


Parry Sound Real Estate Market Update – July 2025

By Shirlene Johnston, Your Parry Sound Waterfront & Residential Expert



 Be where you want to be!


What's New in the Market?

The Parry Sound market is showing a tale of two markets: **waterfront** vs. **non-waterfront**. Buyers are still seeking lifestyle-rich properties, and sellers are starting to get more realistic on pricing — setting the stage for opportunities across the board.

Let's break it down...

Market Overview – July 2025

Type	 Waterfront	 Non-Waterfront
Median Sale Price	\$690,466 ↓	\$525,000 ↑
Average Sale Price	\$1,100,777 ↓	\$554,513 ↑
# of Sales	34 ↓	45 ➡
Active Listings	333 ↑	184 ➡
Median Days on Market	35 ↑	31 ↓
Sale-to-List Price Ratio	94% ➡	98% ↑

 Compared to June, waterfront sales volume dropped slightly, while non-waterfront homes are holding steady. Prices remain competitive as supply climbs.

👁️ What It Means for YOU

🔑 Buyers

- **Waterfront buyers** now have *more inventory* and *longer days on market*, giving you leverage to negotiate.
- **Non-waterfront homes** are still moving steadily — act fast if you see something you love.
- **Prices are stabilizing**, and that's good news for those who've been waiting.

💡 *Tip:* Lock in your financing and move quickly if you're eyeing a turnkey property — the gems don't last!

🔑 Sellers

- **Waterfront sellers:** While competition is rising, serious buyers are still showing up — especially for *well-maintained, updated cottages*.
- **Non-waterfront sellers:** With a strong 98% sale-to-list ratio, pricing your home right means a faster sale.

📸 *Professional marketing and pricing strategies are more important than ever. That's where I come in.*

🔑 Investors

- **Cash flow potential** is still strong in Parry Sound, especially if you're open to *longer hold periods* or *mid-term rentals*.
- **Look for deals** in the \$ 500,000–\$ 700,000 range, where median pricing is stable and properties are often well-located.

📌 Top picks include:

- **McKellar:** High-value properties selling at \$725,000
 - **Seguin:** Luxury standout at \$2.55M median
 - **Sundridge & South River:** Affordable entry points from \$339K to \$445K
-

🌲 Why Parry Sound? Why Now?

Escape the GTA grind for a **slower, nature-rich lifestyle** without sacrificing value or long-term potential. Whether you're looking for a summer cottage, full-time home, or investment, Parry Sound is where you'll find breathing room, trails, beaches, and community.

☀️ *Waterfront homes are in seasonal demand. Get ahead of the fall push before the snow flies!*

📞 Ready to make your move?

Let's talk strategy — whether you're buying, selling, or investing, I'll guide you every step of the way.

👤 Shirlene Johnston | Parry Sound Realtor® | Waterfront Specialist

- 🌐 www.allpointsnorth.ca
- ✉️ info@allpointsnorth.ca
- 📞 705-774-1144

✨ *Be where you want to be.*