

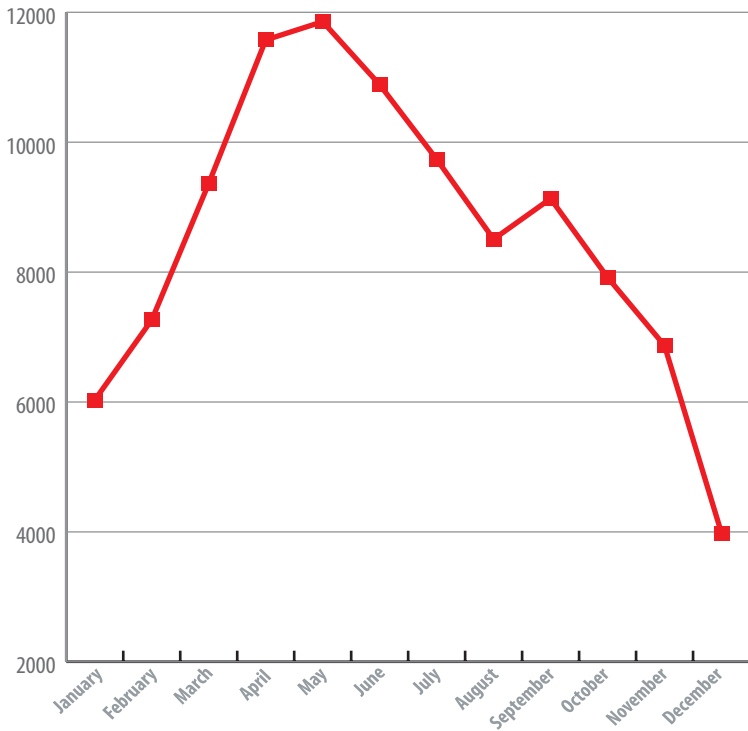
YEAR-OVER-YEAR COMPARISON

	January	February	March	April	May	June	July	August	September	October	November	December
2015	5411	6103	7572	9550	10584	10120	8583	7583	7559	7037	6235	3585
2016	6030	7264	9267	11577	11859	10888	9739	8507	9132	7919	6868	3979
% increase	11.4	20.8	19.0	21.2	12.1	7.6	13.5	12.2	20.8	12.5	10.2	11.0

April: Largest % Change 2015 vs. 2016

May: Most Appointments Booked in 2016

APPOINTMENTS - YEAR AT A GLANCE



2017 was a year of growth at RE/MAX Escarpment. In this highly competitive real estate market, our goal is to provide our agents, and their clients with current, relevant information to assist in making informed decisions.

The number of appointments booked in 2016 increased by 14% over 2015. April saw the highest percentage change in appointments, while the most appointments booked in a single month was in May. The summer months certainly saw the most activity consistently year over year, with things slowing down towards the end of the year.

In 2016, we introduced our Sold/Appointments Index, which measures the number of appointments vs. the number of properties sold on a weekly basis. A lower index indicates higher Buyer sentiment, ie. fewer appointments necessary on average before making the decision to buy. Interestingly, the 2nd week of December saw our lowest index of 7.4 appointments on average for every property sold during that week. In April, we saw on average 25.6 appointments for every property sold - Buyers were taking longer to cement their decisions. Each month throughout the year has seen peaks and valleys, often with increased Buyer sentiment toward the end of the month (interestingly enough, a trend seen particularly around holiday weekends).

SOLD/APPOINTMENTS INDEX

