Bill Coughlin's Market Reports

Advanced Marketing Tools

produced by: Bill Coughlin

eXp Realty Chilliwack, Mission, Abbotsford, Langley & Surrey VancouverRealEstateInvestments.com T:778-374-3744
Oct 1 2020  East Surrey  Market Update  (Detached)

**Current:** East Surrey is in a Seller Market with **28% SOLD** rate, 11 DOM and 99% Sell/List Ratio. 
(This means that there is an average (m) of a $16,300 discount from the original list price)

*Most Active Price Range:* Homes between $900,000 - $1.0 mill. have **43.7% SOLD** rate.

*Least Active Price Range:* Homes above $1.7 mill. have **13.3% SOLD** rate.

**History:** The Surrey East Year-To-Date Home Price Index $\text{HPI}_p$ (Top 50%) shows that prices decreased $7,000.

The Surrey East Year-To-Date Home Price Index $\text{HPI}_p$ (Lower 50%) shows that prices increased $19,505.

*The $\text{HPI}_p$ (Home Price Index) is an approximate reflection of the Average Home Price Changes.*
1. How Many Sold During the Month and at What Price Range?

<table>
<thead>
<tr>
<th>Home Price Range</th>
<th>Total Listings (/month)</th>
<th>Sales</th>
<th>DOM</th>
<th>Sale Price /List Price</th>
<th>Sell - List $Difference</th>
<th>%SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-$900,000</td>
<td>48</td>
<td>20</td>
<td>11</td>
<td>100%</td>
<td>$1,100</td>
<td>41.7%</td>
</tr>
<tr>
<td>$900,001-$1,000,000</td>
<td>71</td>
<td>31</td>
<td>9</td>
<td>100%</td>
<td>$0</td>
<td>43.7%</td>
</tr>
<tr>
<td>$1,000,001-$1,200,000</td>
<td>97</td>
<td>30</td>
<td>11</td>
<td>99%</td>
<td>-$9,000</td>
<td>30.9%</td>
</tr>
<tr>
<td>$1,200,001-$1,375,000</td>
<td>118</td>
<td>36</td>
<td>10</td>
<td>99%</td>
<td>-$18,500</td>
<td>30.5%</td>
</tr>
<tr>
<td>$1,375,001-$1,700,000</td>
<td>122</td>
<td>27</td>
<td>21</td>
<td>97%</td>
<td>-$47,500</td>
<td>22.1%</td>
</tr>
<tr>
<td>$1,700,001 and more</td>
<td>128</td>
<td>17</td>
<td>43</td>
<td>93%</td>
<td>-$118,888</td>
<td>13.3%</td>
</tr>
<tr>
<td>Total Activity</td>
<td>584</td>
<td>161</td>
<td>11</td>
<td>99%</td>
<td>-$16,300</td>
<td>28%</td>
</tr>
</tbody>
</table>

2. How Many Properties Were Available During the Month?

<table>
<thead>
<tr>
<th>Monthly Changes Summary</th>
<th>Sep-19</th>
<th>Aug-20</th>
<th>Sep-20</th>
<th>10/1/2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Listings** (A,S,T,C,X)</td>
<td>618</td>
<td>572</td>
<td>584</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Active Listings (1st of the month)</td>
<td>447</td>
<td>374</td>
<td>396</td>
<td>367</td>
<td>-29</td>
</tr>
<tr>
<td>Solds</td>
<td>101</td>
<td>129</td>
<td>161</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>Days on Market (DOM)</td>
<td>26</td>
<td>25</td>
<td>11</td>
<td></td>
<td>-14</td>
</tr>
<tr>
<td>%SOLD (Sales/ Listings /mthly rate)</td>
<td>16.3%</td>
<td>22.6%</td>
<td>27.6%</td>
<td></td>
<td>5.0%</td>
</tr>
<tr>
<td>(Top 50%) Home Price Index HPlp</td>
<td>$1,376,100</td>
<td>$1,375,293</td>
<td>$1,383,100</td>
<td>$7,807</td>
<td></td>
</tr>
<tr>
<td>(Lower 50%) Home Price Index HPlp</td>
<td>$902,595</td>
<td>$916,582</td>
<td>$922,100</td>
<td></td>
<td>$5,518</td>
</tr>
</tbody>
</table>

*Home Price Index = average home prices are adjusted to the yearly average finished sqft. & age. Total Listings **includes all listings marketed for the month.
The DOM, and Sale – List Price differences are based on medians, not averages. Market Share Reports include all property types. More Details
Sources: The respective Real Estate Boards, which assume no responsibility for accuracy.

produced by: Bill Coughlin
Chilliwack, Mission, Abbotsford, Langley & Surrey VancouverRealEstateInvestments.com T:778-374-3744
### What Sold in your Neighbourhood and for What Price?

**East Surrey Sub areas Statistics - Sept 2020**

<table>
<thead>
<tr>
<th>Neighbourhoods</th>
<th>Total Listings (/month)</th>
<th>Sales</th>
<th>DOM</th>
<th>Sale Price /List Price</th>
<th>Sell - List $Difference</th>
<th>%SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraser Heights</td>
<td>98</td>
<td>34</td>
<td>15</td>
<td>98%</td>
<td>-$25,000</td>
<td>34.7%</td>
</tr>
<tr>
<td>Guildford</td>
<td>54</td>
<td>15</td>
<td>7</td>
<td>100%</td>
<td>$0</td>
<td>27.8%</td>
</tr>
<tr>
<td>Port Kells</td>
<td>16</td>
<td>1</td>
<td>82</td>
<td>105%</td>
<td>$31,000</td>
<td>6.3%</td>
</tr>
<tr>
<td>Fleetwood Tynehead</td>
<td>168</td>
<td>47</td>
<td>9</td>
<td>99%</td>
<td>-$9,000</td>
<td>28.0%</td>
</tr>
<tr>
<td>Panorama Ridge</td>
<td>144</td>
<td>36</td>
<td>11</td>
<td>100%</td>
<td>-$4,331</td>
<td>25.0%</td>
</tr>
<tr>
<td>Sullivan Station</td>
<td>104</td>
<td>28</td>
<td>19</td>
<td>98%</td>
<td>-$24,950</td>
<td>26.9%</td>
</tr>
<tr>
<td><strong>Total Activity</strong></td>
<td><strong>584</strong></td>
<td><strong>161</strong></td>
<td><strong>11</strong></td>
<td><strong>99%</strong></td>
<td><strong>-$16,300</strong></td>
<td><strong>28%</strong></td>
</tr>
</tbody>
</table>

*Home Price Index = average home prices are adjusted to the yearly average finished sqft. & age. Total Listings **includes all listings marketed for the month.*

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Next Months Market Forecast

Forecast: East Surrey has an average Listing Supply; 367 homes are for sale and with the 28% SOLD monthly rate gives us a ~4 months of inventory. 13% of the active listings have reduced their price by $45,339 on average or $30,000 on median in the last month. We project East Surrey to be a continued Seller market.

September’s Real Estate Statistics shows that All Fraser Valley Detached Markets went up this month. This is the 1st time all markets are rising since May 2017. Overall, Single Family Homes had a $7,079 monthly price increase which is the highest we have seen this year or for any September on record. We are forecasting that the Fraser Valley Markets will continue as a Seller's Markets this coming month.

Currently, Condos are also in a Seller Market with 60% of the Greater Vancouver (Lower Mainland) Condo Prices increasing. The average monthly price increase was $965. At the same time, 20 out of 28 Townhouse Markets increased an average of $1,412. We analyze and provide 97 individual City’s Home Price Indexes to supply you the MOST ACCURATE Market Trends every Saturday. Please contact us for your own Market Value Update with an in-depth Analysis and Forecast in your Local Market Area and more specifically - Your Neighborhood.

Data is from: FVREB, REBGV, CADREB Real Estate Boards and they assume no responsibility for its accuracy. Copyright: RMXReports.com
The Home Price Index $HPI_p$ is our MOST Accurate Indication of Price Changes.

(Note: Each Sale is paired to its previous sale after 2005.)

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**Home Price Index = average home prices are adjusted to the yearly average finished sqft. & age. Total Listings includes all listings marketed for the month. The DOM, and Sale – List Price differences are based on medians, not averages. Market Share Reports include all property types. More Details**
Top 50%

Total Listings: 470
Sales: 443

Homes Over $1,200,000

Oct 1/20 East Surrey

Total Listings**, Sales, and %SOLD Rates

%SOLD Rate is the Monthly Sell Through Rate

Sep-19: 13%
Oct-19: 11%
Nov-19: 11%
Dec-19: 17%
Jan-20: 13%
Feb-20: 14%
Mar-20: 15%
Apr-20: 6%
May-20: 5%
Jun-20: 8%
Jul-20: 19%
Aug-20: 17%
Sep-20: 22%

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produced by: Bill Coughlin

Vancouver Real Estate Investments, T: 778-374-3744
### Home Price Index

The Home Price Index (HPI) is the MOST Accurate Indication of Price Changes. (Note: Each Sale is paired to its previous sale after 2005.)

<table>
<thead>
<tr>
<th>Month</th>
<th>Home Price Index</th>
<th>Sale Price-List Price ($ Difference)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep-19</td>
<td>$901,101</td>
<td>$25,000</td>
</tr>
<tr>
<td>Oct-19</td>
<td>$902,097</td>
<td>$26,800</td>
</tr>
<tr>
<td>Nov-19</td>
<td>$902,751</td>
<td>$19,000</td>
</tr>
<tr>
<td>Dec-19</td>
<td>$902,595</td>
<td>$23,800</td>
</tr>
<tr>
<td>Jan-20</td>
<td>$904,100</td>
<td>$18,000</td>
</tr>
<tr>
<td>Feb-20</td>
<td>$908,278</td>
<td>$24,000</td>
</tr>
<tr>
<td>Mar-20</td>
<td>$908,101</td>
<td>$21,500</td>
</tr>
<tr>
<td>Apr-20</td>
<td>$909,100</td>
<td>$28,000</td>
</tr>
<tr>
<td>May-20</td>
<td>$910,796</td>
<td>$10,000</td>
</tr>
<tr>
<td>Jun-20</td>
<td>$913,100</td>
<td>-$20,000</td>
</tr>
<tr>
<td>Jul-20</td>
<td>$916,582</td>
<td>-$28,000</td>
</tr>
<tr>
<td>Aug-20</td>
<td>$922,100</td>
<td>-$10,000</td>
</tr>
<tr>
<td>Sep-20</td>
<td>$922,100</td>
<td>-$0</td>
</tr>
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## East Surrey Statistics - Sept 2020

<table>
<thead>
<tr>
<th>Neighbourhoods</th>
<th>Total Listings (month)</th>
<th>Sales</th>
<th>DOM</th>
<th>Sale Price / List Price</th>
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<th>% SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraser Heights</td>
<td>20</td>
<td>7</td>
<td>3</td>
<td>99%</td>
<td>$8,000</td>
<td>25.0%</td>
</tr>
<tr>
<td>Guildford</td>
<td>233</td>
<td>45</td>
<td>16</td>
<td>99%</td>
<td>$9,000</td>
<td>19.3%</td>
</tr>
<tr>
<td>Fleetwood Tynehead</td>
<td>170</td>
<td>51</td>
<td>16</td>
<td>99%</td>
<td>$8,000</td>
<td>19.3%</td>
</tr>
<tr>
<td>Panorama Ridge</td>
<td>43</td>
<td>12</td>
<td>11</td>
<td>99%</td>
<td>$12,750</td>
<td>27.9%</td>
</tr>
<tr>
<td>Sullivan Station</td>
<td>145</td>
<td>36</td>
<td>9</td>
<td>99%</td>
<td>$7,000</td>
<td>24.8%</td>
</tr>
<tr>
<td><strong>Total Activity</strong></td>
<td><strong>619</strong></td>
<td><strong>151</strong></td>
<td><strong>15</strong></td>
<td><strong>99%</strong></td>
<td><strong>$6,000</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>

**East Surrey Market Update**

**Current:** East Surrey is a Seller Market with average listing inventory, a **24% SOLD rate** and a 99% Sell/List Ratio.

**Most Active Price Range:** Homes between $550,000-$615,000 have **30.1% SOLD rate**.

**Least Active Price Range:** Homes between $675,000-$750,000 have **21.1% SOLD rate**.

**History:** The East Surrey’s Condos Year-To-Date Home Price Index (HPIp) (Top 50%) shows that prices were increased $6,864.

The East Surrey’s Townhouses Year-To-Date Home Price Index (HPIp) (Top 50%) shows that prices were increased $5,664.

**Forecast:** The listing inventory is 22% more than the same month last year.

September’s Real Estate Statistics shows that All Fraser Valley Detached Markets went up this month. This is the 1st time all markets are rising since May 2017.

Overall, Single Family Homes had a $7,079 monthly price increase which is the highest we have seen this year or for any September on record. We are forecasting that the Fraser Valley Markets will continue as a Seller’s Markets this coming month. Currently, Condos are also in a Seller Market with 80% of the Greater Vancouver (Lower: Mainland) Condo Prices increasing. The average monthly price increase was $965. At the same time, 20 out of 26 Townhouse Markets increased an average of $1,412. We analyze and provide 97 individual City’s Home Price Indexes to supply you the MOST ACCURATE Market Trends every Saturday. Please contact us for your own Market Value Update with an in-depth Analysis and Forecast in your Local Market Area and more specifically - Your Neighborhood.

**Analytical Methods:** The East Surrey represents many diverse markets that makes the average or median monthly homes sales statistics have little value towards understanding the market changes. Currently we have split the Condos and Townhouses markets into two parts with the East Surrey HPIp Top 50% representing the higher end sales and the East Surrey HPIp Lower 50% representing the lower priced homes sales. Each HPI is determined by adjusting all of the paired monthly sales to produce one of the most accurate HPI indexes at this time. Note: For more accurate price change for your home request a Comparative Market Analysis Data is from: FABER, RE/MAX, CARRIE Real Estate Boards & they assume no responsibility for its accuracy.

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**East Surrey List Price Ranges Statistics - Sept 2020**

<table>
<thead>
<tr>
<th>Home Price Range</th>
<th>Total Listings (month)</th>
<th>Sales</th>
<th>DOM</th>
<th>Sale Price / List Price</th>
<th>Sell - List Difference</th>
<th>% SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$400,000</td>
<td>79</td>
<td>16</td>
<td>3</td>
<td>99%</td>
<td>$4,000</td>
<td>22.8%</td>
</tr>
<tr>
<td>$400,001-$475,000</td>
<td>72</td>
<td>17</td>
<td>3</td>
<td>99%</td>
<td>$4,000</td>
<td>23.6%</td>
</tr>
<tr>
<td>$475,001-$550,000</td>
<td>90</td>
<td>16</td>
<td>19</td>
<td>99%</td>
<td>$4,000</td>
<td>21.1%</td>
</tr>
<tr>
<td>$550,001-$615,000</td>
<td>103</td>
<td>31</td>
<td>11</td>
<td>99%</td>
<td>$4,000</td>
<td>30.1%</td>
</tr>
<tr>
<td>$615,001-$675,000</td>
<td>131</td>
<td>33</td>
<td>6</td>
<td>99%</td>
<td>$5,000</td>
<td>26.2%</td>
</tr>
<tr>
<td>$675,001 and more</td>
<td>144</td>
<td>33</td>
<td>31</td>
<td>99%</td>
<td>$5,000</td>
<td>29.9%</td>
</tr>
<tr>
<td><strong>Total Activity</strong></td>
<td><strong>619</strong></td>
<td><strong>151</strong></td>
<td><strong>15</strong></td>
<td><strong>99%</strong></td>
<td><strong>$6,000</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>

---

**Monthly Changes Summary**

<table>
<thead>
<tr>
<th></th>
<th>Sep-19</th>
<th>Aug-20</th>
<th>Sep-20</th>
<th>10/1/2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Listings** (A,S,T,C,X)</td>
<td>509</td>
<td>583</td>
<td>619</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Active Listings (1st of the month)</td>
<td>370</td>
<td>349</td>
<td>388</td>
<td>412</td>
<td></td>
</tr>
<tr>
<td>Solds</td>
<td>95</td>
<td>94</td>
<td>109</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Days on Market (DOM)</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>% SOLD (Sales/Listings/monthly rate)</td>
<td>19%</td>
<td>24%</td>
<td>24%</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Condos (Top 50%) Home Price Index HPIp</td>
<td>$429,091</td>
<td>$429,091</td>
<td>$428,966</td>
<td>$126</td>
<td></td>
</tr>
<tr>
<td>Condos (Lower 50%) Home Price Index HPIp</td>
<td>$304,805</td>
<td>$304,805</td>
<td>$305,305</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Towns (Top 50%) Home Price Index HPIp</td>
<td>$629,664</td>
<td>$629,664</td>
<td>$629,664</td>
<td>$564</td>
<td></td>
</tr>
<tr>
<td>Towns (Lower 50%) Home Price Index HPIp</td>
<td>$460,068</td>
<td>$460,068</td>
<td>$460,920</td>
<td>$2,835</td>
<td></td>
</tr>
</tbody>
</table>
Oct 1/20  East Surrey

Sales / Listings

%SOLD Rate is the Monthly Sell Through Rate

Sources: The respective Real Estate Boards, which assume no responsibility for accuracy.

*Home Price Index = average home prices are adjusted to the yearly average finished sqft. & age. Total Listings ** includes all listings marketed for the month.

The DOM, and Sale – List Price differences are based on medians, not averages. Market Share Reports include all property types. More Details

Vancouver Market Reports
Stats, on the Web!
The Home Price Index HPIp is our MOST Accurate Indication of Price Changes and is based on the Top 50% of the homes.
(Note: Each Sale is paired to its previous sale after 2005 to determine its exact price change.)
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The Home Price Index (HPI) is our MOST Accurate Indication of Price Changes and is based on the Top 50% of the Condos. (Note: Each Sale is paired to its previous sale after 2005 to determine its exact price change.)

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The Home Price Index HPIp is our MOST Accurate Indication of Price Changes and is based on the Lower 50% of the homes. (Each Sale is paired to its previous sale after 2005 to determine its exact price change.)

Home Price Changes (Home Price Index, Paired sales from 2005)

- $9,650
- $14,500
- $17,000
- $10,888
- $12,150
- $9,000
- $0
- $10,900
- $10,000
- $14,000
- $7,950

Sellers Discount $$

Sales Price - Original List Price ($$ difference)

- $9,650
- $14,500
- $17,000
- $10,888
- $12,150
- $9,000
- $0
- $10,900
- $10,000
- $14,000
- $7,950

Sources: The respective Real Estate Boards, which assume no responsibility for accuracy.
### Supply and Demand

#### How % Sold Rates Affect Price Changes

**Sell Through Rates (STR)** - Adsorption Rates

---

**Home Price Index**
- Average home prices are adjusted to the yearly average finished sqft. & age.
- Total Listings includes all listings marketed for the month.

**DOM, and Sale List Price**
- Differences are based on medians, not averages.
- Market Share Reports include all property types.

**Sources:** The respective Real Estate Boards, which assume no responsibility for accuracy.

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**What to expect:**
- Staff, you can email me as to what personalization you want on your reports.
- I will produce your reports ASAP.
  - Are you requiring Townhouse / Condos reports?
  - Will this be your Email or Newsletter main "Item of value"?

**30 day Money Back Guaranteed**

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### Start your Stats Reports right here!

**Subscribe**

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**What do you get?:**

1. **We will** give you Abbotsford's full RE/MAX Market Reports
   - (detached statistics) within 1 week.
   - (Multi family: Townhouse / Condos stats may take another week.)
2. **You will get** the Re/MAX Market Share Reports
   - Monthly or Quarterly reports City or Area
3. **Early access to the Sell-Through Rates**
   - 2 weeks updates as they happen.
4. **We will customize the reports for you**
   - so they are personalized (setup is free if simple one person setup)
5. **Preferential access to**
   - our "Mastermind Group" monthly Webinars

**We will provide your stats as:**

1. **A single easy to understand PDF** so it is ready to email your clients as a Major Item of value. (pick 2 reports) (more available)
2. **Note many agents are emailing the LIVE LINK**
   - eg: RMXReports.com/YourName.pdf
   - 1. this LIVE report is updated every month and is a LIVE to your client ... basically we are hosting your NEWS webpage
   - 2. You are certainly welcome to put this content on your own website or I will show you how to set it live on your site
3. **A more detailed landscape reports PDF** .. This set of Be-All-Reports are three pages per city
   - 1. you may share these with your most analytical clients in CMA or Price reductions.

**Offer # 2**
- Master Mind Group (Monthly we do a live webinar on changing market conditions 1st Thursday of the month at 8:30 am) ( $29 per session)