



Muskoka Real Estate Market Update

Waterfront vs. Non-Waterfront (August)

By Lisa Selvage • Muskoka Waterfront & Residential Realtor® • “Be where you want to be.”



A Quick Story to Set the Scene

Last weekend, a Toronto couple toured the lakes with me. They loved the space, the trees, the quiet. What surprised them most? **More choice** than last year—and **prices moving in smart ways**. That’s the Muskoka story this month: **opportunity** for buyers, **strategy** for sellers, and **solid returns** for investors.



Market Overview (August 2025)

Detached – Waterfront vs. Non-Waterfront (selected highlights):

- **Median Sale Price**
 - **Waterfront: \$1,132,500** (↑ 9.7% vs. July; ↑ 37.3% vs. Aug 2024)
 - **Non-Waterfront: \$675,000** (↑ 2.9% MoM; ↑ 7.1% YoY)
- **Active Listings (Choice/Inventory)**
 - **Waterfront: 461** (↓ 1.3% MoM; ↑ 16.1% YoY)
 - **Non-Waterfront: 406** (↓ 1.9% MoM; ↑ 28.5% YoY)
- **New Listings (Fresh Supply)**
 - **Waterfront: 139** (↓ 10.9% MoM; flat YoY)
 - **Non-Waterfront: 170** (↓ 9.1% MoM; ↑ 3.7% YoY)
- **Median Days on Market (Speed)**
 - **Waterfront: 44 days** (↑ 35.9% MoM; ↓ 17.9% YoY from 53)
 - **Non-Waterfront: 36 days** (↑ 29.1% MoM; ↑ 26.8% YoY)
- **Sale-to-List Price (Negotiating Room)**
 - **Waterfront: 94.9%** (slightly higher than last year’s 93.3%)
 - **Non-Waterfront: 96.2%** (down slightly from 97.1%)

Reader's Digest Version:

- **Prices are up**, especially on **waterfront**.
- **Inventory is higher** than last year, giving buyers **more choice**.
- **Homes take a bit longer** to sell than last month—**time to think**, not to stall.
- **Negotiation is back**, but great listings still move.

✓ Key Takeaways (at a glance)

- **Waterfront strength:** Big YoY price gains show **enduring demand** for lakeside living.
- **More inventory = more options:** Especially non-waterfront, which helps **move-up buyers** and **first-timers**.
- **Timing matters:** Days on market are up month-to-month—**smart pricing and presentation win**.
- **Lifestyle sells:** Toronto and international buyers still want **space, nature, and a plan to use the cottage** for family, rental, or both.

🕒 What This Means for You

For Buyers 🛒

- **Good time to shop:** **More listings** than last year, especially non-waterfront.
- **Waterfront tip:** Prices moved up—but **choice is strong** and **DOM is higher**, so **negotiation is possible** on dated listings.
- **Financing edge:** Get pre-approved and **move fast** when “the one” appears.
Bold takeaway: **Yes, it's a good time to buy**—especially if you're flexible on lake, cottage style, or cosmetic updates.

For Sellers 🏠

- **List now, price smart:** Buyers are active. **Sharp pricing + great staging + pro media** = more showings and stronger offers.
- **Waterfront sellers:** The YoY price lift is your friend—**lean into turnkey presentation** to capture premium.
- **Non-waterfront sellers:** More competition—**be the best value** in your micro-market.
Bold takeaway: **You can win today**—but **strategy beats wishful pricing**.

For Investors

- **Waterfront rental pull:** Spring/summer demand stays strong—**shoulder-season upgrades** (sauna, hot tub, EV charger) add ADR.
 - **Non-waterfront cashflow:** More inventory means **better buy-box matches** near towns (Huntsville/Bracebridge) for **mid-term/seasonal workers**.
 - **Value-add plays:** Older cottages with **simple renos** (kitchens, baths, docks) = **equity lift + revenue**.
- Bold takeaway:** Target **livable-but-dated assets** in high-amenity zones.

Regional Insights & Hotspots (Median Price – Detached)

- **Muskoka Lakes: \$659,000** (Waterfront: **\$1,987,500**)
- **Lake of Bays: \$865,000** (Waterfront: **\$919,450**)
- **Bracebridge: \$710,000** (Waterfront: **\$591,000**)
- **Huntsville: \$670,000** (Waterfront: **\$1,500,000**)
- **Gravenhurst: \$547,500** (Waterfront: **\$762,000**)
- **Georgian Bay (Muskoka): \$657,500** (Waterfront: **\$775,000**)

Most active price ranges right now:




- **Non-Waterfront: \$600k–\$800k** near town centers (schools, hospitals, shops).
- **Waterfront: \$900k–\$1.5M** for classic 3-bed cottages; **\$2M+ luxury** moving when turnkey.

Why Now? The Muskoka Advantage

- **Escape the city, keep the lifestyle.** More space, fresh air, big skies, starry nights.
- **Waterfront is a forever asset.** Families and travelers plan around the lake.
- **Lifestyle + investment.** Use it, rent it, or both—**Muskoka returns time and memories.**

Thinking about **buying a cottage**, **selling your Muskoka home**, or **running the numbers on an investment**? Let's make a plan that fits you.

 **Lisa Selvage | Muskoka Realtor® | Lifestyle Property Expert | Let's connect!**

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