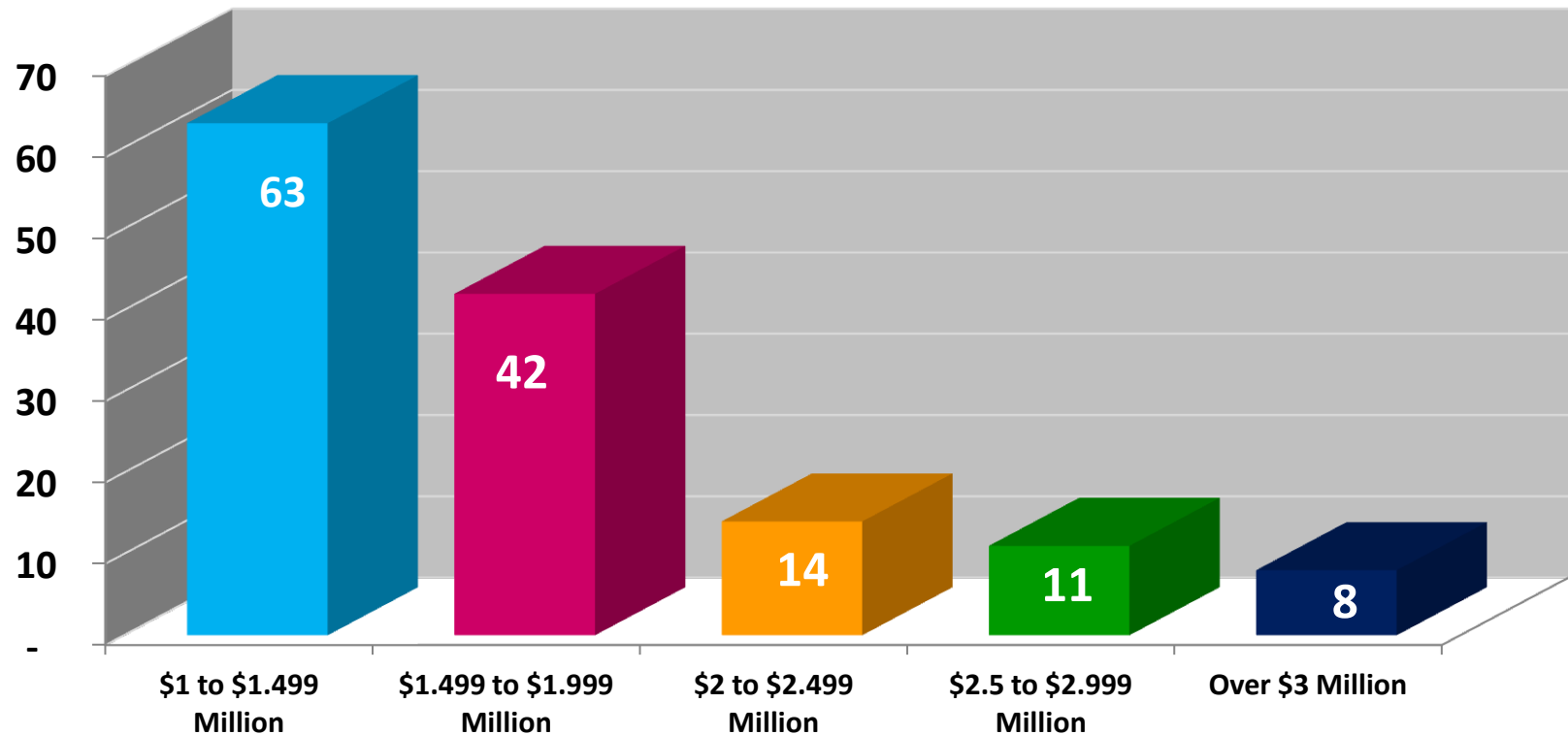


**SOUTHERN GEORGIAN BAY**  
**2019 Luxury Property MLS® Sales Over \$1 Million by Area**  
**(% of Total Properties Sold)**





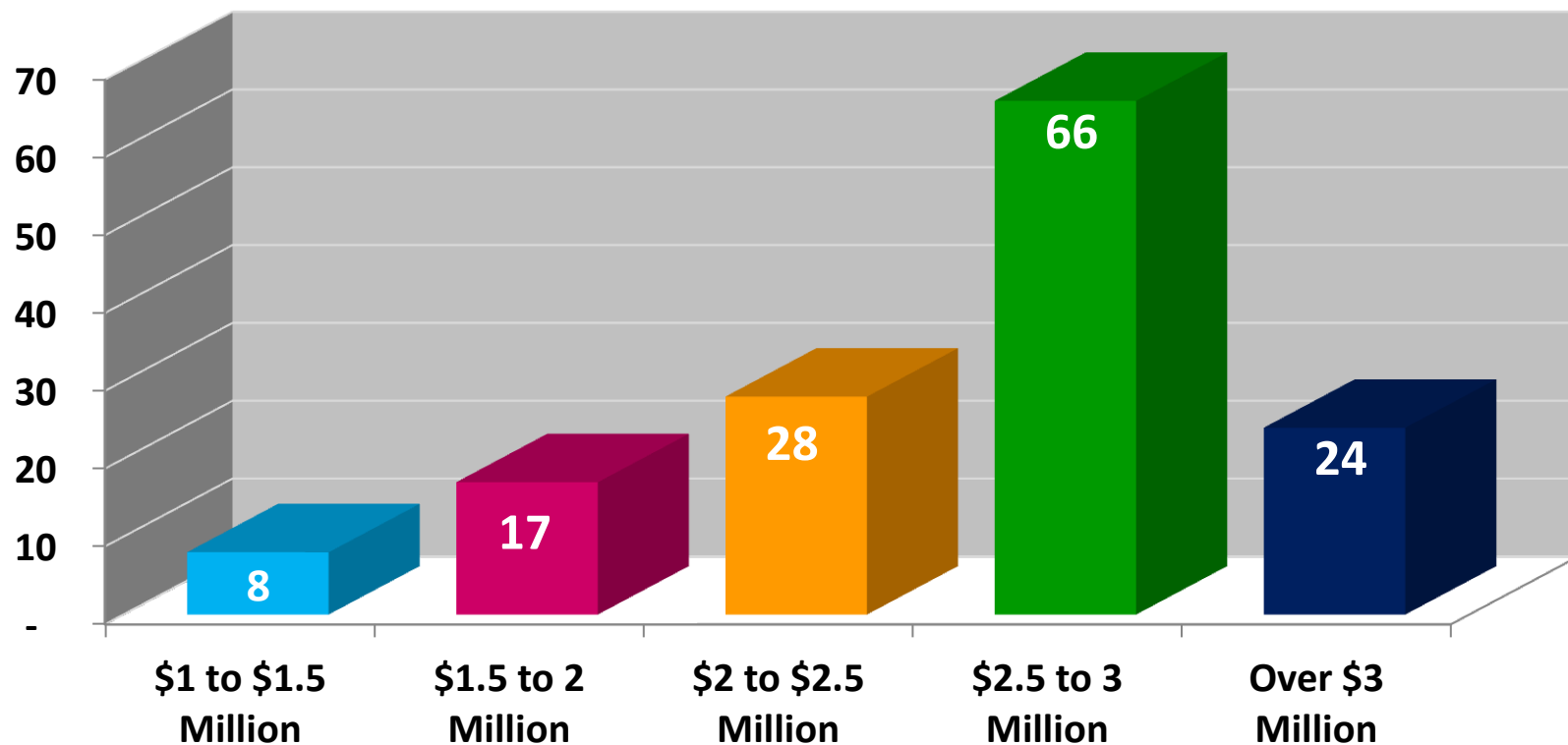
**SOUTHERN GEORGIAN BAY**  
**Luxury Property Current MLS® Inventory Over \$1 Million by Price Range**  
(Units)







**SOUTHERN GEORGIAN BAY**  
**Luxury Property MLS® Currently Listed Inventory**  
**Over \$1 Million by Price Range**  
**(Months of Inventory)**



**Note: These are months of inventory as of February 2020 based on the current rate of sale in 2019.**