



2026

JANUARY

WASAGA BEACH

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 [Wasaga Beach](#) real estate market has moved into buyer's market territory this January, as rising inventory continues to outpace sales activity. The median sale price increased 22.43% to \$707,000, while the average sale price rose 5.85% to \$707,712, reflecting steady price growth year-over-year. Sales volume climbed 10.26%, supported by a 4.17% increase in unit sales to 25 transactions. However, new listings surged 15.04%, expanding available inventory, while expired listings declined 25%. With the unit sales-to-listings ratio at 19.23%, buyers have greater selection and negotiating flexibility in the current market.



January year-over-year sales volume of \$17,692,800

Up +10.26% from 2025's \$16,045,900 with unit sales of 25 up +4.17% from last January's 24. New listings of 130 are up +15.04% from a year ago, with the sales/listing ratio of 19.23% down -9.46%.



Year-to-date sales volume of \$17,692,800

Up +10.26% from 2025's \$16,045,900 with unit sales of 25 up +4.17% from last January's 24. New listings of 130 are up +15.04% from a year ago, with the sales/listing ratio of 19.23% down -9.46%.



Year-to-date average sale price of \$707,712

Up from \$668,579 one year ago with median sale price of \$707,000 up from \$577,450 one year ago. The average days-on-market of 78 is up by 15 days.

JANUARY NUMBERS

Median Sale Price

\$707,000

+22.43%

Average Sale Price

\$707,712

+5.85%

Sales Volume

\$17,692,800

+10.26%

Unit Sales

25

+4.17%

New Listings

130

+15.04%

Expired Listings

42

-25%

Unit Sales/Listings Ratio

19.23%

-9.46%

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

THE MARKET IN DETAIL

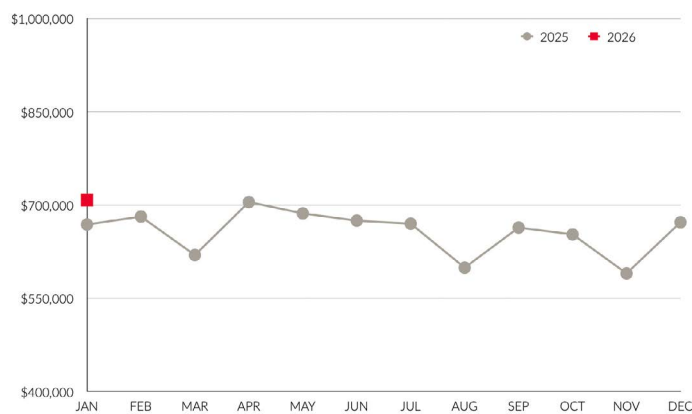
	2024	2025	2026	2025-2026
YTD Volume Sales	\$15,395,100	\$16,045,900	\$17,692,800	+10.26%
YTD Unit Sales	25	24	25	+4.17%
YTD New Listings	76	113	130	+15.04%
YTD Sales/Listings Ratio	32.89%	21.24%	19.23%	-9.46%
YTD Expired Listings	35	56	42	-25%
Monthly Volume Sales	\$15,395,100	\$16,045,900	\$17,692,800	+10.26%
Monthly Unit Sales	25	24	25	+4.17%
Monthly New Listings	76	113	130	+15.04%
Monthly Sales/Listings Ratio	32.89%	21.24%	19.23%	-9.46%
Monthly Expired Listings	35	56	42	-25%
Monthly Average Sale Price	\$615,804	\$668,579	\$707,712	+5.85%
YTD Sales: \$0-\$199K	0	0	0	No Change
YTD Sales: \$200k-349K	2	1	1	No Change
YTD Sales: \$350K-\$549K	9	7	4	-42.86%
YTD Sales: \$550K-\$749K	6	10	12	+20%
YTD Sales: \$750K-\$999K	7	4	6	+50%
YTD Sales: \$1M+	2	2	2	No Change
YTD Sales: \$2M+	0	0	0	No Change
YTD Average Days-On-Market	45.00	63.00	78.00	+23.81%
YTD Average Sale Price	\$615,804	\$668,579	\$707,712	+5.85%
YTD Median Sale Price	\$600,500	\$577,450	\$707,000	+22.43%

Wasaga Beach MLS Sales and Listing Summary
2024 vs. 2025 vs. 2026

AVERAGE SALE PRICE

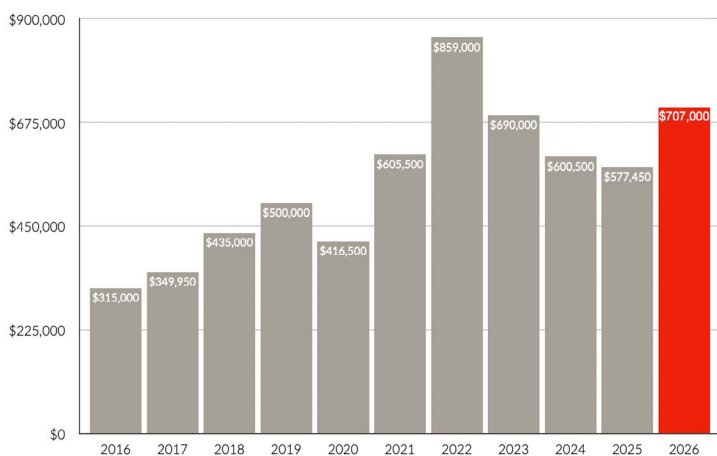


Year-Over-Year

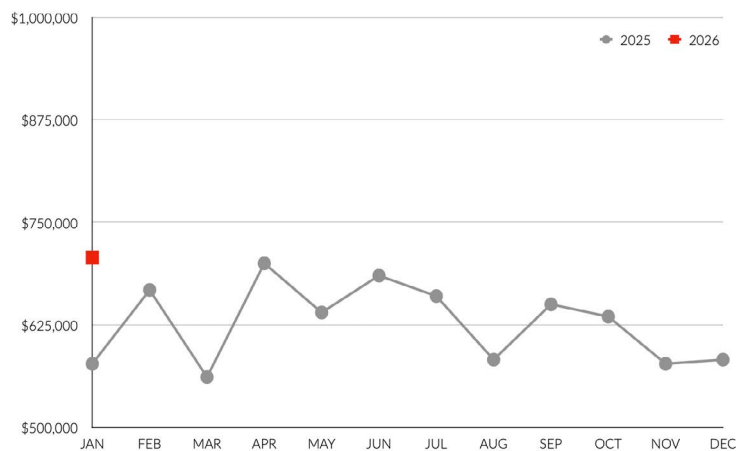


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



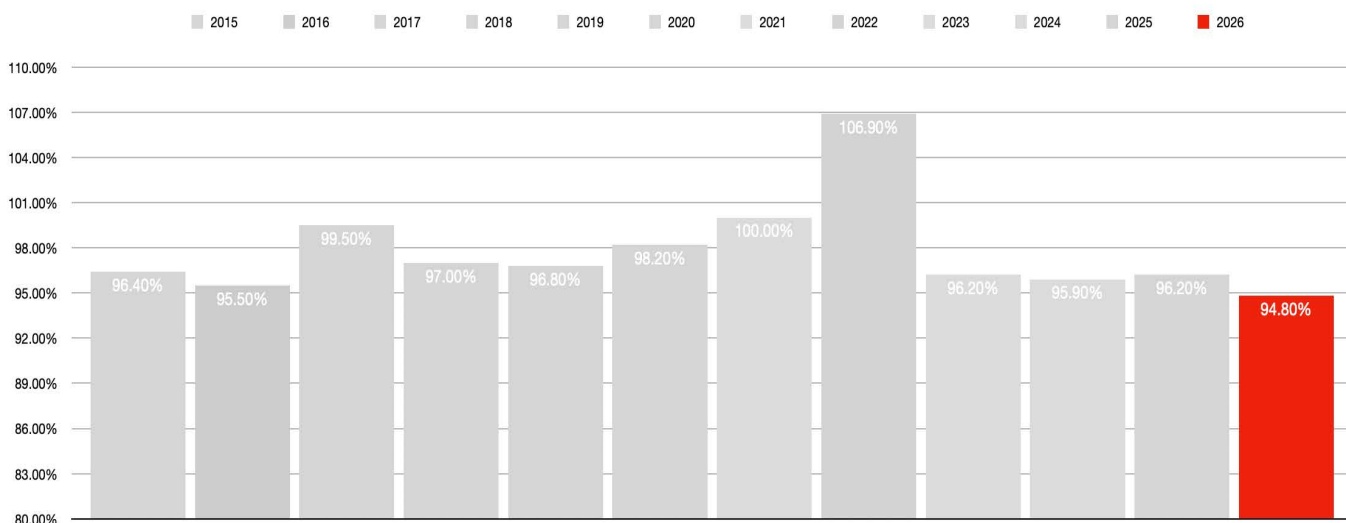
Year-Over-Year



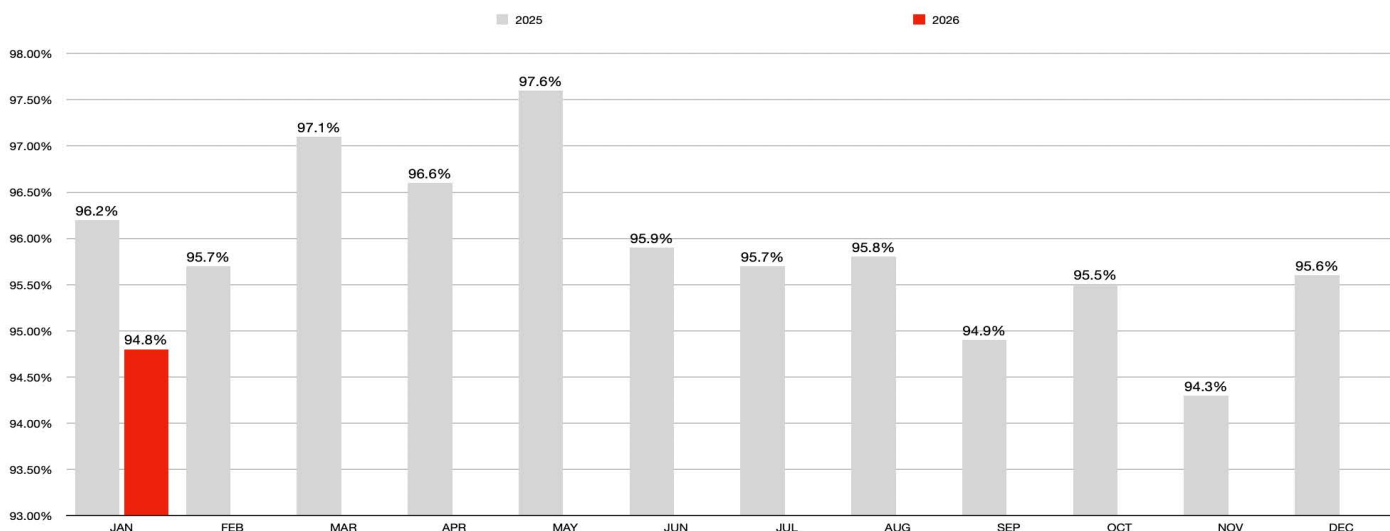
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO



Year-Over-Year

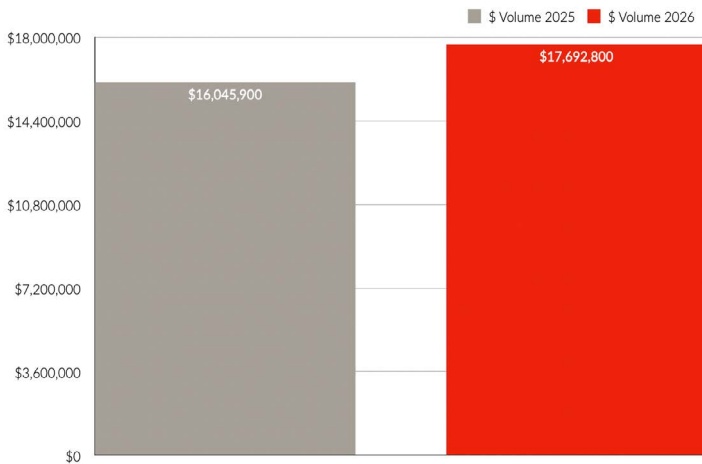


Month-Over-Month 2025 vs. 2026

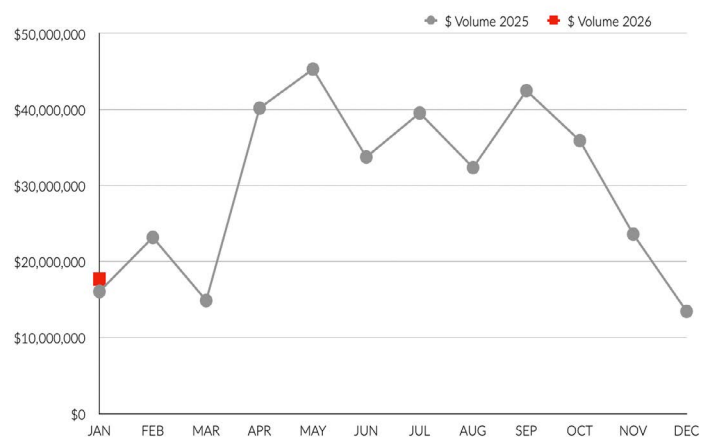
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

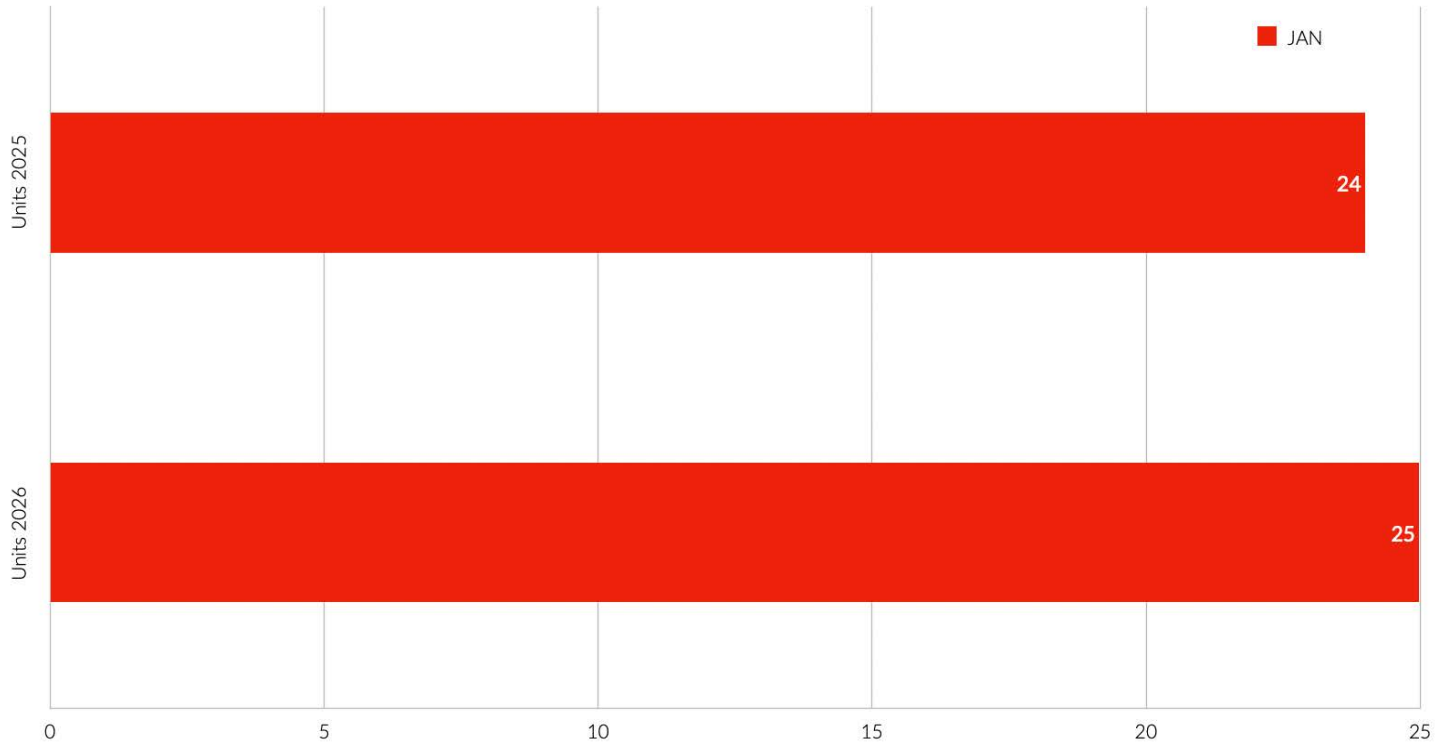


Yearly Totals 2025 vs. 2026

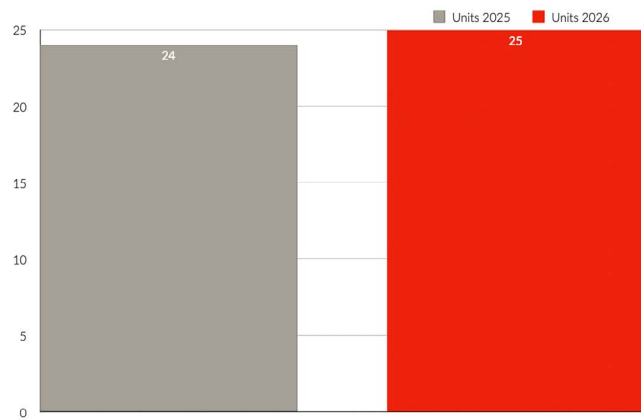


Month vs. Month 2025 vs. 2026

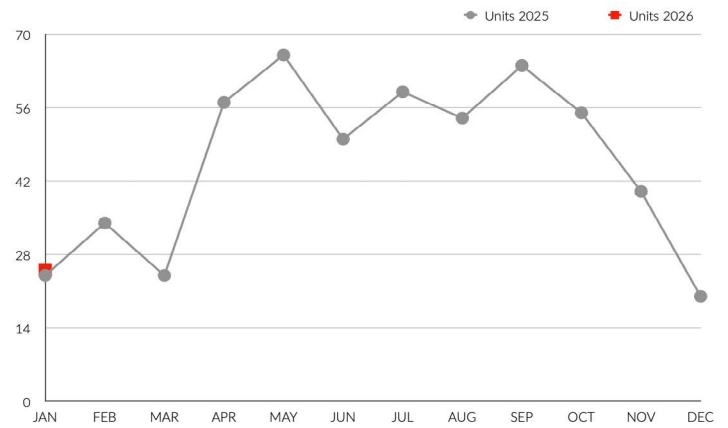
UNIT SALES



Monthly Comparison 2025 vs. 2026



Yearly Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

SALES BY TYPE



	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	 \$17,692,800 +20.99%	 \$0 -100%	 \$0 -100%
YTD Unit Sales	 25 +19.05%	 0 -100%	 0 -100%
YTD Average Sale Price	 \$707,712 +1.63%	 \$0 -100%	 \$0 -100%
January Sales Volume	 \$17,692,800 +20.99%	 \$0 -100%	 \$0 -100%
January Unit Sales	 25 +19.05%	 0 -100%	 0 -100%

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

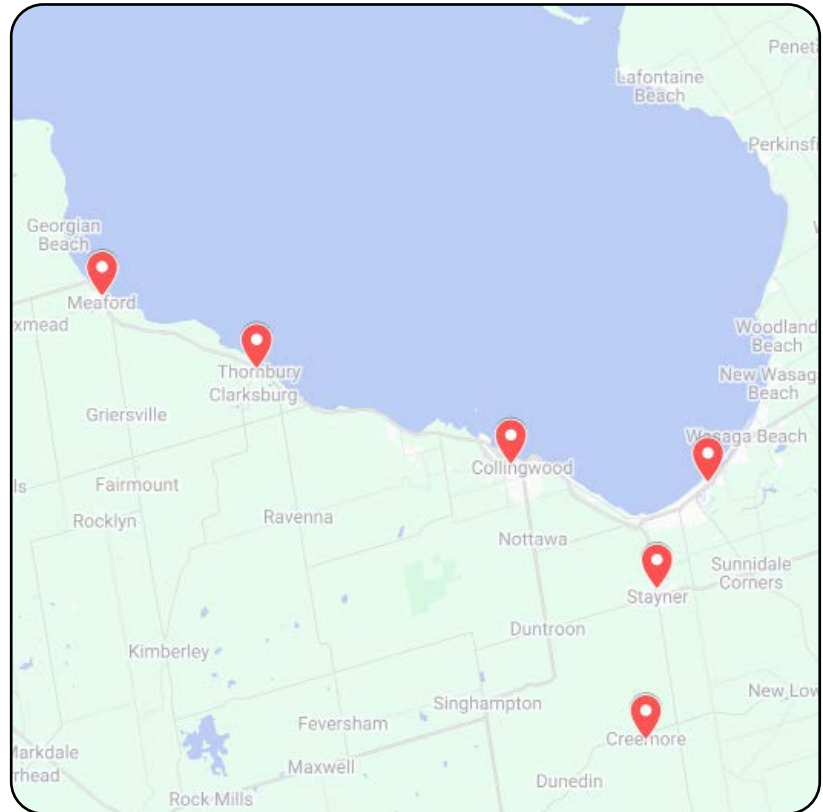
519-599-2136
27 Arthur St W, Thornbury

WASAGA BEACH

705-429-4800
1249 Mosley St, Wasaga Beach

STAYNER

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



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