



2026

JULY

OWEN SOUND

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

BALANCED MARKET

In [Owen Sound](#), July brought softer sales activity and average pricing year-over-year, while new and expired listing activity increased. The median sale price remained unchanged at \$440,000, while the average sale price decreased 5.39% to \$466,391. Sales volume declined 8.18% to \$15,390,900, alongside a 2.94% decrease in unit sales to 33 transactions. New listings increased 20% to 66 properties, while expired listings rose 30% to 13. The monthly unit sales-to-listings ratio was 50.00%, while the year-to-date ratio remained at 45.81%, keeping Owen Sound in balanced market territory.



July year-over-year sales volume of \$15,390,900

Down 8.18% from 2025's \$16,761,400, with unit sales of 33 down 2.94% from last July's 34. New listings of 66 are up 20% from 55 a year ago, while the monthly sales/listings ratio of 50.00% is down 19.12% from 61.82%.



Year-to-date sales volume of \$78,038,332

Down 17.04% from 2025's \$94,069,483, with unit sales of 164 down 12.3% from 2025's 187. New listings of 358 are up 1.7% from 352 a year ago, while the year-to-date sales/listings ratio of 45.81% is down 13.77% from 53.13%.



Year-to-date average sale price of \$473,200

Down 4.84% from \$497,252 one year ago, with the median sale price of \$450,000 down 2.44% from \$461,250. Average days on market of 50.29 is down 14.77% from 59 days last year, indicating homes are selling more quickly despite softer year-to-date pricing.

JULY NUMBERS

Median Sale Price

\$440,000

No Change

Average Sale Price

\$466,391

-5.39%

Sales Volume

\$15,390,900

-8.18%

Unit Sales

33

-2.94%

New Listings

66

+20%

Expired Listings

13

+30%

Unit Sales/Listings Ratio

50.00%

-19.12%

Year-over-year comparison
(July 2026 vs. July 2025)

THE MARKET IN DETAIL

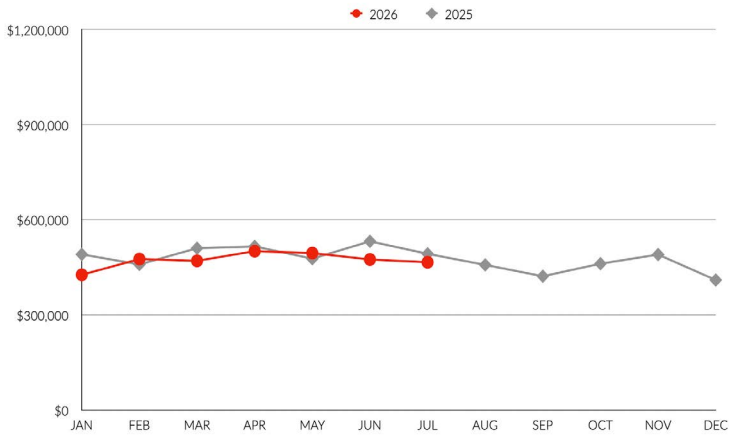
	2024	2025	2026	2025-2026
YTD Volume Sales	\$94,147,900	\$94,069,483	\$78,038,332	-17.04%
YTD Unit Sales	191	187	164	-12.3%
YTD New Listings	371	352	358	+1.7%
YTD Sales/Listings Ratio	51.48%	53.13%	45.81%	-13.77%
YTD Expired Listings	50	51	52	+1.96%
Monthly Volume Sales	\$13,770,500	\$16,761,400	\$15,390,900	-8.18%
Monthly Unit Sales	28	34	33	-2.94%
Monthly New Listings	51	55	66	+20%
Monthly Sales/Listings Ratio	54.90%	61.82%	50.00%	-19.12%
Monthly Expired Listings	6	10	13	+30%
Monthly Average Sale Price	\$491,804	\$492,982	\$466,391	-5.39%
YTD Sales: \$0-\$199K	3	1	2	+100%
YTD Sales: \$200k-349K	25	27	25	-7.41%
YTD Sales: \$350K-\$549K	115	94	92	-2.13%
YTD Sales: \$550K-\$749K	35	47	36	-23.4%
YTD Sales: \$750K-\$999K	9	15	9	-40%
YTD Sales: \$1M+	4	3	0	-100%
YTD Sales: \$2M+	0	0	0	No Change
YTD Average Days-On-Market	53.14	59.00	50.29	-14.77%
YTD Average Sale Price	\$488,565	\$497,252	\$473,200	-4.84%
YTD Median Sale Price	\$470,000	\$461,250	\$450,000	-2.44%

Owen Sound MLS Sales and Listing Summary
2024 vs. 2025 vs. 2026

AVERAGE SALE PRICE

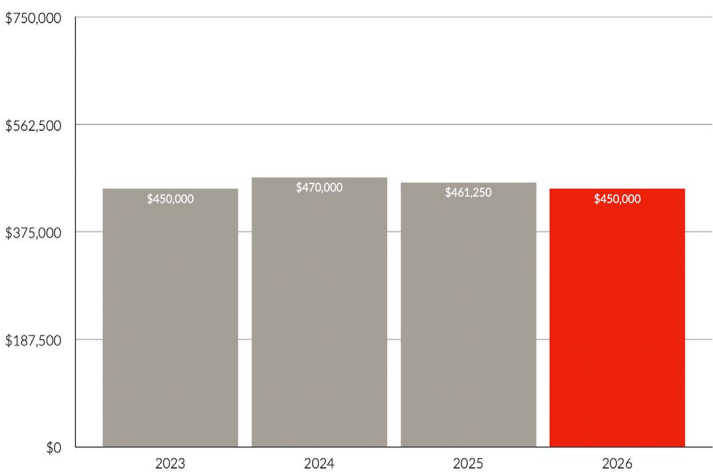


Year-Over-Year

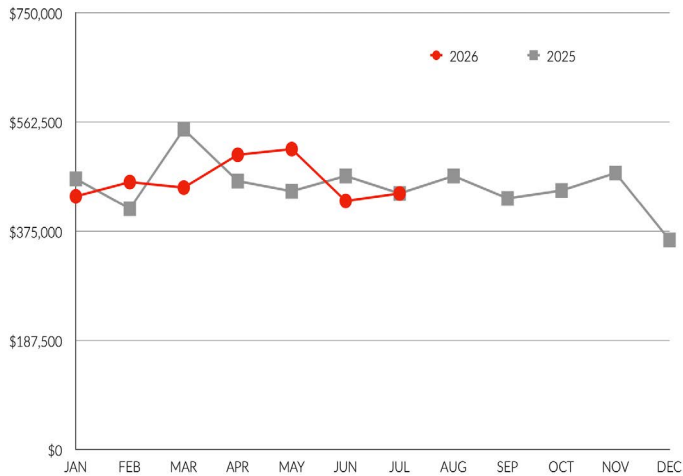


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



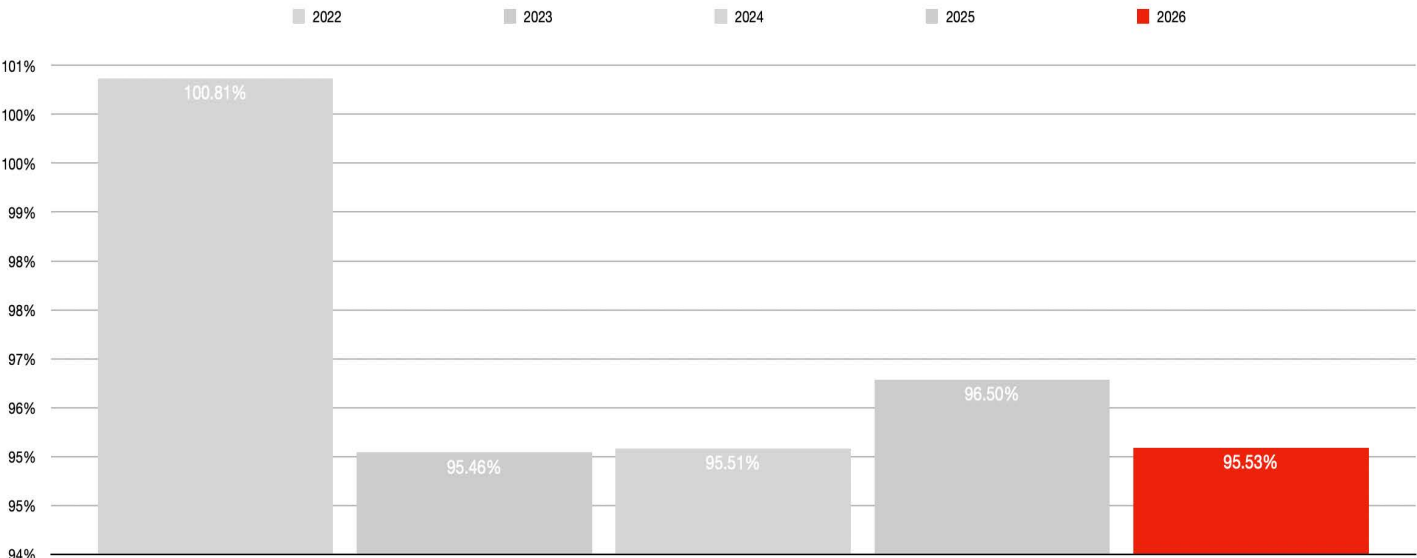
Year-Over-Year



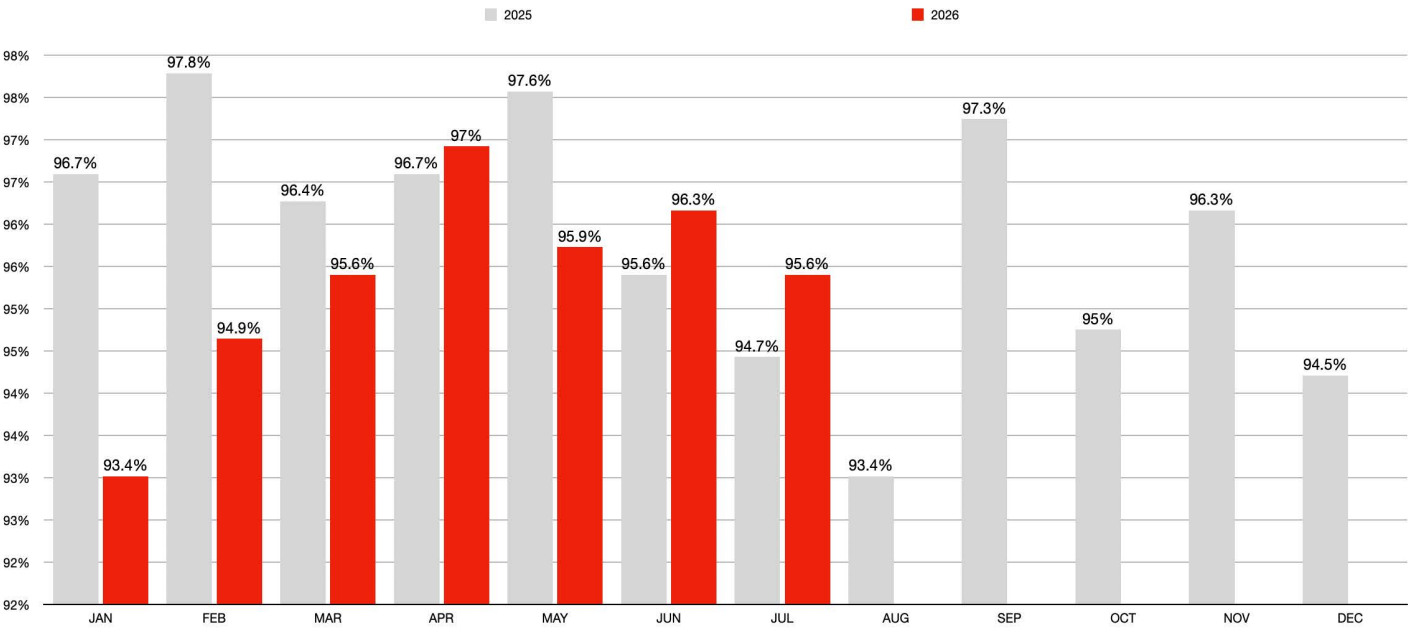
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

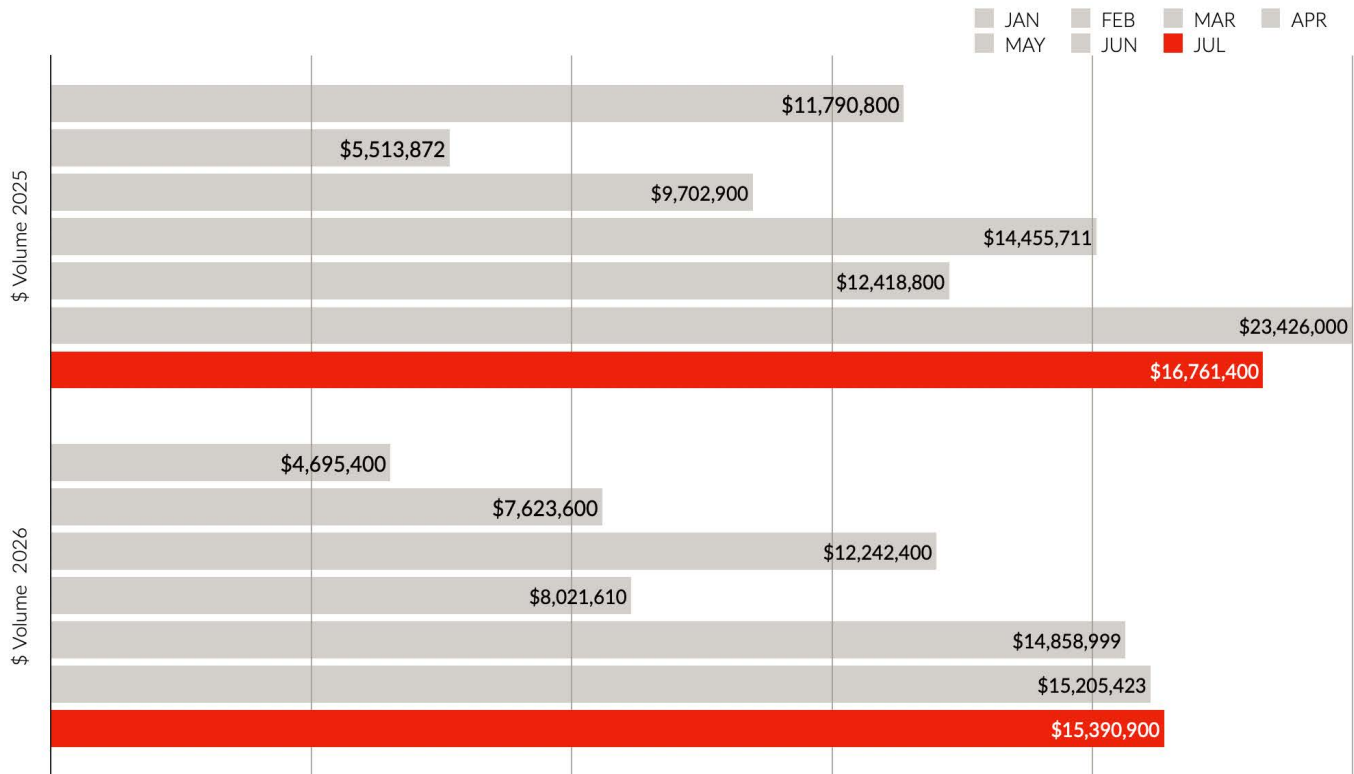


Year-Over-Year

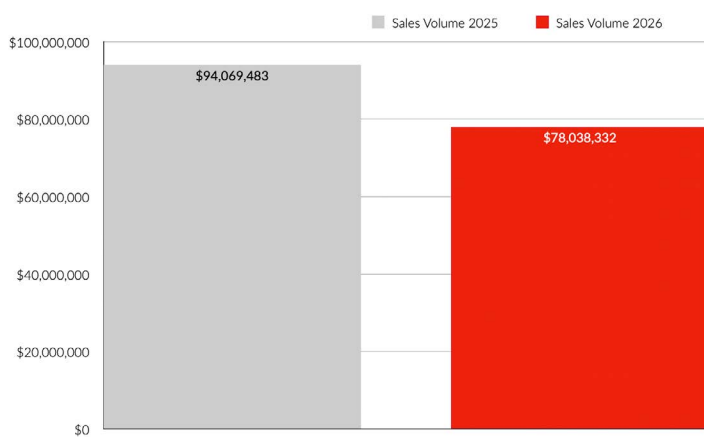


Month-Over-Month 2025 vs. 2026

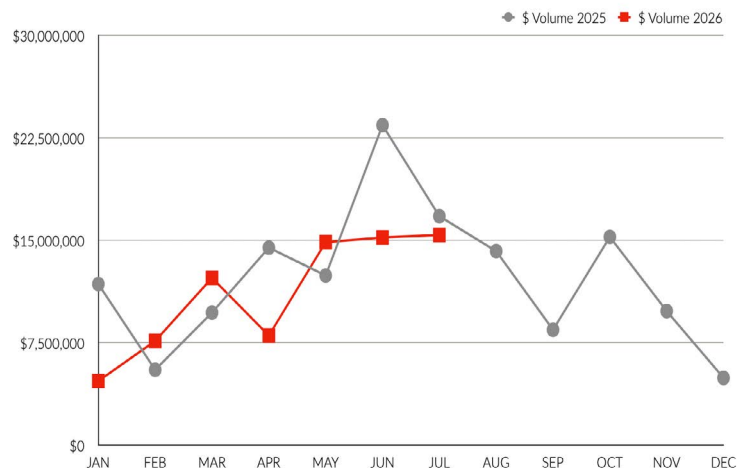
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

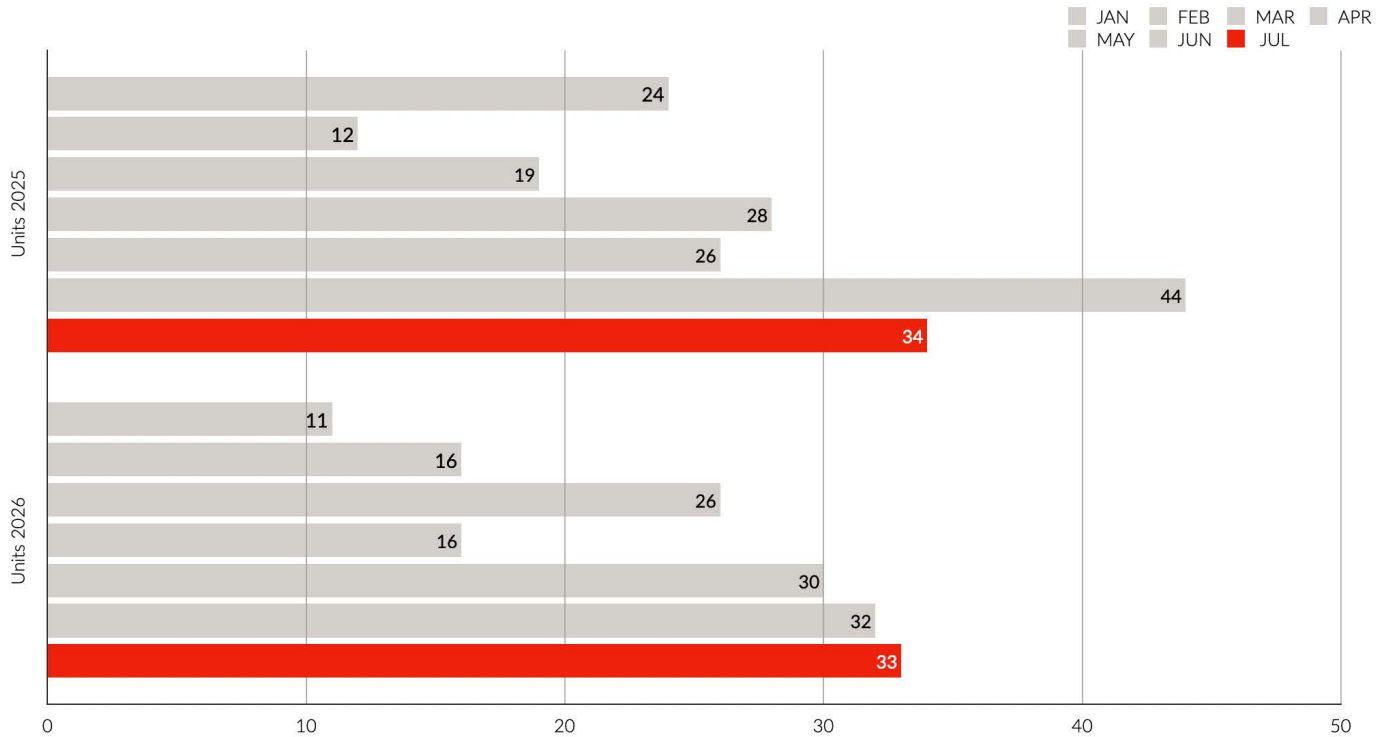


YTD Totals 2025 vs. 2026

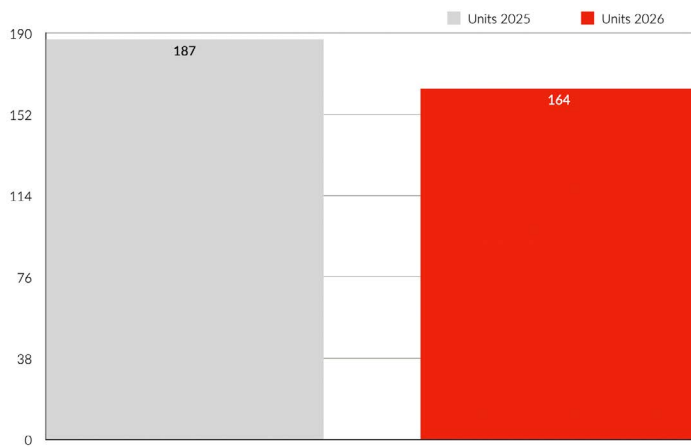


Month vs. Month 2025 vs. 2026

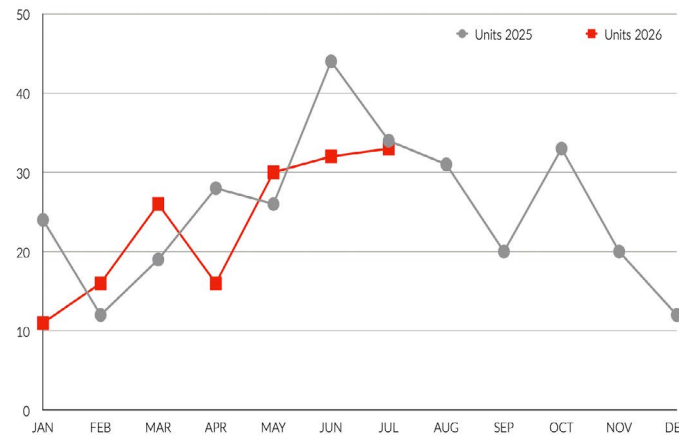
UNIT SALES



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	 \$72,011,332 -14.8%	 \$6,027,000 -36.87%	 \$0 -100%
YTD Unit Sales	 148 -9.2%	 16 -33.33%	 0 -100%
YTD Average Sale Price	 \$486,563 +3.78%	 \$376,688 -5.3%	 \$0 -100%
July Sales Volume	 \$13,620,900 -18.74%	 \$1,770,000 +100%	 \$0 No Change
July Unit Sales	 28 -17.65%	 5 +100%	 0 No Change

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

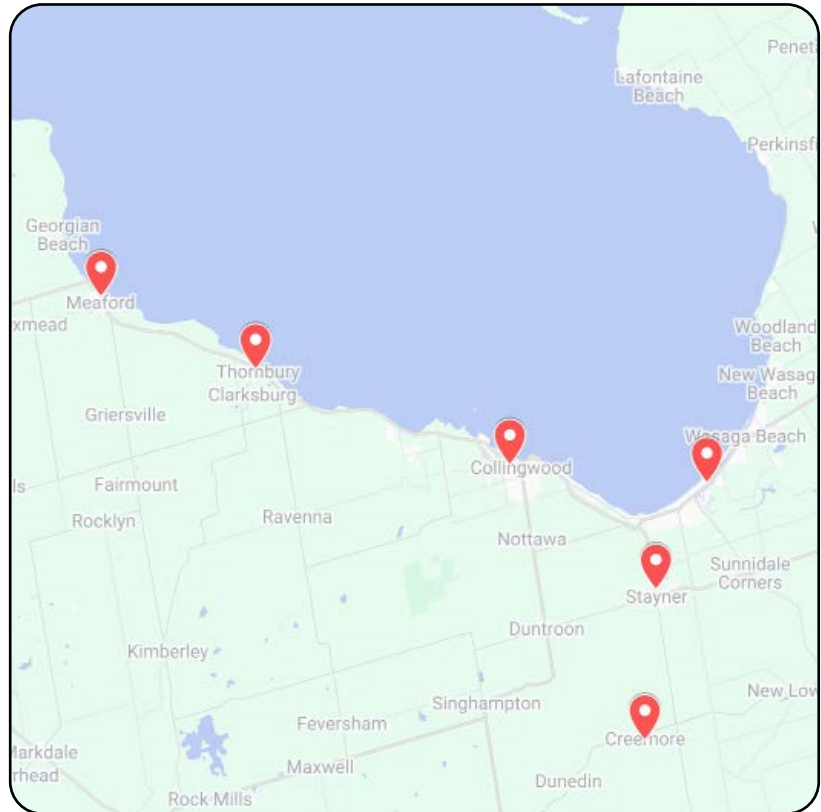
519-599-2136
27 Arthur St W, Thornbury

WASAGA BEACH

705-429-4800
1249 Mosley St, Wasaga Beach

STAYNER

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



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