



# 2025

# AUGUST

## SOUTHERN

## GEORGIAN BAY

## Real Estate Market Report



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 in buyer's market territory this August, with gains recorded across nearly all major indicators. The median sale price increased 2.06% year-over-year to \$645,000, while the average sale price rose 9.13% to \$797,962—indicating resilience in mid-to-upper price points. Total sales volume surged 43.68% to \$158.6 million, supported by a 31.79% rise in unit sales to 199 properties. New listings climbed 29.25% to 654, while expired listings dropped 53.95% to 198, pointing to stronger listing performance. The unit sales-to-listings ratio edged up to 30.43%, up 1.96% from last year, though elevated supply levels continue to provide buyers with ample choice.



### August year-over-year sales volume of \$158,636,445

Up +43.68% from 2024's \$110,410,537 with unit sales of 199 up +31.79% from last August's 151. New listings of 654 are up +29.25% from a year ago, with the sales/listing ratio of 30.43% up 1.96%.



### Year-to-date sales volume of \$1,188,707,768

Up +25% from 2024's \$950,939,460 with unit sales of 1411 up +13.79% from 2024's 1240. New listings of 5,427 are up +29.86% from a year ago, with the sales/listing ratio of 26.00% down 12.38%.



### Year-to-date average sale price of \$849,176

Up from \$764,394 one year ago with median sale price of \$724,750 up from \$653,750 one year ago. Average days-on-market of 58 is up 6 days from last year.

## AUGUST NUMBERS

Median Sale Price

**\$645,000**

+2.06%

Average Sale Price

**\$797,962**

+9.13%

Sales Volume

**\$158,636,445**

+43.68%

Unit Sales

**199**

+31.79%

New Listings

**654**

+29.25%

Expired Listings

**198**

-53.95%

Unit Sales/Listings Ratio

**30.43%**

+1.96%

*Year-over-year comparison*

*(August 2025 vs. August 2024)*

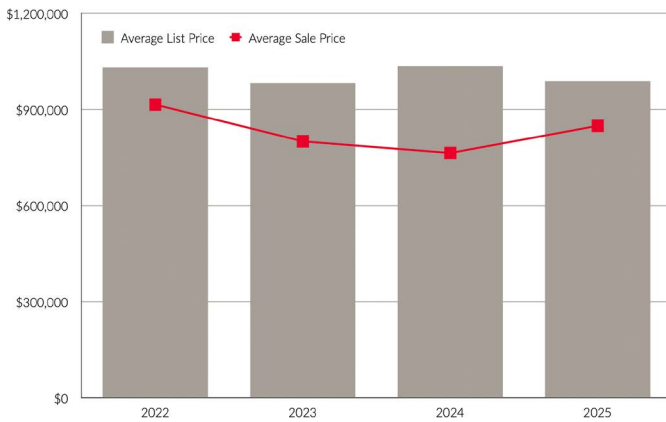


# THE MARKET IN DETAIL

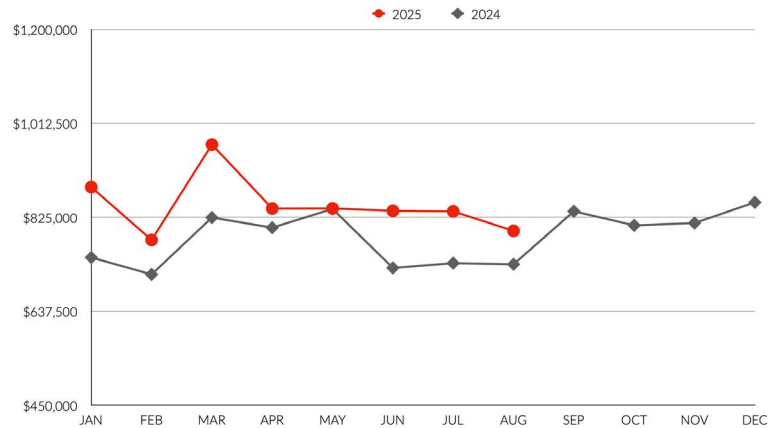
	2023	2024	2025	2024-2025
<b>YTD Volume Sales</b>	\$1,111,275,838	\$950,939,460	\$1,188,707,768	+25%
<b>YTD Unit Sales</b>	1,387	1,240	1,411	+13.79%
<b>YTD New Listings</b>	3,754	4,179	5,427	+29.86%
<b>YTD Sales/Listings Ratio</b>	36.95%	29.67%	26.00%	-12.38%
<b>YTD Expired Listings</b>	2,321	2,427	1,232	-49.24%
<b>Monthly Volume Sales</b>	\$136,997,390	\$110,410,537	\$158,636,445	+43.68%
<b>Monthly Unit Sales</b>	169	151	199	+31.79%
<b>Monthly New Listings</b>	497	506	654	+29.25%
<b>Monthly Sales/Listings Ratio</b>	34.00%	29.84%	30.43%	+1.96%
<b>Monthly Expired Listings</b>	434	430	198	-53.95%
<b>Monthly Average Sale Price</b>	\$810,635	\$731,196	\$797,962	+9.13%
<b>YTD Sales: \$0-\$199K</b>	22	24	36	+50%
<b>YTD Sales: \$200k-349K</b>	88	66	61	-7.58%
<b>YTD Sales: \$350K-\$549K</b>	294	327	264	-19.27%
<b>YTD Sales: \$550K-\$749K</b>	412	342	403	+17.84%
<b>YTD Sales: \$750K-\$999K</b>	303	244	330	+35.25%
<b>YTD Sales: \$1M+</b>	227	197	269	+36.55%
<b>YTD Sales: \$2M+</b>	41	37	52	+40.54%
<b>YTD Average Days-On-Market</b>	46.38	52.13	58.13	+11.51%
<b>YTD Average Sale Price</b>	\$800,765	\$764,394	\$849,176	+11.09%
<b>YTD Median Sale Price</b>	\$720,000	\$653,750	\$724,750	+10.86%

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

# AVERAGE SALE PRICE

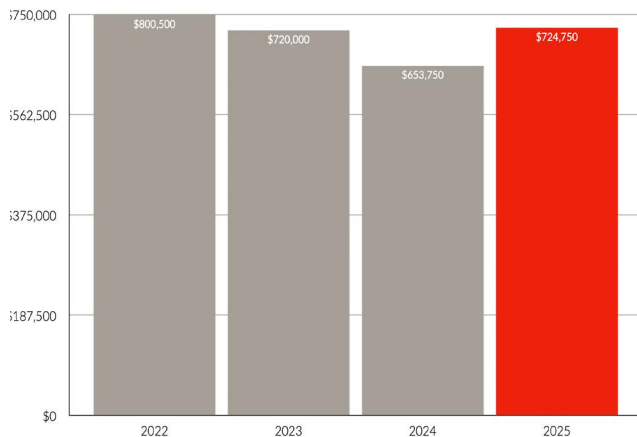


Year-Over-Year

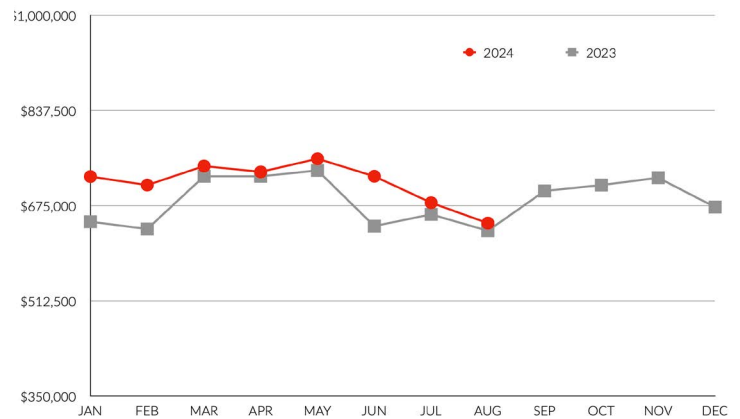


Month-Over-Month 2023 vs. 2024 vs. 2025

# MEDIAN SALE PRICE



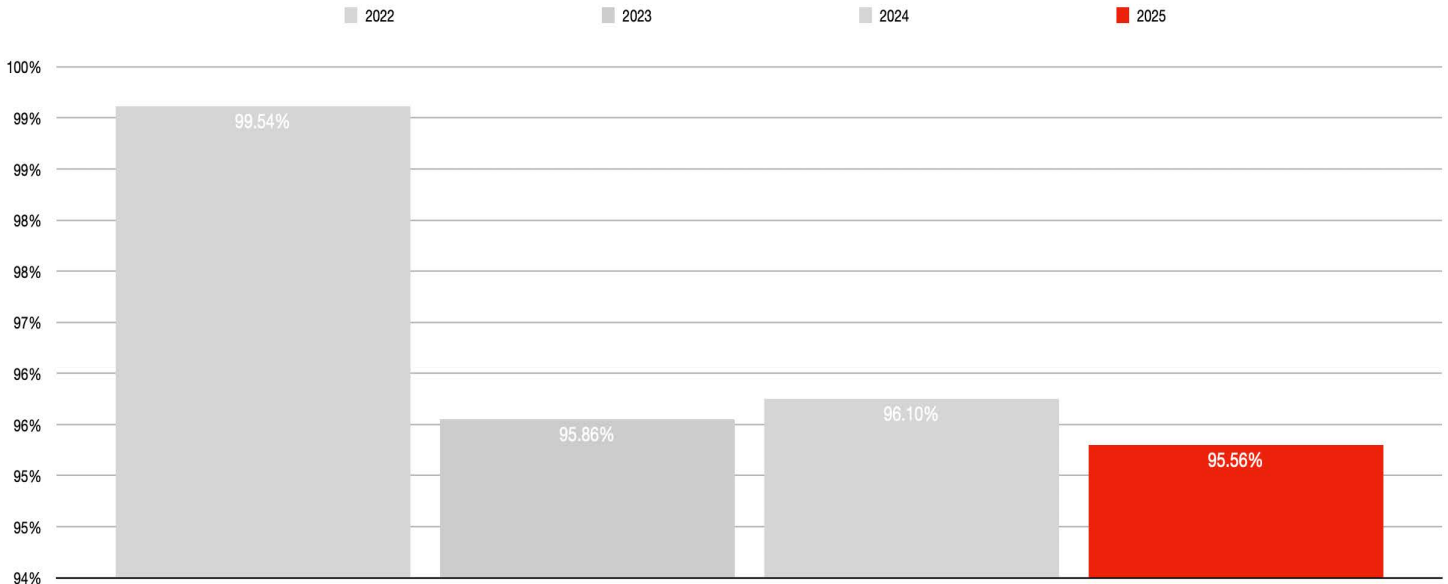
Year-Over-Year



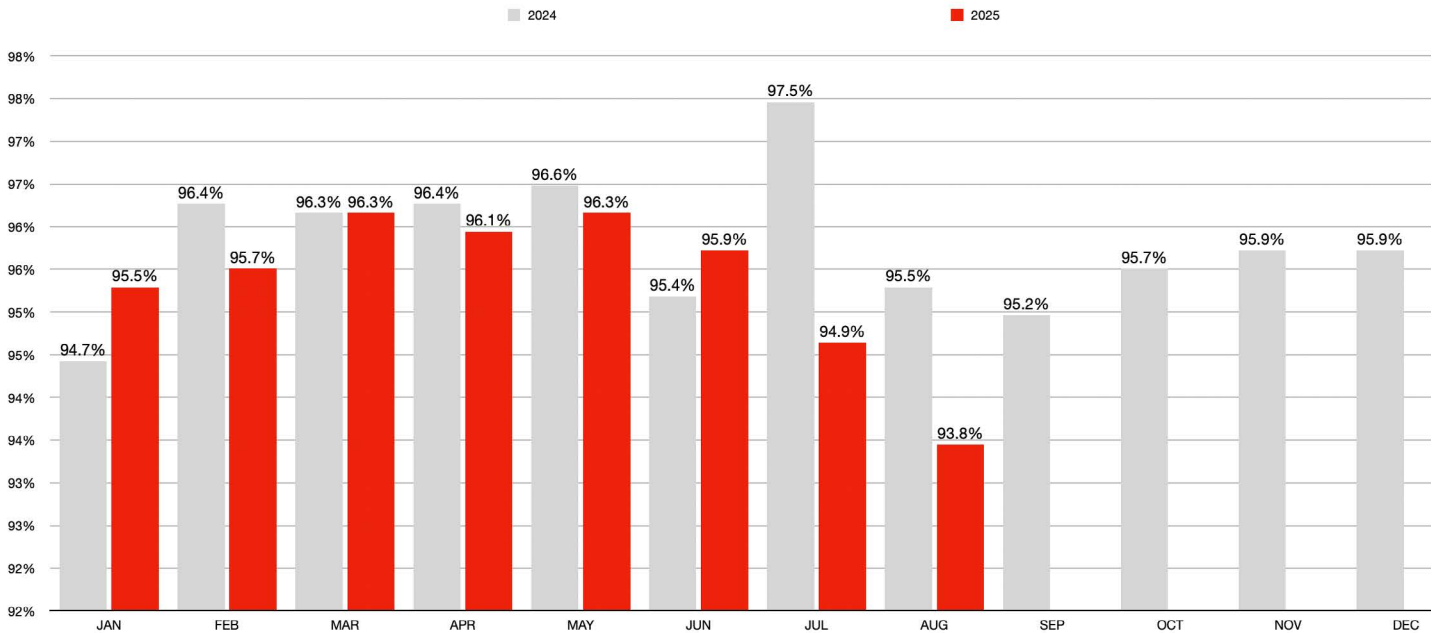
Month-Over-Month 2023 vs. 2024 vs. 2025

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

# SALE PRICE VS. LIST PRICE RATIO

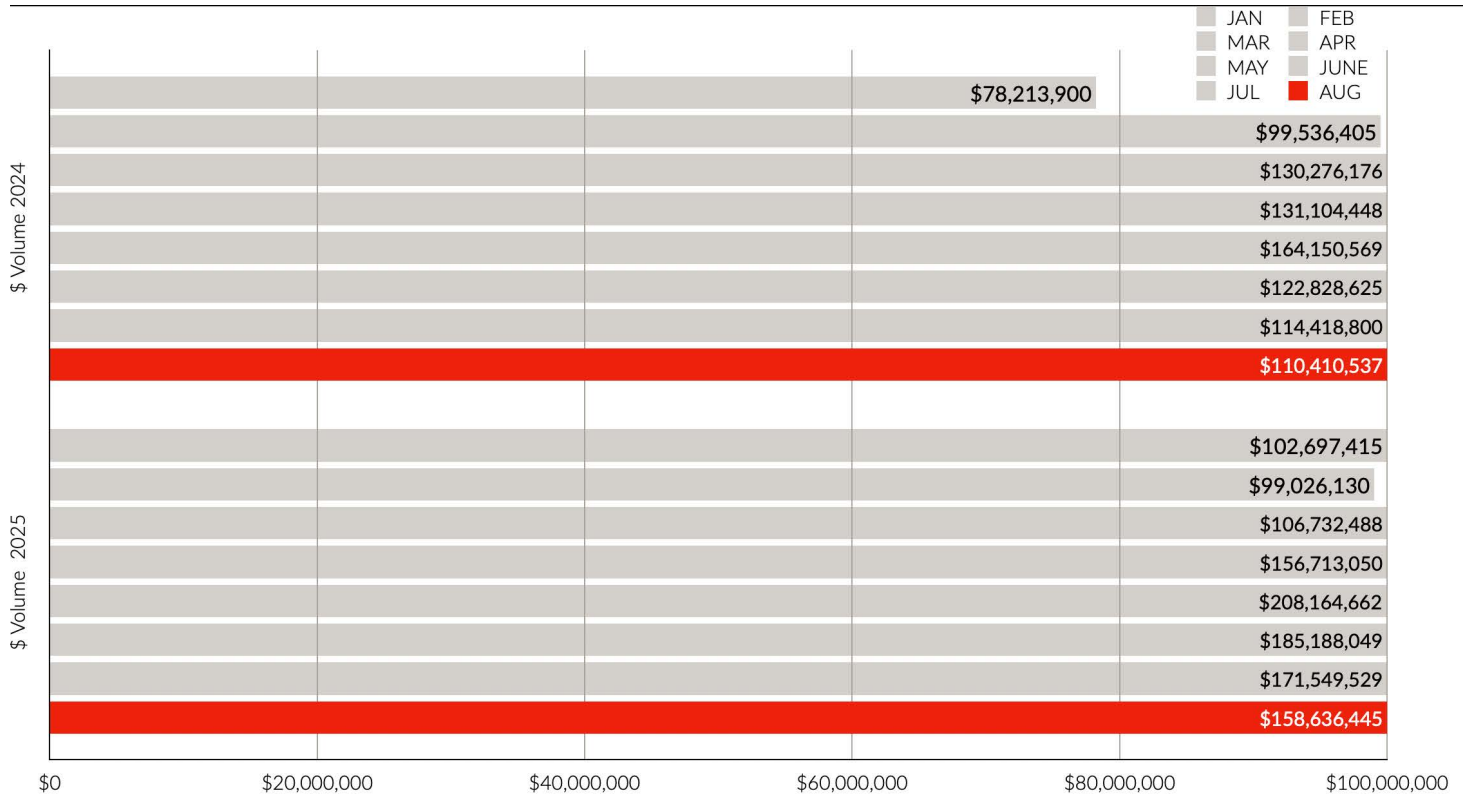


## Year-Over-Year

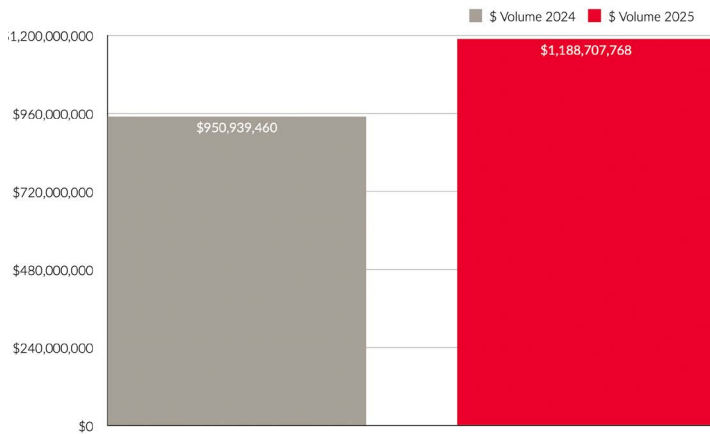


## Month-Over-Month 2024 vs. 2025

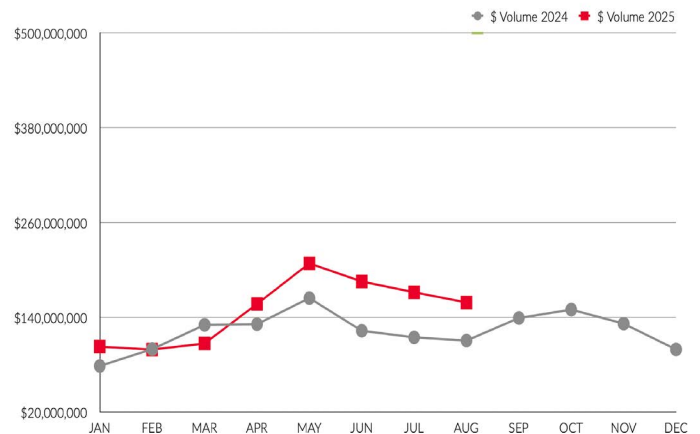
# DOLLAR VOLUME SALES



## Monthly Comparison 2024 vs. 2025

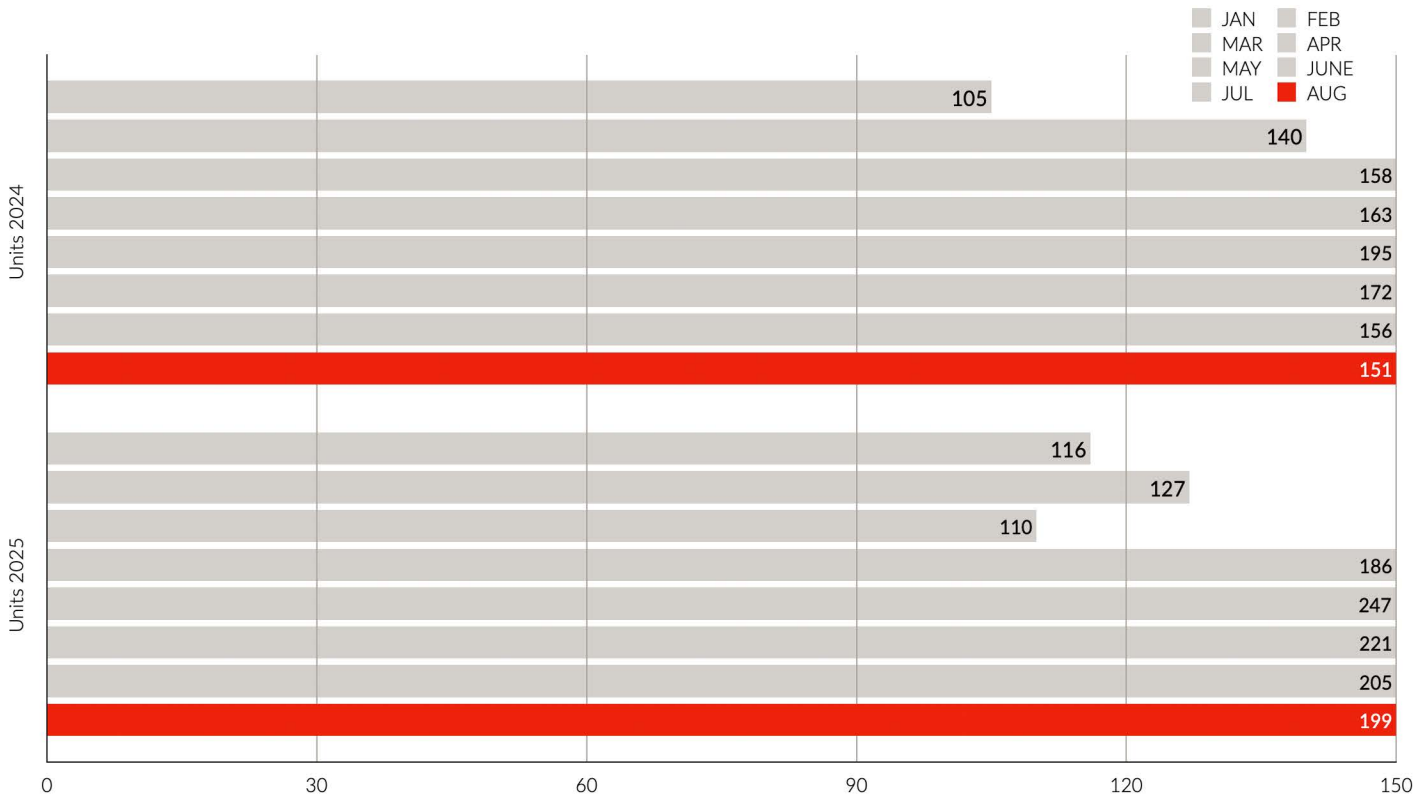


## Yearly Totals 2024 vs. 2025

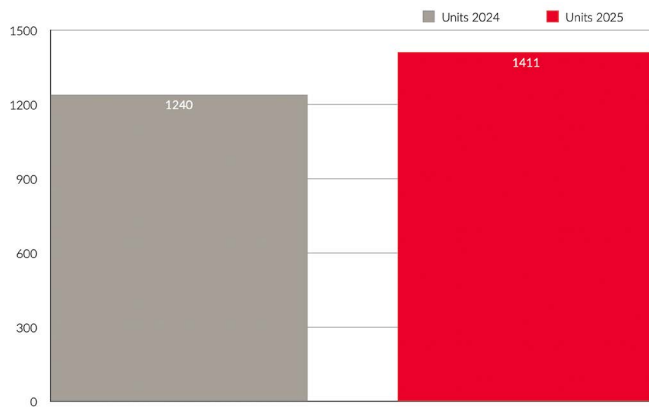


## Month vs. Month 2024 vs. 2025

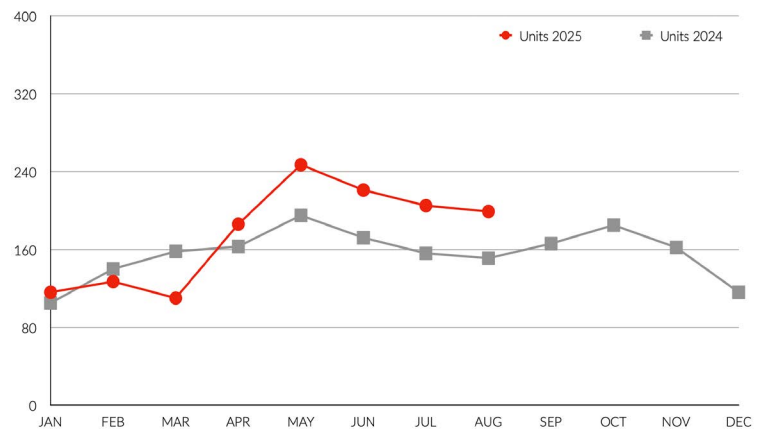
# UNIT SALES



Monthly Comparison 2024 vs. 2025

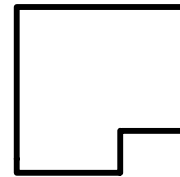

















Yearly Totals 2024 vs. 2025



Month vs. Month 2024 vs. 2025

# SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$1,044,035,070 +35.46%	 \$144,672,698 +18.71%	 \$34,788,500 +30.25%
YTD Unit Sales	 1165 +27.04%	 246 +26.8%	 73 +37.74%
YTD Average Sale Price	 \$896,167 +6.62%	 \$588,100 -6.38%	 \$476,554.79 -5.43%
August Sales Volume	 \$140,227,445 +60.72%	 \$18,409,000 +7.36%	 \$3,241,000 +13.54%
August Unit Sales	 165 +46.02%	 34 +36%	 11 +120%

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

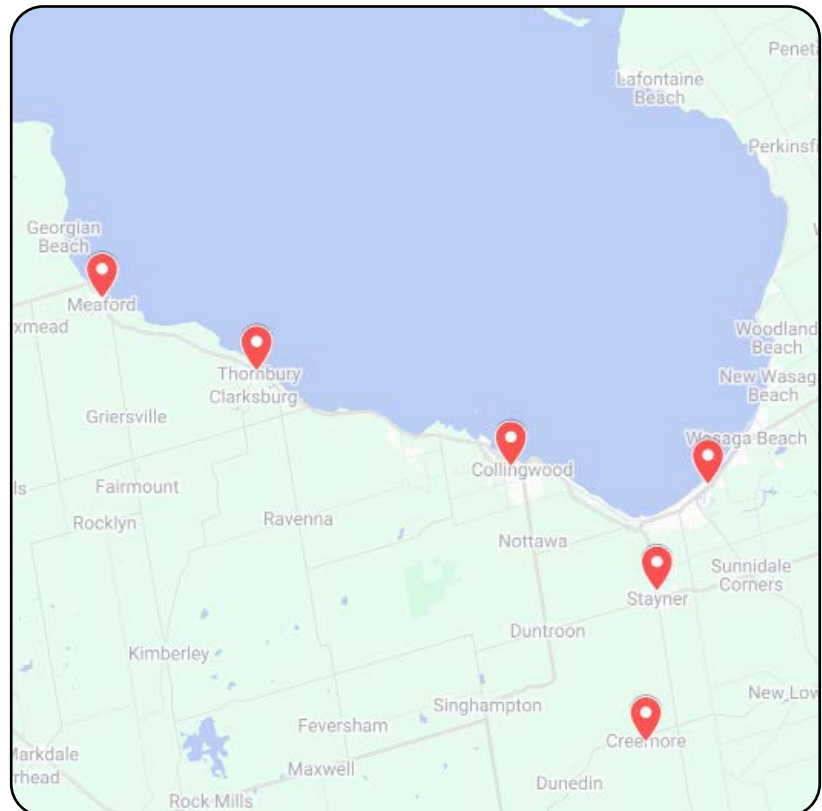
519-599-2136  
27 Arthur St W, Thornbury

## WASAGA BEACH

705-429-4800  
1249 Mosley St, Wasaga Beach

## STAYNER

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



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