



# **SOUTHERN GEORGIAN BAY**

## **Luxury Properties Market Report**

### **2021 Year In Review**

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### Luxury Market Overview

- Luxury homes and condominium sales, those priced over \$1 million across the Southern Georgian Bay area continued to play a key role in driving MLS® dollar volume during 2021.

**NOTE:** Areas covered in this report are Clearview Township, Collingwood, Grey Highlands, Municipality of Meaford, the Blue Mountains and Wasaga Beach.

- MLS® sales of luxury properties to the end of 2021 totaled 631 properties compared to 358 in 2020 an increase of 76%.
- The value of these sales was just over \$1 Billion up \$452 million or 82% from 2020. As with the market in general, luxury home sales decreased significantly in the first half of 2020 when the COVID 19 pandemic arrived. This partially explains the large gain in sales we saw in the latter half 2021.



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

Year End 2021 MLS® sales in the various luxury property price segments were as follows:

- Sales priced \$1 to \$1.499 million up 82% to 390 units.
- Sales between \$1.5 to \$1.999 million up 57% to 127 units.
- Sales between \$2 to \$2.499 Million up 33% to 48 units.
- Sales between \$2.5 to \$2.999 Million up 242% to 41 sales.
- Sales over \$3 Million of were up 150% with 25 sales.



## Luxury Market Overview continued....

- As of this report there are 78 properties listed for sale over \$1 million on the MLS® System of the Lakelands Association of REALTORS®.

NOTE: This includes Clearview Township, Collingwood, Grey Highlands, Municipality of Meaford, the Blue Mountains and Wasagla Beach.

- Based on the current rate of sales, days of inventory are as follows in the various price segments:

\$1.0 to \$1.499 million	21 days
\$1.5 to \$1,999 million	37 days
\$2.0 to \$2.499 million	123 days
\$2.5 to \$2.999 million	127 days
\$3.0 million +	157 days

- As we begin the 1<sup>st</sup> Quarter of 2022, inventory levels from \$1.5 to \$3 million and higher have increased. As a result, I suspect days-on-market (the time it takes to sell) these properties will increase as well.



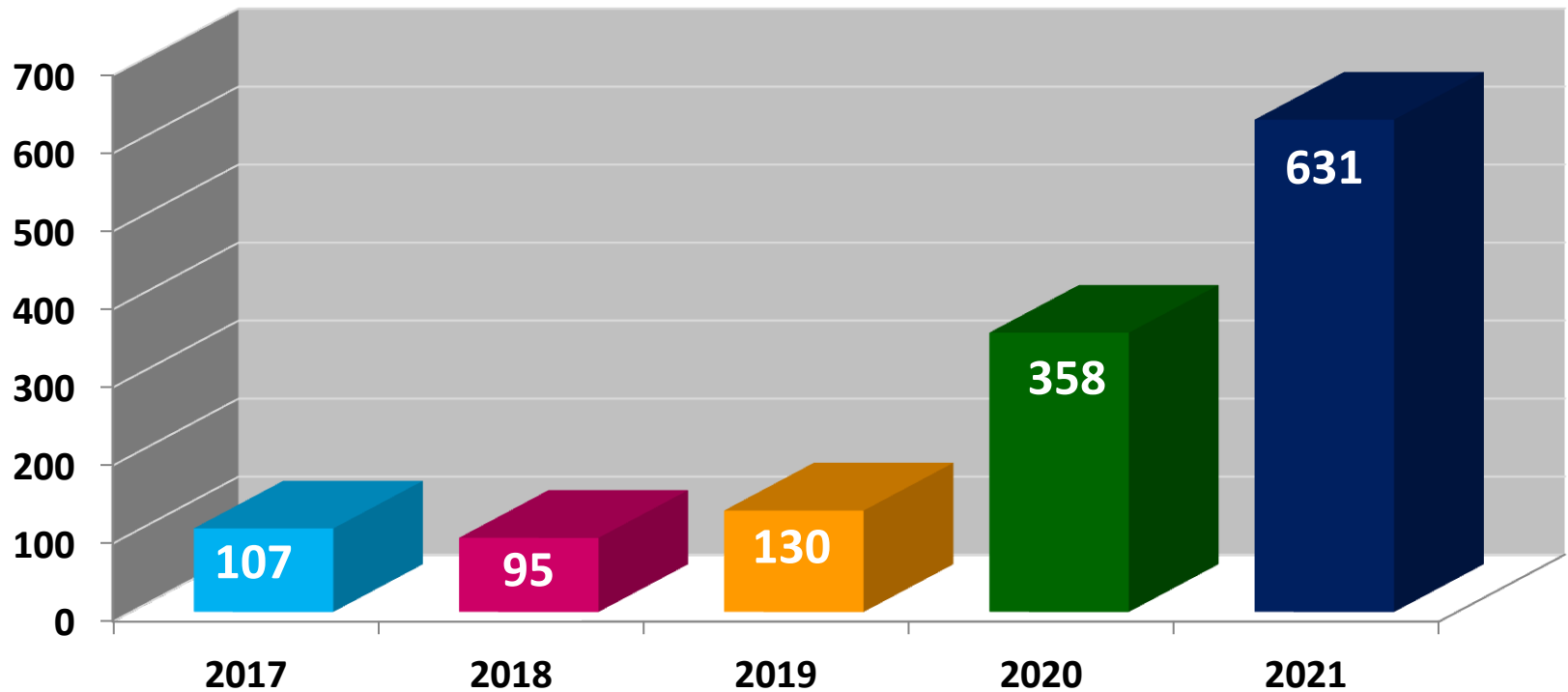


## Luxury Market Overview continued....

- The Blue Mountains remains the key location of choice for luxury home Buyers with 35% of the overall market for sales over \$1 million but this number has been shrinking annually.
- Based on total 2021 MLS® sales through the end of 2021, the Municipality of Clearview has the highest “median” sale price for luxury properties sold at \$1.615 million followed by the Blue Mountains & Meaford at \$1.568 and \$1.541 million respectively.
- Luxury property prices vary greatly across our region based on factors such as location, property size, water frontage & more.  
**Contact Me** to learn more: [rcrouch@sothebysrealty.ca](mailto:rcrouch@sothebysrealty.ca)

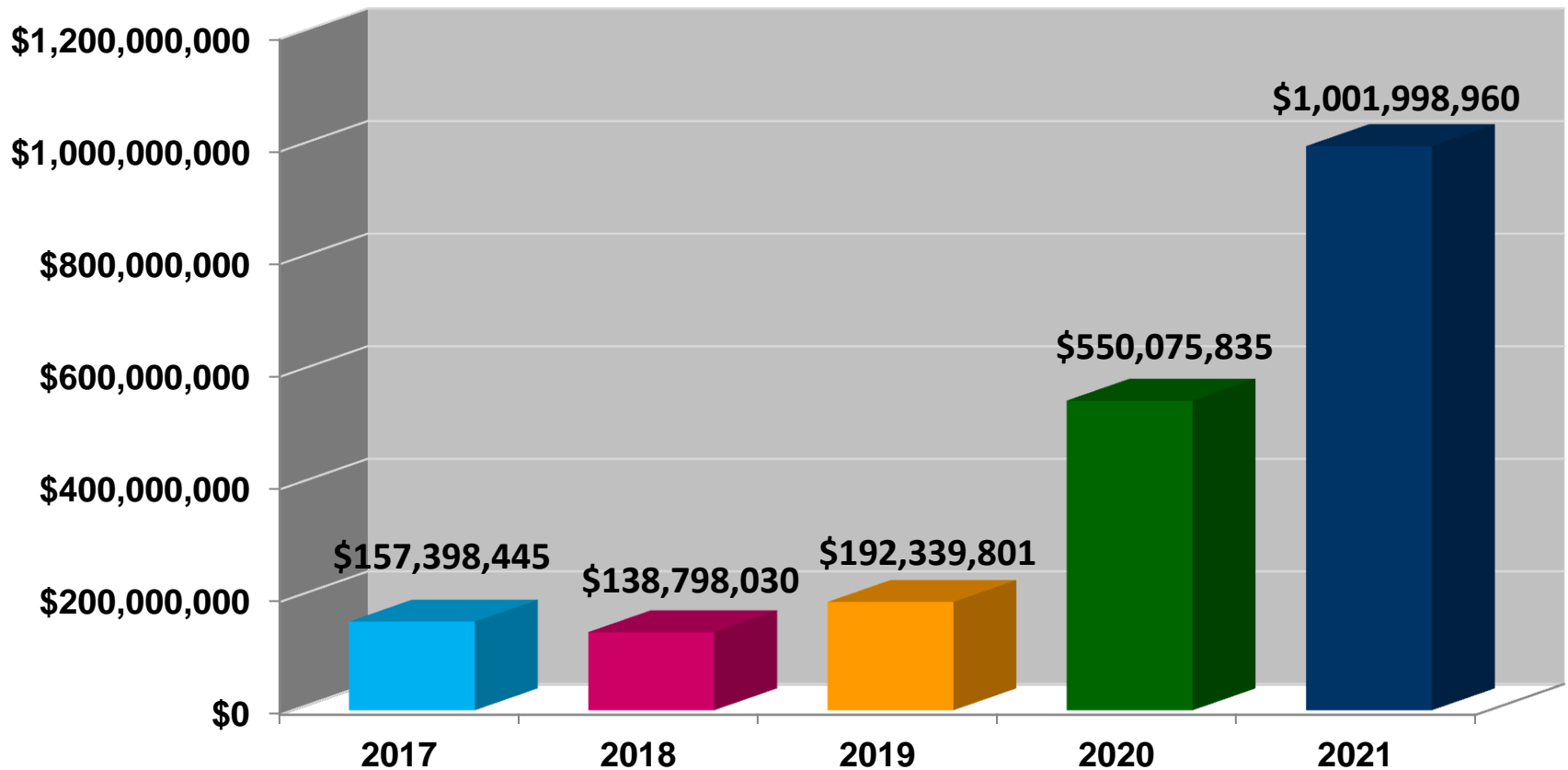


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales Over \$1 Million**  
**2017 to 2021**  
**(Total Properties Sold)**



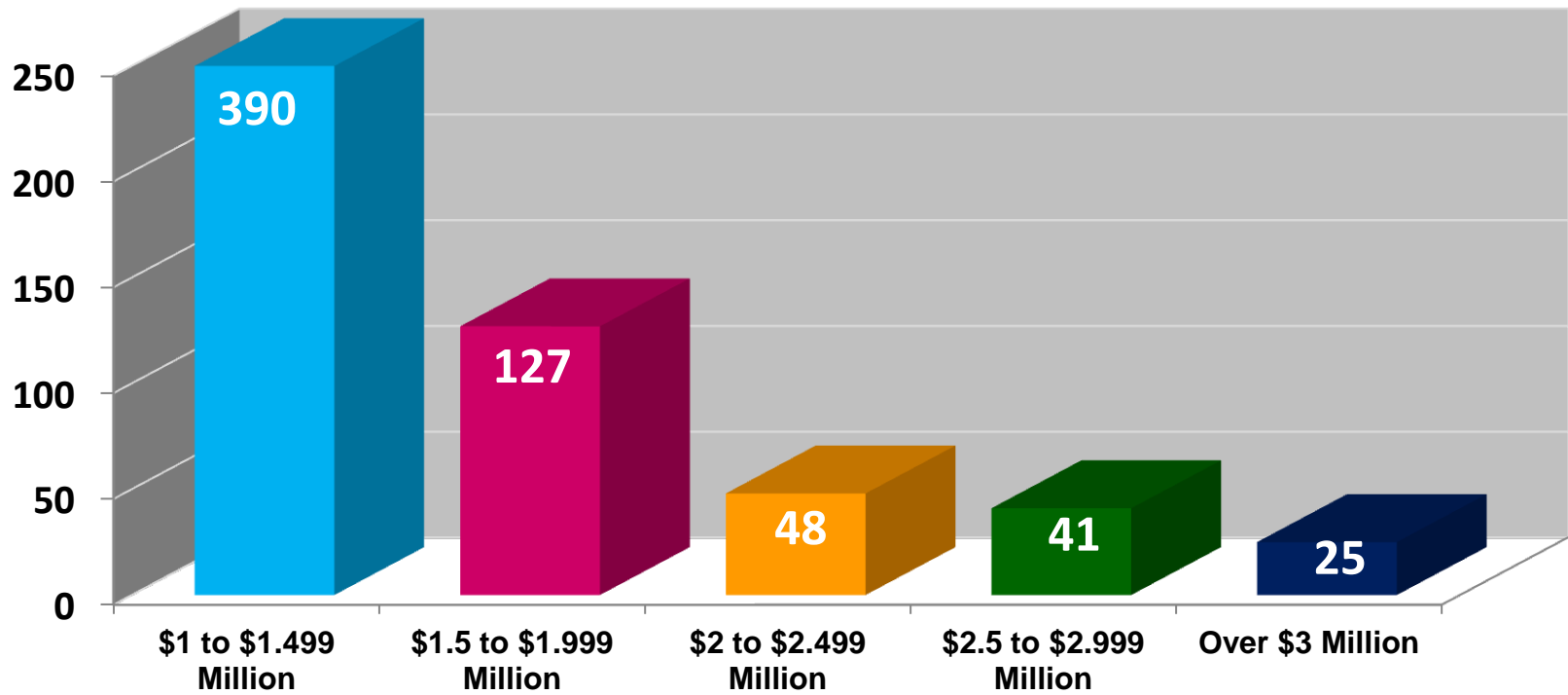


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales Over \$1 Million**  
**2017 to 2021**  
**(Total Dollars Sold)**





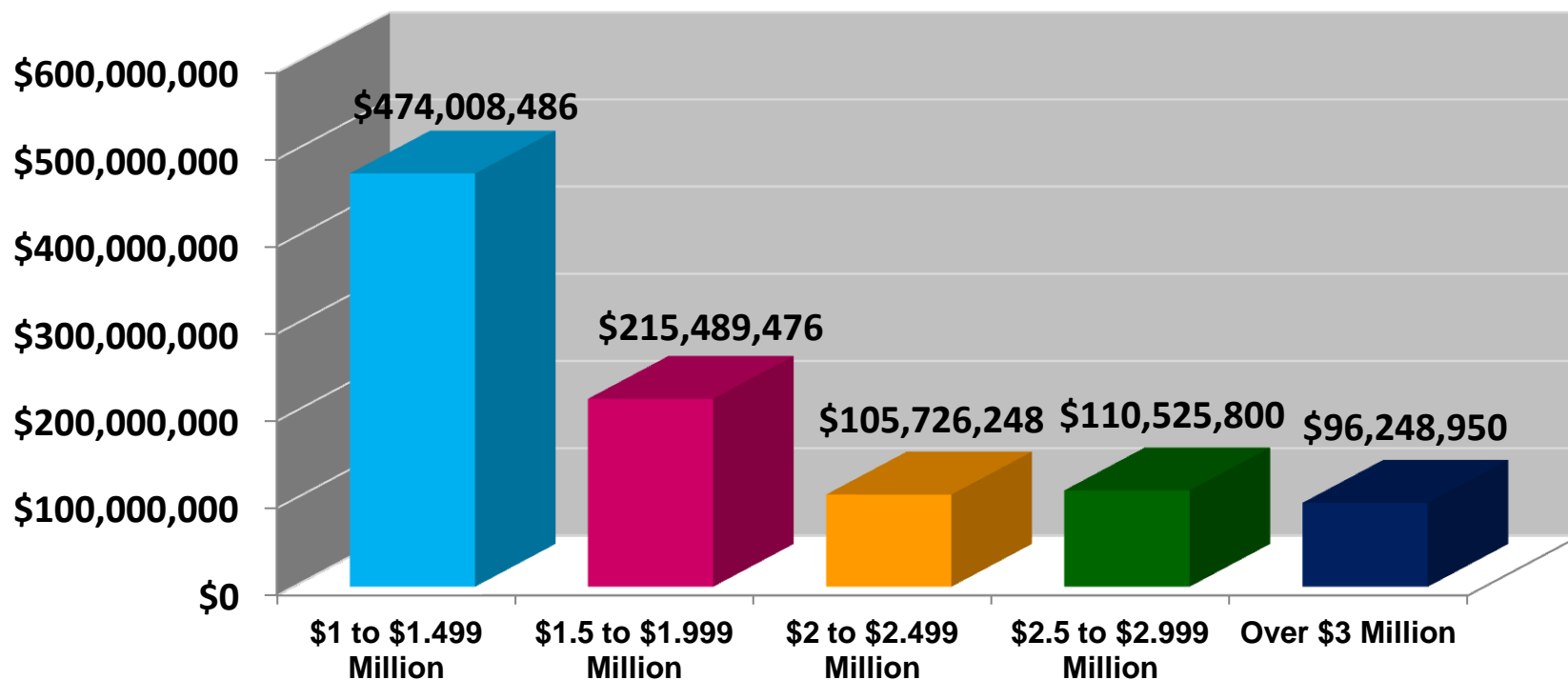
**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales**  
**Over \$1 Million by Price Range**  
**(Total Properties Sold)**





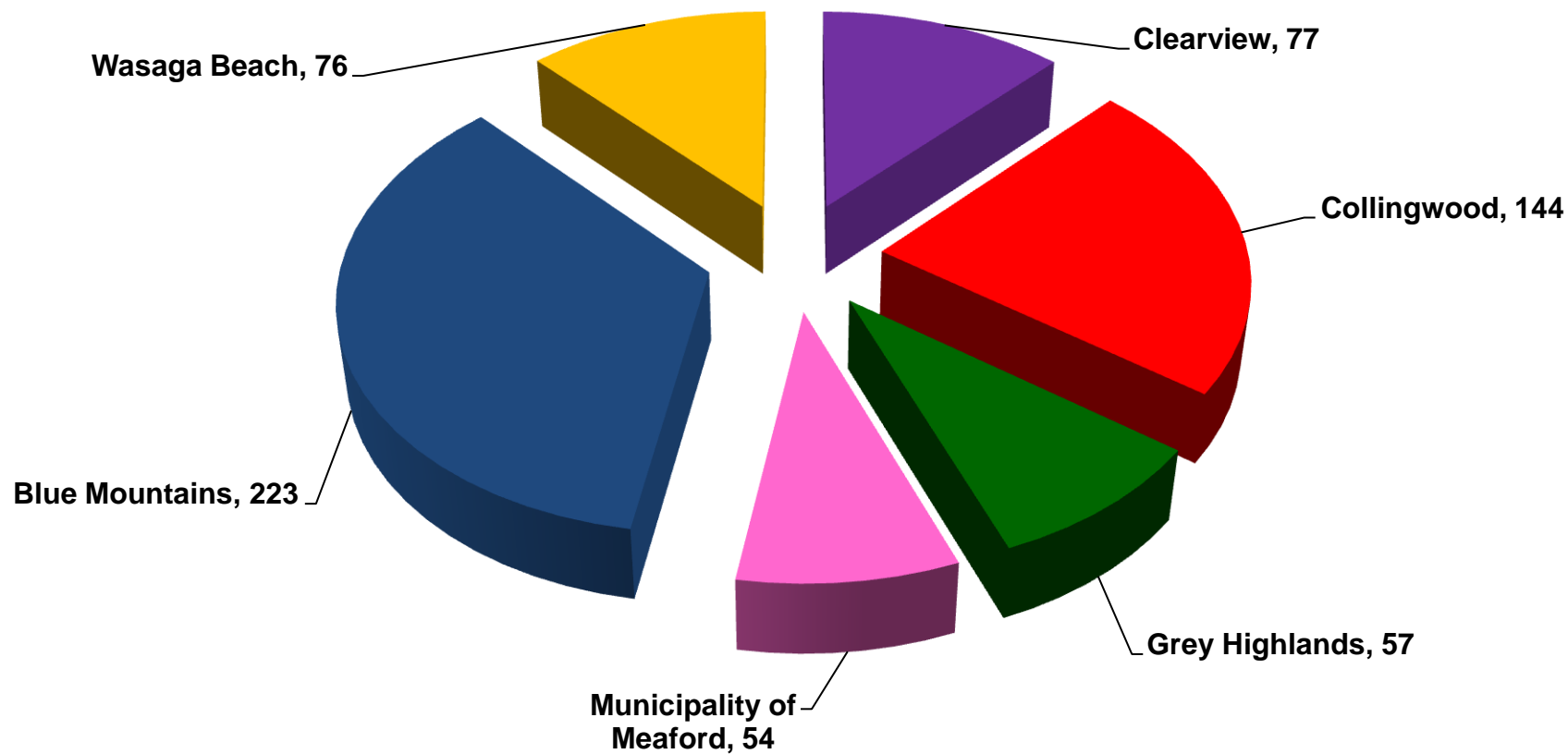


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales**  
**Over \$1 Million by Price Range**  
**(Total Dollars Sold)**



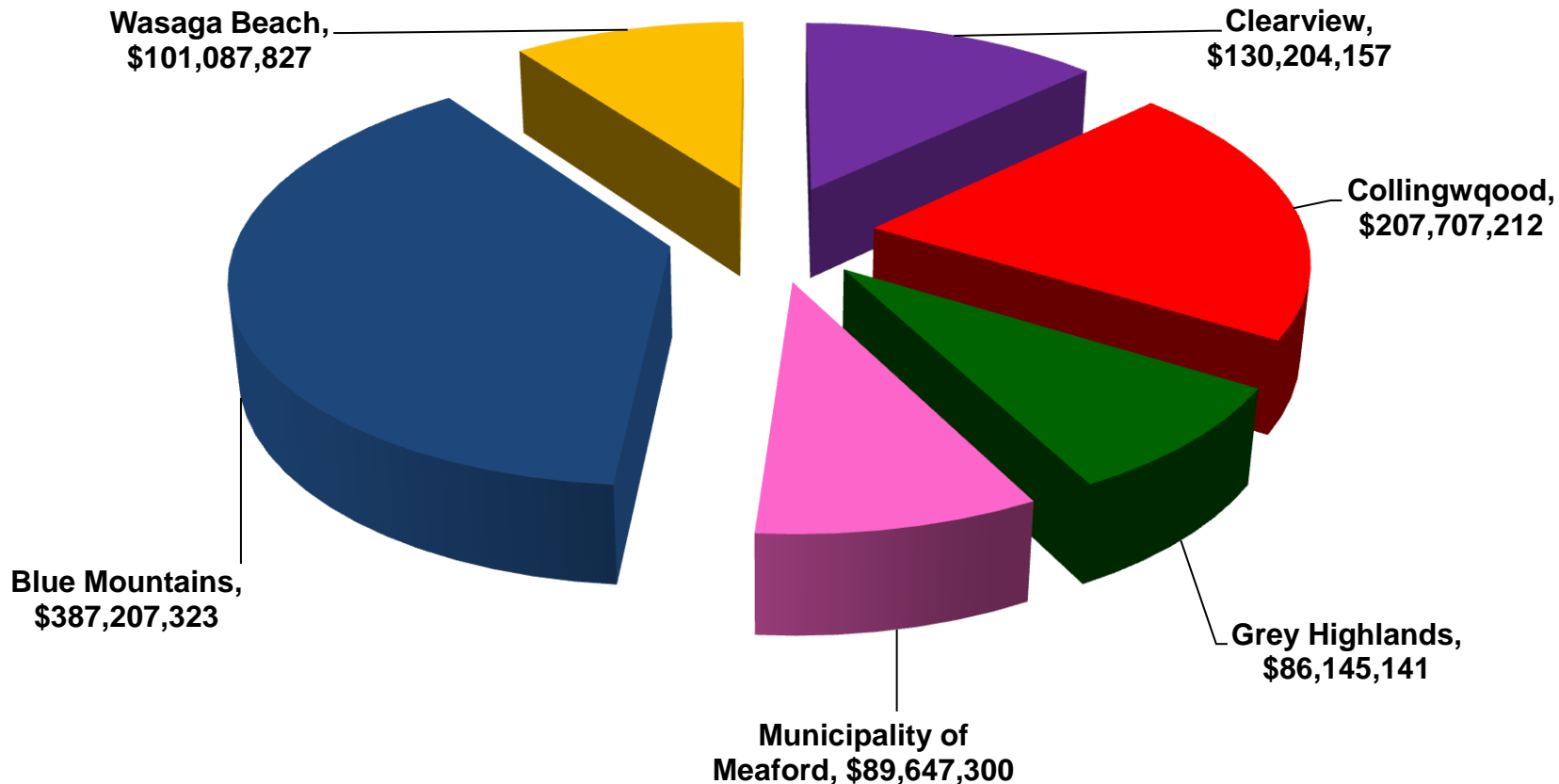


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales**  
**Over \$1 Million by Area**  
**(Total Properties Sold)**



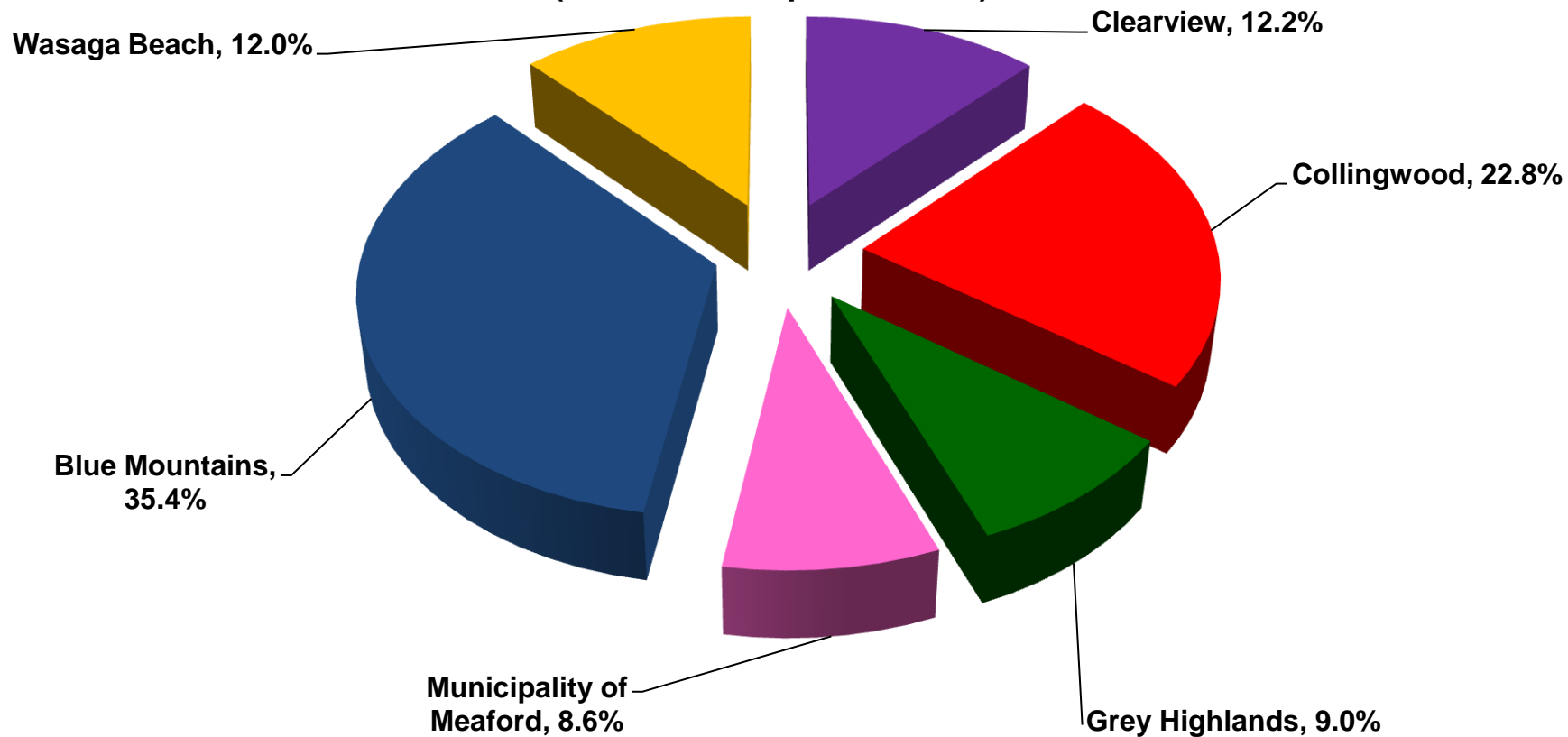


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales**  
**Over \$1 Million by Area**  
**(Total Dollars Sold)**





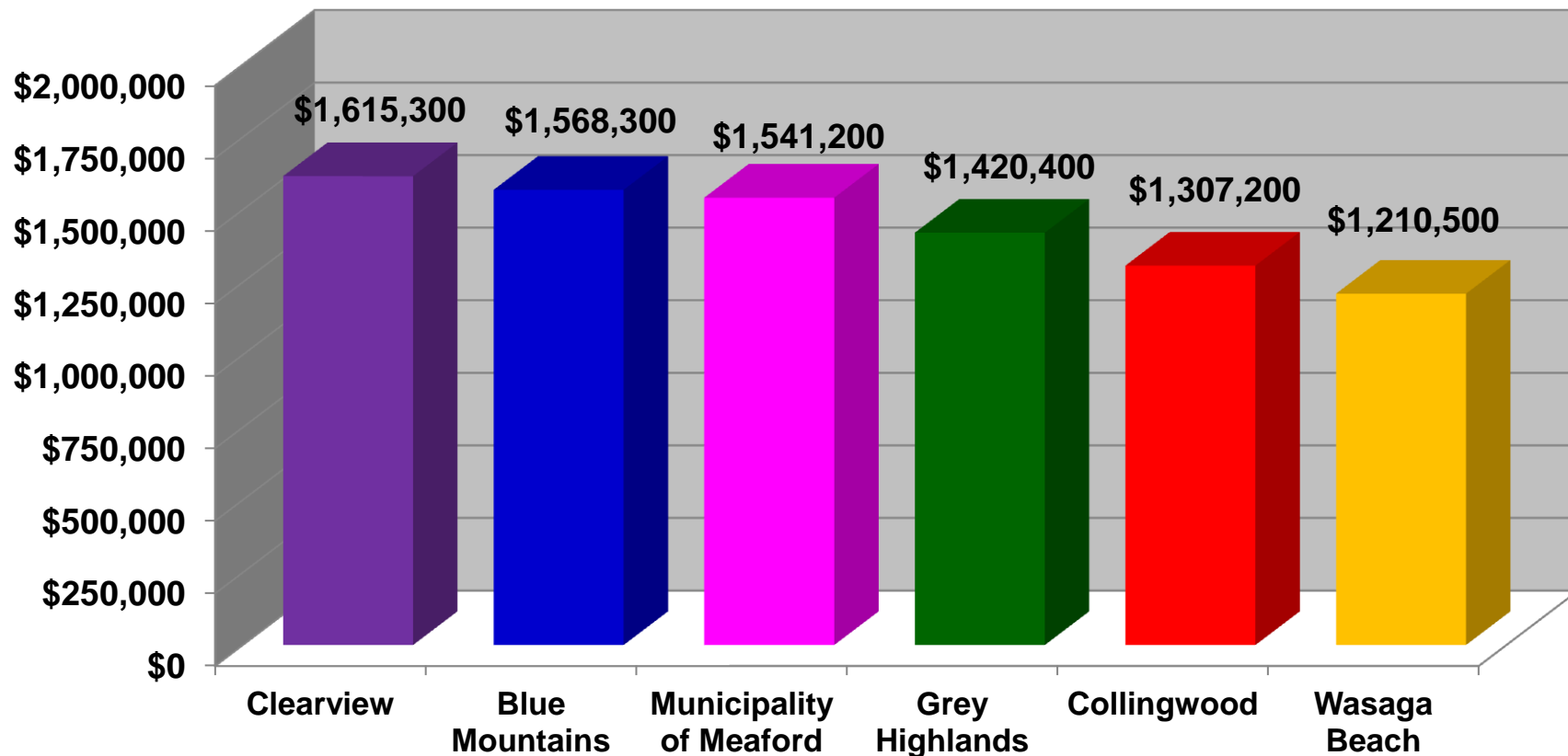
**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Sales**  
**Over \$1 Million by Area**  
**(% of Total Properties Sold)**





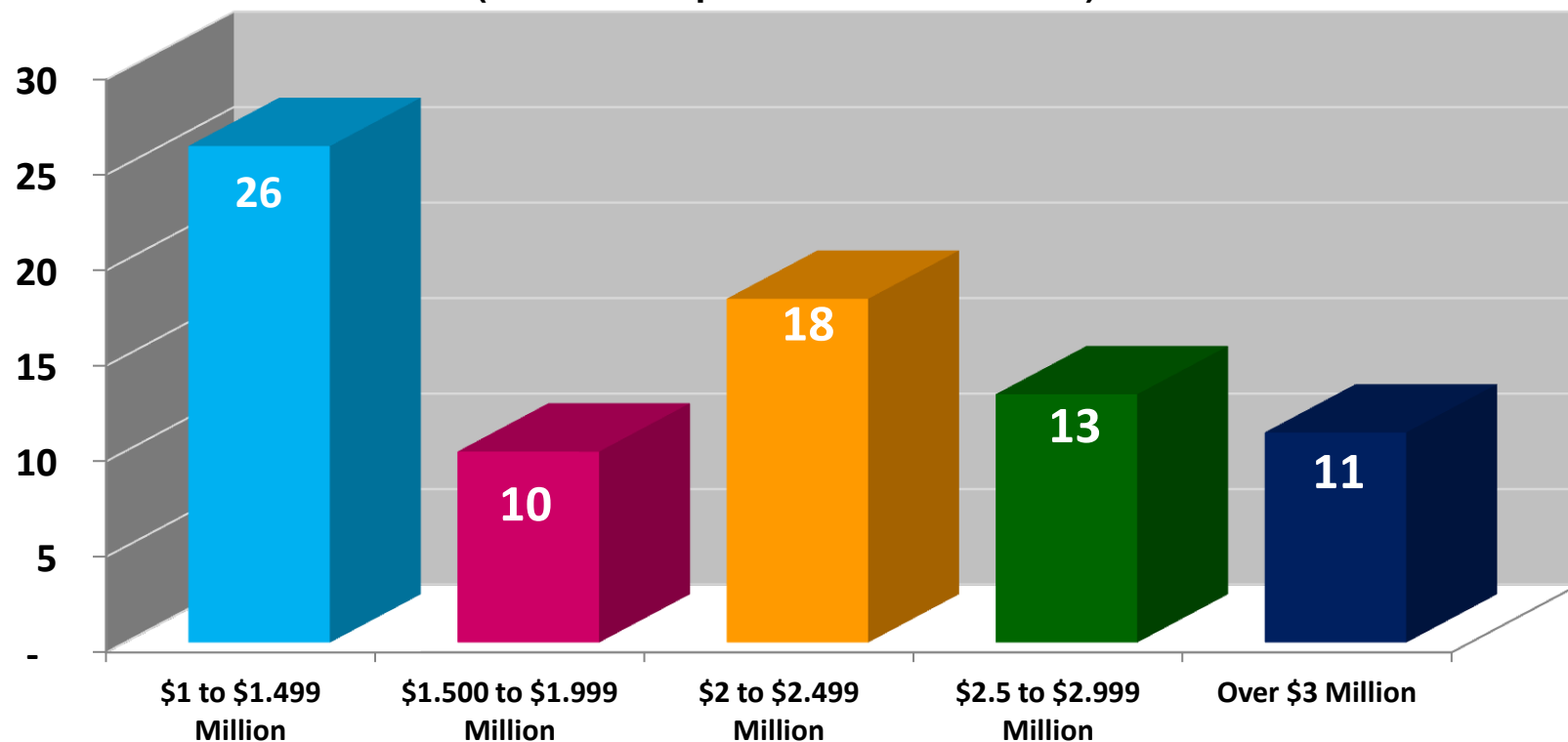


**SOUTHERN GEORGIAN BAY**  
**Year End 2021 Luxury Property MLS® Median Sale Prices**  
**Over \$1 Million by Area**  
**(Dollars rounded)**



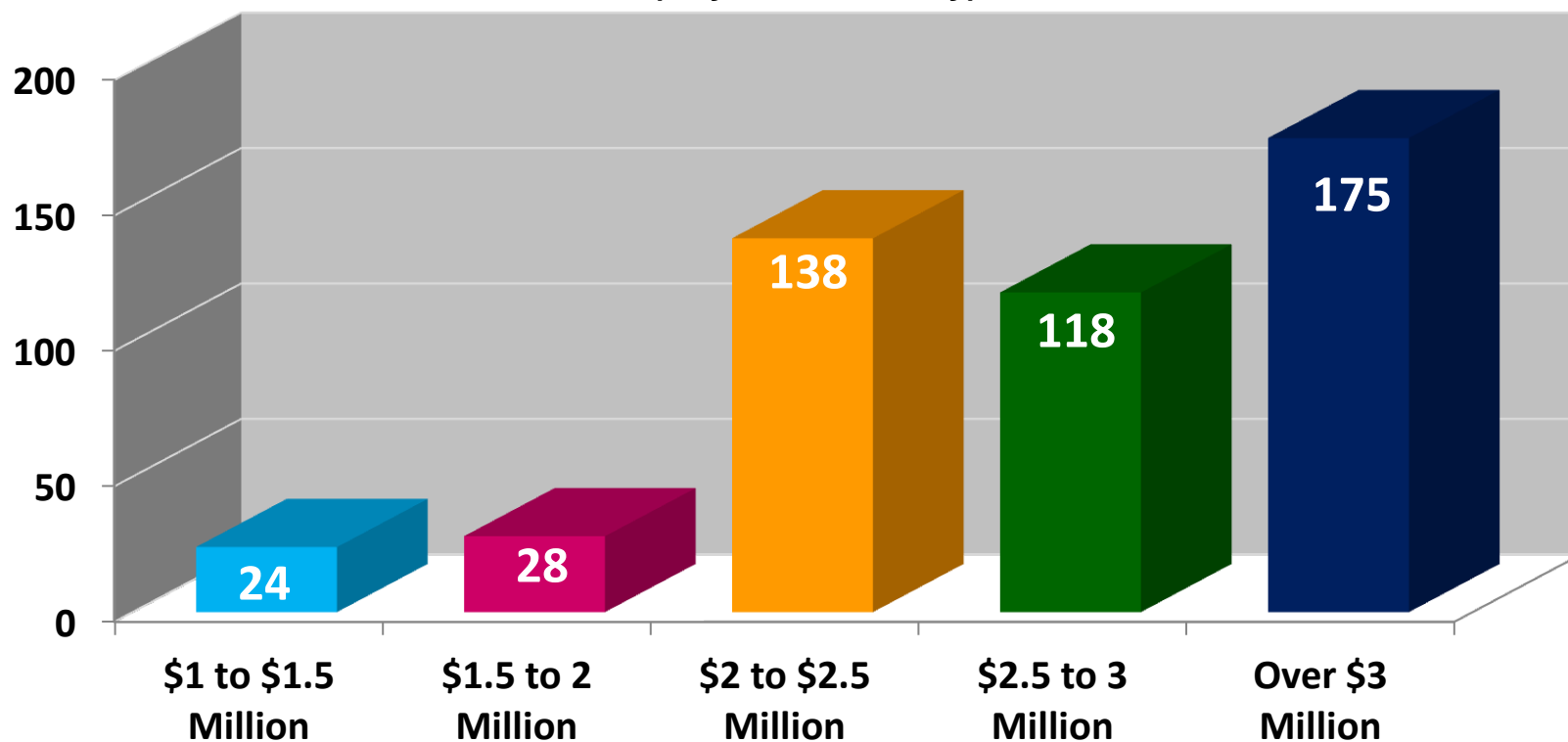


**SOUTHERN GEORGIAN BAY**  
**Luxury Properties Currently MLS® Listed as of January 2022**  
**Over \$1 Million by Price Range**  
**(Number Properties Listed For Sale)**





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



**Note: These are days of inventory as of January 2022 based on the rate of sale in 2021.**