

APPOINTMENT CENTRE

AUGUST 27-SEPTEMBER 2, 2023



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

WEEKLY
APPOINTMENT
BREAKDOWN

2,574
appointments
booked

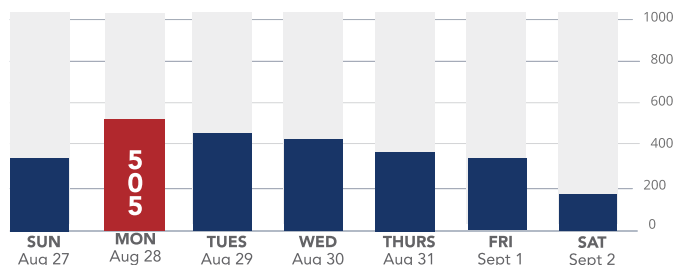
-19.7%
% change over
previous week

223
new listings
this week

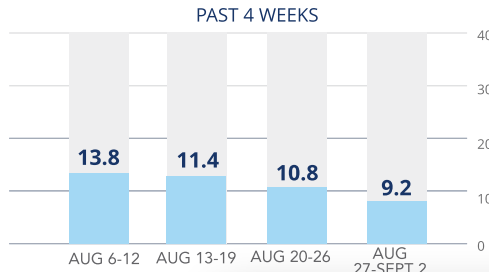
278
total properties
SOLD this week

9.2
*Appointment/Sold
Index

APPOINTMENTS - A WEEK AT A GLANCE



APPOINTMENT/SALE INDEX



*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

13,000
total
appointments:
August 2022

15,004
total
appointments:
August 2023

+15.4%
% change
2022 vs. 2023

After a summer of intense appointment volumes, we are now experiencing a decline of 19.7% in week-over-week showings, as the summer comes to a close. Buyers decided to take this long weekend off, with a boost in appointments early in the week, with over 500 appointments occurring on the Monday. Despite the current uncertainty around mortgage rates, we are still experiencing 15.4% more appointments this year, compared to August of 2022, with sales still outpacing listings by 25%.

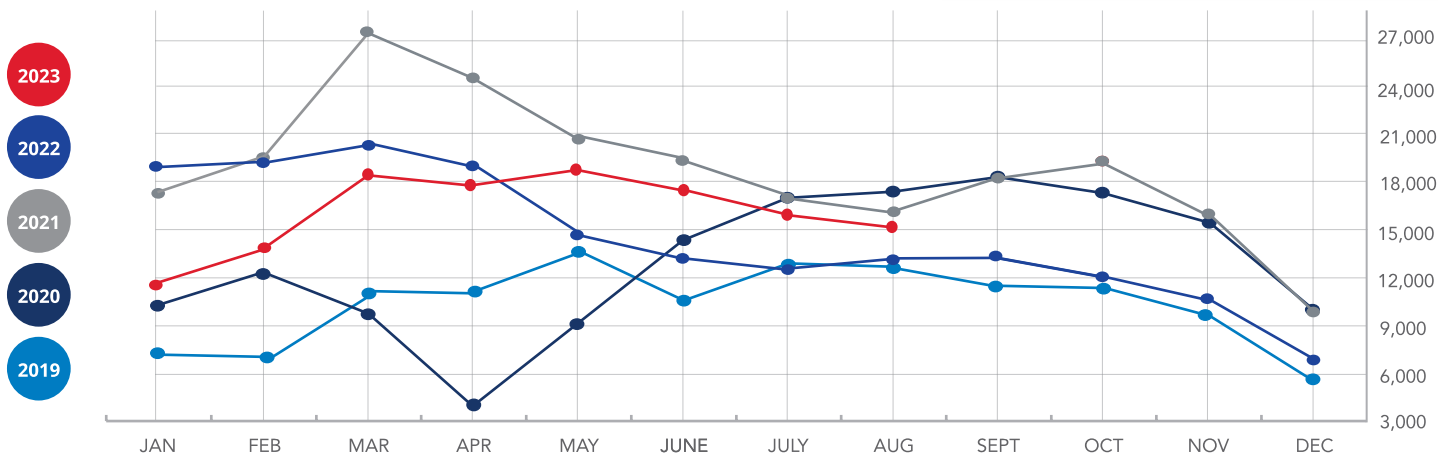
The appointment/sold index has dropped down to 9.2, which is the lowest it has been in over 1.5 years. This indicates that buyers are extremely motivated and are requiring fewer appointments before making buying decisions.

Our top 5 price ranges this week saw some noticeable shifts. The most prominent shift was in Niagara, where the \$1-2M price point that is so popular in other areas has dropped down to the number 5 spot, indicating that mid-range properties are what are appealing to Buyers right now. Halton continues to see higher price ranges at the top, with \$1-2M and \$2M+ in the top two spots once again. Finally, Hamilton has seen some low to mid price ranges rising in popularity, namely the \$450-500k range, although \$1-2M continues to occupy the top spot.

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	\$550-600k	\$650-700K
#2	\$750-800k	\$650-700k	#2	\$2M+	\$2M+	#2	\$650-700k	\$550-600k
#3	\$450-500k	\$600-650k	#3	\$500-550k	\$650-700k	#3	\$1-2M	\$400-450k
#4	\$850-900k	\$450-500k	#4	\$750-800k	\$500-550k	#4	\$450-500k	\$350-400k
#5	\$650-700K	\$750-800K	#5	\$700-750k	\$750-800k	#5	\$600-650k	\$1-2M

APPOINTMENTS 5 YEARS AT A GLANCE



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