

# APPOINTMENT CENTRE

JULY 4-10, 2021



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

**WEEKLY APPOINTMENT BREAKDOWN**

**4079**  
 appointments booked

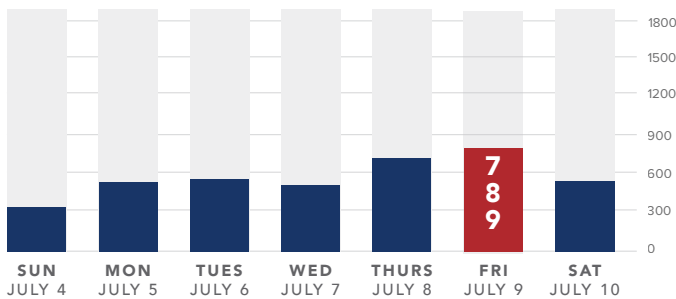
**+23.7%**  
 % change over previous week

**225**  
 new listings this week

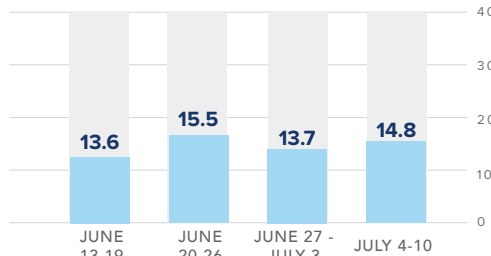
**275**  
 total properties SOLD this week

**14.8**  
 \*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

**5,878**  
 total appointments: July 1-10 2020

**5,648**  
 total appointments: June 1-10 2021

**-3.9%**  
 % change 2020 vs. 2021

Appointments are up compared to last week, as the heat wave broke and buyers re-emerged to continue their home search. However, for the first time this year - appointments are down compared to this same time frame last year. In July 2020, the market was experiencing an abnormal boom as a result of the pent up demand that built up during the first wave of COVID-19. So although appointments are down compared to last year, this is not necessarily an indication of the marketing cooling. In fact, compared to the more typical 2019 market, we are up 39.5% for the same time frame.

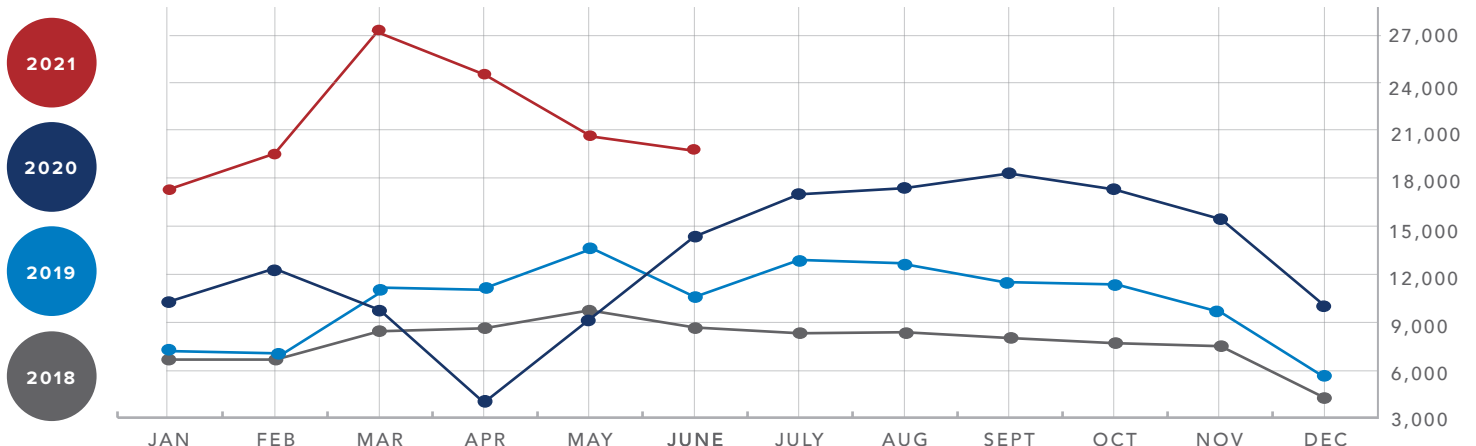
## TOP 5 PRICE RANGES

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

The sold/appointment index is back on the rise, showing that buyers have more choice as a result of new inventory entering the market.

Popular price ranges in Hamilton dropped slightly, with more affordable price ranges making the top 5. Burlington saw a slight shuffle but otherwise remained in the mid-high price ranges. Niagara similarly saw a shuffle in popular price ranges but remained largely in the low-mid price ranges.

## APPOINTMENTS 4 YEARS AT A GLANCE



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