

# THE SCHMIDT REPORT

## August 2022

Feel good about the choice you make.

**schmidt**  
realty group inc

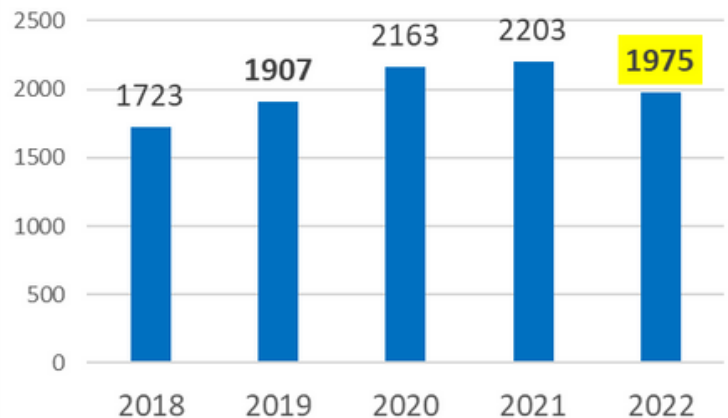
### What's happening to our real estate market? Is this normal?

If you're active in the market as a buyer or a seller (or a REALTOR®) you can definitely feel a slowdown in the pace, but that's not unusual for this time of year. Whether it's simply a return to more seasonal markets or something more, only time will tell. There's always an adjustment period when economic factors change. The recent rise in interest rates is challenging for buyers who are already searching for their next home. Many of them will have their purchasing power substantially decreased and that's understandably frustrating and disappointing. However, new buyers will come into the market at the new rates so they'll understand from the beginning how much they can afford in today's environment.

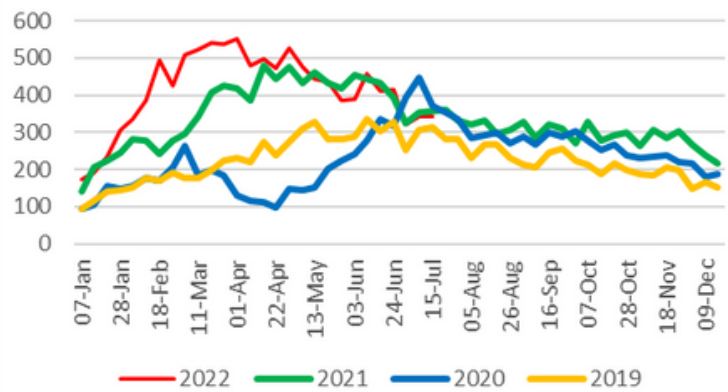
To put things in context, if you compare sales over time (top graph), July sales were well within the normal range. While sales this July vs July 2021 are down just over 10%, when you compare July 2021 to July 2019 (the last "normal" pre-Covid year), residential sales are actually up in 2022 by 3.6%.

Looking at the big picture (bottom graph) you can see that seasonally, sales activity follows a common pattern of a rise in the spring and levelling off over the winter. The blue line in the graph to the left represents 2020 and 2022 is the red line. Both of those years had extreme activity. In 2020 the market fell off dramatically as Covid hit, and in 2022 the supply of housing couldn't keep up with the pent-up demand. The yellow line is 2019... our last "typical" year. That's what we should be measuring against to determine whether or not our current patterns are "normal".

NUMBER OF HOMES SOLD IN THE MONTH OF JULY  
GREATER EDMONTON AREA



CITY OF EDMONTON SALES  
ALL RESIDENTIAL



"Any time changes occur in the real estate landscape there is an adjustment period. Once everyone realizes the sky isn't falling people move on with their plans."  
- Kathy Schmidt . Broker Owner . Schmidt Realty Group Inc.

# MARKET SNAPSHOT JUL 2022

## Our Results:

- For the first half of 2022, our listings sold on average in just **26 days vs. 33 days** for the REALTORS® Association of Edmonton.
- Our sellers sold for an average of **99.6% of list price** during the same period!
- For the first half of 2022, **88% of our business** came from referrals, repeat clients and the sphere of people in the Edmonton area who already know, like and trust us!

