



2026

JULY

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 July, with sales activity strengthening year-over-year while pricing continued to soften. The median sale price declined 6.54% to \$635,000, while the average sale price fell 8.55% to \$764,736. Sales volume increased 10.68% to \$198,066,525, supported by a 21.03% increase in unit sales to 259 transactions. New listings increased 6.3% to 726 properties, while expired listings rose 1.18% to 171. The monthly unit sales-to-listings ratio increased to 35.67%; however, the year-to-date ratio remained at 27.66%, keeping Southern Georgian Bay in buyer's market territory overall.

July year-over-year sales volume of \$198,066,525

Up 10.68% from 2025's \$178,946,529, with unit sales of 259 up 21.03% from last July's 214. New listings of 726 are up 6.3% from 683 a year ago, while the monthly sales/listings ratio of 35.67% is up 13.86% from 31.33%.

Year-to-date sales volume of \$1,067,784,557

Up 2.55% from 2025's \$1,041,265,323, with unit sales of 1,375 up 12.15% from 2025's 1,226. New listings of 4,971 are up 4.04% from 4,778 a year ago, while the year-to-date sales/listings ratio of 27.66% is up 7.8% from 25.66%.

Year-to-date average sale price of \$780,807

Down 8.8% from \$856,156 one year ago, with the median sale price of \$635,000 down 12.41% from \$725,000. Average days on market of 57.71 is down 0.49% from 58 days last year, indicating selling time remained essentially unchanged despite softer year-to-date pricing.

JULY NUMBERS

Median Sale Price

\$635,000

-6.54%

Average Sale Price

\$764,736

-8.55%

Sales Volume

\$198,066,525

+10.68%

Unit Sales

259

+21.03%

New Listings

726

+6.3%

Expired Listings

171

+1.18%

Unit Sales/Listings Ratio

35.67%

+13.86%

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



THE MARKET IN DETAIL

	2024	2025	2026	2025-2026
YTD Volume Sales	\$840,528,923	\$1,041,265,323	\$1,067,784,557	+2.55%
YTD Unit Sales	1,089	1,226	1,375	+12.15%
YTD New Listings	3,673	4,778	4,971	+4.04%
YTD Sales/Listings Ratio	29.65%	25.66%	27.66%	+7.8%
YTD Expired Listings	1,997	1,034	1,025	-0.87%
Monthly Volume Sales	\$114,418,800	\$178,946,529	\$198,066,525	+10.68%
Monthly Unit Sales	156	214	259	+21.03%
Monthly New Listings	522	683	726	+6.3%
Monthly Sales/Listings Ratio	29.89%	31.33%	35.67%	+13.86%
Monthly Expired Listings	302	169	171	+1.18%
Monthly Average Sale Price	\$733,454	\$836,199	\$764,736	-8.55%
YTD Sales: \$0-\$199K	22	29	31	+6.9%
YTD Sales: \$200k-349K	56	51	88	+72.55%
YTD Sales: \$350K-\$549K	282	221	353	+59.73%
YTD Sales: \$550K-\$749K	305	350	415	+18.57%
YTD Sales: \$750K-\$999K	212	294	233	-20.75%
YTD Sales: \$1M+	241	241	203	-15.77%
YTD Sales: \$2M+	52	45	56	+24.44%
YTD Average Days-On-Market	50.86	58.00	57.71	-0.49%
YTD Average Sale Price	\$769,136	\$856,156	\$780,807	-8.8%
YTD Median Sale Price	\$660,000	\$725,000	\$635,000	-12.41%

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

AVERAGE SALE PRICE

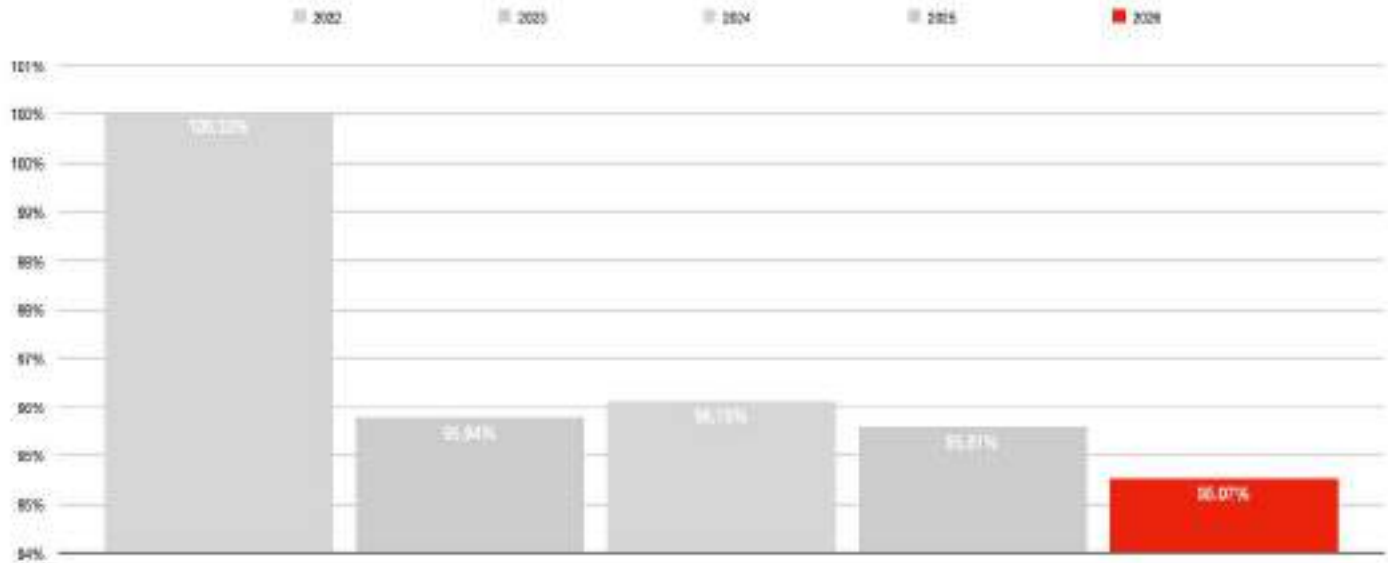


MEDIAN SALE PRICE

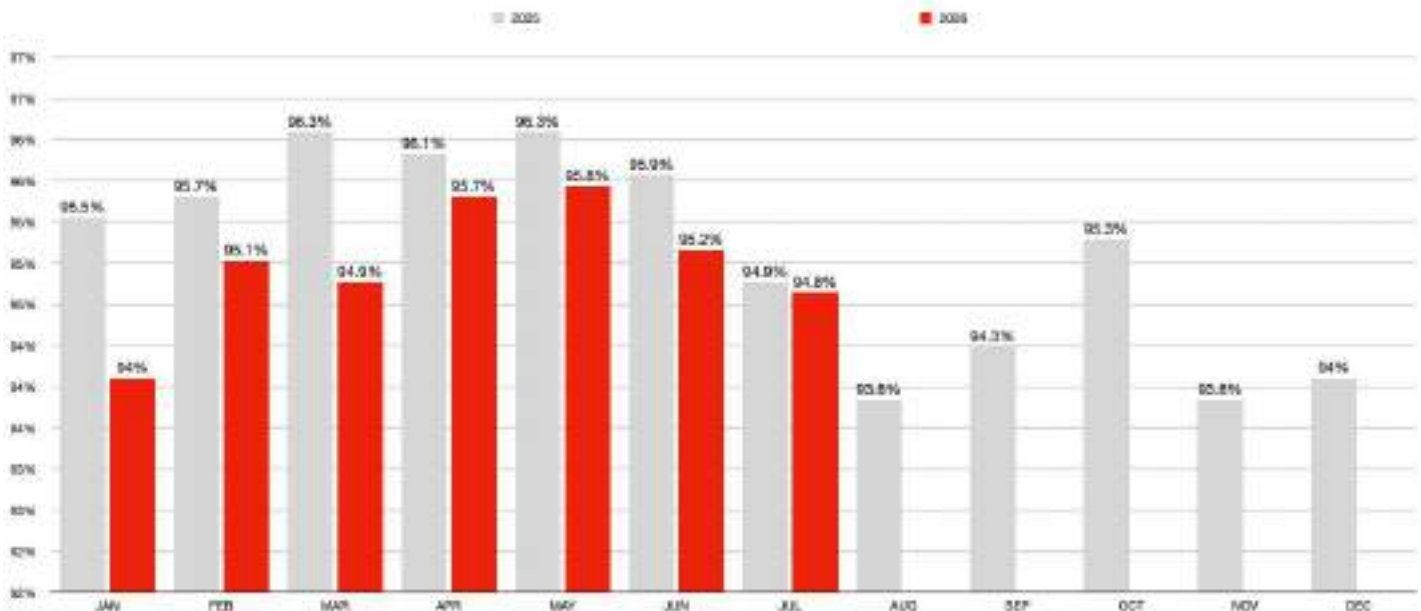


* Median sale price is based on residential sales (including freehold and condominiums).

SALE PRICE VS. LIST PRICE RATIO

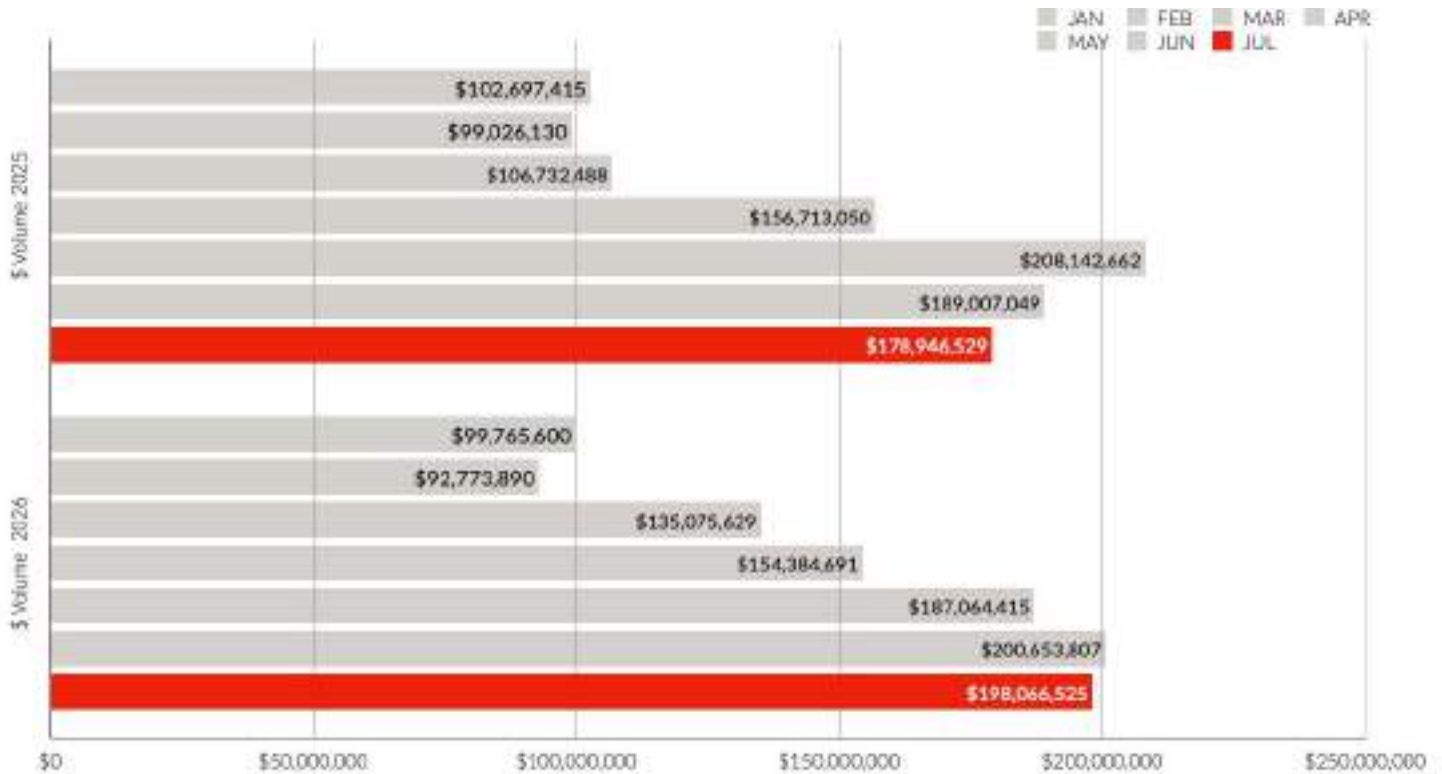


Year-Over-Year

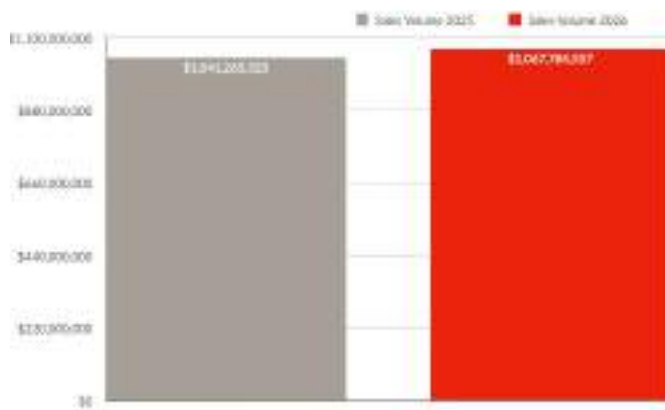


Month-Over-Month 2025 vs. 2026

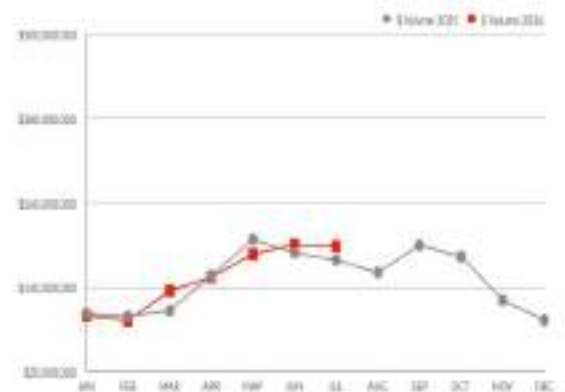
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

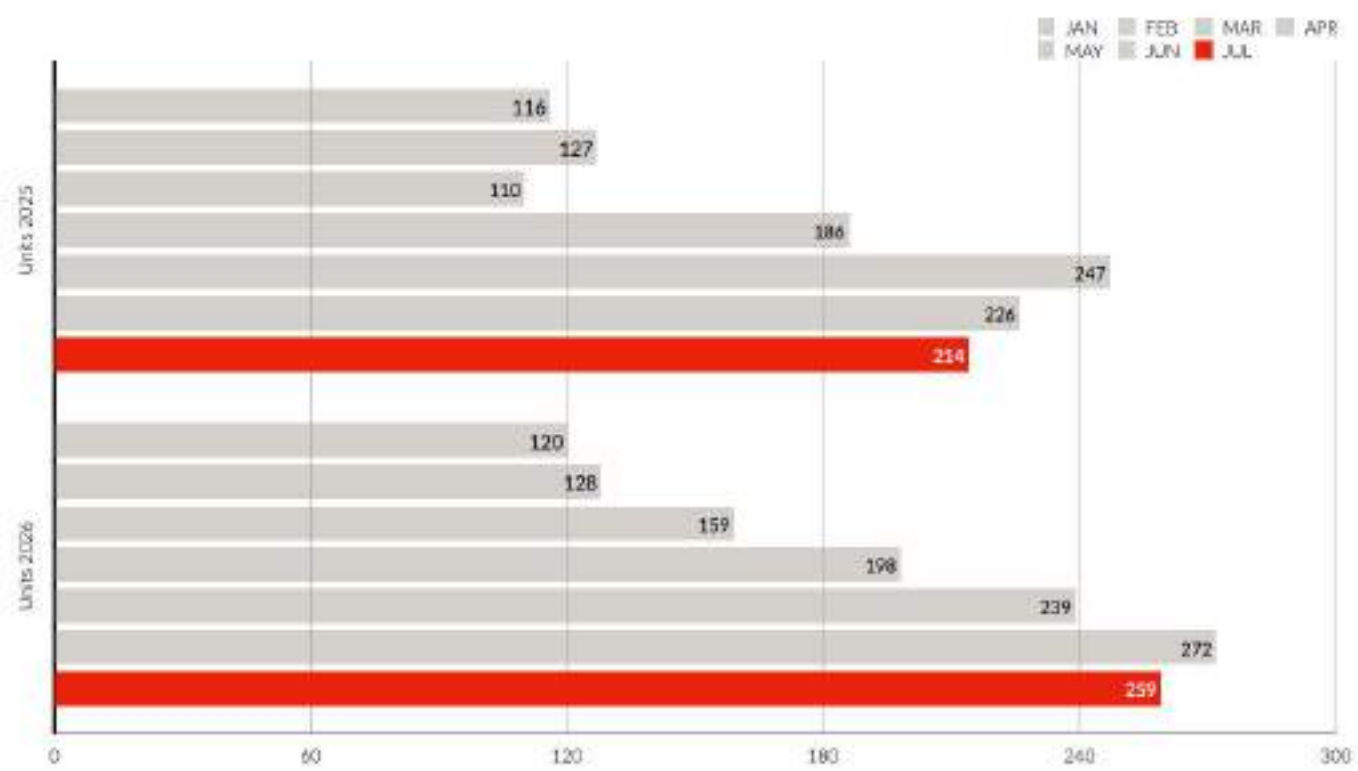


YTD Totals 2025 vs. 2026

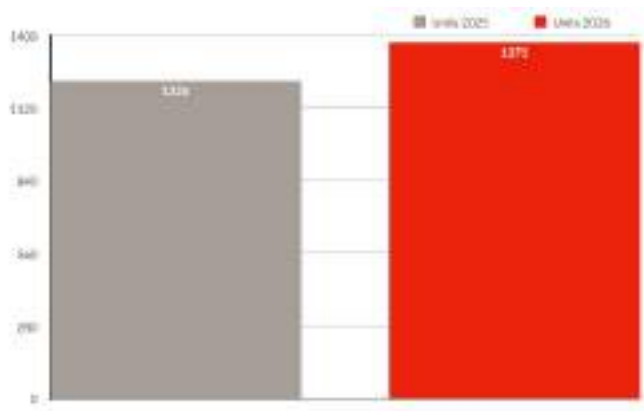


Month vs. Month 2025 vs. 2026

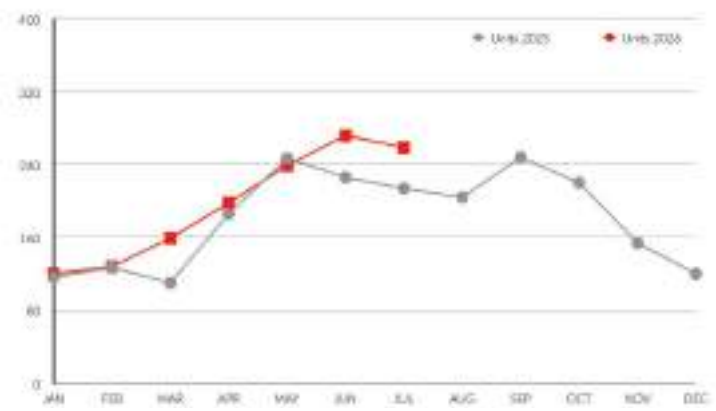
UNIT SALES



Monthly Comparison 2025 vs. 2026

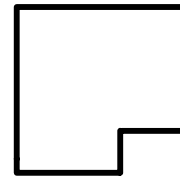


YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$940,774,009 +2.84%	 \$127,010,549 +0.44%	 \$16,956,112 -46.82%
YTD Unit Sales	 1155 +14.02%	 220 +3.29%	 48 -25%
YTD Average Sale Price	 \$814,523 +6.23%	 \$577,321 -2.76%	 \$353,252.33 -29.09%
July Sales Volume	 \$176,409,525 +11.26%	 \$21,657,000 +6.21%	 \$2,912,500 -66.62%
July Unit Sales	 222 +22.65%	 37 +12.12%	 12 +9.09%

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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