



2026

JULY

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 remained in buyer's market territory this July, with sales activity and pricing declining year-over-year. The median sale price decreased 5.91% to \$621,000, while the average sale price fell 10.71% to \$598,200. Sales volume declined 36.44% to \$25,124,380, alongside a 28.81% decrease in unit sales to 42 transactions. New listings decreased 8% to 184 properties, while expired listings increased 2.22% to 46. The monthly unit sales-to-listings ratio declined to 22.83%, while the year-to-date ratio remained at 27.20%, keeping Wasaga Beach firmly in buyer's market territory.



July year-over-year sales volume of \$25,124,380

Down 36.44% from 2025's \$39,526,380, with unit sales of 42 down 28.81% from last July's 59. New listings of 184 are down 8% from 200 a year ago, while the monthly sales/listings ratio of 22.83% is down 22.62% from 29.50%.



Year-to-date sales volume of \$228,912,810

Up 7.57% from 2025's \$212,805,599, with unit sales of 343 up 9.24% from 2025's 314. New listings of 1,261 are down 1.87% from 1,285 a year ago, while the year-to-date sales/listings ratio of 27.20% is up 11.31% from 24.44%.



Year-to-date average sale price of \$667,631

Down 0.67% from \$672,142 one year ago, with the median sale price of \$635,000 down 3.79% from \$660,000. Average days on market of 55.43 is up 11.82% from 49.57 days last year, indicating homes are taking longer to sell despite stronger year-to-date sales activity.

JULY NUMBERS

Median Sale Price

\$621,000
-5.91%

Average Sale Price

\$598,200
-10.71%

Sales Volume

\$25,124,380
-36.44%

Unit Sales

42
-28.81%

New Listings

184
-8%

Expired Listings

46
+2.22%

Unit Sales/Listings Ratio

22.83%
-22.62%

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

THE MARKET IN DETAIL

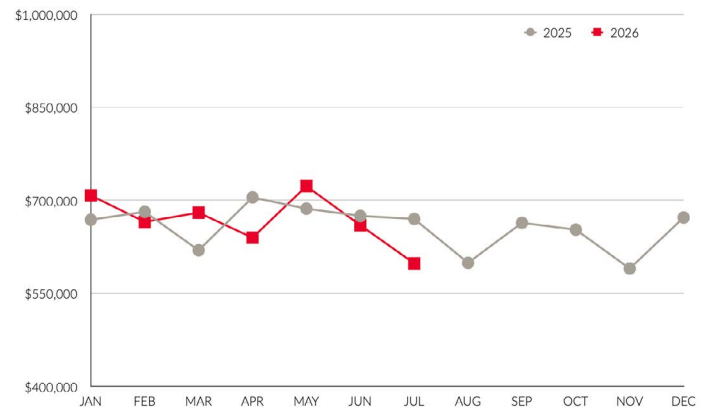
	2024	2025	2026	2025-2026
YTD Volume Sales	\$197,457,476	\$212,805,599	\$228,912,810	+7.57%
YTD Unit Sales	291	314	343	+9.24%
YTD New Listings	921	1,285	1,261	-1.87%
YTD Sales/Listings Ratio	31.60%	24.44%	27.20%	+11.31%
YTD Expired Listings	161	267	230	-13.86%
Monthly Volume Sales	\$23,819,900	\$39,526,380	\$25,124,380	-36.44%
Monthly Unit Sales	39	59	42	-28.81%
Monthly New Listings	142	200	184	-8%
Monthly Sales/Listings Ratio	27.46%	29.50%	22.83%	-22.62%
Monthly Expired Listings	25	45	46	+2.22%
Monthly Average Sale Price	\$610,767	\$669,939	\$598,200	-10.71%
YTD Sales: \$0-\$199K	6	10	17	+70%
YTD Sales: \$200k-349K	17	12	13	+8.33%
YTD Sales: \$350K-\$549K	57	69	78	+13.04%
YTD Sales: \$550K-\$749K	103	120	137	+14.17%
YTD Sales: \$750K-\$999K	71	72	70	-2.78%
YTD Sales: \$1M+	28	31	25	-19.35%
YTD Sales: \$2M+	1	0	3	+300%
YTD Average Days-On-Market	45.57	49.57	55.43	+11.82%
YTD Average Sale Price	\$672,344	\$672,142	\$667,631	-0.67%
YTD Median Sale Price	\$728,000	\$660,000	\$635,000	-3.79%

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

AVERAGE SALE PRICE

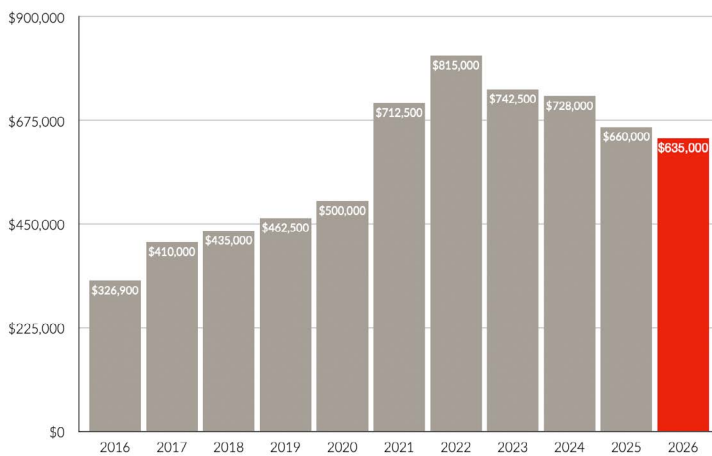


Year-Over-Year

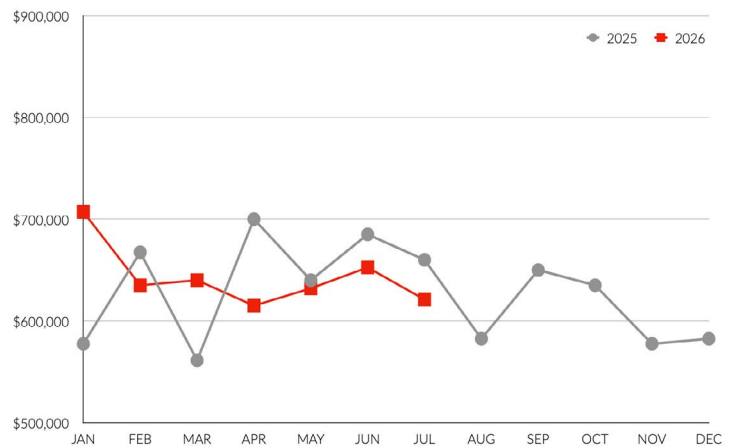


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



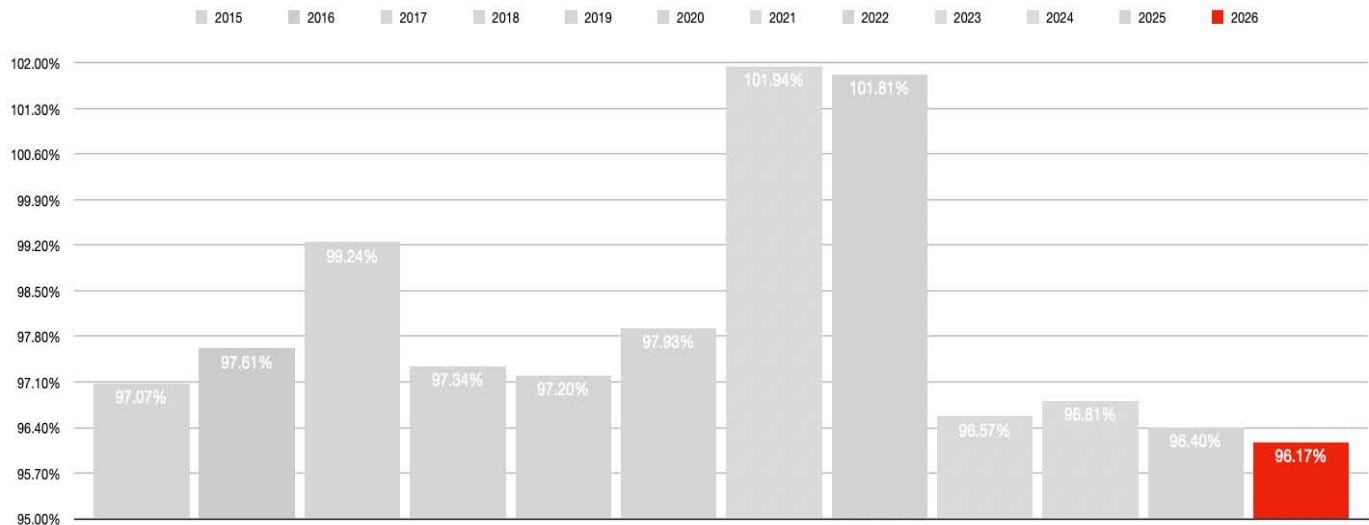
Year-Over-Year



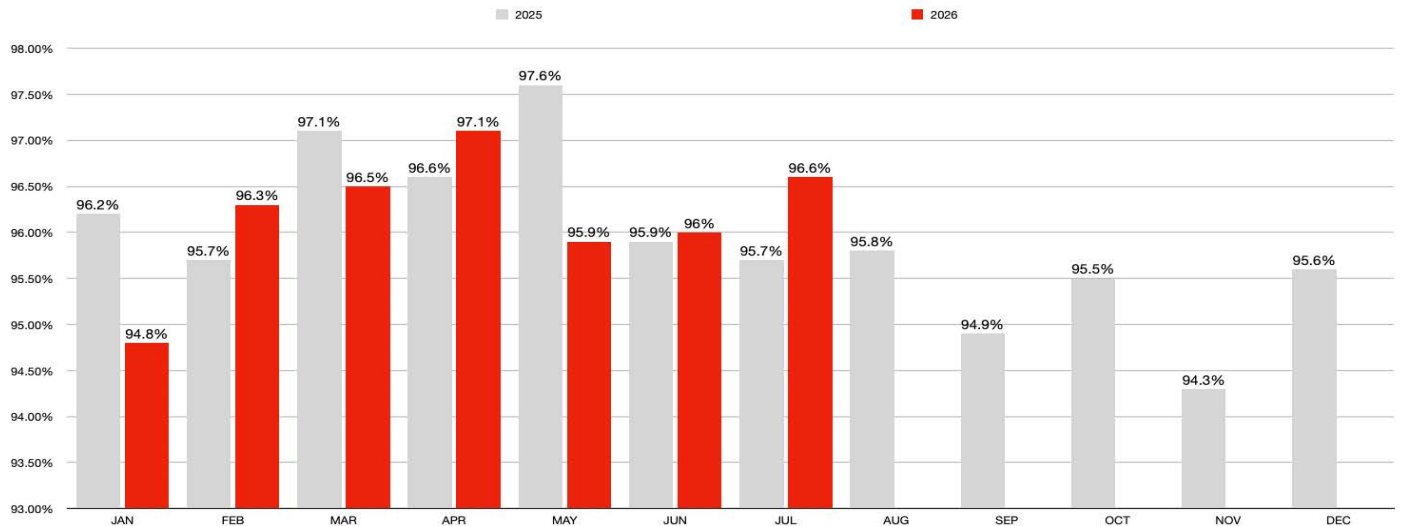
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

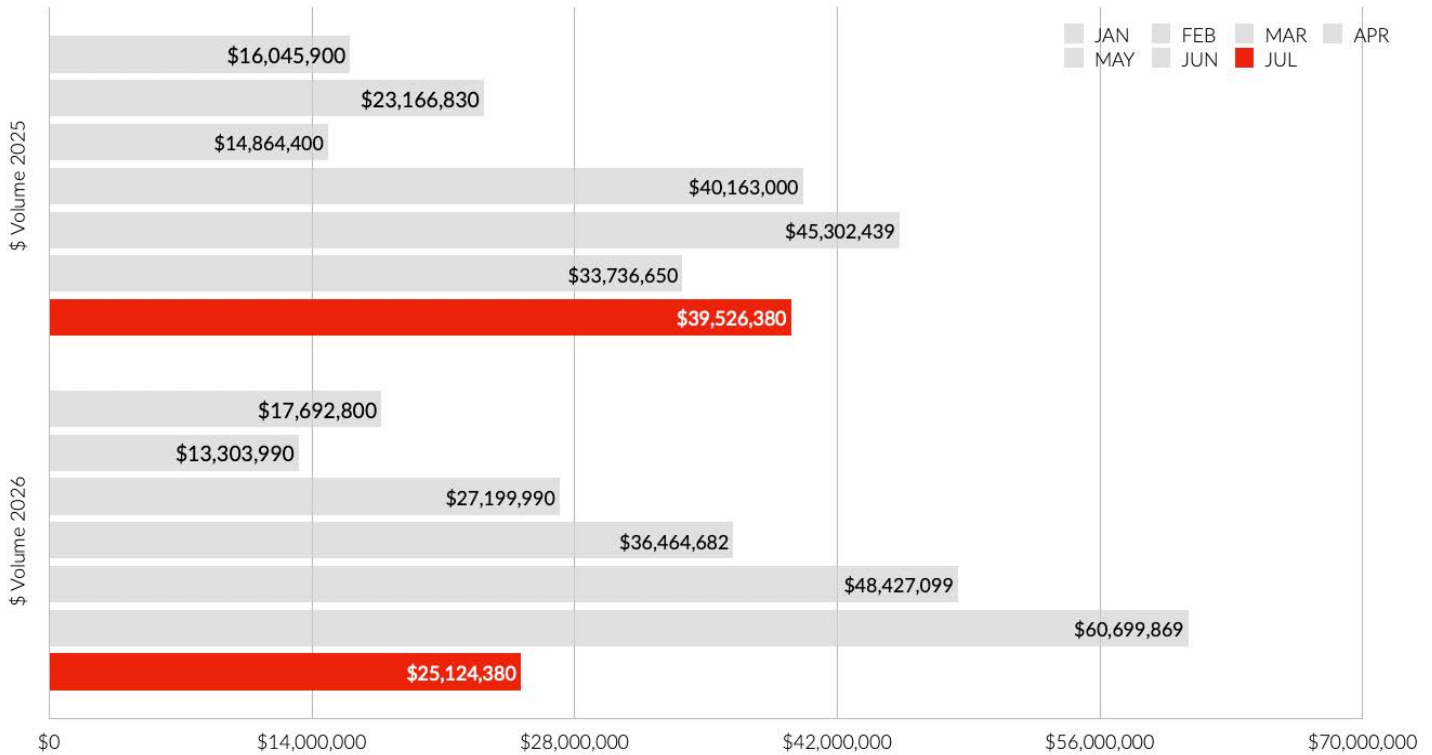


Year-Over-Year

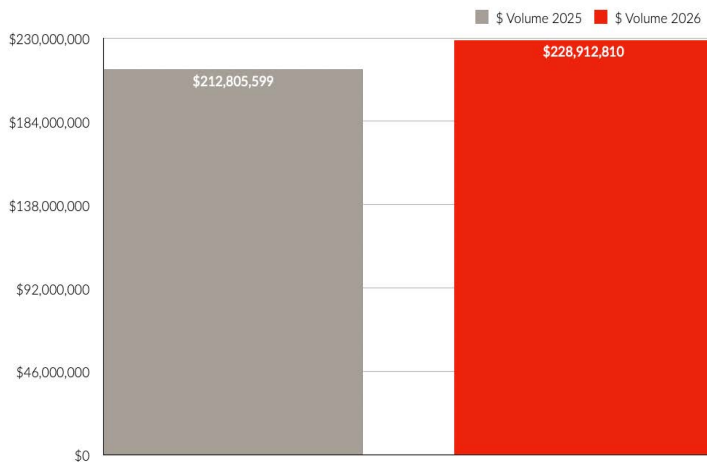


Month-Over-Month 2025 vs. 2026

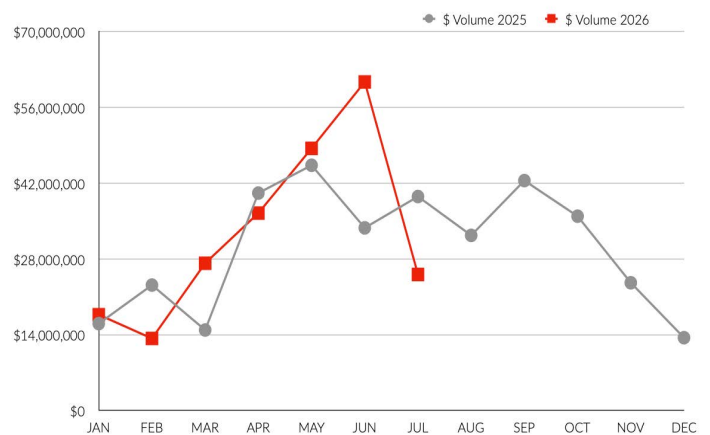
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

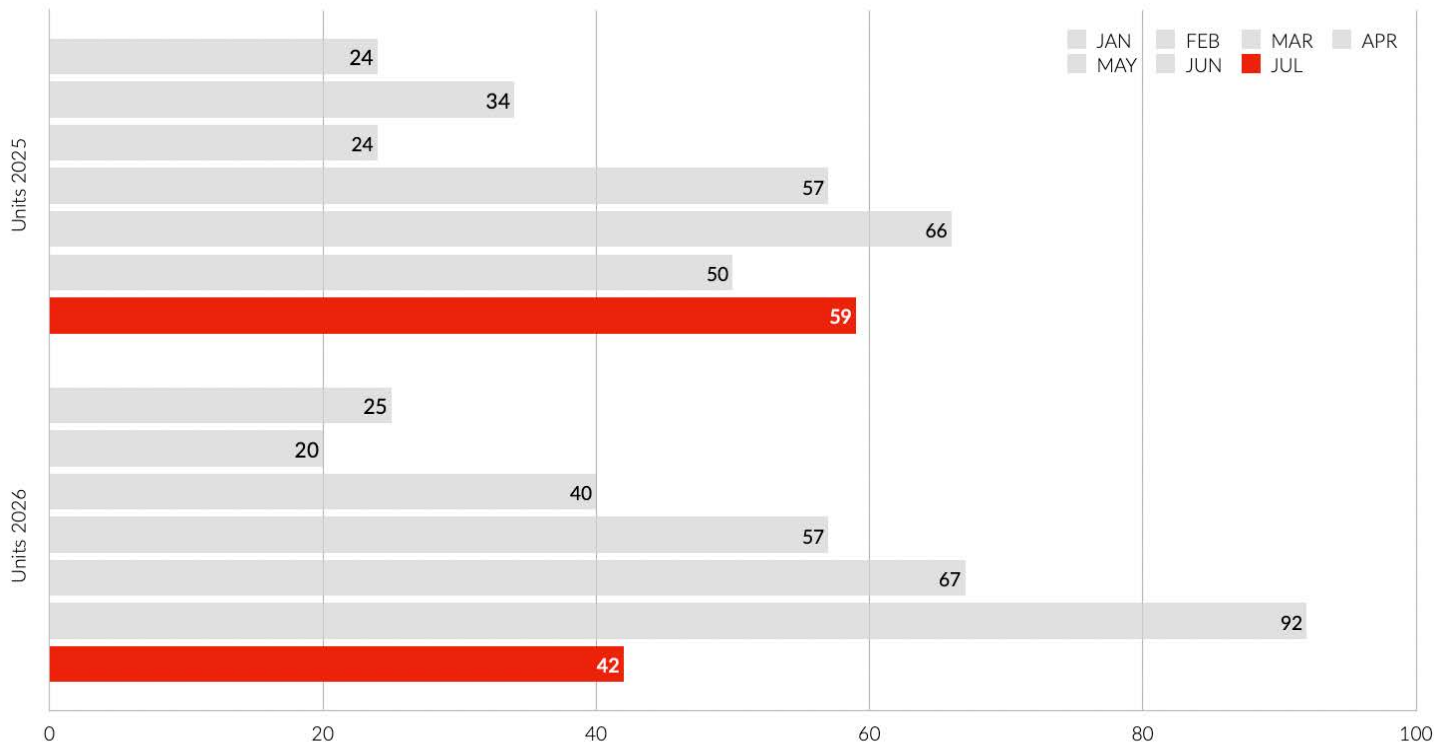


YTD Totals 2025 vs. 2026

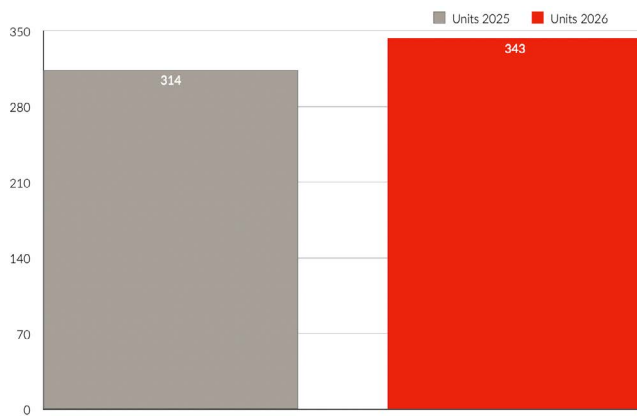


Month vs. Month 2025 vs. 2026

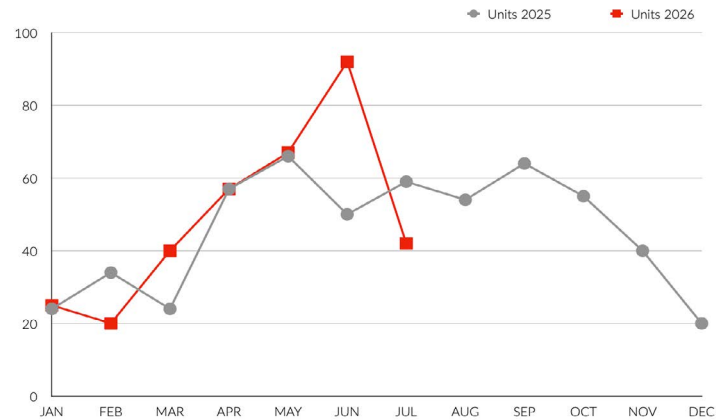
UNIT SALES



Monthly Comparison 2025 vs. 2026



YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

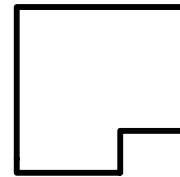
SALES BY TYPE



FREEHOLD



CONDOMINIUM



VACANT LAND

YTD Sales Volume	 \$224,577,810 +10.89%	 \$4,335,000 -57.81%	 \$874,000 -25.24%
YTD Unit Sales	 334 +13.99%	 9 -57.14%	 5 No Change
YTD Average Sale Price	 \$672,389 -2.73%	 \$481,667 -1.55%	 \$174,800 -25.24%
July Sales Volume	 \$24,544,380 -34.16%	 \$580,000 -74.19%	 \$460,000 +100%
July Unit Sales	 41 -25.45%	 1 -75%	 3 +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

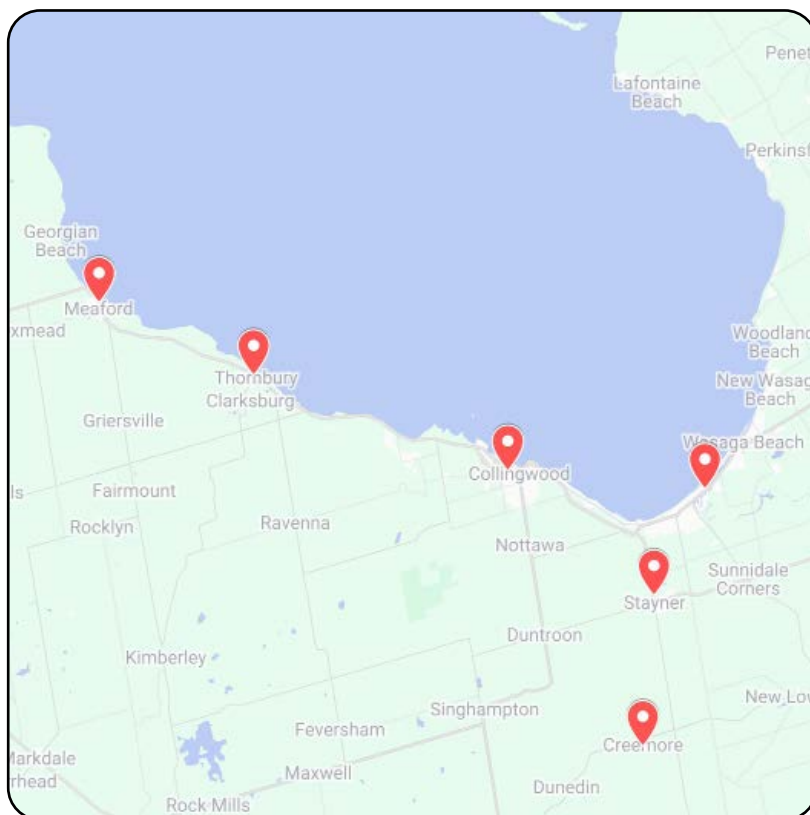
519-599-2136
27 Arthur St W, Thornbury

WASAGA BEACH

705-429-4800
1249 Mosley St, Wasaga Beach

STAYNER

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



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