

# LAKE SIMCOE NEIGHBOURHOODS BY THE NUMBERS

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AVG PRICE: \$1,401,393

AVG DOM: 47 DAYS



AVG PRICE: \$1,045,920

AVG DOM: 46 DAYS



AVG PRICE: \$561,628

AVG DOM: 52 DAYS

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AVG PRICE: \$801,060

AVG DOM: 58 DAYS



AVG PRICE: \$680,534

AVG DOM: 49 DAYS



AVG PRICE: \$553,275

AVG DOM: 58 DAYS

## WHAT WE'RE SEEING RIGHT NOW.

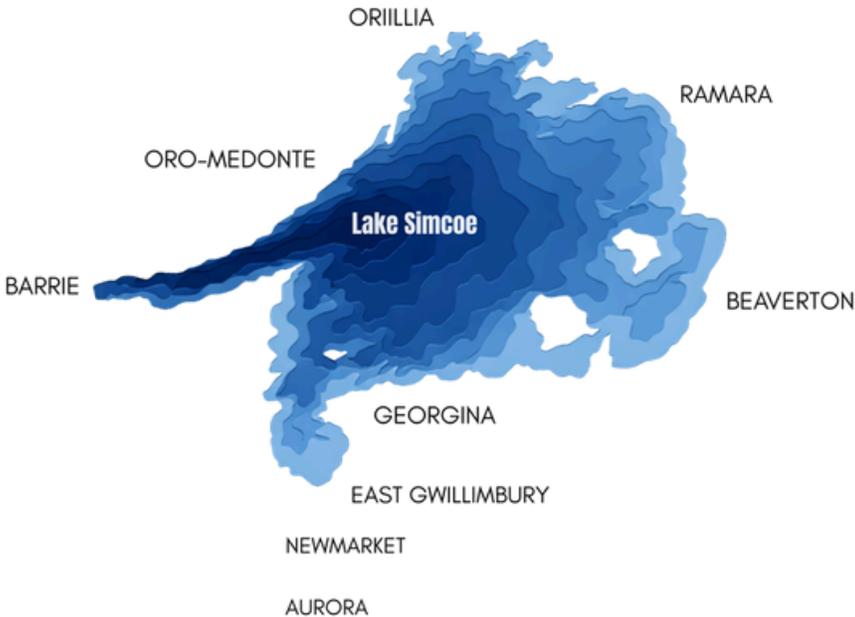
Across York Region and Simcoe County, demand remains active but highly selective, shaped more by affordability thresholds than by seasonal momentum. Buyers are not exiting the market, they are concentrating within defined price bands and property types instead. As an overall connected bubble above the gta, movement in one area continues to influence the others, reinforcing where demand holds and where resistance remains.

## QUESTIONS WORTH ASKING THIS MONTH

- 1) Is demand actually weakening, or becoming more selective by price band and property type?
- 2) Is the market adjusting through price, or through time on market?
- 3) What signals would indicate demand is beginning to broaden again?



# 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	\$1,110,582	47
SIMCOE	\$754,855	57

AREA:	AVG PRICE	AVG D.O.M:
<b>SOUTH SHORE</b>		
EAST GWILLIMBURY	\$971,726	49
<b>EAST SHORE</b>		
GEORGINA	\$843,189	42
RAMARA	\$612,438	55

AREA:	AVG PRICE:	AVG D.O.M:
<b>NORTH SHORE</b>		
ORILLIA	\$566,350	66
ORO-MEDONTE	\$937,201	58
<b>WEST SHORE</b>		
BARRIE	\$686,147	51
INNISFIL	\$860,215	52

South of the Lake (Northern GTA)	AVG PRICE	AVG D.O.M:
NEWMARKET	\$912,737	43
AURORA	\$1,238,516	53

# READING BETWEEN THE LINES



## **The market is adjusting through composition, not collapse**

January's pricing movement is being driven by what is selling rather than broad-based price erosion. Average prices are softening faster than medians, indicating activity is concentrating in lower and mid-range segments while higher-priced inventory takes longer to clear.

## **Time on market is carrying the weight of the adjustment**

Rather than sharp price resets, January shows buyers taking longer to commit. Differences between areas are showing up more clearly in days on market than in pricing, confirming that selectivity, not urgency; is shaping outcomes.

## **The market is sorting inventory more aggressively**

January's data shows increasing separation between homes that transact and those that linger. Rather than moving in unison, the market is differentiating more clearly based on price alignment, condition, and usability, extending the selective behaviour that emerged in late 2025.

## **January builds on late-2025 conditions**

The patterns showing up in January are consistent with what we saw at the end of last year. Early 2026 data suggests continuity rather than change, with affordability and absorption still shaping outcomes.



## KEY AREAS OF INTEREST:

### **Time vs price contrast:**

- Some lower-priced areas are seeing longer days on market than higher-priced southern communities.

### **Time, not price, doing more of the adjusting:**

- Average days on market vary more widely between areas than average prices.

### **Entry-level and attached housing presence:**

- Where attached or lower-priced housing is available, days on market tend to be shorter than the regional average.

### **Fastest-moving area:**

- Georgina recorded the lowest average days on market

### **Longest average days on market:**

- Orillia showed the highest average days on market

### **Highest average prices:**

- Oro-Medonte and Aurora sit at the top of the price range

## **Key Median Signal (Why It Matters)**

- Median prices continue to provide a clearer read than averages across both York Region and Simcoe County.
- While average prices are more easily influenced by the mix of homes selling, particularly in detached-led markets, median prices better reflect where the core of buyer activity is holding.
- In regions where detached homes dominate and higher-density housing is still emerging, medians help distinguish between market composition shifts and true changes in underlying demand.

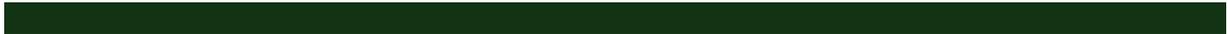
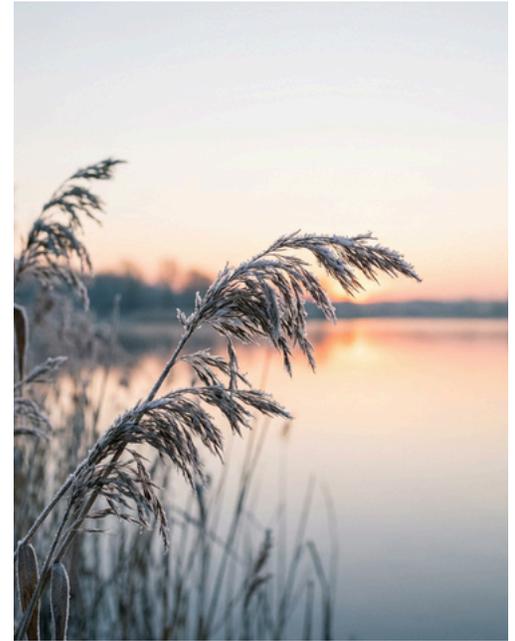
# THE BIGGER PICTURE

Across York Region and Simcoe County, the market is responding to the same pressures in different ways. York continues to absorb activity across a wider range of price points, while Simcoe remains more selective, not because of confidence, but because of affordability boundaries that shape participation.

Within that framework, waterfront and residential markets are behaving on separate tracks. Lifestyle-driven properties are being evaluated less against regional averages and more on usability, frontage, and fit, allowing certain waterfront segments to remain resilient even as broader markets recalibrate.

What connects both regions is how the adjustment is happening.

Rather than abrupt price shifts, the market is using time as its primary pressure valve, extending decision cycles and sorting inventory without triggering widespread disruption.



## THE FORWARD LOOK WHAT WERE WATCHING

### **Where buyer demand is holding**

Activity continues to concentrate in segments where pricing, condition, and usability align with today's affordability expectations. These pockets of liquidity are where transactions remain most consistent and where shifts tend to appear first.

### **Where resistance remains**

Resistance continues to show up outside established demand bands, particularly where pricing stretches beyond what buyers are prepared to absorb. In these areas, time on market remains the primary adjustment mechanism.

### **What would signal a meaningful shift**

A broader change would be reflected through improving liquidity rather than abrupt price movement, shorter selling timelines, more consistent absorption across segments, and median pricing stabilizing ahead of averages.