2025 SEPTEMBER

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 September, showing both resilience and renewed activity compared to last year. The median sale price rose 1.11% to $707,750, while the average sale price dipped 3.75% to $805,694, reflecting stronger movement in mid-range price points. Sales volume surged 39.16% to $193.4 million, supported by a 44.58% increase in unit sales to 240 properties. At the same time, new listings climbed 26.79% to 795, while expired listings dropped sharply by 55.24% to 235—signaling improved listing performance and more successful transactions. The unit sales-to-listings ratio also advanced to 30.19%, a 14.03% year-over-year gain, though elevated supply levels continue to give buyers plenty of options and negotiating power in the market.

September year-over-year sales volume of $193,366,615

Up +39.16% from 2024's $138,953,929 with unit sales of 240 up +44.58% from last September's 166. New listings of 795 are up +26.79% from a year ago, with the sales/listing ratio of 30.19% up 14.03%.

Year-to-date sales volume of $1,395,655,983

Up +28.05% from 2024's $1,089,893,389 with unit sales of 1670 up +18.78% from 2024's 1406. New listings of 6,229 are up +29.61% from a year ago, with the sales/listing ratio of 26.81% down -8.36%.

Year-to-date average sale price of $844,345

Up from $772,469 one year ago with median sale price of $724,500 up from $660,000 one year ago. Average days-on-market of 58 is up 5 days from last year.

SEPTEMBER NUMBERS

Median Sale Price
$707,750
+1.11%

Average Sale Price
$805,694
-3.75%

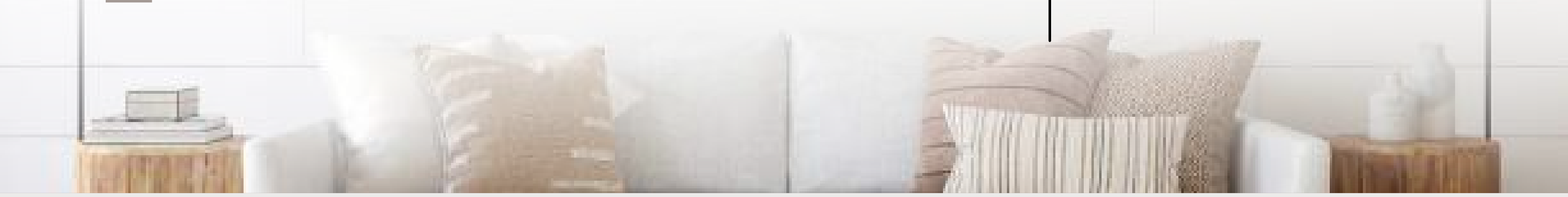
Sales Volume
$193,366,615
+39.16%

Unit Sales
240
+44.58%

New Listings
795
+26.79%

Expired Listings
235
-55.24%

Unit Sales/Listings Ratio
30.19%
+14.03%
Year-over-year comparison (September 2025 vs. September 2024)



THE MARKET IN **DETAIL**

	2023	2024	2025	2024-2025
YTD Volume Sales	$1,248,745,687	$1,089,893,389	$1,395,655,983	+28.05%
YTD Unit Sales	1,561	1,406	1,670	+18.78%
YTD New Listings	4,384	4,806	6,229	+29.61%
YTD Sales/Listings Ratio	35.61%	29.26%	26.81%	-8.36%
YTD Expired Listings	2,832	2,952	1,467	-50.3%
Monthly Volume Sales	$137,469,849	$138,953,929	$193,366,615	+39.16%
Monthly Unit Sales	174	166	240	+44.58%
Monthly New Listings	630	627	795	+26.79%
Monthly Sales/Listings Ratio	27.62%	26.48%	30.19%	+14.03%
Monthly Expired Listings	511	525	235	-55.24%
Monthly Average Sale Price	$790,057	$837,072	$805,694	-3.75%
YTD Sales: $0-$199K	29	29	51	+75.86%
YTD Sales: $200k-349K	96	79	70	-11.39%
YTD Sales: $350K-$549K	343	356	316	-11.24%
YTD Sales: $550K-$749K	449	394	472	+19.8%
YTD Sales: $750K-$999K	339	279	390	+39.78%
YTD Sales: $1M+	260	220	315	+43.18%
YTD Sales: $2M+	45	69	62	-10.14%
YTD Average Days-On-Market	46.22	52.78	58.22	+10.32%
YTD Average Sale Price	$799,575	$772,469	$844,345	+9.3%
YTD Median Sale Price	$715,000	$660,000	$724,500	+9.77%

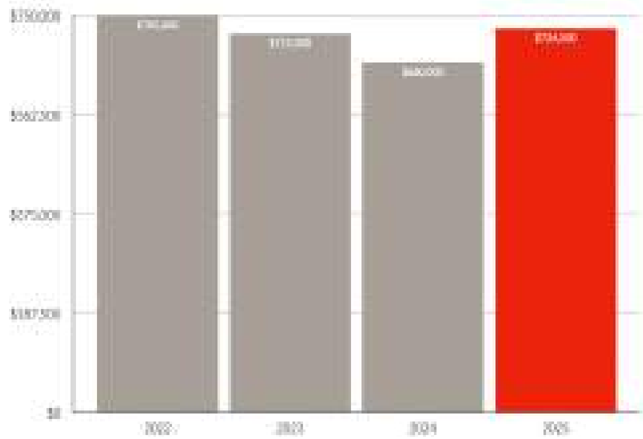
Southern Georgian Bay MLS Sales and Listing Summary
2023 vs. 2024 vs. 2025

AVERAGE SALE PRICE

Year-Over-Year

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

MEDIAN SALE PRICE

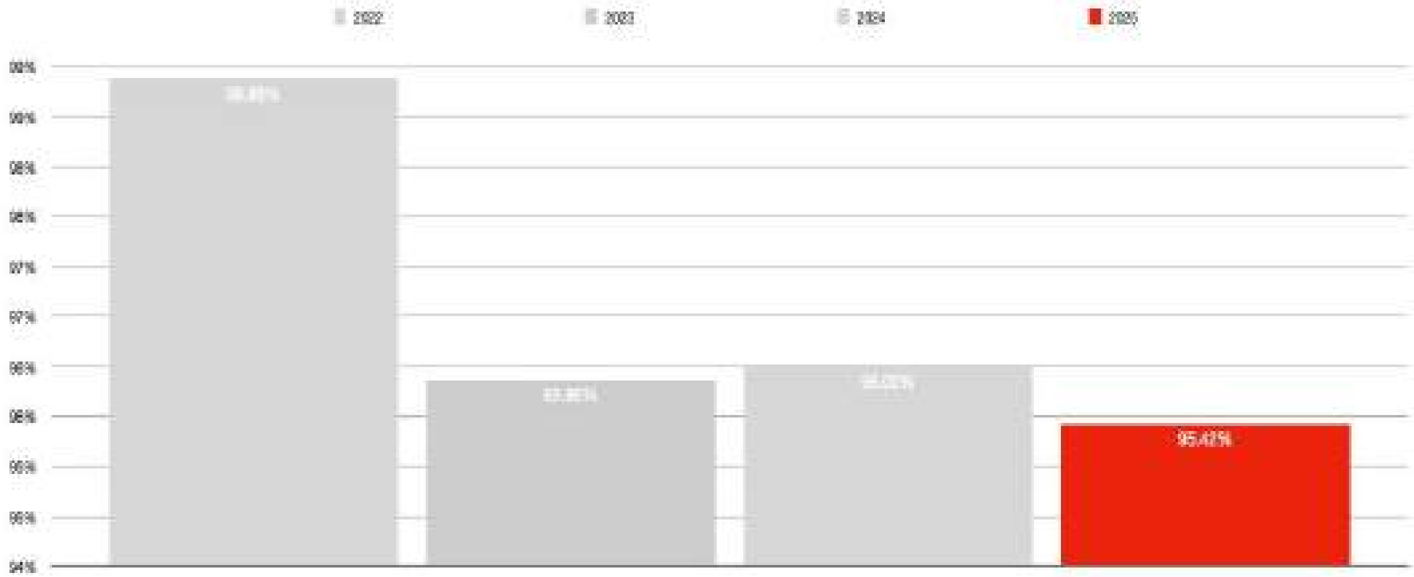


Year-Over-Year

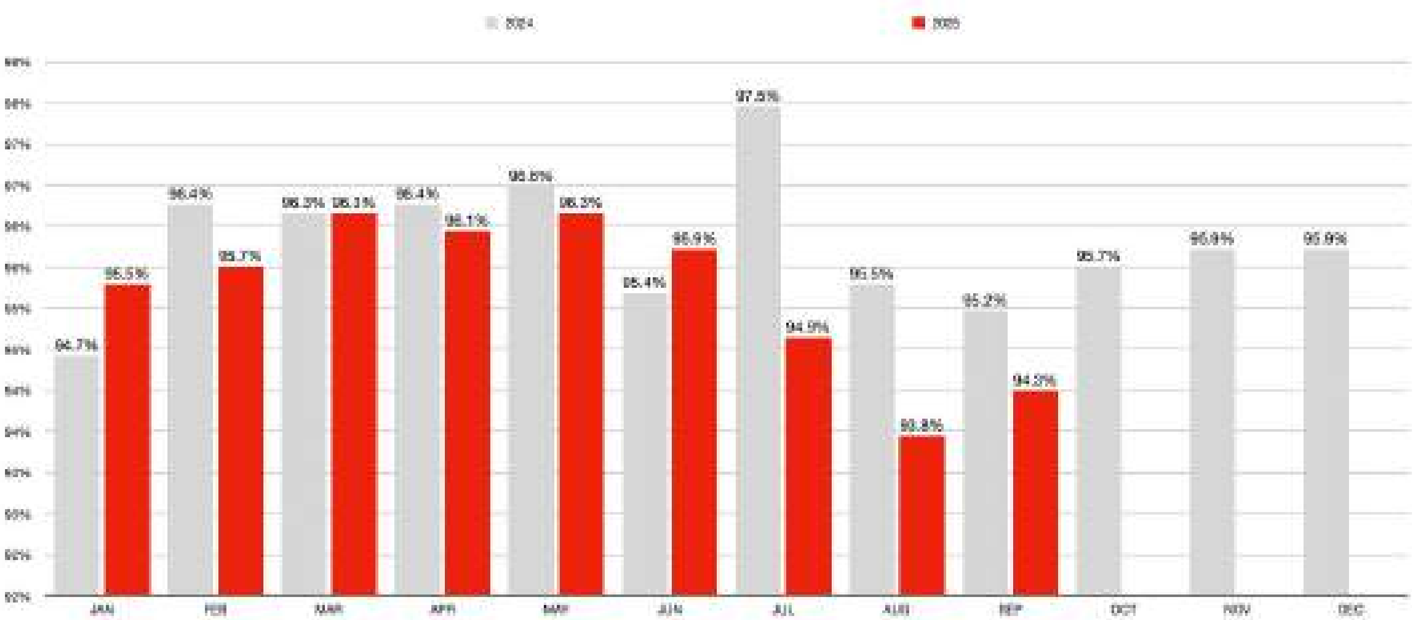
Month-Over-Month 2023 vs. 2024 vs. 2025

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

SALE PRICE VS. LIST PRICE RATIO



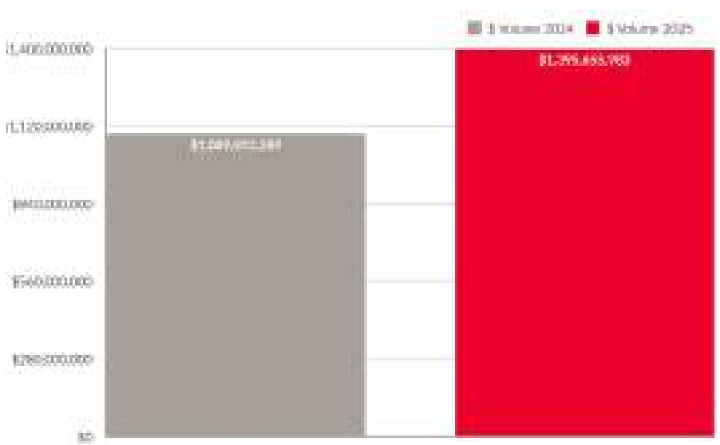
Year-Over-Year



Month-Over-Month 2024 vs. 2025

DOLLAR VOLUME SALES

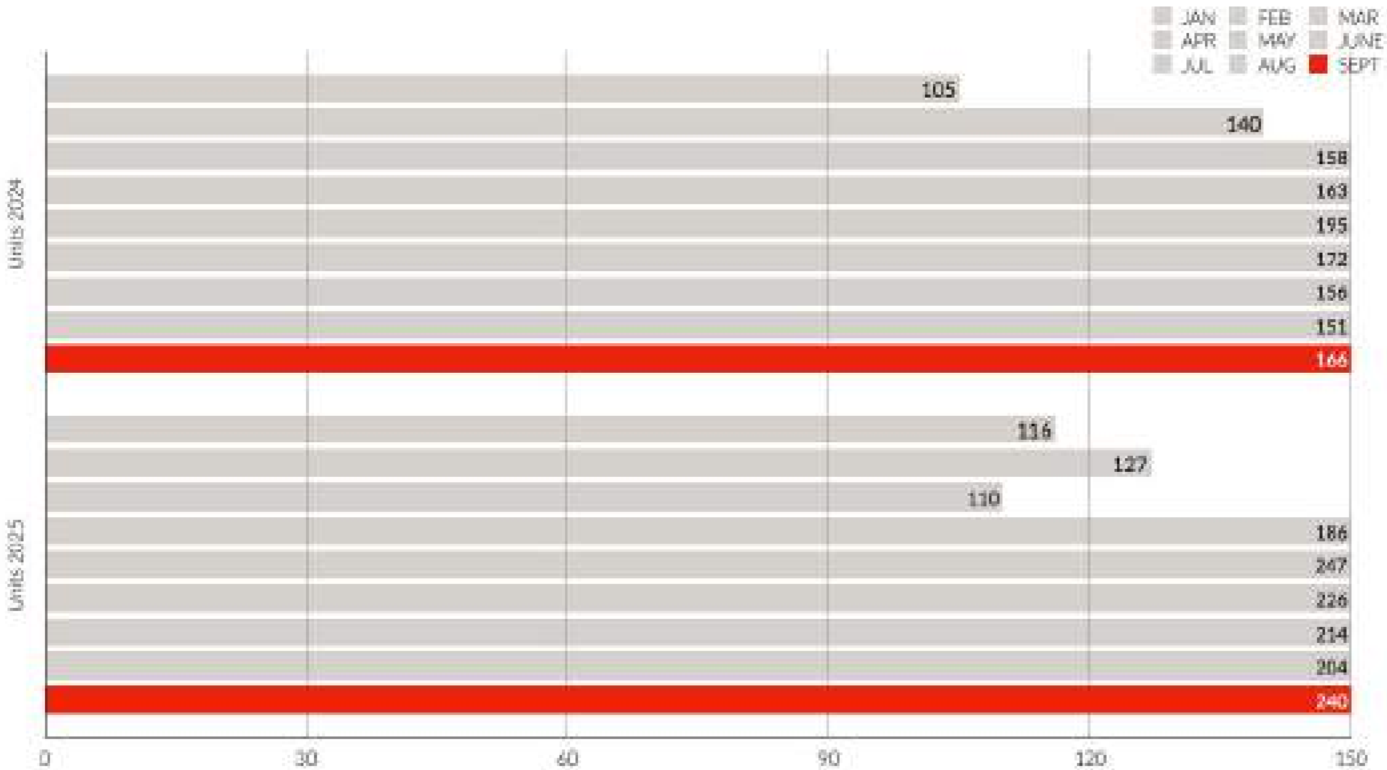
Monthly Comparison 2024 vs. 2025



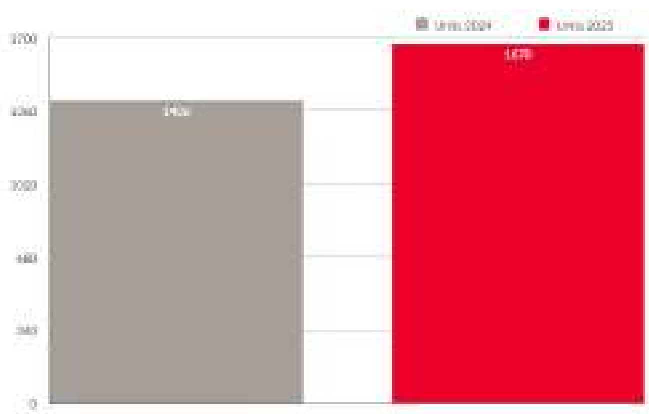
Yearly Totals 2024 vs. 2025

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	$1,228,139,985 +38.04%	$167,515,998 +22.44%	$38,100,500 +32.67%
YTD Unit Sales	1386 +32.89%	284 +30.28%	86 +45.76%
YTD Average Sale Price	$886,104 +3.88%	$589,845 -6.02%	$443,029.07 -8.98%
September Sales Volume	$171,703,415 +44.29%	$21,663,200 +44.92%	$2,976,000 +48.19%
September Unit Sales	206 +63.49%	34 +41.67%	11 +83.33%

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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