



# 2025

# DECEMBER

## SOUTHERN

## GEORGIAN BAY

## Real Estate Market Report



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 continued to favour buyers this December, with modest price softening and steady sales activity shaping overall conditions. The median sale price edged down 1.12% year-over-year to \$665,000, while the average sale price declined 8.91% to \$778,624, pointing to a shift toward more value-focused transactions. Sales volume dipped 6.58% to \$96 million, despite a 3.45% increase in unit sales to 120 properties, suggesting continued demand at lower price points. Inventory levels remained elevated, with new listings up slightly by 1.3% to 234, while expired listings fell 13.54% to 300, indicating sellers are adjusting expectations in response to market conditions. With a sales-to-new listings ratio of 51.28%, up marginally from last year, buyer-friendly conditions remain firmly in place as the market heads into the winter season.



December year-over-year sales volume of \$96,117,889

Down -6.58% from 2024's \$1,508,070,527 with unit sales of 120 up +3.45% from last December's 116. New listings of 234 are up +1.3% from a year ago, with the sales/listing ratio of 51.28% up 2.12%.



Year-to-date sales volume of \$1,850,088,484

Up +22.68% from 2024's \$1,508,070,527 with unit sales of 2172 up +16.21% from 2024's 1869. New listings of 7,542 are up +26.4% from a year ago, with the sales/listing ratio of 28.80% down -8.06%.



Year-to-date average sale price of \$832,769

Up from \$785,787 one year ago with median sale price of \$708,875 up from \$686,250 one year ago. Average days-on-market of 60 is up 5 days from last year.

## DECEMBER NUMBERS

Median Sale Price

**\$665,000**

-1.12%

Average Sale Price

**\$778,624**

-8.91%

Sales Volume

**\$96,117,889**

-6.58%

Unit Sales

**120**

+3.45%

New Listings

**234**

+1.3%

Expired Listings

**300**

-13.54%

Unit Sales/Listings Ratio

**51.28%**

+2.12%

*Year-over-year comparison*

*(December 2025 vs. December 2024)*



# THE MARKET IN DETAIL

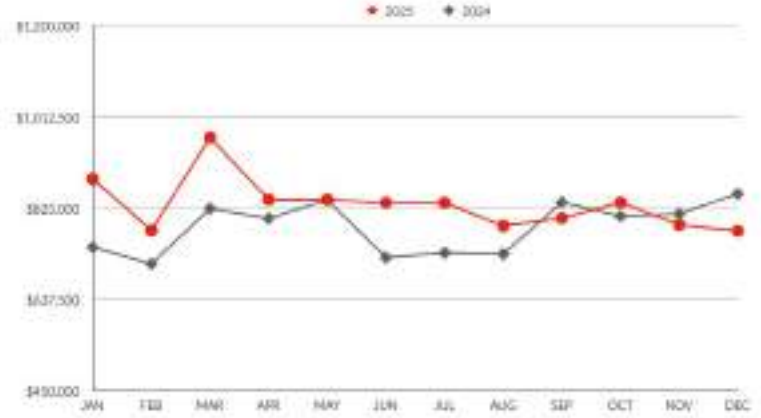
|                                     | 2023            | 2024            | 2025            | 2024-2025 |
|-------------------------------------|-----------------|-----------------|-----------------|-----------|
| <b>YTD Volume Sales</b>             | \$1,527,405,736 | \$1,508,070,527 | \$1,850,088,484 | +22.68%   |
| <b>YTD Unit Sales</b>               | 1,898           | 1,869           | 2,172           | +16.21%   |
| <b>YTD New Listings</b>             | 5,525           | 5,967           | 7,542           | +26.4%    |
| <b>YTD Sales/Listings Ratio</b>     | 34.35%          | 31.32%          | 28.80%          | -8.06%    |
| <b>YTD Expired Listings</b>         | 4,380           | 4,364           | 2,214           | -49.27%   |
| <b>Monthly Volume Sales</b>         | \$49,480,800    | \$102,882,777   | \$96,117,889    | -6.58%    |
| <b>Monthly Unit Sales</b>           | 74              | 116             | 120             | +3.45%    |
| <b>Monthly New Listings</b>         | 222             | 231             | 234             | +1.3%     |
| <b>Monthly Sales/Listings Ratio</b> | 33.33%          | 50.22%          | 51.28%          | +2.12%    |
| <b>Monthly Expired Listings</b>     | 600             | 347             | 300             | -13.54%   |
| <b>Monthly Average Sale Price</b>   | \$668,659       | \$854,791       | \$778,624       | -8.91%    |
| <b>YTD Sales: \$0-\$199K</b>        | 34              | 34              | 65              | +91.18%   |
| <b>YTD Sales: \$200k-349K</b>       | 125             | 110             | 94              | -14.55%   |
| <b>YTD Sales: \$350K-\$549K</b>     | 423             | 450             | 413             | -8.22%    |
| <b>YTD Sales: \$550K-\$749K</b>     | 533             | 522             | 625             | +19.73%   |
| <b>YTD Sales: \$750K-\$999K</b>     | 415             | 381             | 498             | +30.71%   |
| <b>YTD Sales: \$1M+</b>             | 429             | 433             | 405             | -6.47%    |
| <b>YTD Sales: \$2M+</b>             | 82              | 97              | 78              | -19.59%   |
| <b>YTD Average Days-On-Market</b>   | 46.17           | 55.33           | 60.33           | +9.04%    |
| <b>YTD Average Sale Price</b>       | \$781,244       | \$785,787       | \$832,769       | +5.98%    |
| <b>YTD Median Sale Price</b>        | \$712,500       | \$686,250       | \$708,875       | +3.3%     |

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

# AVERAGE SALE PRICE

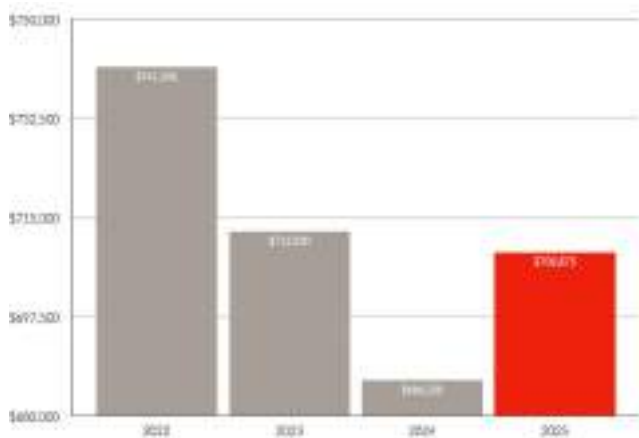


Year-Over-Year



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

# MEDIAN SALE PRICE



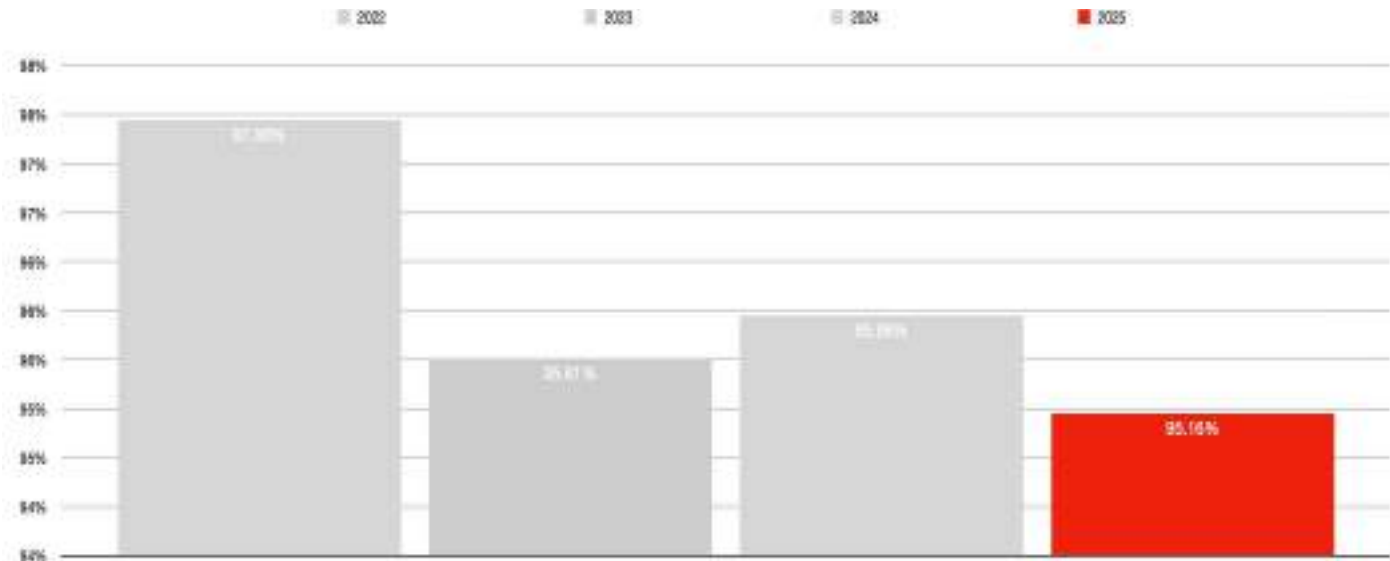
Year-Over-Year



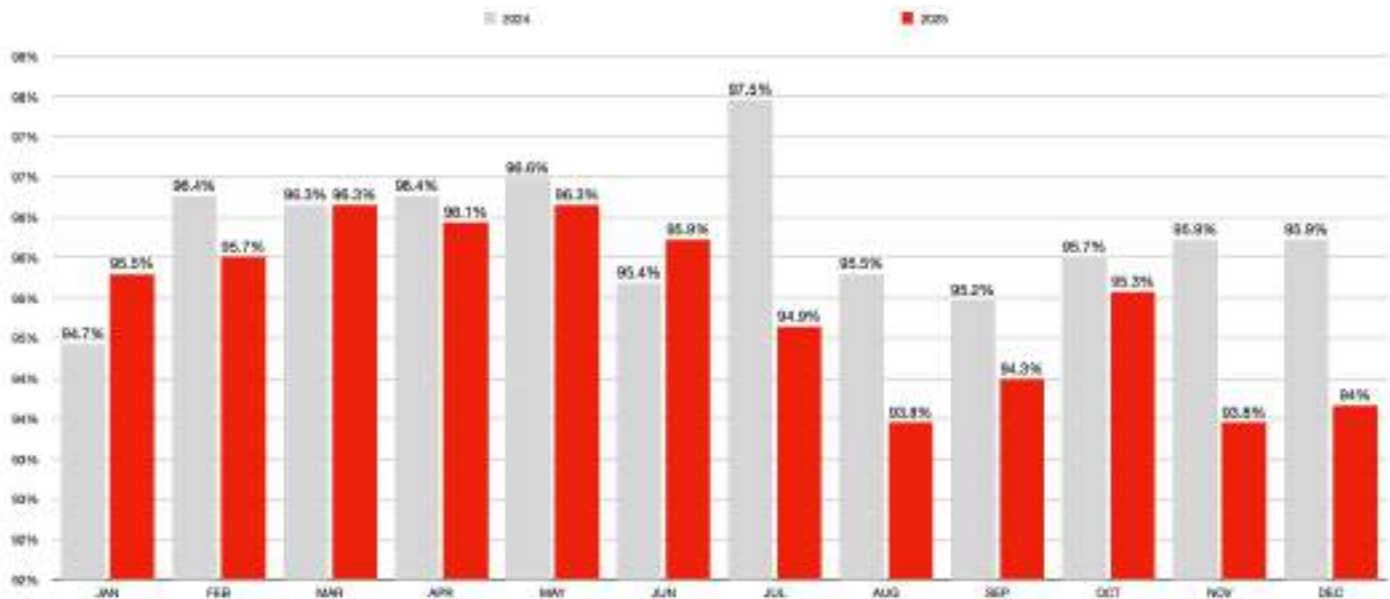
Month-Over-Month 2023 vs. 2024 vs. 2025

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

# SALE PRICE VS. LIST PRICE RATIO

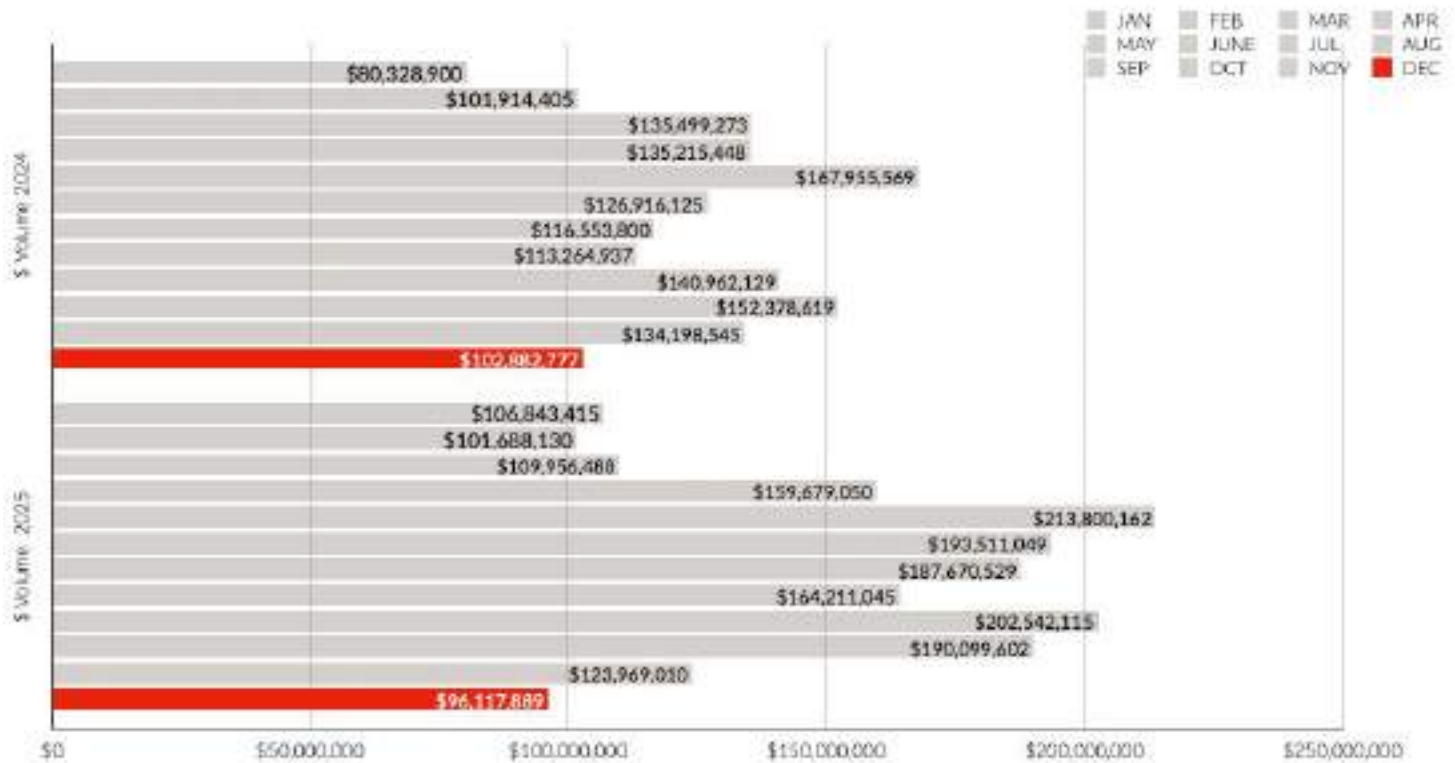


## Year-Over-Year



## Month-Over-Month 2024 vs. 2025

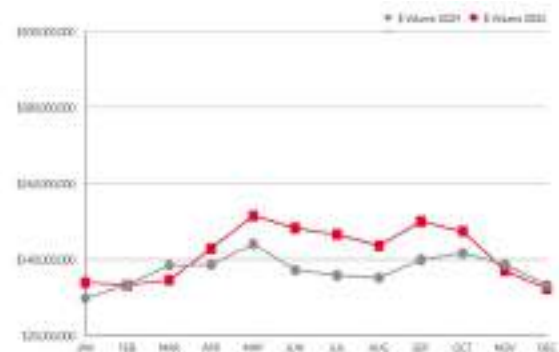
# DOLLAR VOLUME SALES



Monthly Comparison 2024 vs. 2025



Yearly Totals 2024 vs. 2025

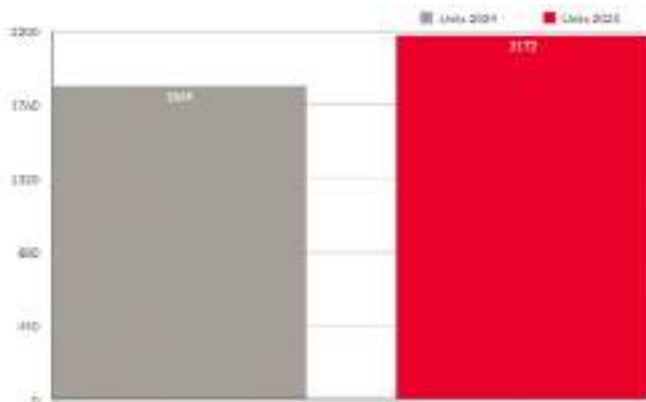


Month vs. Month 2024 vs. 2025

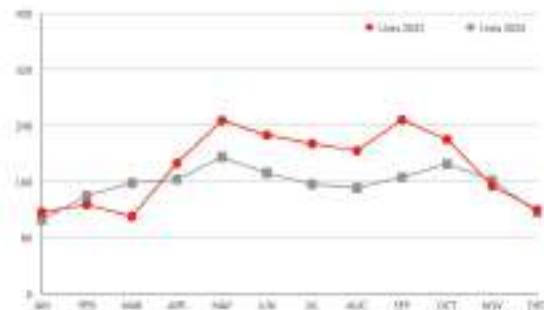
# UNIT SALES



Monthly Comparison 2024 vs. 2025

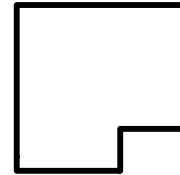


Yearly Totals 2024 vs. 2025



Month vs. Month 2024 vs. 2025

# SALES BY TYPE



|                        | FREEHOLD                                                                                                     | CONDOMINIUM                                                                                                | VACANT LAND                                                                                                  |
|------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| YTD Sales Volume       |  \$1,589,564,786<br>+31.18% |  \$211,287,198<br>+16.15% |  \$49,236,500<br>+31%     |
| YTD Unit Sales         |  1815<br>+28.81%           |  357<br>+25.26%          |  111<br>+44.16%          |
| YTD Average Sale Price |  \$875,793<br>+1.84%      |  \$591,841<br>-7.27%    |  \$443,572.07<br>-9.12% |
| December Sales Volume  |  \$82,735,089<br>-7.02%   |  \$10,699,800<br>+5.19% |  \$2,683,000<br>-28.01% |
| December Unit Sales    |  102<br>+4.08%            |  18<br>No Change        |  7<br>No Change         |

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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