



The Edge

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

THIS WEEK



- Affordability Fuels Growth in Houston's New Home Market
- HAR CRM & ShowingSmart: What's New & What's Coming
- HAR Community Conversations with Habitat for Humanity
- You're Invited: 2024 Housing Symposium
- Get Involved in 2025
- Last Week of Early Voting
- RentSpree's New Income Verification Report
- Social Media Safety Awareness (Live Virtual Class)

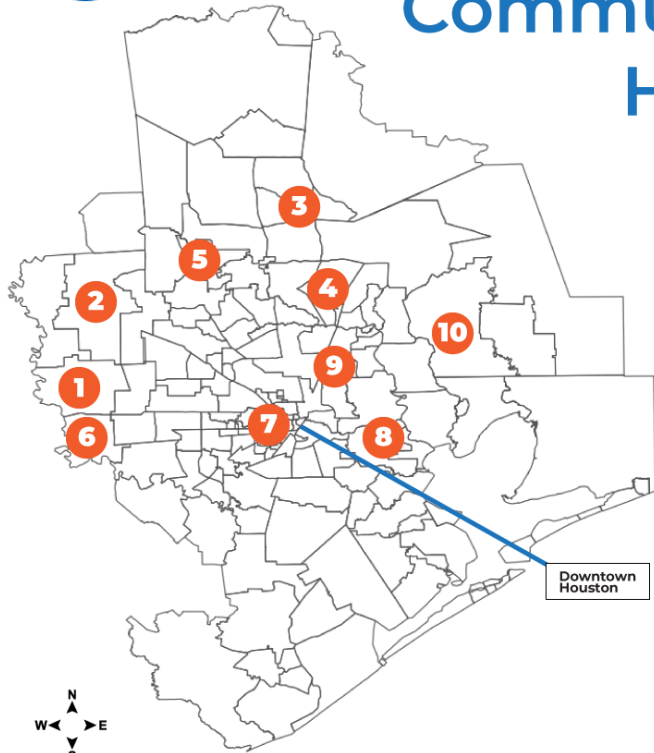
"The Edge" is a weekly tool for managers to use to inform their agents and stay current and up-to-date with important real estate industry issues.
Produced by the HAR Communications Department.



Affordability Fuels Growth in Houston's New Home Market



10 Hottest Communities in the Houston Area (Q3-2024)



July 2024 - September 2024

- 1 Brookshire
- 2 Waller
- 3 Conroe Northeast
- 4 Porter/New Caney West
- 5 Magnolia/1488 West
- 6 Fulshear/S. Brookshire/Simonton
- 7 Montrose
- 8 Deer Park
- 9 Fall Creek Area
- 10 Dayton

*HAR released the Q3 2024 report on the **Hottest Communities in the Houston Area** this week. Here is a look at some key takeaways:*

- Brookshire had the greatest percentage increase of home purchases in the third quarter of 2024, with transactions increasing 257.6% year-over-year.
- New construction remains a driving force, accounting for more than 65 percent of sales in the top five performing communities.
- Six of the top 10 communities in the report had average home prices below the Houston area's average of \$412,161.

Read the complete Q3 2024 Hottest Communities in the Houston Area Report in the [HAR Online Newsroom](#).



HAR CRM & ShowingSmart: What's New and What's Coming

This week, the *HAR on the Move* podcast welcomes HAR CRM and ShowingSmart Project Manager **Richard Aguilar** to discuss the latest updates and new features that are coming to two of our most popular tools for HAR members.

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

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Community CONVERSATIONS

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

Join Us Live on
FB and YouTube

Thursday,
NOV. 7

“Building Futures with
Habitat for Humanity”



CRISTINA SCHAEFER
HAR Director of
Social Media



JANEL YOUNG
Habitat for Humanity COO



You're Invited: 2024 Housing Symposium

THE HOUSTON ASSOCIATION OF REALTORS® PRESENTS

2024 HOUSING SYMPOSIUM

NOVEMBER 14
9:30 a.m. - 3:30 p.m.

The Community Collective for Houston
12401 S. Post Oak Rd.
Houston, TX 77045

Housing in the Houston area.
Affordability and Inventory.

REGISTER NOW



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Get Involved in 2025

CALL *for* LEADERS in 2025



Get Involved



Volunteer for one of the many HAR advisory groups.
SIGN UP ONLINE | har.com/getinvolved



Last Week of Early Voting

NOVEMBER 2024 Election Dates

Last Week of Early Voting!

Early voting ends Friday, November 1.
Election Day is Tuesday, November 5.

www.har.com/go/vote



Click [HERE](#) for a full list of HAR Recommended Candidates

Visit www.har.com/go/vote for helpful election resources.

For other election questions, contact HAR Political Affairs at (713) 629-1900 x1287.



RentSpree's New Income Verification Report



Screen tenants with confidence

- ✓ Income verification **NEW**
- ✓ Credit report
- ✓ Background check
- ✓ Eviction history

Learn more at <https://cms.har.com/rentspree/>



Social Media *Safety Awareness*



**TUESDAY,
NOV. 12**
12 - 1 p.m.

Mark Dong
Safety Instructor

REGISTER TODAY!
WWW.HAR.COM/EDU

Live
Virtual
Class

