

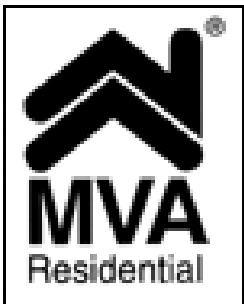


# **SOUTHERN GEORGIAN BAY Luxury Properties Market Report 2020 Year In Review**

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## Luxury Market Overview

- It was an outstanding year for luxury homes sales across the Southern Georgian Bay market with new records set in every price segment of the market. By definition, we consider properties priced from \$1 million and up to represent the luxury market segment in our area.
- MLS® sales of luxury homes priced over \$1 million in 2020 were totaled 353 properties versus 127 in 2019, an increase of 179% over 2019.
- The value of these MLS® sales totaled \$544.2 million, was an unprecedented increase of 189% (rounded) over the \$188.2 Million sold during 2019.



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

Sales in all luxury home price segments were very strong in 2020 as follows:

- Sales priced \$1 to \$1.5 Million were up 146% to 214 units.
- Sales between \$1.5 to \$2 Million were up 200% to 81 units.
- Sales between \$2 to \$2.5 Million increased 500% with 36 sales reported versus 6 the prior year.
- Sales between \$2.5 to \$3 Million totaled 12 properties also up 500% from 2019.
- For the full year, there were 10 MLS® sales over the \$3 Million threshold, 5 sales or 100% more than 2019.



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

- As of this report there are 54 properties listed for sale over \$1 Million on the MLS® System of the Southern Georgian Bay Association of REALTORS®.
- From \$1 to \$3 million there is between 2 to 4 months of available inventory listed for sale based on the rate of sales we saw in 2020. Over \$3 Million the amount of inventory jumps to 16 months.
- Heading into 2021, the months of available inventory may increase. As a “Market Value Appraiser” I can say with authority that pricing your luxury property accurately will be key to attracting luxury home Buyer if the market dynamics change stemming from COVID 19 has on the economy.

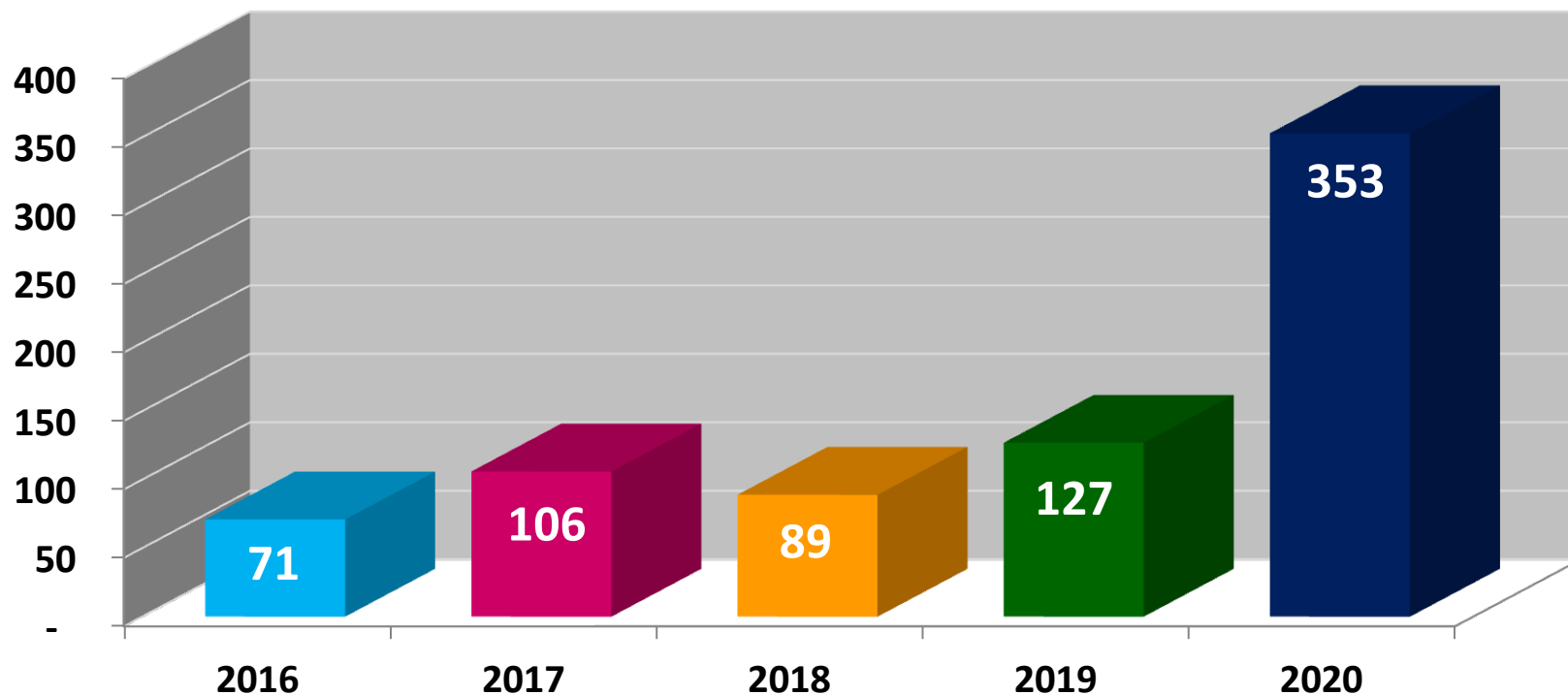


## Luxury Market Overview continued....

- The Blue Mountains remains the key location of choice for luxury home buyers with over 45% of the 2020 sales above \$1 Million in that municipality.
- Based on total MLS® sales in 2020, Clearview Township has the highest “median” ie: middle-of-the-road sale price for luxury properties sold at \$1.675 Million followed by the Blue Mountains and Grey Highlands at \$1.4 Million.
- Luxury property sale prices can vary significantly from one municipality to another based on a variety of factors such as location, property size, waterfront and more. **Contact Me** to learn more: [rcrouch@sothebysrealty.ca](mailto:rcrouch@sothebysrealty.ca)

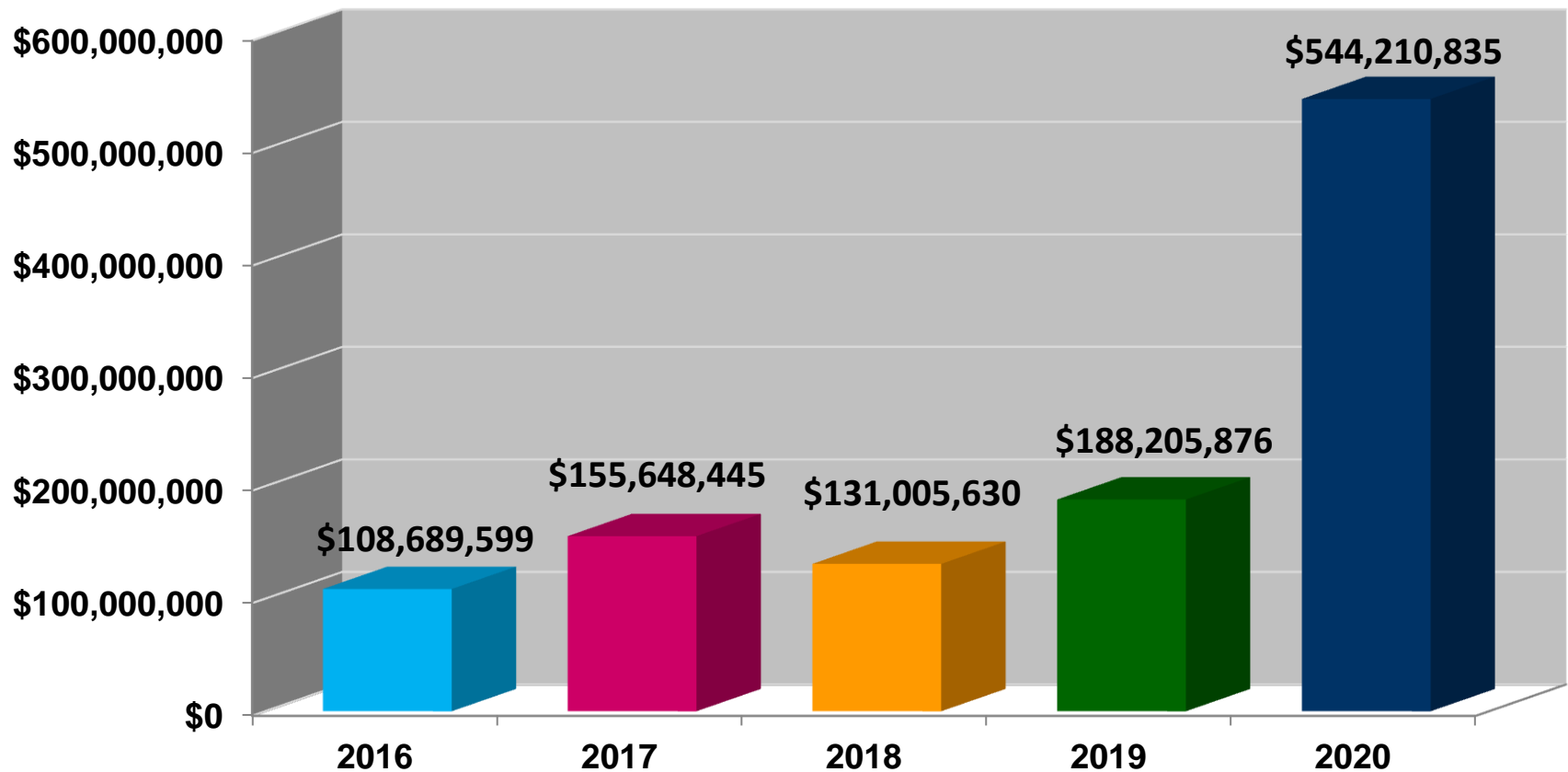


**SOUTHERN GEORGIAN BAY**  
**Annual Luxury Property MLS® Sales Over \$1 Million**  
**2016 to 2020**  
**(Total Properties Sold)**



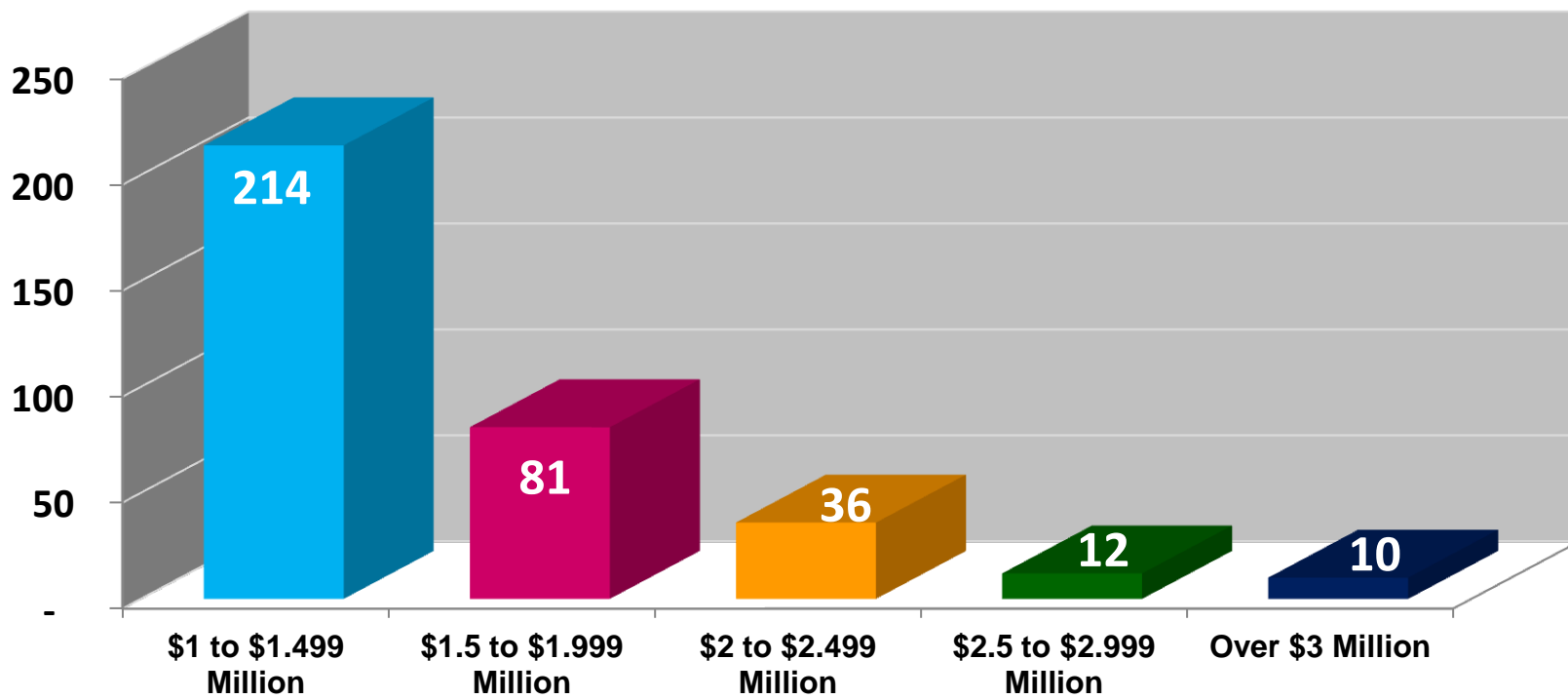


**SOUTHERN GEORGIAN BAY**  
**Annual Luxury Property MLS® Sales Over \$1 Million**  
**2016 to 2020**  
**(In Dollars)**



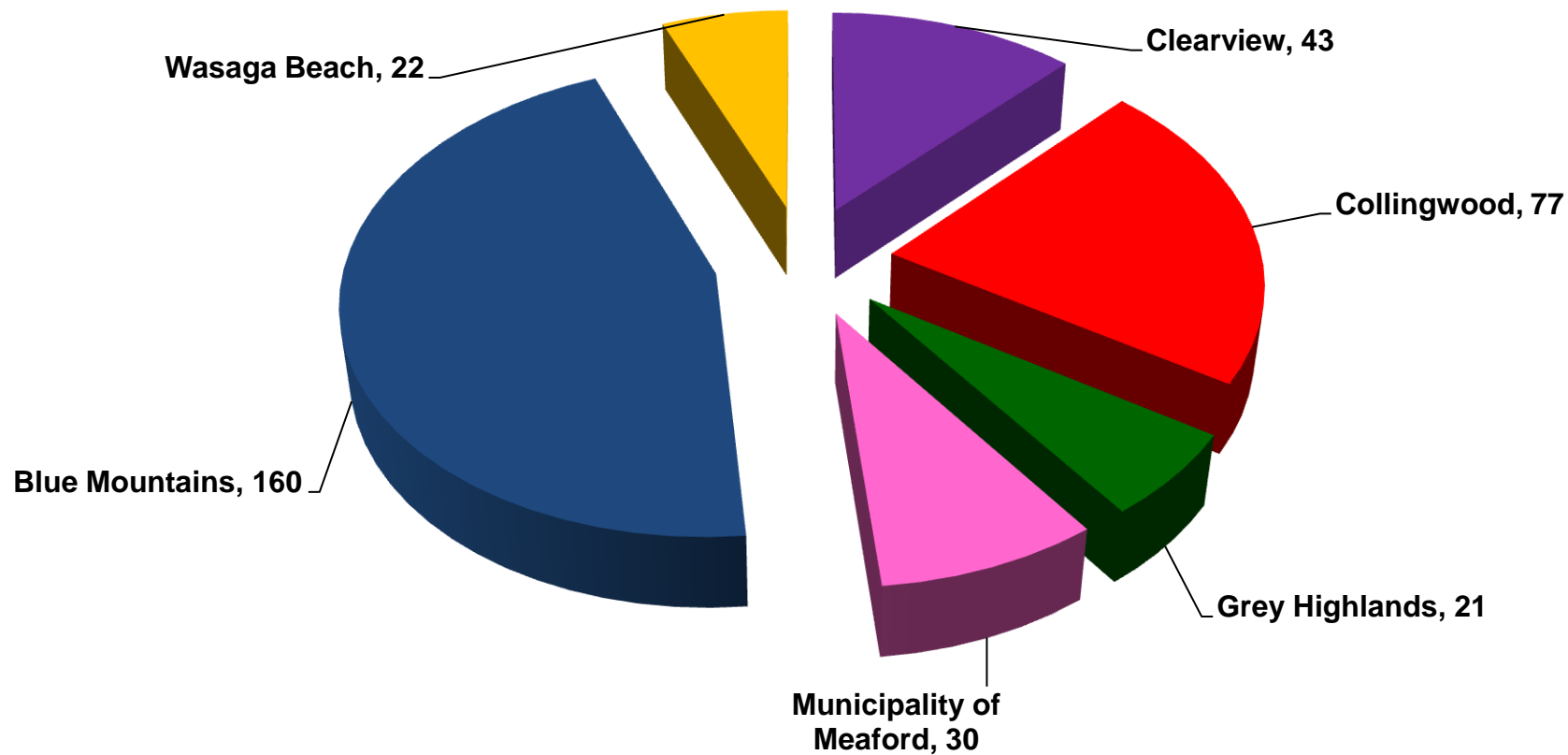


**SOUTHERN GEORGIAN BAY**  
**2020 Luxury Property MLS® Sales Over \$1 Million**  
**by Price Range**  
**(Total Properties Sold)**



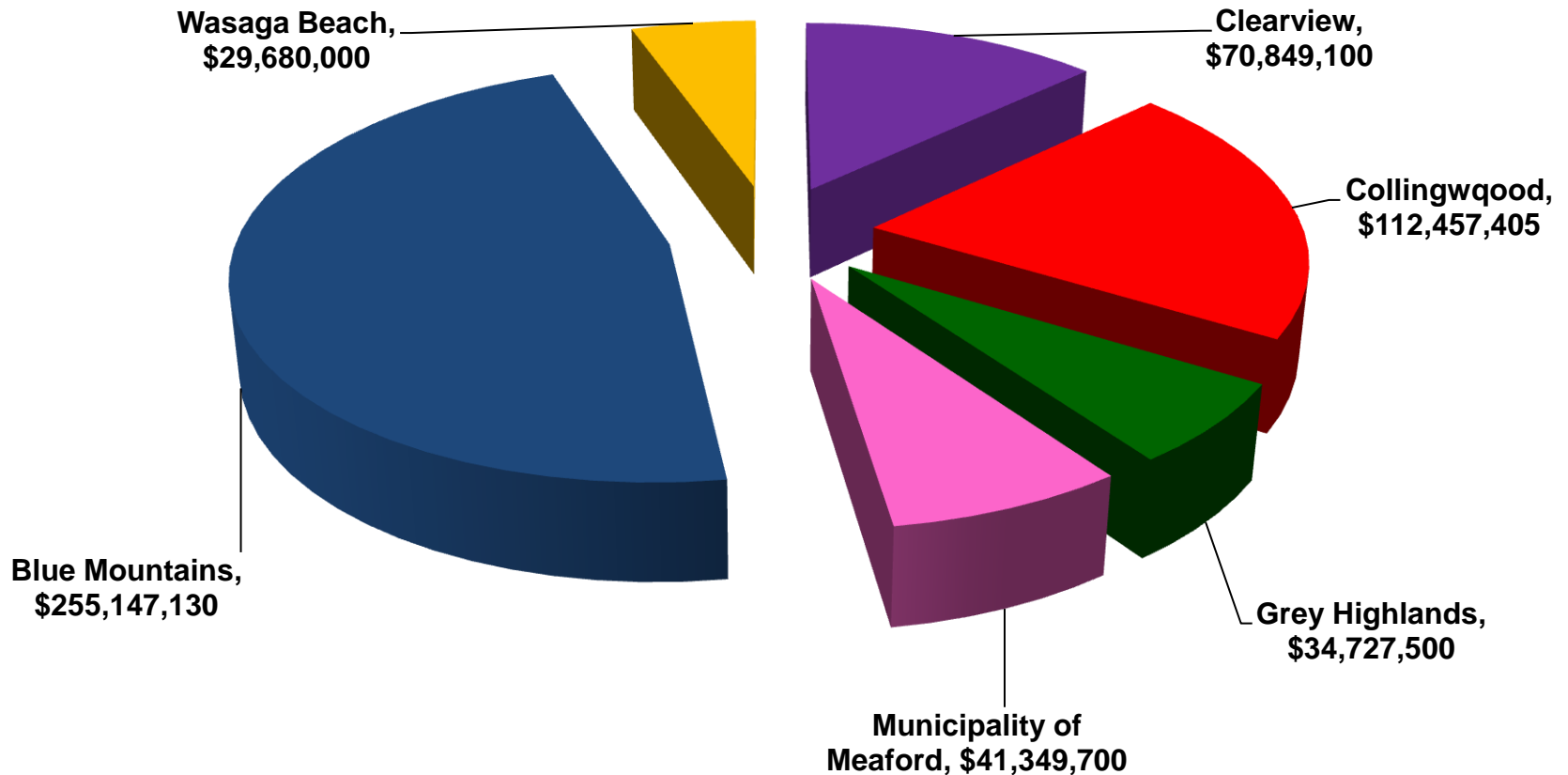


**SOUTHERN GEORGIAN BAY**  
**2020 Luxury Property MLS® Sales Over \$1 Million by Area**  
**(Total Units Sold)**



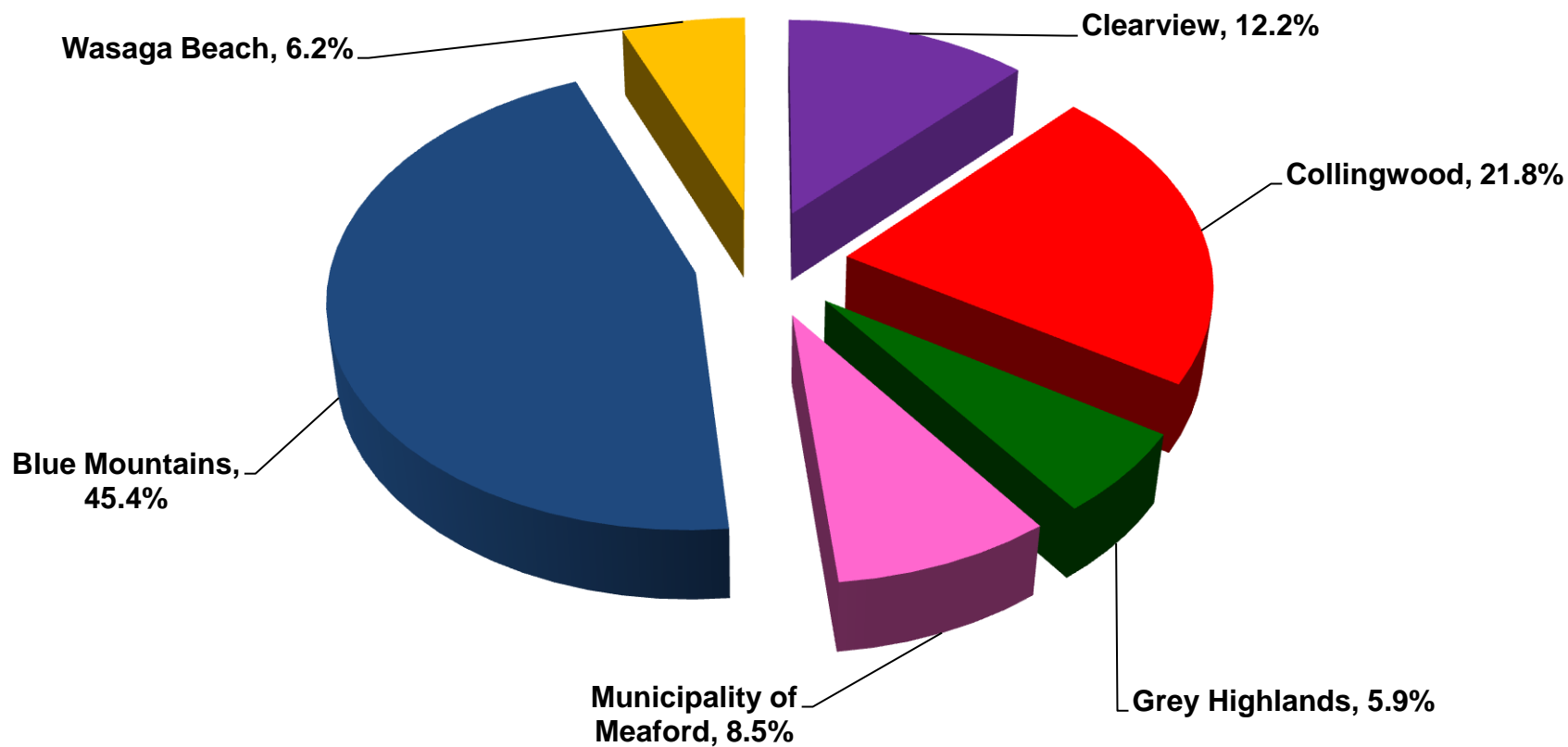


**SOUTHERN GEORGIAN BAY**  
**2020 Luxury Property MLS® Sales Over \$1 Million by Area**  
**(Total Dollars Sold)**



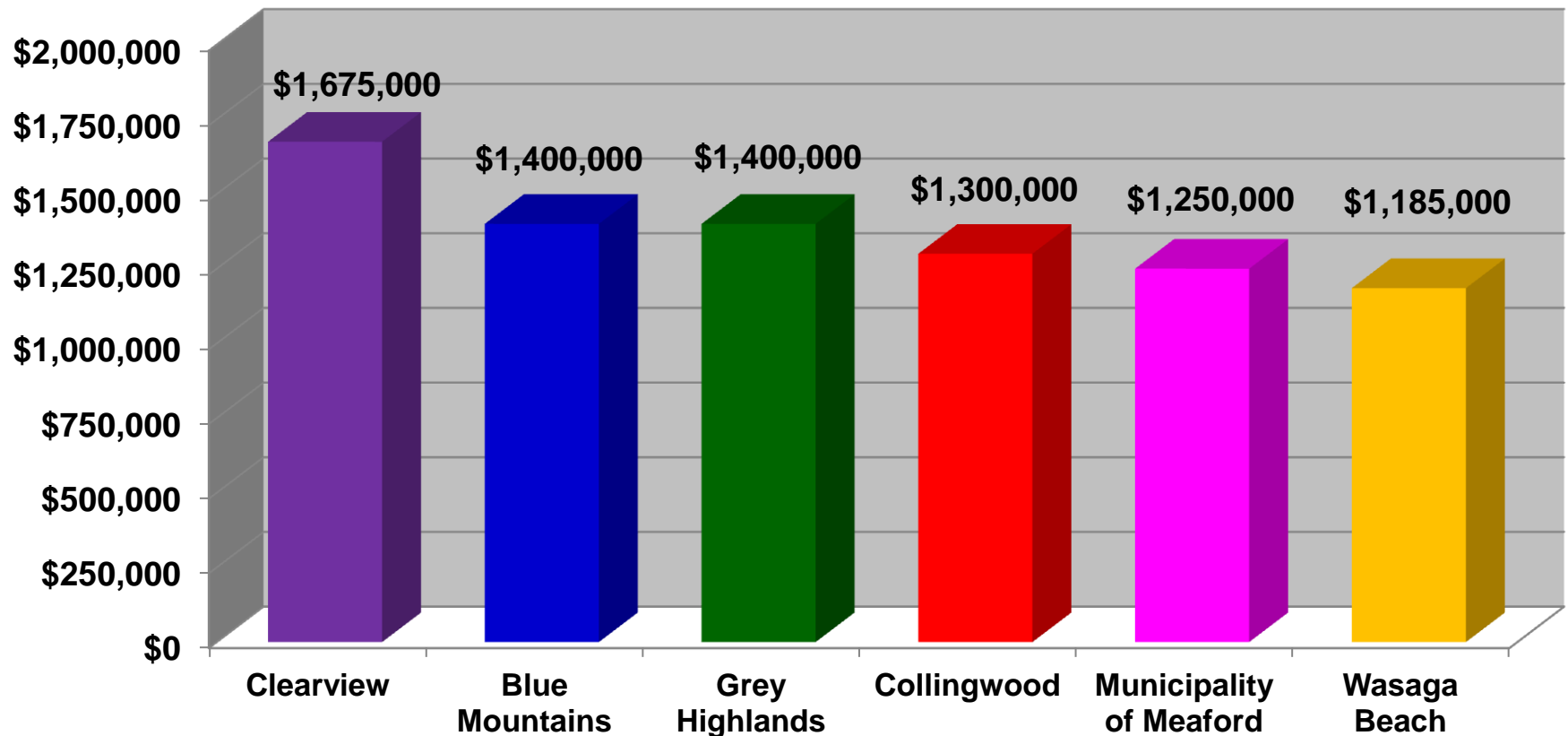


**SOUTHERN GEORGIAN BAY**  
**2020 Luxury Property MLS® Sales Over \$1 Million by Area**  
**(% of Total Units Sold)**



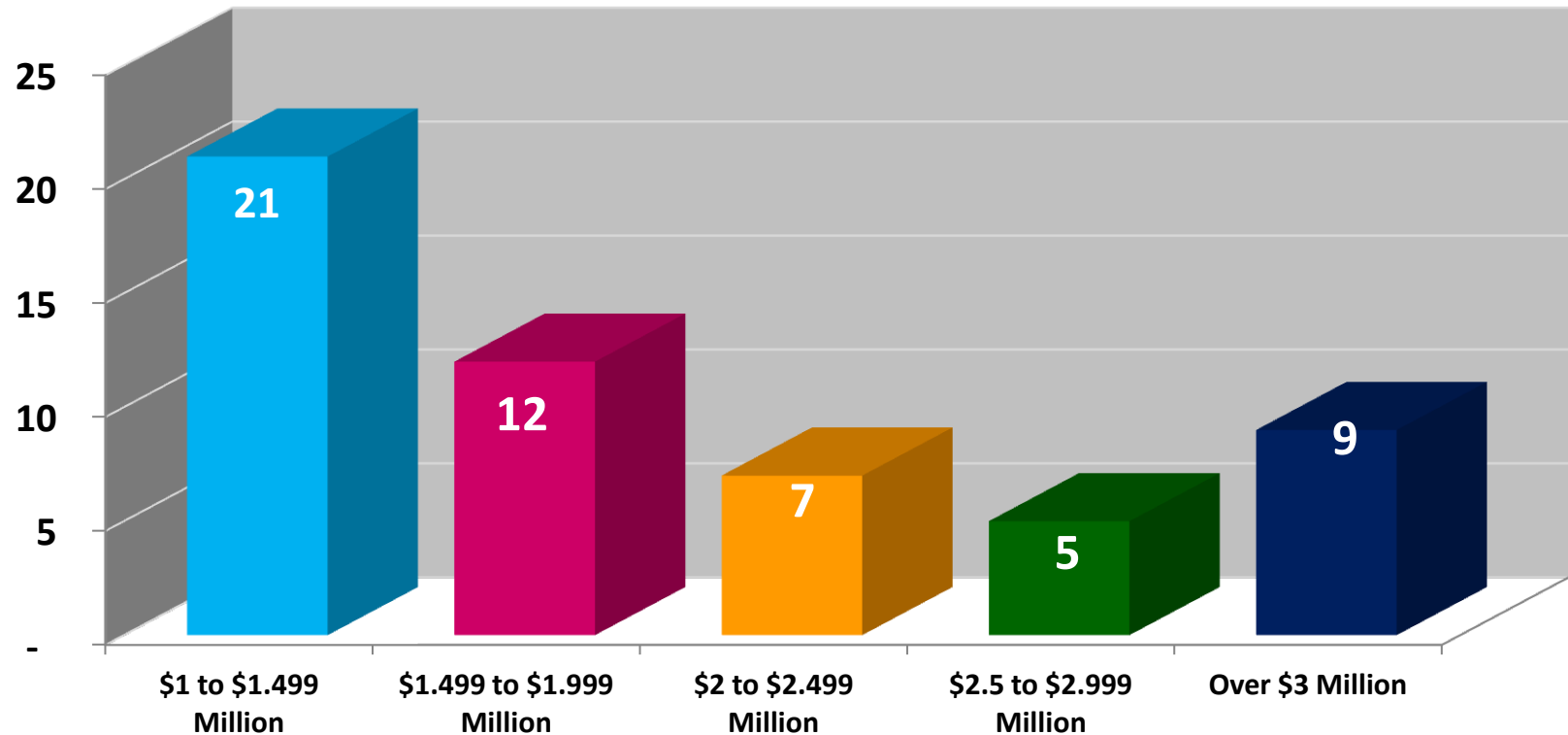


**SOUTHERN GEORGIAN BAY**  
**2020 Luxury Property MLS® Median Sale Prices**  
**Over \$1 Million by Area**  
(Dollars rounded)



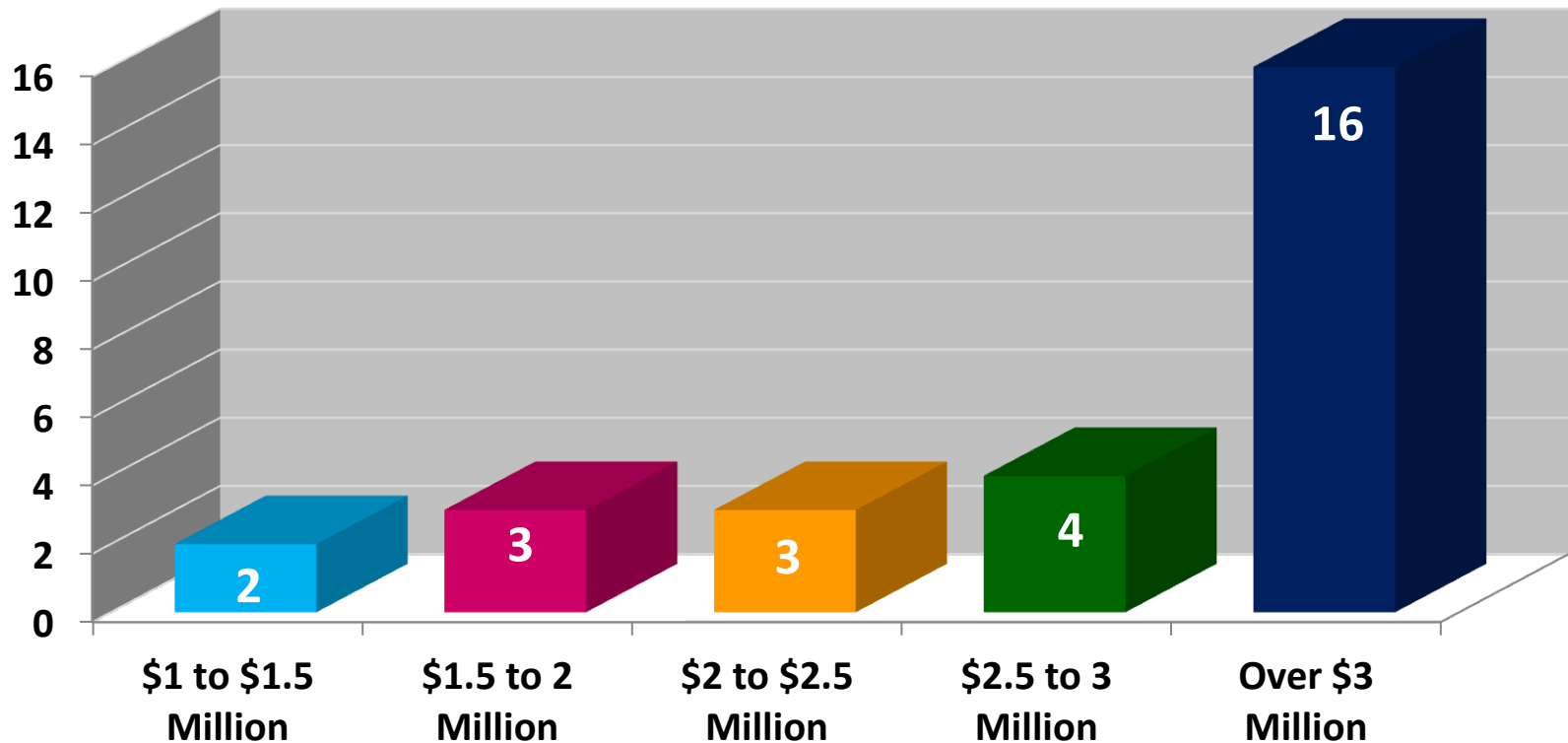


**SOUTHERN GEORGIAN BAY**  
**Total Luxury Properties Currently MLS® Listed as of January 2021**  
**Over \$1 Million by Price Range**  
**(Number Properties Listed For Sale)**





**SOUTHERN GEORGIAN BAY**  
**Total Luxury Properties Currently MLS® Listed as of January 2021**  
**Over \$1 Million by Price Range**  
**(Months of Inventory)**



**Note: These are months of inventory as of January 2021 based on the rate of sale in 2020.**