

APPOINTMENT CENTRE

DECEMBER 31 - JANUARY 6, 2024



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

WEEKLY
 APPOINTMENT
 BREAKDOWN

2,074
 appointments
 booked

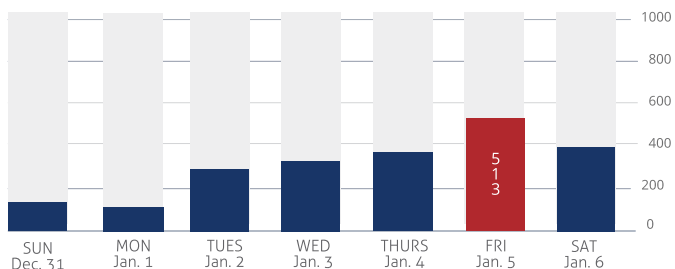
+66.9%
 % change over
 previous week

169
 new listings
 this week

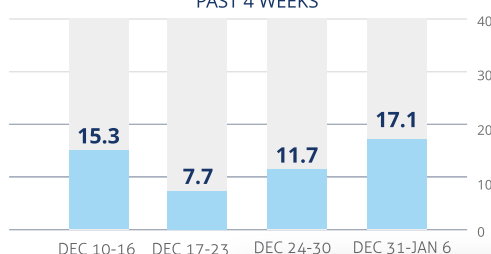
121
 total properties
 SOLD this week

17.1
 *Appointment/Sold
 Index

APPOINTMENTS - A WEEK AT A GLANCE



APPOINTMENT/SOLD 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 2022 vs 2023

11,815
 total
 appointments:
 Jan. 2023

1,961
 total
 appointments:
 Jan 1-6, 2023

1,955
 total
 appointments:
 Jan 1-6, 2024

-0.3%
 % change
 2023 vs. 2024

As we stepped into the New Year, our appointment centre saw a whopping 66.6% more appointments, than the week before now that the holiday season is in the rear view mirror. 2,074 total appointments were made between the 31st and 1st which is on par with the same week in 2023. As the month progresses we may see this year's appointments overtake last year's numbers, a trend which we experienced in Q4 of 2023.

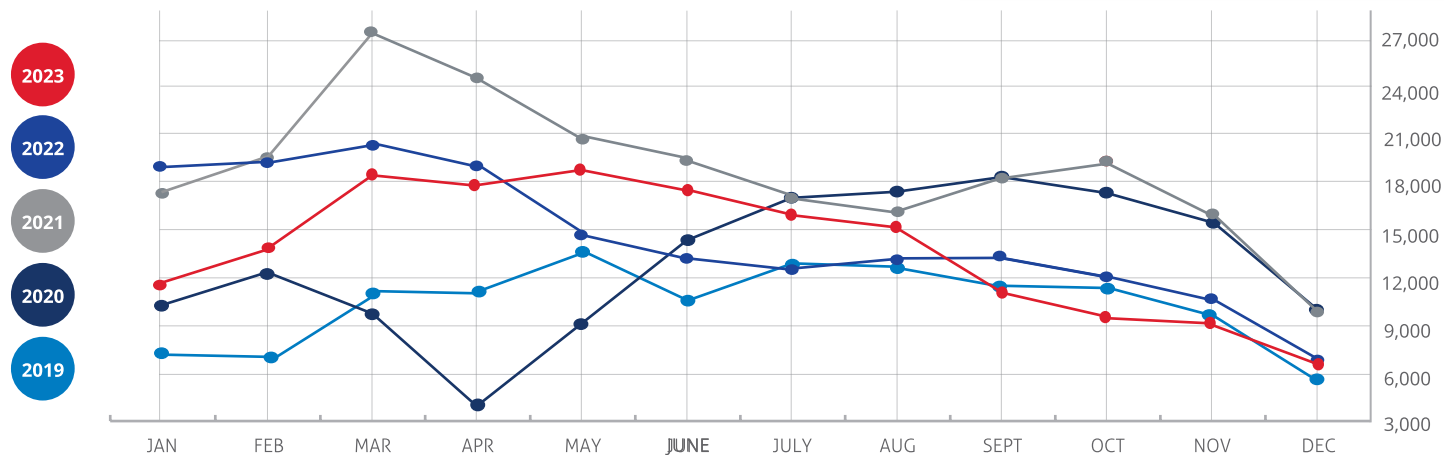
The appointment/sold index jumped from 11.7 to 17.1, as confidence comes back into the market, causing an influx of value conscious buyers.

Our top price ranges saw some interesting changes the past two weeks, the most noticeable of which was that the \$1-2M price range in Hamilton dropped down from the top spot after two weeks at #1. Halton continues to see the \$1-2M price range at the top, with the \$2M+ range in second. Mid range price points continue to be most popular in the Niagara region, with the top range dropping from \$750-800k to \$550-600k.

TOP 5 PRICE RANGES

HAMILTON			HALTON			NIAGARA		
	Prev. Week	Current Week		Prev. Week	Current Week		Prev. Week	Current Week
#1	\$750-800k	\$750-800k	#1	\$1-2M	\$1-2M	#1	\$750-800k	\$550-600k
#2	\$650-700k	\$1-2M	#2	\$2M+	\$2M+	#2	\$550-600k	\$500-550k
#3	TIE \$1-2M and \$550-600k	\$650-700k	#3	\$850-900k	\$550-600k	#3	\$500-550k	\$600-650k
#4	\$700-750k	\$550-600k	#4	\$550-600k	\$850-900k	#4	TIE \$600-650k and \$650-700k	\$750-800k
#5	\$850-900k	\$700-750k	#5	\$950k-1M	\$650-700k	#5	TIE \$800-850k and \$1-2M	TIE \$450-500k and \$650-700k

APPOINTMENTS 5 YEARS AT A GLANCE



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