



2026

MAY

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 remained in buyer's market territory this May, with pricing and sales activity softening year-over-year while new listing activity continued to rise. The median sale price declined 12.58% to \$660,000, while the average sale price fell 7.7% to \$777,816. Sales volume decreased 10.13% to \$187,064,415, alongside a 3.24% decrease in unit sales to 239 transactions. New listings increased 2.76% to 1,004, while expired listings declined 9.94% to 145. With the unit sales-to-listings ratio at 23.80%, conditions continue to favour buyers, offering broad selection and negotiating flexibility across the region.

May year-over-year sales volume of \$187,064,415

Down -10.13% from 2025's \$208,142,662 with unit sales of 239 down -3.24% from last May's 247. New listings of 1,004 are up +2.76% from a year ago, with the sales/listing ratio of 23.80% down -5.84%.

Year-to-date sales volume of \$669,064,225

Down -0.63% from 2025's \$673,311,745 with unit sales of 844 up +7.38% from 2025's 786. New listings of 3,355 are up +3.52% from a year ago, with the sales/listing ratio of 25.16% up +3.73%.

Year-to-date average sale price of \$792,643

Down -8.27% from \$864,115 one year ago with median sale price of \$645,000 down from \$732,500 one year ago. Average days-on-market of 61.4 is essentially unchanged from 61.6 days last year.

MAY NUMBERS

Median Sale Price

\$660,000

-12.58%

Average Sale Price

\$777,816

-7.7%

Sales Volume

\$187,064,415

-10.13%

Unit Sales

239

-3.24%

New Listings

1,004

+2.76%

Expired Listings

145

-9.94%

Unit Sales/Listings Ratio

23.80%

-5.84%

*Year-over-year comparison
(May 2026 vs. May 2025)*

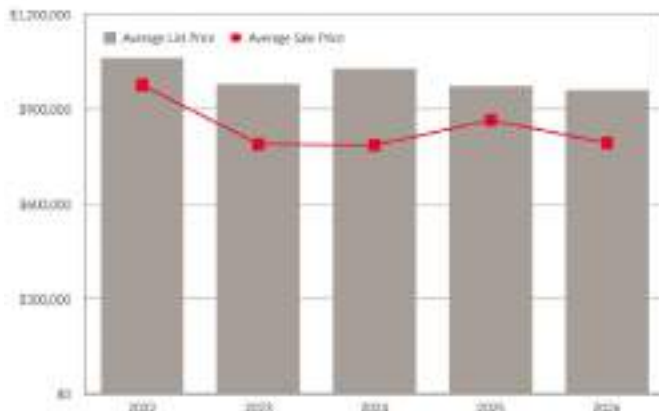


THE MARKET IN DETAIL

	2024	2025	2026	2025-2026
YTD Volume Sales	\$603,281,498	\$673,311,745	\$669,064,225	-0.63%
YTD Unit Sales	761	786	844	+7.38%
YTD New Listings	2,601	3,241	3,355	+3.52%
YTD Sales/Listings Ratio	29.26%	24.25%	25.16%	+3.73%
YTD Expired Listings	1,425	732	721	-1.5%
Monthly Volume Sales	\$164,150,569	\$208,142,662	\$187,064,415	-10.13%
Monthly Unit Sales	195	247	239	-3.24%
Monthly New Listings	724	977	1004	+2.76%
Monthly Sales/Listings Ratio	26.93%	25.28%	23.80%	-5.84%
Monthly Expired Listings	269	161	145	-9.94%
Monthly Average Sale Price	\$841,798	\$842,683	\$777,816	-7.7%
YTD Sales: \$0-\$199K	14	17	15	-11.76%
YTD Sales: \$200k-349K	32	32	58	+81.25%
YTD Sales: \$350K-\$549K	183	140	214	+52.86%
YTD Sales: \$550K-\$749K	218	213	251	+17.84%
YTD Sales: \$750K-\$999K	160	202	140	-30.69%
YTD Sales: \$1M+	168	159	132	-16.98%
YTD Sales: \$2M+	38	26	37	+42.31%
YTD Average Days-On-Market	52.20	61.60	61.40	-0.32%
YTD Average Sale Price	\$785,304	\$864,115	\$792,643	-8.27%
YTD Median Sale Price	\$725,000	\$732,500	\$645,000	-11.95%

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

AVERAGE SALE PRICE

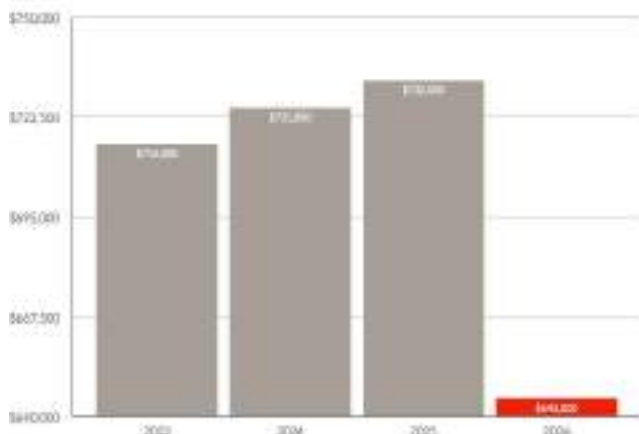


Year-Over-Year

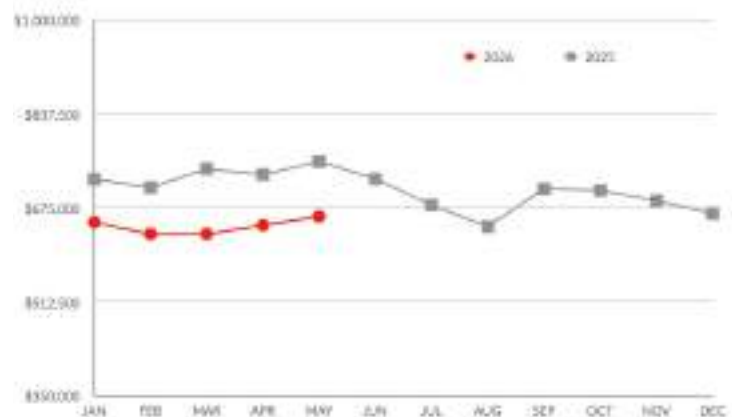


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



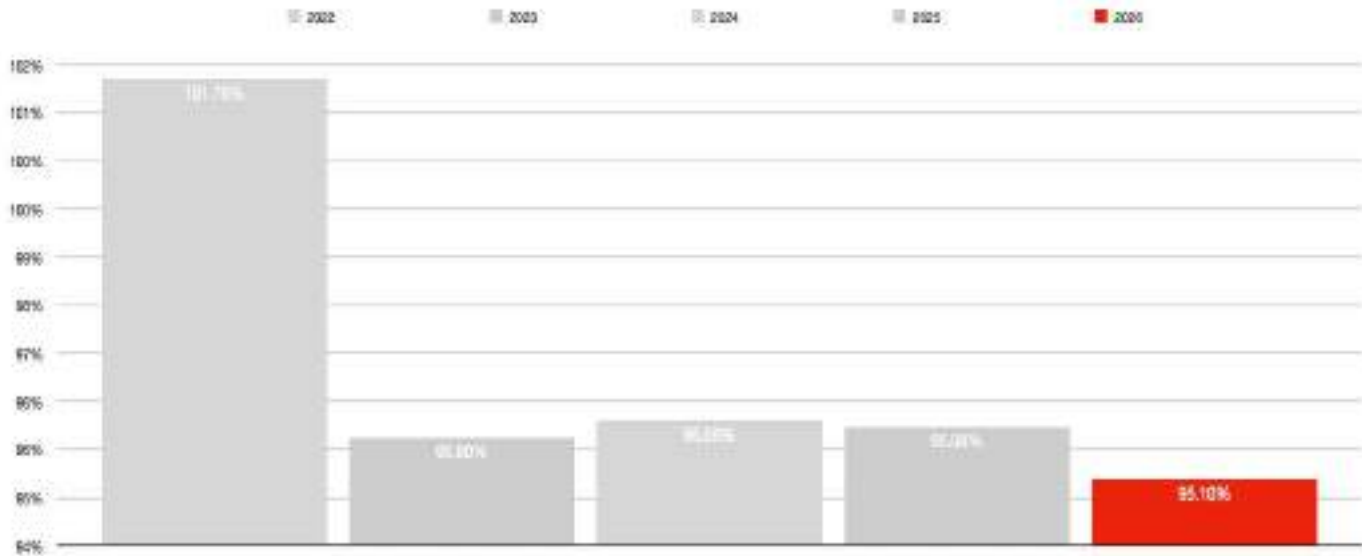
Year-Over-Year



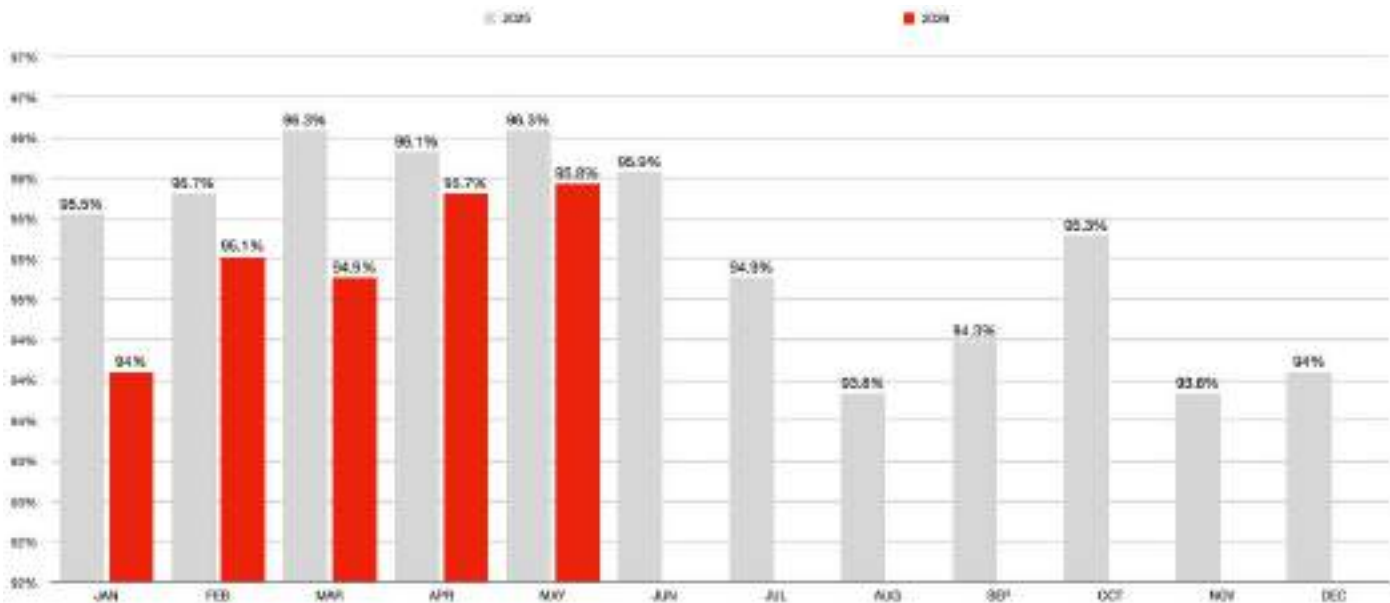
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

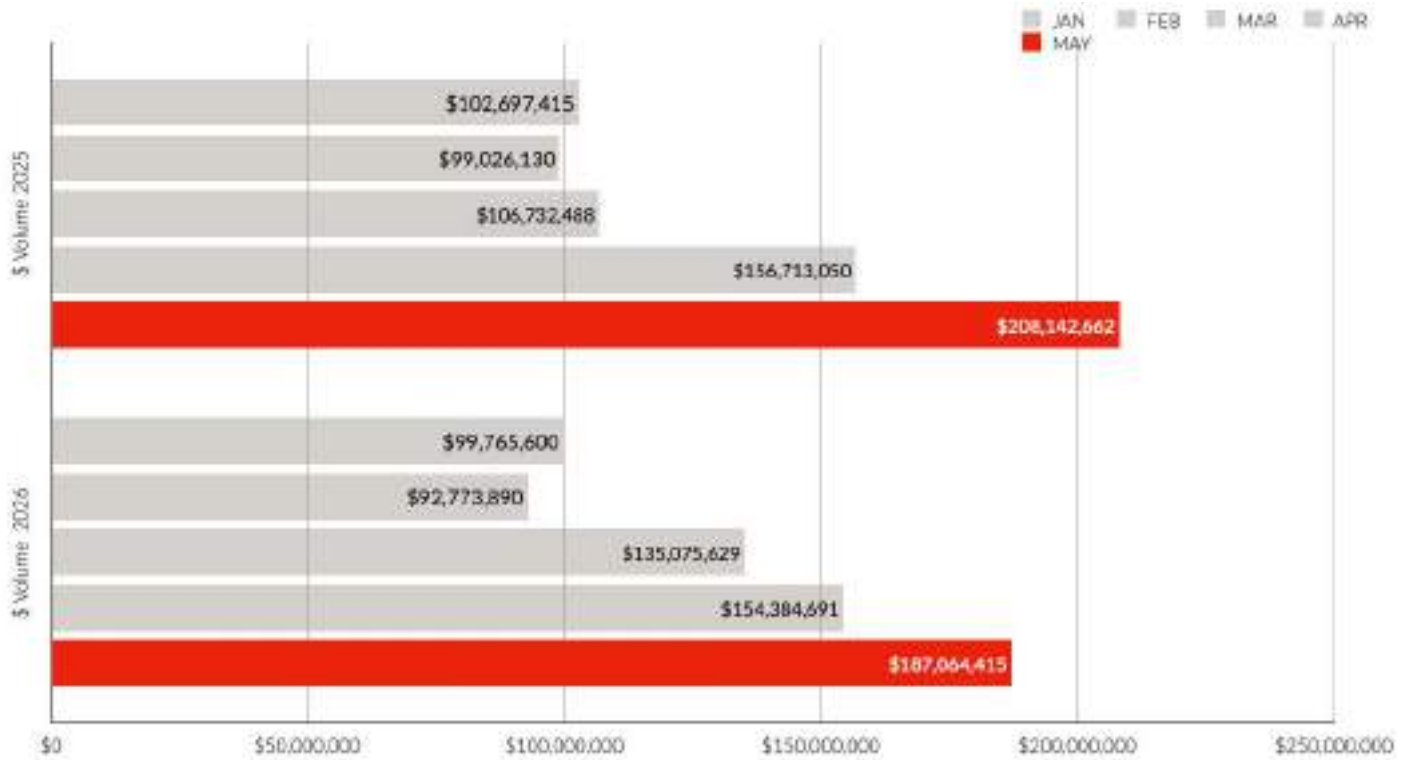


Year-Over-Year

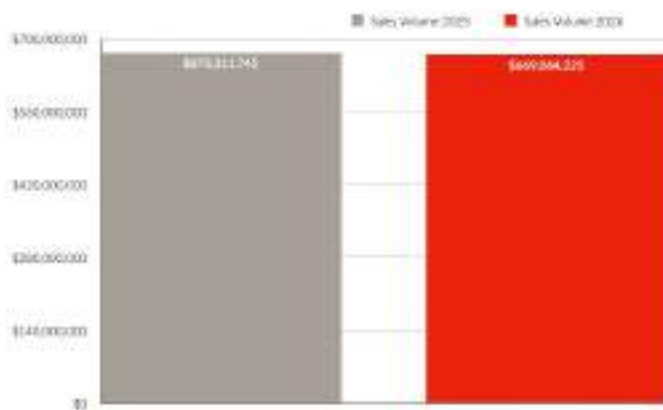


Month-Over-Month 2025 vs. 2026

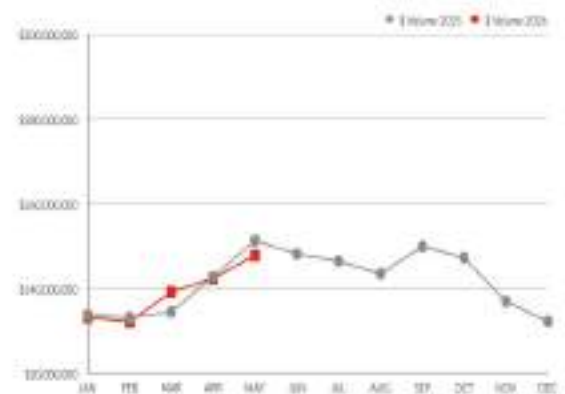
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

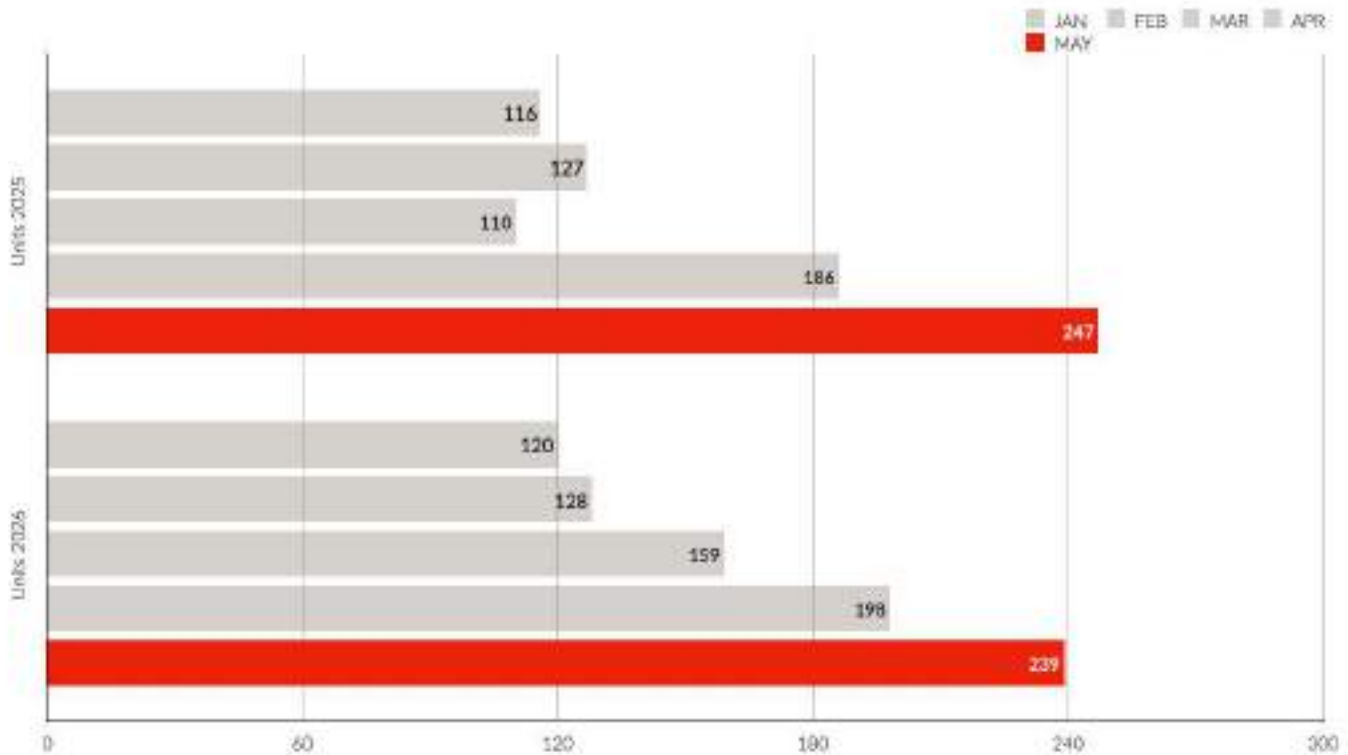


YTD Totals 2025 vs. 2026

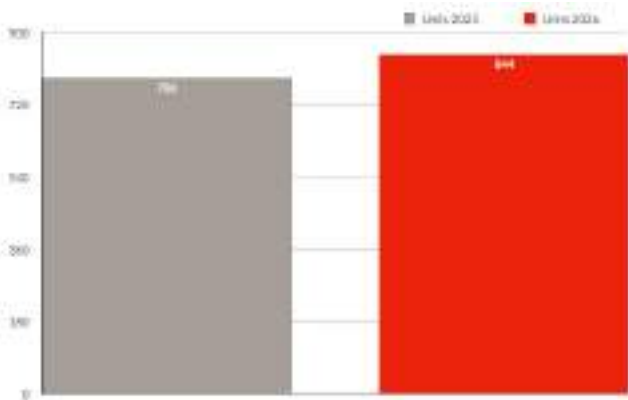


Month vs. Month 2025 vs. 2026

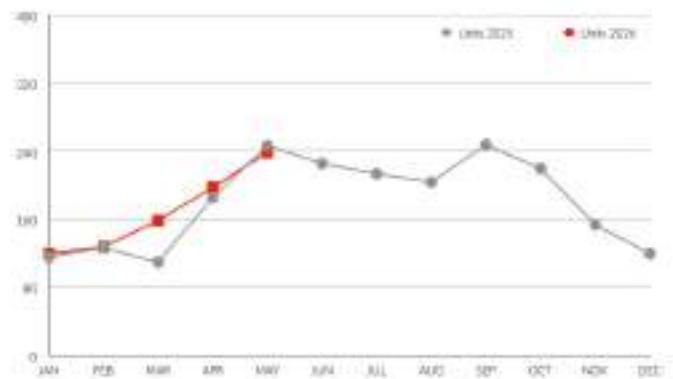
UNIT SALES



Monthly Comparison 2025 vs. 2026

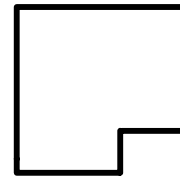


YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$580,845,027 -1.14%	 \$88,219,199 +2.85%	 \$10,848,500 -41.85%
YTD Unit Sales	 694 +8.44%	 150 +2.74%	 26 -33.33%
YTD Average Sale Price	 \$836,952 +6.66%	 \$588,128 +0.11%	 \$417,250.00 -12.77%
May Sales Volume	 \$168,281,997 -6.51%	 \$18,782,418 -33.26%	 \$3,555,000 -37.16%
May Unit Sales	 208 +3.48%	 31 -32.61%	 9 -25%

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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