2026 JANUARY

SOUTHERN GEORGIAN BAY

Real Estate Market Report

ROYAL LePAGE LOCATIONS NORTH BROKERAGE

OVERVIEW

BUYER'S MARKET

The Southern Georgian Bay real estate market remained firmly in buyer's market territory this January, with softer pricing and moderated sales activity year-over-year. The median sale price declined 4.76% to $690,000, while the average sale price decreased 9.94% to $797,299, reflecting easing conditions across property types. Sales volume fell 21.59%, driven by a 12.93% drop in unit sales to 101 transactions. Meanwhile, new listings rose 6.47%, adding to overall inventory, while expired listings declined 12.65%. With the unit sales-to-listings ratio at 21.91%, buyers continue to benefit from increased selection and stronger negotiating leverage across the region.

January year-over-year sales volume of $80,527,200

Down -21.59% from 2025's $102,697,415 with unit sales of 101 down -12.93% from last January's 116. New listings of 461 are up +6.47% from a year ago, with the sales/listing ratio of 21.91% down -18.22%.

Year-to-date sales volume of $80,527,200

Down -21.59% from 2025's $102,697,415 with unit sales of 101 down -12.93% from 2025's 116. New listings of 461 are up +6.47% from a year ago, with the sales/listing ratio of 21.91% down -18.22%.

Year-to-date average sale price of $797,299

Down from $885,323 one year ago with median sale price of $690,000 down from $724,500 one year ago. Average days-on-market of 76 is up 9 days from last year.

JANUARY NUMBERS

Median Sale Price
$690,000
-4.76%

Average Sale Price
$797,299
-9.94%

Sales Volume
$80,527,200
-21.59%

Unit Sales
101
-12.93%

New Listings
461
+6.47%

Expired Listings
145
-12.65%

Unit Sales/Listings Ratio
21.91%
-18.22%

Year-over-year comparison (January 2026 vs. January 2025)

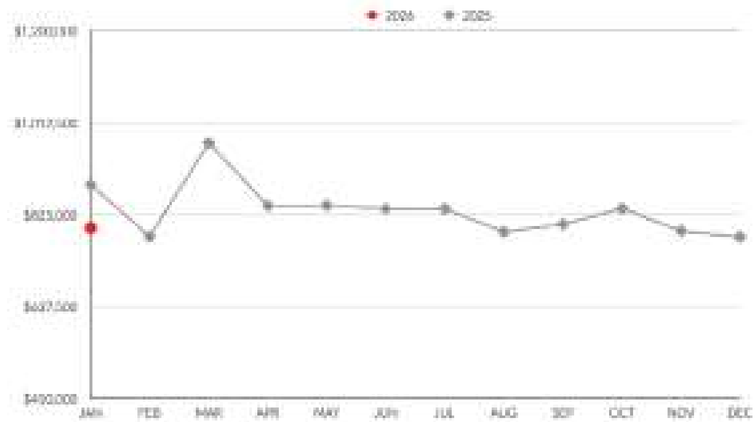
THE MARKET IN **DETAIL**

	2024	2025	2026	2025-2026
YTD Volume Sales	$78,213,900	$102,697,415	$80,527,200	-21.59%
YTD Unit Sales	105	116	101	-12.93%
YTD New Listings	332	433	461	+6.47%
YTD Sales/Listings Ratio	31.63%	26.79%	21.91%	-18.22%
YTD Expired Listings	345	166	145	-12.65%
Monthly Volume Sales	$78,213,900	$102,697,415	$80,527,200	-21.59%
Monthly Unit Sales	105	116	101	-12.93%
Monthly New Listings	332	433	461	+6.47%
Monthly Sales/Listings Ratio	31.63%	26.79%	21.91%	-18.22%
Monthly Expired Listings	345	166	145	-12.65%
Monthly Average Sale Price	$744,894	$885,323	$797,299	-9.94%
YTD Sales: $0-$199K	1	0	1	+100%
YTD Sales: $200k-349K	5	6	4	-33.33%
YTD Sales: $350K-$549K	33	21	21	No Change
YTD Sales: $550K-$749K	28	34	34	No Change
YTD Sales: $750K-$999K	18	28	19	-32.14%
YTD Sales: $1M+	26	22	19	-13.64%
YTD Sales: $2M+	4	6	4	-33.33%
YTD Average Days-On-Market	58.00	67.00	76.00	+13.43%
YTD Average Sale Price	$744,894	$885,323	$797,299	-9.94%
YTD Median Sale Price	$647,500	$724,500	$690,000	-4.76%

Southern Georgian Bay MLS Sales and Listing Summary
2024 vs. 2025 vs. 2026

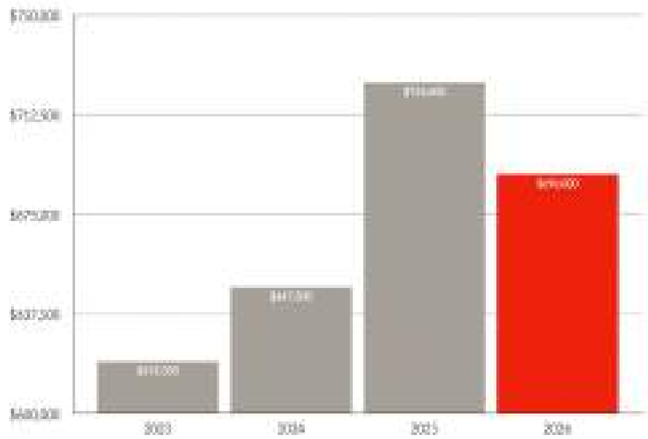
AVERAGE SALE PRICE

Year-Over-Year



Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



Year-Over-Year

Month-Over-Month 2025 vs. 2026

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

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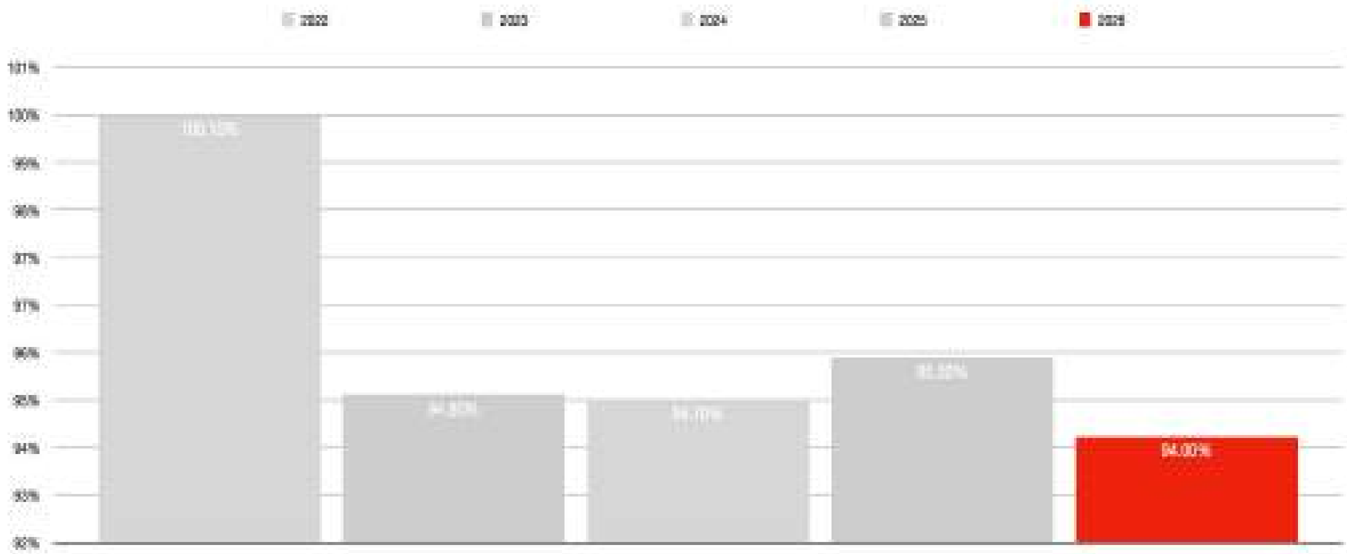
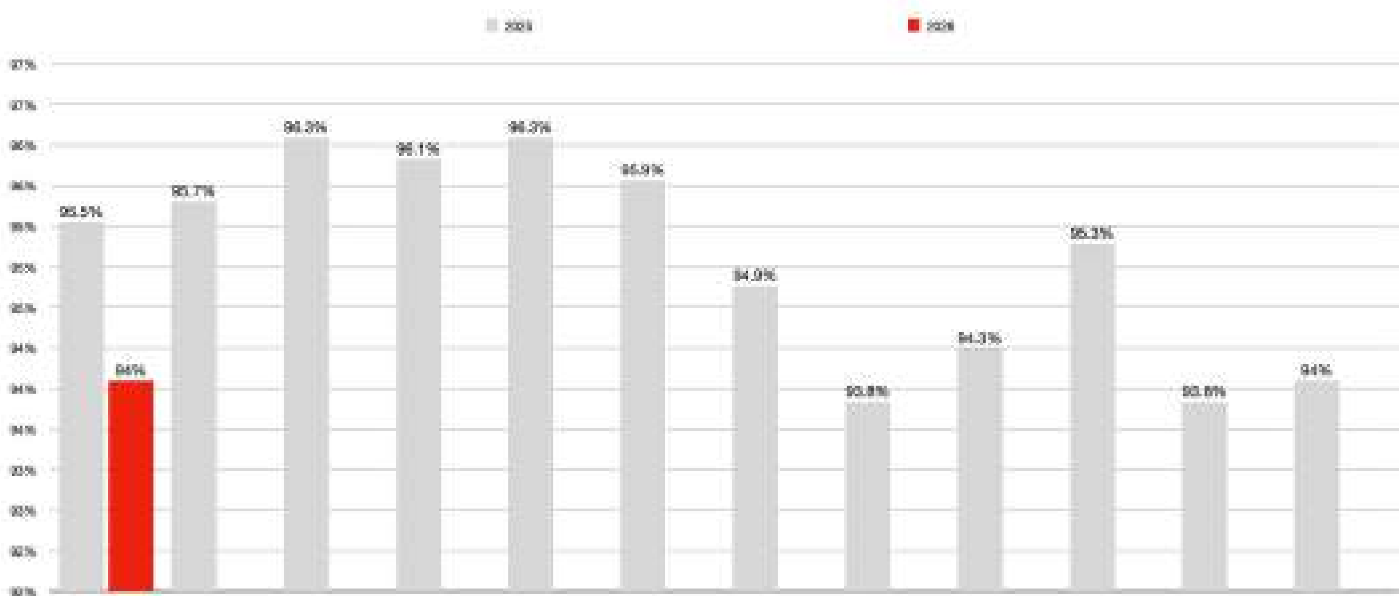
SALE PRICE VS. LIST PRICE RATIO

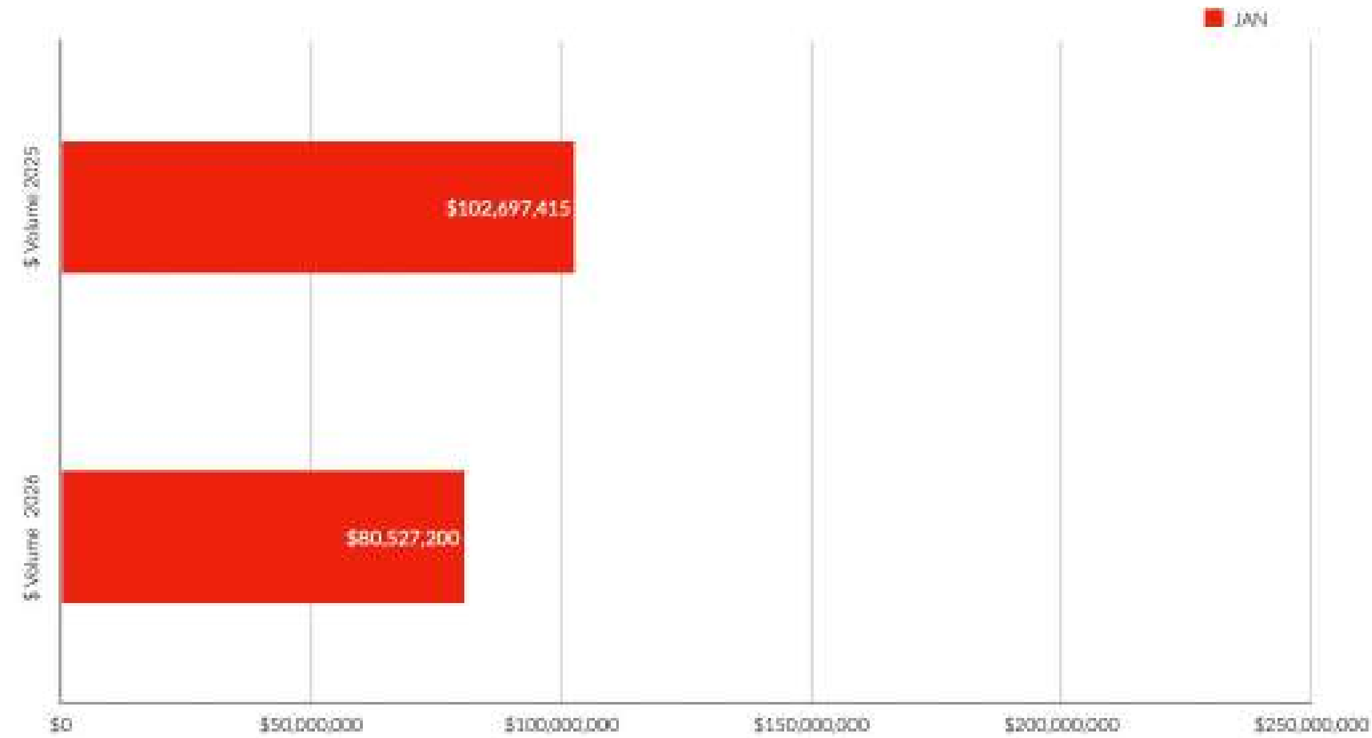


Year-Over-Year

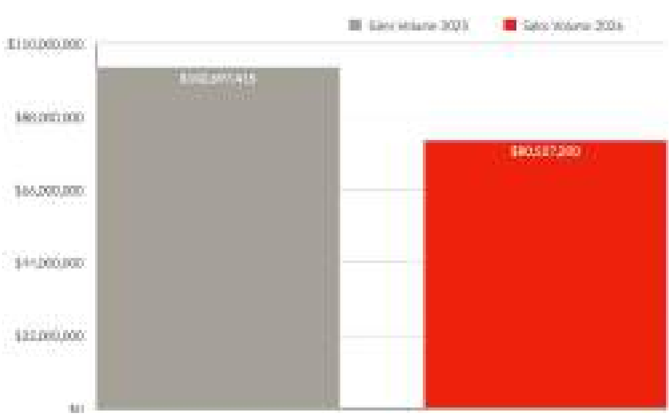


Month-Over-Month 2025 vs. 2026

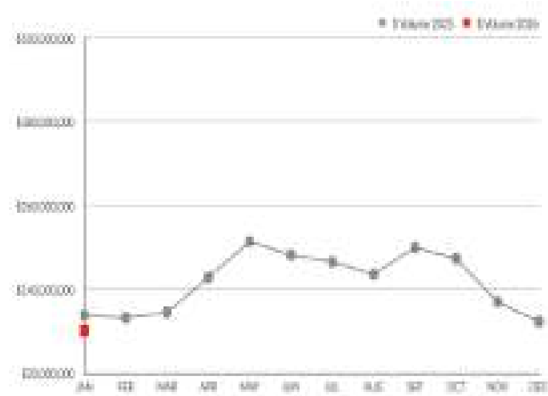
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

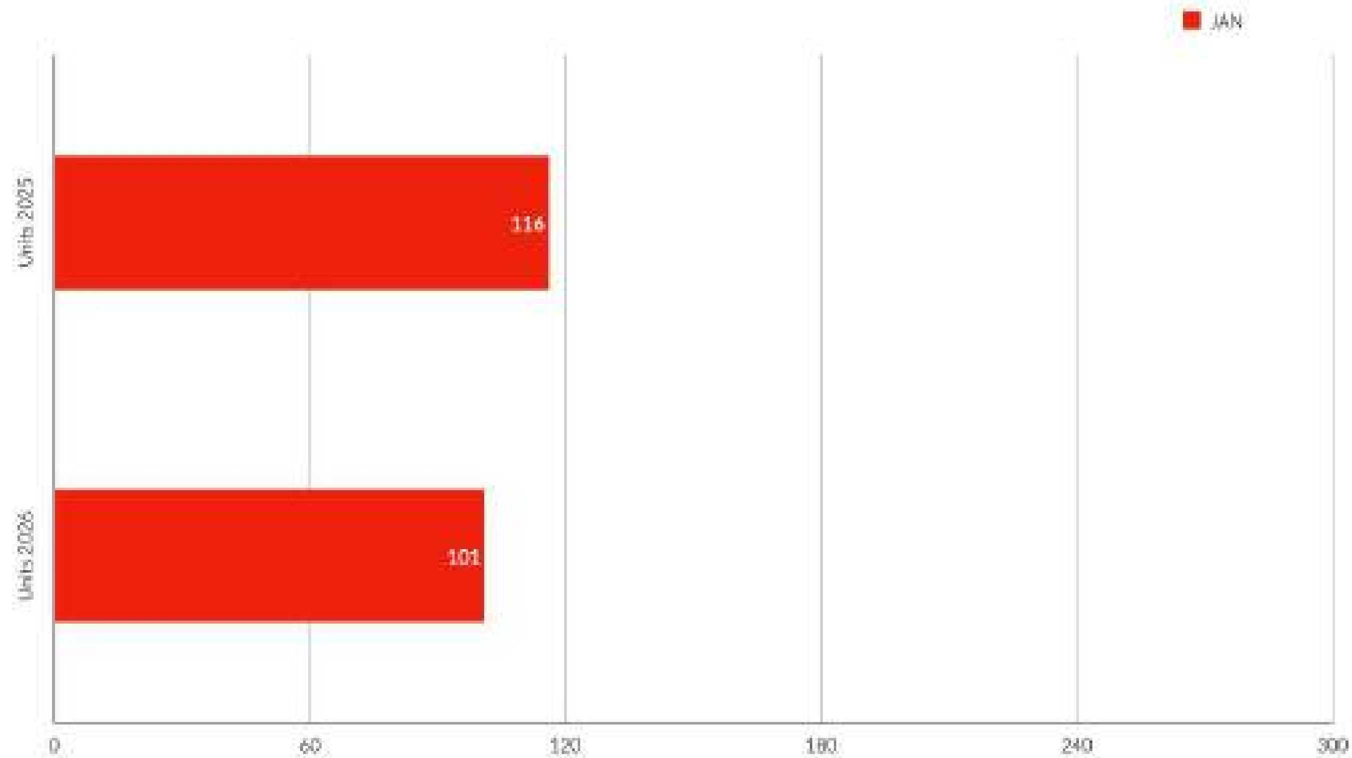


Yearly Totals 2025 vs. 2026

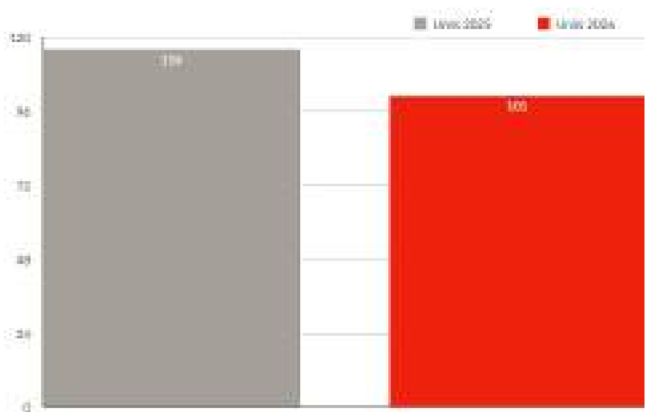


Month vs. Month 2025 vs. 2026

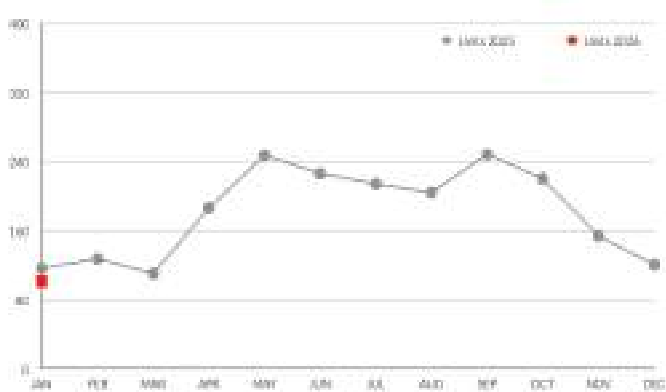
UNIT SALES



Monthly Comparison 2025 vs. 2026



Yearly Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY **TYPE**

	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	$67,909,100 -23.64%	$12,618,100 -8.35%	$2,570,000 -38.01%
YTD Unit Sales	81 -11.96%	20 -16.67%	4 -20%
YTD Average Sale Price	$838,384 +18.42%	$630,905 +9.98%	$642,500.00 -22.52%
January Sales Volume	$67,909,100 -23.64%	$12,618,100 -8.35%	$2,570,000 -38.01%
January Unit Sales	81 -11.96%	20 -16.67%	4 -20%

Year-Over-Year Comparison (2026 vs. 2025)

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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