

APPOINTMENT CENTRE

JULY 18-24, 2021



RE/MAX
NIAGARA &
ESCARPMENT
 Realty Ltd., Brokerage
 Realty Inc., Brokerage
Independently Owned & Operated

WEEKLY APPOINTMENT BREAKDOWN

3963
 appointments booked

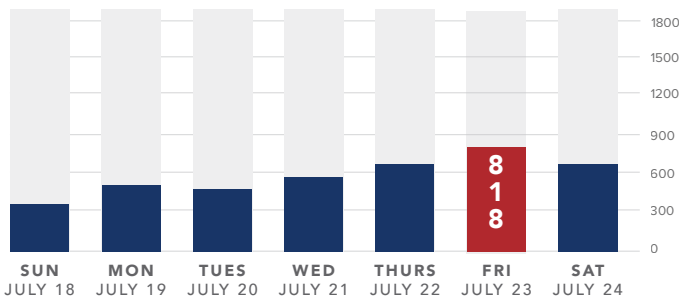
-10.2%
 % change over previous week

207
 new listings this week

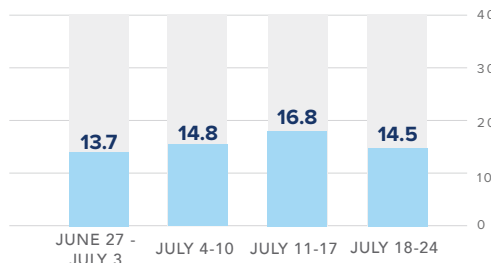
274
 total properties SOLD this week

14.5
 *Sold/Appointment Index

APPOINTMENTS - A WEEK AT A GLANCE



SOLD/APPOINTMENT INDEX PAST 4 WEEKS



*This number assesses the relationship between properties that sold this week and the number of appointments made during the same week, thereby measuring Buyer motivation.

MONTHLY COMPARISON 2020 vs 2021

17,316
 total appointments: July 2020

13,710
 total appointments: July 1-24 2020

14,022
 total appointments: June 1-24 2021

+2.3%
 % change 2020 vs. 2021

As the slower summer market sets in, appointments are down -10.2% compared to the previous week. However, appointments are up +2.3% compared to the same time in 2020 and up +38% compared to 2019. Even with the summer slow down, the past week still outperformed previous years!

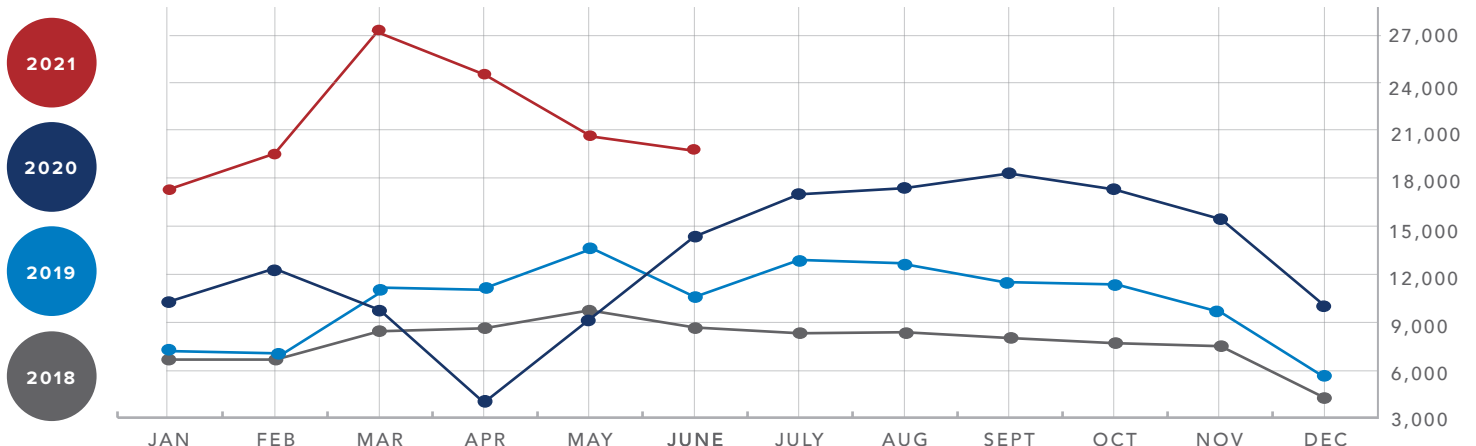
TOP 5 PRICE RANGES

HAMILTON			BURLINGTON			NIAGARA		
	Prev. Week	Current Week		Prev. Week	Current Week		Prev. Week	Current Week
#1	\$550-600k	\$550-600k	#1	\$1-2M	\$1-2M	#1	\$650-700k	\$900k-1M
#2	\$700-750k	\$900k-1M	#2	\$750-800k	\$800-900k	#2	\$450-500k	\$650-700k
#3	\$350-400k	\$1-2M	#3	\$550-600k	\$750-800k	#3	\$900k-1M	\$550-600k
#4	\$900k-1M	\$450-500k	#4	\$900k-1M	\$550-600k	#4	\$400-450k	\$450-500k
#5	\$450-500k	\$800-900k	#5	\$700-750k	\$650-700k	#5	\$700-750k	\$350-400k

The Sold/Appointment Index dropped back to where it was 2 weeks ago to 14.5 appointments on average per property sold, as buyers are somewhat more poised to put pen to paper quicker than last week.

Hamilton saw an upward trend in the popular price ranges, with \$1-2M properties making a rare appearance in the top 5. Burlington saw a slight shuffle but remained largely in the mid-high price ranges. Niagara saw 900k-1M price ranges rising to the top spot, followed by mid price ranges.

APPOINTMENTS 4 YEARS AT A GLANCE



*source: RE/MAX Escarpment & Niagara internal data.