



2020 ANNUAL REPORT

LINCOLN (JORDAN VINELAND & BEAMSVILLE)

Geography to Consider

This area of Niagara is tough to lump into 1 basket. You have Jordan Village, Beamsville, rural countryside and the relatively bustling “unincorporated community of Vineland”. So, with each area will come different data. For example, there were 100 sales in Jordan & Vineland in 2020 while Beamsville posted a more impressive 326 sales. So, similar to Niagara-on-the-Lake, when considering values, it is important to drill down a little deeper in terms of the locational influences.

Listings to Sales

No matter how you parse the data, there was a lack of supply in Lincoln in 2020. Much like the rest of Niagara, the differential between the supply (number of new listings) and demand (number of sales) was far tighter in 2016 and 2020 than in 2017, 2018 or 2019. For example, while 2019 produced 626 new listings with 423 sales (a difference of 203), 2020 had 500 new listings against 427 sales (a difference of only 73). A tighter margin represents a more competitive market with less choice for the buyers.

Strong Second Half

The second half of 2019 was historically strong in terms of sales volume for Lincoln. In fact, it was the strongest in recent times with 219 sales. That makes the second half of 2020 that much more impressive with its 231 sales. While all 6 months of the second half of 2020 were strong, that momentum carried through December which had the most sales for the

month in at least the last decade as well. That sets up an interesting beginning of 2021.

Average Sale Price

While 2020 was a strong year, it is clear that the momentum was gathering towards the end of 2019. In fact, December 2020 was the first month in 2020 to not eclipse the same month in 2019. The average price at the end of 2019 leapt up into the \$600s where it has remained for 2020 aside from a few months at the beginning of the year. All that said, the average sale price for 2020 for Lincoln was \$654,000, up an impressive 24.6% over 2019.

A Trend to Watch

While new listings have attempted to recover, there is still an underwhelming supply to feed what is a fairly consistent demand. In fact, the last 4 months of 2020 fell below their related months in 2019 in terms of new listing inventory while sales volume continued to chug along. Now of course, this is all under the asterisk that Lincoln is a multi-pronged area with plenty of geography to consider. Regardless of area, the supply of new listings will be critical to the landscape in 2021.

If you are interested in taking a deeper look into the Lincoln real estate market or a specific property, please feel free to reach out anytime.

LEGEND: # of Sales | Average Sale Price | Cumulative Days on Market

ALL RESIDENTIAL

2020		% change
427 Sold		+0.9%
\$654,000		+24.6%
33		-26.7%

DETACHED

2020		% change
275 Sold		+5.0%
\$742,000		+27.3%
38		-25.5%

RURAL

2020		% change
61 Sold		-29.1%
\$838,000		42.3%
62		-6.1%

NEWER THAN 5 YEARS

2020		% change
119 Sold		+38.4%
\$650,000		+27.0%
35		-38.6%

**According to MLS(r) data for residential real estate.*

**CDOM represents the cumulative days on market for a property, taking into account previous days on market for a property that is cancelled and re-listed.*