



2026

SEPTEMBER

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 September, with sales activity declining year-over-year while pricing was mixed and listing activity increased. The median sale price decreased 11.69% to \$625,000, while the average sale price increased 2.72% to \$826,568. Sales volume declined 16.75% to \$166,140,132, alongside an 18.95% decrease in unit sales to 201 transactions. New listings increased 2.38% to 818 properties, while expired listings rose 11.91% to 263. The monthly unit sales-to-listings ratio declined to 24.57%, while the year-to-date ratio stood at 27.64%, keeping Southern Georgian Bay firmly in buyer's market territory overall.



September year-over-year sales volume of \$166,140,132

Down 16.75% from 2025's \$199,566,115, with unit sales of 201 down 18.95% from last September's 248. New listings of 818 are up 2.38% from 799 a year ago, while the monthly sales/listings ratio of 24.57% is down 20.83% from 31.04%.



Year-to-date sales volume of \$1,378,867,560

Down 1.64% from 2025's \$1,401,801,483, despite unit sales of 1,781 being up 6.14% from 2025's 1,678. New listings of 6,444 are up 3.39% from 6,233 a year ago, while the year-to-date sales/listings ratio of 27.64% is up 2.66% from 26.92%.



Year-to-date average sale price of \$777,695

Down 7.75% from \$842,985 one year ago, with the median sale price of \$632,500 down 12.7% from \$724,500. Average days on market of 57.78 is down 0.76% from 58.22 days last year, indicating selling time remained essentially unchanged despite softer year-to-date pricing.

SEPTEMBER NUMBERS

Median Sale Price
\$625,000
-11.69%

Average Sale Price
\$826,568
+2.72%

Sales Volume
\$166,140,132
-16.75%

Unit Sales
201
-18.95%

New Listings
818
+2.38%

Expired Listings
263
+11.91%

Unit Sales/Listings Ratio
24.57%
-20.83%

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

THE MARKET IN DETAIL

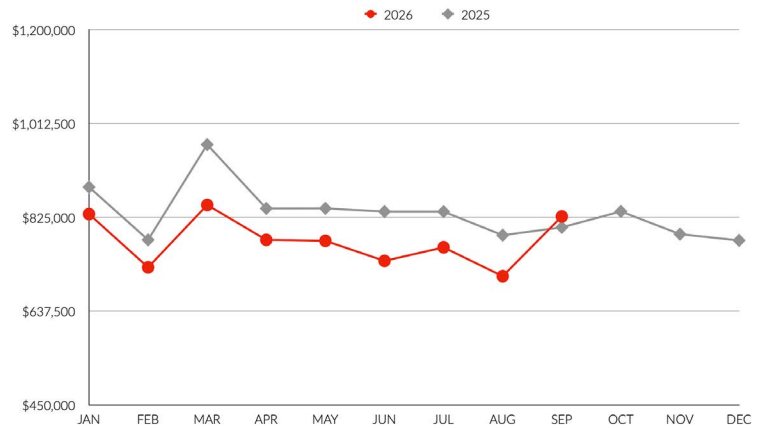
	2024	2025	2026	2025-2026
YTD Volume Sales	\$1,089,893,389	\$1,401,801,483	\$1,378,867,560	-1.64%
YTD Unit Sales	1,406	1,678	1,781	+6.14%
YTD New Listings	4,806	6,233	6,444	+3.39%
YTD Sales/Listings Ratio	29.26%	26.92%	27.64%	+2.66%
YTD Expired Listings	2,952	1,467	1,481	+0.95%
Monthly Volume Sales	\$138,953,929	\$199,566,115	\$166,140,132	-16.75%
Monthly Unit Sales	166	248	201	-18.95%
Monthly New Listings	627	799	818	+2.38%
Monthly Sales/Listings Ratio	26.48%	31.04%	24.57%	-20.83%
Monthly Expired Listings	525	235	263	+11.91%
Monthly Average Sale Price	\$837,072	\$804,702	\$826,568	+2.72%
YTD Sales: \$0-\$199K	29	51	38	-25.49%
YTD Sales: \$200k-349K	79	71	122	+71.83%
YTD Sales: \$350K-\$549K	356	317	460	+45.11%
YTD Sales: \$550K-\$749K	394	474	531	+12.03%
YTD Sales: \$750K-\$999K	279	393	309	-21.37%
YTD Sales: \$1M+	318	316	254	-19.62%
YTD Sales: \$2M+	70	62	71	+14.52%
YTD Average Days-On-Market	52.78	58.22	57.78	-0.76%
YTD Average Sale Price	\$772,469	\$842,985	\$777,695	-7.75%
YTD Median Sale Price	\$660,000	\$724,500	\$632,500	-12.7%

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

AVERAGE SALE PRICE

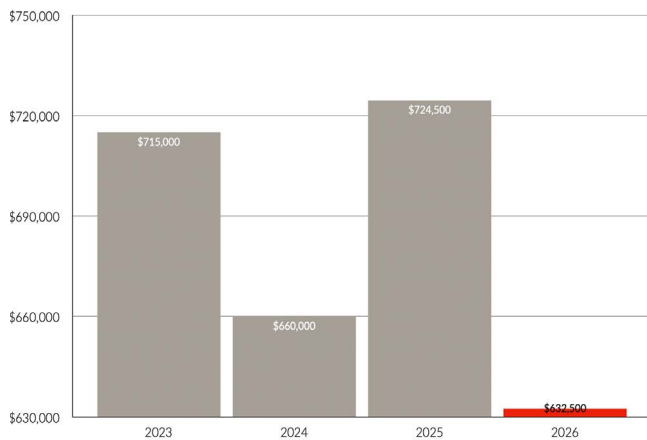


Year-Over-Year

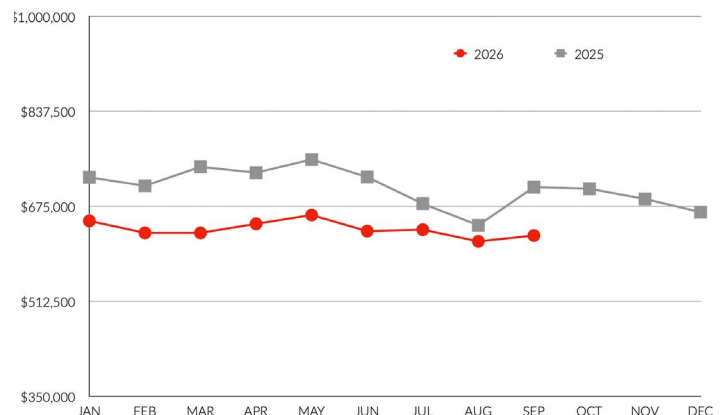


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



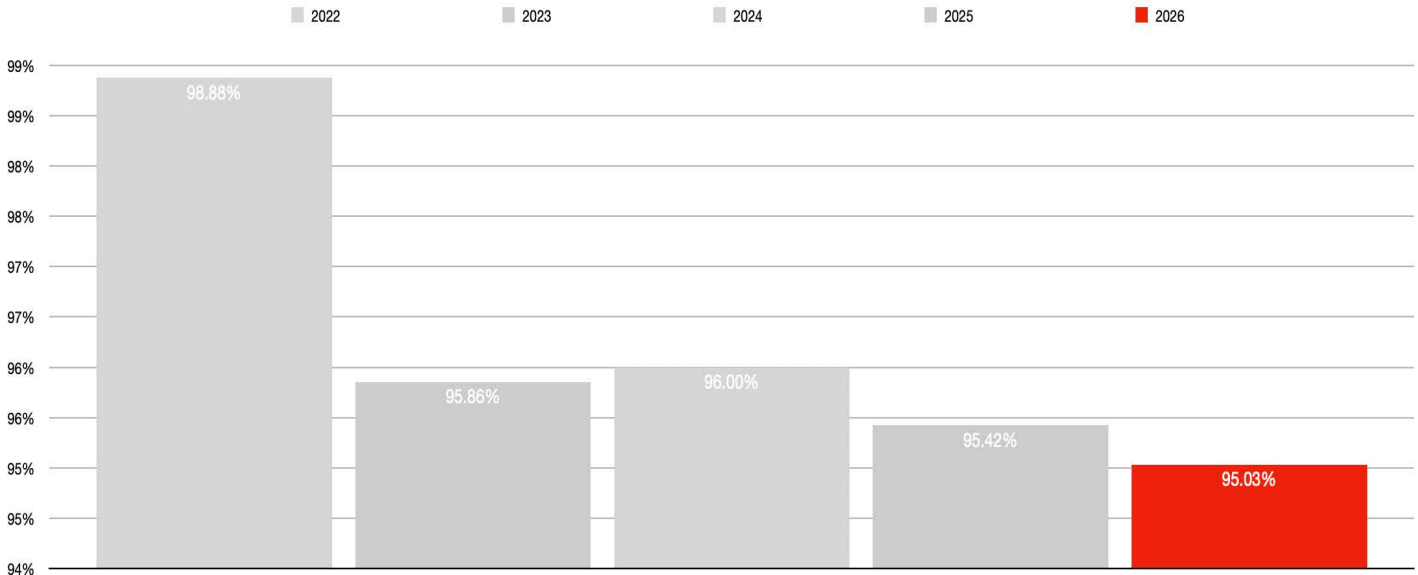
Year-Over-Year



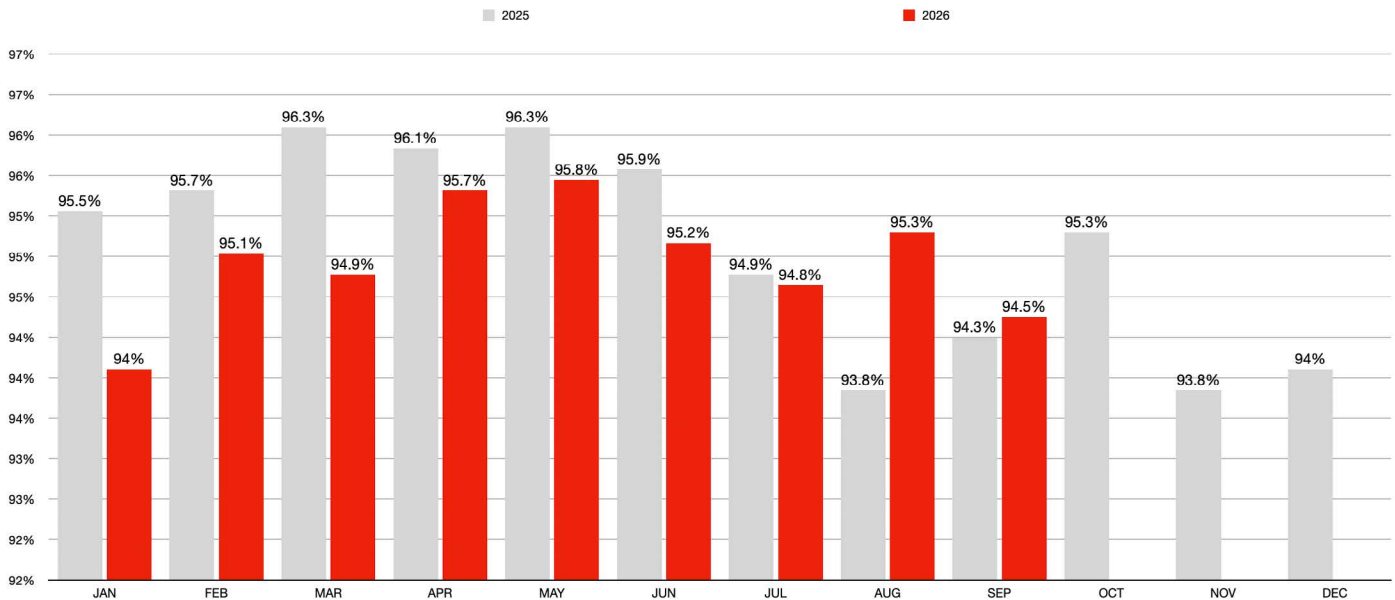
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

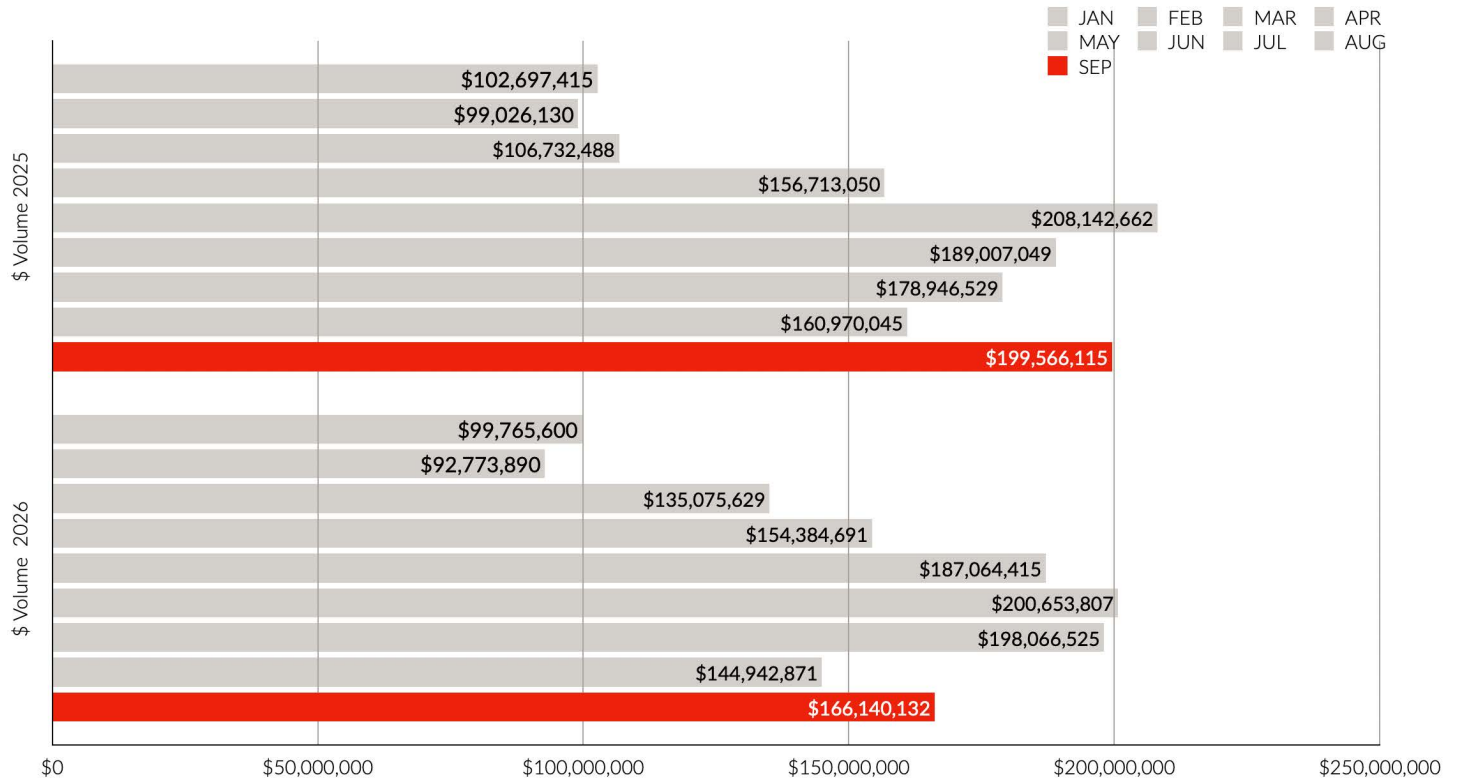


Year-Over-Year

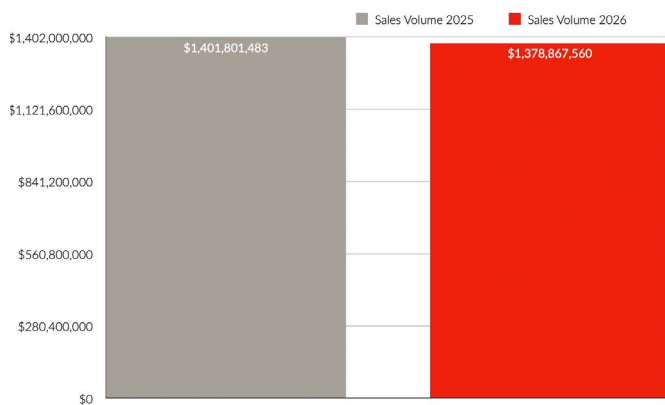


Month-Over-Month 2025 vs. 2026

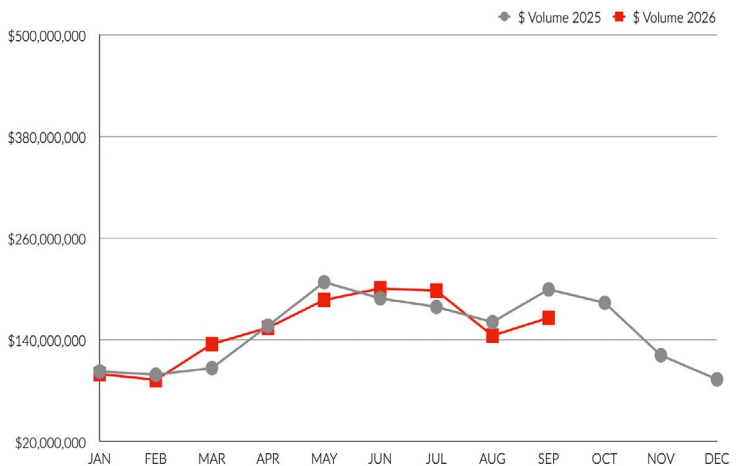
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

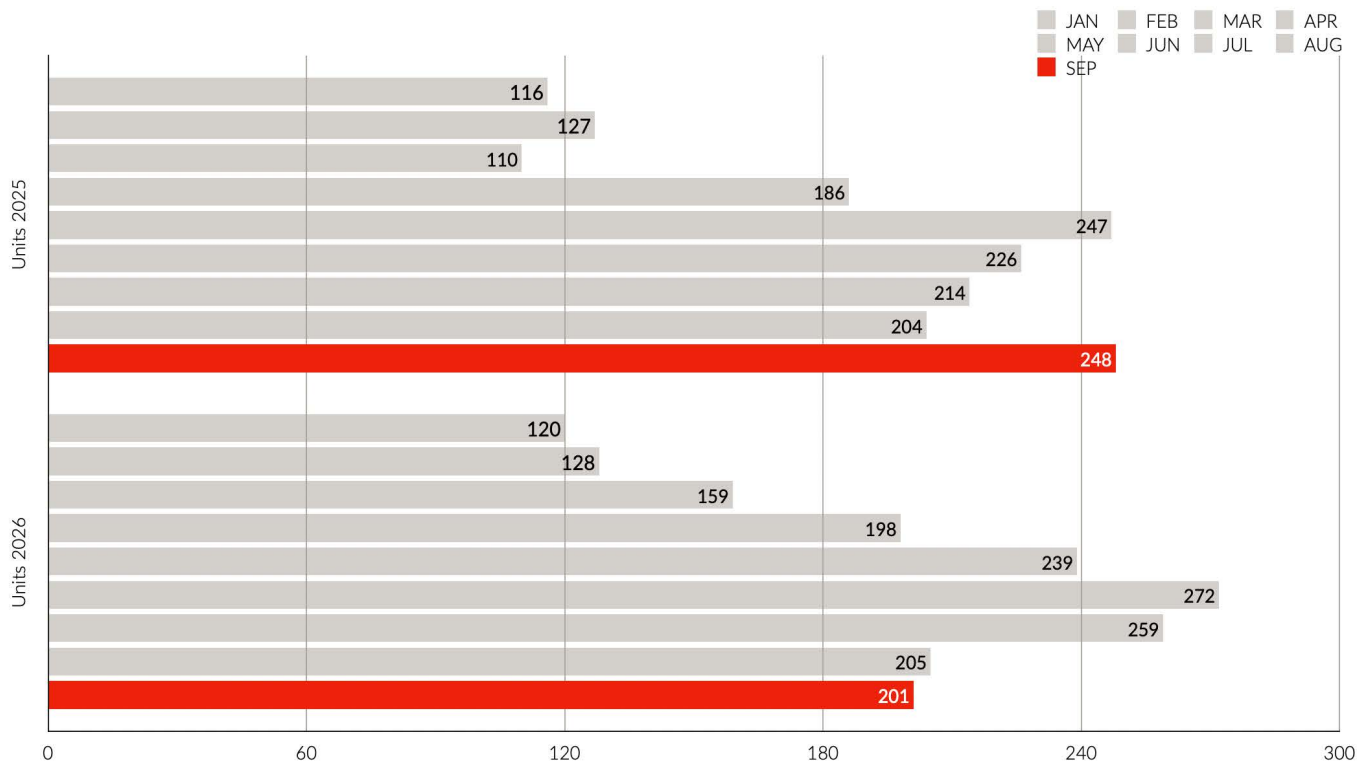


YTD Totals 2025 vs. 2026

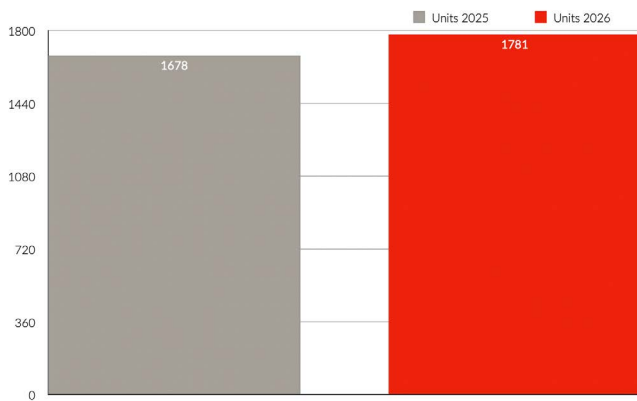


Month vs. Month 2025 vs. 2026

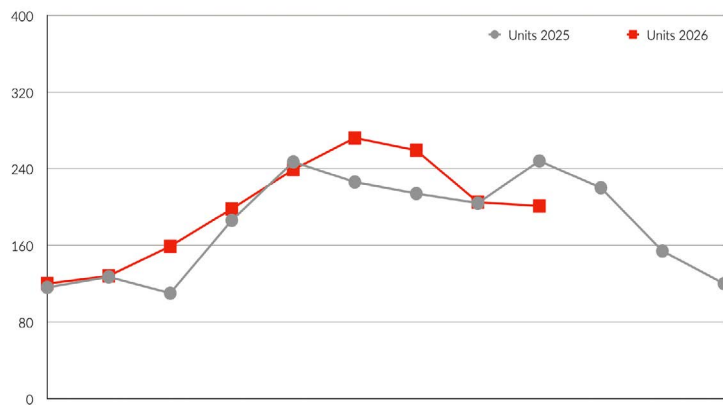
UNIT SALES



Monthly Comparison 2025 vs. 2026

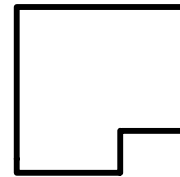


YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$1,222,817,462 -0.87%	 \$156,050,099 -7.28%	 \$26,374,612 -30.78%
YTD Unit Sales	 1507 +8.26%	 274 -4.2%	 64 -25.58%
YTD Average Sale Price	 \$811,425 +3.88%	 \$569,526 -3.22%	 \$412,103.31 -6.98%
September Sales Volume	 \$150,870,482 -14.82%	 \$15,269,650 -31.96%	 \$5,441,000 +82.83%
September Unit Sales	 172 -18.87%	 29 -19.44%	 9 -18.18%

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

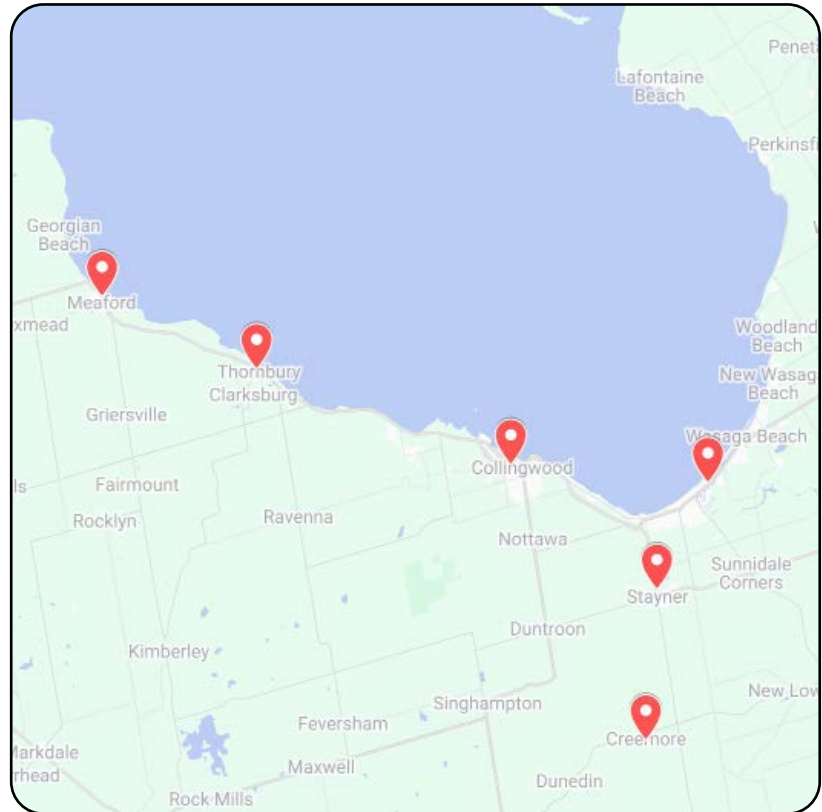
519-599-2136
27 Arthur St W, Thornbury

WASAGA BEACH

705-429-4800
1249 Mosley St, Wasaga Beach

STAYNER

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



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