

# MARKET PULSE

DECEMBER 2024



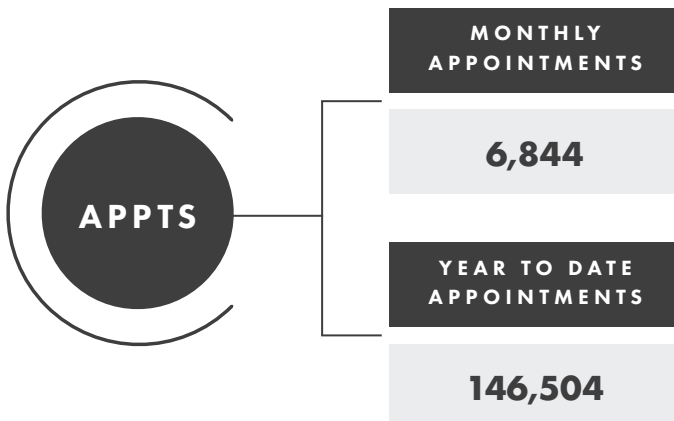
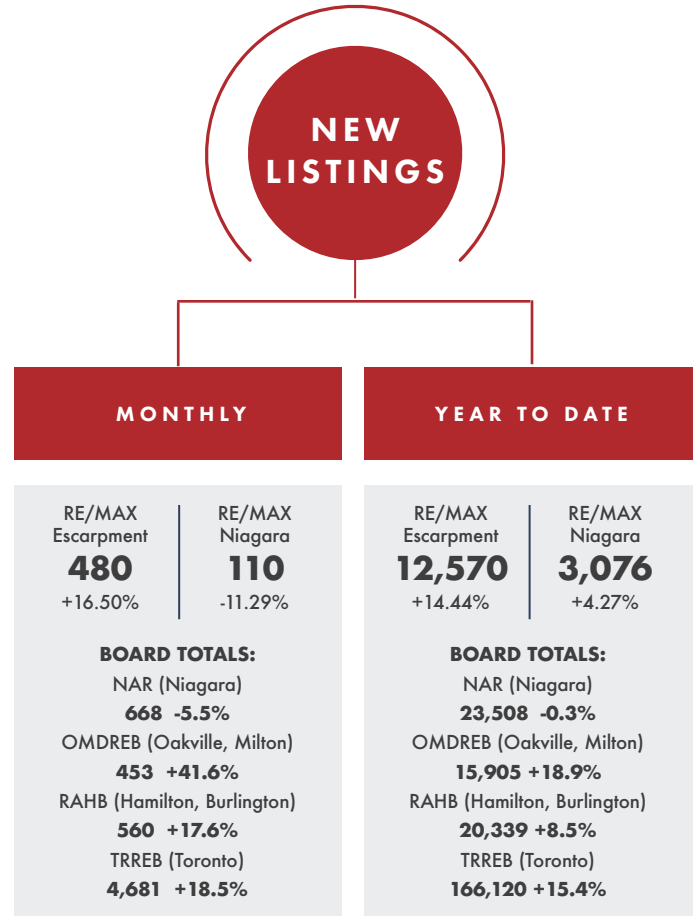
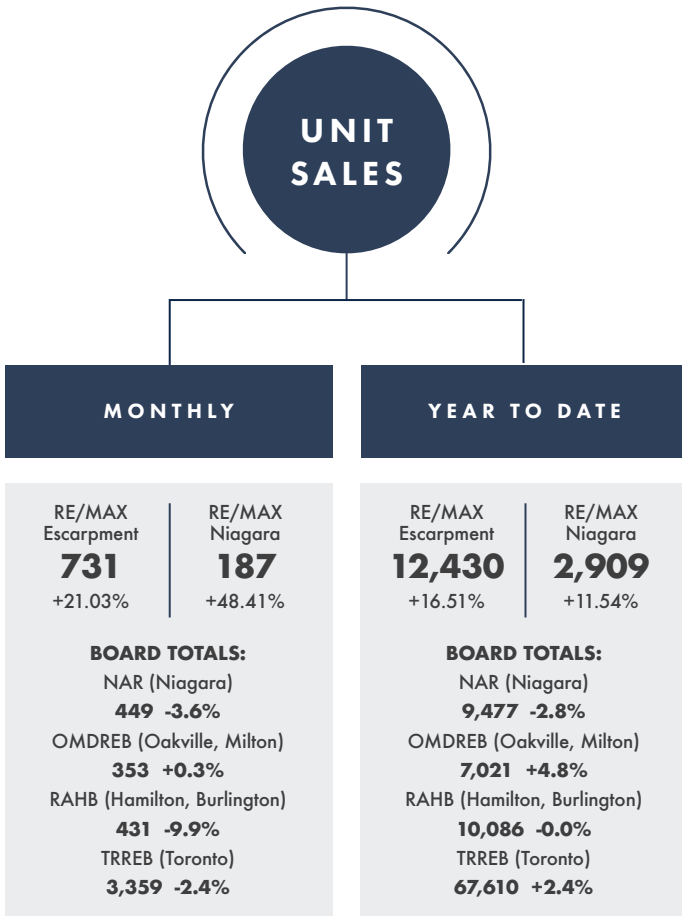
RE/MAX Niagara saw an extraordinary +48.41% increase in December sales, standing out amidst a declining NAR market (-3.6%). This emphasizes RE/MAX Niagara's capacity to outperform in challenging conditions.

RE/MAX Escarpment posted an impressive +21.03% growth in December, far outstripping RAHB (-9.9%), OMDREB (+0.3%), and TRREB (-2.4%). This growth highlights our agent's ability to capture demand and sustain activity in a traditionally slower month.

RE/MAX Escarpment delivered the most significant growth in unit sales (+16.51%) compared to the boards it operates within (RAHB, OMDREB, TRREB), indicating strong local dominance.

RE/MAX Niagara grew by +11.54%, contrasting sharply with the decline in NAR (Niagara) sales (-2.8%). This highlights RE/MAX Niagara's resilience and effective market strategy despite broader regional challenges.

RE/MAX Escarpment and Niagara achieved substantial growth both YTD and in December, standing out against regional trading areas. Their significant outperformance highlights strong operational strategies, market adaptability, and agent efficiency, particularly during periods of overall market softness. These results underscore RE/MAX's leadership in driving sales activity across varying market conditions.



\*When compared to the same month or year to date in the previous calendar year.  
Based on RE/MAX Niagara & Escarpment Internal Data and RAHB, OMDREB, NAR & TRREB Statistics.