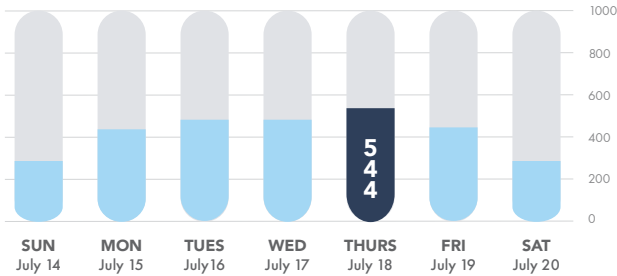


APPOINTMENT CENTRE

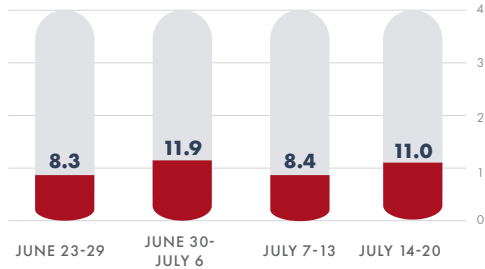
JULY 14-20 2024



APPOINTMENTS - A WEEK AT A GLANCE

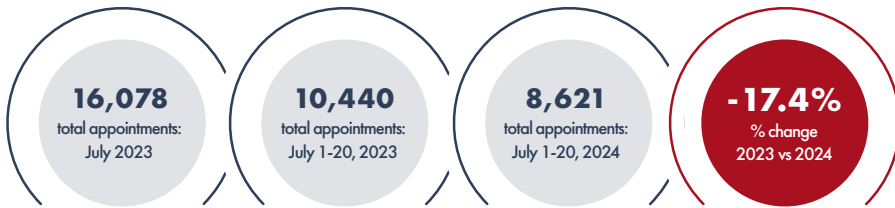


APPOINTMENT/SOLD INDEX PAST 4 WEEKS



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 2023 vs 2024



As July progresses, our appointment centre booked a slight decrease of 0.9% in weekly appointments, after double digit gains in appointments the week before. This Thursday marks only the 6th time in our company history where we achieved over 500 (544) appointments on the Thursday. Overall, we are further closing the appointment number's gap between the same period last year at -17%, with last week's gap measuring -20%.

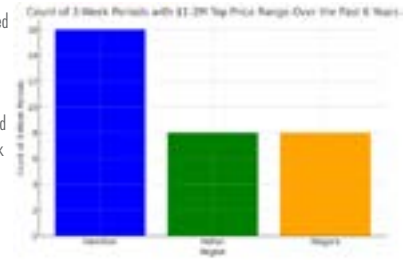
The appointment/sold index increased to 11 this week, and our sales to new listings ratio was 89%, meaning our agents are selling new inventory at an un-matched rate compared to our competition which is at or below 50%.

As usual, the \$1-2M price range continues to occupy the #1 spot for Hamilton and Halton in our top price ranges. Below is a chart representing the amount of 3 consecutive week periods where the \$1-2 million price range was in #1 spot in our three trading areas.

TOP 5 PRICE RANGES

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

In addition, this price point reappeared on the top charts for Niagara at #5. Otherwise, Halton is seeing an interesting shift where our most expensive price ranges are represented alongside the much lower \$450-500k and \$550-600k ranges. Niagara and Hamilton remain fairly consistent to previous weeks.



*source: RE/MAX Escarpment & Niagara internal data

APPOINTMENTS 5 YEARS AT A GLANCE

