



The Edge

Information and news that gives you an edge in the real estate business.

THIS WEEK



- A FRESH Look at Houston Housing
- Most Millennials Turn to HAR.com
- Talking Tech with Taqi
- Choose Your 2020 Leaders
- Calling All Rising Stars 40 or Younger
- Designate Yourself for Success

“The Edge” is a weekly tool for managers to use to inform their agents and stay current and up-to-date with important real estate industry issues.

Produced by the HAR Communications Department.

A FRESH Look at Houston Housing

FRESH REPORT
FIRST REAL ESTATE SNAPSHOT OF HOUSTON

HAR has prepared this first-day-of-the-month snapshot of local real estate market conditions to keep the media updated in between the full monthly MLS reports. This particular report provides an accounting of single-family homes activity for the full month of June 2019 compared to June 2018. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

New Listings	Active Listings	Avg. List Price
<p>↑ 4.5%</p> <p>13,446</p> <p>Inventory experienced another healthy boost in June, with Realtors entering 13,446 properties into the Multiple Listing Service (MLS) compared to 12,873 a year earlier. That represents a 4.5 percent increase.</p>	<p>↑ 8.1%</p> <p>29,461</p> <p>Active listings, or the number of available properties, are outpacing 2018 levels by 8.1 percent. In June, there were 29,461 units in the MLS versus 27,252 a year earlier. The increase reflects steady growth in housing inventory.</p>	<p>↑ 2.9%</p> <p>\$332,445</p> <p>The average list price for a Houston home rose nearly three percent in June to \$332,445, slightly below the pricing record of \$332,946 set one month earlier, in May. For comparison, the average list price in June of 2018 was \$323,196.</p>

Take a **FRESH** Look at Housing

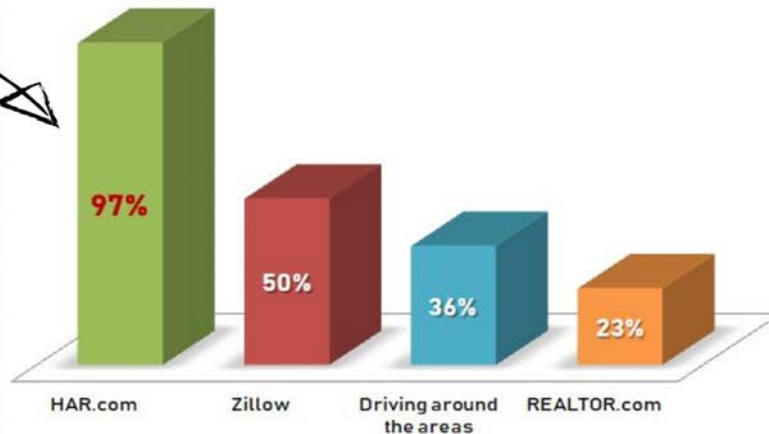
Be on the lookout for HAR's MLS market report for June 2019, which will be distributed on Wednesday, July 10. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.

- The Houston real estate market showed across-the-board gains in June.
- Last week, HAR released the First Real Estate Snapshot of Houston (**FRESH**) Report for **June 2019**, and the indicators are all trending upward.
- New listings, active listings and average list price all rose throughout the greater Houston area between June 1 and June 30, 2019.
- Our comprehensive June MLS housing report will be distributed this **Wednesday, July 10**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

Most Millennials Turn to HAR.com

Majority of Millennial Buyers /Sellers Prefer HAR.com

Preferred Home Search Method



97%

of home buyers prefer to search for homes on HAR.com



- We all know that Millennial consumers (between the ages of age 23 and 38) are having a profound impact on the real estate market.
- The nearly 10,000-member HAR.com Consumer Research Panel is just out with its **2019 Millennial Survey**.
- HAR wanted to understand the unique characteristics of Millennials in the process of home buying and selling to identify the types of help and services they require in the process.
- One of the first findings was that **a majority of Millennial buyers and sellers prefer HAR.com when searching for a home.**
- You may read the complete survey online [HERE](#).
- It's just another way that HAR is helping shape the future of real estate in Houston.



Talking Tech with Taqi

He's known as "Mr. HAR.com." *Taqi Razvi, HAR's Chief Technology Officer*, is this week's guest on the *HAR on the Move* podcast, and he shares valuable information about newly released tools to help members with their marketing and branding.

It's information you won't want to miss!

Each week, *HAR on the Move* covers a variety of topics that are beneficial to all our HAR members.

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Choose Your 2020 Leaders

- Voting begins next Wednesday, July 17, in the **2020 HAR Board of Directors** election!
- On July 17, all HAR members in good standing will receive a unique and secure link from BigPulse, a third-party election company, which will enable you to cast your vote.
- Members have until **Monday, August 5 at 5 p.m.** to vote and may only cast their electronic vote once.
- ***You'll find the complete list of candidate names and profiles online [HERE](#).***
- As a leader of one of the most prestigious REALTOR® associations in the country, HAR directors are recognized within the Houston community and nationally for the important difference they make in the lives of HAR's more than 39,000 members – through the decisions they make and the standards that they set.



Calling All Rising Stars 40 or Younger



- Are you a young rising real estate star or do you have one on your brokerage team?
- 2019 marks the 10th Annual *YPN 20 under 40 Rising Stars in Real Estate* awards.
- This prestigious honor is awarded to 20 HAR members 40 years of age or younger who demonstrate excellence in the areas of sales, leadership and community involvement.
- You'll find more information and an application online [HERE](#).
- The deadline to apply is **Thursday, August 1, 2019**.
- You may only receive this honor once.
- Awards will be presented during a red carpet-style luncheon on **Friday, October 4** at Bayou City Event Center.



Designate Yourself for Success

Graduate REALTOR® Institute (GRI): Contracts to Closing

Topics of this four-day course include Finance, Residential Contracts, Appraisal, CMA & Pricing and Diversity & Fair Housing. The GRI designation, composed of three courses, is the most widely recognized of the national real estate designations. The courses may be taken in any order and satisfy 10 hours of elective CE or 30 hours SAE.

Date: July 18, 19, 22 and 23

Location: HAR Bay Area

Time: 8:15 a.m. to 5 p.m.

Investment: \$295

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6