2025
AUGUST
SOUTHERN GEORGIAN BAY
Real Estate Market Report

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

OVERVIEW

BUYER'S MARKET

The Southern Georgian Bay real estate market remained in buyer's market territory this August, with gains recorded across nearly all major indicators. The median sale price increased 2.06% year-over-year to $645,000, while the average sale price rose 9.13% to $797,962—indicating resilience in mid-to-upper price points. Total sales volume surged 43.68% to $158.6 million, supported by a 31.79% rise in unit sales to 199 properties. New listings climbed 29.25% to 654, while expired listings dropped 53.95% to 198, pointing to stronger listing performance. The unit sales-to-listings ratio edged up to 30.43%, up 1.96% from last year, though elevated supply levels continue to provide buyers with ample choice.

August year-over-year sales volume of $158,636,445

Up +43.68% from 2024's $110,410,537 with unit sales of 199 up +31.79% from last August's 151. New listings of 654 are up +29.25% from a year ago, with the sales/listing ratio of 30.43% up 1.96%.

Year-to-date sales volume of $1,188,707,768

Up +25% from 2024's $950,939,460 with unit sales of 1411 up +13.79% from 2024's 1240. New listings of 5,427 are up +29.86% from a year ago, with the sales/listing ratio of 26.00% down 12.38%.

Year-to-date average sale price of $849,176

Up from $764,394 one year ago with median sale price of $724,750 up from $653,750 one year ago. Average days-on-market of 58 is up 6 days from last year.

AUGUST NUMBERS

Median Sale Price
$645,000
+2.06%

Average Sale Price
$797,962
+9.13%

Sales Volume
$158,636,445
+43.68%

Unit Sales
199
+31.79%

New Listings
654
+29.25%

Expired Listings
198
-53.95%

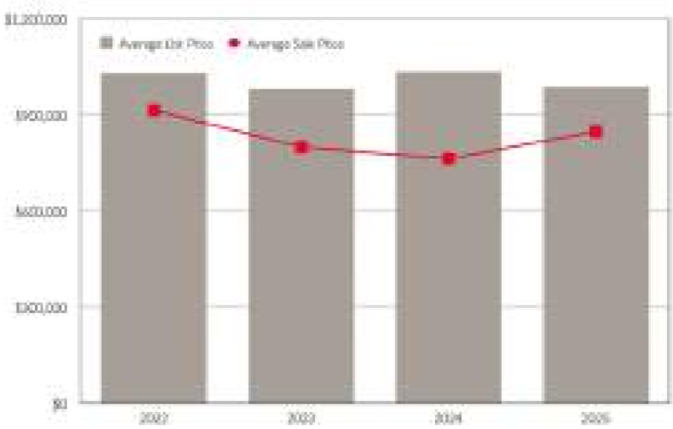
Unit Sales/Listings Ratio
30.43%
+1.96%
Year-over-year comparison (August 2025 vs. August 2024)

THE MARKET IN **DETAIL**

	2023	2024	2025	2024-2025
YTD Volume Sales	$1,111,275,838	$950,939,460	$1,188,707,768	+25%
YTD Unit Sales	1,387	1,240	1,411	+13.79%
YTD New Listings	3,754	4,179	5,427	+29.86%
YTD Sales/Listings Ratio	36.95%	29.67%	26.00%	-12.38%
YTD Expired Listings	2,321	2,427	1,232	-49.24%
Monthly Volume Sales	$136,997,390	$110,410,537	$158,636,445	+43.68%
Monthly Unit Sales	169	151	199	+31.79%
Monthly New Listings	497	506	654	+29.25%
Monthly Sales/Listings Ratio	34.00%	29.84%	30.43%	+1.96%
Monthly Expired Listings	434	430	198	-53.95%
Monthly Average Sale Price	$810,635	$731,196	$797,962	+9.13%
YTD Sales: $0-$199K	22	24	36	+50%
YTD Sales: $200k-349K	88	66	61	-7.58%
YTD Sales: $350K-$549K	294	327	264	-19.27%
YTD Sales: $550K-$749K	412	342	403	+17.84%
YTD Sales: $750K-$999K	303	244	330	+35.25%
YTD Sales: $1M+	227	197	269	+36.55%
YTD Sales: $2M+	41	37	52	+40.54%
YTD Average Days-On-Market	46.38	52.13	58.13	+11.51%
YTD Average Sale Price	$800,765	$764,394	$849,176	+11.09%
YTD Median Sale Price	$720,000	$653,750	$724,750	+10.86%

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

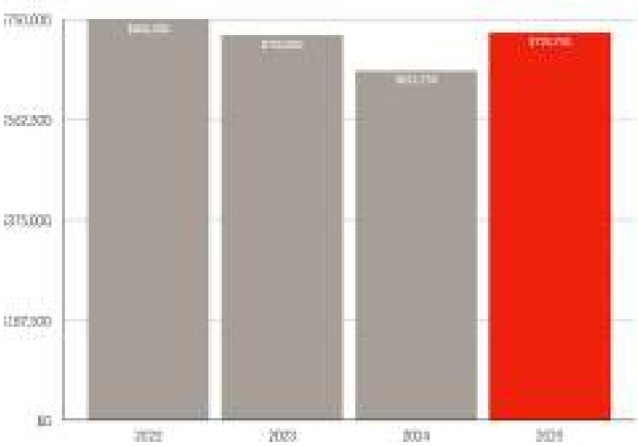
AVERAGE SALE PRICE



Year-Over-Year

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

MEDIAN SALE PRICE

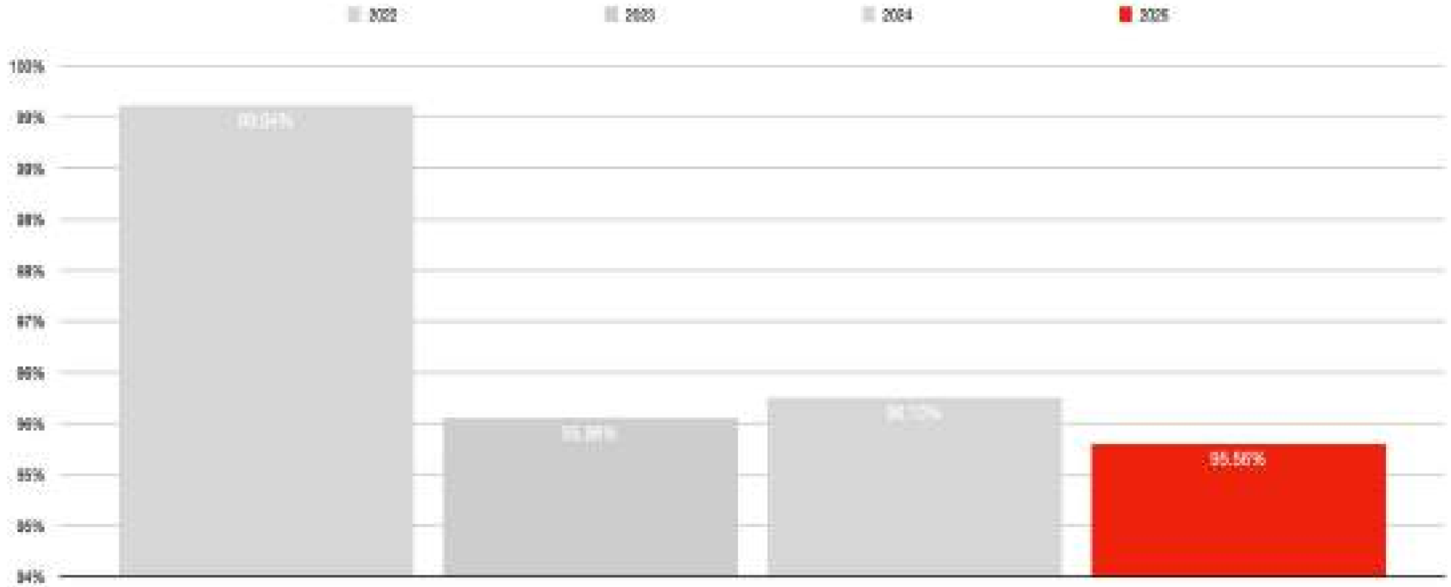


Year-Over-Year

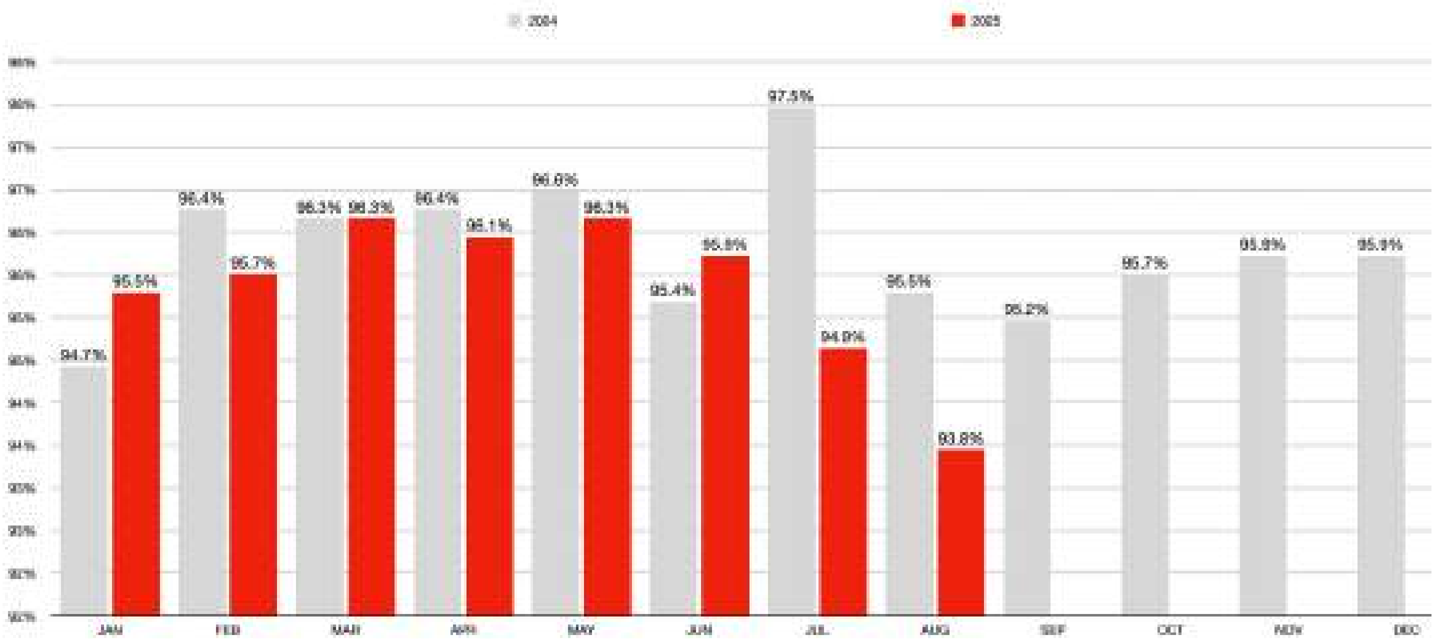
Month-Over-Month 2023 vs. 2024 vs. 2025

** 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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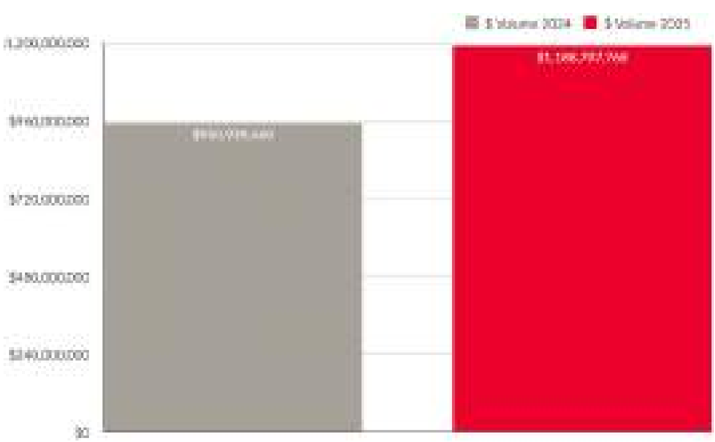
DOLLAR VOLUME SALES

Monthly Comparison 2024 vs. 2025

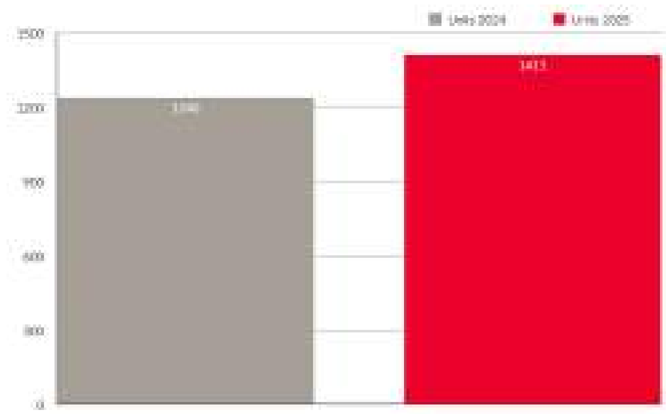


Yearly Totals 2024 vs. 2025

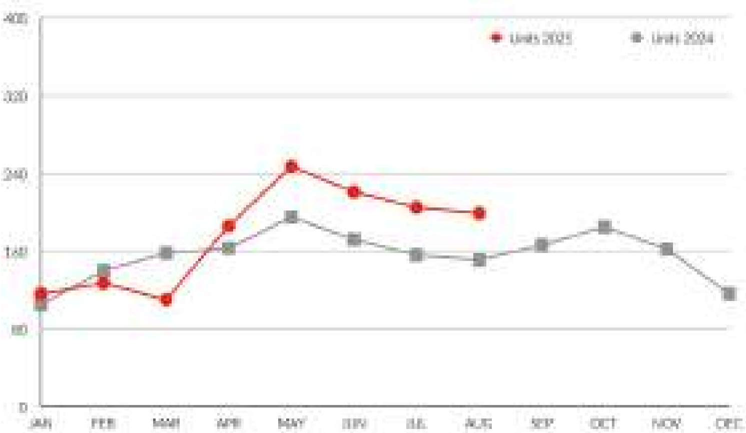
Month vs. Month 2024 vs. 2025

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	$1,044,035,070 +35.46%	$144,672,698 +18.71%	$34,788,500 +30.25%
YTD Unit Sales	1165 +27.04%	246 +26.8%	73 +37.74%
YTD Average Sale Price	$896,167 +6.62%	$588,100 -6.38%	$476,554.79 -5.43%
August Sales Volume	$140,227,445 +60.72%	$18,409,000 +7.36%	$3,241,000 +13.54%
August Unit Sales	165 +46.02%	34 +36%	11 +120%

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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