



2026

AUGUST

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 August, with sales volume and pricing declining year-over-year while unit sales remained relatively stable. The median sale price decreased 4.28% to \$615,000, while the average sale price fell 10.4% to \$707,038. Sales volume declined 9.96% to \$144,942,871, despite a 0.49% increase in unit sales to 205 transactions. New listings were essentially unchanged, decreasing 0.15% to 655 properties, while expired listings declined 2.53% to 193. The monthly unit sales-to-listings ratio edged up to 31.30%, while the year-to-date ratio remained at 28.08%, keeping Southern Georgian Bay in buyer's market territory overall.



August year-over-year sales volume of \$144,942,871

Down 9.96% from 2025's \$160,970,045, with unit sales of 205 up 0.49% from last August's 204. New listings of 655 are down 0.15% from 656 a year ago, while the monthly sales/listings ratio of 31.30% is up 0.64% from 31.10%.



Year-to-date sales volume of \$1,212,727,428

Up 0.87% from 2025's \$1,202,235,368, with unit sales of 1,580 up 10.49% from 2025's 1,430. New listings of 5,626 are up 3.53% from 5,434 a year ago, while the year-to-date sales/listings ratio of 28.08% is up 6.72% from 26.32%.



Year-to-date average sale price of \$771,586

Down 8.99% from \$847,770 one year ago, with the median sale price of \$633,750 down 12.56% from \$724,750. Average days on market of 57.38 is down 1.29% from 58.13 days last year, indicating selling time remained relatively stable despite softer year-to-date pricing.

AUGUST NUMBERS

Median Sale Price

\$615,000

-4.28%

Average Sale Price

\$707,038

-10.4%

Sales Volume

\$144,942,871

-9.96%

Unit Sales

205

+0.49%

New Listings

655

-0.15%

Expired Listings

193

-2.53%

Unit Sales/Listings Ratio

31.30%

+0.64%

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



THE MARKET IN DETAIL

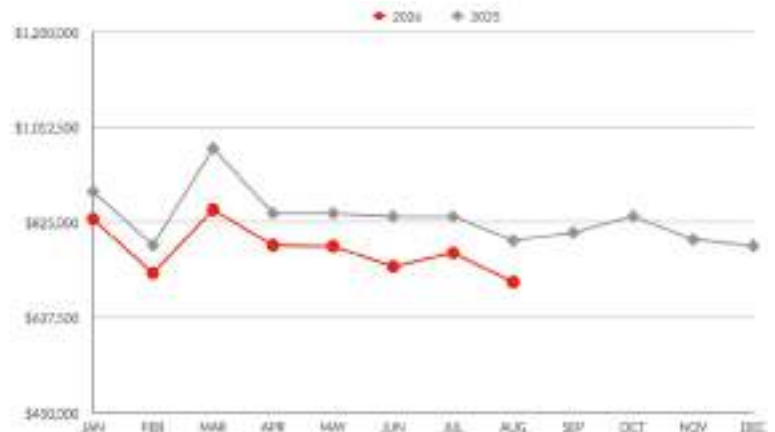
	2024	2025	2026	2025-2026
YTD Volume Sales	\$950,939,460	\$1,202,235,368	\$1,212,727,428	+0.87%
YTD Unit Sales	1,240	1,430	1,580	+10.49%
YTD New Listings	4,179	5,434	5,626	+3.53%
YTD Sales/Listings Ratio	29.67%	26.32%	28.08%	+6.72%
YTD Expired Listings	2,427	1,232	1,218	-1.14%
Monthly Volume Sales	\$110,410,537	\$160,970,045	\$144,942,871	-9.96%
Monthly Unit Sales	151	204	205	+0.49%
Monthly New Listings	506	656	655	-0.15%
Monthly Sales/Listings Ratio	29.84%	31.10%	31.30%	+0.64%
Monthly Expired Listings	430	198	193	-2.53%
Monthly Average Sale Price	\$731,196	\$789,069	\$707,038	-10.4%
YTD Sales: \$0-\$199K	24	40	37	-7.5%
YTD Sales: \$200k-349K	66	61	106	+73.77%
YTD Sales: \$350K-\$549K	327	266	405	+52.26%
YTD Sales: \$550K-\$749K	342	411	474	+15.33%
YTD Sales: \$750K-\$999K	244	331	273	-17.52%
YTD Sales: \$1M+	271	274	230	-16.06%
YTD Sales: \$2M+	59	52	59	+13.46%
YTD Average Days-On-Market	52.13	58.13	57.38	-1.29%
YTD Average Sale Price	\$764,394	\$847,770	\$771,586	-8.99%
YTD Median Sale Price	\$653,750	\$724,750	\$633,750	-12.56%

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

AVERAGE SALE PRICE

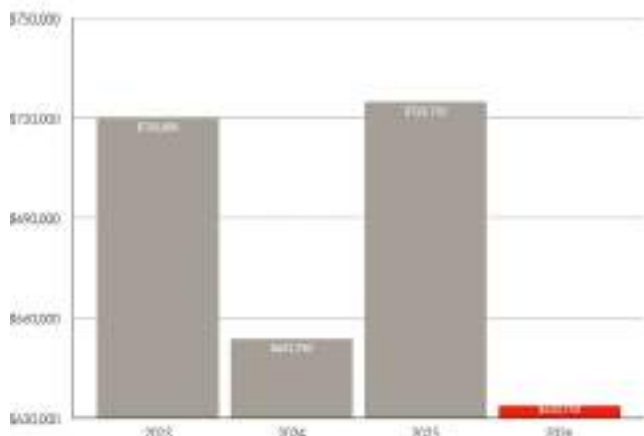


Year-Over-Year

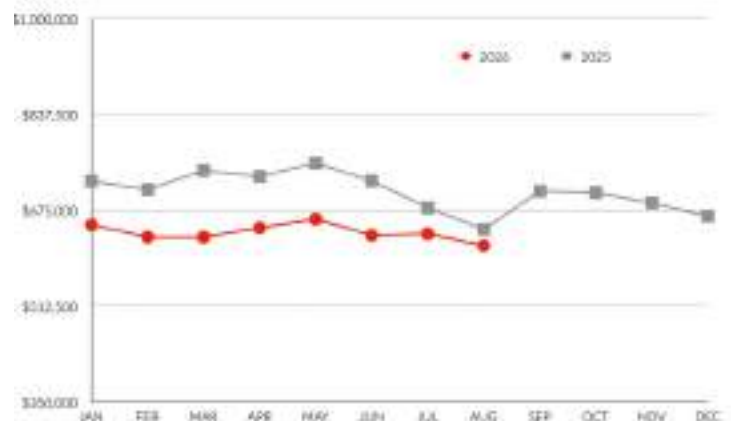


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



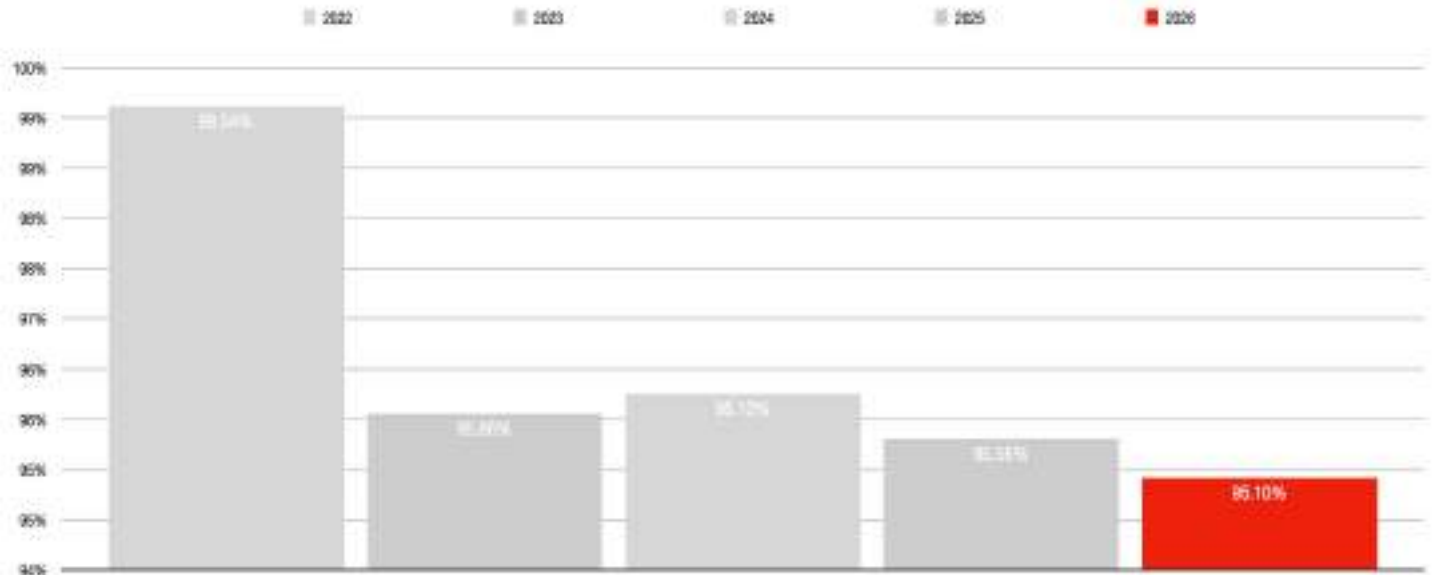
Year-Over-Year



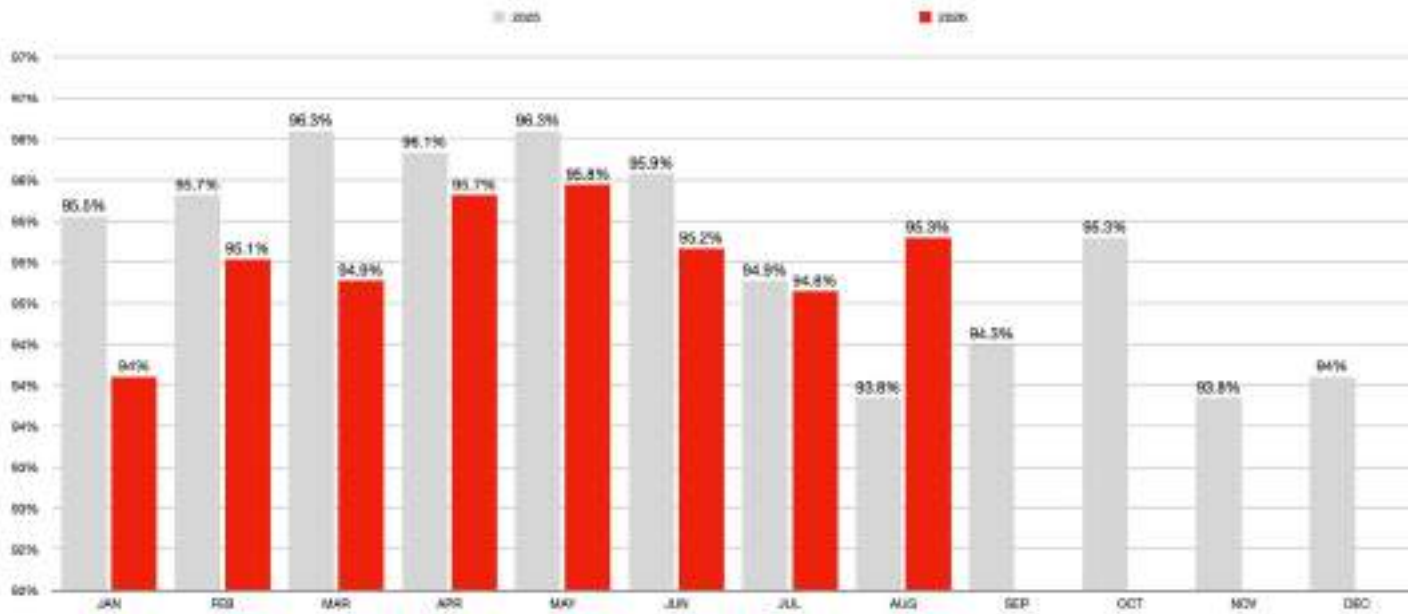
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

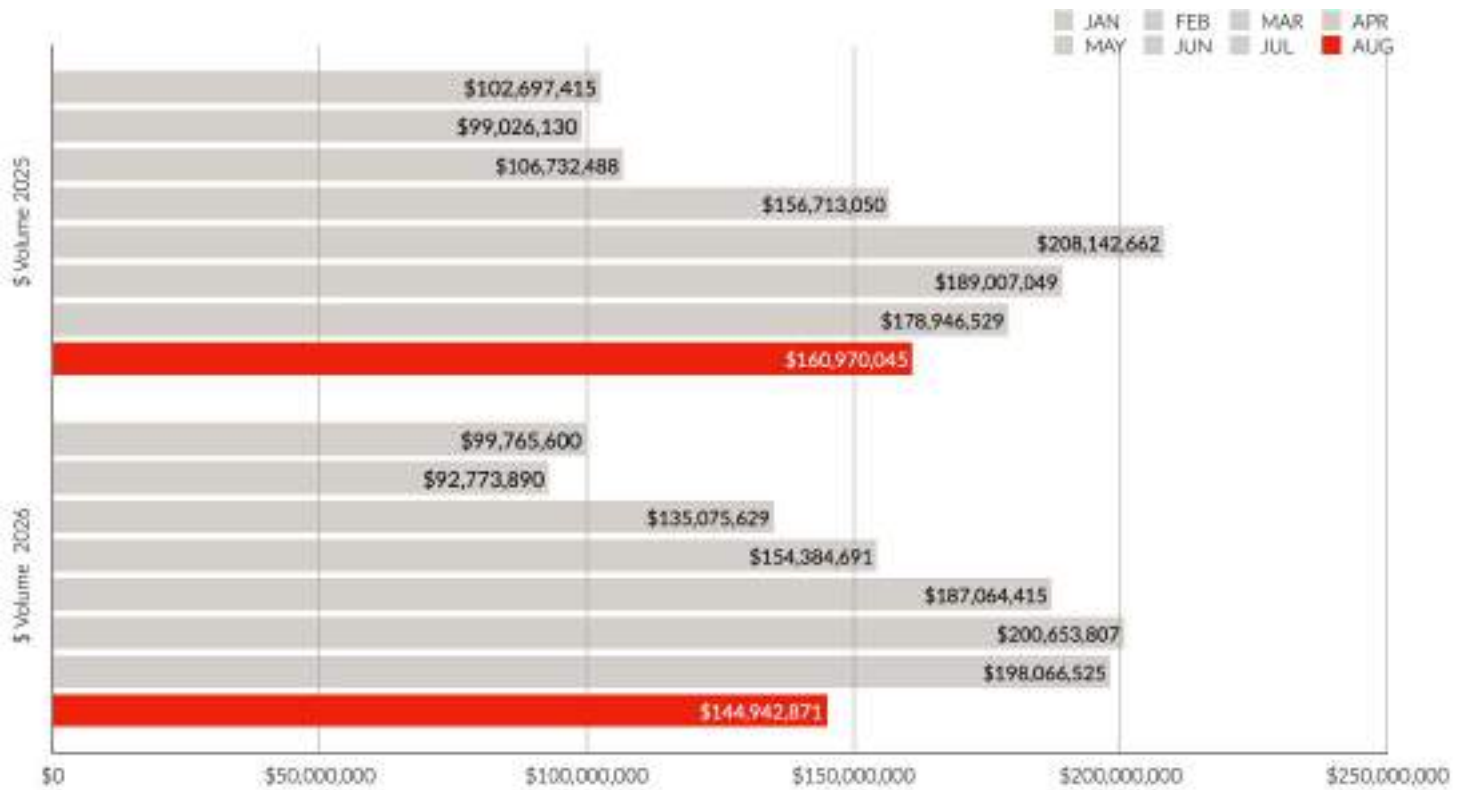


Year-Over-Year

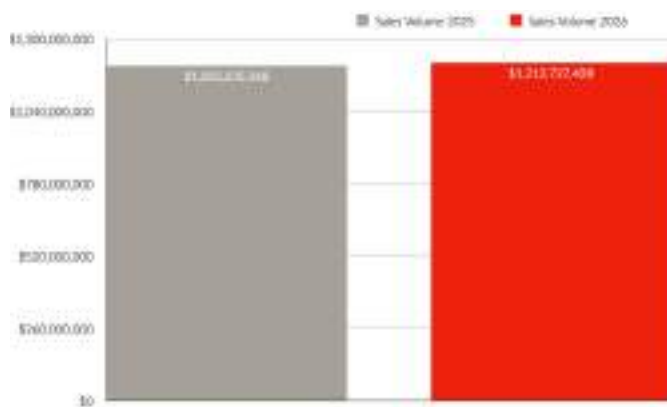


Month-Over-Month 2025 vs. 2026

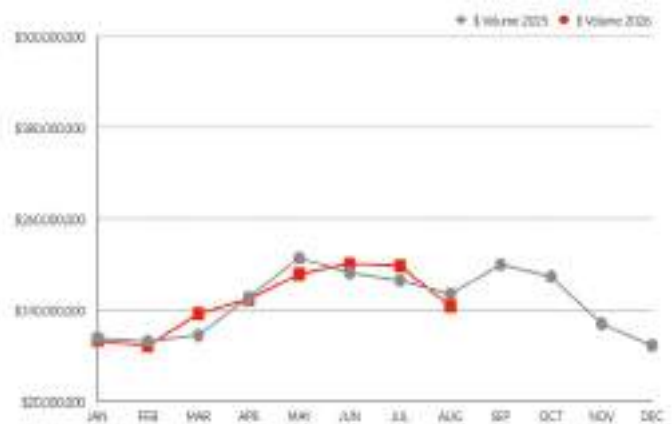
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026



YTD Totals 2025 vs. 2026

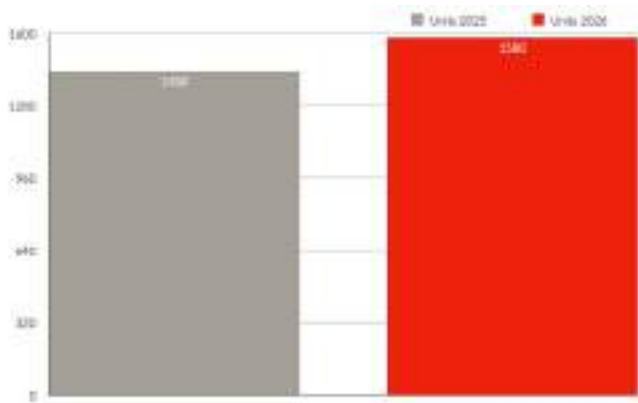


Month vs. Month 2025 vs. 2026

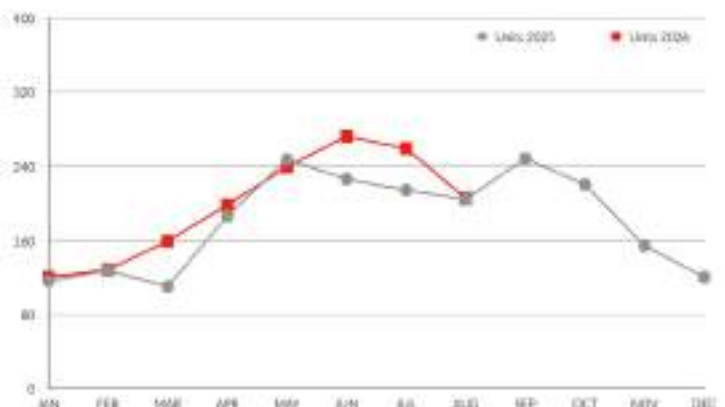
UNIT SALES



Monthly Comparison 2025 vs. 2026

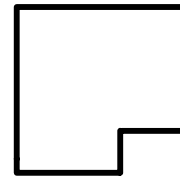


YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$1,071,946,980 +1.47%	 \$140,780,449 -3.48%	 \$20,933,612 -40.4%
YTD Unit Sales	 1335 +13.14%	 245 -2%	 55 -26.67%
YTD Average Sale Price	 \$802,957 +6.51%	 \$574,614 -1.51%	 \$380,611.13 -18.73%
August Sales Volume	 \$131,172,971 -7.34%	 \$13,769,900 -29.02%	 \$3,977,500 +22.72%
August Unit Sales	 180 +7.78%	 25 -32.43%	 7 -36.36%

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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