The State of Real Estate Conversations in 2025

Insights from 5 Million Interactions Across Canada

5,000,000
Canadians

250,000
Messages

31,000
Conversations

7,500
Leads Captured

Turning website visitors into real conversations.

REALTY AI
https://www.realty-ai.com/

Realty AI Year End Report: Introduction

The scale behind this report: A national view of early real estate demand

REALTY AI

> ***The earliest signal of real estate demand isn't a sale - it's a conversation.***

About Realty AI

Realty AI is an AI-powered conversational lead capture system built for the real estate industry.

Our AI assistants operate across brokerage, team, and agent websites nationwide, supporting consumers as they research properties, ask market-specific questions, and engage with licensed professionals. The platform functions continuously across urban, suburban, and rural markets, generating a consistent national view of real estate intent. All interactions are captured, anonymized, and structured into standardized datasets, enabling large-scale analysis of behavioral patterns.

Introduction

The Canadian real estate market is undergoing a structural shift in how consumer demand is formed, expressed, and acted upon.

As digital engagement increasingly precedes agent interaction and transaction activity, early stage buyer and seller behaviour is now observable at scale. Conversations, rather than listings or sales, have become the first measurable signal of market intent. This report examines millions of interactions captured across Canadian real estate websites. These conversations reflect how Canadians explore affordability, evaluate locations, assess timing, and progress toward action.

From Conversations to Market Signals

The interactions analyzed in this report represent the earliest stages of real estate decision making.

When aggregated at scale, they reveal shifts in demand, changes in urgency, and emerging behavioural patterns well before transactions close or are publicly reported. Unlike lagging indicators, conversational data captures formation rather than outcome. This enables a forward looking perspective on market movement across regions, price bands, and property types.

Purpose of this Report

Traditional real estate metrics describe what has already occurred. This report focuses on emerging demand.

By analyzing millions of real consumer interactions, Realty AI provides early insight into how Canadians are thinking, searching, and acting in the housing market, offering clarity in an environment where conventional indicators lag behind.

5,000,000+
Canadians Engaged

250,000+
Messages Exchanged

31,000+
Distinct Conversations

7,500+
Leads Captured

1,000+
Cities & Towns Across All Provinces

15+
Behavioural & Market Signals Analyzed

Executive Summary

The following section distills national scale conversational activity into the key behavioural signals shaping **Canadian real estate in 2025.**

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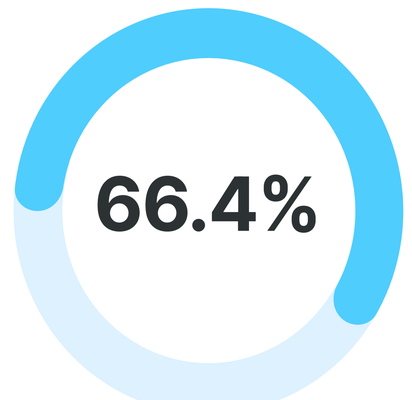
Executive Summary

Strategic Market Implications for Real Estate Professionals

Aggregate website traffic often hides a meaningful concentration of active buyers.



1. Across all conversations analyzed, 36.6% of users were just browsing, while 40.5% were actively searching and 22.9% were ready to act. In other words, nearly **two-thirds of website visitors** are already past pure exploration when they initiate a conversation.

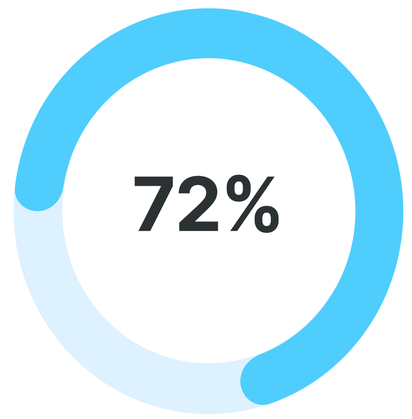
Significance

Real estate websites are not seeing uniformly high intent, but they consistently attract a meaningful volume of users who are already searching or preparing to move forward.

Implication

A **real estate AI chatbot** is effective in this environment because it adapts to mixed-intent traffic, engaging browsers while quickly qualifying and surfacing higher-intent buyers.

Serious buyers search by street, not just by city.



2. Even outside of form submissions, buyer behavior shows strong signals of intent. **Over 72% of geo-specified conversations reference either an exact address (38.8%) or a named neighborhood (33.4%), rather than broad regional or city-level searches.**

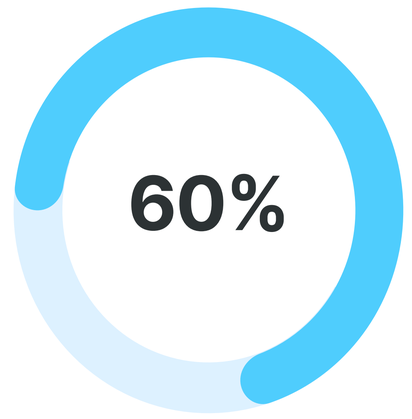
Significance

Buyers often narrow their focus to specific listings or micro-markets well before they are willing to share contact details.

Implication

A conversational AI chatbot captures these intent signals directly in dialogue, allowing agents to understand seriousness earlier than traditional **contact lead forms.**

Most buyer conversations are transactional, not informational.



3. Inquiry data shows that buyer conversations are heavily concentrated around next-step actions. **Property search (24.8%), agent contact (15.9%), pricing questions (12.3%), and property details (11.6%) together account for well over 60% of all interactions.**

Significance

Even when users are not ready to submit a form, they are asking questions that directly relate to buying decisions, affordability, and immediate next steps.

Implication

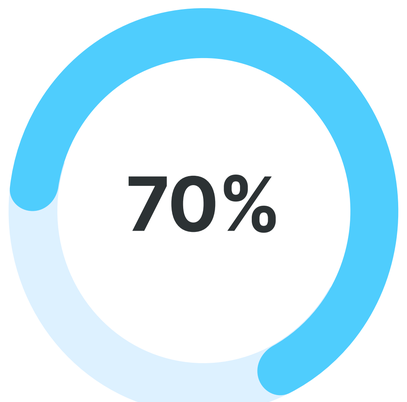
A real estate AI chatbot is designed to handle these transactional questions in real time, keeping high-intent **visitors engaged** instead of sending them deeper into static pages or forcing early contact asks.

Executive Summary

Strategic Market Implications for Real Estate Professionals

Buyer demand is concentrated in the market's core inventory and price ranges.

4. Interest is heavily concentrated in mainstream residential housing. Single-family homes (37.1%) and condos (33.5%) together account **for over 70% of all property-type conversations.** On the budget side, $500k–$800k alone represents 32.8% of all budget-qualified inquiries, with another 19.9% in the $800k–$1.2M range.



Significance

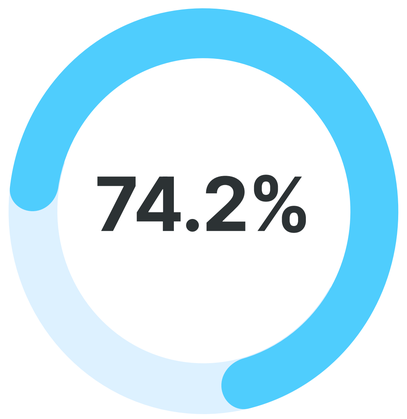
Website traffic reflects real end-user demand, not fringe or speculative interest. Most buyers are evaluating properties and price ranges that align with everyday transactions.

Implication

Chatbots reduce manual qualification by **handling general FAQs and filtering high intent buyers**, allowing agents to focus on viable opportunities faster.

When buyers signal readiness, conversion rates are high.

5. Within the subset of conversations tagged with journey stage, urgency, and outcomes, **74.2% ended in contact capture or a meeting request,** while abandonment was effectively 0.1%. Among users already marked as ready to act, 85.3% converted.



Significance

These results do not describe all website visitors. They show what happens once intent is identified and guided correctly.

Implication

A real estate AI chatbot does not create demand. It harness existing traffic to surface active buyers with **high-intent conversations into agent-ready leads.**

Website traffic is not uniformly high intent, but it consistently contains clear, detectable signals of buyer readiness.

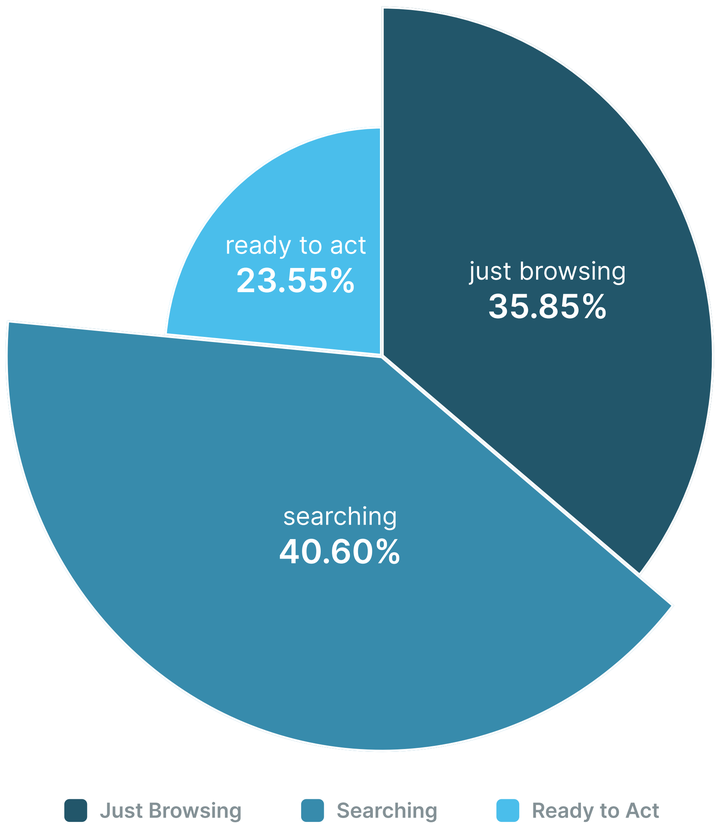
Conversational AI is effective because it engages mixed-intent visitors, surfaces seriousness early, and converts qualified demand that traditional contact forms miss.

THE CANADIAN BUYER JOURNEY

2025 MARKET DYNAMICS

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.1 Buyer Readiness and Market Timing



Inquiry Depth and Conversion Trends

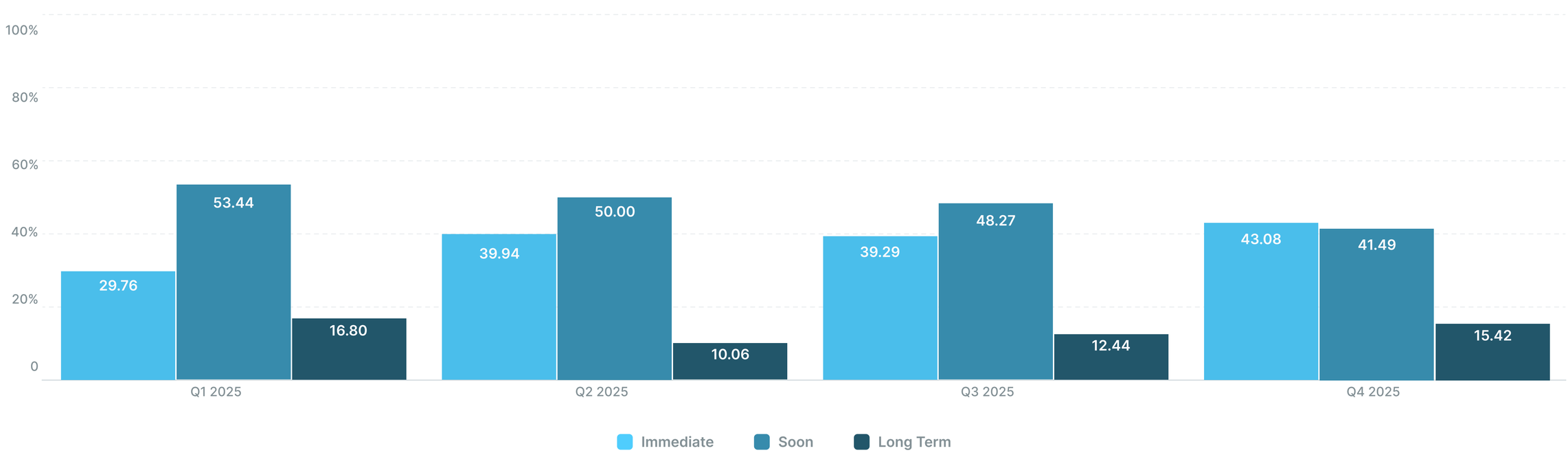
Inquiry depth grows significantly as users progress through the buying journey.

- **Just Browsing:**
  General questions about pricing or availability.
- **Searching:**
  Focused inquiries on neighbourhoods, property types, and timelines.
- **Ready to Act:**
  High intent questions, often including showing requests, exact address look up, or specific requests on properties.

Market Urgency and Timing Signals

Seasonal urgency patterns show a strong shift toward shorter decision timelines as the year progresses. Note this data does include renting inquiries.

In Q1 2025, nearly 30% of buyers described an immediate need to act, while 53% described ‘soon’, and 17% were long-term planners. By Q2, immediate urgency jumped by 10 percentage points to 39.9%, **confirming spring as the most active decision window.**



1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.1 Buyer Readiness and Market Timing

Quarter	Immediate	Soon	Long-Term
Q1 2025	29.8%	53.4%	16.8%
Q2 2025	39.9%	50.0%	10.1%
Q3 2025	39.3%	48.3%	12.4%
Q4 2025	43.1%	41.5%	15.4%

Market Urgency and Timing Signals

After the spring peak, urgency stabilized through summer at roughly 39% as some buyers delayed decisions amid limited inventory. By Q4, immediate urgency rose again to 43.1%, signaling a late-year rebound in demand as buyers moved to close before year-end.

Across the full year, the share of immediate buyers grew steadily from Q1 to Q4, while soon inquiries declined (-11%), and long-term interest narrowed slightly.

Trend Summary

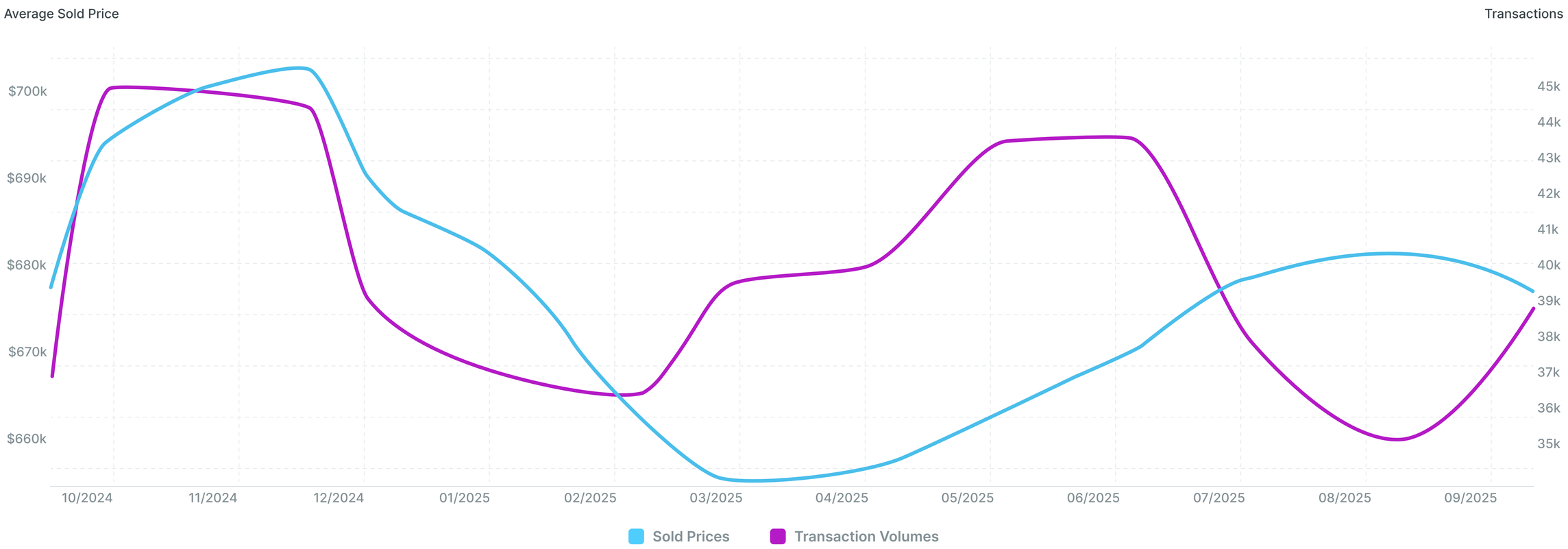
- **Spring Surge:**
  The strongest quarterly jump in urgency occurred between Q1 and Q2, driven by renewed consumer confidence and seasonal demand.
- **Summer Plateau:**
  Urgency held steady but conversation volume peaked, suggesting sustained activity even as timelines lengthened slightly.
- **Year-End Acceleration:**
  A renewed rise in immediate urgency during Q4 indicates stronger buyer decisiveness heading into 2026.
- **Overall Shift:**
  2025 saw a consistent move toward faster decision-making, with nearly one in two buyers by year-end indicating strong urgency.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.2 Seasonality Analysis

National Market Context: WOWA Transaction and Price Trends

Data from **WOWA.ca** shows a similar seasonal rhythm in actual sales activity. The chart below tracks average sold prices and transaction volumes through 2025.



Lead Time

The comparison suggests a short lag between online intent and recorded sales activity, with conversation data potentially leading market outcomes by several weeks.

- **Spring Surge (Q2):**
  WOWA's increase in both prices and transactions between February and May 2025 aligns with the rise in immediate-action buyers during the same period. Both datasets reflect higher buyer confidence and faster decision-making in the spring.
- **Summer Plateau (Q3):**
  From June through August, prices remain stable and transactions decline slightly. This parallels conversation data showing steady urgency but longer timelines as buyers paused or reassessed.
- **Year-end Rebound (Q4):**
  WOWA's chart shows renewed increases in both prices and transactions in the fall, consistent with the higher share of immediate buyers captured in **Madison's** Q4 data.

Key Insights

Searchers drive the market funnel

With 40% of users in the searching stage, this group remains the largest segment and the key opportunity for lead nurturing and remarketing.

Conversion strength increases with intent.

Nearly 38% of ready-to-act buyers shared contact details, compared with 33% of searchers, showing a clear link between urgency and conversion probability.

Spring remains the prime activation period

The share of immediate-action buyers rose 10 percent between Q1 and Q2, marking spring as the most decisive season for transactions.

Year-end buyers are increasingly decisive

A 43.1% immediate urgency rate in Q4 indicates renewed momentum among serious purchasers looking to close before year-end, a trend that could carry into early 2026.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

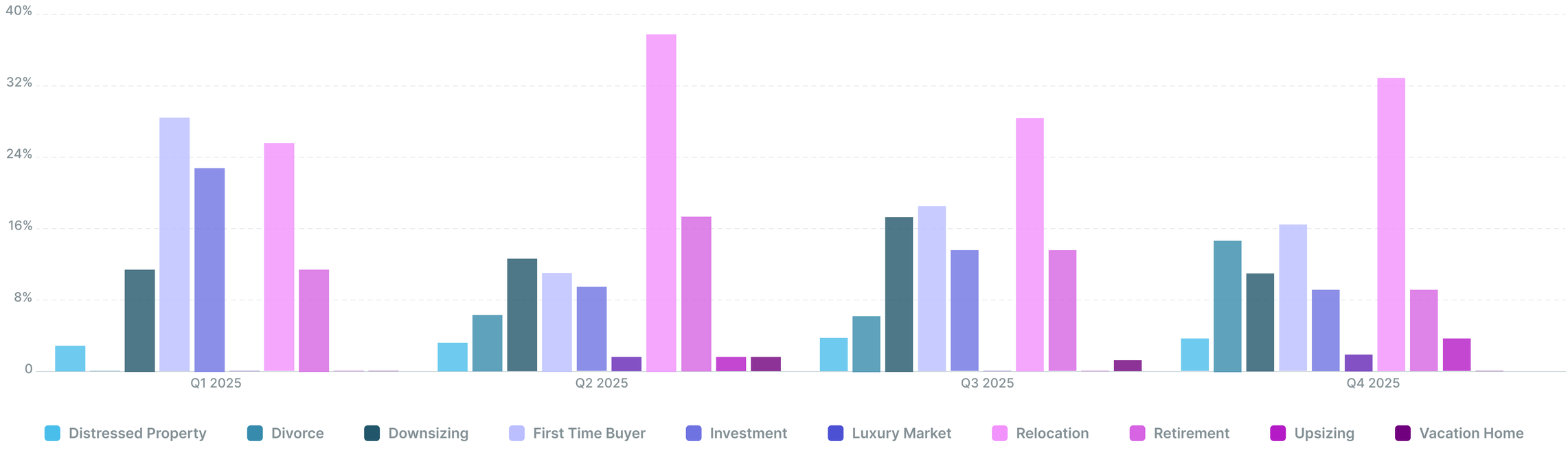
1.3 Life Events & Drivers

Special Circumstances & Life Events

There is a limited data set that shows an interesting trend of first-time buyers and relocation-driven conversations. Both categories show a noticeable rise during the spring and summer quarters (Q2–Q3), when relocation inquiries and first-time buyer activity together account for over 60% of all life events recorded.

Limited Data Set

Special circumstances are attributed only when explicitly mentioned in a conversation and therefore represent a small share of the tagged conversation dataset.



Outcome

Overall, life-event indicators point to a market shaped by practical transitions rather than speculative behaviour.

This seasonal lift suggests that mobility and milestone-driven decisions remain key motivators for entering the housing market. Relocation inquiries peak as families and professionals plan mid-year moves, while first-time buyer interest grows alongside improved consumer confidence and accessibility programs.

Other circumstances such as investment, downsizing, and retirement remain smaller but stable niches, collectively representing less than one-third of all tagged conversations.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.4 Market Segments

In 2025, the Canadian real estate market was generally balanced, with most indicators pointing toward stable conditions across the country. The sales-to-new-listings ratio (SNLR) for September 2025 stood at 50.7% [True North Mortgage], within the 40–60% range that reflects balance.

Key factors shaping the market during the year included:

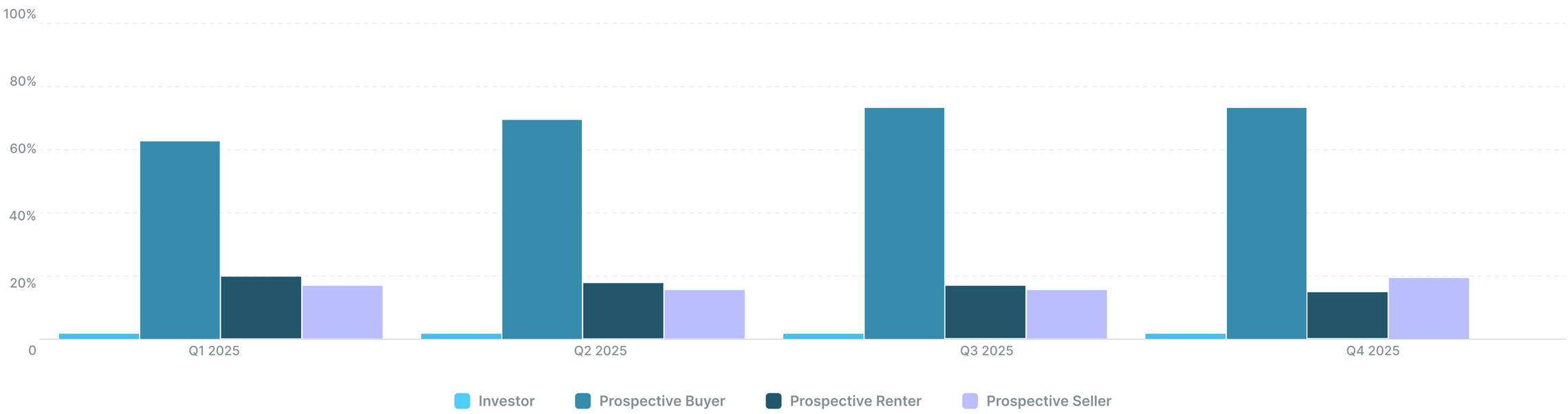
- **Affordability Constraints:**
  Despite minor price adjustments, housing costs and mortgage rates continued to limit access for first-time and budget-constrained buyers.
- **Rate Relief:**
  The Bank of Canada's two rate cuts in 2025 provided some stimulus, helping to stabilize demand and set the stage for gradual improvement heading into 2026.

National Conversation Trends

Conversation data for 2025 shows a market led by **prospective buyers**, who consistently made up around two-thirds of all interactions. Buyer engagement increased through mid-year and remained high into Q4, aligning with broader signs of growing consumer confidence.

Sellers and renters each accounted for roughly 15–20% of conversations. Seller participation declined through spring and summer but rose noticeably in Q4 to nearly 19%, indicating renewed listing activity as confidence improved and borrowing costs began to ease.

Renters decreased gradually throughout the year, suggesting fewer rental inquiries and a stronger pull toward ownership.
Investors represented less than 1% of total conversations, remaining steady across all quarters.



That conversation data naturally skews toward buyers, as it originates primarily from website traffic and digital inquiries, channels more commonly used by active home searchers than by sellers.

Quarter	Buyer	Seller	Renter	Investor
Q1 2025	62.8%	16.1%	20.3%	0.8%
Q2 2025	67.4%	15.0%	17.3%	0.3%
Q3 2025	70.3%	14.0%	15.4%	0.3%
Q4 2025	70.2%	14.3%	15.2%	0.3%

Takeaways

The composition of conversation data points to a broadly balanced market. Buyer engagement remained dominant, but the late-year rise in seller participation suggests improving confidence and renewed movement on the supply side.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.5 Inquiry Topics & Market Interest

In 2025, online real estate conversations across Canada reveal a market shaped primarily by active buyers, with inquiries centered around property search, pricing clarity, and immediate next steps such as scheduling viewings or requesting more details.

It is important to note...

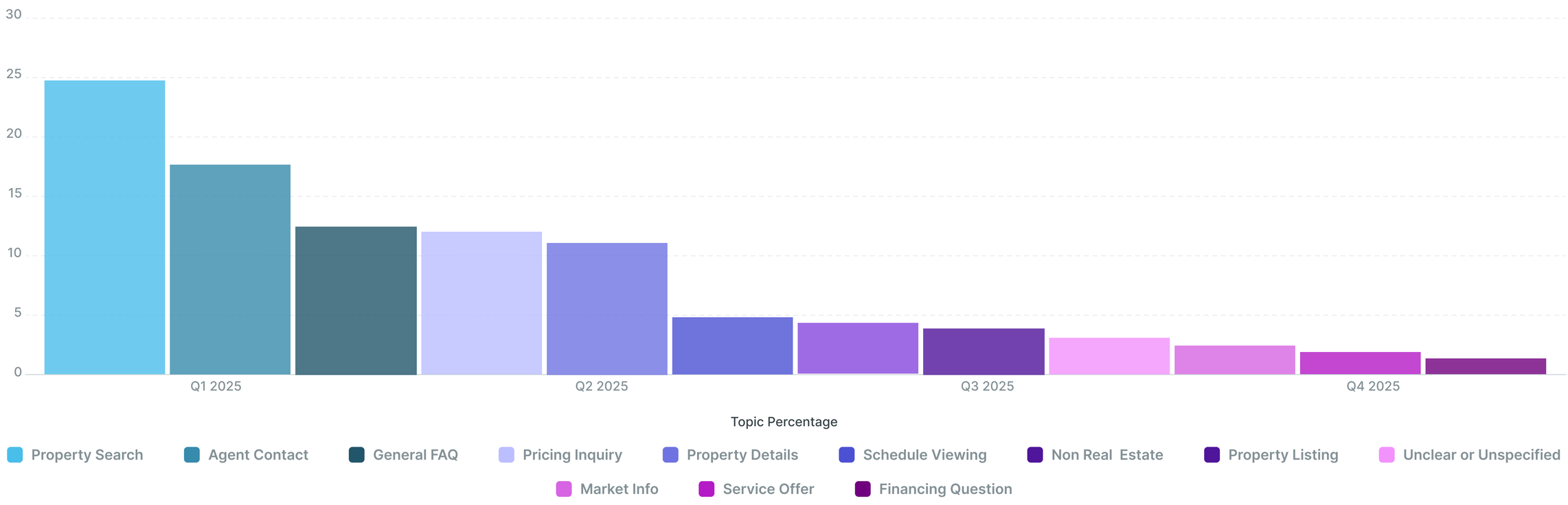
This dataset reflects real estate interactions across Canada and naturally skews toward buyers, as it is derived primarily from website traffic and digital inquiries, channels more commonly used by active home searchers than by sellers.

This highlights a consumer base that is not just browsing casually but is often well into the decision-making process by the time they interact with a realtor's website or AI assistant.

Despite broader economic uncertainty, the intensity and specificity of user inquiries indicate a sustained interest in residential real estate, supported by easing borrowing conditions and stable market fundamentals. Conversations skew toward users who are evaluating listings in real time, seeking clarity on affordability, and comparing property options across categories.

Top Inquiry Topics

Conversation data shows that interest is highly concentrated around the core concerns of active home searchers. The top five topics account for more than three-fifths of all interactions, underscoring the strong transactional intent of digital visitors.



Conversation Topic Breakdown:

- **Property Search (24.8%):**
  The largest share of conversations, reflecting that buyers come in looking for specific homes or categories of homes.
- **Agent Contact (15.9%):**
  High demand for direct interaction signals trust-building moments and readiness for next steps.
- **General FAQs (12.8%):**
  Users seeking quick clarity on basic questions before moving deeper in their search.
- **Pricing Inquiries (12.3%):**
  A strong indicator of affordability considerations and financial evaluation early in the journey.
- **Property Details (11.6%):**
  Deeper exploration of specific listings, showing intent to compare or shortlist options.

Other Notable Topics Include:

Each one reflects a different stage of buyer engagement, from early exploration to pre-transaction preparation.

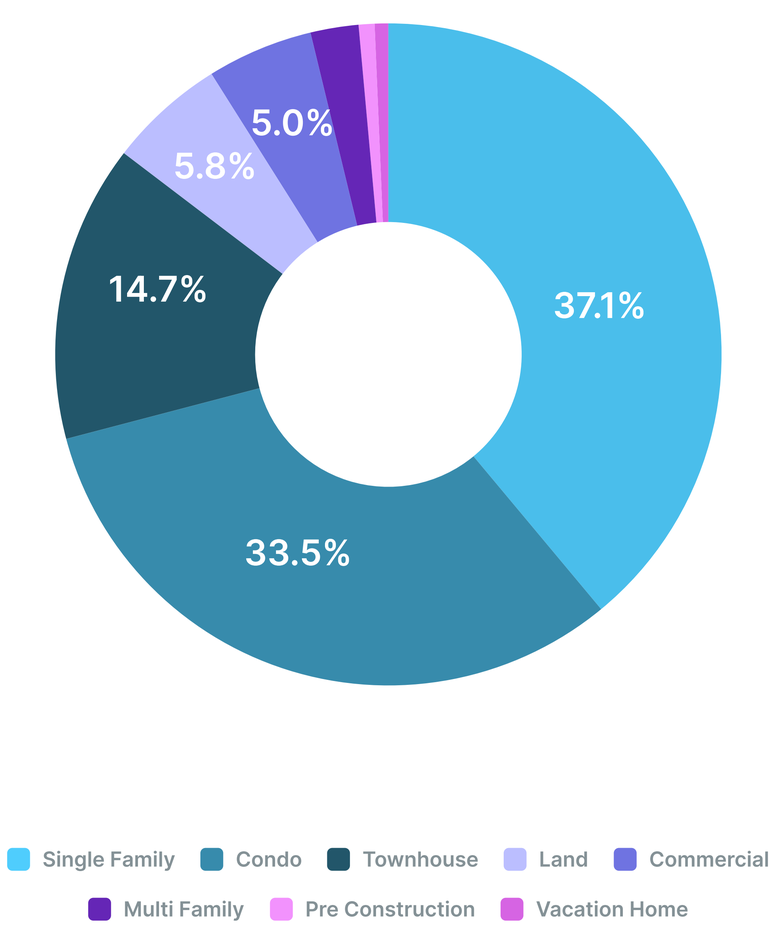
- **Scheduling Viewings (5.2%)**
- **Financing Questions (4.1%)**
- **Market Information (3.3%)**

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.6 Property Type & Affordability

Property Type Interest

In 2025, online real estate conversations across Canada reveal a market shaped primarily by active buyers, with inquiries centered around property search, pricing clarity, and immediate next steps such as scheduling viewings or requesting more details.



Property Type Breakdown:

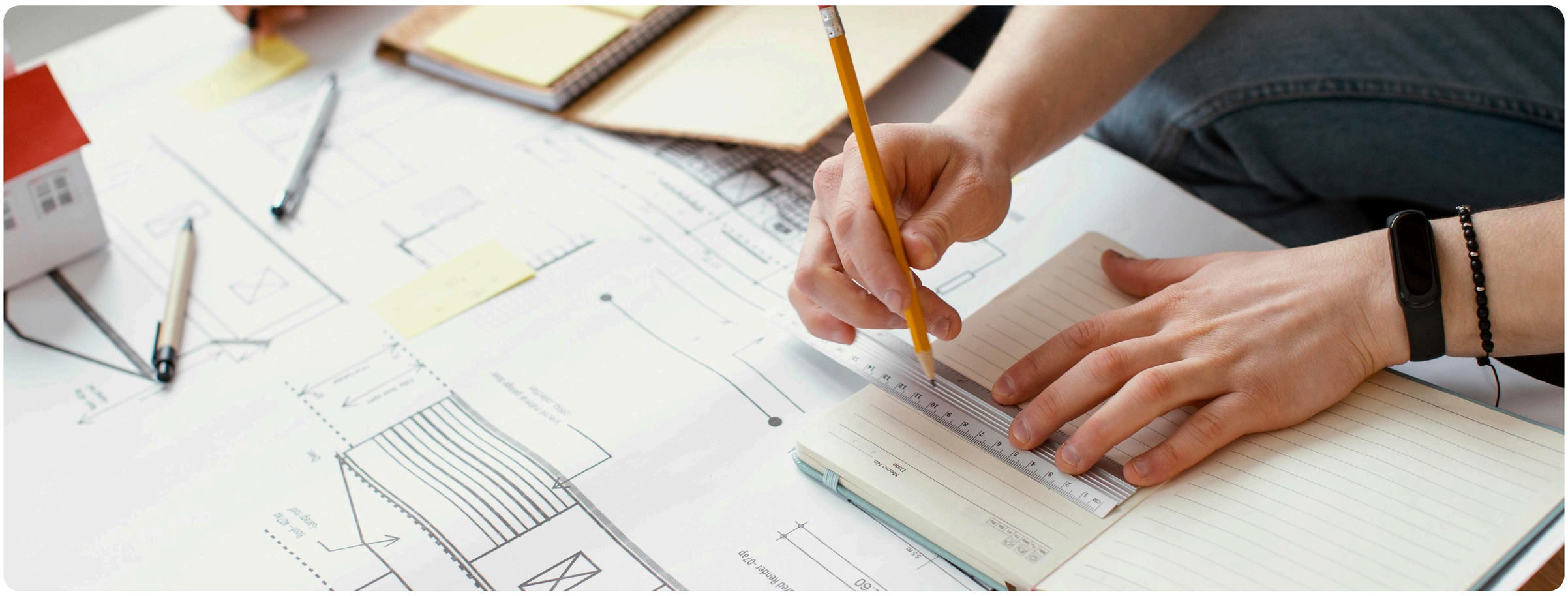
This distribution suggests that residential purchasers dominate digital engagement channels, with investment-oriented categories representing a small minority of total conversations.

- **Single-Family Homes (37.1%)**
  Remain the leading focus of buyer attention, driven by lifestyle preferences and long-term ownership appeal.
- **Condos (33.5%)**
  Form the second largest segment, reflecting affordability driven demand and lower price points relative to other housing types.
- **Townhomes (14.7%)**
  Attract a significant share of mid-market buyers seeking additional space without the cost of a detached home.
- **Land (5.8%) and Commercial Properties (5.0%)**
  Represent smaller but consistent niches.
- **Pre-Construction (3.1%)**
  Multi-Family (0.9%), and Vacation Homes (0.3%) show limited but steady specialized demand.

Buyer Price Point Ranges

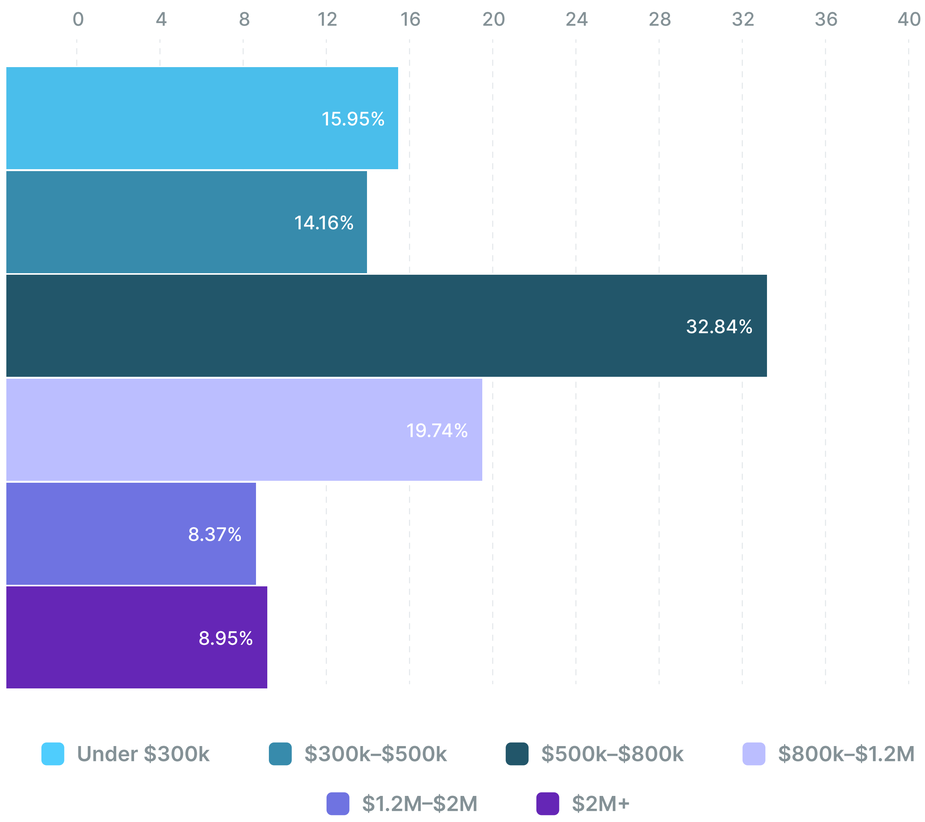
Budget signals offer a clear view into the purchasing power and expectations of prospective buyers. In 2025, interest was concentrated in the mid-market brackets, particularly between $500k and $800k, which accounted for nearly one-third of all budget-qualified conversations.

Renters Exclusion
This is excluding renters from price points analysis.



1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.6 Property Type & Affordability



Property Type Breakdown:

- **$500k–$800k (32.8%):**
  The dominant budget range, aligning with mid-market affordability levels in many Canadian urban regions.
- **$800k–$1.2M (19.9%):**
  Strong representation of move-up buyers and purchasers targeting newer or centrally located inventory.
- **Under $300k (15.5%) and $300k–$500k (13.7%):**
  Representing first-time buyers, affordability-sensitive users, and regional markets with lower price baselines.
- **$1.2M–$2M (8.7%) and $2M+ (3.5%):**
  Smaller but meaningful interest from luxury and upper-tier purchasers.

Takeaways

This budget distribution reinforces a broad mid-market demand profile, with limited but steady engagement at both the entry and luxury ends. The overall composition of inquiry topics, property types, and budget signals points to a market dominated by active and financially engaged buyers, even amidst a broader climate of affordability challenges.

It is important to note...

That digital conversation data skews naturally toward buyers, as it originates from listing-based websites and chat interfaces primarily used by active home searchers.

Key Patterns in Consumer Interest

High-intent buyer

Activity dominates property search and pricing-related conversations.

Mid-range budget brackets ($500k–$800k)

Form the core of buyer demand.

Single-family and condo categories

Attract the overwhelming majority of attention.

Inquiry depth (agent contact, viewings, financing questions)

Reflects a market where digital visitors are often already well into their purchase journey.

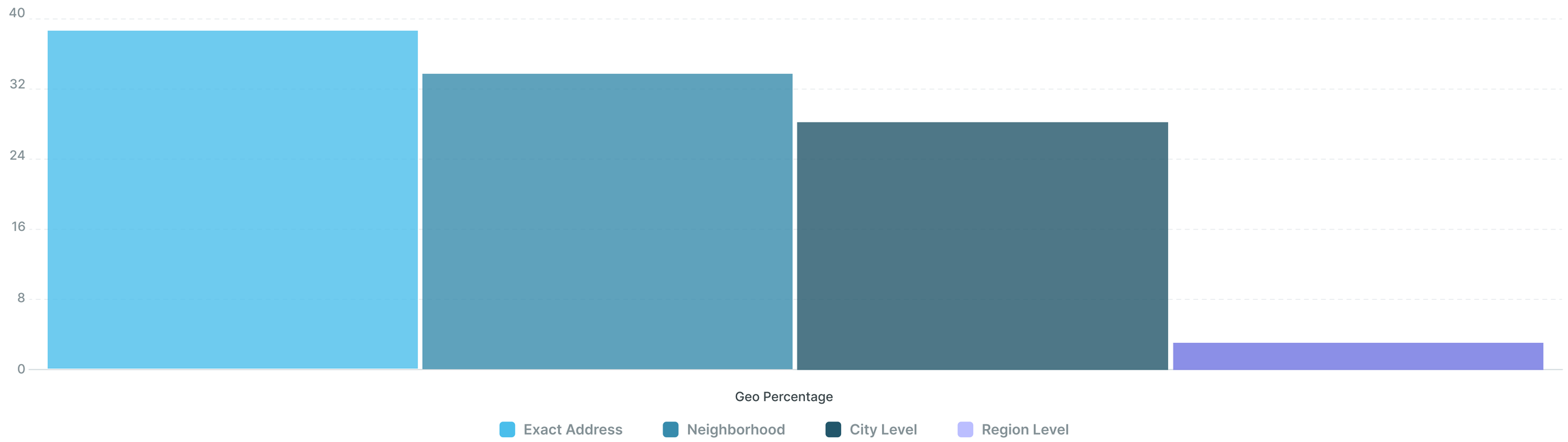
1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.7 Geolocation-Specificity of Searches

Understanding how precisely users reference locations during their conversations provides valuable insight into buyer readiness, search intent, and market engagement depth.

Precision of Buyer Location Searches

The majority of users engaged with the platform using highly specific geographic references, a sign of active search behaviour and clear intent. Four categories of geo-specificity were analyzed: exact address, neighbourhood, city-level, and regional-level inquiries.



Geo-specificity Breakdown:

- **Exact Address (38.8%):**
  Nearly four in ten conversations included an exact address or a pinpointed listing reference. This level of specificity indicates users who are already comparing shortlisted homes, validating property details, or preparing for next-step actions such as scheduling viewings.
  High address-level engagement strongly correlates with ready-to-act buyer behavior.
- **Neighborhood-Level (33.4%):**
  Over one-third of conversations focused on named neighbourhoods, showing that buyers increasingly prioritize micro-market characteristics.
  Neighborhood queries often appear among active searchers refining their criteria.
- **Regional-Level (3.1%):**
  Only a small portion of conversations referenced broad regions, reflecting early exploration or users unfamiliar with local geographies. This is the least common search mode and generally corresponds to lower-intent or early-funnel visitors.
  Regional level are more general and lower intent queries.
- **City-Level (24.7%):**
  City-level inquiries represent buyers in the early- to mid-search phase, exploring broad inventory and pricing dynamics before narrowing to specific areas.
  City level inquires indicates possible relocation or out-of-province intent.

Key Patterns in Location Interest

The majority of users engaged with the platform using highly specific geographic references, a sign of active search behavior and clear intent. Four categories of geo-specificity were analyzed: exact address, neighbourhood, city-level, and regional-level inquiries.

High-intent users:
Exact-address and neighbourhood searches account for over 72% of all inquiries.

Micro-market focus:
Buyers increasingly prioritize neighbourhood-level insights over city-wide information.

Minimal broad-region traffic:
Regional-level queries represent only 3% of interest, highlighting the shift toward hyper-local decision-making.

Late-funnel behavior:
The dominance of precise queries aligns with strong buyer readiness and active listing comparison.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

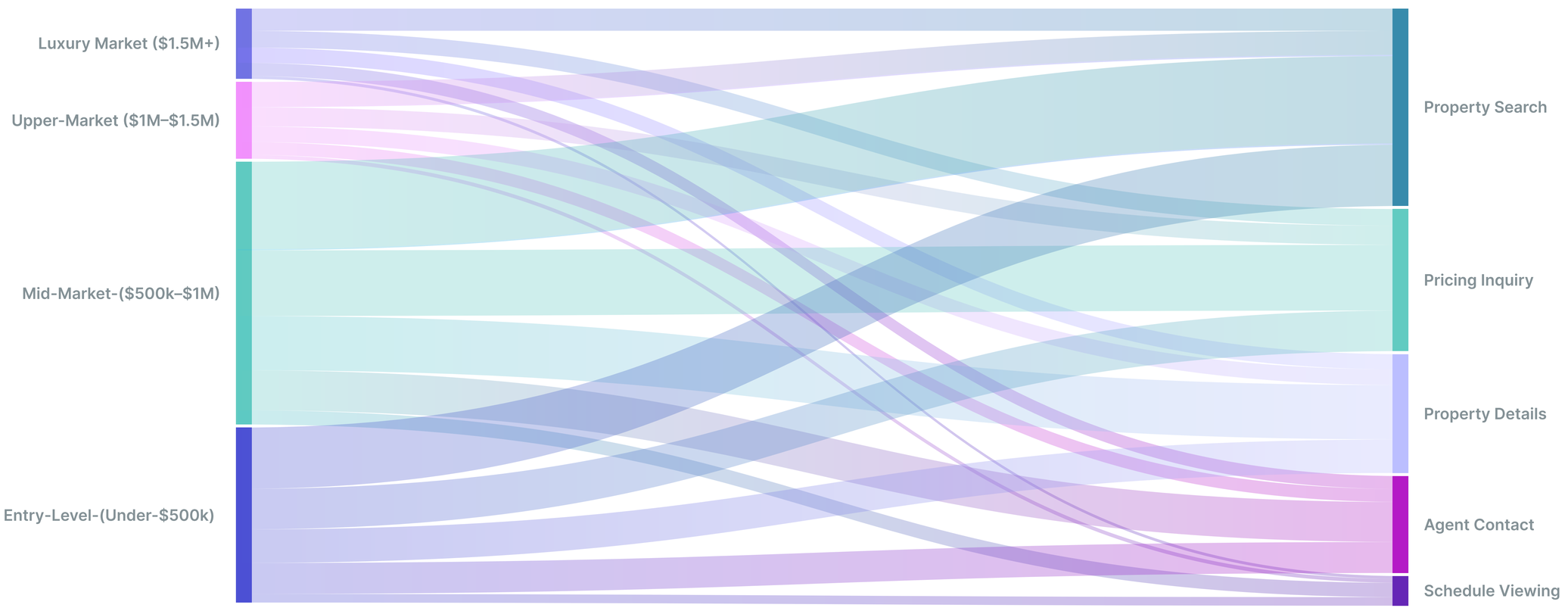
1.8 Buyer Inquiry Patterns Across Price Segments

Analyzing inquiry topics across different budget brackets reveals that buyer behaviour is remarkably consistent, regardless of price point. Whether interacting from a entry-level or luxury perspective, users tend to ask about the same categories of information, and in nearly the same proportions.

Budget Bracket	Property Search	Pricing Inquiry	Property Details	Agent Contact	Schedule Viewing
Entry-Level (Under $500k)	35.6%	22.6%	18.6%	18.0%	5.2%
Mid-Market ($500k–$1M)	33.6%	25.1%	20.5%	15.5%	5.3%
Upper-Market ($1M–$1.5M)	31.9%	25.3%	20.3%	17.5%	5.0%
Luxury ($1.5M+)	31.4%	24.1%	22.0%	18.3%	4.2%

Across every price tier, property search generates the largest share of conversations, ranging from 31% to 36%.

The most notable pattern emerges when comparing inquiry topics across budget brackets: the share of property details inquiries increases steadily in higher price segments. While all buyers begin with property search and pricing questions, more affluent users show a stronger preference for detailed information about specific listings.



The only notable variation occurs in the entry-level segment, where property search inquiries reach their highest level (35.6%), suggesting that affordability-sensitive buyers tend to cast a wider net and explore more options before narrowing down their choices.

Overall, the consistency of inquiry topics across budget groups shows that buyer intent and information needs are stable across the market.

1. THE CANADIAN BUYER JOURNEY: 2025 Market Dynamics

1.9 Core Patterns in the 2025 Market Dynamics

1. Buyer readiness shows a strong and balanced funnel, with many users already in mid-to-late stages of their journey.

Across all conversations analyzed, 36.6% of users were just browsing, while 40.5% were actively searching and 22.9% were ready to act. In other words, nearly **two-thirds of website visitors** are already past pure exploration when they initiate a conversation.

2. Urgency accelerates quickly from spring onward, with timelines compressing throughout the year.

The steepest shift occurs between Q1 and Q2, where immediate timelines rise from 29.8% → 39.9%. Urgency remains high through summer and spikes again in Q4 (46.6% immediate), indicating a market where decision-making speeds up as the year progresses.

3. Market composition stays buyer-led, with a notable late-year rebound in seller engagement.

Buyers consistently represent about two-thirds of all conversations. Seller participation dips in spring and summer but rebounds in Q4 to ~19%, reflecting improving sentiment following rate cuts. Renter inquiries decline quarter-over-quarter, signaling increasing interest in ownership.

4. Inquiry topics and property interests show a buyer pool focused on actionable, transaction-oriented information.

Conversations center around property search, pricing, property details, and agent contact, all indicators of active decision-making. Single-family homes and condos dominate attention (over 70% combined). Budget signals cluster around the $500k–$800k mid-market range, which remains the strongest segment nationally.

5. Geo-specificity highlights late-funnel behaviour, with most users searching at highly local levels.

More than 72% of location references include exact addresses or named neighbourhoods, demonstrating that users are typically comparing specific listings or narrowing down micro-markets when they initiate conversations. Regional-level inquiries make up only 3%, reinforcing the late-funnel bias.

6. Digital inquiry behaviour reveals a market led by active, high-intent home searchers.

Conversation data is dominated by property search, pricing, and agent-contact queries. Over 72% of all location-based conversations reference exact addresses or named neighbourhoods—clear signals that most users are well into the search process when they interact with realtor websites or AI tools.

REGIONAL MARKET ANALYSIS

Canadian Provinces

2. REGIONAL MARKET ANALYSIS: Canadian Provinces

2.1 Property Type Interest by Province

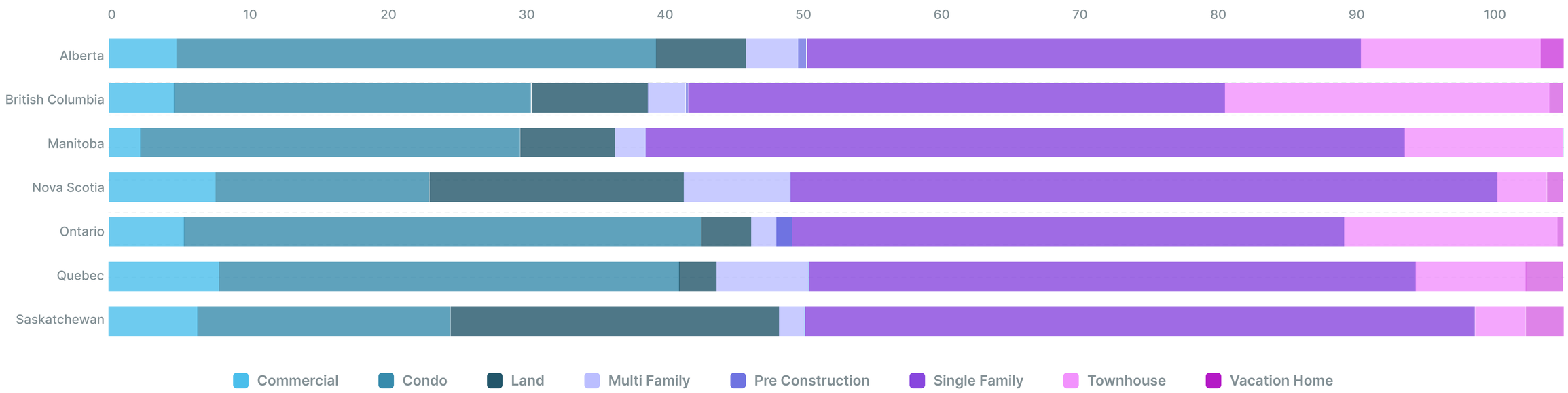
Provincial Market Analysis

This section breaks down how property interest varies across Canadian provinces using conversation patterns collected throughout 2025. It highlights where buyers are most active, which property types dominate provincial searches, and how regional conditions shape the motivations behind those inquiries. The goal is to give a clear view of how demand differs across the country so agents can better market dynamics.

National Trends & Notable Outliers in Property Type Interest

Across Canada, detached homes still lead the conversation. Manitoba tops the list at 53%, with Alberta not far behind. BC looks different, with single-family and condo interest nearly tied. Ontario follows the same pattern at a larger scale, driven by dense urban markets.
Nova Scotia sees the least condo activity and a broader mix of commercial and multi-family searches. Townhomes sit in a stable mid-tier range everywhere. Land, pre-construction, and vacation properties remain small but steady categories, with a few bumps in Prairie and West Coast markets.

The split is clear: some provinces are defined by strong detached-home demand, while Ontario and BC show more mixed search behavior shaped by urban inventory and buyer preferences.



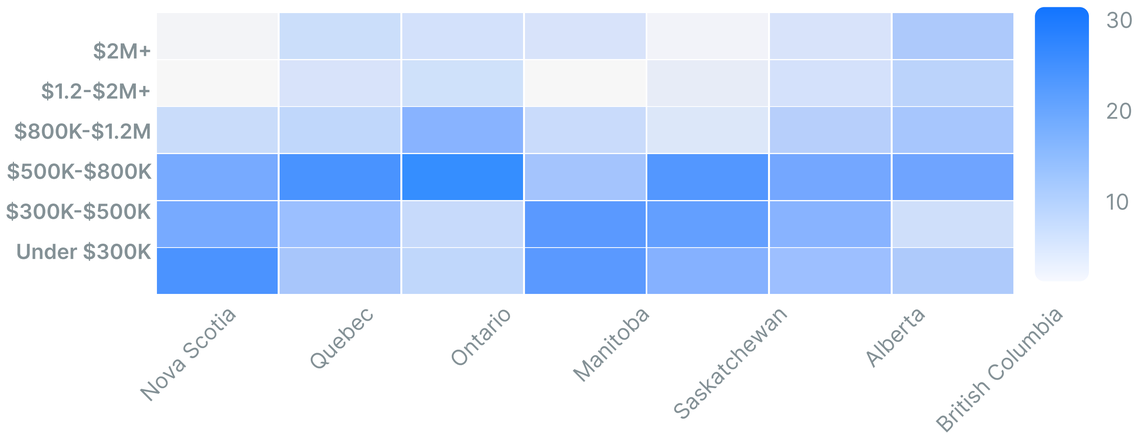
- **Manitoba** shows the highest concentration of single family interest at 53 percent, making it the most detached home focused province, while **British Columbia** is the most balanced with single family at 34.5 percent and condos at 32.1 percent.
- **Ontario** and **British Columbia** consistently rank as the strongest condo markets, with nearly one third of all conversations focused on condos, reflecting dense urban buyer activity.
- **Nova Scotia** stands out for having the lowest condo share and a more mixed distribution across commercial, multi family, and other categories, indicating a more diversified but lower density search pattern compared to the major provinces.

How Buyer Budget Ranges Vary by Province

Across all provinces, buyer interest is anchored in the mid market, with the 500k to 800k budget range consistently emerging as the dominant bracket. Alberta shows the strongest pull toward this segment, with more than 38 percent of all conversations falling within that range, while Ontario follows closely at 36.7 percent.

Ontario also has the broadest spread of budgets overall, including the highest volume of upper tier activity in both the 1.2M to 2M and 2M+ categories, reflecting the pricing realities of its major urban centers.

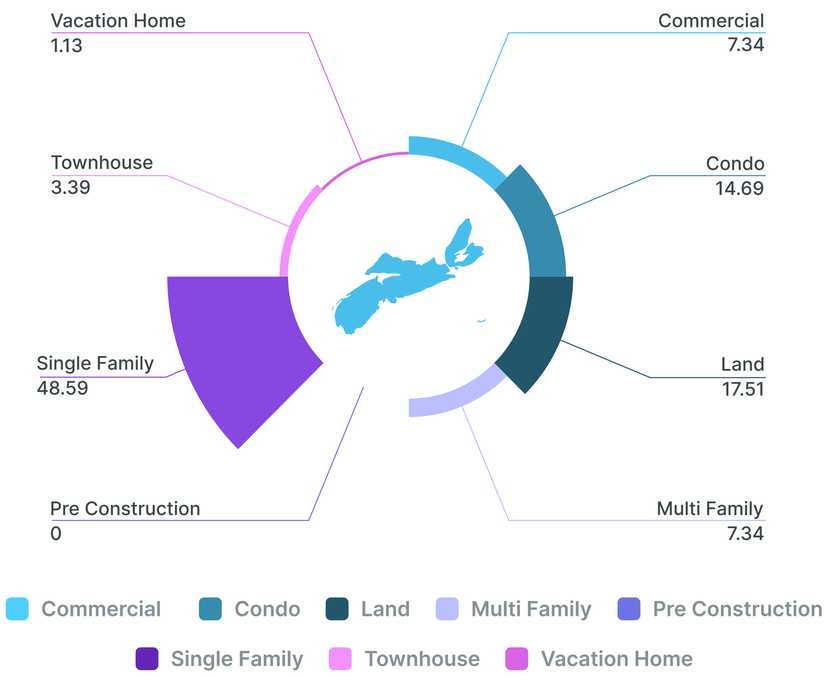
In contrast, Nova Scotia and Manitoba display the most affordability focused profiles, with the combined Under 300k and 300k to 500k brackets making up more than half of all inquiries. Quebec sits in the middle of the spectrum, showing steady engagement across all ranges without extreme concentration. This pattern reveals a clear divide between provinces driven by entry level affordability and those shaped by large mid market and upper tier buyer segments, providing a strong indication of how regional price structures shape search behavior.

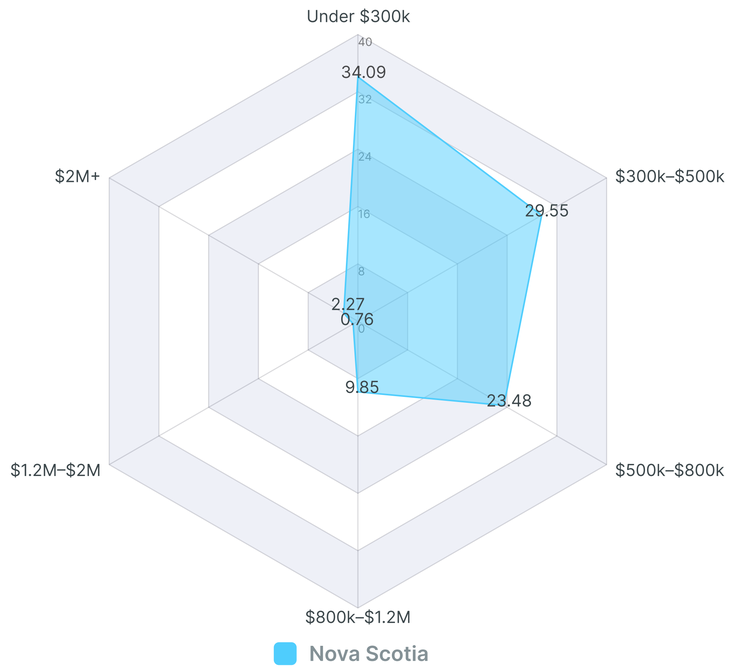


- Alberta has the strongest concentration of mid-market buyers, with the 500k to 800k range making up over 38 percent of all conversations, which is the highest share for that bracket across all provinces.
- Ontario shows the widest distribution of buyer budgets, but still centers on the 500k to 800k range at 36.7 percent, while also having the largest absolute volume of higher end activity in the 1.2M to 2M and 2M+ brackets.
- Nova Scotia and Manitoba have the largest share of entry level activity, with Under 300k and 300k to 500k together accounting for more than half of all conversations, making them the most affordability driven markets in the dataset.

2. REGIONAL MARKET ANALYSIS: Canadian Provinces

2.2 East Coast: Affordability-Driven Markets





Nova Scotia

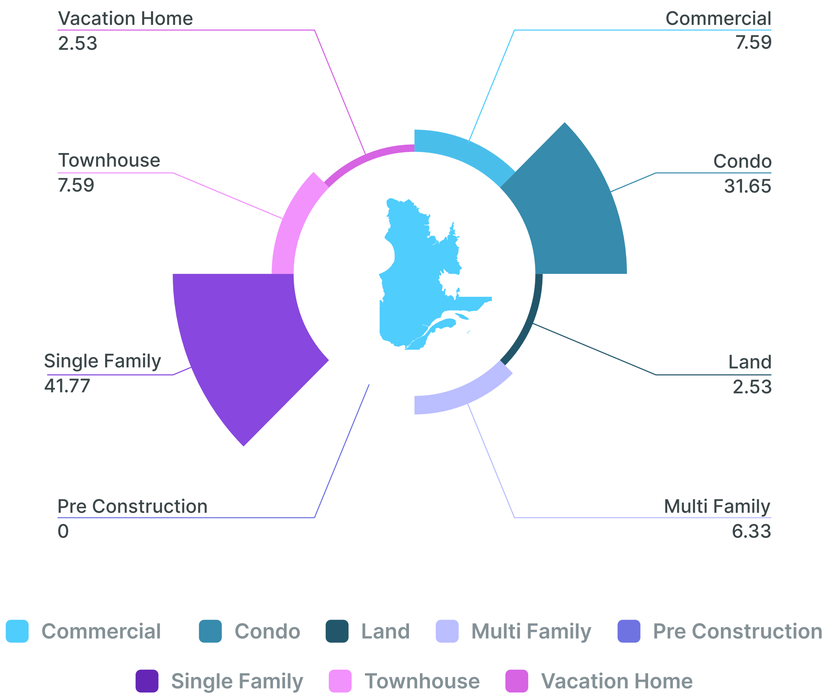
Buyer interest in Nova Scotia is heavily concentrated in single-family homes, which account for 48.6% of all property-type conversations.

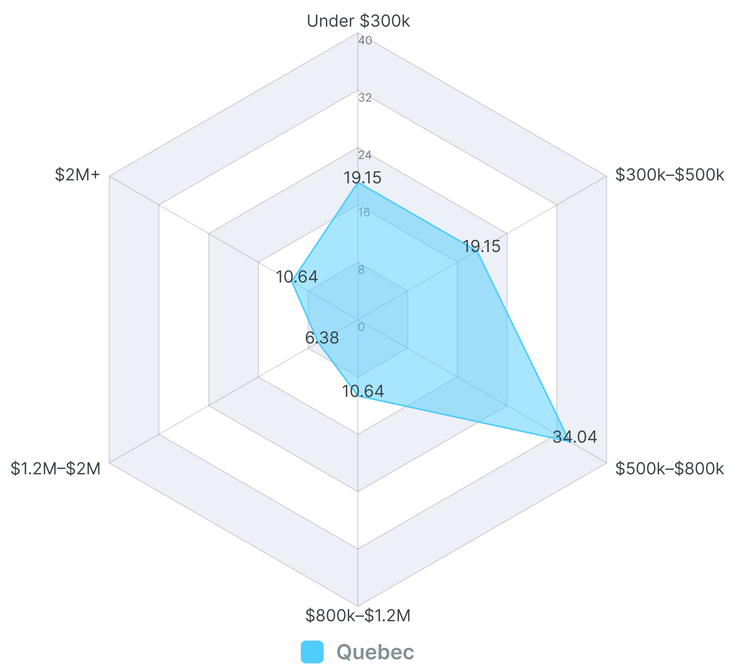
- **Single-Family Homes (48.59%)** are the dominant category, representing nearly half of all buyer inquiries.
- **Land (17.51%)** emerges as the second-most referenced property type, indicating notable interest in development and rural opportunities.
- **Condos (14.69%)**, **Commercial Properties (7.34%)**, and **Multi-Family (7.34%)** show moderate engagement.
- **Townhomes (3.39%)** and **Vacation Properties (1.13%)** contribute minimal activity, while pre-construction demand remains negligible.

On the budget side, Nova Scotia shows a strong affordability-driven profile. The Under $300k and $300k–$500k brackets together represent over 63% of all budget-related conversations.

- **Under $300k (34.09%)**
- **$300k–$500k (29.55%)**
- **$500k–$800k (23.48%)**
- **$800k–$1.2M (9.85%)**
- **$1.2M–$2M (0.76%)**
- **$2M+ (2.27%)**

This distribution indicates that the majority of Nova Scotia buyers are actively searching within lower to mid-range price bands, with limited activity in higher-budget segments.





Quebec

Quebec shows a strong concentration of interest in single-family homes and condos, with these two categories making up the majority of conversations.

- **Single-Family Homes (41.77%)** are the leading category.
- **Condos (31.65%)** follow closely, representing nearly one-third of all inquiries.
- **Commercial Properties (7.59%)**, **Townhomes (7.59%)**, and **Multi-Family (6.33%)** attract smaller but steady engagement.
- **Vacation Homes (2.53%)** and **Land (2.53%)** show limited demand.

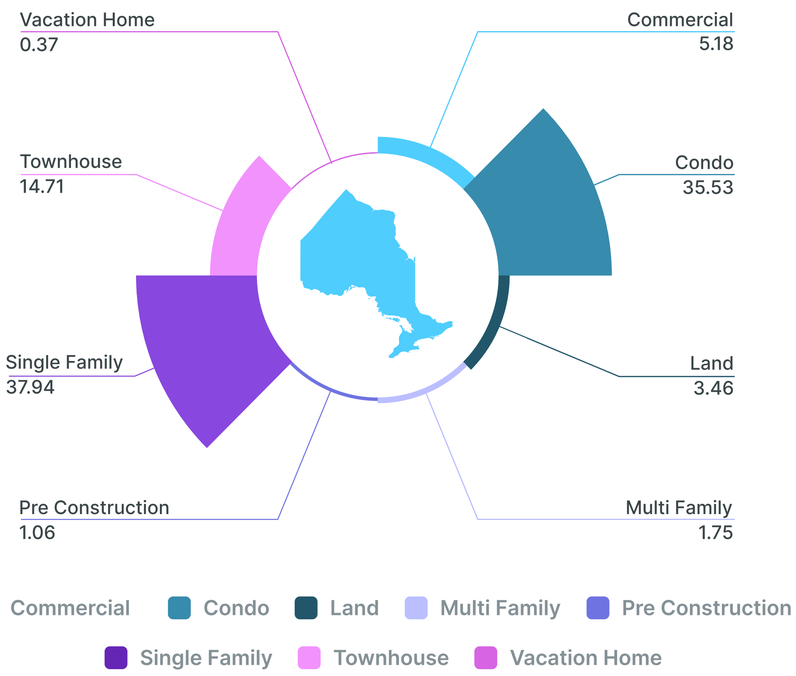
Quebec's budget distribution is balanced across several ranges, with the strongest concentration in the mid-market.

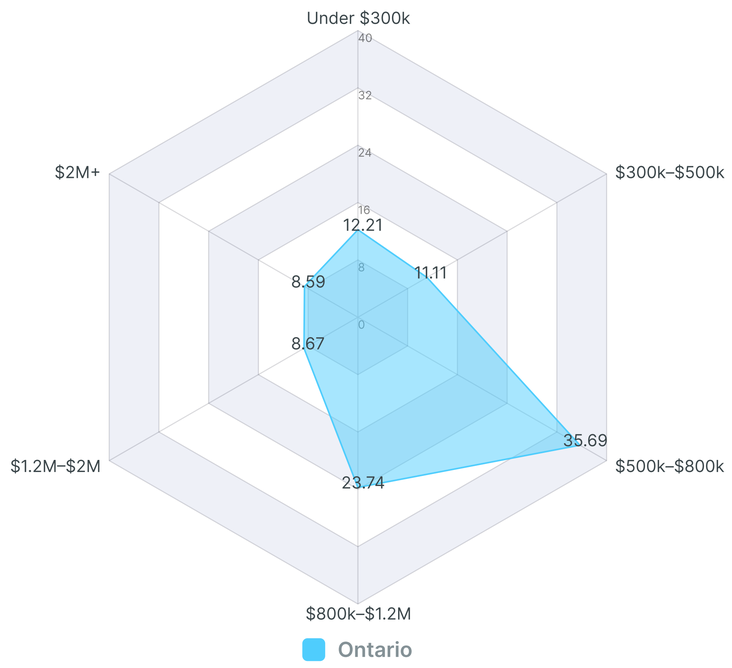
- **Under $300k (19.15%)**
- **$300k–$500k (19.15%)**
- **$500k–$800k (34.04%)**
- **$800k–$1.2M (10.64%)**
- **$1.2M–$2M (6.38%)**
- **$2M+ (10.64%)**

Quebec exhibits a steady mix of lower, mid, and upper market interest, with particularly strong demand in the $500k–$800k range, aligning closely with the province's elevated condo and urban housing activity relative to other regions.

2. REGIONAL MARKET ANALYSIS: Canadian Provinces

2.3 Central Canada: Urban-Led Demand





Ontario

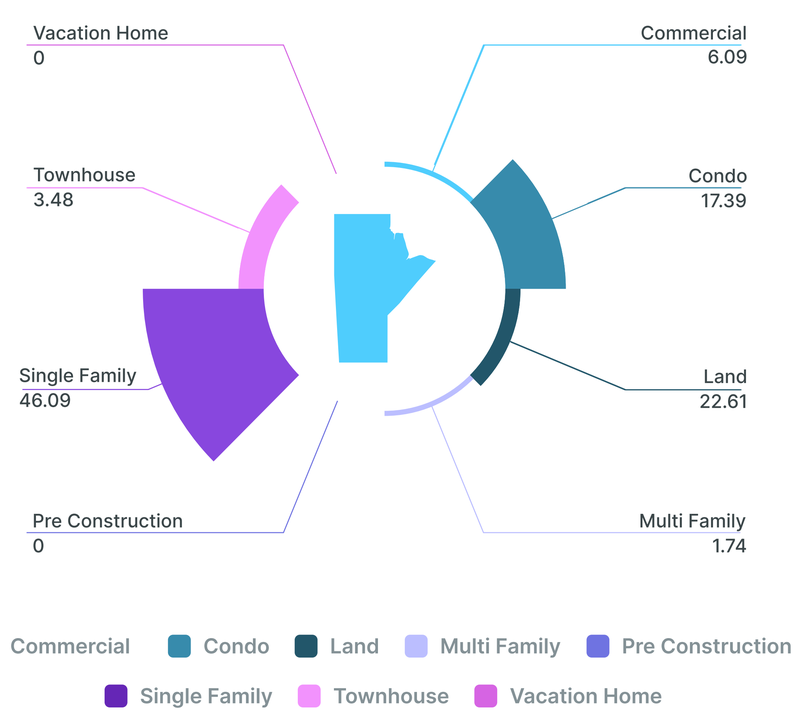
Ontario shows a broad distribution of property interest, with single-family homes and condos together accounting for the majority of buyer conversations.

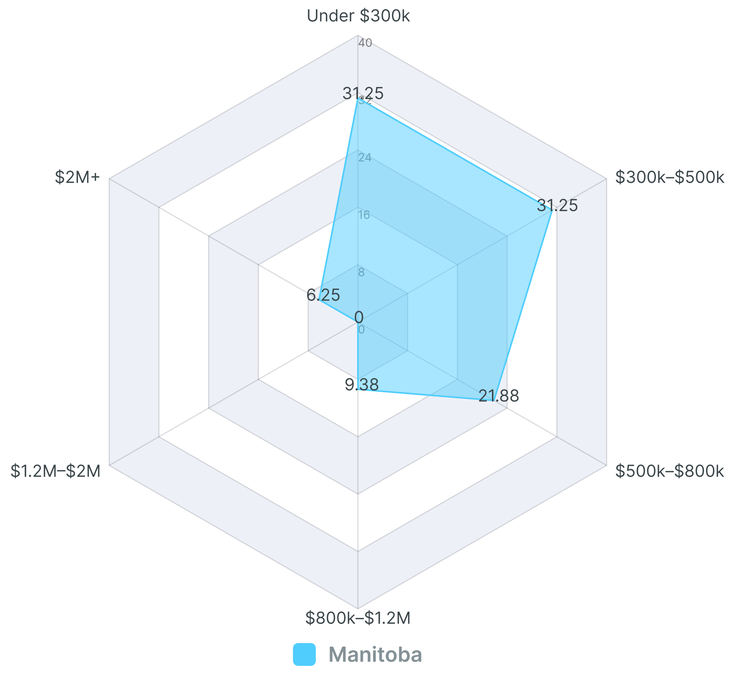
- **Single-Family Homes (37.94%)** hold the largest share of conversations.
- **Condos (35.53%)** follow closely, representing over one-third of all inquiries.
- **Townhomes (14.71%)** represent a meaningful mid-market segment.
- **Commercial Properties (5.18%)**, and **Land (3.46%)** show consistent secondary engagement.
- **Pre-Construction (1.06%)**, **Multi-Family (1.75%)**, and **Vacation Homes (0.37%)** remain niche categories.

Budget interest in Ontario is centered in the upper mid-market ranges, with the $500k–$800k bracket clearly dominant.

- **Under $300k (12.21%)**
- **$300k–$500k (11.11%)**
- **$500k–$800k (35.69%)**
- **$800k–$1.2M (23.74%)**
- **$1.2M–$2M (8.67%)**
- **$2M+ (8.59%)**

Ontario also shows strong representation in higher price tiers, with the $800k+ segments together accounting for over 40% of budget-related conversations, reflecting pricing dynamics in major urban markets.





Manitoba

Manitoba’s interest distribution is heavily weighted toward single-family homes

- **Single-Family Homes (52.17%)** account for more than half of all buyer inquiries.
- **Condos (26.09%)** form the second-largest category, representing just over one-quarter of conversations.
- **Townhomes (10.87%)**, **Land (6.52%)**, and **Commercial Properties (2.17%)** maintain moderate levels of interest.
- **Multi-Family (2.17%)** shows limited demand.
- **Pre-Construction** and **Vacation Homes** are negligible from recorded inquiries.

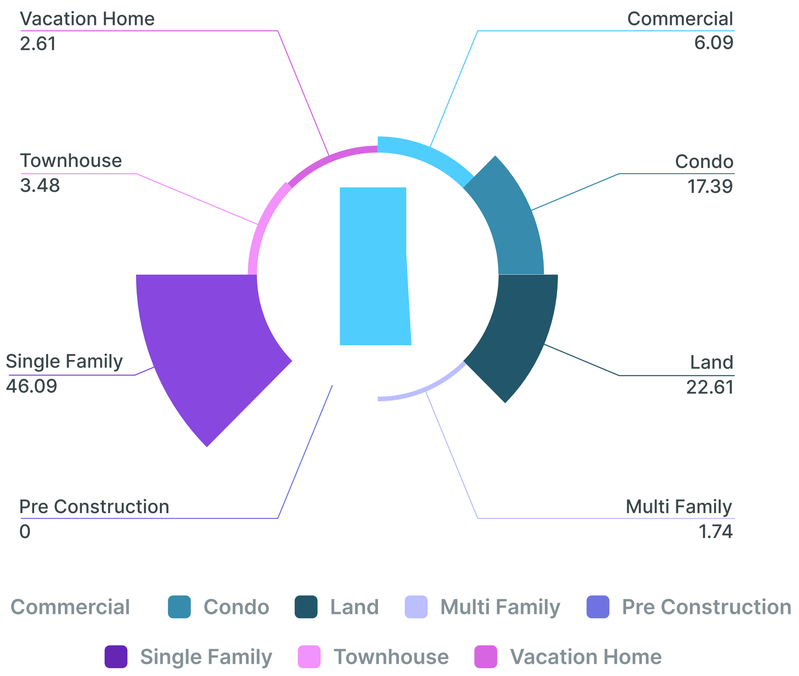
Budget interest in Manitoba leans strongly toward affordability-focused brackets.

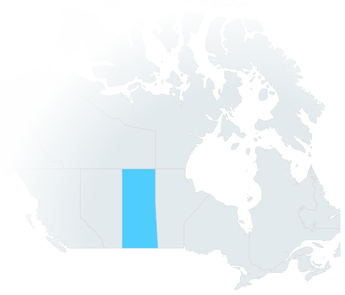
- **Under $300k (31.25%)**
- **$300k–$500k (31.25%)**
- **$500k–$800k (21.88%)**
- **$800k–$1.2M (9.38%)**
- **$1.2M–$2M (<0.01%)**
- **$2M+ (6.25%)**

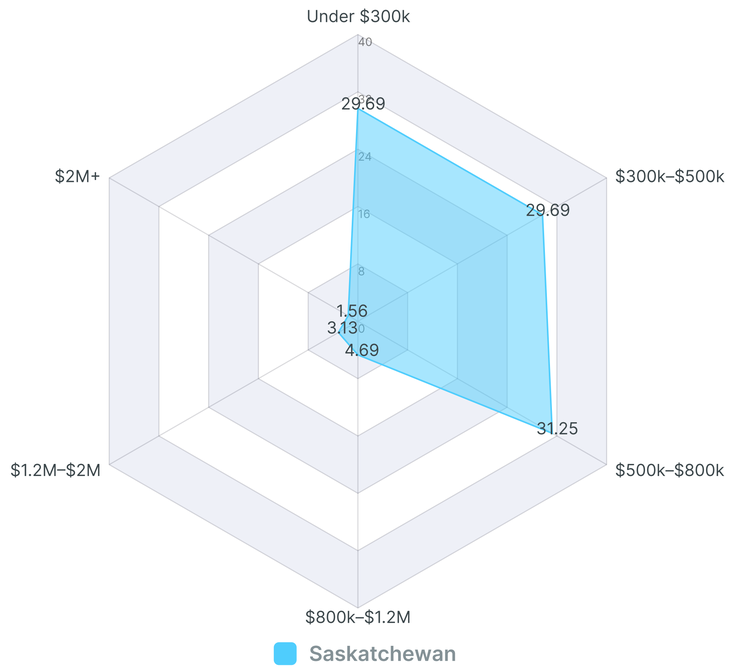
Manitoba shows one of the most affordability-weighted profiles, with over 60% of all budget-related conversations occurring below $500k, and comparatively limited activity in higher price tiers.

2. REGIONAL MARKET ANALYSIS: Canadian Provinces

2.4 Central & Western: Detached-Home Markets







Saskatchewan

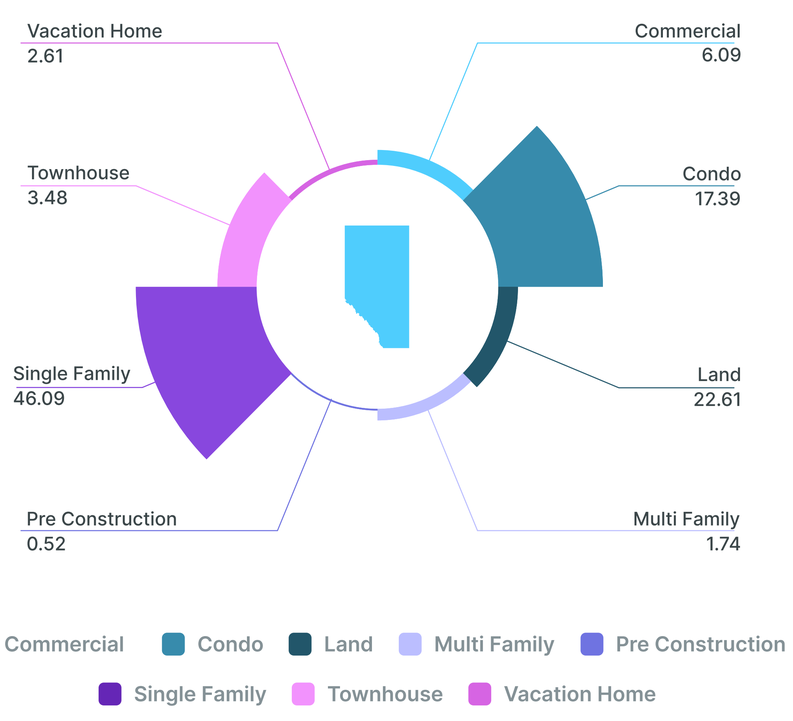
Saskatchewan shows a strong focus on single-family homes, with a notable secondary interest in land.

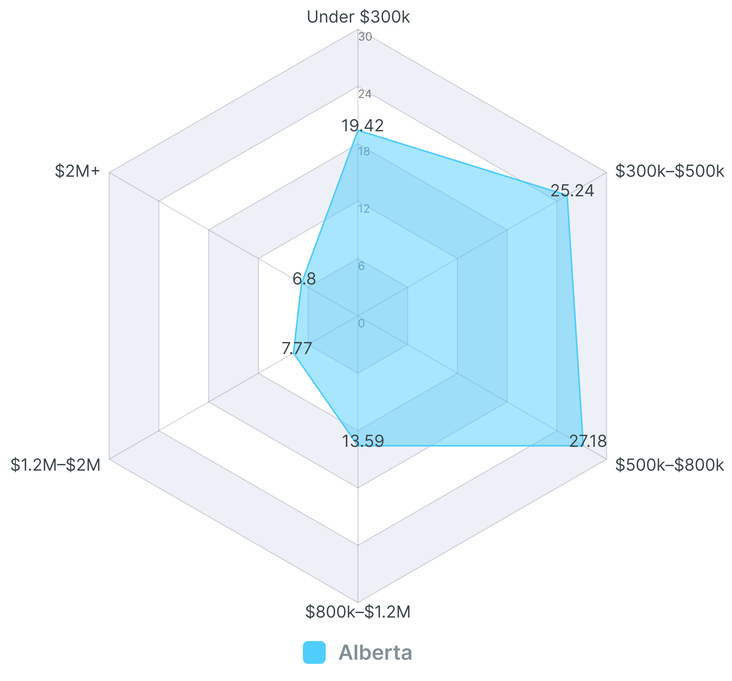
- **Single-Family Homes (46.09%)** are the leading category, accounting for nearly half of all conversations.
- **Land (22.61%)** represents an unusually high share compared to other provinces, highlighting interest in acreage and development-oriented properties.
- **Condos (17.39%)**, form the third-largest share of inquiries.
- **Commercial Properties (6.09%)**, **Townhomes (3.48%)**, and **Multi-Family (1.74%)** appear at lower but consistent levels.

On budget distribution, Saskatchewan leans toward lower and mid-range brackets, with the majority of interest concentrated below $800k.

- **Under $300k (29.69%)**
- **$300k–$500k (29.69%)**
- **$500k–$800k (31.25%)**
- **$800k–$1.2M (4.69%)**
- **$1.2M–$2M (3.13%)**
- **$2M+ (1.56%)**

Saskatchewan's profile combines strong detached-home demand with elevated interest in land, supported by a budget mix that is firmly anchored in the lower and mid-market price ranges, with minimal activity in higher-value segments.





Alberta

Alberta's search patterns are centered on traditional housing, with single-family homes leading overall interest.

- **Single-Family Homes (38.14%)** dominate the distribution, representing the largest share of buyer conversations.
- **Condos (32.99%)** comprise roughly one-third of inquiries, indicating strong urban and attached-housing demand.
- **Townhomes (12.37%)** form a meaningful third category.
- **Land (6.19%)** and **Commercial Properties (4.64%)** show moderate secondary engagement.
- **Multi-Family (3.61%)** and **Pre-Construction (0.52%)** remain niche segments.
- **Vacation Homes (1.55%)** account for a very small portion of activity.

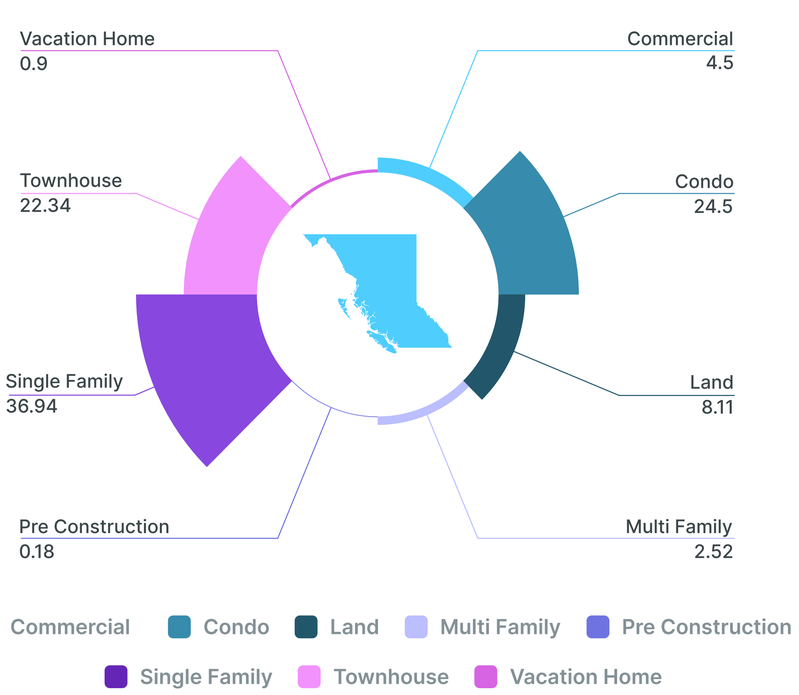
Alberta shows a clear mid-market concentration, with the majority of buyer interest centered between $300k and $800k.

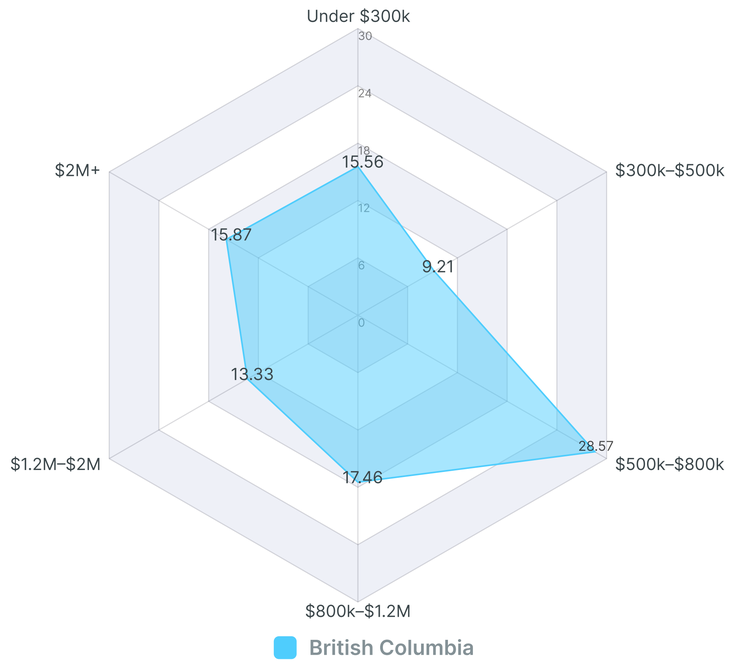
- **Under $300k (19.42%)**
- **$300k–$500k (25.24%)**
- **$500k–$800k (27.18%)**
- **$800k–$1.2M (13.59%)**
- **$1.2M–$2M (7.77%)**
- **$2M+ (6.80%)**

This distribution highlights a mid-market–anchored buyer base, with over 52% of conversations occurring in the $300k–$800k range, alongside a meaningful but secondary presence in higher-end price brackets.

2. REGIONAL MARKET ANALYSIS: Canadian Provinces

2.5 West Coast: High-Value Urban Markets





British Columbia

British Columbia displays one of the closest splits between single-family and condo inquiries.

- **Single-Family Homes (36.94%)** remain the leading category.
- **Condos (24.50%)** follow as the second-largest segment.
- **Townhomes (22.34%)** represent a strong and elevated mid-market share compared to most other provinces.
- **Land (8.11%)** and **Commercial Properties (4.50%)** show moderate secondary engagement.
- **Multi-Family (2.52%)** and **Pre-Construction (0.18%)** remain niche categories.
- **Vacation Homes (0.90%)** account for minimal activity.

On budget distribution, British Columbia exhibits a strong mid-to-upper market profile, with substantial activity extending into higher price brackets.

- **Under $300k (15.56%)**
- **$300k–$500k (9.21%)**
- **$500k–$800k (28.57%)**
- **$800k–$1.2M (17.46%)**
- **$1.2M–$2M (13.33%)**
- **$2M+ (15.87%)**

British Columbia shows the highest relative concentration of luxury-market interest, with nearly 30% of budget-related conversations occurring above $1.2M, underscoring the province's elevated pricing dynamics and strong demand in premium urban and coastal markets.

CITY-LEVEL MARKET ANALYSIS

Major Canadian Power Markets

3. CITY-LEVEL MARKET ANALYSIS: Major Canadian Power Markets

3.1 Major City Market Overview

Overview

This report takes a tour through eighteen of Canada's busiest real estate markets and shows how buyers behave in each one. From Halifax and Dartmouth on the East Coast to Vancouver on the West Coast, the analysis spans across Canada's major power markets.

From east to west including:

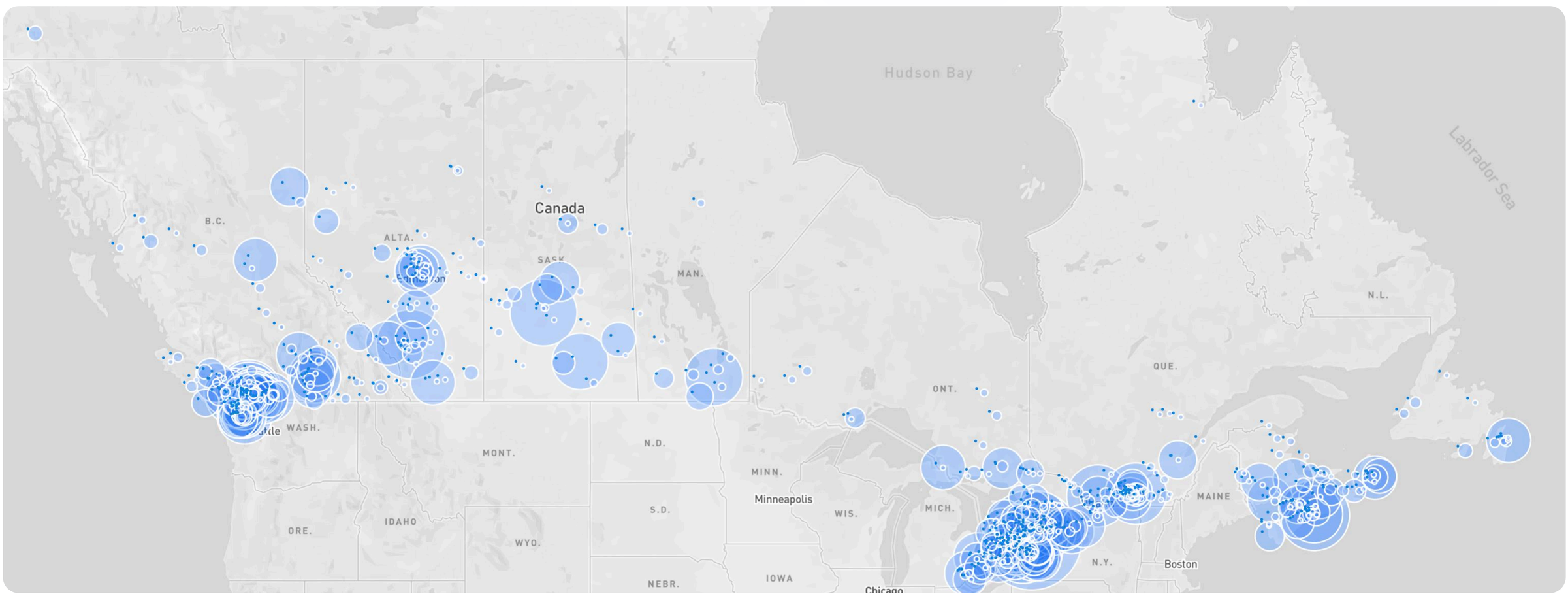
- Halifax
- Dartmouth
- Montreal
- Toronto
- Guelph
- Hamilton
- Brampton
- Mississauga
- Winnipeg
- Regina
- Saskatoon
- Calgary
- Edmonton
- Vancouver
- Burnaby
- West End (Vancouver)
- Nanaimo
- Victoria

The analysis highlights

Where affordability shapes demand, where mid-market ranges dominate, and where coastal markets pull into higher price tiers. It also reviews how each city's property mix aligns with these budgets and how quickly buyers plan to move forward. Together, these signals create a clear view of how Canada's largest cities operate and where they diverge from national norms.

Conversation Density by Location

The map illustrates aggregated, tagged chatbot conversations by city. Circle size scales with total conversation count, revealing regional patterns in online real-estate interest and identifying markets with the highest levels of digital engagement.

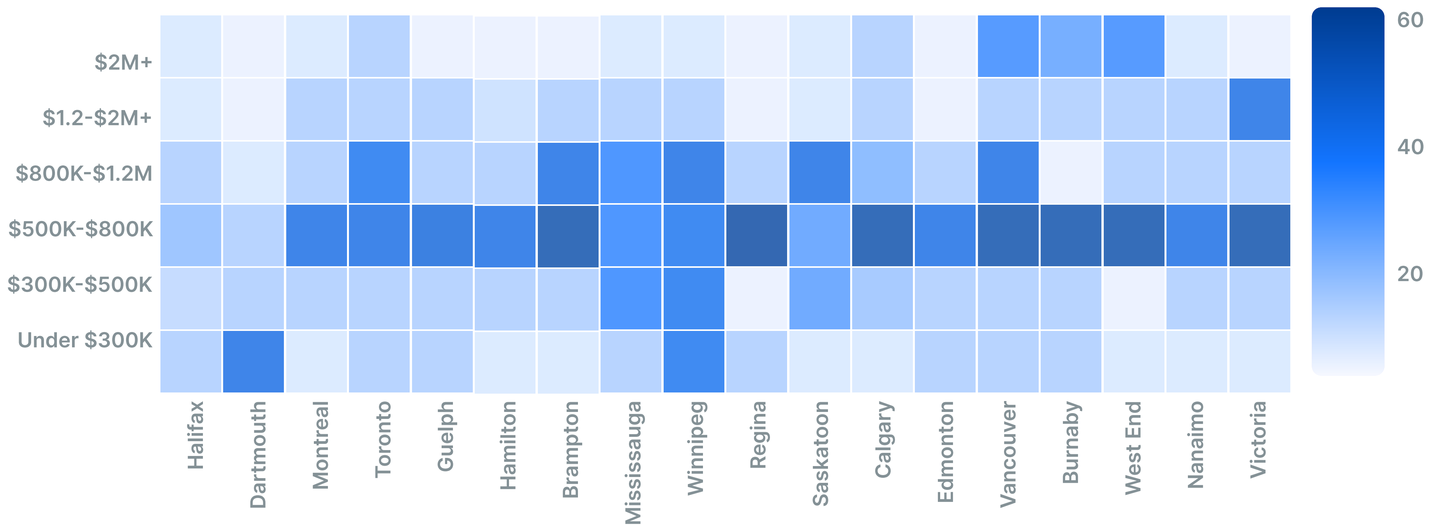


3. CITY-LEVEL MARKET ANALYSIS: Major Canadian Power Markets

3.2 City-Level Price & Property Patterns

City-Level Price Point Patterns: Cross-Market Comparison

City-level budget patterns reveal clear segmentation between affordability-driven cities, mid-market hubs, and upper-tier coastal markets. Halifax, Dartmouth, Regina, Winnipeg, and Saskatoon show some of the highest concentrations in the Under 300k and 300k–500k brackets. Halifax records a combined 57 percent across these two ranges, while Regina shows one of the strongest Under 300k clusters in the dataset. Mid-market cities such as Toronto, Mississauga, Hamilton, Guelph, Calgary, and Edmonton center around the 500k–800k band, often representing 35 to 40 percent of all budget-related inquiries. Coastal BC markets including Vancouver, Burnaby, West End, Nanaimo, and Victoria shift upward, showing elevated engagement in the 800k–1.2M, 1.2M–2M, and 2M+ ranges. Vancouver remains the highest-priced city, with luxury tiers surpassing 30 percent combined.



Price Point insights

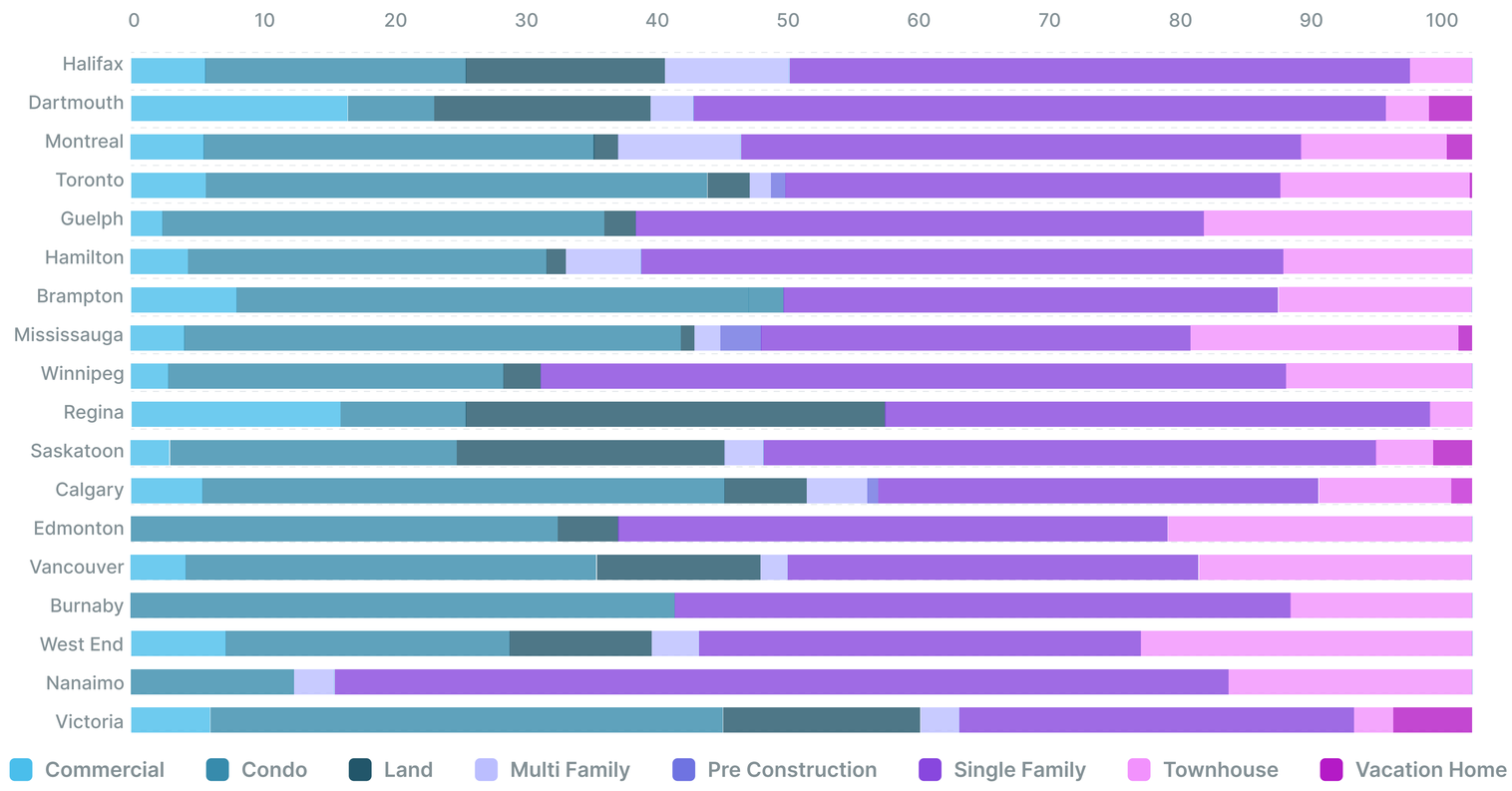
- **Halifax:** 26 percent Under 300k and 31 percent in 300k–500k.
- **Regina:** one of the highest Under 300k signals across all cities.
- **Toronto:** approximately 37 percent in the 500k–800k bracket.
- **Vancouver:** luxury tiers (1.2M–2M and 2M+) exceed 30 percent combined.
- **Nanaimo and Victoria:** elevated 500k–800k activity with upward pull into 800k–1.2M.

City-Level Property Type Distribution Overview

Property-type distributions mirror the budget structure of each region. Single-family homes dominate markets such as Halifax, Regina, Winnipeg, Saskatoon, and Nanaimo, with several exceeding 45 percent of all property-type conversations. Urban cores including Toronto, Vancouver, Burnaby, and West End show strong condo demand, with Vancouver and West End reaching or exceeding 50 percent condo share. Mid-sized commuter cities like Hamilton, Mississauga, Brampton, and Guelph show balanced activity across single-family, condos, and townhomes. Regina is especially notable for showing unusually high interest in land compared with all other cities.

Property-type insights

- **Regina:** single-family homes above 45 percent and one of the strongest land-interest signals.
- **Vancouver and West End:** condo shares near or above 50 percent.
- **Halifax and Saskatoon:** single-family homes above 45 percent.
- **Guelph and Hamilton:** distributed interest across single-family, condos, and townhomes.
- **Burnaby:** elevated condo demand paired with notable 800k–1.2M budgets.
- **Nanaimo:** single-family focused but with budget drift into 500k–800k.



Combined Cross-Market Highlights

- Cities with the strongest affordability (**Halifax, Dartmouth, Regina**) also show the highest single-family concentration and minimal upper-tier budgets.
- **Vancouver** stands out as both the most condo-heavy and the most luxury-weighted city.
- **Calgary** and **Edmonton** show strong alignment between mid-market budgets and single-family demand.
- **Montreal, Hamilton, Mississauga,** and **Guelph** show a balanced cross-category behavior, with no single property type or budget range dominating.
- **Regina** is the only market where land appears as a meaningfully high category relative to the national baseline.

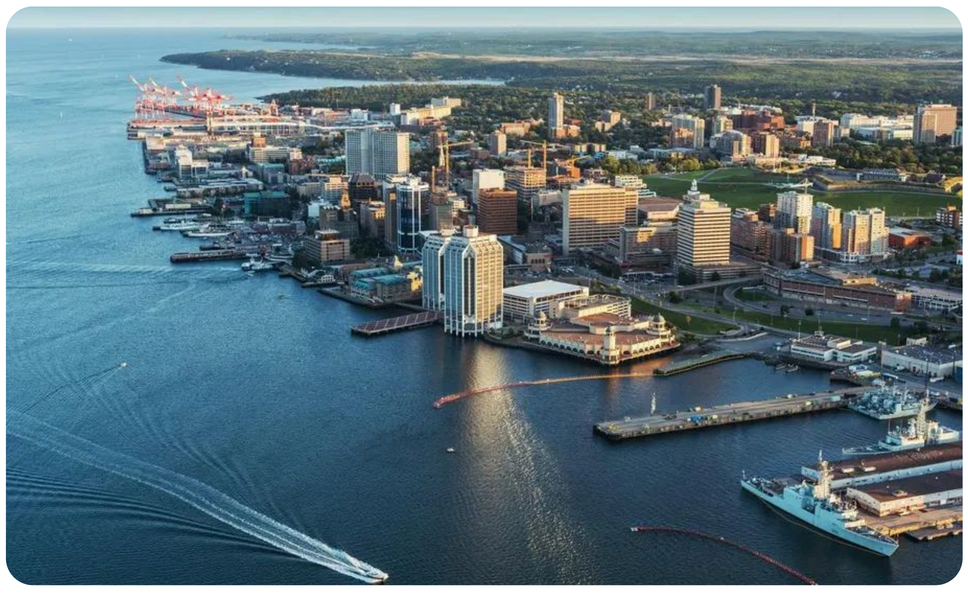
3. CITY-LEVEL MARKET ANALYSIS: Major Canadian Power Markets

3.3 City Market Typologies

1. Affordability-Dominant Cities

Halifax, Dartmouth, Regina, Winnipeg, and Saskatoon combine strong entry-level budgets with traditional property types. Halifax leans heavily toward Under 300k and 300k–500k budgets, totaling 57 percent. Regina is unique: affordability is high, but it also shows one of the strongest land-interest signals nationally. All cities in this group maintain a majority of conversations tied to single-family homes.

- **Halifax** records 26 percent of its inquiries in Under 300k and 31 percent in 300k–500k, totaling 57 percent across the two lowest brackets.
- **Regina** posts one of the strongest Under 300k concentrations in the dataset and also shows elevated land interest, with land representing a higher share than any other major city.
- **Cities in this group** consistently show high single-family demand, often above 45 percent of all property-type conversations, reflecting strong preference for detached housing.



2. Mid-Market Power Hubs

Toronto, Mississauga, Hamilton, Guelph, Calgary, and Edmonton cluster around the 500k–800k budget segment, often recording more than 35 percent in this range. Toronto and Mississauga show significant condo and single-family interest with meaningful townhome activity. Calgary and Edmonton show heavy single-family demand supported by strong mid-market budgets.

- **Toronto** shows approximately 37 percent of activity in the 500k–800k range, with strong secondary engagement in 800k–1.2M at roughly 24 percent.
- **Calgary and Edmonton** each show more than 35 percent of budget inquiries in the 500k–800k tier, aligning closely with Alberta's mid-market provincial profile.
- **Property-type demand across these cities is balanced:** single-family, condos, and townhomes each represent meaningful shares, with condos often exceeding 25 percent in the large urban centers.

3. Upper-Tier and Coastal Markets

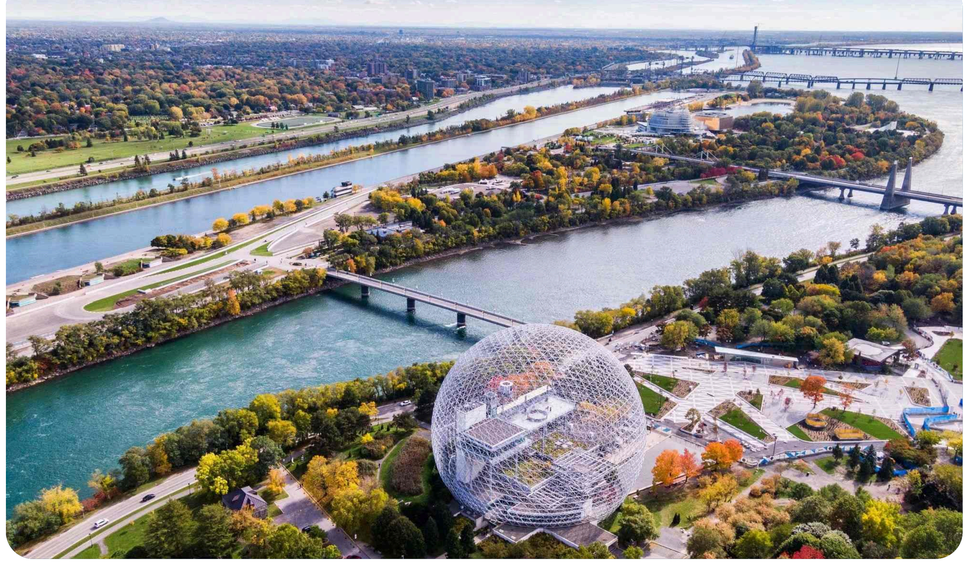
Vancouver, West End, Burnaby, Victoria, and Nanaimo show the clearest alignment between higher budgets and dense urban property types. Vancouver records over 30 percent combined in the 1.2M–2M and 2M+ brackets, with more than half of property inquiries tied to condos. Victoria and Nanaimo maintain stronger single-family representation but still show upward budget pressure.

- **Vancouver** shows more than 30 percent of inquiries across the 1.2M–2M and 2M+ tiers combined, making it the most luxury-weighted city in the dataset.
- **Vancouver and West End** both record condo shares near or above 50 percent, the highest concentration of condo demand among Canadian cities.
- **Victoria and Nanaimo** remain single-family oriented (often above 40 percent), but their budgets cluster in 500k–800k and 800k–1.2M, reflecting coastal price pressure.

4. Mixed-Profile Secondary Markets

Montreal, Brampton, Nanaimo, and Hamilton show diverse interest across multiple budget ranges and property types. These markets illustrate broad buyer diversity rather than a single dominant segment.

- **Montreal** shows broad distribution across 300k–500k, 500k–800k, and 800k–1.2M, with no bracket falling below roughly 15 percent and no bracket dominating the profile.
- **Brampton** shows a similar distribution, with strong single-family and townhome interest and budgets spread across mid-market ranges rather than concentrated in one tier.
- **Hamilton** displays meaningful engagement in single-family, condos, and townhomes, with each category typically above 15 percent, reflecting one of the most balanced property-type mixes.



3. CITY-LEVEL MARKET ANALYSIS: Major Canadian Power Markets

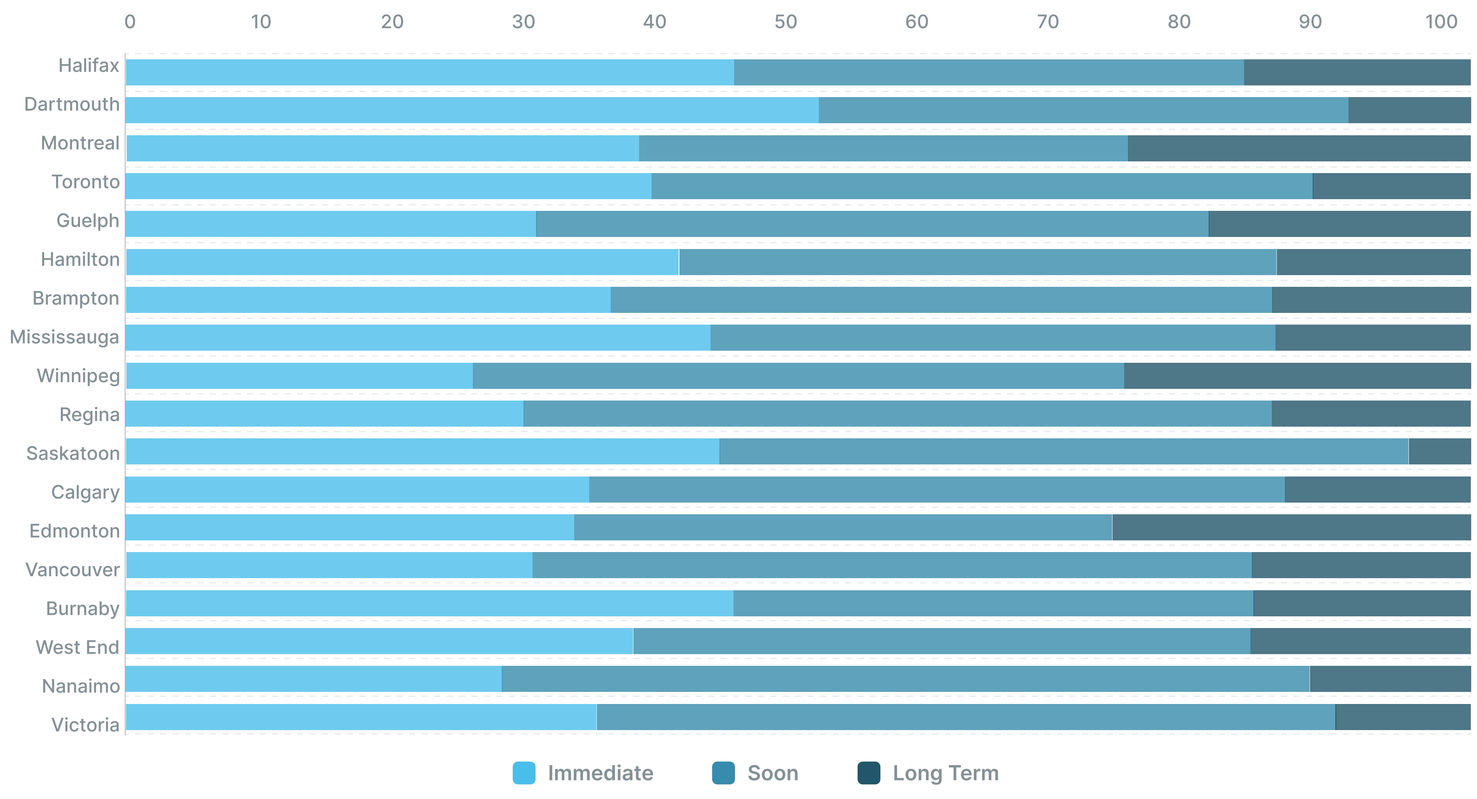
3.4 Buyer Readiness Across Power Markets

City-Level Urgency Patterns: Unique Buyer Readiness Across Markets

Across major Canadian cities, readiness to move forward varies meaningfully, revealing which markets attract fast-timeline buyers and which lean toward slower search behaviour. Several Prairie cities show unusually high concentrations of short-timeline inquiries, far above the national average.

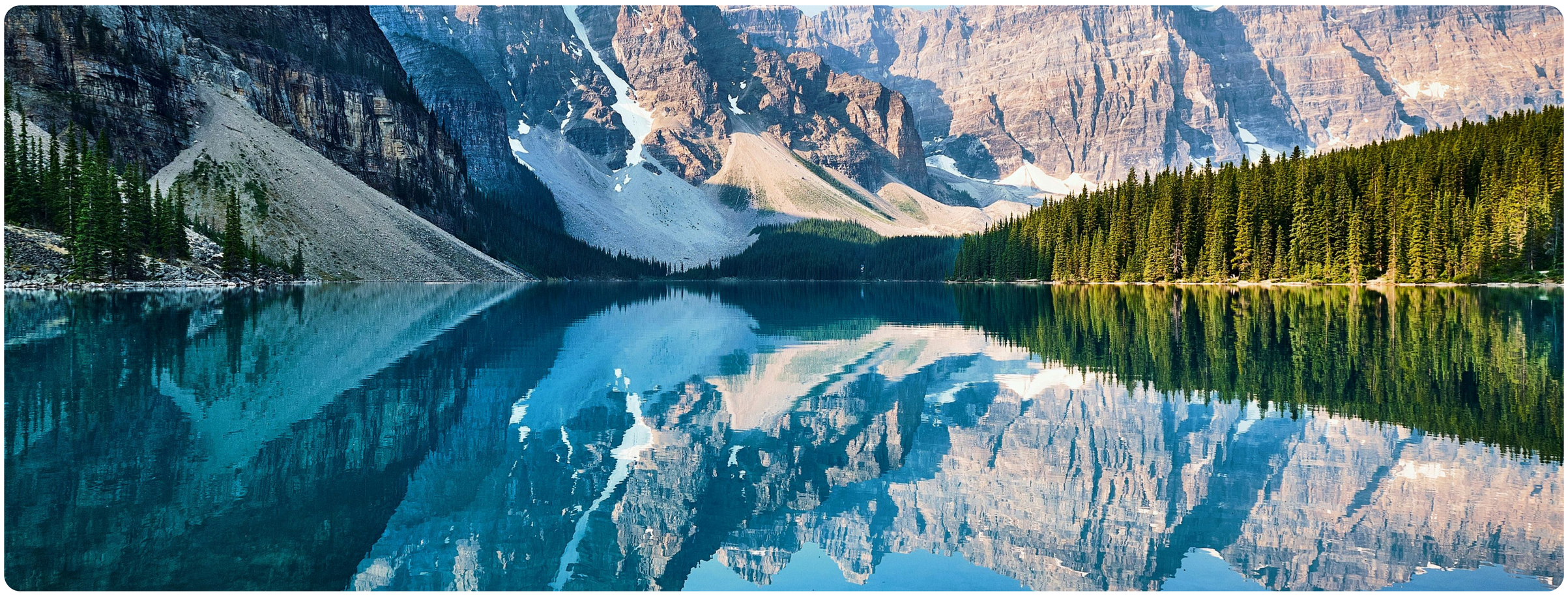
Urgency insights

- **Saskatoon** shows 52.6 percent of its conversations in the fastest-timeline category, one of the highest shares in the dataset.
- **Regina** follows closely with 51.0 percent in the fastest-timeline category, making it another outlier for early-stage action.
- **Toronto** stands out for overall composition: over 76 percent of inquiries fall into the short or near-term categories combined, while only about 18 percent reflect long-range planning.



Cities like Saskatoon and Regina display early action intent in over half of all conversations, making them two of the strongest high-urgency markets in the country.

Larger metropolitan areas tell a different story. Toronto shows a high concentration of buyers operating on short or near-term timelines, with relatively fewer planning far into the future. In contrast, cities such as Montreal and Halifax display more balanced patterns, including a higher share of long-range inquiries compared to Western markets. Together, these differences highlight meaningful variation in buyer certainty, motivation, and market tempo across Canada’s major urban centers.



DIGITAL FUNNEL ANALYSIS

Traffic, Intent, and Conversion

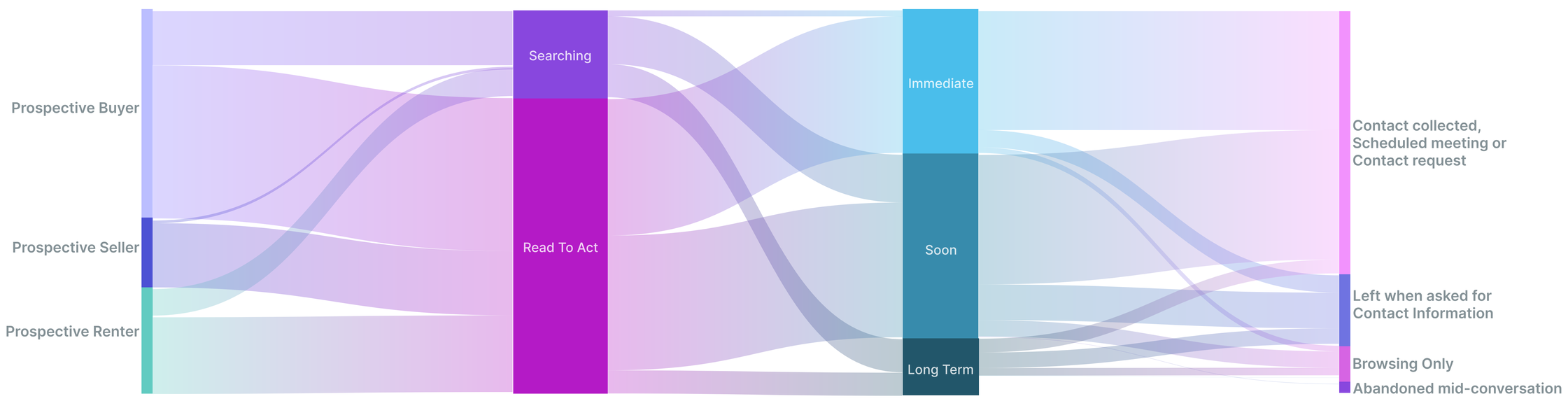
4. CITY-LEVEL MARKET ANALYSIS: Major Canadian Power Markets

4.1 Lead Intent & Conversion Flow: Website Visitor Stage Progression Analysis

This analysis shows that conversational real estate experiences produce significantly higher-quality leads than traditional web flows. Across all personas and intent stages, a large majority of users progress toward meaningful action once guided through the chatbot flow. Users entering with high urgency or clear search intent convert at the highest rates, but even lower-intent visitors show strong movement toward next steps once their initial questions are answered. This demonstrates that structured dialogue not only captures intent but actively accelerates it.

Key takeaways

- Nearly three out of four conversational journeys (tagged as high intent) become leads of some type.
- Only a small minority fully abandon the conversation, showing high engagement retention.
- Browsing-only behavior is low, indicating that structured dialogue effectively moves people toward action.



Based on conversations that were tagged with journey-stage, urgency, and outcome metadata) Please note that this is a subset of conversations that are tagged with specific intent indicators.

Across all tagged conversations in the persona journey dataset, lead behavior shows a strong tilt toward successful capture rather than drop-off.
Out of all journeys analyzed:

- **74.2%** end with contact captured or a meeting request
- **17.7%** stop at the contact-information step
- **8.0%** remain in browsing-only behavior
- **0.1%** abandon the conversation entirely

This reflects significantly stronger performance than typical form-based real estate lead flows, where bounce rates are often above 50 percent.

Ready-to-Act Visitors (High-Intent Segment)

Based only on conversations tagged as ready_to_act

This is the strongest-performing segment. Users who enter the conversation already ready to act convert at extremely high rates. These journeys make up 77.1 percent of all tagged conversations.

Within this group:

- **85.3%** end in contact captured or a meeting request
- **11.5%** stop at the contact step
- **3.2%** continue browsing
- **0%** abandon mid conversation

These users also account for 88.5 percent of all captured contacts across the dataset.

Key takeaways

- This segment generates nearly nine out of ten total leads.
- The drop-off rate is low and abandonment is effectively zero.
- The chatbot is most effective when users arrive with clear intent, rapidly converting them into real agent-ready opportunities.

Searching Visitors (Mid-Intent Segment)

Based only on conversations tagged as searching

Users in the active-searching stage represent 22.9 percent of tagged conversations. They display more exploratory behavior but still convert at a meaningful rate.

Within this group:

- **37.1%** convert into a captured lead
- **38.3%** exit when prompted for contact details
- **24.1 %** remain in browsing-only mode
- **0.5 %** abandon the conversation

Even though these users are earlier in their decision cycle, more than one in three still contribute directly to lead generation.

Key takeaways

- Searching users are split between continuing, dropping at the contact step, or browsing, indicating typical early-funnel behavior.
- Design improvements at the contact-request step could meaningfully increase conversion for this group.
- This segment still supplies more than 10 percent of all captured contacts, despite lower intent.

4. DIGITAL FUNNEL ANALYSIS: Traffic, Intent, and Conversion

4.2 Timeline Sensitivity & Conversion Outcomes

Timeline Sensitivity (Short, Near-Term, and Long-Term)

Based only on conversations tagged with an urgency category

Timeline has a strong impact on conversion likelihood. The shorter the user's timeline, the more likely they are to convert.

Distribution of all tagged conversations:

Short-timeline users: 37.8%

- **84.1%** captured
- **11.7%** stop at contact
- **4.2%** browse only

Near-term users: 48.8%

- **71.3%** captured
- **19.7%** stop at contact
- **8.9%** browse only

Long-range planners: 13.3%

- **57.1%** captured
- **27.2%** stop at contact
- **15.4%** browse only

Key takeaways

- Short-timeline users convert almost as strongly as ready-to-act users.
- Lead capture declines steadily as timelines extend, but still remains above 50 percent even for long-range planners.
- Long-term users have higher browse and drop-off rates, consistent with earlier research-stage behavior.

STRATEGIC MARKET IMPLICATIONS

Insight to Execution

5. STRATEGIC MARKET IMPLICATIONS: Insight to Execution

5.1 Practical Actions for Real Estate Professionals

Double down on mid-market buyers (your core demand engine).

Most budget-qualified conversations sit between $500k–$800k and $800k–$1.2M, with the $500k–$800k band alone at 32.8% nationally and even higher in markets like Ontario and Alberta. This is the sweet spot for lead generation and content. Optimize listings, advertisment, and drip campaigns around these ranges.

Time your pushes around two “decision waves”: spring and year-end.

Urgency spikes twice: first in Q2 (spring surge: immediate urgency jumps ~10 pts) and again in Q4 (immediate urgency peaks at 46.6%). Stack your open house schedules, retargeting campaigns, and listing launches around these windows to capture buyers when they’re most decisive.

Prioritize high-urgency and ready-to-act leads in your workflows.

- **“Ready to Act”** users convert at 85%+ and produce nearly 9 out of 10 leads.
- **“Searching”** convert at 84.1%.

These segments should be **fast-tracked in your CRM** (priority routing, same-day callbacks, SMS follow-ups, dedicated agent pools).

Treat searching-stage leads as “conversion projects,” not just lookers.

“Searching” users still convert at ~37%, but 38% drop off at the contact step. This is fixable. Use:

- Lower-friction CTAs (“just your email so we can send matches”).
- Soft commitments (saved searches, alerts, market reports).
- Automated follow-up sequences that build trust before hard asks.

Leverage hyper-local positioning → buyers are already searching at that level.

Over 72% of geo-tagged conversations reference exact addresses or named neighbourhoods, not just cities. You win by:

- Building micro-market pages (neighborhood guides, school zones, walk scores).
- Framing yourself as the “[neighbourhood] specialist,” not just a city-wide generalist.

Align your property mix with each region’s demand profile.

- Prairies / Nova Scotia / Manitoba: Lead with single-family + affordability messaging (under $500k and 500k–800k).
- Ontario / BC urban cores: Emphasize condo + townhome inventory, mid-to-upper budgets, and first-time plus move-up buyer content.
- Vancouver & coastal BC: Highlight luxury and view/lifestyle narratives, as 1.2M+ segments are unusually strong.

Score and route leads by urgency + budget + stage, not just by “newness.”

- With clear signals on timeline, budget, and stage, you can:
- Auto-assign short-timeline, ready_to_act, mid/high-budget leads to top performers.
- Send long-range, lower-budget leads into nurture tracks (market reports, quarterly check-ins).
- Use different scripts and expectations for affordability-driven cities vs. luxury coastal markets.

Build playbooks per city cluster instead of one-size-fits-all campaigns.

- **Affordability cities:** Emphasize down payment help, rent-vs-buy, entry-level inventory.
- **Mid-market hubs:** Highlight move-up paths, school-district decisions, commute trade-offs.
- **Upper-tier markets:** Focus on lifestyle, amenities, and long-term value stories for higher-end buyers.

5. STRATEGIC MARKET IMPLICATIONS: Insight to Execution

5.1 Practical Actions for Real Estate Professionals

This report is based on an analysis of more than 31,000 real estate conversations across Realtor websites in Canada. These conversations capture how consumers naturally ask questions, explore options, and signal intent throughout the digital home search process.

Conversation Enrichment and Tagging

Each conversation was enriched using a large language model (LLM) that reviewed the full exchange and applied a consistent set of metadata tags based on a predefined data model. These tags captured key dimensions of each conversation, including buyer persona, journey stage, urgency, and intent.

At a high level, the tagging framework was intended to gauge:

- **Sentiment and Tone:** Each conversation was reviewed to understand the overall emotional tone expressed by the user.
- **Engagement Level:** Engagement was assessed based on how actively users participated in the conversation. Signals such as response depth, follow-up questions, and early exits were used to understand whether users were casually exploring or meaningfully engaging.
- **Inquiry Topics:** Each interaction was categorized based on what the user was trying to accomplish. Topics included property search, pricing questions, listing details, scheduling viewings, agent contact, financing, market information, and general questions.
- **Geo-Specificity:** Location references within conversations were evaluated to understand how precise users were in their searches. Mentions ranged from broad regions to cities, neighbourhood, or exact property addresses, providing a signal of search maturity and local focus.
- **Budget Range:** Where users indicated pricing expectations or affordability constraints, conversations were tagged to reflect approximate budget ranges. These signals were used to understand purchasing power and regional affordability patterns.
- **Property Type:** Conversations were reviewed for references to specific property categories such as single-family homes, condos, townhomes, land, or commercial properties. This helped identify how demand is distributed across housing types.
- **Property Features:** When users mentioned specific needs or preferences such as bedrooms, outdoor space, parking, or location-related features, these details were captured to provide additional context around buyer priorities.
- **Special Circumstances:** Some conversations included contextual drivers such as relocation, first-time buying, downsizing, upsizing, investment intent, or retirement planning. These circumstances helped explain why users were entering the market.
- **Urgency Level:** Timing signals were assessed based on how soon users indicated they wanted to act. Conversations were grouped into short-term, near-term, or longer-term horizons to distinguish immediate demand from early planning.
- **Customer Journey Stage:** Each conversation was evaluated to determine where the user appeared to be in their real estate journey, ranging from early browsing to active searching and readiness to move forward.
- **Outcome:** Conversations were assessed based on progressed toward next steps, stalled, or ended early.

Analytical Process

Not every insight in this report draws on the full dataset. Each analysis includes only the subset of conversations relevant to the question being examined—for example, conversations with clear location references when analyzing geo-specificity, or those with defined timelines when assessing urgency. This approach ensures that findings reflect meaningful signals, rather than averaging across incomplete or unrelated interactions.

Summary

This methodology provides a behavioural view of the Canadian real estate market as it manifests online. By structuring natural-language conversations into consistent indicators, the report surfaces early patterns in buyer intent, confidence, and market engagement across regions and segments.

Responsible Data Use

All analysis was conducted in full alignment with applicable Terms of Service, data-use policies, and privacy standards. Insights were generated exclusively at an aggregate level, with no use of personally identifiable information. Instead, conversations were evaluated using general metadata category tagging.