2026 FEBRUARY

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 firmly in buyer's market territory this February, with pricing and overall activity trending lower year-over-year. The median sale price declined 11.97% to $625,000, while the average sale price decreased 7.28% to $722,999, reflecting continued downward pressure on values. Sales volume fell 9.47% to $89,651,890, alongside a modest 2.36% decrease in unit sales to 124 transactions. New listings edged down 2.73% to 428 properties, while expired listings rose 1.61%, indicating inventory levels remain elevated relative to buyer demand. With the unit sales-to-listings ratio at 28.97%, the market continues to favour buyers, who are benefiting from increased selection, more negotiating flexibility, and competitive pricing opportunities across the region.

February year-over-year sales volume of $89,651,890

Down -9.47% from 2025's $99,026,130 with unit sales of 124 down -2.36% from last February's 127. New listings of 428 are down -2.73% from a year ago, with the sales/listing ratio of 28.97% up 0.38%.

Year-to-date sales volume of $189,417,490

Down -6.1% from 2025's $201,723,545 with unit sales of 244 up +0.41% from 2025's 243. New listings of 918 are up +5.15% from a year ago, with the sales/listing ratio of 26.58% down -4.51%.

Year-to-date average sale price of $777,190

Down from $832,528 one year ago with median sale price of $637,500 down from $717,250 one year ago. Average days-on-market of 68 is up 1 day from last year.

FEBRUARY NUMBERS

Median Sale Price
$625,000
-11.97%

Average Sale Price
$722,999
-7.28%

Sales Volume
$89,651,890
-9.47%

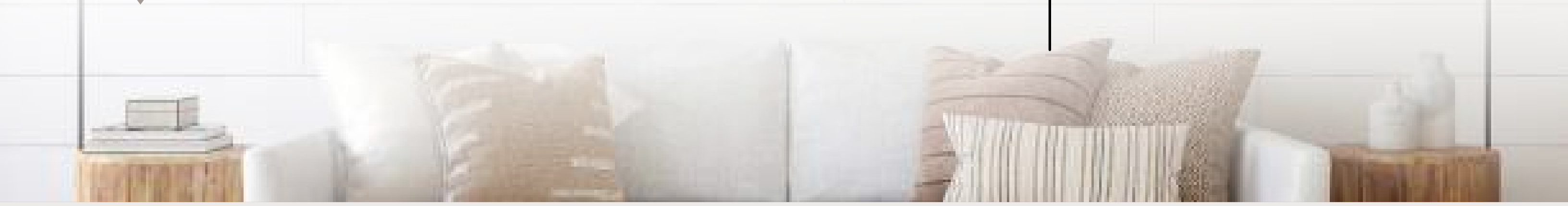
Unit Sales
124
-2.36%

New Listings
428
-2.73%

Expired Listings
126
+1.61%

Unit Sales/Listings Ratio
28.97%
+0.38%

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



THE MARKET IN **DETAIL**

	2024	2025	2026	2025-2026
YTD Volume Sales	$177,750,305	$201,723,545	$189,417,490	-6.1%
YTD Unit Sales	245	243	244	+0.41%
YTD New Listings	732	873	918	+5.15%
YTD Sales/Listings Ratio	33.47%	27.84%	26.58%	-4.51%
YTD Expired Listings	616	290	278	-4.14%
Monthly Volume Sales	$99,536,405	$99,026,130	$89,651,890	-9.47%
Monthly Unit Sales	140	127	124	-2.36%
Monthly New Listings	400	440	428	-2.73%
Monthly Sales/Listings Ratio	35.00%	28.86%	28.97%	+0.38%
Monthly Expired Listings	271	124	126	+1.61%
Monthly Average Sale Price	$710,974	$779,733	$722,999	-7.28%
YTD Sales: $0-$199K	5	2	3	+50%
YTD Sales: $200k-349K	9	12	17	+41.67%
YTD Sales: $350K-$549K	71	45	65	+44.44%
YTD Sales: $550K-$749K	74	74	71	-4.05%
YTD Sales: $750K-$999K	46	58	44	-24.14%
YTD Sales: $1M+	49	46	37	-19.57%
YTD Sales: $2M+	9	7	9	+28.57%
YTD Average Days-On-Market	54.50	67.00	67.50	+0.75%
YTD Average Sale Price	$727,934	$832,528	$777,190	-6.65%
YTD Median Sale Price	$641,250	$717,250	$637,500	-11.12%

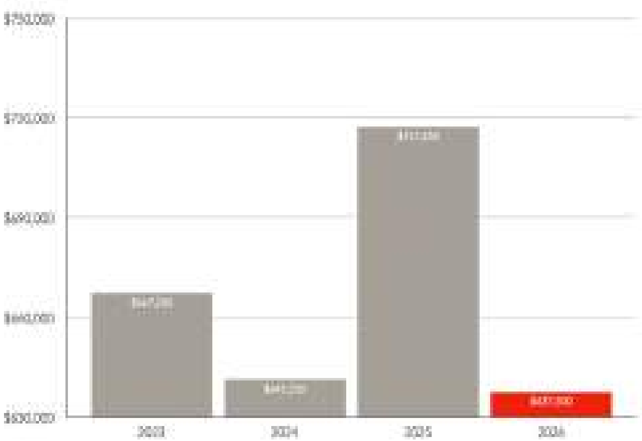
Southern Georgian Bay MLS Sales and Listing Summary
2024 vs. 2025 vs. 2026

AVERAGE SALE PRICE

Year-Over-Year

Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



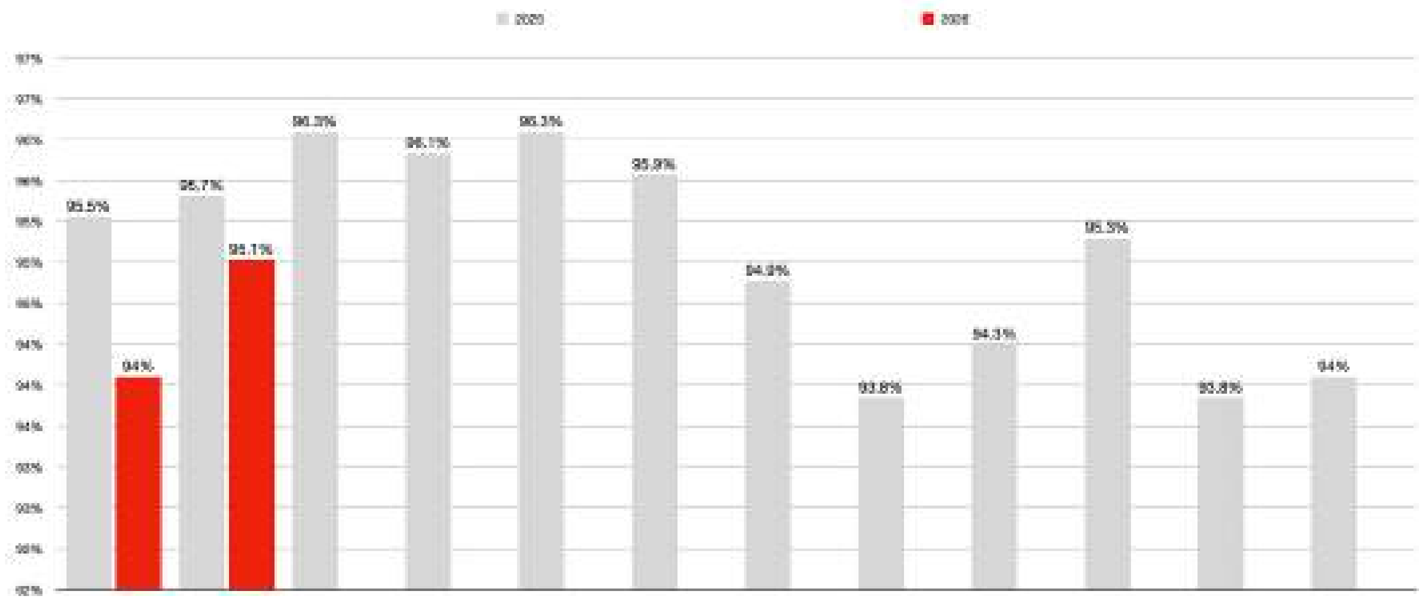
Year-Over-Year

Month-Over-Month 2025 vs. 2026

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

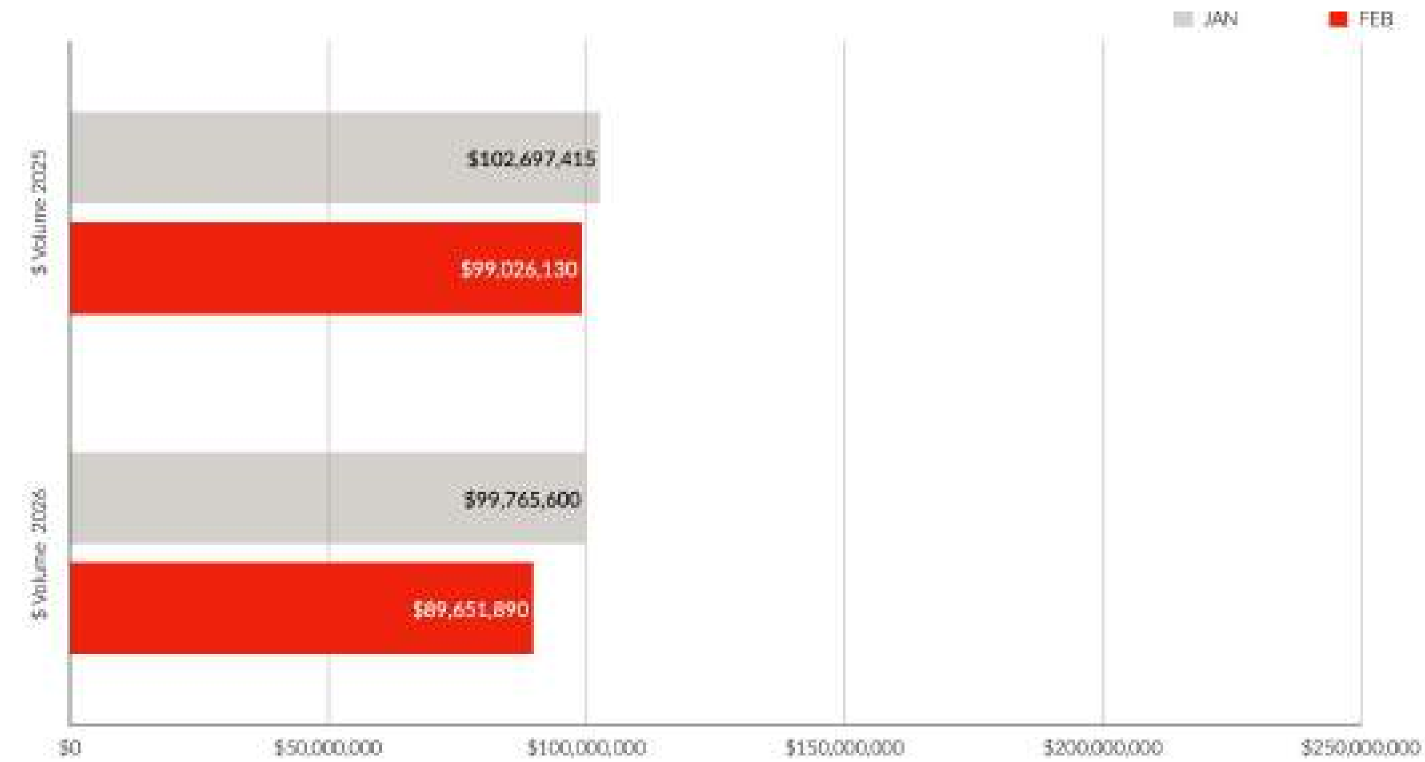
SALE PRICE VS. LIST PRICE RATIO

Year-Over-Year

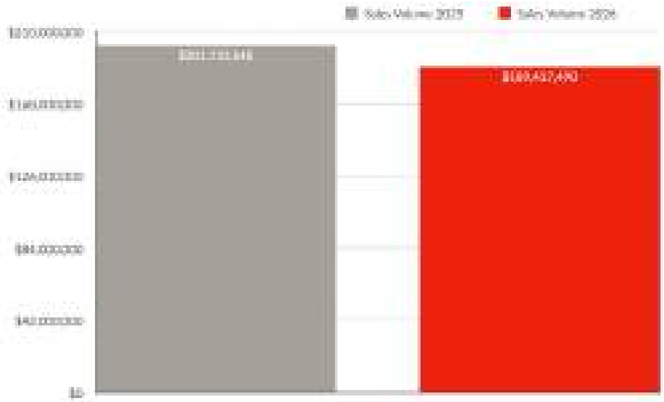


Month-Over-Month 2025 vs. 2026

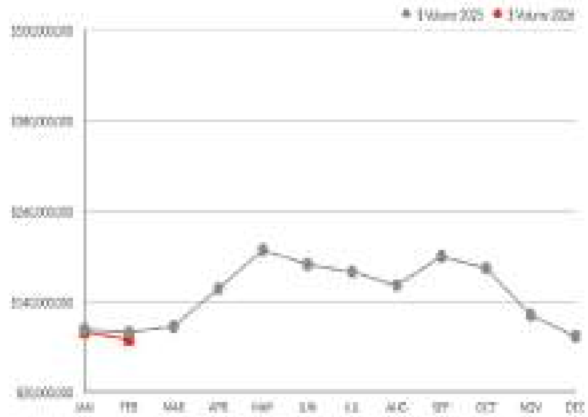
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

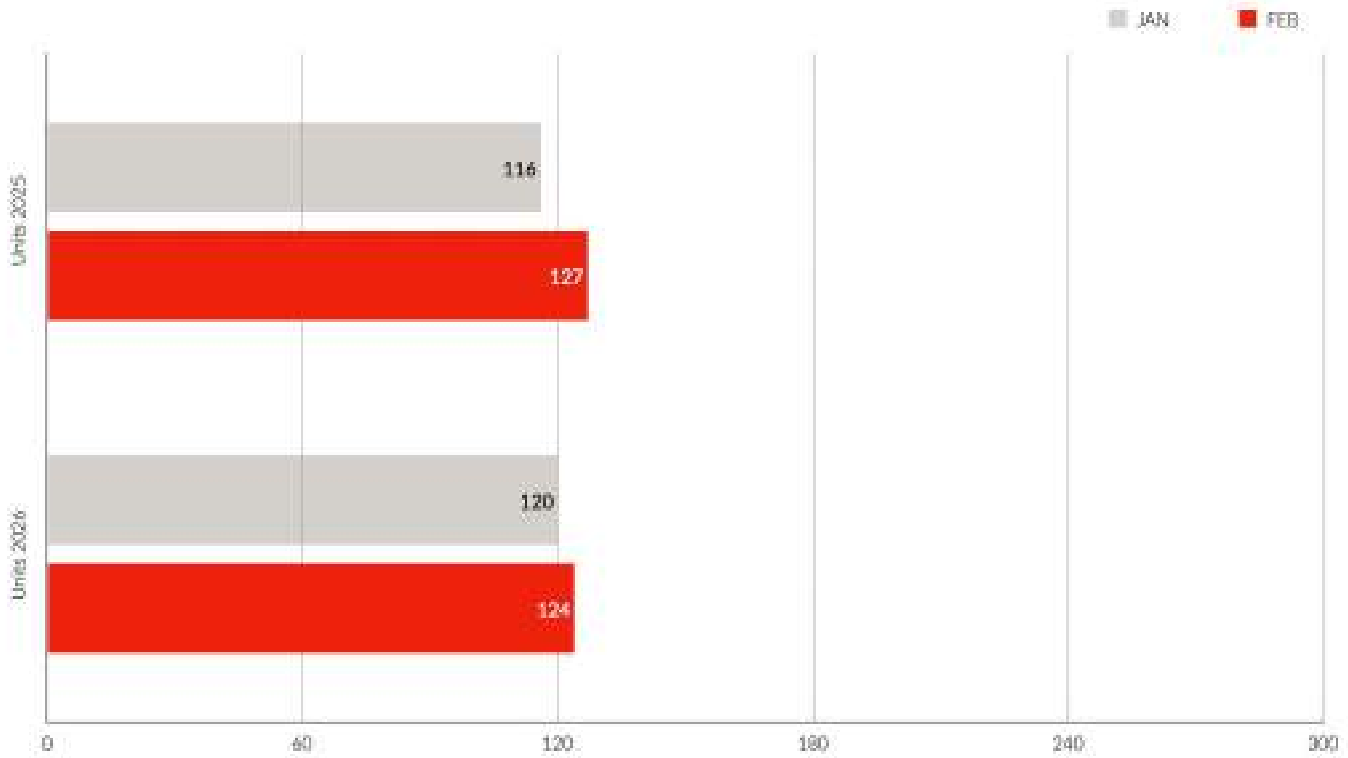


YTD Totals 2025 vs. 2026

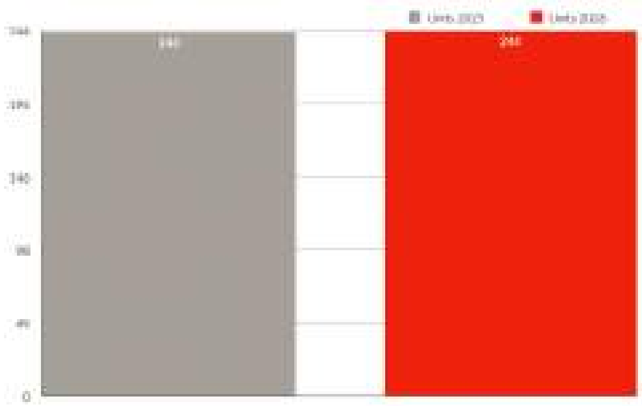


Month vs. Month 2025 vs. 2026

UNIT SALES



Monthly Comparison 2025 vs. 2026



YTD Totals 2025 vs. 2026

Month vs. Month 2025 vs. 2026

SALES BY **TYPE**

	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	$156,167,390 -8.71%	$33,250,100 +8.48%	$3,881,500 -42.99%
YTD Unit Sales	187 -1.06%	57 +5.56%	7 -36.36%
YTD Average Sale Price	$835,120 +15.53%	$583,335 +2.77%	$554,500.00 -10.41%
February Sales Volume	$69,807,890 -15.02%	$19,844,000 +17.54%	$1,311,500 -50.73%
February Unit Sales	89 -8.25%	35 +16.67%	3 -50%

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

ROYAL LEPAGE LOCATIONS NORTH BROKERAGE

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

/RoyalLePageLocationsNorth

/CollingwoodRealEstate

/LocationsNorth

Helping You Is What We Do.

Find more Real Estate Market Reports for Southern Georgian Bay at:

locationsnorth.com/market-update/