



2024

December

Waterfront Market Report

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



OVERVIEW

BOTH ANNUAL AND DECEMBER SALES RELATIVELY SLOW, WITH PRICES UP IN TWO COMMUNITIES AND DOWN IN FIVE

In December the communities of Owen Sound, Grey Highlands, Meaford, The Blue Mts., Collingwood, Wasaga Beach and Tiny collectively saw **\$2,595,000** in waterfront home sales on **3** transactions. That volume was down **2%** from December 2023's **\$2,548,500**, while this December's **4** sales were up **33%** from last December's **3**. In terms of the communities, Owen Sound and The Blue Mts. were both up **1** sale from last year, while Collingwood and Tiny were both down **1** sale. Grey Highlands was the only community to have December sales in both years.

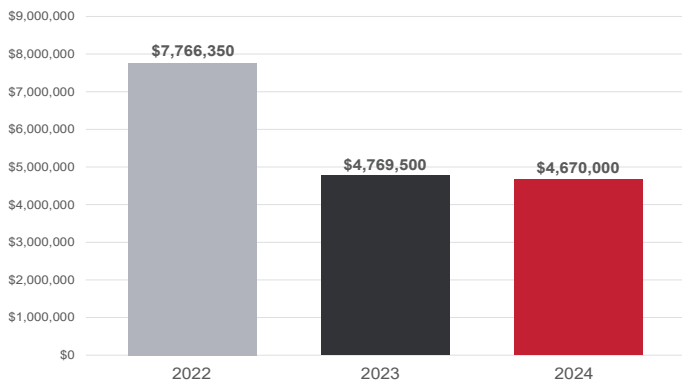
The region's overall annual volume of **\$170,935,458** was down **15%** from last year's **\$201,509,500**, while unit sales of **143** were down **7%** from the **153** of a year ago. Only two communities had year-over-year volume gains: Grey Highlands' was up a big **81%** from a year ago, while Collingwood was up **1%**. That said, Owen Sound was down **2%**, the Blue Mts. was down **9%**, Tiny was down **21%**, Meaford was down **43%** and Wasaga Beach was down **48%**.

OWEN SOUND

	2022	2023	2024	2024/2023
December Volume Sales	\$780,000	\$0	\$585,000	+100%
December Unit Sales	1	0	1	+100%
December New Listings	1	1	1	0%
December Sales/Listings Ratio	100%	0%	100%	+100%
December Expired Listings	2	3	5	+67%
December Sales: Under \$1M	1	0	1	+100%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	61	0	11	+1100%
December Average Sale Price	\$780,000	\$0	\$585,000	+100%
2024 Volume Sales	\$7,766,350	\$4,769,500	\$4,670,000	-2%
2024 Unit Sales	10	8	8	0%
2024 New Listings	25	13	20	+54%
2024 Sales/Listings Ratio	40%	62%	40%	-22%
2024 Expired Listings	18	15	24	+60%
2024 Sales: Under \$1M	9	8	7	-12%
2024 Sales: \$1M - \$1.499M	0	0	0	0%
2024 Sales: \$1.5M - \$1.999M	1	0	0	0%
2024 Sales: \$2M+	0	0	0	0%
2024 Average Days-On-Market	38	98	36	-63%
2024 Average Sale Price	\$776,635	\$596,188	\$583,750	-2%

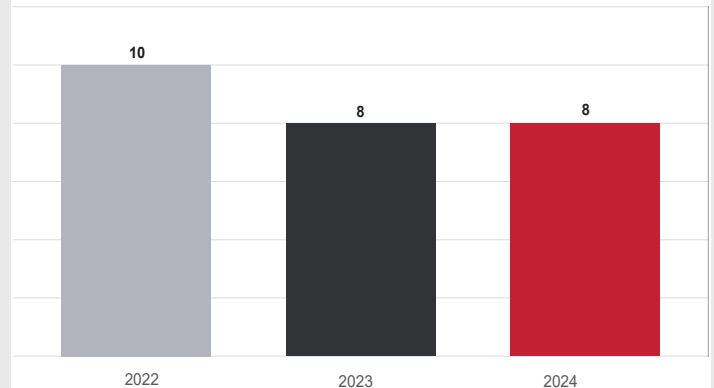
Owen Sound MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Owen Sound MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)

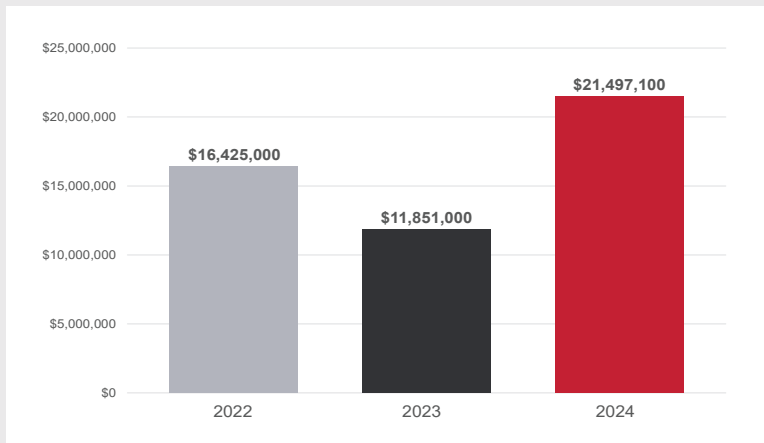
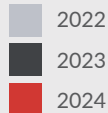


GREY HIGHLANDS

	2022	2023	2024	2024/2023
December Volume Sales	\$1,400,000	\$893,500	\$775,000	-13%
December Unit Sales	2	1	1	0%
December New Listings	1	2	0	-100%
December Sales/Listings Ratio	200%	50%	0%	-50%
December Expired Listings	4	3	9	+200%
December Sales: Under \$1M	2	1	1	0%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	25	78	6	-92%
December Average Sale Price	\$700,000	\$893,500	\$775,000	-13%
2024 Volume Sales	\$16,425,000	\$11,851,000	\$21,497,100	+81%
2024 Unit Sales	15	11	17	+55%
2024 New Listings	34	34	35	+3%
2024 Sales/Listings Ratio	44%	32%	49%	+17%
2024 Expired Listings	32	28	46	+64%
2024 Sales: Under \$1M	8	5	9	+80%
2024 Sales: \$1M - \$1.499M	3	4	1	-75%
2024 Sales: \$1.5M - \$1.999M	4	2	5	+150%
2024 Sales: \$2M+	0	0	2	+200%
2024 Average Days-On-Market	33	67	24	-64%
2024 Average Sale Price	\$1,095,000	\$1,077,364	\$1,264,535	+17%

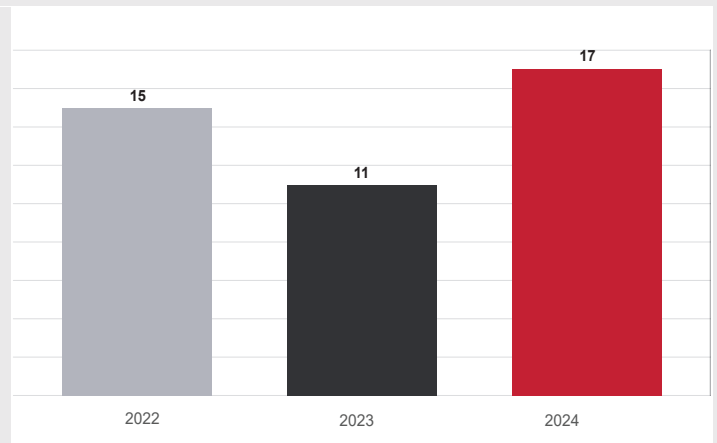
Grey Highlands MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Grey Highlands MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)

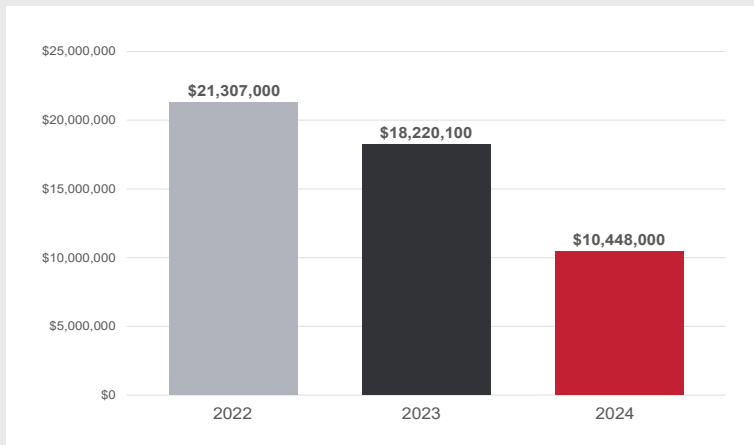


MEAFORD

	2022	2023	2024	2024/2023
December Volume Sales	\$0	\$0	\$0	0%
December Unit Sales	0	0	0	0%
December New Listings	0	1	0	-100%
December Sales/Listings Ratio	0%	0%	0%	0%
December Expired Listings	4	3	4	+25%
December Sales: Under \$1M	0	0	0	0%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	0	0	0	0%
December Average Sale Price	\$0	\$0	\$0	0%
2024 Volume Sales	\$21,307,000	\$18,220,100	\$10,448,000	-43%
2024 Unit Sales	15	11	7	-36%
2024 New Listings	30	26	21	-19%
2024 Sales/Listings Ratio	50%	42%	33%	-9%
2024 Expired Listings	30	14	27	+93%
2024 Sales: Under \$1M	6	4	2	-50%
2024 Sales: \$1M - \$1.499M	3	1	1	0%
2024 Sales: \$1.5M - \$1.999M	2	4	2	-50%
2024 Sales: \$2M+	4	2	2	0%
2024 Average Days-On-Market	29	51	61	+20%
2024 Average Sale Price	\$1,420,467	\$1,656,373	\$1,492,571	-10%

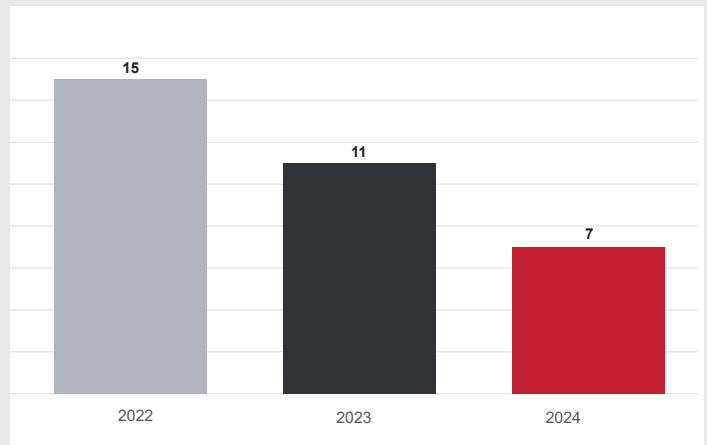
Meaford MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Meaford MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)

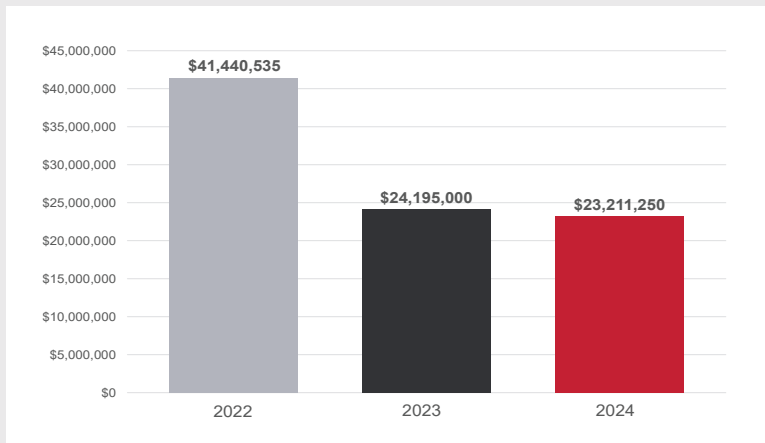
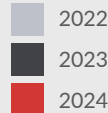


THE BLUE MTS.

	2022	2023	2024	2024/2023
December Volume Sales	\$0	\$0	\$1,235,000	0%
December Unit Sales	0	0	1	0%
December New Listings	1	3	0	-300%
December Sales/Listings Ratio	0%	0%	0%	0%
December Expired Listings	5	4	12	+200%
December Sales: Under \$1M	0	0	0	0%
December Sales: \$1M - \$1.499M	0	0	1	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	0	0	142	0%
December Average Sale Price	\$0	\$0	\$1,235,000	+100%
2024 Volume Sales	\$41,440,535	\$24,195,000	\$23,211,250	-9%
2024 Unit Sales	15	13	16	+15%
2024 New Listings	22	44	80	+82%
2024 Sales/Listings Ratio	68%	30%	19%	-11%
2024 Expired Listings	23	35	75	+114%
2024 Sales: Under \$1M	2	3	3	0%
2024 Sales: \$1M - \$1.499M	2	4	5	0%
2024 Sales: \$1.5M - \$1.999M	2	2	6	+300%
2024 Sales: \$2M+	9	4	2	-50%
2024 Average Days-On-Market	31	33	76	+130%
2024 Average Sale Price	\$2,762,702	\$1,861,154	\$1,450,703	-22%

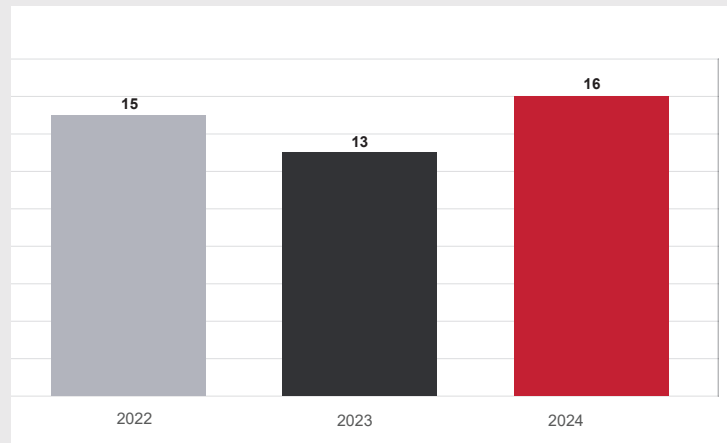
The Blue Mts. MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



The Blue Mts. MLS® Waterfront Sales,

2022 vs. 2023 vs. 2024 (Units)

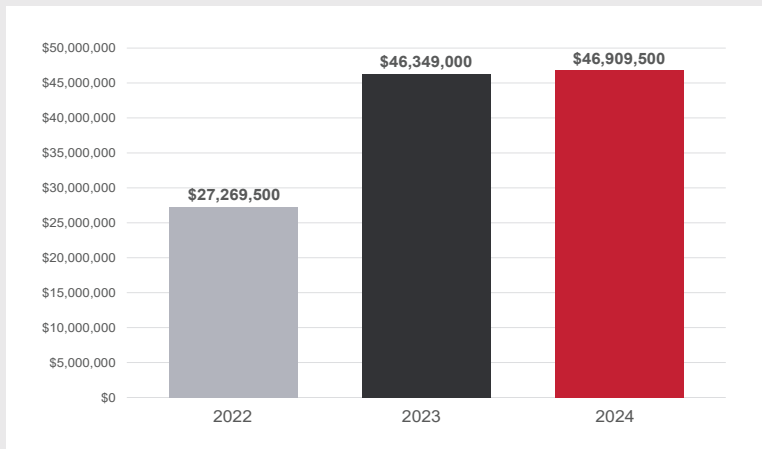


COLLINGWOOD

	2022	2023	2024	2024/2023
December Volume Sales	\$2,750,000	\$1,025,000	\$0	-100%
December Unit Sales	2	2	0	-100%
December New Listings	4	9	1	-89%
December Sales/Listings Ratio	50%	22%	0%	-100%
December Expired Listings	10	20	45	+125%
December Sales: Under \$1M	1	2	0	-100%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	1	0	0	0%
December Average Days-On-Market	16	28	0	-100%
December Average Sale Price	\$1,375,000	\$512,500	\$0	-100%
2024 Volume Sales	\$27,269,500	\$46,349,000	\$46,909,500	+1%
2024 Unit Sales	22	43	47	+9%
2024 New Listings	63	145	165	+14%
2024 Sales/Listings Ratio	35%	30%	28%	-2%
2024 Expired Listings	56	102	192	+88%
2024 Sales: Under \$1M	9	25	29	+16%
2024 Sales: \$1M - \$1.499M	8	12	11	-8%
2024 Sales: \$1.5M - \$1.999M	2	3	5	+67%
2024 Sales: \$2M+	3	3	2	-33%
2024 Average Days-On-Market	30	44	54	-28%
2024 Average Sale Price	\$1,239,523	\$1,077,884	\$998,074	-7%

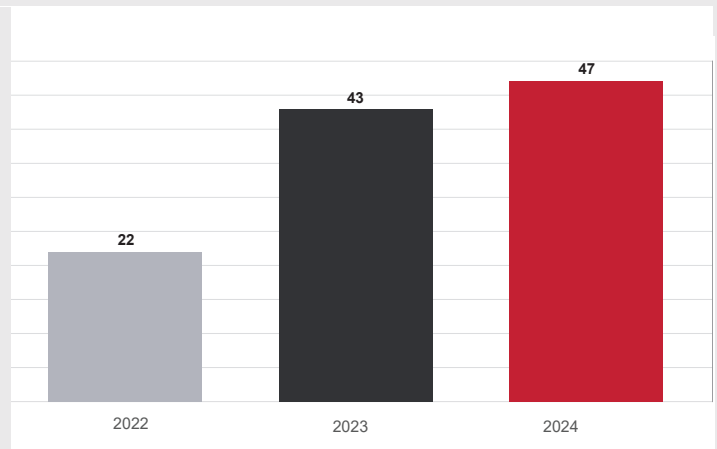
Collingwood MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Collingwood MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)

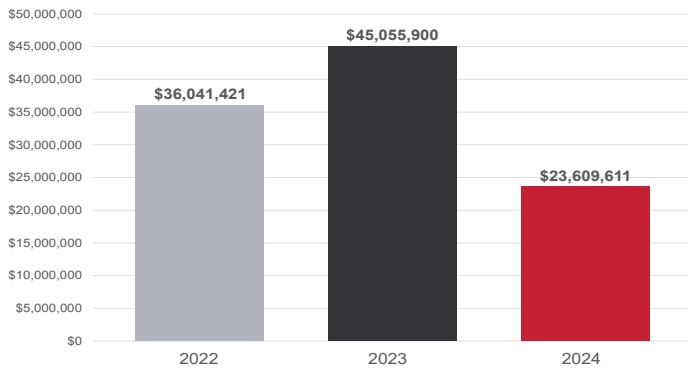
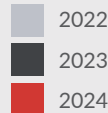


WASAGA BEACH

	2022	2023	2024	2024/2023
December Volume Sales	\$0	\$0	\$0	0%
December Unit Sales	0	0	0	0%
December New Listings	0	12	0	0%
December Sales/Listings Ratio	0%	0%	0%	0%
December Expired Listings	12	21	13	-62%
December Sales: Under \$1M	0	0	0	0%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	0	0	0	0%
December Average Sale Price	\$0	\$0	\$0	0%
2024 Volume Sales	\$36,041,421	\$45,055,900	\$23,609,611	-48%
2024 Unit Sales	34	42	24	-43%
2024 New Listings	108	135	116	-14%
2024 Sales/Listings Ratio	31%	31%	21%	-10%
2024 Expired Listings	89	107	127	+19%
2024 Sales: Under \$1M	15	24	15	-37%
2024 Sales: \$1M - \$1.499M	14	10	5	-50%
2024 Sales: \$1.5M - \$1.999M	4	3	2	-33%
2024 Sales: \$2M+	1	5	2	-60%
2024 Average Days-On-Market	26	52	65	+25%
2024 Average Sale Price	\$1,060,042	\$1,072,760	\$983,734	-8%

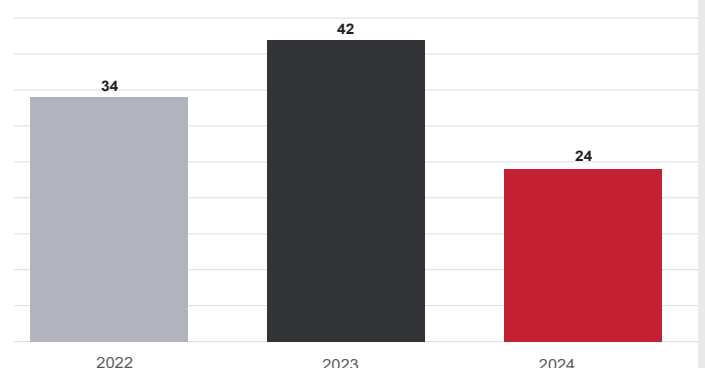
Wasaga Beach MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Wasaga Beach MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)

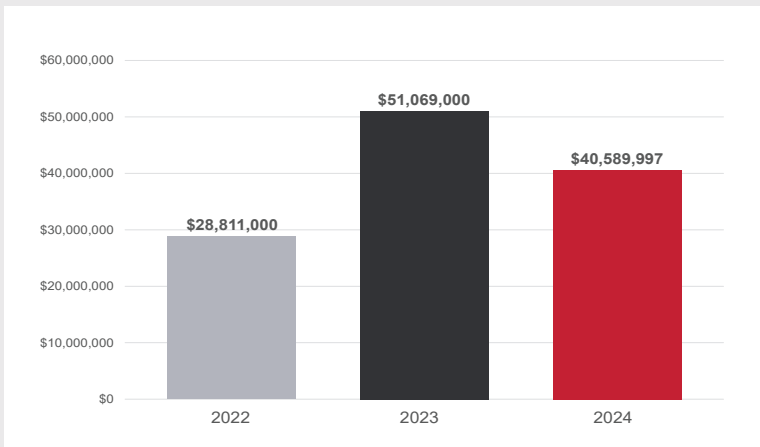


TINY

	2022	2023	2024	2024/2023
December Volume Sales	\$0	\$630,000	\$0	-100%
December Unit Sales	0	1	0	-100%
December New Listings	1	1	1	0%
December Sales/Listings Ratio	0%	100%	0%	-100%
December Expired Listings	9	12	13	+8%
December Sales: Under \$1M	0	1	0	-100%
December Sales: \$1M - \$1.499M	0	0	0	0%
December Sales: \$1.5M - \$1.999M	0	0	0	0%
December Sales: \$2M+	0	0	0	0%
December Average Days-On-Market	0	0	0	0%
December Average Sale Price	\$0	\$630,000	\$0	-100%
2024 Volume Sales	\$28,811,000	\$51,069,000	\$40,589,997	-21%
2024 Unit Sales	20	25	24	-4%
2024 New Listings	75	104	130	+25%
2024 Sales/Listings Ratio	27%	24%	18%	-6%
2024 Expired Listings	62	108	122	+13%
2024 Sales: Under \$1M	5	4	3	-25%
2024 Sales: \$1M - \$1.499M	6	5	9	+80%
2024 Sales: \$1.5M - \$1.999M	6	5	5	0%
2024 Sales: \$2M+	3	11	7	-36%
2024 Average Days-On-Market	26	51	57	+12%
2024 Average Sale Price	\$1,440,550	\$2,042,760	\$1,691,250	-17%

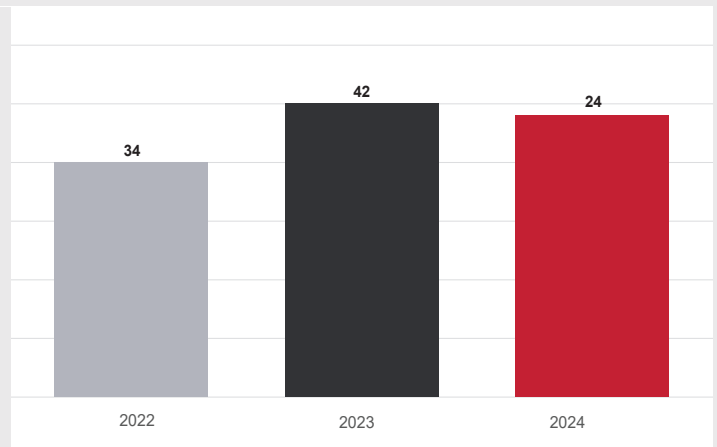
Tiny MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Volume)



Tiny MLS® Waterfront Sales

2022 vs. 2023 vs. 2024 (Units)



ROYAL LEPAGE LOCATIONS NORTH IN 2024

OUR 12TH STRAIGHT YEAR AS THE REGION'S #1 BROKERAGE



HIGHEST AVERAGE AGENT SALES PRODUCTIVITY IN THE REGION



MORE THAN THREE-AND-A-HALF TIMES THE VOLUME SALES OF OUR CLOSEST REGIONAL COMPETITOR



MORE THAN 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



NEARLY TWO-AND-A-HALF TIMES THE WATERFRONT HOME SALES OF OUR CLOSEST REGIONAL COMPETITOR

OUR LOCATIONS

COLLINGWOOD

705-445-5520
112 Hurontario St,
Collingwood

CREEMORE

705-881-9005 154 Mill St,
Unit B, Creemore

MEAFORD

519-538-5755 96 Sykes St N,
Meaford

THORNBURY

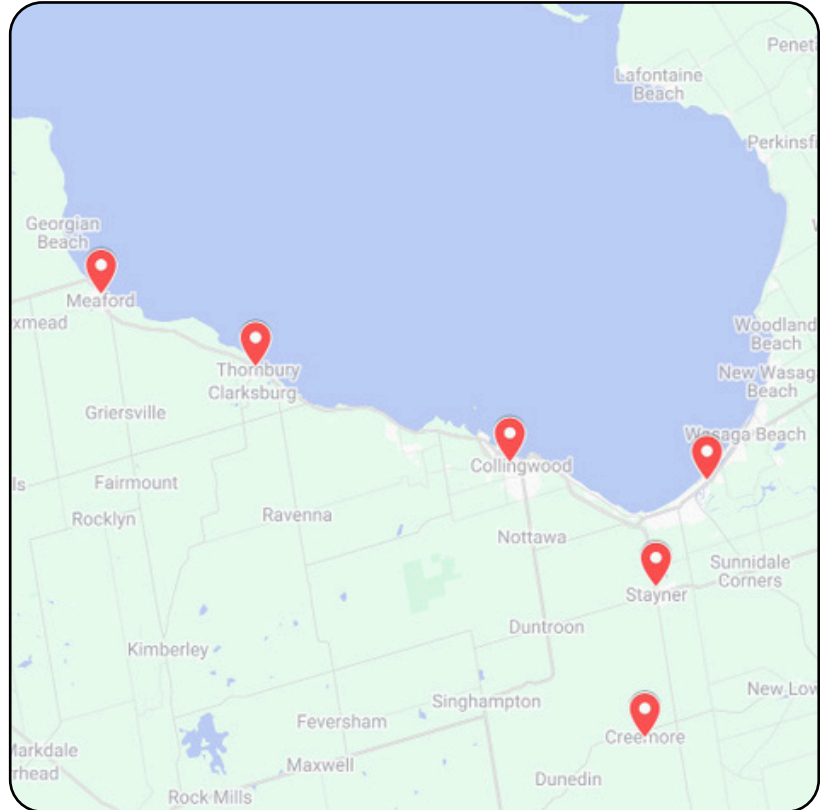
519-599-2136 27 Arthur St W,
Thornbury

WASAGA BEACH

705-429-4800 1249 Mosley St,
Wasaga Beach

STAYNER

705-428-2800
7458 ON-26 Unit 11, Stayner



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