

In This Week's "The EDGE"

- Voters Approve Harris County Flood Bond
- Survey Says...
- Time to Nominate Real Estate's Best
- Houston Market Movements
- Take Your Business to an Elite Level

"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.

Brought to you by the HAR Communications Department.

Voters Approve Harris County Flood Bond

- One year to the day after Hurricane Harvey devastated the greater Houston area, Harris County voters overwhelmingly approved a \$2.5 billion flood bond.
- The measure passed on Saturday with more than 85% of voters in support.
- Slightly more than 150,000 voters participated in this special election.
- This is the largest bond Harris County voters have ever approved.
- There are at least 230 projects set to take place over the next 10 to 15 years now that the bond has passed. You may review them [here](#).
- Thanks to everyone who voted!



**Check out the Harris County Flood Warning System,
featuring inundation mapping!**

www.harriscountyfws.org

Survey Says...

HAR surveyed its 38,000 members to identify and evaluate member awareness and effectiveness of HAR's communications channels. More than 2,200 members responded to the survey, yielding an 8% response. Despite the growing trend of reading online, nearly 70% still read the print edition of the *Houston REALTOR*[®] magazine. Here are other highlights of the survey:

- High awareness and favorable impression of HAR's communications channels, such as the weekly *5 Minute REALTOR*[®], monthly print and online *Houston REALTOR*[®] magazine, and the management newsletter *The EDGE*.
- When asked what types of articles do you read, 83% said Training/Education Opportunities with the majority interested in ways to grow their business using HAR technologies.
- 62% of agents and 63% of brokers admit they sometimes delete HAR publications prior to opening them.
- Only one in four read real estate news daily citing *Inman News* and HAR as their primary sources.
- Social media ranked low as a source for generating leads with only 2 in 10 saying Facebook is a great source for leads.
- Articles about political/advocacy ranked as the least popular.
- **Check out the complete survey results [HERE](#).**



Time to Nominate Real Estate's Best



Request for Nominations

- It's once again time to recognize real estate's finest.
- Please submit your nominations for 2018 **REALTOR® of the Year** as well as the 2018 recipient of the **John E. Wolf Community Service Award**.
- **Deadline for entries is Monday, September 10.**
- Both winners will be honored at REALTOR® Celebration on Thursday, December 13.
- You will find a nomination form [HERE](#).
- Simply print it, complete it and email it to Rozlynn Crew at roz@har.com. **The nomination must include supporting background information.**
- If it's easier, you may mail the form and supporting materials to Roz at the HAR Central office. (Mailing instructions are at the bottom of the form.)



Houston Market Movements

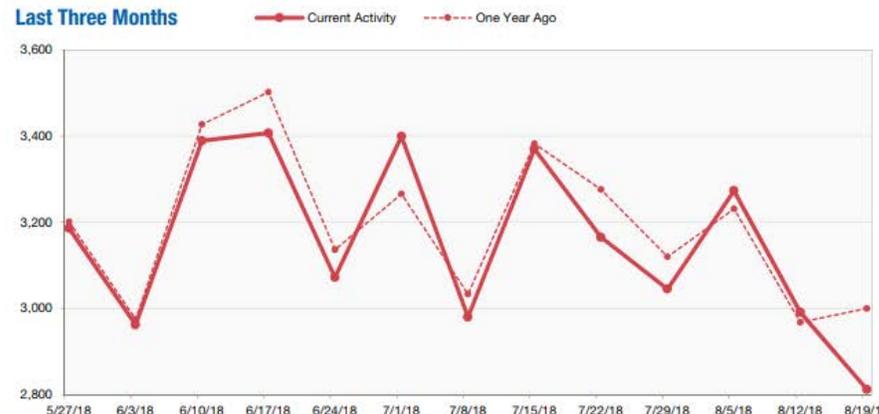
It has been another busy summer for residential real estate. The lower supply, higher prices, faster sales mantra has held in place for most of the nation all year – which heightened in intensity during the summer sales season – but there has been some conversation about the possibility of more supply and lower prices. Presently, it is just conversation, as the numbers do not reflect a shift in trend lines anytime soon.

In the Houston region, for the week ending August 19:

- New Listings decreased 6.3% to 2,812
- Pending Sales increased 23.3% to 1,995
- Closed Sales decreased 4.2% to 1,790

New Listings

Last Three Months



| For the Week Ending | Current Activity | One Year Previous | + / - |
|---------------------|------------------|-------------------|---------------|
| 5/27/2018 | 3,186 | 3,201 | - 0.5% |
| 6/3/2018 | 2,962 | 2,975 | - 0.4% |
| 6/10/2018 | 3,389 | 3,427 | - 1.1% |
| 6/17/2018 | 3,407 | 3,502 | - 2.7% |
| 6/24/2018 | 3,072 | 3,136 | - 2.0% |
| 7/1/2018 | 3,399 | 3,266 | + 4.1% |
| 7/8/2018 | 2,980 | 3,033 | - 1.7% |
| 7/15/2018 | 3,370 | 3,382 | - 0.4% |
| 7/22/2018 | 3,165 | 3,276 | - 3.4% |
| 7/29/2018 | 3,045 | 3,120 | - 2.4% |
| 8/5/2018 | 3,273 | 3,231 | + 1.3% |
| 8/12/2018 | 2,991 | 2,968 | + 0.8% |
| 8/19/2018 | 2,812 | 3,000 | - 6.3% |
| 3-Month Total | 41,051 | 41,517 | - 1.1% |

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INTENTIONALLY CREATING
A 7 FIGURE BUSINESS



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Take your business
to an **ELITE LEVEL.**

- Set Your Business Up for Success
- Create Leverage & Double Your Goals
- Build a Culture of Productivity
- Discover How to Find & Keep Talent

SEPTEMBER 11
9 a.m. - 4 p.m.
MainStreet America

\$79 Members | \$89 Non Members
Lunch Provided.

Register Online:
www.har.com/edu

All ticket sales will benefit
Triumph Over Kid Cancer and
Recovery Houston.

Benefiting:



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