

# The Edge

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

#### THIS WEEK

- A FRESH Look at Houston Housing
- MLS Rule Changes | What You Need to Know
- The Forms You Need to Know (Webinar)
- All HAR Offices Closed on July 4
- Platinum Tool Spotlight: Al Lead Reply
- 10 Residential Leasing Do's and Don'ts (Webinar)
- Go Global with the GIE
- You're Invited to Havana Nights
- Travel With TREPAC | Destination 3: Thailand
- A Night at Tony's on August 8
- Are You a Rising Star in Real Estate?







## A FRESH Look at Houston Housing

## Here is HAR's June 2024 FRESH (First Real Estate Snapshot of Houston):

- The Houston real estate market remained hot in June.
- New Listings continued to experience growth with REALTORS® entering 8.3 percent more properties into the MLS compared to June 2023.
- Active Listings rose 36.7 percent year-over-year to 29,996 in June.
- The **Average List Price** for homes across the Greater Houston area increased 1.0 percent to \$445,100.

HAR's complete June 2024 Market Update will be released Wednesday, July 12.





## MLS Rule Changes | What You Need to Know

- July 9 HAR will add a new MLS field: "Seller May Contribute to Buyer Expenses Up To: \$ ." This is to communicate the possibility of the seller making a contribution or concession toward buyer expenses, but the contribution may not be conditioned on paying broker fees. It is up to the buyer to determine how the contribution is applied.
- July 9 at 11 a.m. MLS Rule Changes Webinar. Register HERE. All registrants will receive a recording of the webinar.
- August 16 All compensation fields will be removed from the MLS.

Get the latest information at HAR.com/settlement.





# (HAR ) The Edge

### The Forms You Need to Know



Texas REALTORS® released updated forms as well as new forms to comply with the terms of the NAR settlement. We recommend that you begin using these forms now that they are available, rather than waiting.

We are waiving any fee for the **Forms You Need to Know** course to ensure our subscribers are able to
continue to do business without any hiccups.

Multiple class dates are available. Register **HERE**.

Produced by the HAR Communications Department





### Platinum

#### **LEAD REPLY**

A new AI tool that sends
AI-generated replies
tailored to the status of
your listings, ensuring
relevant communication
with new leads.

HAR AI Tools are exclusively for MLS Platinum Subscribers.

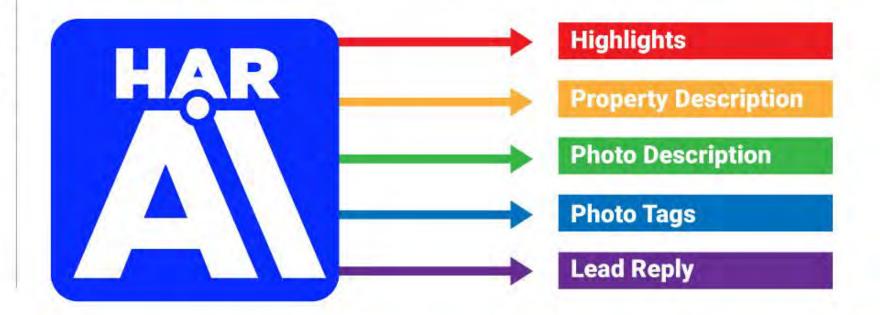
If you are not a

Platinum Subscriber visit

www.har.com/platinum

to learn more!

# HAR AI Tools to Help Market Your Listings



Learn more about LEAD REPLY at: https://cms.har.com/ai-leadreply/

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10 Residential Leasing Do's and Don't's

WED., **JULY 17** 12-1:30 P.M.

har.com/edu









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### You're Invited to Havana Nights



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### Travel with TREPAC | Destination 3: Thailand



**JULY 30** 

HAR TREPAC and HAR Global are

#### Email: trepac@har.com











**JOIN US! JULY 30** 6:30 to 9:30 p.m.











## Are You a Rising Star in Real Estate?

