



# 2025

# DECEMBER

## 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 continued to favour buyers this December, with modest price softening and steady sales activity shaping overall conditions. The median sale price edged down 1.12% year-over-year to \$665,000, while the average sale price declined 8.91% to \$778,624, pointing to a shift toward more value-focused transactions. Sales volume dipped 6.58% to \$96 million, despite a 3.45% increase in unit sales to 120 properties, suggesting continued demand at lower price points. Inventory levels remained elevated, with new listings up slightly by 1.3% to 234, while expired listings fell 13.54% to 300, indicating sellers are adjusting expectations in response to market conditions. With a sales-to-new listings ratio of 51.28%, up marginally from last year, buyer-friendly conditions remain firmly in place as the market heads into the winter season.

### December year-over-year sales volume of **\$96,117,889**

Down -6.58% from 2024's \$1,508,070,527 with unit sales of 120 up +3.45% from last December's 116. New listings of 234 are up +1.3% from a year ago, with the sales/listing ratio of 51.28% up 2.12%.

### Year-to-date sales volume of **\$1,850,088,484**

Up +22.68% from 2024's \$1,508,070,527 with unit sales of 2172 up +16.21% from 2024's 1869. New listings of 7,542 are up +26.4% from a year ago, with the sales/listing ratio of 28.80% down -8.06%.

### Year-to-date average sale price of **\$832,769**

Up from \$785,787 one year ago with median sale price of \$708,875 up from \$686,250 one year ago. Average days-on-market of 60 is up 5 days from last year.

## DECEMBER NUMBERS

Median Sale Price

**\$665,000**

-1.12%

Average Sale Price

**\$778,624**

-8.91%

Sales Volume

**\$96,117,889**

-6.58%

Unit Sales

**120**

+3.45%

New Listings

**234**

+1.3%

Expired Listings

**300**

-13.54%

Unit Sales/Listings Ratio

**51.28%**

+2.12%

Year-over-year comparison  
(December 2025 vs. December 2024)



# THE MARKET IN DETAIL

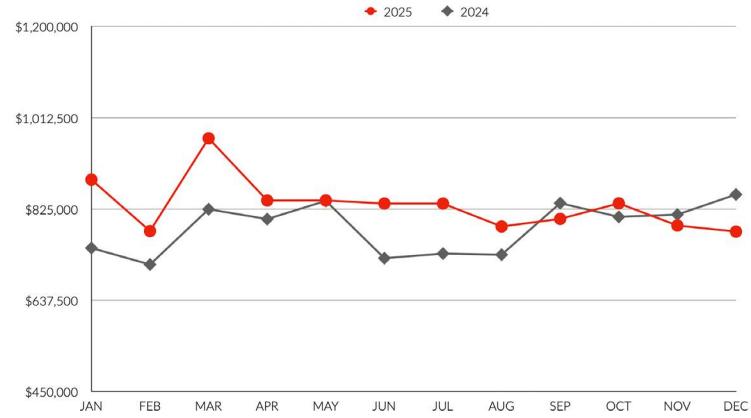
	2023	2024	2025	2024-2025
<b>YTD Volume Sales</b>	\$1,527,405,736	\$1,508,070,527	\$1,850,088,484	+22.68%
<b>YTD Unit Sales</b>	1,898	1,869	2,172	+16.21%
<b>YTD New Listings</b>	5,525	5,967	7,542	+26.4%
<b>YTD Sales/Listings Ratio</b>	34.35%	31.32%	28.80%	-8.06%
<b>YTD Expired Listings</b>	4,380	4,364	2,214	-49.27%
<b>Monthly Volume Sales</b>	\$49,480,800	\$102,882,777	\$96,117,889	-6.58%
<b>Monthly Unit Sales</b>	74	116	120	+3.45%
<b>Monthly New Listings</b>	222	231	234	+1.3%
<b>Monthly Sales/Listings Ratio</b>	33.33%	50.22%	51.28%	+2.12%
<b>Monthly Expired Listings</b>	600	347	300	-13.54%
<b>Monthly Average Sale Price</b>	\$668,659	\$854,791	\$778,624	-8.91%
<b>YTD Sales: \$0-\$199K</b>	34	34	65	+91.18%
<b>YTD Sales: \$200k-349K</b>	125	110	94	-14.55%
<b>YTD Sales: \$350K-\$549K</b>	423	450	413	-8.22%
<b>YTD Sales: \$550K-\$749K</b>	533	522	625	+19.73%
<b>YTD Sales: \$750K-\$999K</b>	415	381	498	+30.71%
<b>YTD Sales: \$1M+</b>	429	433	405	-6.47%
<b>YTD Sales: \$2M+</b>	82	97	78	-19.59%
<b>YTD Average Days-On-Market</b>	46.17	55.33	60.33	+9.04%
<b>YTD Average Sale Price</b>	\$781,244	\$785,787	\$832,769	+5.98%
<b>YTD Median Sale Price</b>	\$712,500	\$686,250	\$708,875	+3.3%

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

# AVERAGE SALE PRICE

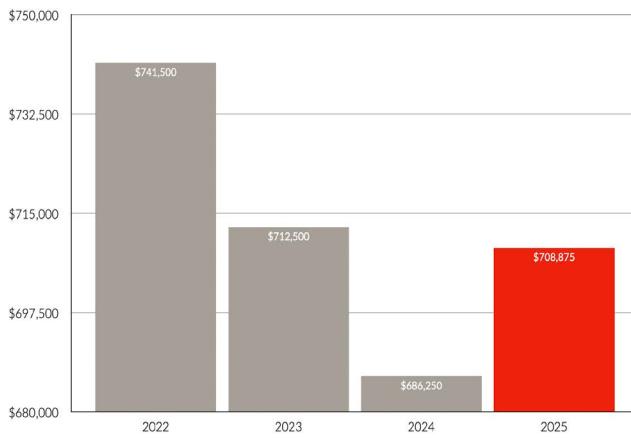


Year-Over-Year

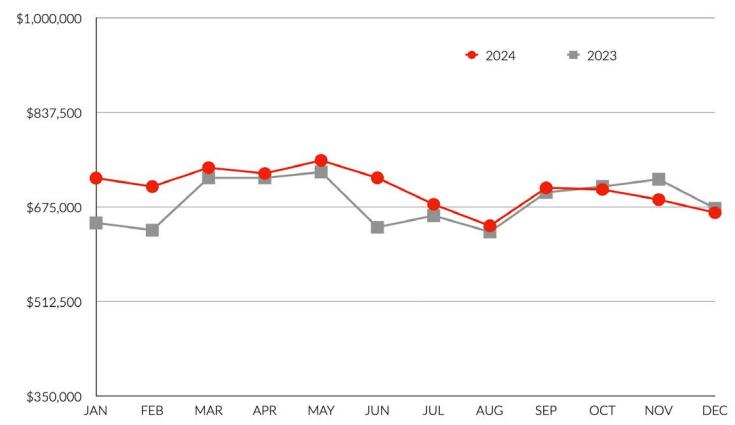


Month-Over-Month 2023 vs. 2024 vs. 2025

# MEDIAN SALE PRICE



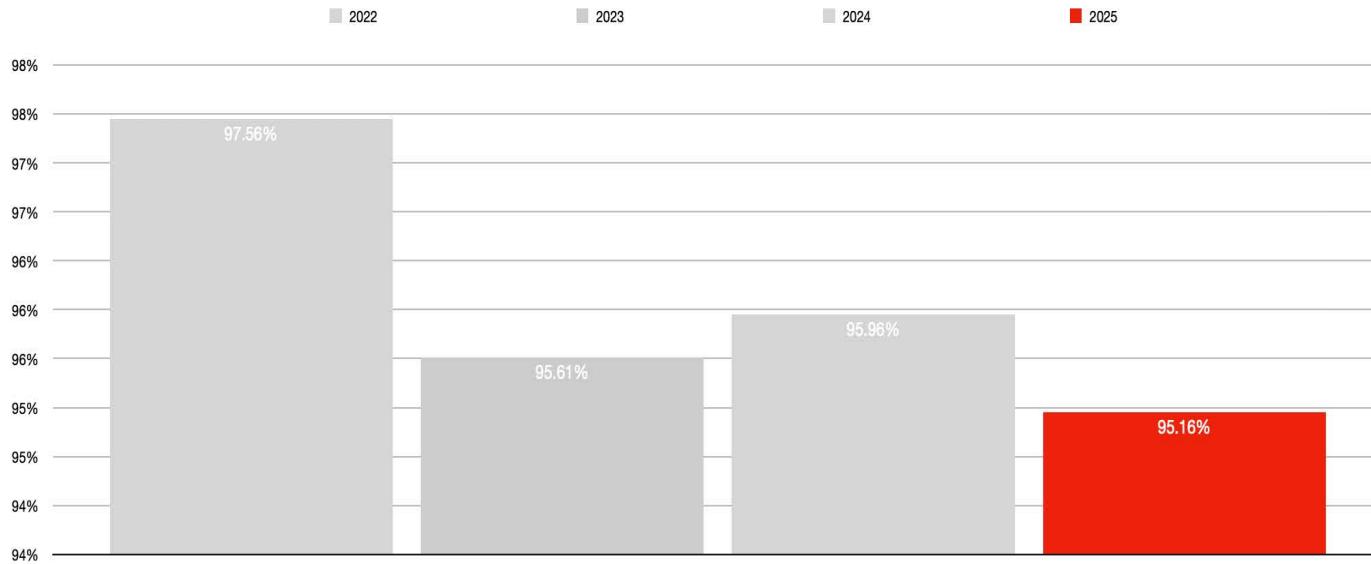
Year-Over-Year



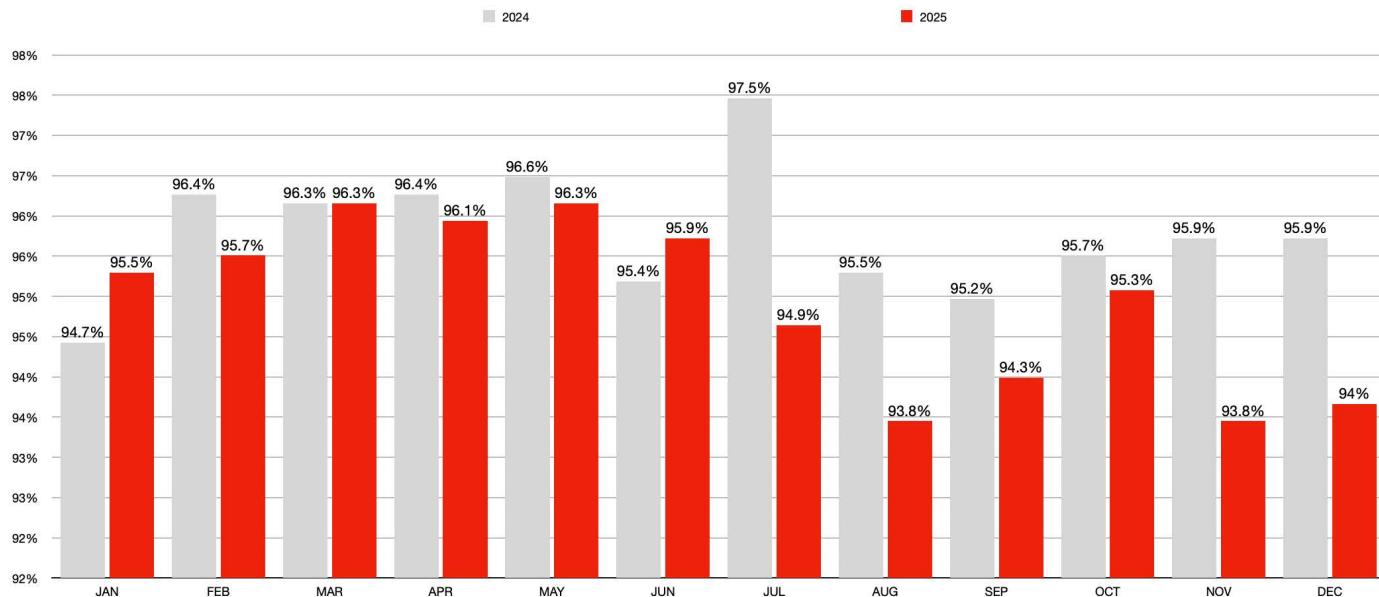
Month-Over-Month 2023 vs. 2024 vs. 2025

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

# SALE PRICE VS. LIST PRICE RATIO

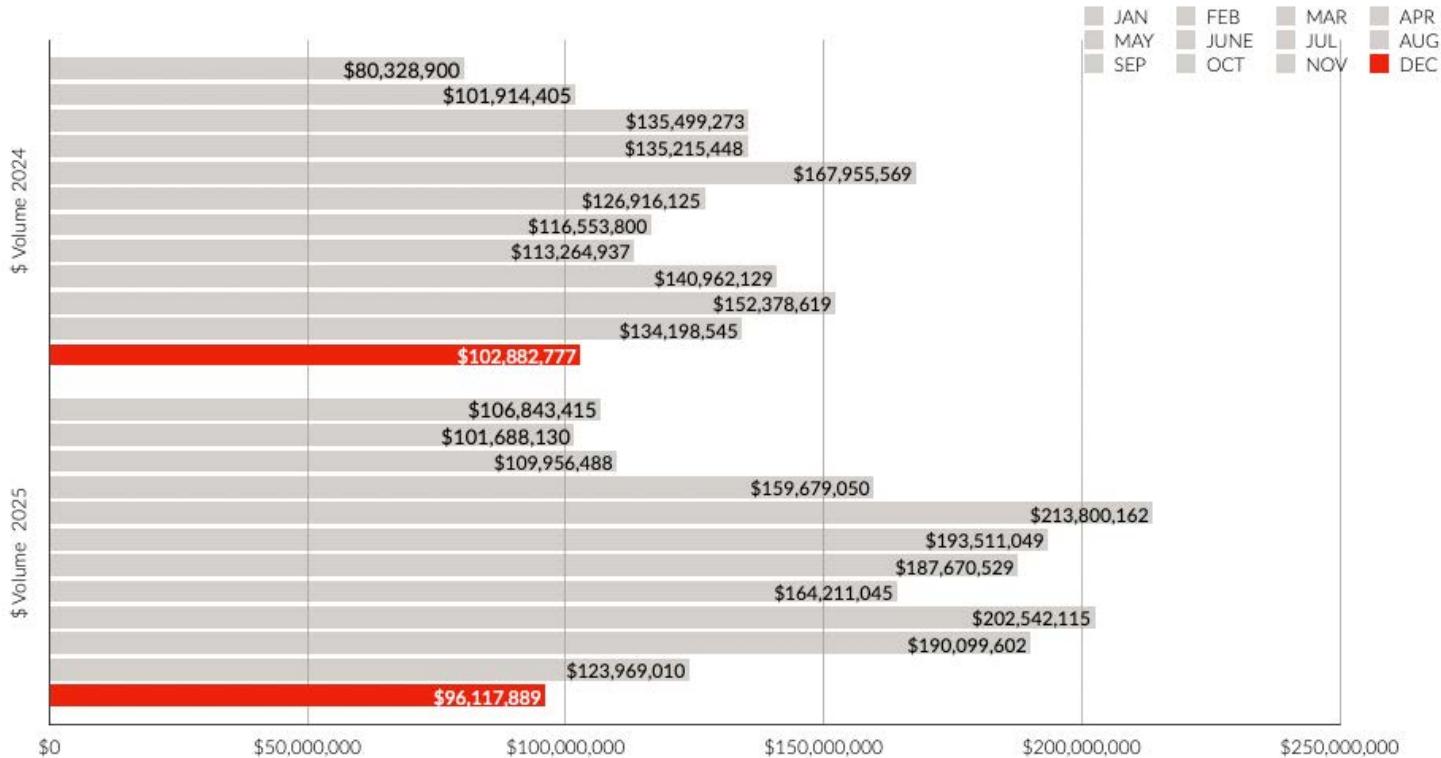


## Year-Over-Year

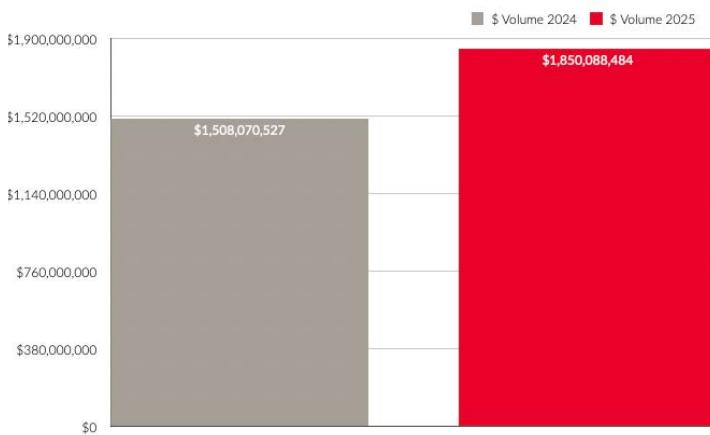


## Month-Over-Month 2024 vs. 2025

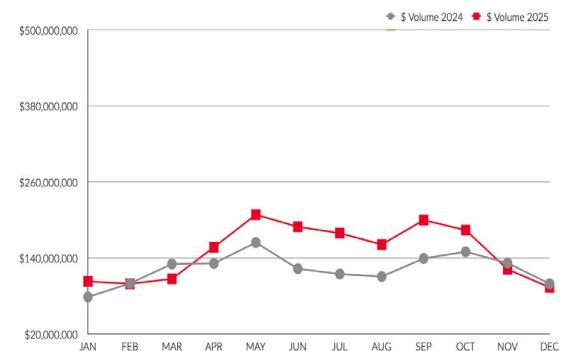
# DOLLAR VOLUME SALES



## Monthly Comparison 2024 vs. 2025

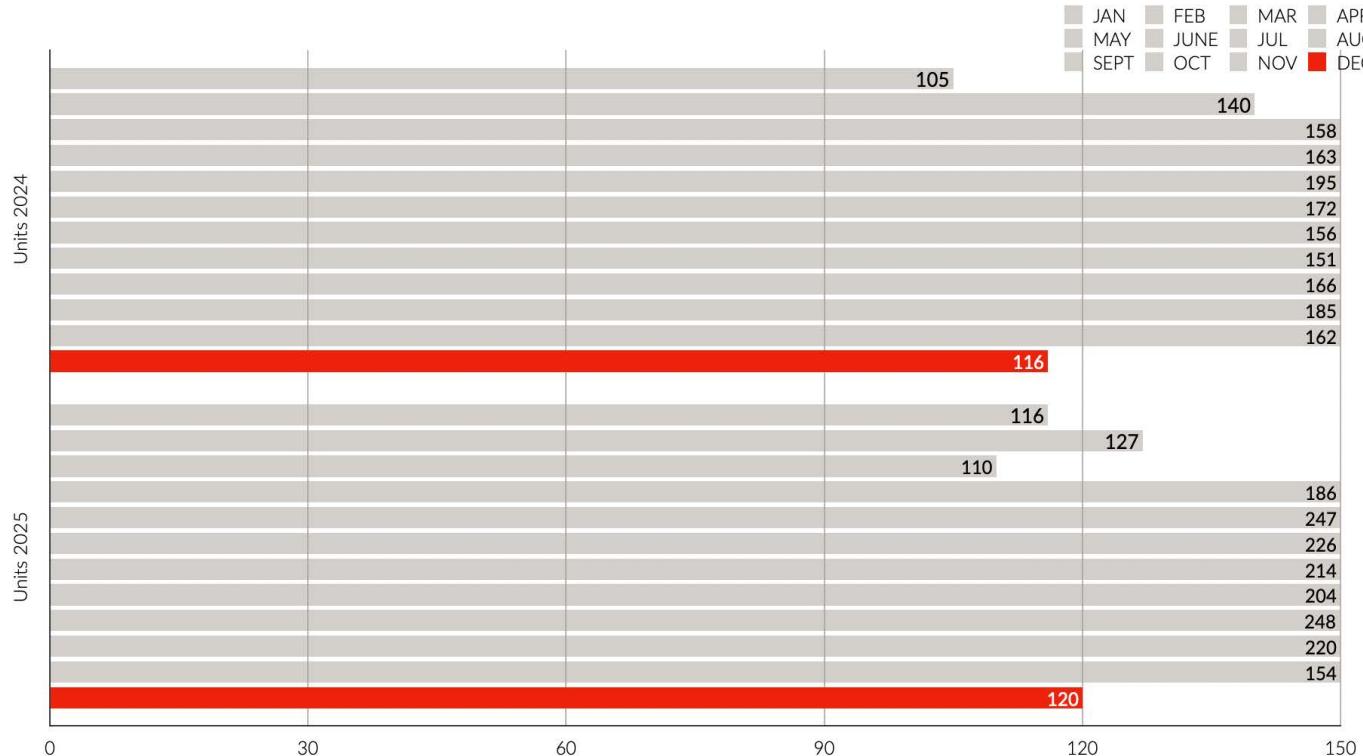


## Yearly Totals 2024 vs. 2025

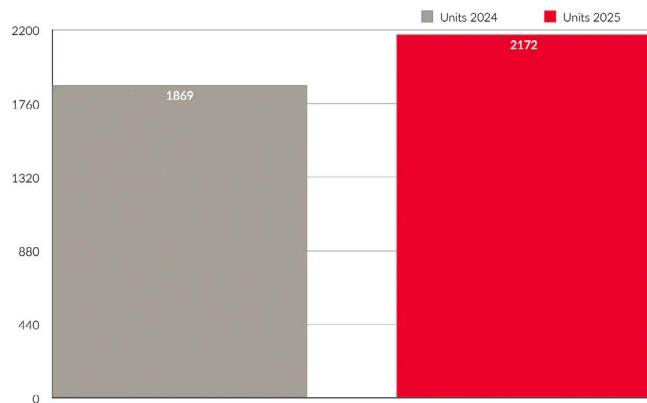


## Month vs. Month 2024 vs. 2025

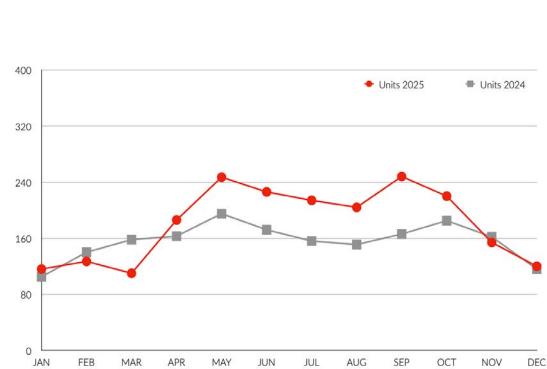
# UNIT SALES



## Monthly Comparison 2024 vs. 2025

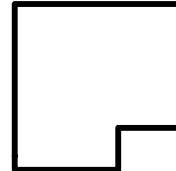


## Yearly Totals 2024 vs. 2025



## Month vs. Month 2024 vs. 2025

# SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	<span style="color: red;">↑</span> <b>\$1,589,564,786</b> +31.18%	<span style="color: red;">↑</span> <b>\$211,287,198</b> +16.15%	<span style="color: red;">↑</span> <b>\$49,236,500</b> +31%
YTD Unit Sales	<span style="color: red;">↑</span> <b>1815</b> +28.81%	<span style="color: red;">↑</span> <b>357</b> +25.26%	<span style="color: red;">↑</span> <b>111</b> +44.16%
YTD Average Sale Price	<span style="color: red;">↑</span> <b>\$875,793</b> +1.84%	<span style="color: gray;">↓</span> <b>\$591,841</b> -7.27%	<span style="color: gray;">↓</span> <b>\$443,572.07</b> -9.12%
December Sales Volume	<span style="color: gray;">↓</span> <b>\$82,735,089</b> -7.02%	<span style="color: red;">↑</span> <b>\$10,699,800</b> +5.19%	<span style="color: gray;">↓</span> <b>\$2,683,000</b> -28.01%
December Unit Sales	<span style="color: red;">↑</span> <b>102</b> +4.08%	<span style="color: gray;">█</span> <b>18</b> No Change	<span style="color: gray;">█</span> <b>7</b> No Change

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

## MEAFTORD

519-538-5755  
96 Sykes St N, Meaford

## THORNBURY

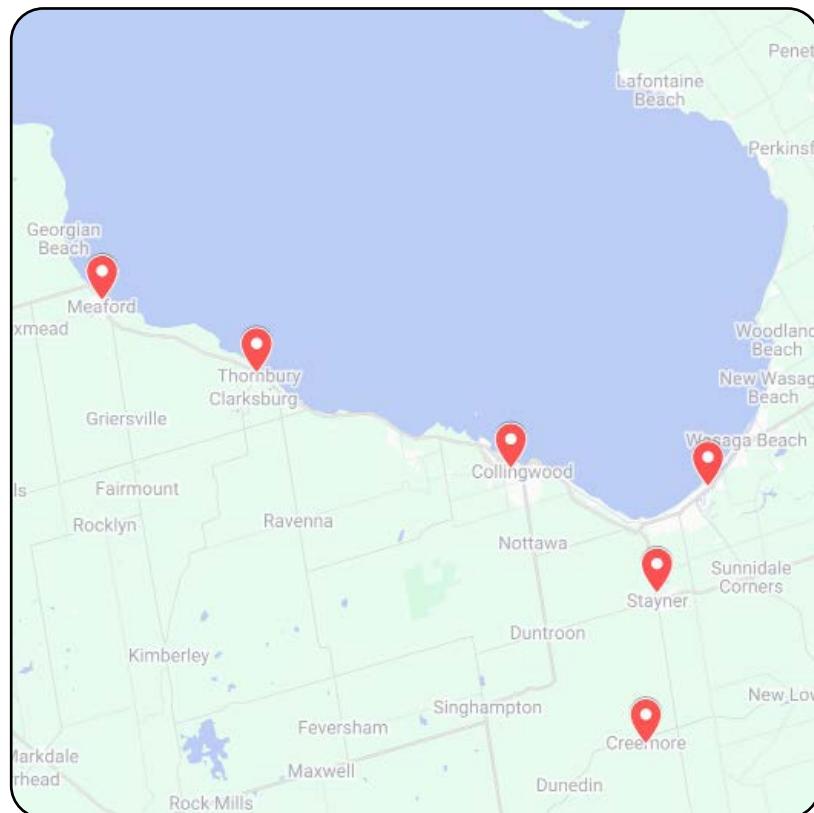
519-599-2136  
27 Arthur St W, Thornbury

## WASAGA BEACH

705-429-4800  
1249 Mosley St, Wasaga Beach

## STAYNER

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



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