

APPOINTMENT CENTRE



RE/MAX

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

2021 Review

When you compare 2020 with 2021 appointments it is fascinating to see how 2 back-to-back years could be so divergent. The two years started with the same trajectory (JAN/FEB 2020 pre-COVID vs JAN/FEB 2021 mid-COVID). Things really changed with the spike in showings in March 2021 which lead to the strongest market in the history of real estate locally and the country as a whole. We saw the opposite occur in March 2020, where appointments began to plummet as COVID

took hold. Once COVID safety protocols were adopted in Q2 of 2020, the market made a steady recovery throughout the summer, causing a record breaking fall/winter for sales.

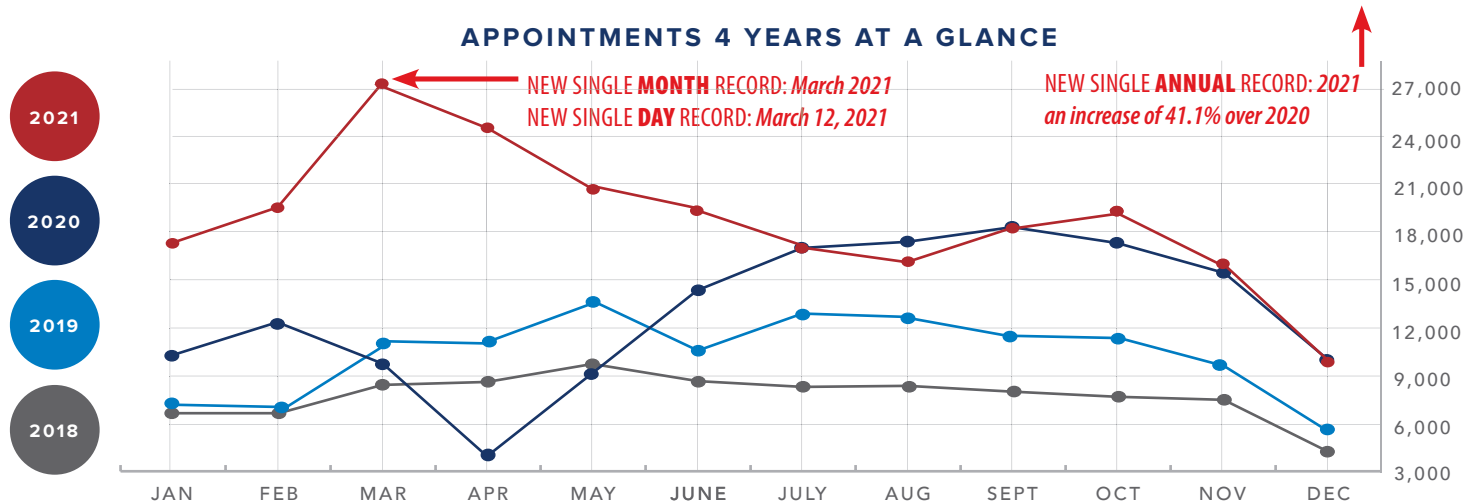
This strong demand lead to a very robust Q1 and Q2 of 2021, where the summer trailed off, and the fall of 2021 proved to be a very stellar market. Now we are faced with very strong demand, lower inventory (which is building) coupled with a new surge in COVID which

has lead to a decline in appointments in January 2022. The good news is we have very rich data, history has a tendency to repeat itself, and trends can be easily identified. Therefore, as we come out of this latest lockdown, and we adjust to this latest variant, we will see a surge in appointments leading to a very robust spring/summer market.

YEAR-OVER-YEAR COMPARISON: January to December 2020/2021

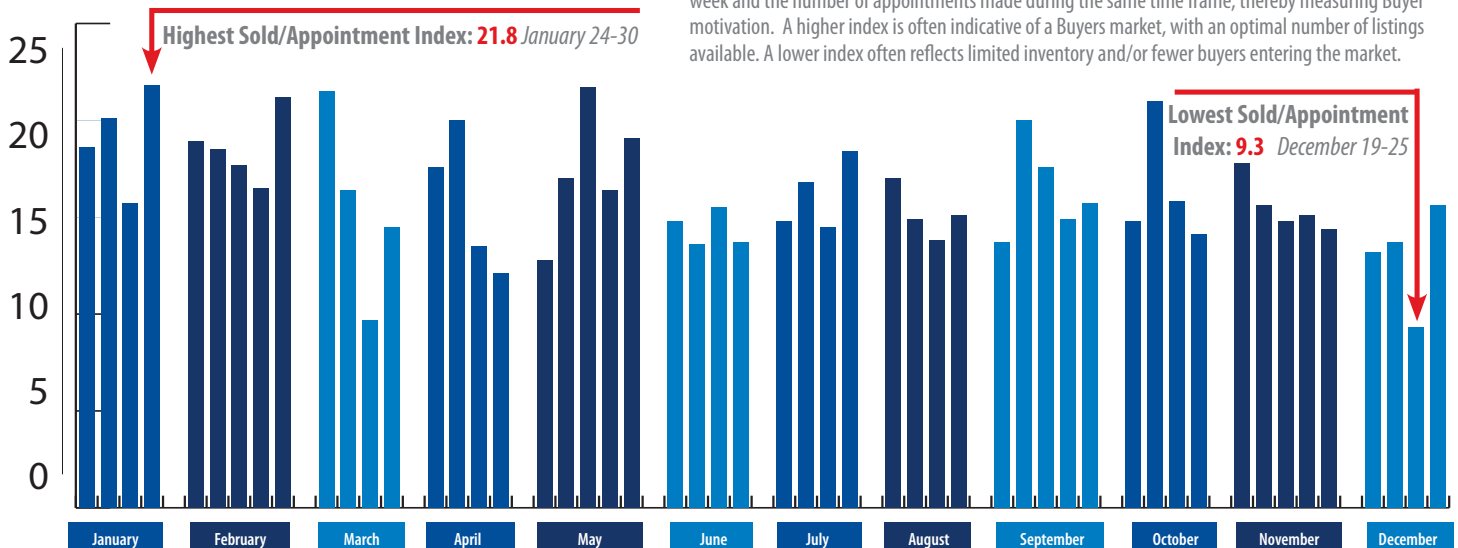
	January	February	March	April	May	June	July	August	September	October	November	December	YTD TOTALS
2020	10,392	12,198	9586	3812	9478	14,772	17,316	17,696	18,239	17,575	15,465	10,717	157,246
2021	17,094	19,914	27,326	24,797	20,560	19,023	17,242	16,186	18,135	19,682	16,355	10,222	226,536
% change	+64.5	+63.3	+185.1	+550.5	+116.9	+28.78	-0.4	-8.5	-0.6	+11.9	+5.8	-4.6	+44.1

APPOINTMENTS 4 YEARS AT A GLANCE



SOLD/APPOINTMENT INDEX

The Sold/Appointment Index assesses the relationship between properties that Sold during a certain week and the number of appointments made during the same time frame, thereby measuring Buyer motivation. A higher index is often indicative of a Buyers market, with an optimal number of listings available. A lower index often reflects limited inventory and/or fewer buyers entering the market.



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