2025 JANUARY

SOUTHERN GEORGIAN BAY

Real Estate Market Report

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

Disclaimer:
Please note that we have recently transitioned to a new board and reporting system. While we strive to ensure that the information provided in this market report is as accurate and up-to-date as possible, there may be occasional discrepancies or errors in the data.

OVERVIEW

BUYER'S MARKET

The Southern Georgian Bay real estate market remained in a buyer's market this January, despite strong growth in sales volume and unit sales. The median sale price increased by 13.51% to $735,000, while the average sale price rose by 19.78% to $892,247, indicating steady demand. Sales volume climbed by 31.19%, supported by a 9.52% rise in unit sales to 115 transactions. New listings increased by 30.12%, expanding inventory, while expired listings fell by 51.88%. With the unit sales-to-listings ratio at 26.62%, buyers continue to have more options and negotiating power in today's market.

January year-over-year sales volume of $102,608,415

Up 31.19% from 2024's $78,213,900 with unit sales of 115 up 9.52% from last January's 105. New listings of 432 are up 30.12% from a year ago, with the sales/listing ratio of 26.62% down 15.83%.

Year-to-date sales volume of $102,608,415

Up 31.19% from 2024's $78,213,900 with unit sales of 115 up 9.52% from 2024's 105. New listings of 432 are up 30.12% from a year ago, with the sales/listing ratio of 26.62% down 15.83%.

Year-to-date average sale price of $892,247

Up from $744,894 one year ago with median sale price of $735,000 up from $647,500 one year ago.
Average days-on-market of 67 is up 9 days from last year.

JANUARY NUMBERS

Median Sale Price
$735,000
+13.51%

Average Sale Price
$892,247
+19.78%

Sales Volume
$102,608,415
+31.19%

Unit Sales
115
+9.52%

New Listings
432
+30.12%

Expired Listings
166
-51.88%

Unit Sales/Listings Ratio
26.62%
-15.83%

Year-over-year comparison (January 2025 vs. January 2024)

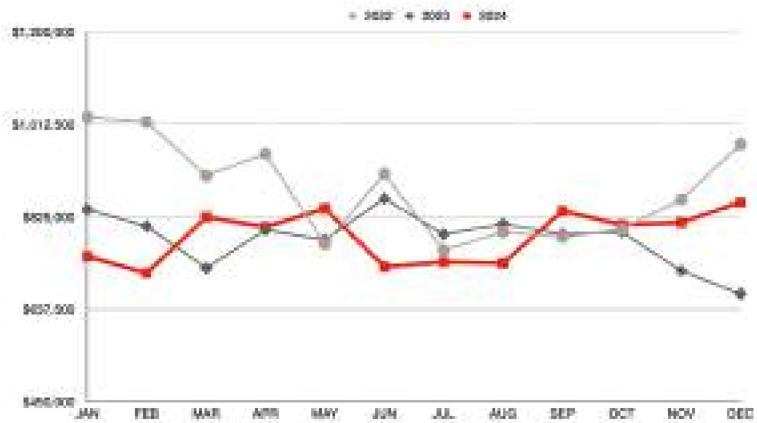
THE MARKET IN DETAIL

	2023	2024	2025	2024-2025
YTD Volume Sales	$81,462,700	$78,213,900	$102,608,415	+31.19%
YTD Unit Sales	97	105	115	+9.52%
YTD New Listings	314	332	432	+30.12%
YDT Sales/Listings Ratio	30.89%	31.63%	26.62%	-15.83%
YTD Expired Listings	284	345	166	-51.88%
Monthly Volume Sales	$81,462,700	$78,213,900	$102,608,415	+31.19%
Monthly Unit Sales	97	105	115	+9.52%
Monthly New Listings	314	332	432	+30.12%
Monthly Sales/Listings Ratio	30.89%	31.63%	26.62%	-15.83%
Monthly Expired Listings	284	345	166	-51.88%
Monthly Average Sale Price	$839,822	$744,894	$892,247	+19.78%
YTD Sales: $0-$199K	0	1	0	-100%
YTD Sales: $200k-349K	11	5	6	+20%
YTD Sales: $350K-$549K	25	33	20	-39.39%
YTD Sales: $550K-$749K	27	28	33	+17.86%
YTD Sales: $750K-$999K	20	18	28	+55.56%
YTD Sales: $1M+	10	19	23	+21.05%
YTD Sales: $2M+	4	2	6	+200%
YTD Average Days-On-Market	60.00	58.00	67.00	+15.52%
YTD Average Sale Price	$839,822	$744,894	$892,247	+19.78%
YTD Median Sale Price	$619,500	$647,500	$735,000	+13.51%

Southern Georgian Bay MLS Sales and Listing Summary
2023 vs. 2024 vs. 2025

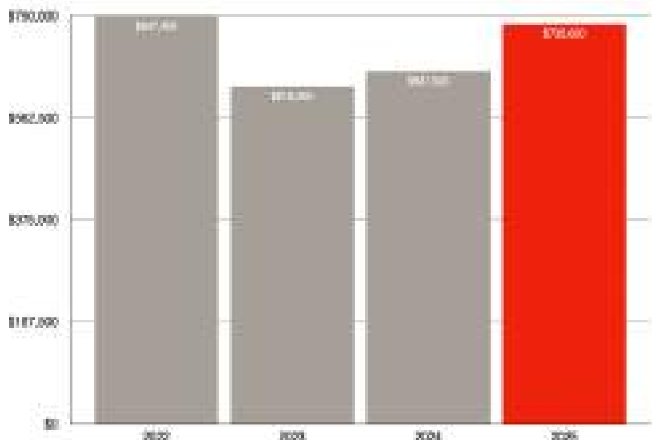
AVERAGE SALE PRICE

Year-Over-Year

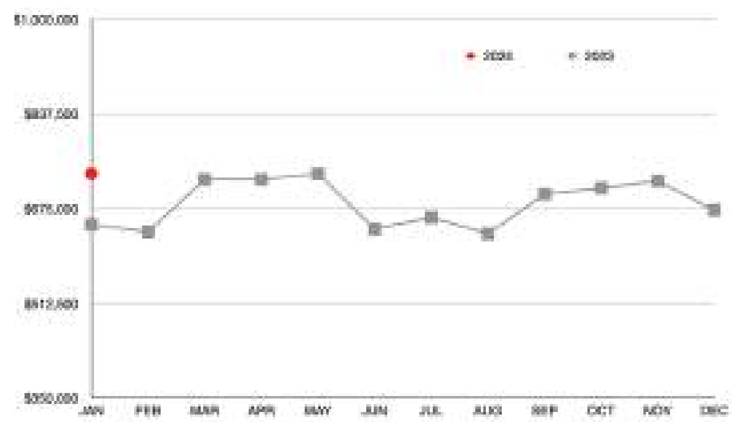


Month-Over-Month 2023 vs. 2024 vs. 2025

MEDIAN SALE PRICE



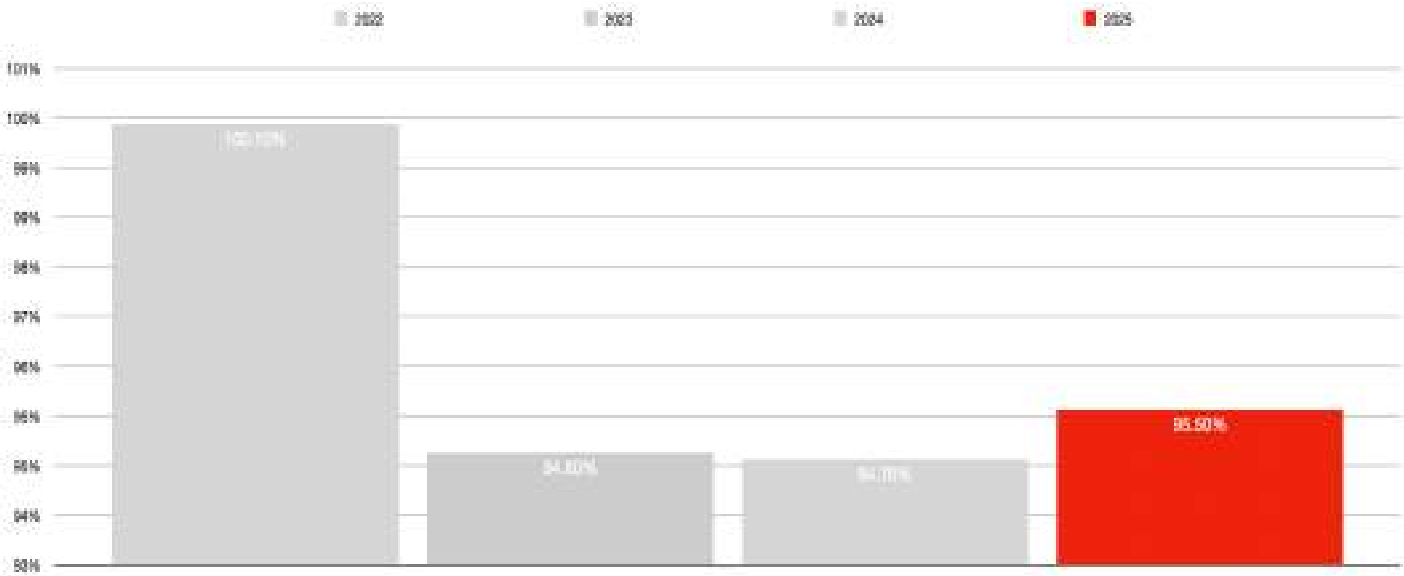
Year-Over-Year



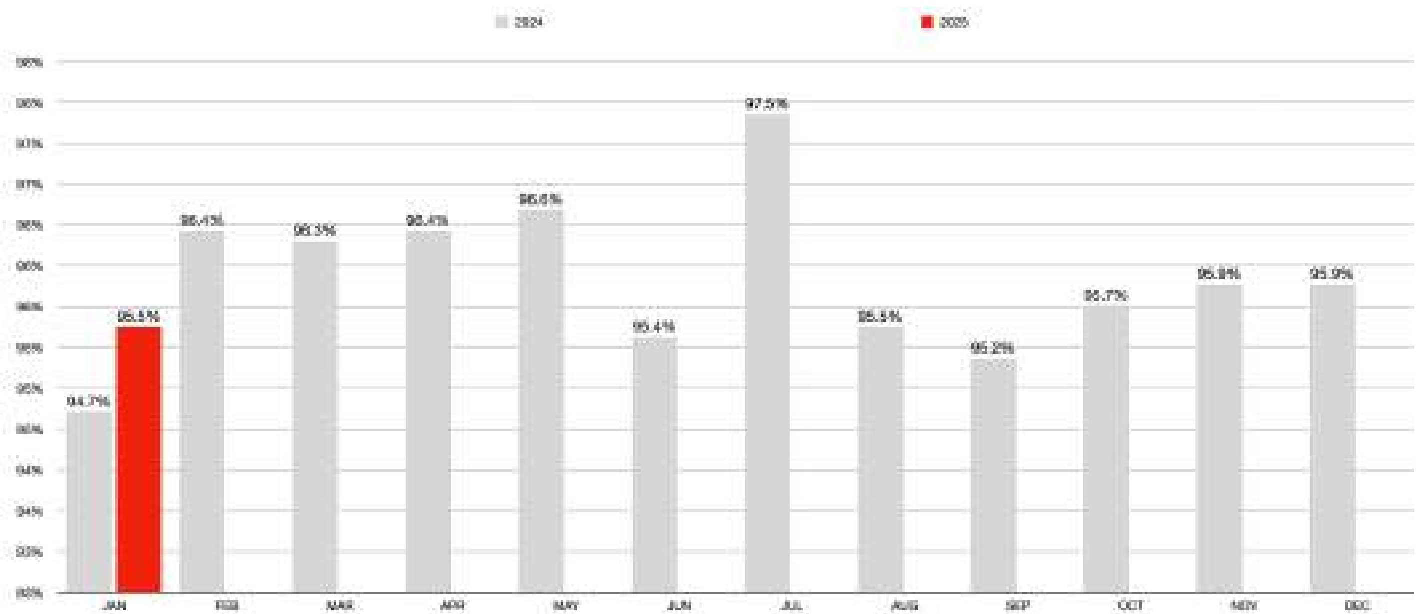
Month-Over-Month 2023 vs. 2024 vs. 2025

** Median sale price is based on residential sales (including freehold and condominiums).*

SALE PRICE VS. LIST PRICE RATIO

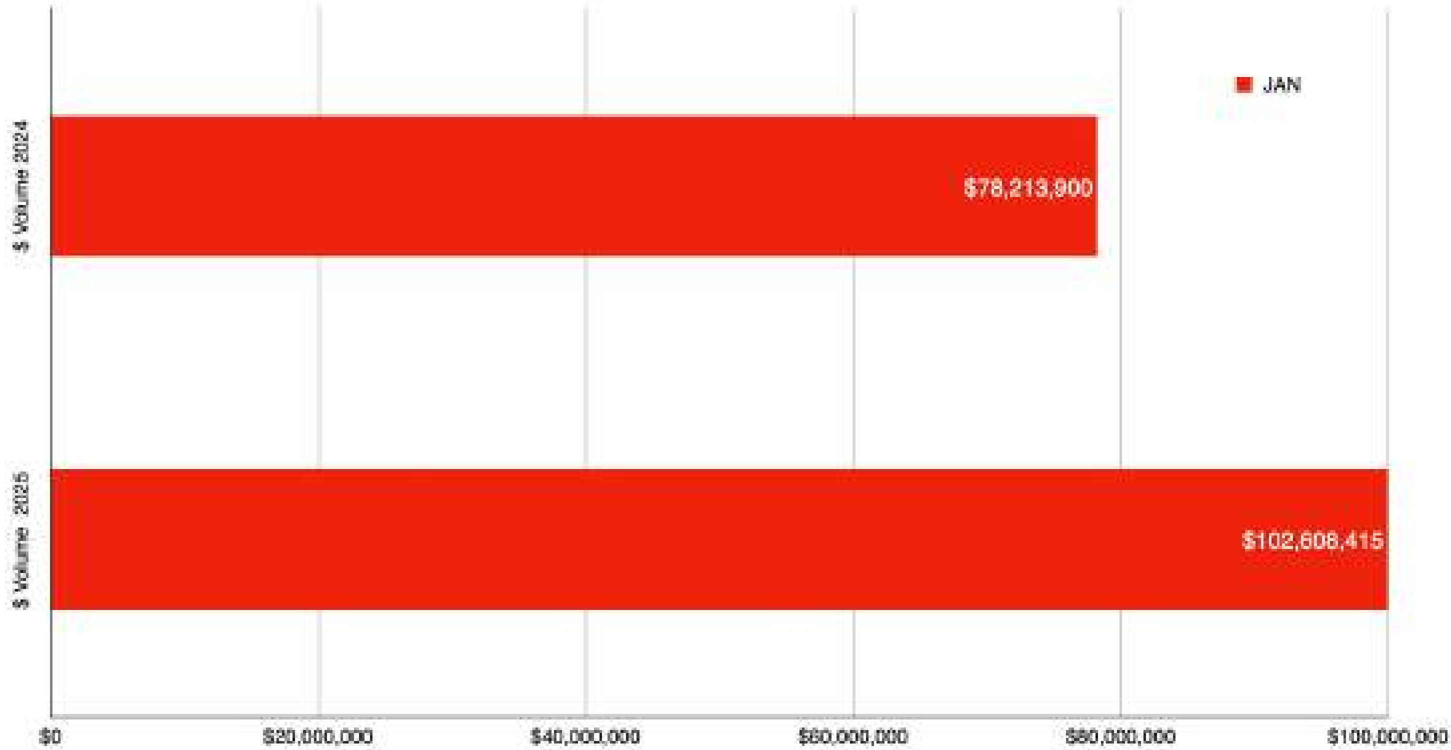


Year-Over-Year

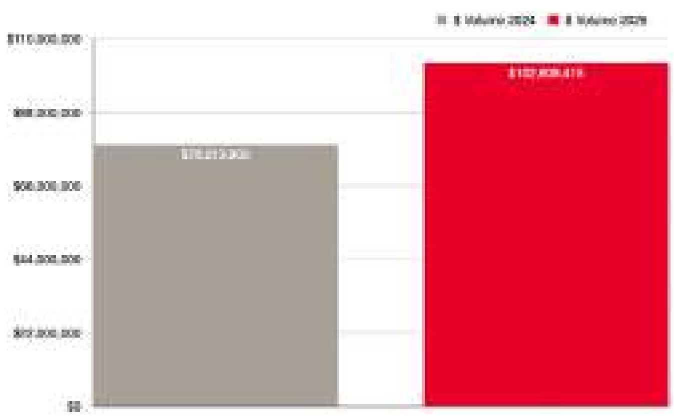


Month-Over-Month 2024 vs. 2025

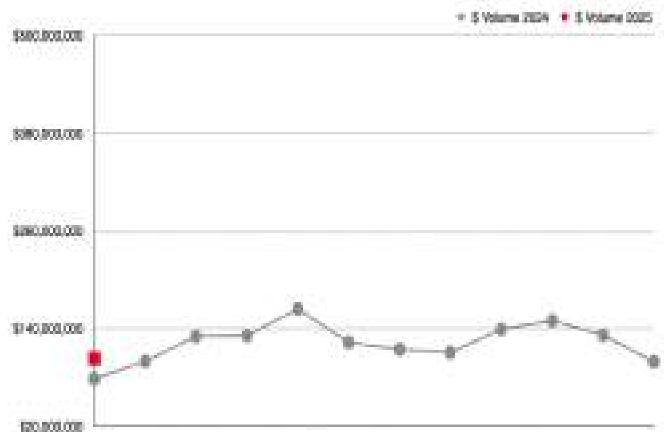
DOLLAR VOLUME SALES



Monthly Comparison 2024 vs. 2025

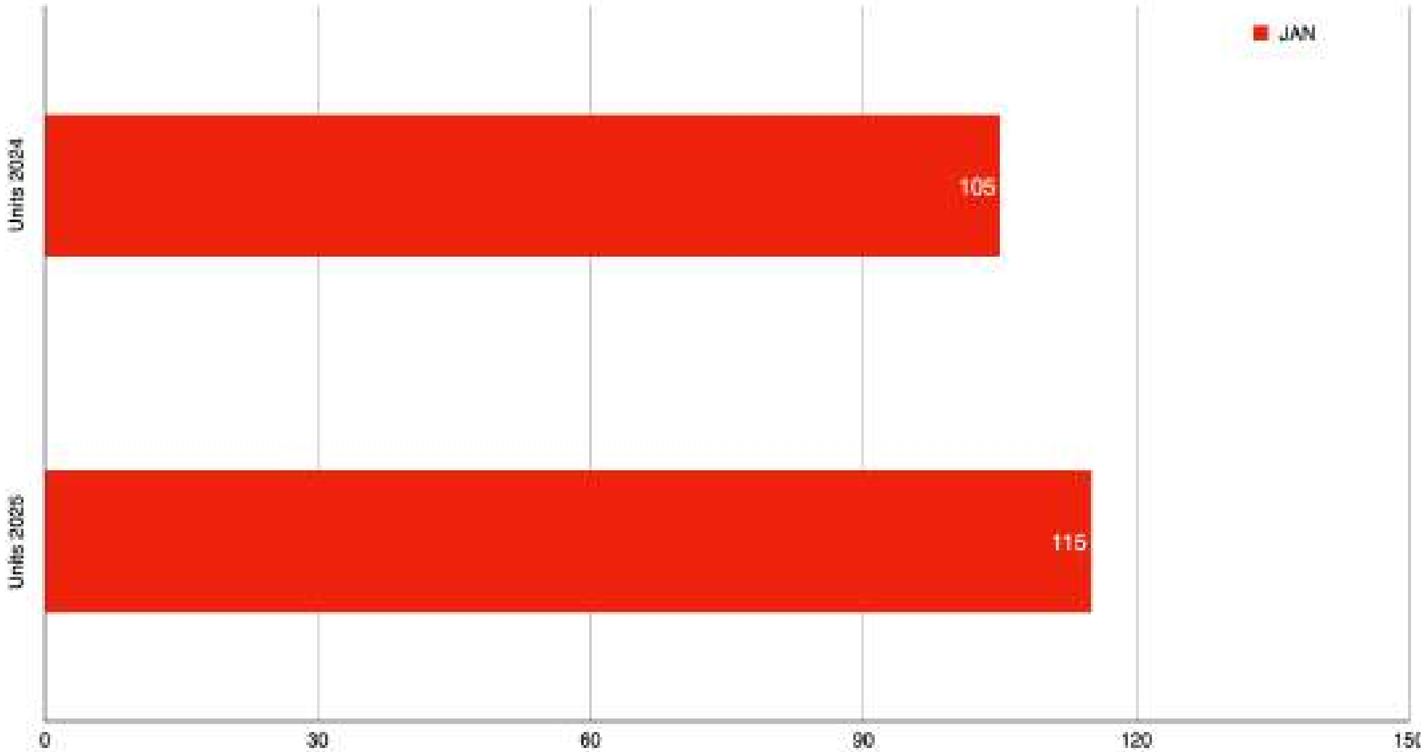


Yearly Totals 2024 vs. 2025

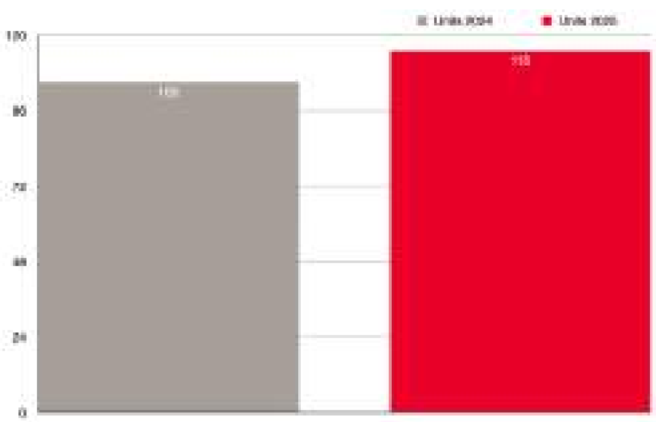


Month vs. Month 2024 vs. 2025

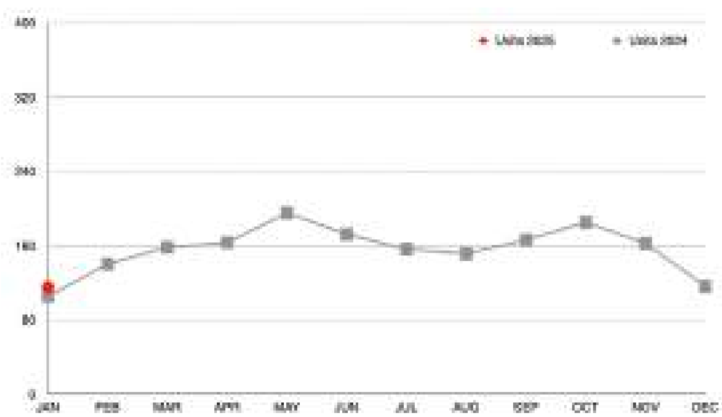
UNIT SALES



Monthly Comparison 2024 vs. 2025



Yearly Totals 2024 vs. 2025



Month vs. Month 2024 vs. 2025

SALES BY **TYPE**

	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	**$89,335,515 +36.81%**	**$13,272,900 +71.98%**	**$6,146,000 +190.59%**
YTD Unit Sales	**92 +15%**	**23 +53.33%**	**6 +100%**
YTD Average Sale Price	**$971,038 +18.96%**	**$577,083 +12.16%**	**$1,024,333.33 +45.3%**
January Sales Volume	**$89,335,515 +36.81%**	**$13,272,900 +71.98%**	**$6,146,000 +190.59%**
January Unit Sales	**92 +15%**	**23 +53.33%**	**6 +100%**

Year-Over-Year Comparison (2025 vs. 2024)

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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