

APPOINTMENT CENTRE

JULY 11-17, 2021



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

WEEKLY APPOINTMENT BREAKDOWN

4411
 appointments booked

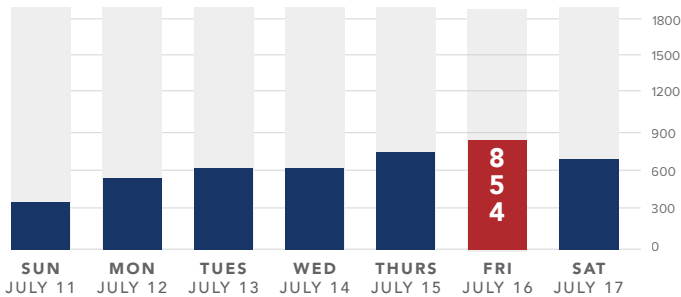
+8.1%
 % change over previous week

213
 new listings this week

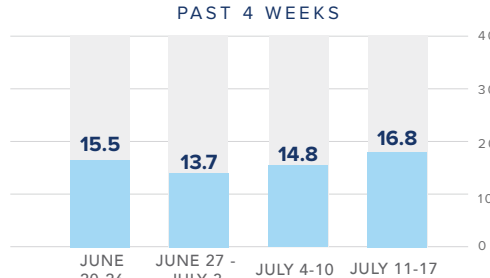
263
 total properties SOLD this week

16.8
 *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

17,316
 total appointments: July 2020

9,766
 total appointments: July 1-17 2020

10,059
 total appointments: June 1-17 2021

+3%
 % change 2020 vs. 2021

Appointments are up 8.1% compared to last week, as new inventory continues to enter the market and buyers eagerly book showings. This time last year, home sales nearly doubled the amount of new listings (334 properties sold and 174 new listings from July 12-28, 2020). Even one year later, with 22% more inventory entering the market, we are still seeing buyer demand increase.

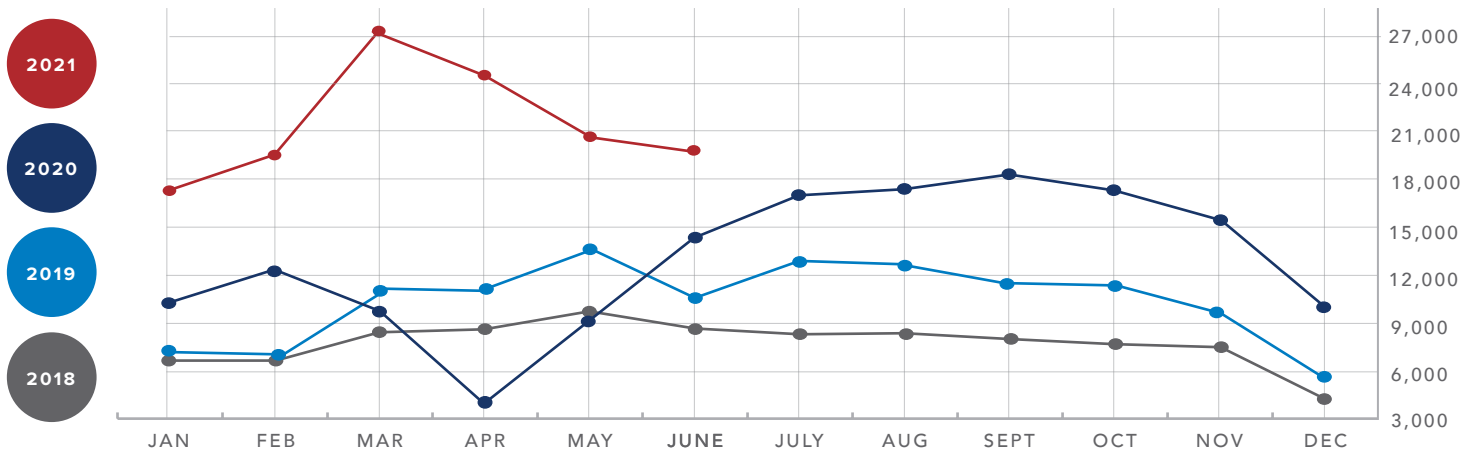
That being said, the sold/appointment index did rise 2 points this past week. This indicates that buyers have more choice and are able to book more appointments before putting pen to paper.

Popular price ranges in Hamilton saw a slight shuffle, but remained largely in the mid-high price ranges. Burlington saw the \$1-2M price range take the top spot, followed by the mid-high price ranges. Niagara saw higher price ranges work their way up the list, with the more affordable price ranges falling off the board this past week.

TOP 5 PRICE RANGES

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

APPOINTMENTS 4 YEARS AT A GLANCE



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