



## 2021 MARKET OUTLOOK:

**ESTIMATED AVERAGE RESIDENTIAL  
SALES PRICE IN 2021:**

↑ **4%**

2020 (Jan-Oct): **\$547,621**  
2021 (Forecast): **\$569,525**

- Demand from buyers leaving the Greater Toronto Area is likely to remain very high in 2021, putting upward pressure on prices.
- Housing supply is likely to stay low due to rising demand, and further impacted by new-construction delays due to COVID-19.
- High demand for luxury homes and recreational properties is expected to continue.

### DRIVING DEMAND



Move-over & first-time homebuyers

### POPULAR PROPERTY



Two-storey detached homes

### HOTTEST NEIGHBOURHOODS



- East/North Barrie
- South/West Barrie
- Innisfil

## 2020 MARKET OVERVIEW:

**AVERAGE RESIDENTIAL  
SALES PRICE:**

↑ **11.1%**

2019 (full year): **\$492,779**  
2020 (Jan-Oct): **\$547,621**

- Buyers from Greater Toronto continued migrating into Barrie, in a long-standing trend that has intensified due to COVID-19.
- Buyers were largely undaunted by COVID-19, making the required mental adjustments and moving forward with transactions.
- Low inventory has impacted all property types in 2020, prompting price growth across the board.

### ENTRY-LEVEL MARKET



**Typical Buyer:** Young couple  
**Typical Property:** Townhome  
**Average Price:** \$490K-\$550K

### LUXURY MARKET



**Typical Buyer:** Move-up & recreational buyer  
**Starting Price:** \$800K

### CONDO MARKET



**Typical Buyer:** Retiree/Downsizer  
**Average Price in 2020:** \$399,408