

Looking at the Numbers - Real Estate in Edmonton and Beyond

Posted on: May 21, 2020

An overview of weekly trends for Edmonton CMA as well as a national perspective from REALTOR.ca.

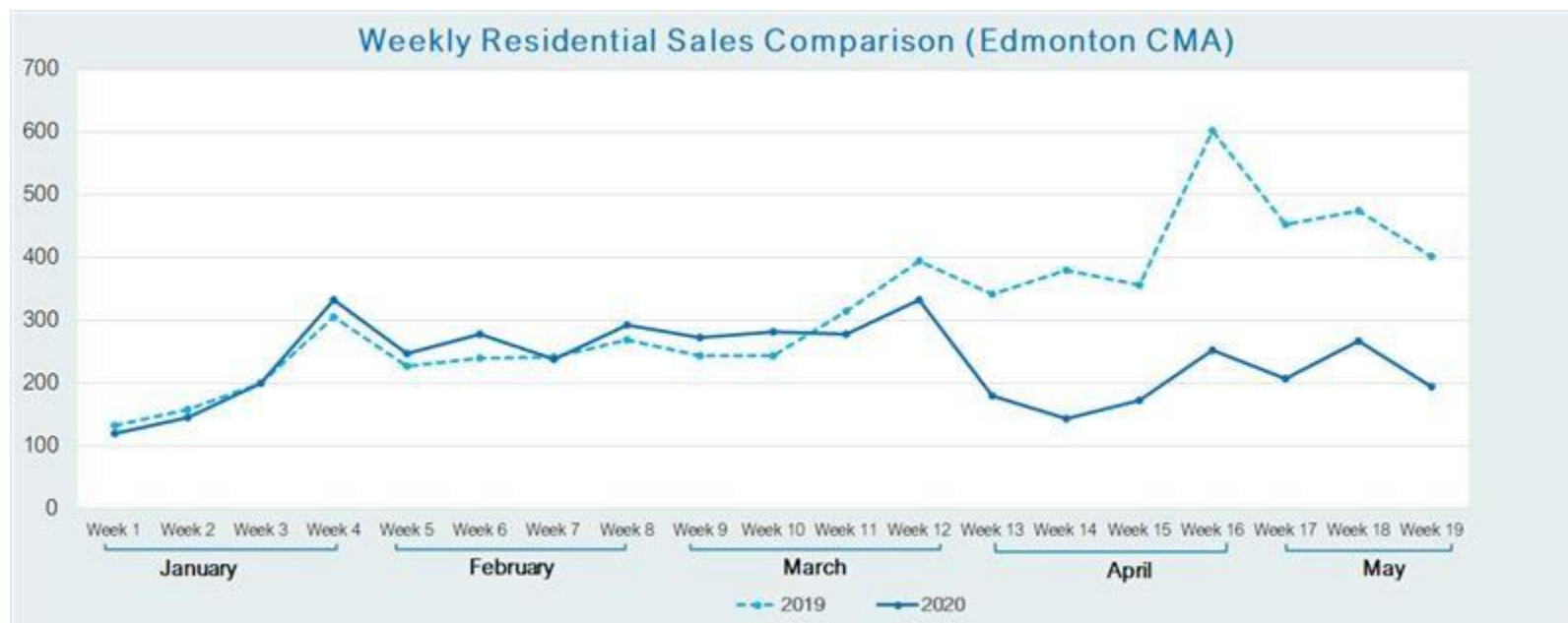
We know our members have felt the impact on the real estate market through the COVID-19 pandemic. Despite the conveniences and advances of technology, real estate remains a very relationship-based, face-to-face business and COVID-19 has made it challenging to conduct business.

Now that restrictions are beginning to lift in Alberta and across the country, we wanted to drill down into the weekly statistics since the beginning of 2020 to really understand what is happening in the market compared to this time last year. What we discovered is that the weekly trends for Edmonton CMA as well as national trends on REALTOR.ca are showing some promising momentum.

When we look more closely at the Weekly Residential Sales Comparison for Edmonton CMA, the weekly trends from January through the end of March mirror those of 2019. As expected there was a sharp decline in April – a clear result of strict social distancing measures and restrictions. However, when we look toward the end of the sixteen weeks, sales start to increase again.

This trend is also reflected when we look at ShowingTime data, showing a sharp decline starting around March 24 and an upward trajectory shortly after. Below you will also see the data for usage of Live Stream URL in Paragon, which shows a significant increase over the last couple of months. This data, in conjunction with the trends from REALTOR.ca listed below, suggests that members are shifting gears and marketing practices amidst the crisis and are going virtual. What is promising to see is the start of an upward trend, and we expect that from what the statistics are telling us, the hard part could very well be over.

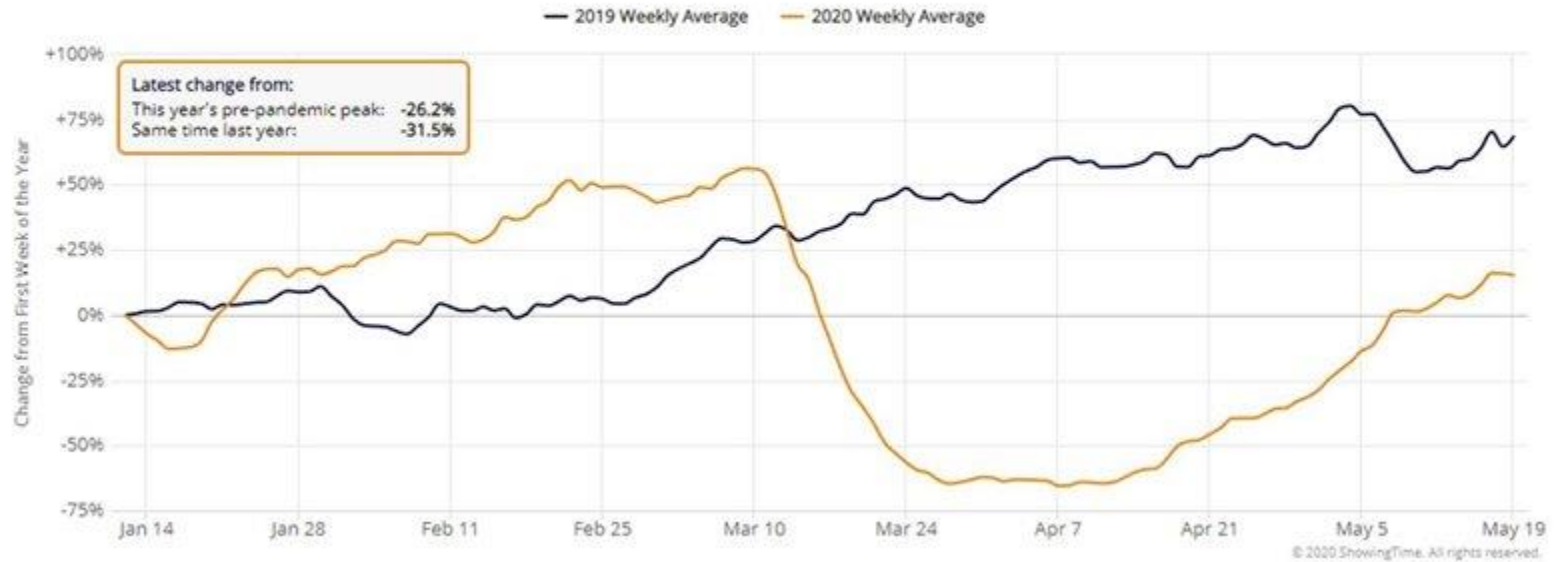
Locally in Edmonton CMA – is the hard part over?



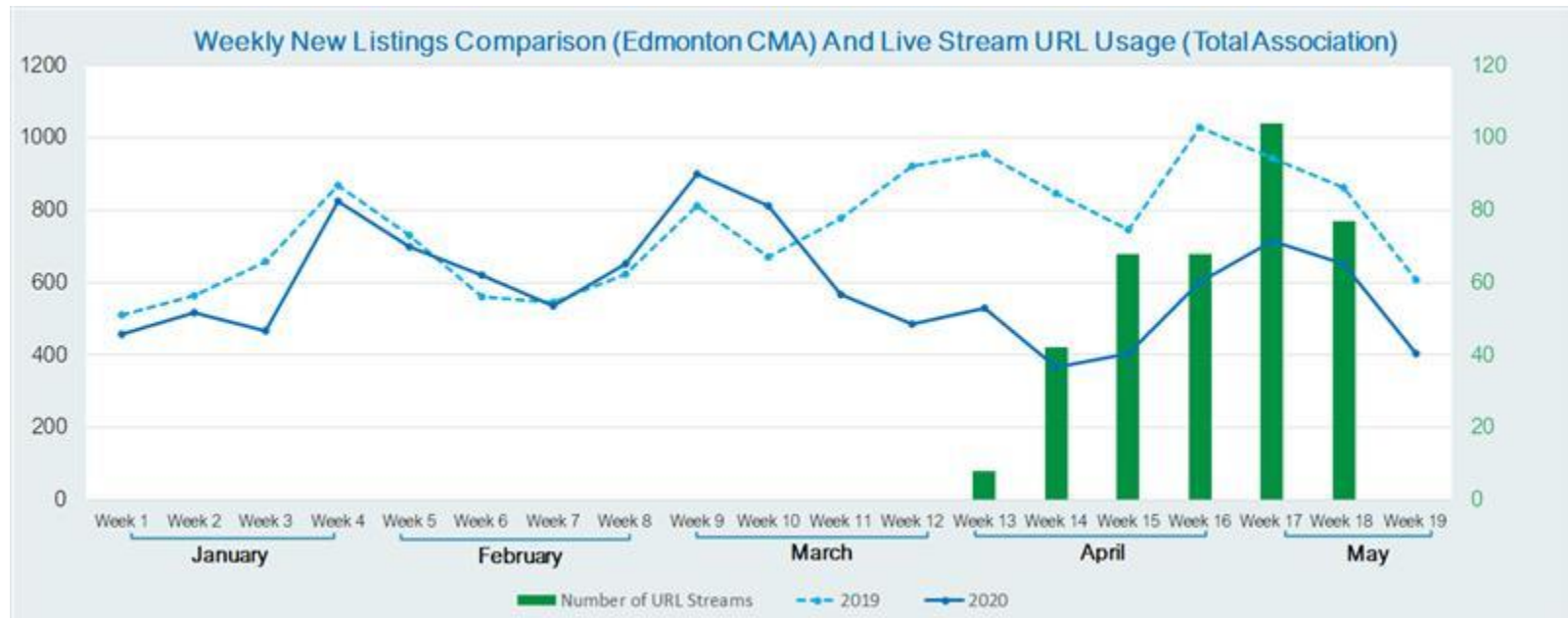
Weekly Showing Data -- ShowingTime Trends in Alberta

Impact of COVID-19 to Real Estate Showings in Alberta

Weekly showings normalized to the first calendar week of January, 7-day moving average. Data through May 19, 2020



Weekly New Listings Comparison (Edmonton CMA) and Live Stream URL Usage (Total Association)



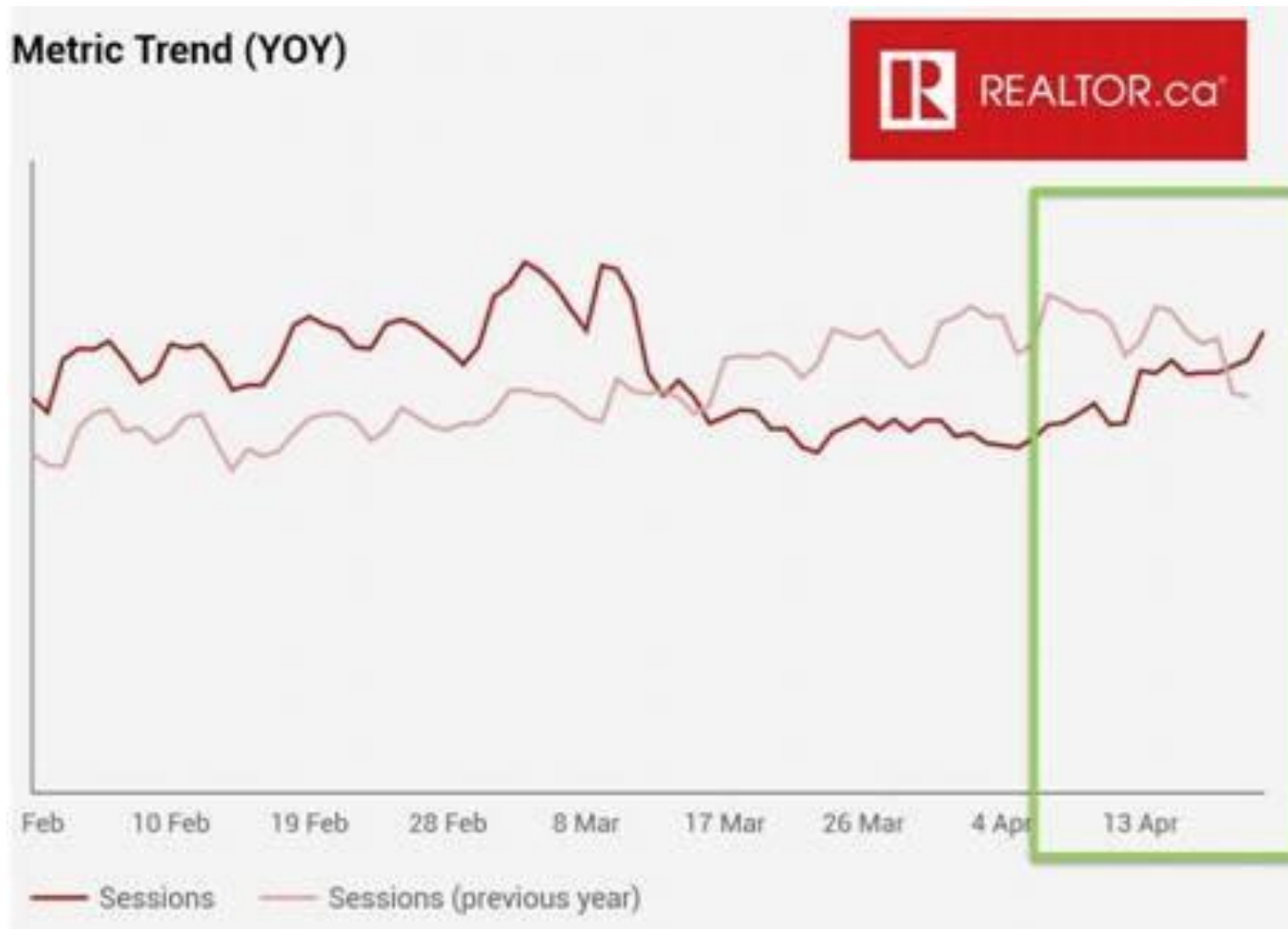
What about REALTOR.ca?

Looking at the data from REALTOR.ca -- for a national perspective -- we are seeing a promising amount of activity with an increase in engagement through features like virtual tours and Livestream open houses. Webpage sessions and leads through REALTOR.ca are matching those of 2019, which means the interest and engagement in the real estate market is high despite the interruption to our local, national and global economies.

Nationwide on REALTOR.ca:

- 18% of visitors clicked through to live streams
- 32% increase in listings with virtual tours

- 47% increase in listing sorting by “Virtual Tour”
- The below charts show that:
- Webpage sessions on and leads from REALTOR.ca are now matching trends of 2019





Do you find the above information interesting? Would you like to learn more about market statistics? [Just ask!](#)