

# APPOINTMENT CENTRE

JANUARY 17-23, 2021



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

WEEKLY  
APPOINTMENT  
BREAKDOWN

**3413**  
appointments  
booked

**+38.3%**  
% change over  
previous week

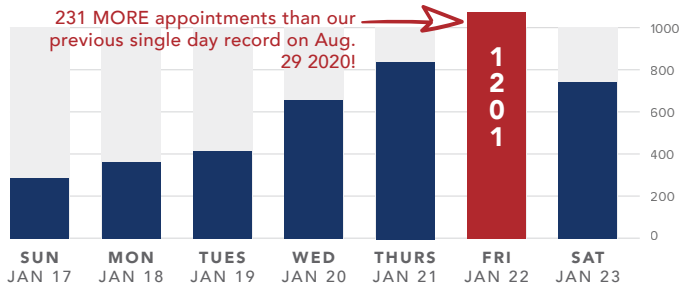
**165**  
new listings  
this week

**217**  
total properties  
SOLD this week

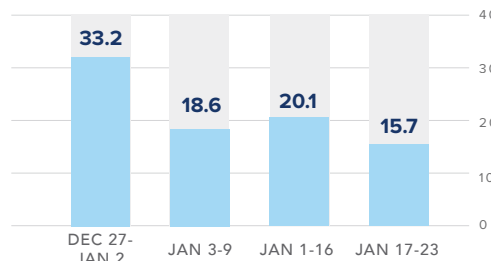
**15.7**  
\*Sold/Appointment  
Index

## APPOINTMENTS - A WEEK AT A GLANCE

231 MORE appointments than our  
previous single day record on Aug.  
29 2020!



## 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:  
Jan 2020

**7,297**  
total  
appointments:  
Jan 1-23, 2020

**11,427**  
total  
appointments:  
Jan 1-23, 2021

**+56.6%**  
% change  
2020 vs. 2021

Appointments picked up considerably last week, with 38.3% more requests than the previous week. We also broke our record for the highest number of appointments in a single day with 1201 appointments on Friday - that's a whopping 231 more appointments than our previous record from last August! Our busy week has meant that we have surpassed the totals for the entirety of January 2020, and we still have 1 week left in the month!

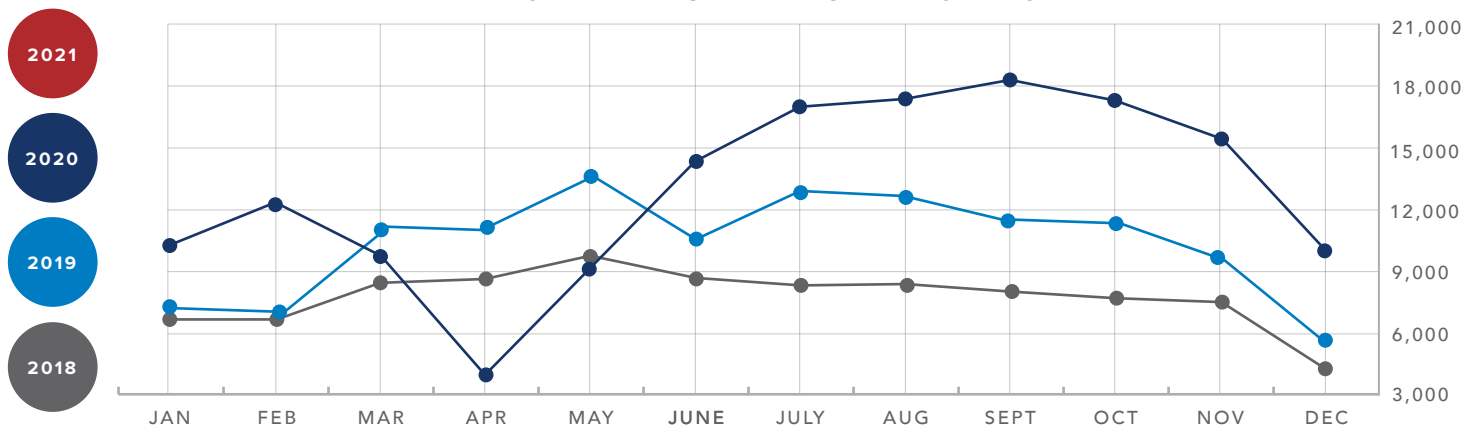
Our Sold/Appointment index dropped slightly to 15.7 appointments per listing sold, showing Buyers are highly motivated and inventory remains low.

We did see a shift in the top 5 prices in all 3 regions last week. In Hamilton, \$1-2M properties fell from the list, but higher price points from \$700-800k took its place. In Burlington, \$1-2M properties moved down the list as slightly more affordable properties took its place. In Niagara, a slight shift was seen, but mid range prices continue to be the most popular.

## TOP 5 PRICE RANGES

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

## APPOINTMENTS 4 YEARS AT A GLANCE



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