

APPOINTMENT CENTRE

AUGUST 1-7, 2021



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

WEEKLY
APPOINTMENT
BREAKDOWN

3604
appointments
booked

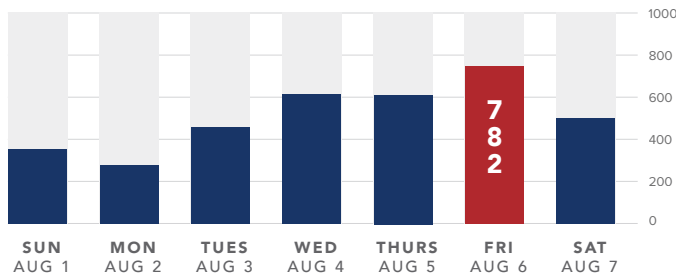
+11.9%
% change over
previous week

152
new listings
this week

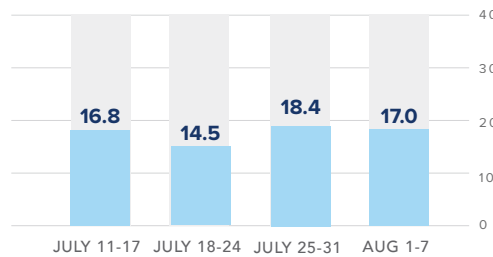
212
total properties
SOLD this week

17
*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

17,696
total
appointments:
Aug 2020

3,800
total
appointments:
Aug 1-7, 2020

3,604
total
appointments:
Aug 1-7, 2021

-5.2%
% change
2020 vs. 2021

Appointments are up 11.9% compared to last week, as showings picked up after the long weekend. This time last year, we broke a record for the amount of appointments booked in one day - with 820 on Friday Aug 7, 2020. Fast forward to this year, we nearly booked the same amount of appointments on Friday (782). So far, the first week of August is keeping pace with the record breaking numbers we saw last year.

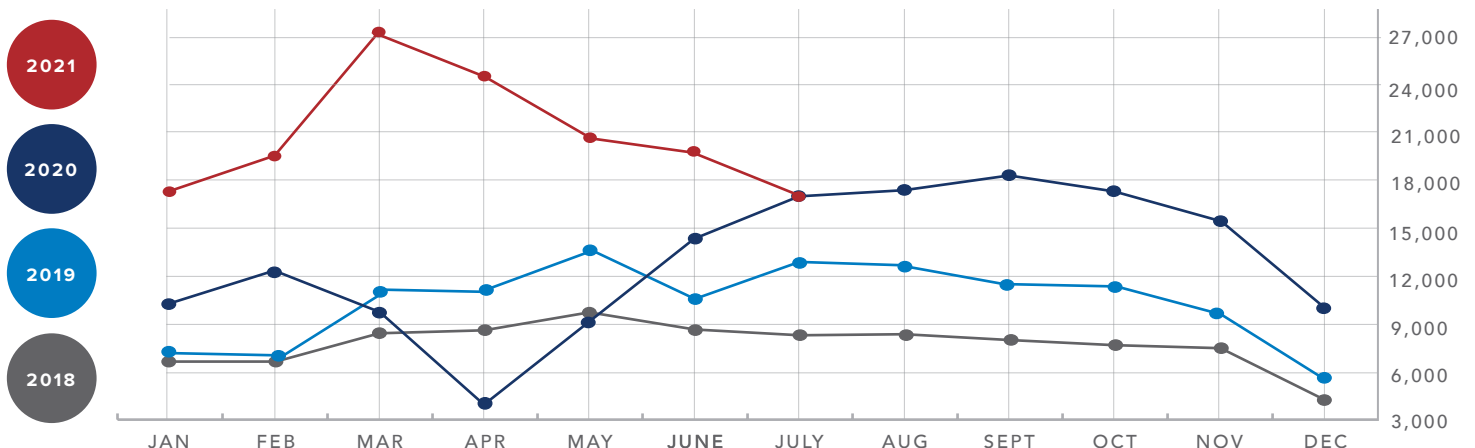
The sold/appointment index dropped back to where it was 3 weeks ago, as buyers are somewhat more poised to put pen to paper compared to last week.

Popular home prices in Hamilton saw a slight shuffle, with low, mid and high price ranges all making the top 5. Burlington saw the \$1-2M price range once again take the top spot, followed by mid-high price ranges. Niagara saw a light shuffle as more affordable price ranges fell in popularity and \$1-2M price ranges entered the #3 spot.

TOP 5 PRICE RANGES

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

APPOINTMENTS 4 YEARS AT A GLANCE



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