



FOR IMMEDIATE RELEASE

Continued high demand for Canadian real estate expected to appreciate the value of Canadian homes by 2.5%, according to RE/MAX

Home ownership remains a priority for Canadians, as 91% report owning a home is part of the Canadian dream

Laval, Dec. 10th, 2015// High demand and low supply continued to characterize Vancouver's and Toronto's housing markets throughout 2015 as competition from buyers over the limited inventory of single-family homes pushed prices higher. The average residential sale price increased 17 per cent in Greater Vancouver and 10 per cent in the Greater Toronto Area, to approximately \$947,350 and \$622,150, respectively. As demand shows no signs of waning, these markets are expected to continue to see price appreciation in 2016, of seven per cent in Greater Vancouver and five per cent in the Greater Toronto Area.

"Based on the projections for Canada's key housing markets, RE/MAX expects the average home price in Canada to increase 2.5% in 2016," said Gurinder Sandhu, Executive Vice President, RE/MAX INTEGRA Ontario-Atlantic Canada Region. "While we expect to see some price decreases, particularly in regions that rely on the oil and natural resource sectors, strong demand in Canada's urban centres is expected to continue throughout next year."

Regions outside of Canada's highest-priced cities reported a spillover effect from the price increases in Greater Vancouver and the Greater Toronto Area continuing a trend that RE/MAX reported this spring. There were significant year-over-year price increases in Victoria (13%), Fraser Valley (10%), Hamilton-Burlington (12%) and Barrie (8%).

It has been recently reported that the federal Department of Finance is considering increasing the minimum down payment for homes above \$500,000 on a graduated scale. If implemented, RE/MAX expects the effect on first-time buyers in most of Canada's housing markets to be minimal. However, in Vancouver and Toronto, where entry-level homes are often above the \$500,000 threshold, these restrictions may be discouraging to some potential buyers. According to recent RE/MAX survey findings, over two-thirds of Canadians already agree that 10 per cent or more is a good down payment for a home.

New Canadians continued to be an important demographic in Toronto, Vancouver and Montreal. Attracted to Canada's stable economy and low Canadian dollar, this trend is expected to continue through 2016.

In a recent Leger survey conducted for RE/MAX, 70 per cent of homeowners agreed that REALTORS® provide value when buying or selling a home. In competitive markets, sellers want to ensure they maximize the value of their homes, while buyers look for guidance during the fast-paced bidding process. Successful buyers typically put in an offer without conditions and have their deposits in hand.

Housing markets in Calgary and Edmonton showed slower activity but haven't experienced significant price adjustments. The average residential sale price in Calgary saw a moderate five per cent decrease, due primarily to a larger proportion of sales at the lower end of the market. In Edmonton, the average price increased by two per cent despite more inventory on the market. An ongoing \$5 billion development project in downtown Edmonton has stimulated the local economy and helped to keep employment levels up, mitigating the impact of oil industry layoffs.

"In Alberta, a year after the sudden drop in oil prices, the housing markets have shown resilience," said Elton Ash, Regional Executive Vice President, RE/MAX of Western Canada. "With oil price volatility continuing to make buyers feel uncertain, we do expect the average sale price to decrease next year, by 3.5 per cent in Edmonton and four per cent in Calgary."

Outside of B.C. and Southern Ontario, high inventory continued to be a significant factor affecting the markets in many cities, including Saskatoon, Regina, Montreal, Quebec City, Halifax and St. John's. This is primarily due to a period of increased construction; though new construction slowed down in most of these cities, it will take some time for the market to absorb the product.

RE/MAX 2016 average residential sale price expectation for Canada is an increase of 2.5 per cent as Canadians continue to see home ownership as an important milestone as well as a good investment.

For the full 2016 RE/MAX Housing Market Outlook report, click [here](#).

Data Table

AVERAGE RESIDENTIAL SALE PRICE 2012-2015 AND 2016 OUTLOOK							
	2016 (forecast \$)	2016 (forecast %)	2015 (estimate)	2014/2015 % change	2014	2013	2012
Victoria	\$590,525	2.70%	\$575,000	13%	\$507,212	\$476,568	\$484,164
Greater Vancouver	\$1,013,665	7.00%	\$947,350	17%	\$812,652	\$781,517	\$730,063
Fraser Valley	\$566,706	3.00%	\$550,200	10%	\$498,703	n/a	n/a
Kelowna	\$444,567	2.00%	\$435,850	3%	\$424,145	\$397,000	\$400,027
Calgary	\$443,232	-4.00%	\$461,700	-5%	\$484,790	\$456,000	\$412,315
Edmonton	\$360,379	-3.50%	\$373,450	2%	\$367,038	\$351,000	\$334,318
Saskatoon	\$354,150	0.00%	\$354,150	-2%	\$361,031	\$338,309	\$331,867
Regina	\$319,850	0.00%	\$319,850	-3%	\$329,379	\$320,430	\$301,332
Winnipeg	\$302,478	2.50%	\$295,100	2%	\$289,538	\$274,373	\$255,058
Windsor-Essex	\$211,208	5.00%	\$201,150	5%	\$192,124	\$183,518	\$175,581
London-St. Thomas	\$273,002	3.00%	\$265,050	4%	\$254,141	\$245,737	\$238,822
Sudbury	\$253,813	1.00%	\$251,300	-2%	\$255,371	\$250,518	\$247,462

Hamilton-Burlington	\$455,270	4.30%	\$436,500	12%	\$388,487	\$383,840	\$360,059
Barrie	\$362,303	5.00%	\$345,050	8%	\$319,612	\$308,200	\$299,685
Greater Toronto Area	\$653,258	5.00%	\$622,150	10%	\$566,626	\$522,963	\$497,150
Kingston	\$304,980	2.00%	\$299,000	4%	\$287,291	\$287,567	\$280,095
Ottawa	\$376,329	2.00%	\$368,950	2%	\$362,868	\$353,881	\$352,610
Greater Montreal	\$341,091	1.50%	\$336,050	2%	\$331,057	\$323,963	\$321,059
Quebec City	\$269,686	1.50%	\$265,700	0%	\$264,589	\$267,294	\$257,879
Saint John	\$180,044	3.00%	\$174,800	-2%	\$178,440	\$179,351	\$174,026
Halifax-Dartmouth	\$283,134	1.50%	\$278,950	2%	\$273,917	\$274,153	\$268,799
Charlottetown	\$220,000	2.00%	\$218,612	-1%	\$219,867	\$203,722	\$206,903
St. John's	\$291,354	-2.00%	\$297,300	-3%	\$306,405	\$301,000	\$285,529

Key Findings from 2016 RE/MAX Housing Market Outlook Omnibus Survey

While home prices continue to increase, this hasn't discouraged the mindset of the vast majority of Canadians who see owning a home as part of the Canadian dream. When purchasing a home, more than two-thirds of Canadians agree that 10% or more is a good down payment. A good down payment will help keep the carrying costs of a mortgage manageable; however, getting the best price for a property is also important to protect your financial investment. An experienced agent can help buyers with negotiations, inspections, local insight and other guidance to best protect their investment.

Canadians agree that home ownership is part of the Canadian dream

- Canada = 90.9%
- British Columbia = 94.6%
- Alberta = 92.9%
- Saskatchewan and Manitoba = 94.4%
- Ontario = 90.5%
- Quebec = 87.3%
- Atlantic Canada = 91.5%

Canadians are most likely to agree that 10% of the price of a home is a good down payment

- A good down payment is less than 10%
 - Total = 18.0%
 - Homeowners = 16.8%
 - Non-homeowners = 20.7%
- A good down payment is about 10%
 - Total = 33.6%
 - Homeowners = 34.6%
 - Non-homeowners = 32.1%
- A good down payment is about 20%
 - Total = 26.5%
 - Homeowners = 27.3%

- Non-homeowners = 24.7%
- A good down payment is more than 20%
 - Total = 14.7%
 - Homeowners = 17.6%
 - Non-homeowners = 8.7%

Canadians agree that when buying or selling a home, REALTORS® provide value

- Total = 67.3%
- Homeowners = 70.4%

To coordinate interviews, please contact:

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About the RE/MAX Network:

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Over 100,000 agents provide RE/MAX a global reach of nearly 100 countries.

RE/MAX, LLC, one of the world’s leading franchisors of real estate brokerage services, is a wholly-owned subsidiary of RMCO, LLC, which is controlled and managed by RE/MAX Holdings, Inc. (NYSE:RMAX).

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About RE/MAX Québec

With over 3,200 brokers located across 137 offices, RE/MAX offers the largest sales force in Québec. RE/MAX agents represent approximately 19% of all real estate agents in Québec and they have close 40% of market share, sometime more in some regions.

For more than 25 years, RE/MAX has been supporting Opération Enfant Soleil, a non-profit organization that raises funds to help sick children in the province. Since 1988, RE/MAX has raised more than \$20 million to support the development of high-quality pediatrics for all children in Quebec.

Visit www.remax-quebec.com to find out more.

About Leger

Leger is the largest Canadian-owned full-service market research firm. The survey of 1,555 Canadians was completed online between Nov. 2 and Nov. 5, 2015, using Leger's online panel, LegerWeb. Leger's online panel has more than 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%. A probability sample of the same size would yield a margin of error of +/- 2.5%, 19 times out of 20.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as “anticipate,” “believe,” “intend,” “expect,” “estimate,” “plan,” “outlook,” “project” and other similar words and expressions that predict or indicate future events or trends that are not statements of historical matters. These forward-looking statements include statements regarding the future performance of the housing market, the Company's financial and operational outlook, the Company's belief that business fundamentals remain strong, as well as other statements regarding the Company's strategic and operational plans. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward looking statements are based on information available at the time those statements are made and/or management's good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward looking statements. Such risks and uncertainties include, without limitation, (1) changes in business and economic activity in general, (2) changes in the real estate market, including changes due to interest rates and availability of financing, (3) the Company's ability to attract and retain quality franchisees, (4) the Company's franchisees' ability to recruit and retain agents, (5) changes in laws and regulations that may affect the Company's business or the real estate market, (6) failure to maintain, protect and enhance the RE/MAX brand (7) fluctuations in foreign currency exchange rates, as well as those risks and uncertainties described in the sections entitled “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operation” in the most recent Form 10-K filed with the Securities and Exchange Commission (“SEC”) and similar disclosures in subsequent reports filed with the SEC, which are available on the investor relations page of the Company's website at www.remax.com and on the SEC website at www.sec.gov. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made. Except as required by law, the Company does not intend, and undertakes no duty, to update this information to reflect future events or circumstances.

Source: Estimates and forecasts are based on the opinion of independent RE/MAX broker/owners and affiliates.