

## **Summary of Highlights for OMREB Monthly Buyers Survey**

*Results for January 2014 (1st Quarter)*

| <b>BUYER PROFILE – Highlights</b>   | <b>JANUARY 2014</b>  |
|---|--|
| <b><i>Best describe your most recent Buyer (moving to/from property type)</i></b> | <b>Moving Up – 26.4%</b><br>First Time Buyer – 20.8%<br>Single Family Res to Strata – 14.4%<br>Recreation Property – 8.0%<br>Revenue Property Investor – 6.4%<br>Strata to Single Family – 6.4%<br>Retirement Community – 4.0%                     |
| <b><i>Describe the Buyer (family dynamic):</i></b>                                | <b>Empty Nesters/Retired – 23.7%</b><br>Two Parent family/children – 20.7%<br>Couple without children – 19.3%<br>Single Female – 17.0%<br>Single Male – 14.1%<br>Single Parent with children – 6.7%  |
| <b><i>How did Buyer finance purchase?</i></b>                                     | <b>Conventional Mortgage (&gt;20% down) – 58.1%</b><br>All Cash – 27.2%<br>High Ratio (<20% down) – 14.7%<br>Rental Income to Qualify – 0%   |
| <b><i>Where did Buyer move from?</i></b>  | <b>From within Board Area – 60.3%</b><br>From Alberta – 13.2%<br>From Other Areas BC – 11.0%<br>From Lower Mainland/Island – 6.8%<br>From Sask/Man – 4.4%<br>From E Canada/Maritimes – 2.2%<br>From Outside Canada – 1.5%<br>From NWT/Yukon – 0.7% |
| <b><i>In what area was property purchased?</i></b>                                | <b>Kelowna/West Kelowna – 51.9%</b><br>Vernon/Coldstream – 23.0%<br>Central OK (outside K/WK) – 6.7%<br>North OK (outside V/CS) – 6.7%<br>Shuswap/Rev (outside SA) – 6.7%<br>Salmon Arm – 5.2%   |

*See page 2 for 4<sup>th</sup> Quarter 2013 highlights...*

## Summary of Highlights for OMREB Monthly Buyers Survey

*Results for 4th Quarter 2013*

| BUYER PROFILE – Highlights  | OCTOBER 2013  | NOVEMBER 2013   | DECEMBER 2013   |
|---|---|---|---|
| <i><b>Best describe your most recent Buyer (moving to/from property type)</b></i> | <b>Moving Up – 24.5%</b><br>First Time Buyer – 17.5%<br>Single Family Res to Strata – 14.8%<br>Revenue Property Investor – 8.3%<br>Recreation Property – 7.9%<br>Retirement Community – 5.7%<br>Strata to Single Family – 4.8%                    | <b>Moving Up – 24.2%</b><br>First Time Buyer – 18.2%<br>Single Family Res to Strata – 12.6%<br>Recreation Property – 8.1%<br>Revenue Property Investor – 7.6%<br>Retirement Community – 6.1%<br>Strata to Single Family – 3.5%                  | <b>Moving Up – 25.4%</b><br>First Time Buyer – 20.1%<br>Single Family Res to Strata – 11.9%<br>Revenue Property Investor – 8.2%<br>Recreation Property – 7.5%<br>Strata to Single Family – 5.2%<br>Retirement Community – 4.5%                  |
| <i><b>Describe the Buyer (family dynamic):</b></i>                                | <b>Couple without children – 26.2%</b><br>Two parent family/children – 25.3%<br>Empty Nesters/Retired – 17.3%<br>Single Male – 14.3%<br>Single Female – 10.1%<br>Single Parent with children – 5.1%   | <b>Couple without children – 26.7%</b><br>Two parent family/children – 22.3%<br>Empty Nesters/Retired – 21.8%<br>Single Male – 13.6%<br>Single Female – 12.1%<br>Single Parent with children – 1.5%   | <b>Two Parent family/children – 31.3%</b><br>Couple without children – 28.4%<br>Empty Nesters/Retired – 16.4%<br>Single Female – 11.9%<br>Single Male – 9.7%<br>Single Parent with children – 3.0%  |
| <i><b>How did Buyer finance purchase?</b></i>                                     | <b>Conventional Mortgage (&gt;20% down) – 47.0%</b><br>All Cash – 34.3%<br>High Ratio (<20% down) – 18.6%<br>Rental Income to Qualify – 0.8%  | <b>Conventional Mortgage (&gt;20% down) – 48.8%</b><br>All Cash – 30.9%<br>High Ratio (<20% down) – 19.8%<br>Rental Income to Qualify – 0.5%  | <b>Conventional Mortgage (&gt;20% down) – 50.6%</b><br>All Cash – 24.6%<br>High Ratio (<20% down) – 18.7%<br>Rental Income to Qualify – 1.5%  |
| <i><b>Where did Buyer move from?</b></i>  | <b>From within Board Area – 59.2%</b><br>From Alberta – 14.3%<br>From Lower Mainland/Island – 8.0%<br>From Other Areas BC – 7.1%<br>From Sask/Man – 5.9%<br>From E Canada/Maritimes – 2.5%<br>From Outside Canada – 2.5%<br>From NWT/Yukon – 0.4% | <b>From within Board Area – 55.6%</b><br>From Alberta – 16.9%<br>From Lower Mainland/Island – 9.2%<br>From Other Areas BC – 7.7%<br>From Sask/Man – 3.9%<br>From E Canada/Maritimes – 3.9%<br>From Outside Canada – 2.9%<br>From NWT/Yukon – 0% | <b>From within Board Area – 66.2%</b><br>From Alberta – 14.0%<br>From Lower Mainland/Island – 6.6%<br>From Other Areas BC – 5.1%<br>From E Canada/Maritimes – 2.9%<br>From Outside Canada – 2.9%<br>From Sask/Man – 2.2%<br>From NWT/Yukon – 0% |
| <i><b>In what area was property purchased?</b></i>                                | <b>Kelowna/West Kelowna – 54.0%</b><br>Vernon/Coldstream – 15.9%<br>Shuswap/Rev (outside SA) – 8.4%<br>Central OK (outside K/WK) – 8.4%<br>Salmon Arm – 7.9%<br>North OK (outside V/CS) – 5.4%  | <b>Kelowna/West Kelowna – 49.3%</b><br>Shuswap/Rev (outside SA) – 14.0%<br>Central OK (outside K/WK) – 12.6%<br>Vernon/Coldstream – 11.6%<br>Salmon Arm – 6.8%<br>North OK (outside V/CS) – 5.8%  | <b>Kelowna/West Kelowna – 55.1%</b><br>Vernon/Coldstream – 15.4%<br>Central OK (outside K/WK) – 8.8%<br>North OK (outside V/CS) – 8.8%<br>Salmon Arm – 7.4%<br>Shuswap/Rev (outside SA) – 4.4%  |