

2026

JULY

SIMCOE COUNTY

Real Estate Market Report

ROYAL LEPAGE® 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

In Simcoe County, July brought stronger sales activity year-over-year, while pricing remained relatively stable and listing activity declined. The median sale price was essentially unchanged, edging down 0.01% to $669,900, while the average sale price rose 2.37% to $755,493. Sales volume increased 15.41% to $133,722,325, alongside a 12.74% increase in unit sales to 177 transactions. New listings declined 3.78% to 484 properties, while expired listings fell 5.98% to 110. The monthly unit sales-to-listings ratio increased to 36.57%; however, the year-to-date ratio remained at 27.46%, keeping Simcoe County in buyer's market territory overall.

July year-over-year sales volume of $133,722,325

Up 15.41% from 2025's $115,866,129, with unit sales of 177 up 12.74% from last July's 157. New listings of 484 are down 3.78% from 503 a year ago, while the monthly sales/listings ratio of 36.57% is up 17.16% from 31.21%.

Year-to-date sales volume of $673,396,501

Down 2.86% from 2025's $693,227,396, despite unit sales of 899 being up 2.51% from 2025's 877. New listings of 3,274 are down 4.94% from 3,444 a year ago, while the year-to-date sales/listings ratio of 27.46% is up 7.83% from 25.46%.

Year-to-date average sale price of $746,234

Down 6.89% from $801,417 one year ago, with the median sale price of $650,000 down 7.14% from $700,000. Average days on market of 54.43 is down 1.3% from 55.14 days last year, indicating homes are selling marginally faster despite softer year-to-date pricing.

JULY NUMBERS

Median Sale Price
$669,900
-0.01%

Average Sale Price
$755,493
+2.37%

Sales Volume
$133,722,325
+15.41%

Unit Sales
177
+12.74%

New Listings
484
-3.78%

Expired Listings
110
-5.98%

Unit Sales/Listings Ratio
36.57%
+17.16%

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



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THE MARKET IN **DETAIL**

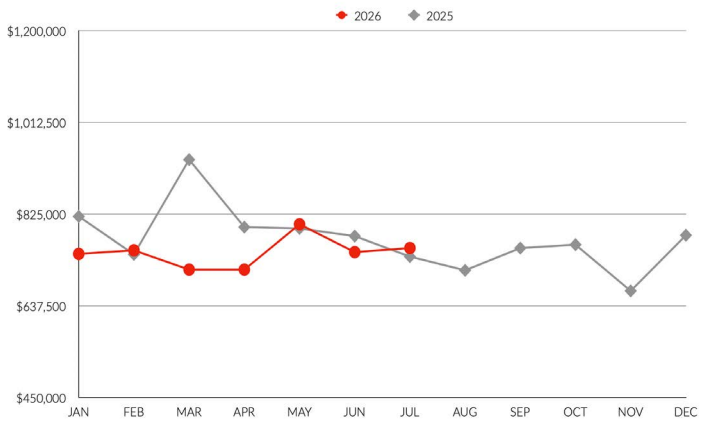
	2024	2025	2026	2025-2026
YTD Volume Sales	$956,800,242	$693,227,396	$673,396,501	-2.86%
YTD Unit Sales	1,218	877	899	+2.51%
YTD New Listings	4,195	3,444	3,274	-4.94%
YTD Sales/Listings Ratio	29.03%	25.46%	27.46%	+7.83%
YTD Expired Listings	777	628	653	+3.98%
Monthly Volume Sales	$131,521,800	$115,866,129	$133,722,325	+15.41%
Monthly Unit Sales	175	157	177	+12.74%
Monthly New Listings	634	503	484	-3.78%
Monthly Sales/Listings Ratio	27.60%	31.21%	36.57%	+17.16%
Monthly Expired Listings	134	117	110	-5.98%
Monthly Average Sale Price	$751,553	$738,001	$755,493	+2.37%
YTD Sales: $0-$199K	33	23	26	+13.04%
YTD Sales: $200k-349K	38	35	43	+22.86%
YTD Sales: $350K-$549K	238	168	195	+16.07%
YTD Sales: $550K-$749K	394	280	305	+8.93%
YTD Sales: $750K-$999K	286	220	180	-18.18%
YTD Sales: $1M+	197	133	128	-3.76%
YTD Sales: $2M+	31	21	22	+4.76%
YTD Average Days-On-Market	49.57	55.14	54.43	-1.3%
YTD Average Sale Price	$781,034	$801,417	$746,234	-6.89%
YTD Median Sale Price	$683,000	$700,000	$650,000	-7.14%

Simcoe County MLS Sales and Listing Summary
2024 vs. 2025 vs. 2026

AVERAGE SALE PRICE

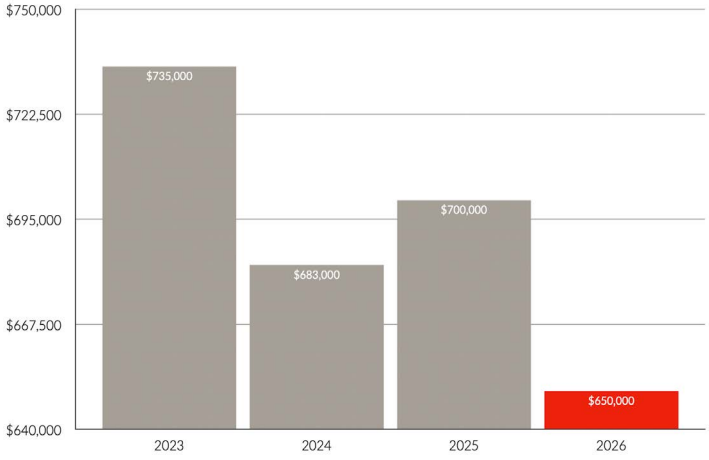


Year-Over-Year

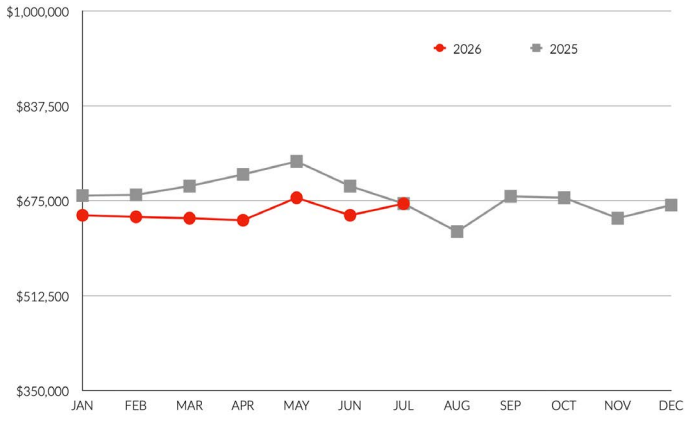


Month-Over-Month 2025 vs. 2026

MEDIAN SALE PRICE



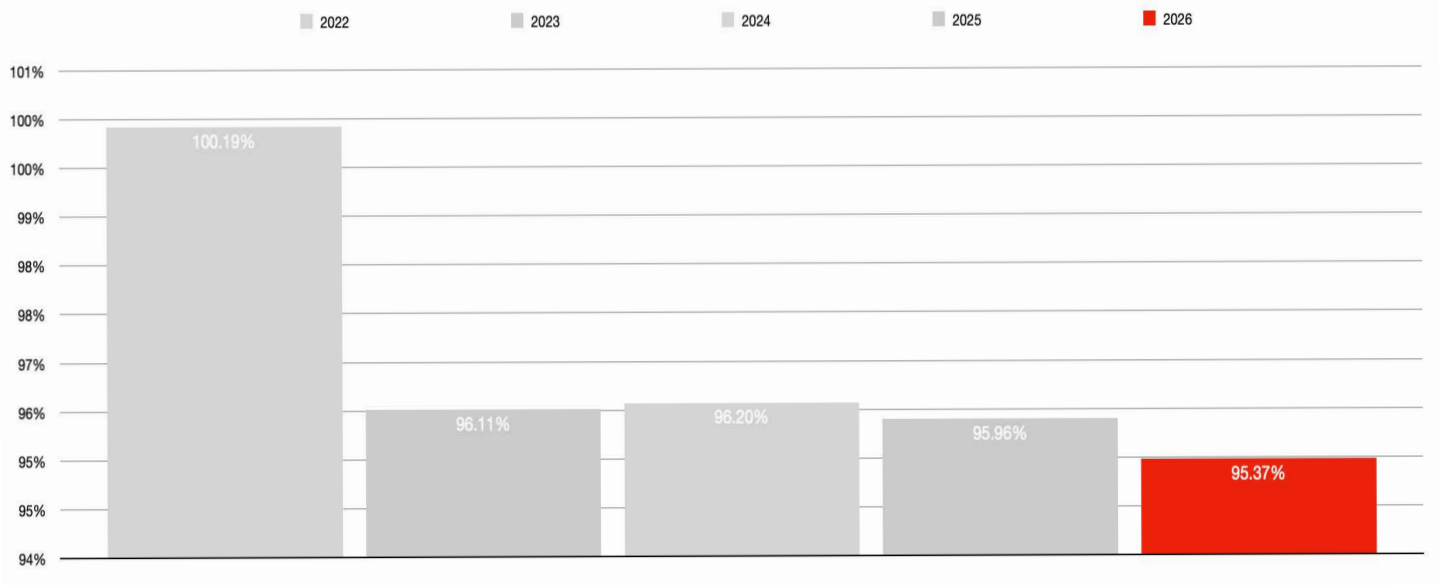
Year-Over-Year



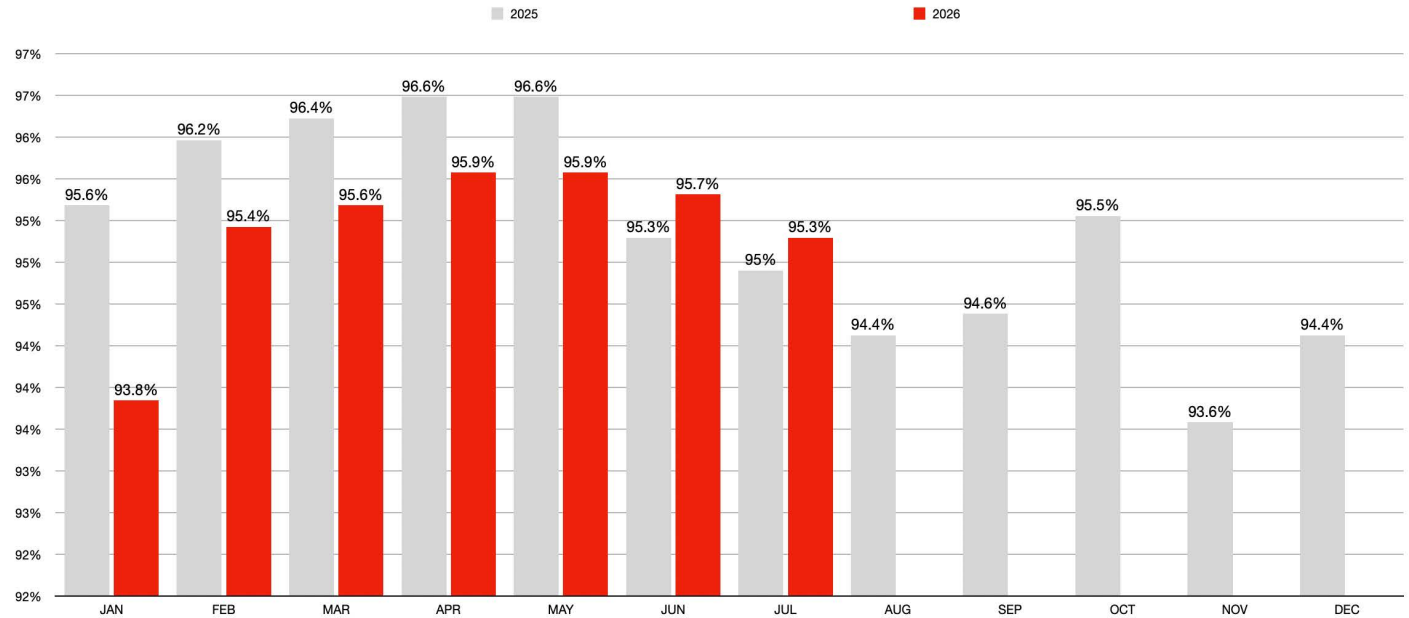
Month-Over-Month 2025 vs. 2026

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

SALE PRICE VS. LIST PRICE RATIO

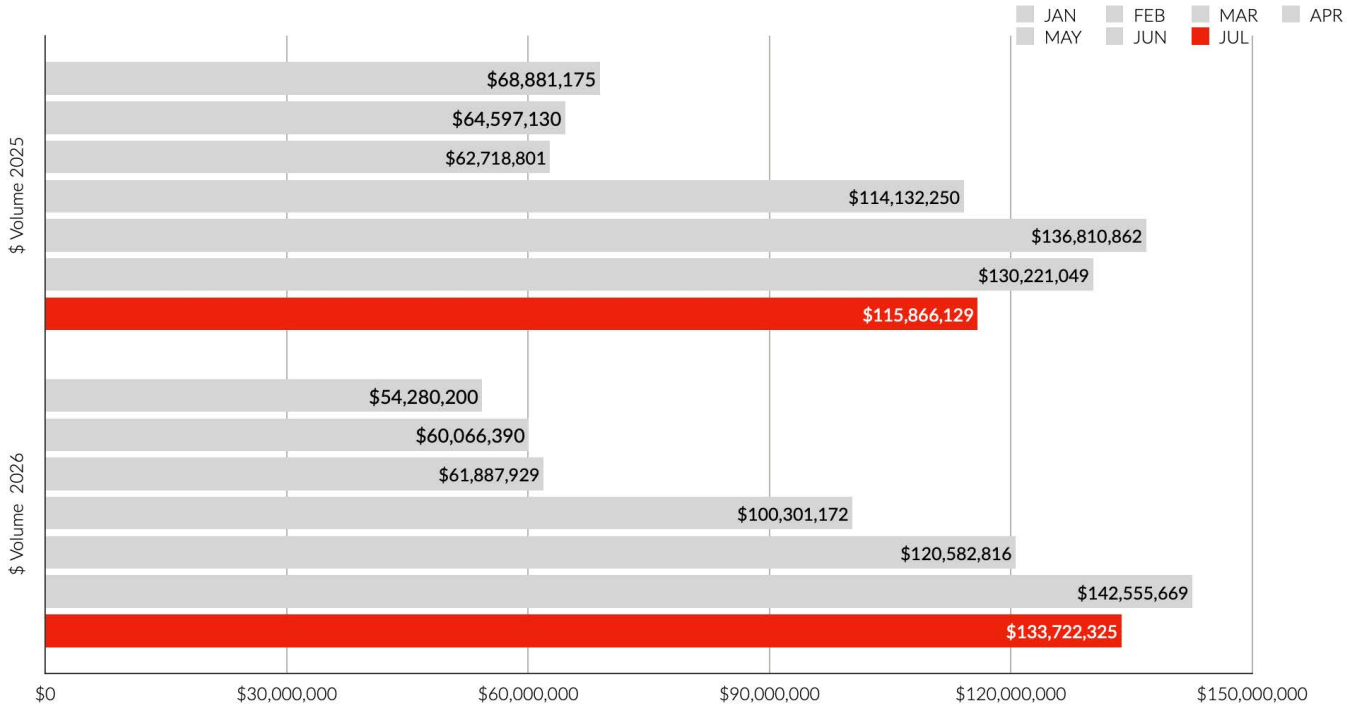


Year-Over-Year

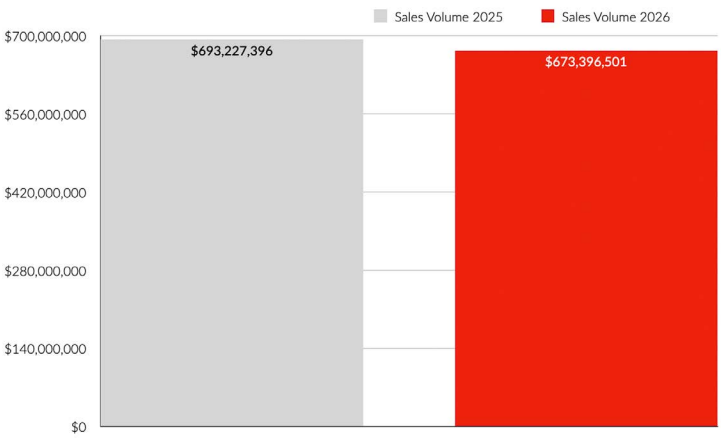


Month-Over-Month 2025 vs. 2026

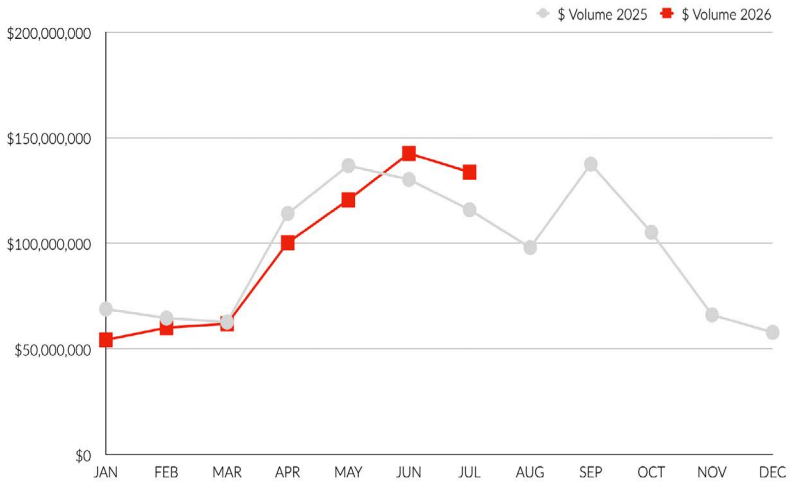
DOLLAR VOLUME SALES



Monthly Comparison 2025 vs. 2026

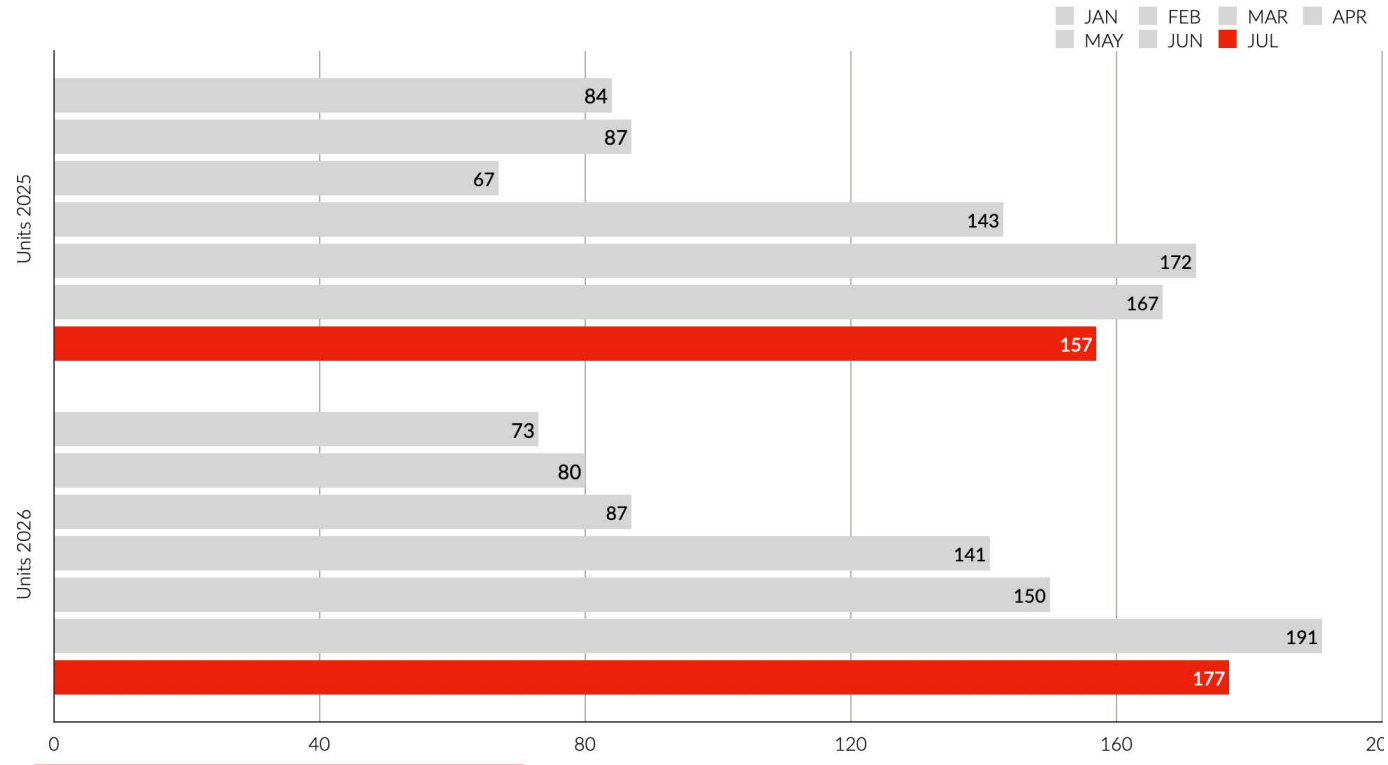


YTD Totals 2025 vs. 2026

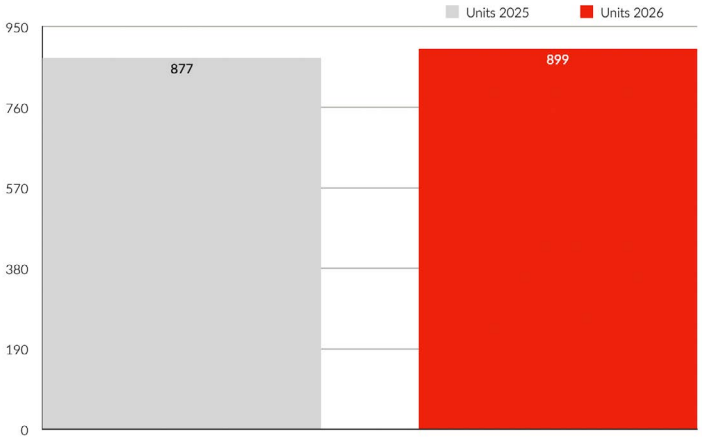


Month vs. Month 2025 vs. 2026

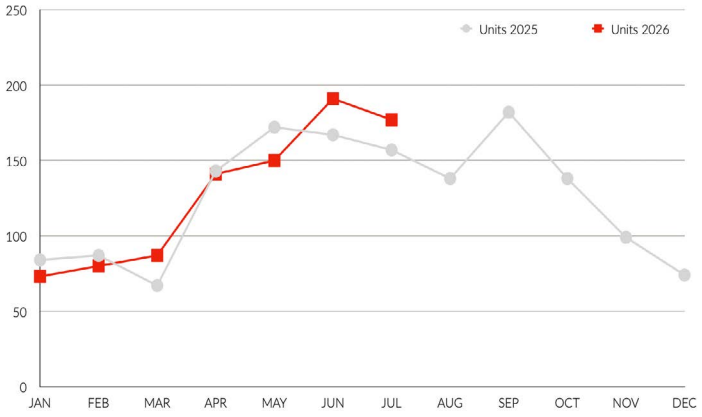
UNIT SALES



Monthly Comparison 2025 vs. 2026



YTD Totals 2025 vs. 2026



Month vs. Month 2025 vs. 2026

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SALES BY **TYPE**

	FREEHOLD	CONDOMINIUM	VACANT LAND
YTD Sales Volume	$591,361,603 -3.07%	$82,034,899 -1.34%	$5,936,500 -63.18%
YTD Unit Sales	762 +4.24%	137 -6.16%	23 -41.03%
YTD Average Sale Price	$776,065 +2.94%	$598,795 +5.14%	$258,108.70 -37.56%
July Sales Volume	$117,872,725 +15.58%	$15,849,600 +14.2%	$1,482,500 -59.81%
July Unit Sales	151 +14.39%	26 +4%	9 +28.57%

Year-Over-Year Comparison (2026 vs. 2025)



OUR LOCATIONS

COLLINGWOOD
705-445-5520
112 Hurontario St, Collingwood

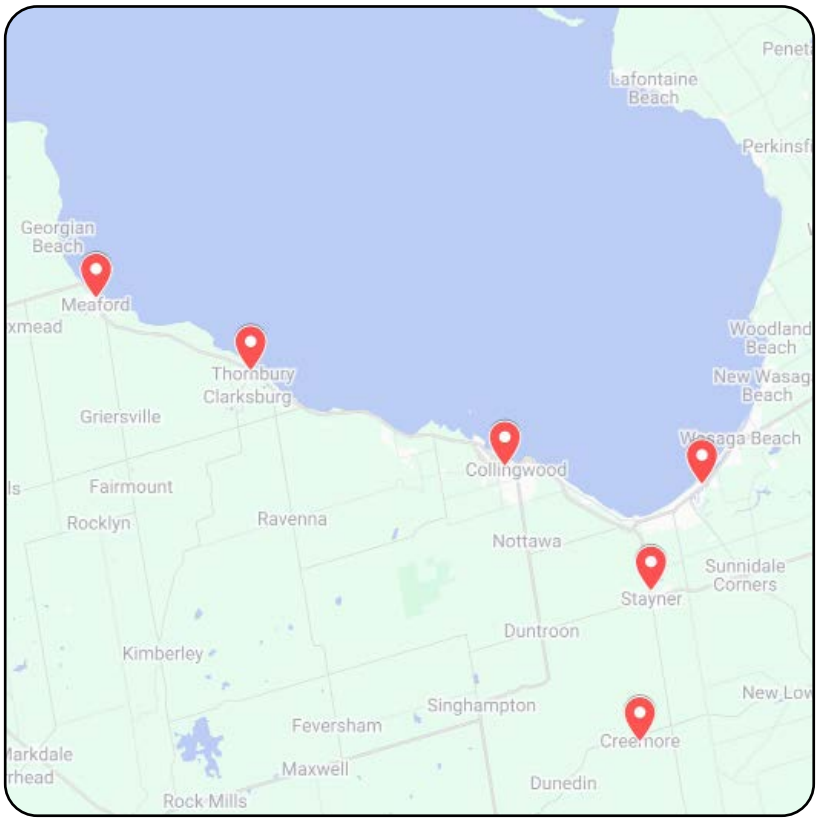
CREEMORE
705-881-9005
154 Mill St, Unit B, Creemore

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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