







# LAKE SIMCOE NEIGHBOURHOODS BY THE NUMBERS

YORK	Icon	AVG PRICE	AVG DOM	SIMCOE	Icon	AVG PRICE	AVG DOM
		\$1,472,875	28 DAYS			\$798,807	39 DAYS
		\$985,330	27 DAYS			\$613,711	35 DAYS
		\$604,220	40 DAYS			\$452,700	67 DAYS

## WHAT WE'RE SEEING RIGHT NOW.

March is showing a clear shift in how the market is moving, less through price, and more through pace. Across both York Region and Simcoe County, days on market tightened again, with York dropping to 31 days and Simcoe to 41, continuing the steady improvement we've seen since January.

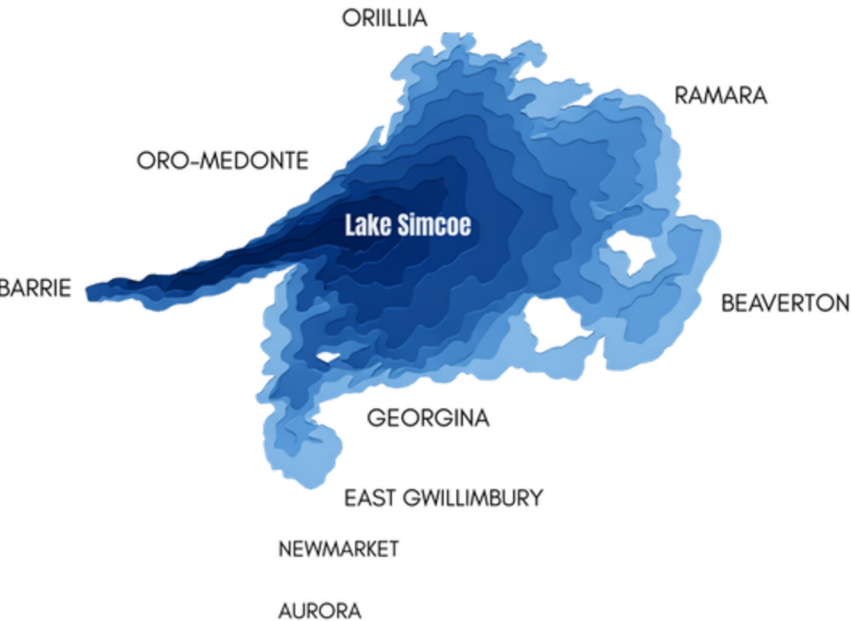
At the same time, pricing remains relatively stable overall, but with more variation by area and property type. What's becoming clearer this month is where buyers are actually stepping in entry-level detached homes and freehold townhouses are moving more efficiently, while higher-priced segments continue to take longer.

The result is a market that isn't accelerating broadly, but is becoming more active and more selective at the same time, where alignment between price, product, and expectations is driving momentum.

## QUESTIONS WORTH ASKING THIS MONTH

1. If homes are selling faster across both regions, is this the early stage of spring momentum, or simply demand returning to the most active and affordable segments of the market?
2. With price movement varying by area while timelines tighten, are we seeing stronger absorption, or just a reshuffling of what's selling?
3. As entry-level homes and freehold townhouses continue to move most efficiently, will demand begin to broaden into higher price ranges, or remain concentrated where affordability still aligns?

# WHY THIS SNAPSHOT MATTERS:



Lake Simcoe sits at the intersection of two distinct markets. York Region and Simcoe County. At the northern edge of the GTA's economic influence.

Ignoring the southern edge of the lake means missing how commuter demand, affordability pressure, and city-driven pricing ripple northward. At the same time, the lake itself acts as a powerful lifestyle anchor, drawing buyers North rather than simply exploring East and West off Hwy 401.

This combination, GTA momentum behind it and waterfront demand within it; is what makes this corridor uniquely positioned

REGION	AVG PRICE	AVG DOM
YORK	\$1,164,324	31
SIMCOE	\$733,223	41

AREA:	AVG PRICE	AVG D.O.M:
<b>SOUTH SHORE</b>		
EAST GWILLIMBURY	\$1,059,692	28
BRADFORD	\$896,638	26
<b>EAST SHORE</b>		
GEORGINA	\$859,476	28
RAMARA	\$853,393	42

AREA:	AVG PRICE:	AVG D.O.M:
<b>NORTH SHORE</b>		
ORILLIA	\$632,535	24
ORO-MEDONTE	\$1,035,438	47
<b>WEST SHORE</b>		
BARRIE	\$663,751	34
INNISFIL	\$775,001	48

South of the Lake (Northern GTA)	AVG PRICE	AVG D.O.M:
NEWMARKET	\$978,941	32
AURORA	\$1,187,555	28

# READING BETWEEN THE LINES

## Selling timelines tightened across both regions again.

March marks the third consecutive month of improving pace, with York Region averaging 31 days on market and Simcoe County 41. This steady compression from January levels confirms that buyers are re-engaging as we move into the spring market, but not across all segments equally.

## The strongest movement is happening where affordability aligns.

Entry-level detached homes and freehold townhouses continue to move most efficiently, with several areas seeing timelines drop into the mid-20s or lower. Markets like Orillia (24 days), Bradford (26 days), and Aurora and Georgina (28 days) highlight where demand is showing up most consistently.

## Price movement remains mixed; pointing to composition, not acceleration.

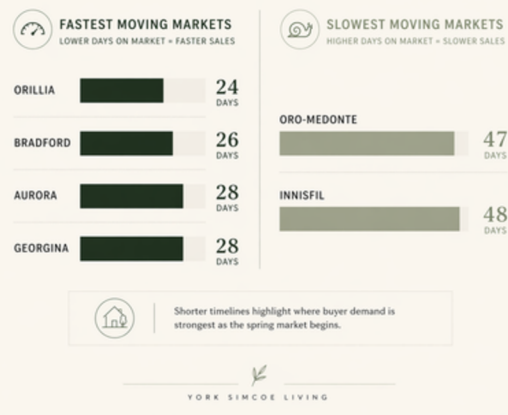
While some areas saw increases in average price, others softened, and many remained relatively stable month-over-month. This reinforces that changes in averages are still being driven by what's selling, rather than a broad upward shift in pricing.

## The market is becoming more active, but also more selective.

Faster timelines suggest improving liquidity, but activity remains concentrated in specific price bands and property types. Homes that align with buyer expectations are moving with more confidence, while others continue to take longer, reflecting a market that is tightening, but not uniformly.

## SPEED BY MARKET – MARCH 2026

Lake Simcoe Market Snapshot



## KEY AREAS OF INTEREST:

### Time, not price, doing the adjusting:

- Days on market improved again in March (York: 31, Simcoe: 41), continuing the steady tightening from January.
- In several areas, timelines dropped significantly month-over-month (e.g., Orillia 41 → 24, Bradford 39 → 26).

### Fastest-moving area:

- Orillia recorded the shortest selling timelines this month at 24 days.

### Longest average days on market:

- Oro-Medonte posted the highest average at 47 days, reflecting higher price points and lifestyle-driven inventory.

### Highest average prices:

- Aurora (\$1.18M) and York Region overall (\$1.16M) remain at the top of the price range.

### Market balance indicator:

- Sales-to-new listings ratio increased to 34% in March (from 32% in February), reinforcing the shift toward improving absorption as buyer activity begins to pick up.

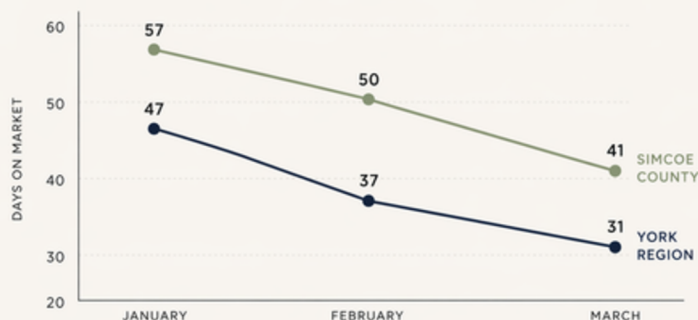
### Where activity is expanding:

- York Region is beginning to see broader activity across property types, while Simcoe County remains more concentrated within affordability-driven segments.

## WHERE THE MARKET IS MOVING FASTER

LAKE SIMCOE MARKET | Q1 2026

Selling timelines improved steadily across both regions from January through March.



**MOMENTUM IS SHOWING UP IN SPEED, NOT PRICE.**  
Both regions saw significant reductions in days on market, signaling stronger absorption as we move into the spring market.

IMPROVEMENT (JAN-MAR)

**-16**  
DAYS  
YORK REGION

**-16**  
DAYS  
SIMCOE COUNTY

YORK SIMCOE LIVING

# THE BIGGER PICTURE

Through the first quarter of 2026, the market is not showing a single, unified direction—it's showing segmentation. What's become clearer over the past three months is that activity is not returning evenly across all price points and property types, but instead concentrating where affordability, product, and expectations align most closely.

This is most evident in the contrast between regions. York Region is beginning to show signs of broader participation, with multiple property types moving more consistently. Simcoe County, while improving, remains more tightly bound to affordability-driven segments, where demand is strongest but less flexible beyond those ranges.

At the same time, price movement across the quarter remains mixed. Rather than pointing to a broad shift in value, this variation reflects how heavily market performance is still influenced by what is selling. Detached homes continue to anchor averages, while more attainable segments, particularly freehold townhouses and entry-level detached homes, are absorbing the majority of demand.

Taken together, the first quarter reinforces a market that is not moving uniformly, but instead organizing itself around clear affordability thresholds and buyer priorities. The key distinction is that momentum is showing up first in speed, not price.

## THE FORWARD LOOK WHAT WE'RE WATCHING

### Will demand continue to expand or stay concentrated?

Activity has been strongest in entry-level detached homes and freehold townhouses. If this pattern holds, it suggests demand is still being driven primarily by affordability. A meaningful shift would come from stronger participation across higher price ranges.

### Will faster timelines continue beyond entry-level segments?

Selling timelines have tightened consistently through the first quarter, but largely within the most active price bands. If shorter days on market begin to spread across a wider range of property types, it would signal broader market momentum.

### Will price begin to follow pace?

So far, momentum has shown up in speed rather than price. If continued absorption leads to more consistent price stability—or upward pressure across multiple markets—it would suggest demand is no longer just selective, but strengthening overall.

## PRICE MOVEMENT BY AREA

MONTH-OVER-MONTH | MARCH 2026

A snapshot of average price movement across select Lake Simcoe markets compared to February 2026.



### PRICES UP

Average price increased compared to February.

- ↑ BARRIE
- ↑ ORILLIA
- ↑ GEORGINA



### PRICES DOWN

Average price decreased compared to February.

- ↓ AURORA
- ↓ EAST GWILLIMBURY
- ↓ ORO-MEDONTE



### PRICES STABLE

Average price relatively unchanged compared to February.

- NEWMARKET
- SIMCOE COUNTY OVERALL



### WHAT THIS MEANS

Price movement remains mixed across the region. This reflects changes in property mix and localized demand, not a broad market shift.

YORK SIMCOE LIVING  
LOCAL INSIGHT. REAL VALUE.