



# 2025

# 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 activity rising across nearly all key indicators. The median sale price increased 3.02% year-over-year to \$679,900, while the average sale price rose 14.09% to \$836,827—reflecting a shift toward higher-value transactions. Total sales volume surged 49.93% to \$171.5 million, driven by a 31.41% increase in unit sales to 205 properties. New listings climbed 29.89% to 678, while expired listings fell sharply by 44.04% to 169—suggesting stronger listing engagement. The unit sales-to-listings ratio edged up to 30.24%, but elevated inventory levels continue to favour buyers navigating a more competitive market.



### July year-over-year sales volume of \$171,549,529

Up 49.93% from 2024's \$114,418,800 with unit sales of 205 up 31.41% from last July's 156. New listings of 678 are up 29.89% from a year ago, with the sales/listing ratio of 30.24% up 1.17%.



### Year-to-date sales volume of \$1,030,071,323

Up 22.55% from 2024's \$840,528,923 with unit sales of 1212 up 11.29% from 2024's 1089. New listings of 4,773 are up +29.95% from a year ago, with the sales/listing ratio of 25.39% down -14.35%.



### Year-to-date average sale price of \$856,493

Up from \$769,136 one year ago with median sale price of \$725,000 up from \$660,000 one year ago. Average days-on-market of 58 is up 7 days from last year.

## JULY NUMBERS

Median Sale Price

**\$679,900**

+3.02%

Average Sale Price

**\$836,827**

+14.09%

Sales Volume

**\$171,549,529**

+49.93%

Unit Sales

**205**

+31.41%

New Listings

**678**

+29.89%

Expired Listings

**169**

-44.04%

Unit Sales/Listings Ratio

**30.24%**

+1.17%

*Year-over-year comparison  
(July 2025 vs. July 2024)*

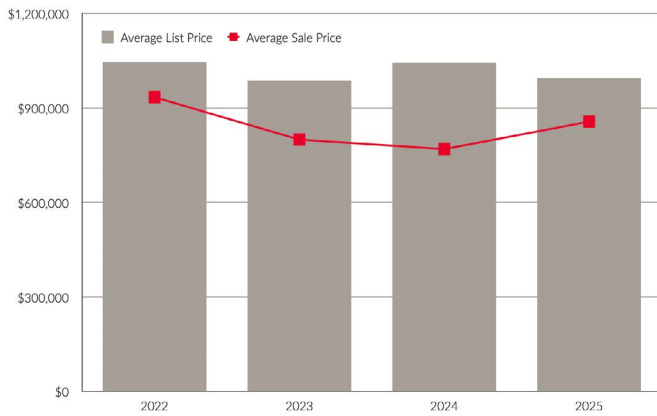


# THE MARKET IN DETAIL

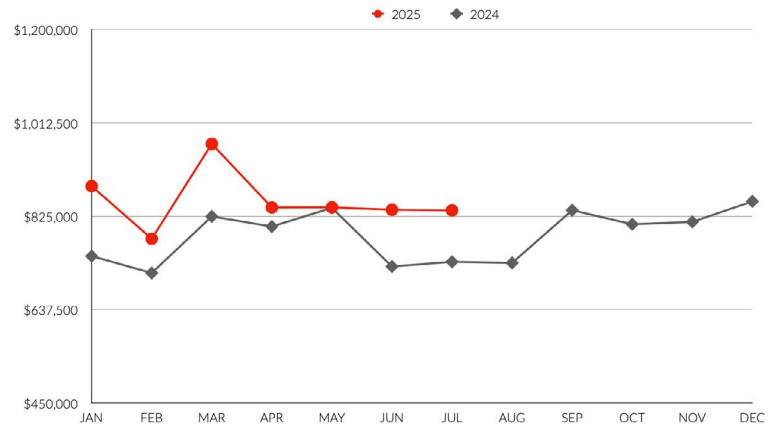
	2023	2024	2025	2024-2025
<b>YTD Volume Sales</b>	\$974,278,448	\$840,528,923	\$1,030,071,323	+22.55%
<b>YTD Unit Sales</b>	1,218	1,089	1,212	+11.29%
<b>YTD New Listings</b>	3,257	3,673	4,773	+29.95%
<b>YTD Sales/Listings Ratio</b>	37.40%	29.65%	25.39%	-14.35%
<b>YTD Expired Listings</b>	1,887	1,997	1,034	-48.22%
<b>Monthly Volume Sales</b>	\$151,604,095	\$114,418,800	\$171,549,529	+49.93%
<b>Monthly Unit Sales</b>	192	156	205	+31.41%
<b>Monthly New Listings</b>	474	522	678	+29.89%
<b>Monthly Sales/Listings Ratio</b>	40.51%	29.89%	30.24%	+1.17%
<b>Monthly Expired Listings</b>	349	302	169	-44.04%
<b>Monthly Average Sale Price</b>	\$789,605	\$733,454	\$836,827	+14.09%
<b>YTD Sales: \$0-\$199K</b>	15	22	26	+18.18%
<b>YTD Sales: \$200k-349K</b>	80	56	51	-8.93%
<b>YTD Sales: \$350K-\$549K</b>	261	282	220	-21.99%
<b>YTD Sales: \$550K-\$749K</b>	357	305	346	+13.44%
<b>YTD Sales: \$750K-\$999K</b>	270	212	293	+38.21%
<b>YTD Sales: \$1M+</b>	201	175	236	+34.86%
<b>YTD Sales: \$2M+</b>	34	33	45	+36.36%
<b>YTD Average Days-On-Market</b>	45.43	50.86	58.00	+14.04%
<b>YTD Average Sale Price</b>	\$799,355	\$769,136	\$856,493	+11.36%
<b>YTD Median Sale Price</b>	\$725,000	\$660,000	\$725,000	+9.85%

Southern Georgian Bay MLS Sales and Listing Summary  
2023 vs. 2024 vs. 2025

# AVERAGE SALE PRICE

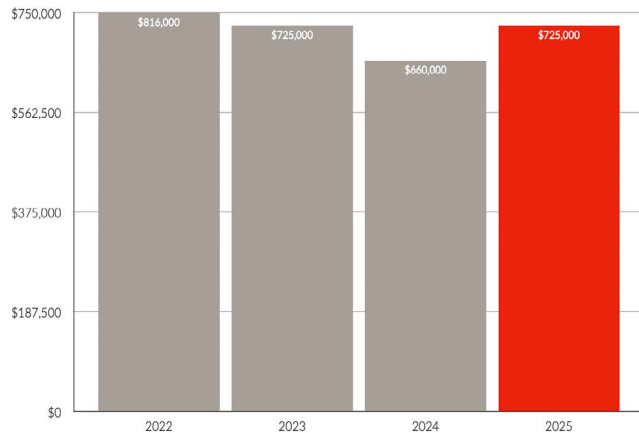


Year-Over-Year

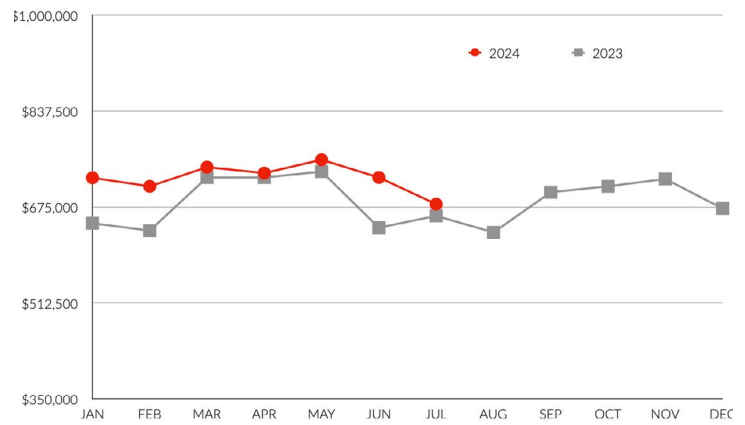


Month-Over-Month 2023 vs. 2024 vs. 2025

# MEDIAN SALE PRICE



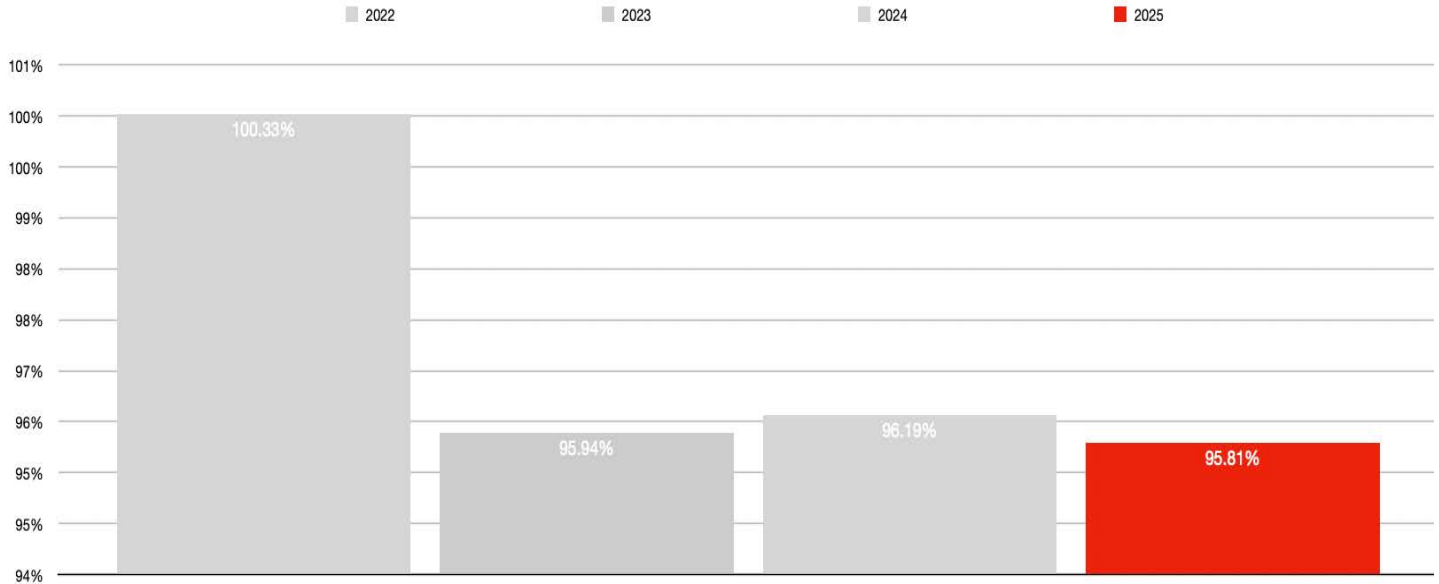
Year-Over-Year



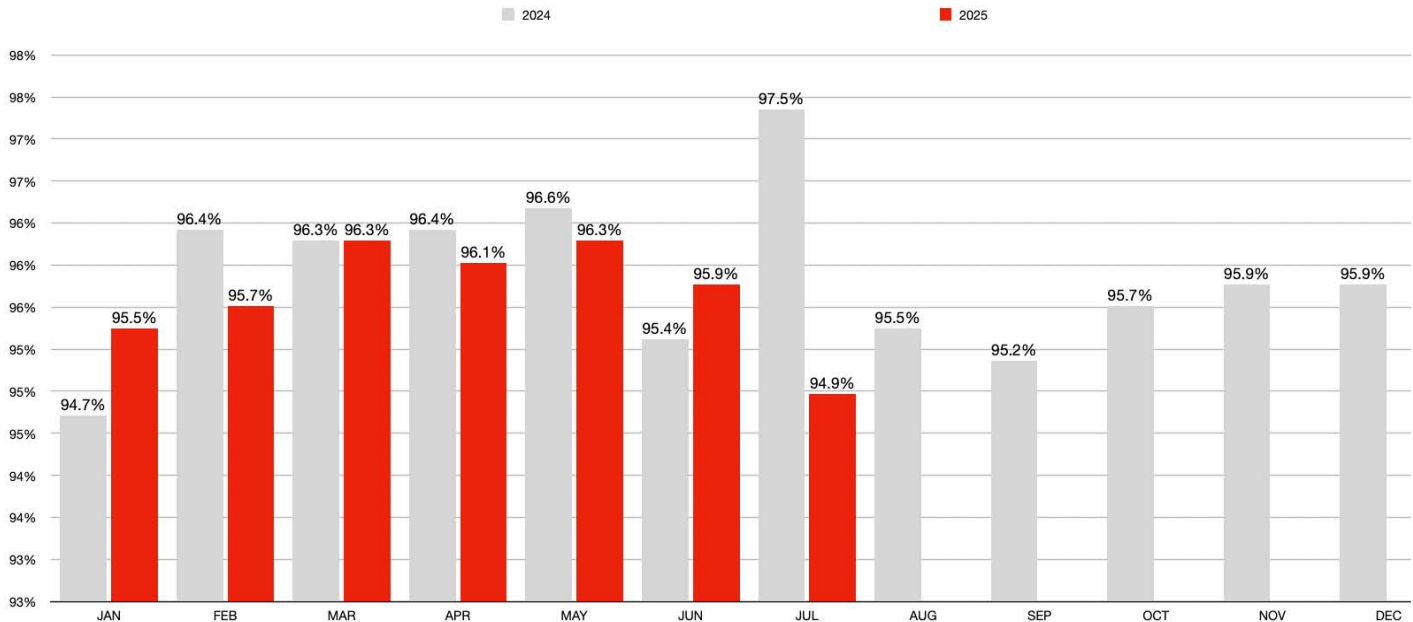
Month-Over-Month 2023 vs. 2024 vs. 2025

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

# SALE PRICE VS. LIST PRICE RATIO

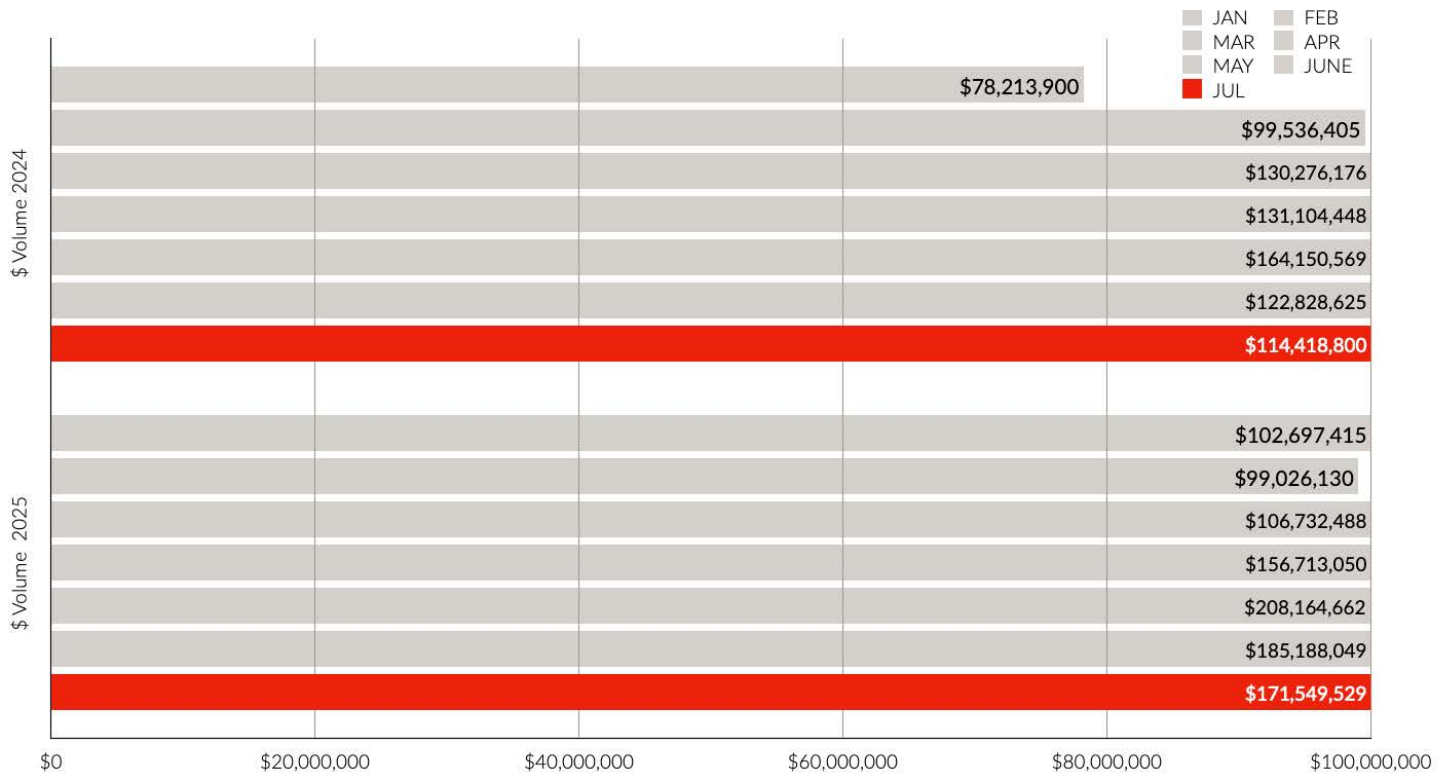


## Year-Over-Year

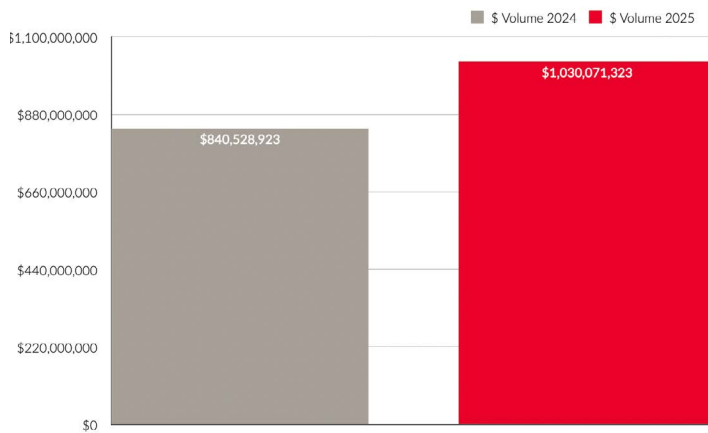


## Month-Over-Month 2024 vs. 2025

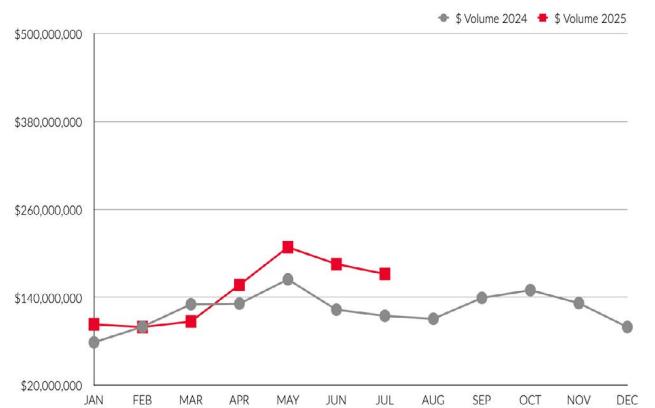
# DOLLAR VOLUME SALES



## Monthly Comparison 2024 vs. 2025

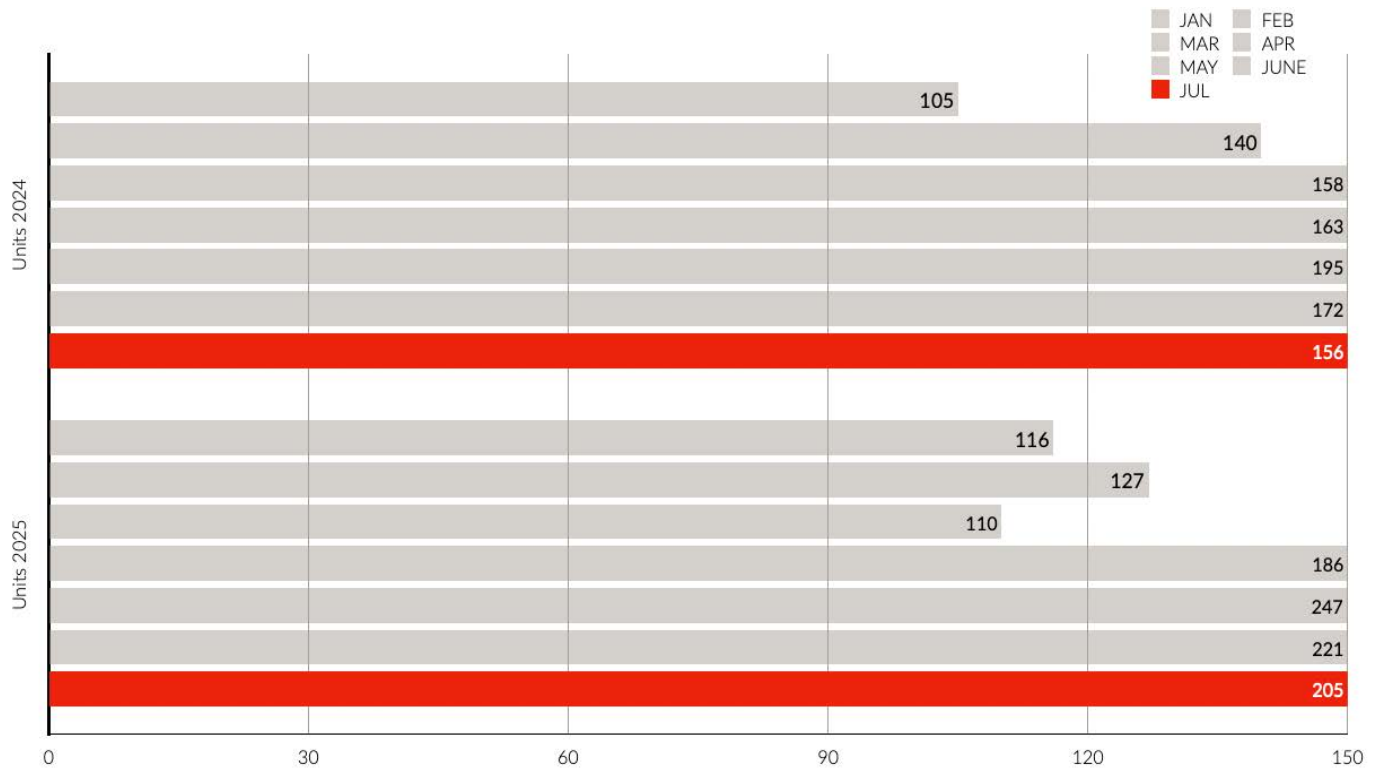


## Yearly Totals 2024 vs. 2025

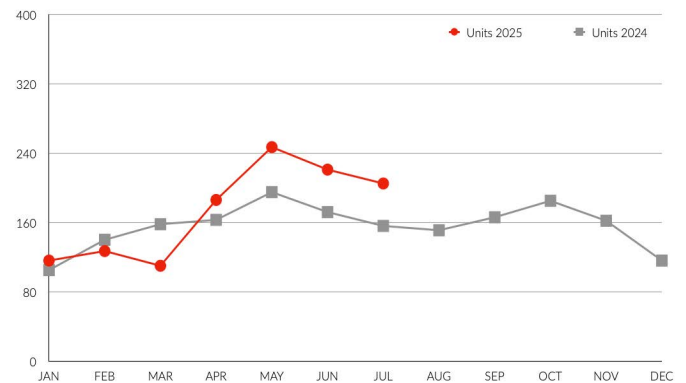
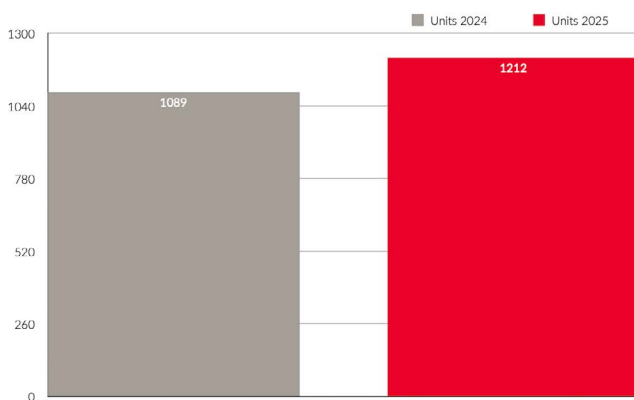


## Month vs. Month 2024 vs. 2025

# UNIT SALES



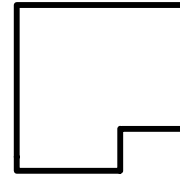
## Monthly Comparison 2024 vs. 2025


















## Yearly Totals 2024 vs. 2025

## Month vs. Month 2024 vs. 2025

# SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$903,807,625 +32.24%	 \$126,263,698 +20.57%	 \$31,547,500 +32.25%
YTD Unit Sales	 1000 +24.38%	 212 +25.44%	 62 +29.17%
YTD Average Sale Price	 \$903,808 +6.32%	 \$595,583 -3.88%	 \$508,830.65 +2.39%
July Sales Volume	 \$151,313,130 +66.7%	 \$20,236,399 +12.05%	 \$8,547,000 +300.33%
July Unit Sales	 173 +57.27%	 32 No Change	 10 +100%

Year-Over-Year Comparison (2025 vs. 2024)



# 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

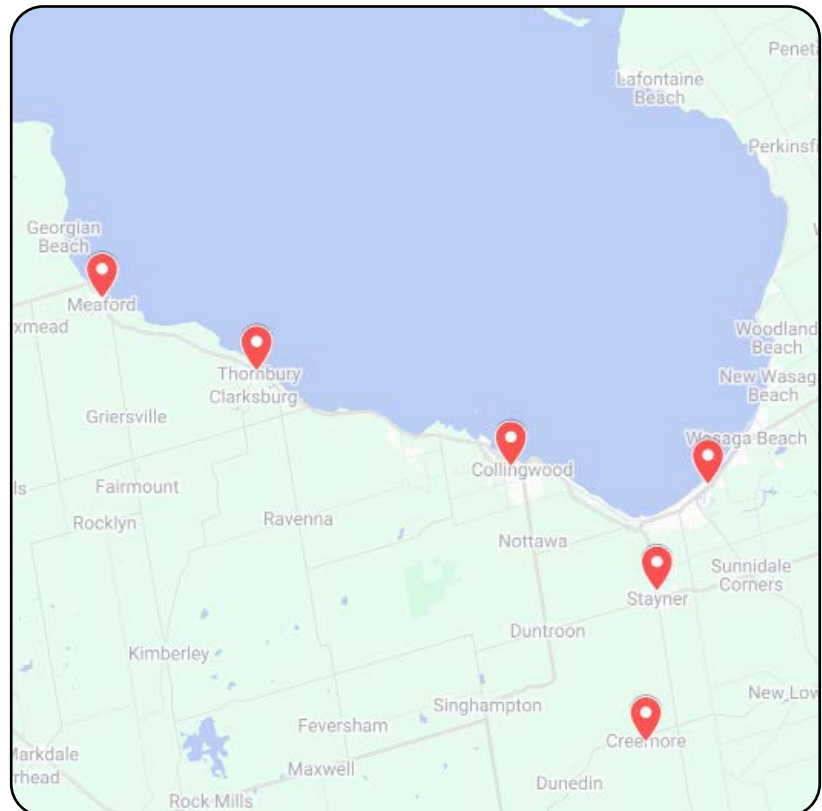
519-599-2136  
27 Arthur St W, Thornbury

## WASAGA BEACH

705-429-4800  
1249 Mosley St, Wasaga Beach

## STAYNER

705-428-2800  
7458 ON-26 Unit 11, Stayner



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