

MARKET PULSE

JULY 2024

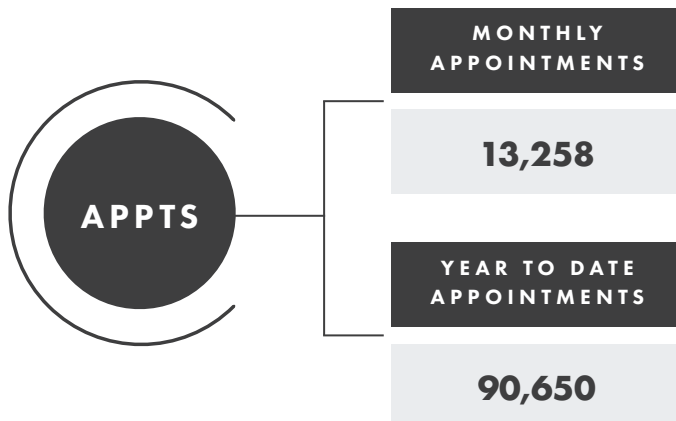
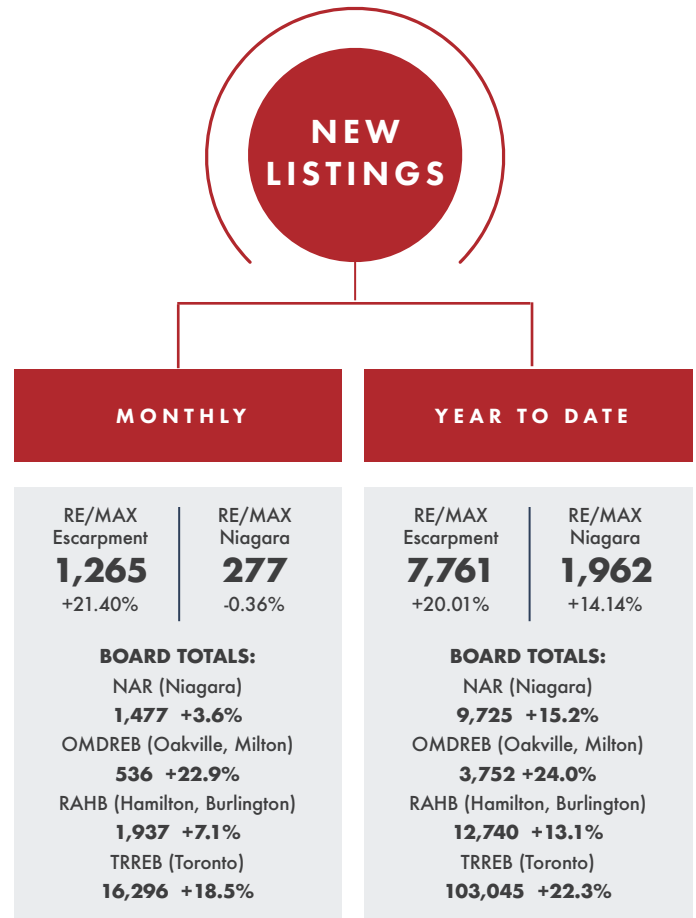
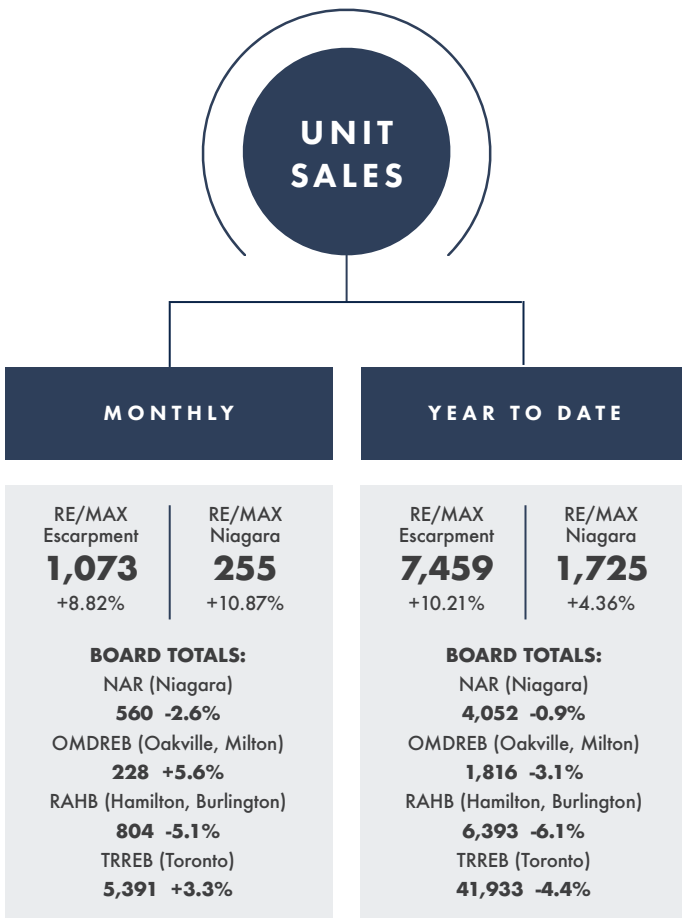


July's sales story is defined by east vs west, with the Toronto Regional Real Estate Board (+3.3) and Oakville-Milton (+5.6) posting positive gains compared to Hamilton-Burlington (-5.1) and Niagara (-2.6) still down in transactions in July '24 compared to July '23.

However, even with those positive gains in 2 out of 4 of our trading areas, RE/MAX Escarpment (+8.8%) and Niagara (+10.9%) surpassed both boards more than doubling their respective increases over the two trading areas. Furthermore, our two companies combined sales numbers for July have surpassed our record transactions in July of 2021 by 136 sales, further closing the gap in total sales for that benchmark year.

Year-to-date RE/MAX Escarpment and Niagara are in positive transaction territory, compared with all four Real Estate Boards which posted negative gains for the year.

Our agent's production continues to outpace their competitors, this month our team forewent their summer vacations and opted to serving their clients instead, as they outsold the industry by 7 to 1.



*When compared to the same month or year to date in the previous calendar year.
Based on RE/MAX Niagara & Escarpment Internal Data and RAHB, OMDREB, NAR & TRREB Statistics.