

APPOINTMENT CENTRE

JANUARY 3-9, 2021



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

WEEKLY APPOINTMENT BREAKDOWN

2981
 appointments booked

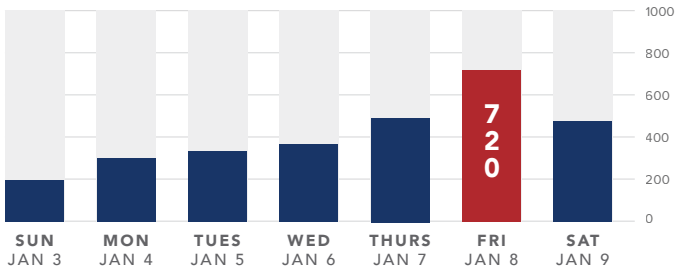
+72.8%
 % change over previous week

115
 new listings this week

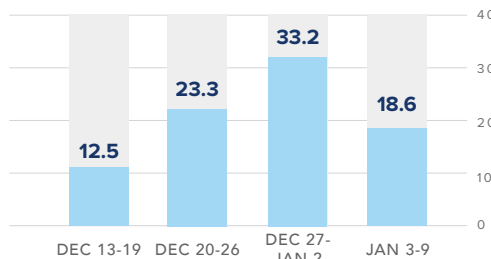
160
 total properties SOLD this week

18.6
 *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

10,392

total appointments: Jan 2020

2,556

total appointments: Jan 1-9, 2021

3,477

total appointments: Jan 1-9, 2021

+36%

% change 2020 vs. 2021

When compared to the week of Christmas, last week saw a huge 72.81% increase in the number of appointments. With the holiday office closures, these numbers aren't unexpected. In fact, last year saw a 100.9% increase in appointments booked in the first week of January. What is exceptional though, is that this week we saw a 36% increase in total appointments from Jan 1-9 year over year. This shows a strong start the year and a promising month ahead.

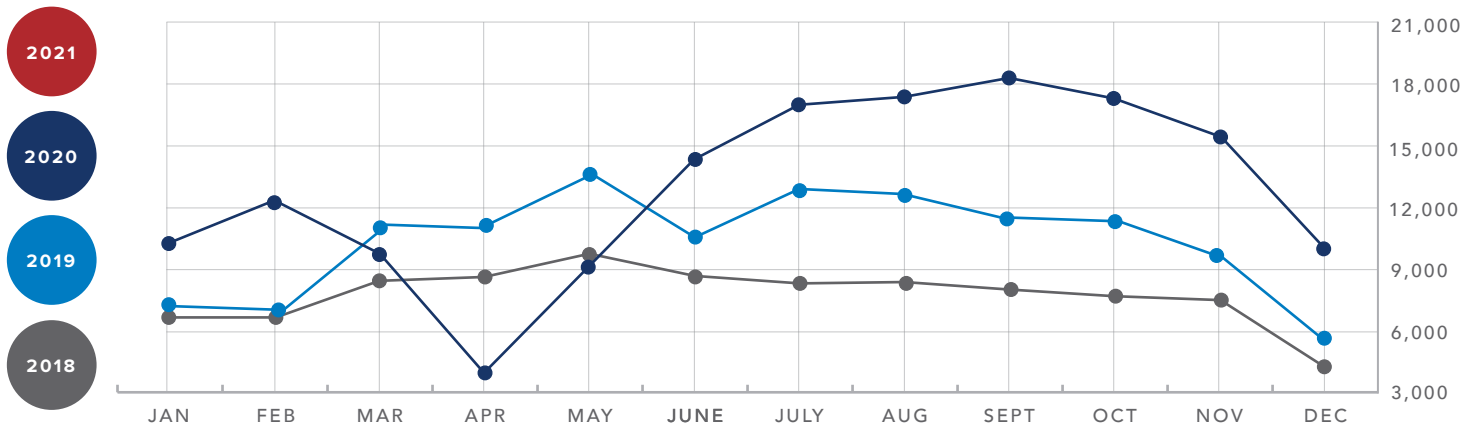
Our sold/appointment index dropped considerably to 18.6 appointments, definitely fewer appointments needed over the past week before Buyers put pen to paper.

Overall, popular price points in Hamilton rose slightly, although \$750-800k is no longer in the top 5. Burlington continues to be most popular with \$1-2M price ranges, with \$350-400k taking the 5th spot. Niagara shows minor changes in price points, with \$800-900k making an uncommon appearance in the #4 spot.

TOP 5 PRICE RANGES

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

APPOINTMENTS 4 YEARS AT A GLANCE



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