



# The Edge

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

## THIS WEEK



- A FRESH Look at Houston Housing
- Bob Hale Wins HBJ's First RRE Lifetime Achievement Award
- Community Conversations: What to Expect with Interest Rates
- Get the Facts on the Reality of Real Estate
- Webinar: HUD Guidelines for Assistance Animals
- Register for the HAR Technology Summit
- Add Commercial CE to Your Next TREC Renewal
- Register for HAR's Global Day 2024
- 290 Area Networking's Derby Day
- Join the GNW Networking Group for a Local Update
- HAR YPN & TREPAC Present 'Dare-E-oke'

"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.*



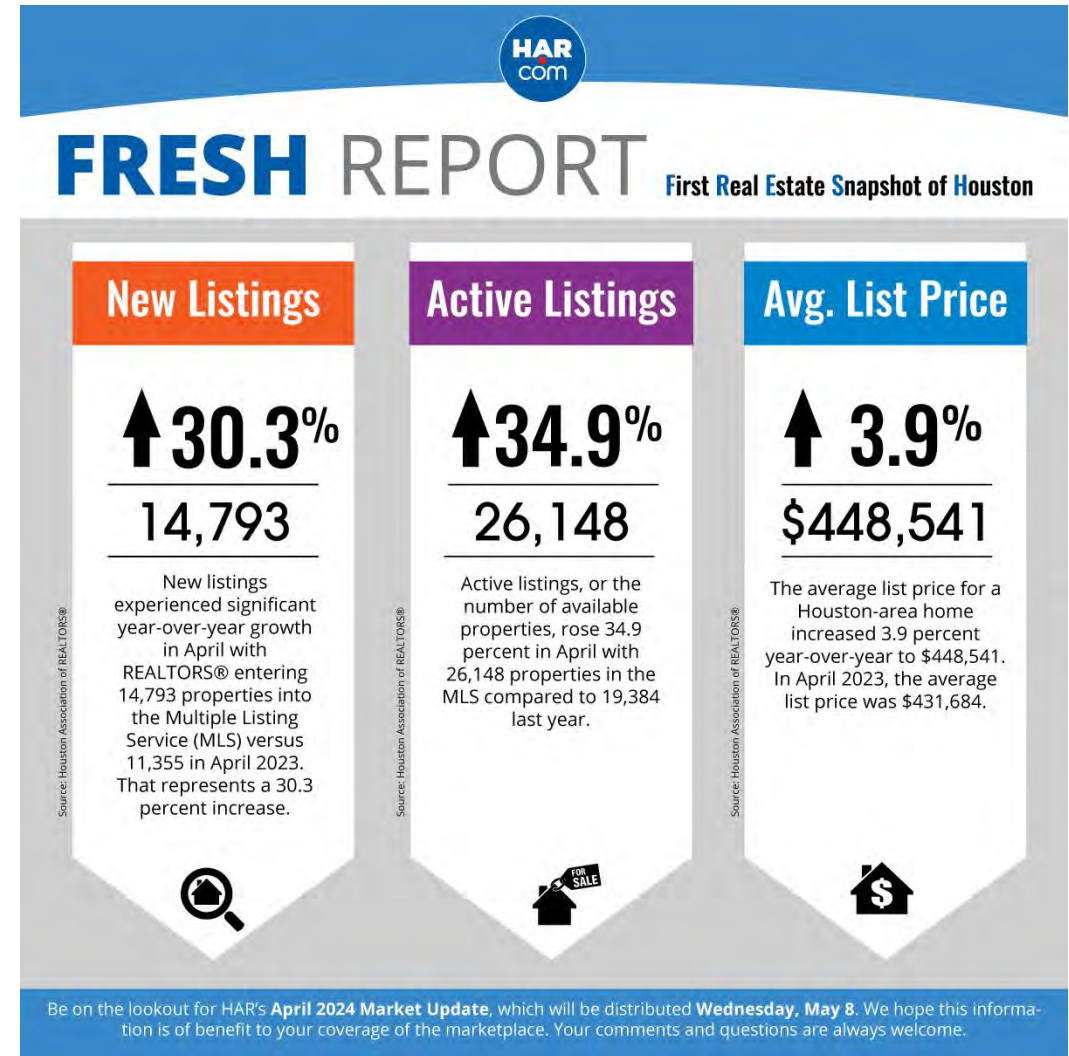
## A FRESH Look at Houston Housing

Here is HAR's April 2024

**FRESH (First Real Estate Snapshot of Houston):**

- The Greater Houston real estate market was bustling with activity in April.
- **New Listings** experienced significant growth with REALTORS® entering 30.3 percent more properties into the MLS compared to April 2023.
- **Active Listings** rose 34.9 percent year-over-year to 26,148 in April.
- The **Average List Price** for homes across the Greater Houston area increased 3.9 percent to \$448,541.

*HAR's complete April 2024 Market Update will be released Wednesday, May 8.*





HOUSTON  
BUSINESS JOURNAL

## Residential Real Estate Awards

The *Houston Business Journal* has awarded its first-ever **Lifetime Achievement Award** to **Bob Hale, President and CEO** of the Houston Association of REALTORS®.



**BOB HALE**  
HAR President & CEO

HBJ Residential Real Estate Awards: Lifetime Achievement Award



## Community Conversations: What to Expect with Interest Rates



### Community CONVERSATIONS

First Thursday of Each Month  
12 p.m. • Facebook & YouTube

Join Us Live on  
FB and YouTube

Thursday,  
**MAY 9**



**CRISTINA SCHAEFER**  
HAR Director of  
Social Media



**JESSE THOMPSON**  
Senior Business Economist  
Federal Reserve Bank - Houston



## Get the Facts on the Reality of Real Estate

**FOR REALTORS®**

### The Reality of Real Estate

HAR.com is your home for the facts

The reality of real estate is that the market is always evolving. The National Association of REALTORS® settlement has undoubtedly generated questions and concerns among REALTORS®, consumers and the media. HAR is here to support you, get the facts out to the public and communicate the value of using a REALTOR®.



Learn how the settlement will impact agents at [HAR.com/realtor-reality](https://www.har.com/realtor-reality).

### The Reality of Real Estate

The real estate market is constantly changing. Recent headlines about the NAR settlement affect how REALTORS® display compensation offers. Misinformation abounds, but HAR offers resources clarifying the settlement's impact on buyers, sellers, and renters, emphasizing the benefits of working with a REALTOR®.

#### Videos about the Reality of Real Estate

**For Buyers** [Learn more](#) | **For Sellers** [Learn more](#)

**Buyer Impact** | **Seller Impact**

**Sally Snook**  
Houston Association of REALTORS  
Platinum

(713) 629-1900  
sally.snook@har.com  
<https://www.har.com/sallysnook>

Share the consumer campaign with your branding at [HAR.com/content/share-reality](https://www.har.com/content/share-reality).



# PROPERTY MANAGEMENT

Webinar

## HUD Guidelines for Assistance Animals

*Learn to Manage Pet and Animal Risk*

Wednesday, May 8

12 - 1:30 p.m.



[www.har.com/edu](http://www.har.com/edu)



FREE  
Webinar



## Register Today for the HAR Technology Summit



### 2024 HAR TECHNOLOGY SUMMIT

**Maximizing Your Brand's Value:**  
*Harnessing the Power of Modern Technology in Real Estate*

**Wednesday, May 15**  
**9 a.m. - 3:30 p.m.**

**Only \$99! Don't miss it!**

For registration, agenda and featured guest speakers, please visit:

#### FEATURED SPEAKERS



**Katie Lance**  
*Social Media Strategist*



**Sue Pinky Benson**  
*Keynote Speaker*

[har.com/go/techsummit](https://har.com/go/techsummit)



## Add Commercial CE to Your Next TREC Renewal

### Commercial-Focused Legal Update II

*Add Commercial CE to  
Your Next TREC Renewal*

TREC Credit: 4 hours

***In-Person  
Class!***

La Brisa Mexican Grill  
League City

**MAY 16**  
1 - 5 p.m.

**COST:**  
**\$49**

**REGISTER TODAY!**

Register Online at [HAR.com/edu](https://HAR.com/edu)





Featuring Special Guests from the:

## Mayor's Office of Trade and International Affairs



**MAZDA DENON**  
Deputy Director of  
Trade & International Affairs



**JESSICA NGO**  
Chief of Protocol



# HAR GLOBAL DAY 2024

THURSDAY  
**MAY 23**  
9 a.m. – 4 p.m.

*In-Person Event!*

**NRL MORTGAGE**  
1220 AUGUSTA DR., STE. 300  
HOUSTON, TEXAS 77057

Register at [www.har.com/edu](http://www.har.com/edu)



## 290 Area Networking's Derby Day



**KENTUCKY**  
*Derby Day*



**290 AREA**  
Networking

**KENTUCKY**  
*Derby Day*

**Dress to Impress!**  
Hats/Summer Suits

**Silent Auction!**

**Viewing of Races!**

**Wednesday,**  
**MAY 8**

11:30 a.m. - 1 p.m.  
Longwing Landing



**FREE**  
**Admission!**  
But You Must Register!

Register Today! [https://www.har.com/education/class\\_detail/50093](https://www.har.com/education/class_detail/50093)



## Join the GNW Networking Group for a Local Update

HAR GREATER NORTHWEST NETWORKING GROUP PRESENTS

REGISTER HERE 



**SPEAKER  
BRUCE HILLEGEIST  
TOMBALL  
CHAMBER  
PRESIDENT AND  
CEO**

Thank you to our sponsors!



**PUNUM ROOFING**  
— OF HOUSTON, INC. —

**MAY 8TH  
8:30-10AM**

SPRINGHILL SUITES  
20303 CHASEWOOD PARK DR.,  
HOUSTON, TX 77070

\$10 HAR MEMBERS  
\$20 NON MEMBERS



WFG National Title Company  
a Williston Financial Group company



*Sing, if you Dare!*

# DARE-OKE



E-mail [trepac@har.com](mailto:trepac@har.com)  
for more info.

**Tuesday,**  
**MAY 21**

5:30 - 7:30 p.m.