2025

JULY

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 buyer's market territory this July, with activity rising across nearly all key indicators. The median sale price increased 3.02% year-over-year to $679,900, while the average sale price rose 14.09% to $836,827—reflecting a shift toward higher-value transactions. Total sales volume surged 49.93% to $171.5 million, driven by a 31.41% increase in unit sales to 205 properties. New listings climbed 29.89% to 678, while expired listings fell sharply by 44.04% to 169—suggesting stronger listing engagement. The unit sales-to-listings ratio edged up to 30.24%, but elevated inventory levels continue to favour buyers navigating a more competitive market.

July year-over-year sales volume of $171,549,529

Up 49.93% from 2024's $114,418,800 with unit sales of 205 up 31.41% from last July's 156. New listings of 678 are up 29.89% from a year ago, with the sales/listing ratio of 30.24% up 1.17%.

Year-to-date sales volume of $1,030,071,323

Up 22.55% from 2024's $840,528,923 with unit sales of 1212 up 11.29% from 2024's 1089. New listings of 4,773 are up +29.95% from a year ago, with the sales/listing ratio of 25.39% down -14.35%.

Year-to-date average sale price of $856,493

Up from $769,136 one year ago with median sale price of $725,000 up from $660,000 one year ago. Average days-on-market of 58 is up 7 days from last year.

JULY NUMBERS

Median Sale Price
$679,900
+3.02%

Average Sale Price
$836,827
+14.09%

Sales Volume
$171,549,529
+49.93%

Unit Sales
205
+31.41%

New Listings
678
+29.89%

Expired Listings
169
-44.04%

Unit Sales/Listings Ratio
30.24%
+1.17%
Year-over-year comparison (July 2025 vs. July 2024)

THE MARKET IN **DETAIL**

	2023	2024	2025	2024-2025
YTD Volume Sales	$974,278,448	$840,528,923	$1,030,071,323	+22.55%
YTD Unit Sales	1,218	1,089	1,212	+11.29%
YTD New Listings	3,257	3,673	4,773	+29.95%
YDT Sales/Listings Ratio	37.40%	29.65%	25.39%	-14.35%
YTD Expired Listings	1,887	1,997	1,034	-48.22%
Monthly Volume Sales	$151,604,095	$114,418,800	$171,549,529	+49.93%
Monthly Unit Sales	192	156	205	+31.41%
Monthly New Listings	474	522	678	+29.89%
Monthly Sales/Listings Ratio	40.51%	29.89%	30.24%	+1.17%
Monthly Expired Listings	349	302	169	-44.04%
Monthly Average Sale Price	$789,605	$733,454	$836,827	+14.09%
YTD Sales: $0-$199K	15	22	26	+18.18%
YTD Sales: $200k-349K	80	56	51	-8.93%
YTD Sales: $350K-$549K	261	282	220	-21.99%
YTD Sales: $550K-$749K	357	305	346	+13.44%
YTD Sales: $750K-$999K	270	212	293	+38.21%
YTD Sales: $1M+	201	175	236	+34.86%
YTD Sales: $2M+	34	33	45	+36.36%
YTD Average Days-On-Market	45.43	50.86	58.00	+14.04%
YTD Average Sale Price	$799,355	$769,136	$856,493	+11.36%
YTD Median Sale Price	$725,000	$660,000	$725,000	+9.85%

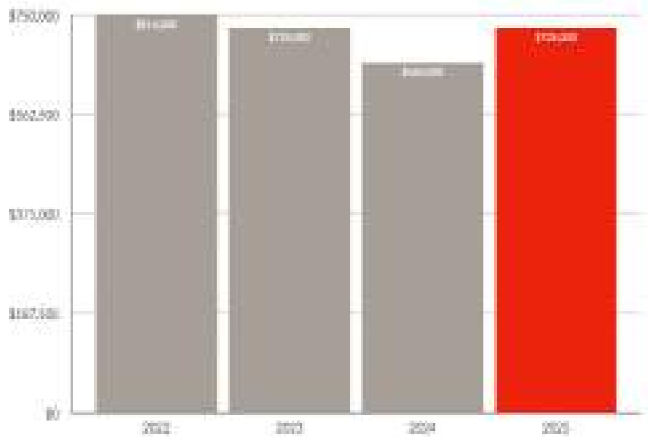
Southern Georgian Bay MLS Sales and Listing Summary
2023 vs. 2024 vs. 2025

AVERAGE SALE PRICE

Year-Over-Year

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

MEDIAN SALE PRICE

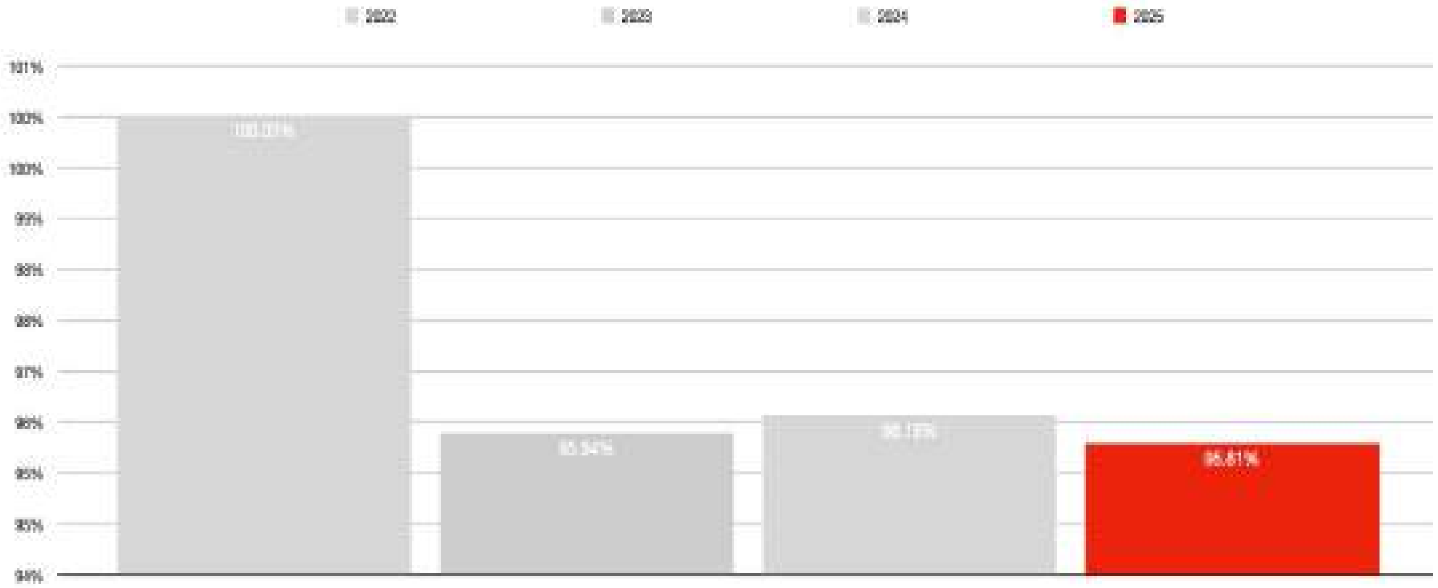


Year-Over-Year

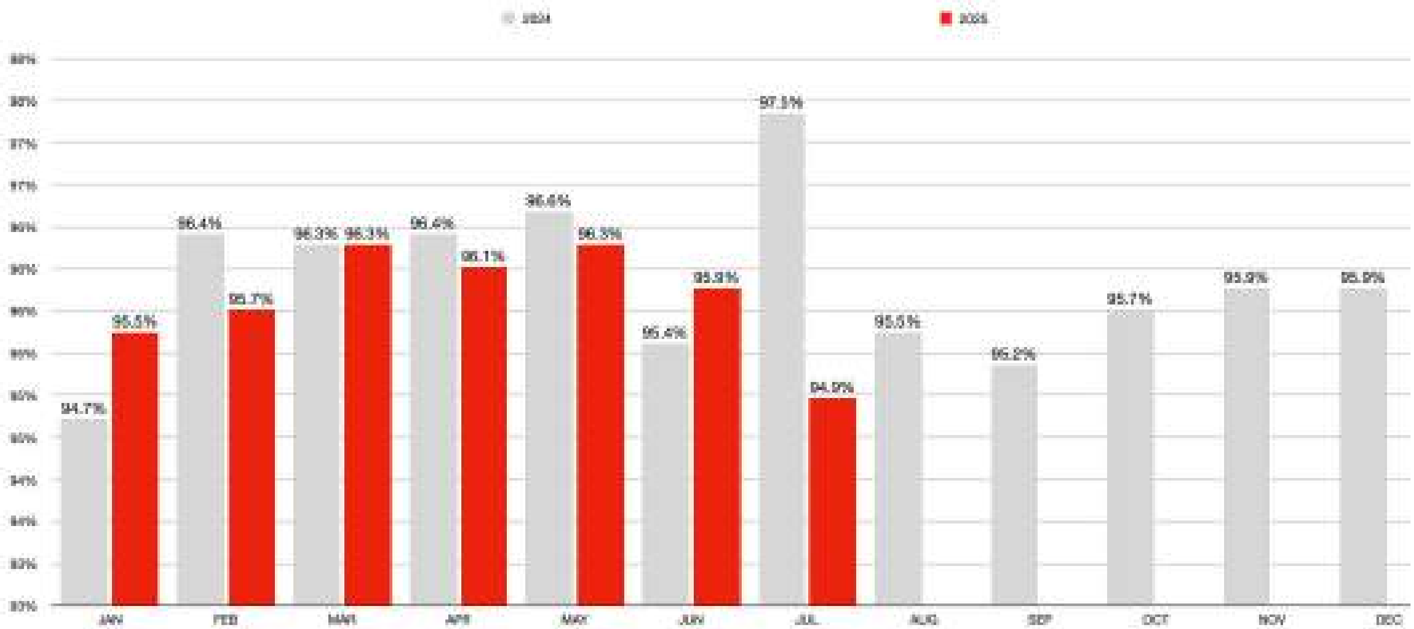
Month-Over-Month 2023 vs. 2024 vs. 2025

** 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

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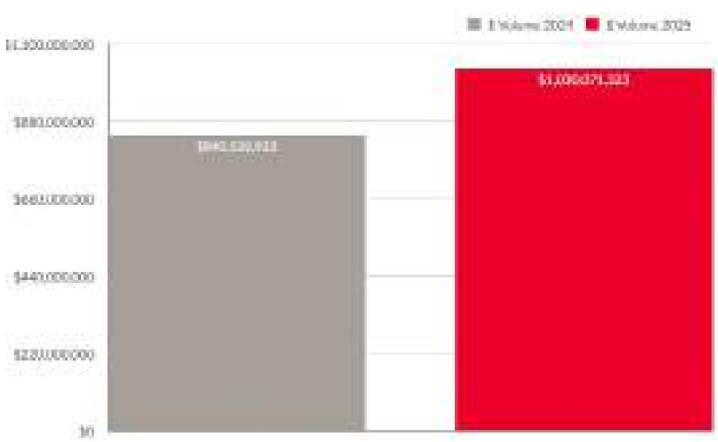
DOLLAR VOLUME SALES

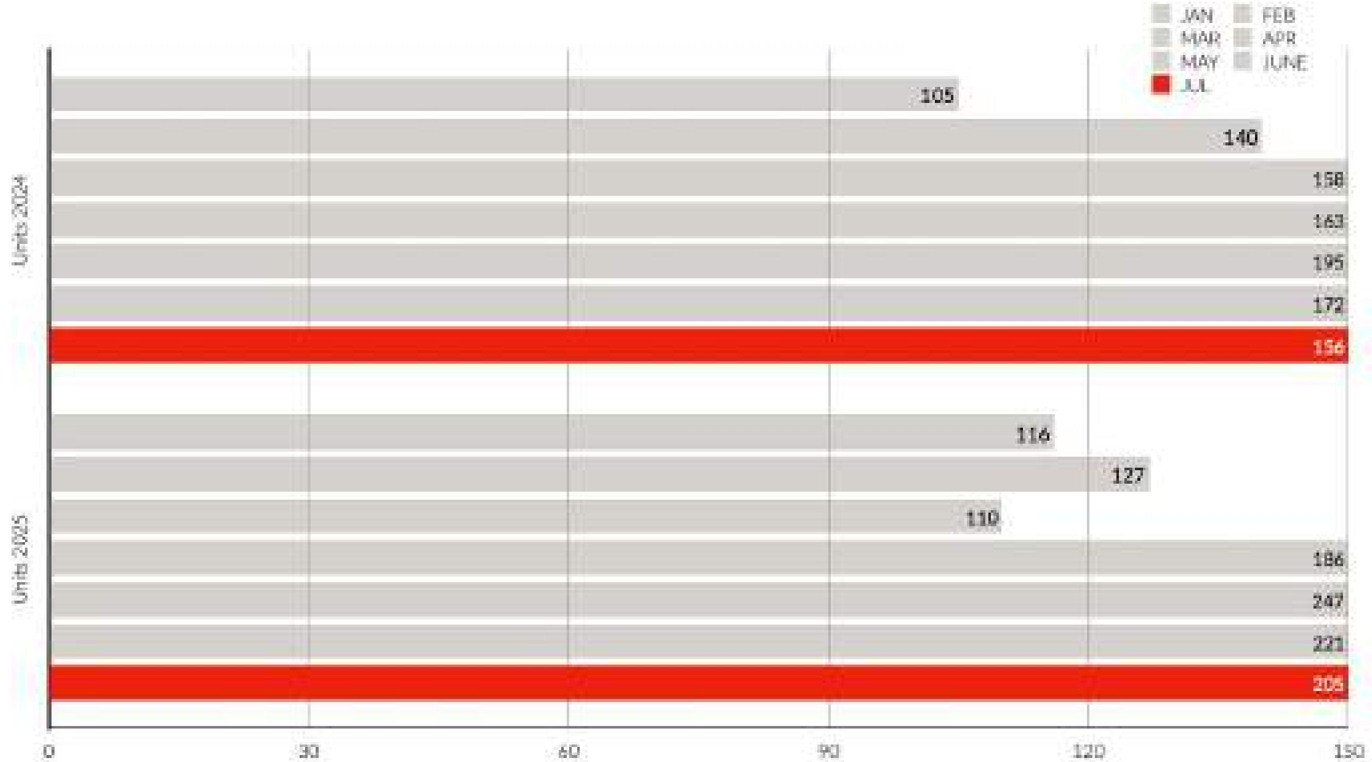
Monthly Comparison 2024 vs. 2025



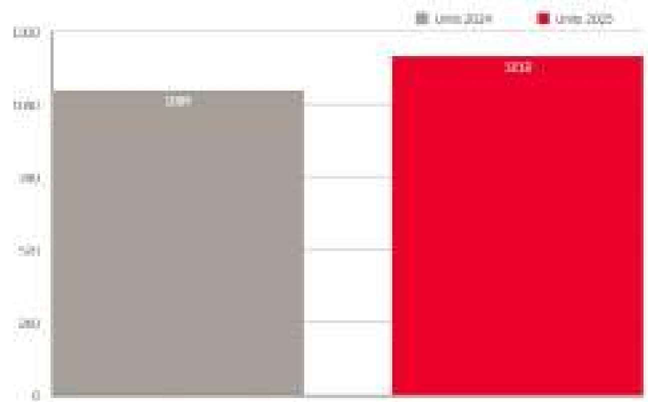
Yearly Totals 2024 vs. 2025

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	$903,807,625 +32.24%	$126,263,698 +20.57%	$31,547,500 +32.25%
YTD Unit Sales	1000 +24.38%	212 +25.44%	62 +29.17%
YTD Average Sale Price	$903,808 +6.32%	$595,583 -3.88%	$508,830.65 +2.39%
July Sales Volume	$151,313,130 +66.7%	$20,236,399 +12.05%	$8,547,000 +300.33%
July Unit Sales	173 +57.27%	32 No Change	10 +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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