

Parry Sound Real Estate Market Update

Waterfront vs. Non-Waterfront (August)

By Shirlene Johnston • Parry Sound Waterfront & Residential Realtor® • “Be where you want to be.”

A Tale of Two Markets

This month, Parry Sound's real estate market is showing **two very different stories**:

- **Waterfront homes** are seeing more listings hit the market, giving buyers greater choice and keeping prices stable.
- **Non-waterfront homes** are selling **faster than before**, with days-on-market dropping sharply, but prices have softened slightly—creating a window of opportunity for buyers.

What Changed This Month?

- **More waterfront options:** A surge of new listings is opening up the lakefront market. Buyers now have more choices across different price points.
- **Non-waterfront homes are moving quicker:** Properties off the water are selling faster, with homes being snapped up in weeks rather than months.
- **Balanced pricing:** Waterfront values are holding steady, while non-waterfront homes saw a slight dip—good news for first-time buyers and investors looking for value.

What This Means for You

For Buyers:

- If you've been waiting for more lakefront options, now is the time—inventory is stronger heading into next season.
- Off-water homes are selling quickly, so being pre-approved and ready to act will give you an edge.

For Sellers:

- Non-waterfront sellers benefit from faster sales—**well-priced homes are getting attention quickly**.

- Waterfront sellers should focus on **presentation and lifestyle marketing** to stand out in a growing pool of listings.

For Investors:

- Non-waterfront properties are becoming attractive entry points with lower pricing and quick turnover potential.
- Waterfront continues to be a solid **long-term equity play**, with demand driven by lifestyle buyers from Toronto and beyond.

Why Parry Sound?

Parry Sound remains a top choice for those looking to **escape the city rush** and enjoy a **slower, nature-filled lifestyle**. With strong buyer interest from the GTA and international markets, the region is positioned as both a lifestyle upgrade and a smart investment.

Key Takeaways

- **Waterfront = more choice** → stable pricing and lifestyle demand.
- **Non-Waterfront = faster sales** → great opportunities for buyers and investors.
- **Smart sellers win** → pricing and presentation matter more than ever.

Ready to Make a Move?

Whether you're buying, selling, or investing, I'll help you navigate this unique market with confidence.

 **Shirlene Johnston | Parry Sound Realtor® | Serving Parry Sound & Beyond**

-  www.allpointsnorth.ca
-  info@allpointsnorth.ca
-  **705-774-1144**