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**RED DEER RESIDENTIAL
MARKET UPDATE
AUGUST 2015**

Soderquist Appraisals Ltd. - Real Estate Appraisals and Consulting

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RED DEER RESIDENTIAL MARKET UPDATE AUGUST 2015

This report is an analysis of MLS System® data for the City of Red Deer for the period January 2004 to August 2015. The report has been separated into two sub-markets:

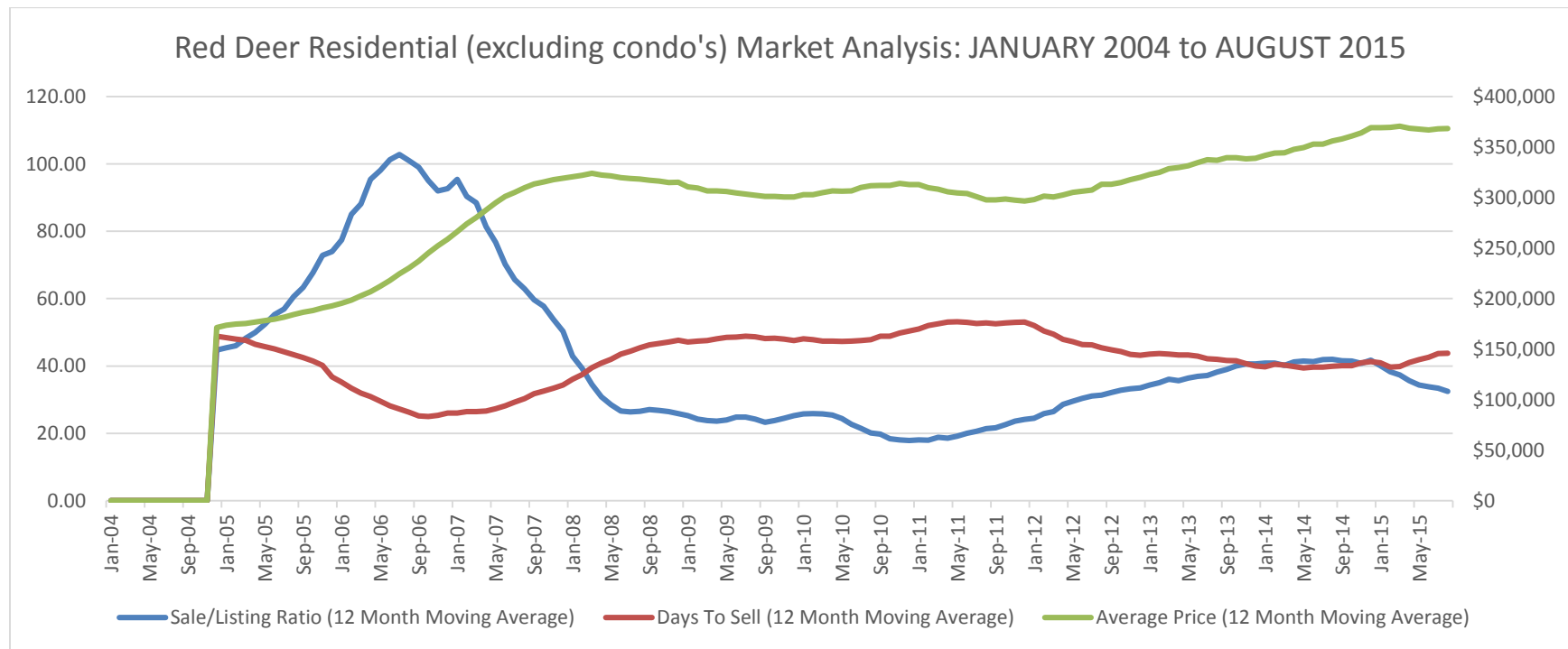
- **Red Deer Residential Market Excluding Condominiums:** An analysis of 18,686 residential transactions (excluding residential condominium units), in the City of Red Deer during the January 2004 to August 2015 period.
- **Red Deer Residential Condominium Market:** An analysis of 2,431 residential condominium unit transactions in the City of Red Deer during the January 2004 to August 2015.

The following metrics are used in this analysis:

- **Sale / Listing Ratio:** Calculated by dividing the number of sales in a month by the number of active listings in the same month. A high ratio suggests a “sellers market” and a low ratio suggests a “buyers market.” This metric is generally considered as a leading indicator of trend changes in Average Selling Price.
- **Average Selling Price:** Average of all selling prices each month.
- **Average Days to Sell:** Average of all actual “Days to Sell” for each sale that month. This metric is generally considered as a leading indicator of trend changes in Average Selling Price.

Each metric is measured on the basis of its Twelve Month Moving Average in order to remove the effect of seasonal variations.

RED DEER RESIDENTIAL MARKET (Excluding Condominiums)



The **Sale/Listing Ratio** shows improving market conditions from early 2011 to late 2013. During most of 2014 the **Sale/Listing Ratio** indicated a stable market. The **Sale/Listing Ratio** is showing a deteriorating market during the first eight months of 2015.

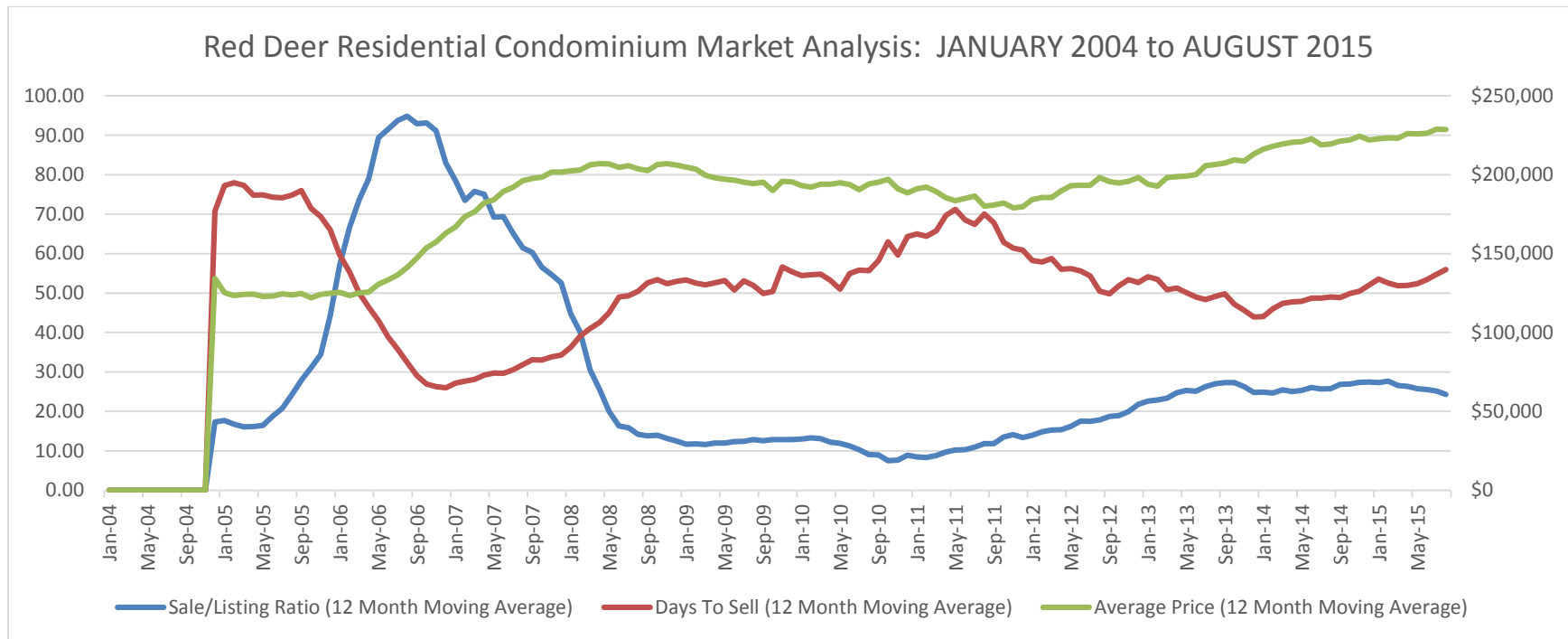
The **Days To Sell** metric fell during the 2012-2013 period which indicates an improving market. This metric indicates that the market was stable in 2014, and then suggests a weakening market during the first eight months of 2015.

Average Selling Price increased during the 2012-2014 period, and has been stable during the first eight months of 2015.

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RED DEER RESIDENTIAL CONDOMINIUM MARKET



The **Sale/Listing Ratio** shows improving market conditions from late 2010 to late 2013 with a stable market during 2014. This metric shows that this market deteriorated somewhat during the first eight months of 2015.

The **Days To Sell** metric fell during the 2011-2013 period which indicates an improving market. However this metric increased during 2014 and the first eight months of 2015 indicating slightly deteriorating market conditions.

Average Selling Price increased during the 2012-2014 period and including the eight months of 2015. However it is noted that the rate of growth in Average Selling Price slowed during 2014 and 2015 to date.

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AVERAGE SELLING PRICES

Analysis of 12-month Moving Average Selling Price			
	August 2014	August 2015	y/y change
Red Deer Residential (excluding condo's)	\$356,082	\$368,499	3.49%
Red Deer Residential Condominiums	\$219,471	\$228,668	4.19%

In order to remove the effect of seasonal variations the “12-month moving average” is used.

The above analysis indicates that average selling prices of homes (excluding condominiums) in Red Deer increased 3.49% from August 2014 to August 2015.

The analysis also indicates that average selling prices of residential condominiums in Red Deer increased 4.19% during the same August 2014 to August 2015 period.



Soderquist Appraisals Ltd is a full service real estate appraisal and consulting firm providing valuation and consulting services on virtually every real estate property type. Located in Red Deer, Alberta we provide our services throughout western and northern Canada. For more information about Soderquist Appraisals Ltd please visit our web site at:

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Special recognition and thanks is paid to the Central Alberta Real Estate Association for their assistance.

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