

APPOINTMENT CENTRE

JANUARY 31 - FEBRUARY 6, 2021



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

WEEKLY APPOINTMENT BREAKDOWN

5138
 appointments booked

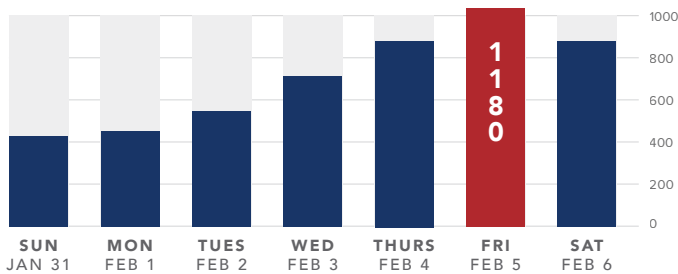
-1.2%
 % change over previous week

183
 new listings this week

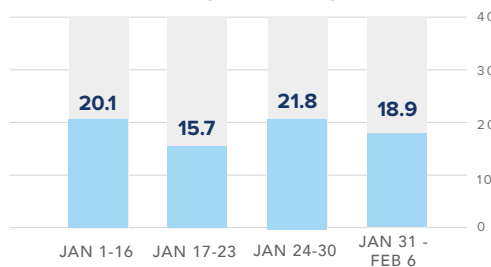
271
 total properties SOLD this week

18.9
 *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: Feb 2020

2,065
 total appointments: Feb 1-6, 2020

4,675
 total appointments: Feb 1-6, 2021

+126.2%
 % change 2020 vs. 2021

So far - February 2021 is putting February 2020 to shame, with a dramatic increase of 126.2% more appointments than the same time last year! That means that buyers are leaving their 2020 doubts behind, and hitting the market with renewed determination to find a new home.

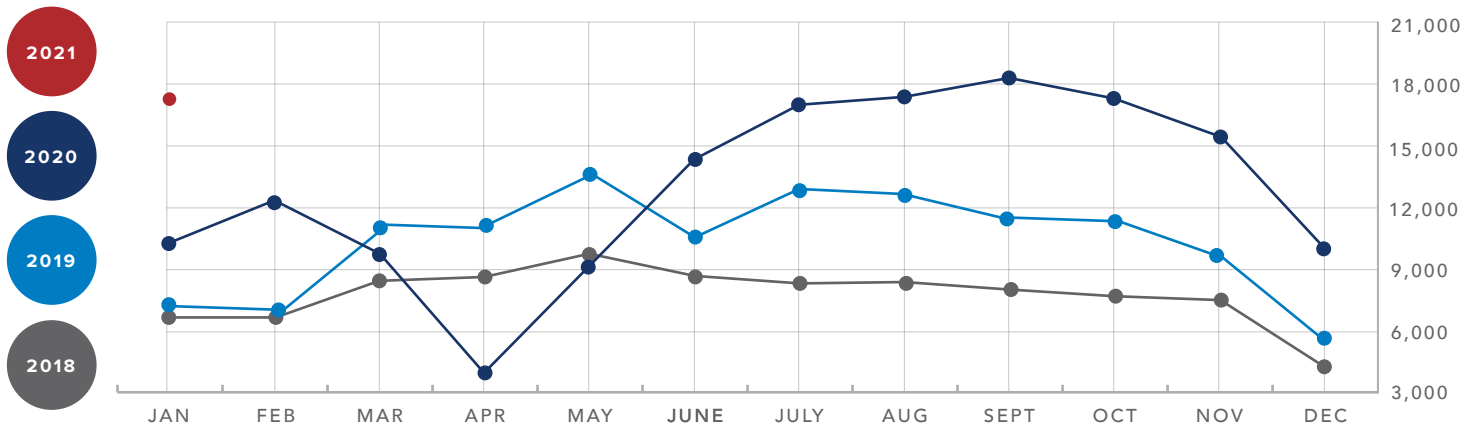
However, this is still slightly less appointments than the previous week, most likely due to the snow storm we experienced. Fridays continue to be the busiest days for showings, with 1180 booked. Our Sold/Appointment index dropped slightly to 18.9, but overall we have seen in 2021 that it take around 20 appointments before a home is sold.

Popular price points in Hamilton saw a slight shuffle, but the 550-600k range continues to reign supreme. Burlington saw \$1-2M properties retake the top spot. In Niagara, Mid-low ranges remain popular, with the \$250-300k price point making a rare appearance in the top 5.

TOP 5 PRICE RANGES

HAMILTON			BURLINGTON			NIAGARA		
	Prev. Week	Current Week		Prev. Week	Current Week		Prev. Week	Current Week
#1	\$550-600k	\$550-600k	#1	\$1-2M	\$900k-1M	#1	\$450-500k	\$400-450k
#2	\$350-400k	\$350-400k	#2	\$800-900k	\$800-900k	#2	\$400-450k	\$450-500k
#3	\$650-700k	\$600-650k	#3	\$900k-1M	\$650-700k	#3	\$500-550k	\$500-550k
#4	\$450-500k	\$450-500k	#4	\$700-750k	\$1-2M	#4	\$250-300k	\$550-600k
#5	\$700-750k	\$650-700k	#5	\$500-550k	\$450-500k	#5	\$300-350k	\$350-400k

APPOINTMENTS 4 YEARS AT A GLANCE



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