



In This Week's "The EDGE"

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"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.

Boosting Your Sales and Rental Business

In its February 22 edition, *Inman News* offers strategies for achieving a strong sales and rental business: Correspondent Robert Suggs writes that large real estate franchises potentially face big competition in the form of smaller boutique agencies.

- In the past, boutique brokerages have traditionally been confined to singular markets: rentals or sales. However, new technologies and changing consumer demands — think faster services and diversified options — now afford and incentivize smaller agencies to target both markets, allowing them to create agile business strategies for better profit and a larger client base.
- As a result, traditional brokerage models have become obsolete while newer digital models pave the way for change, demonstrated by a shift toward independent brokerages.
- According to the National Association of Realtors' (NAR) latest research profile of real estate firms, 79 percent of brokerages have a single office while 84 percent are independent, non-franchised companies.
- However, it's notoriously difficult for smaller firms to transition from simply having rental listings to including sales as well. A move like this demands greater resources, leads and the strategy to compete with the big players.
- Read more [HERE](#).

inman **SELECT**

If you're not already enjoying the FREE *Inman Select* subscription that comes with your HAR membership, [sign up HERE today!](#)

Riding the Consumer Wave

- Are you staying ahead of consumer expectations in your real estate business? Do you even know what those expectations are since they are constantly evolving? Tune in this Wednesday to the *HAR on the Move* podcast as we welcome **Marilyn Wilson of Wav Group**. Marilyn has worked with HAR for many years, spearheading research into consumer trends and reporting her findings in ways that are designed to help HAR members meet and exceed the demands of today's real estate consumer.
- HAR's official weekly podcast, *HAR on the Move* covers a variety of real estate topics that HAR members care about most. Listen anywhere, anytime.
- New shows are released every Wednesday!

Subscribe today wherever podcasts are available or visit [HAR Connect](#) for the latest episode.

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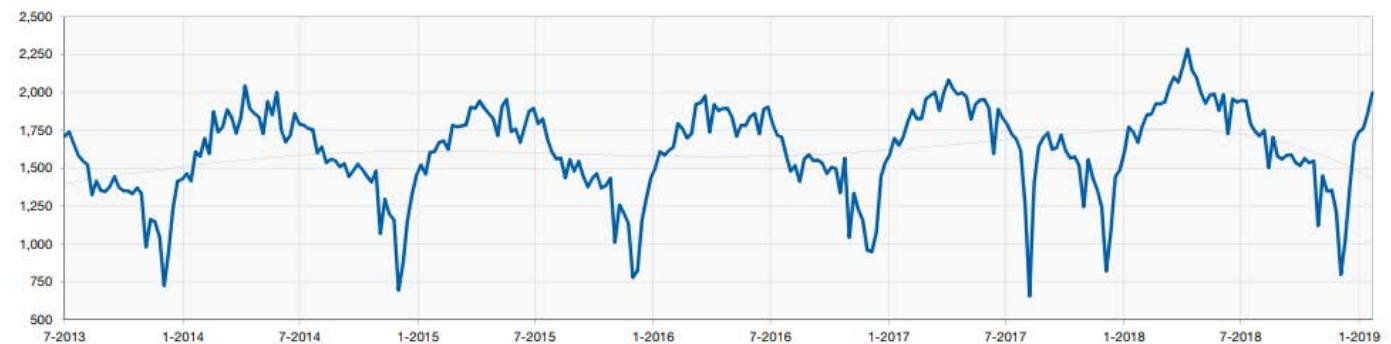
Weekly Market Movements

The National Association of REALTORS® has reported in the last month that national existing home sales and pending sales are both down in year-over-year comparisons, but that has not necessarily been a constant from market to market. While weather-related events have hampered some of the necessary machinations of making home sales, buyers have shown determination toward achieving their homeownership goals. This week has shown some sales strain in many markets, but spring is just around the corner.

In the Houston region, for the week ending February 17:

- New Listings increased 17.5% to 2,976
- Pending Sales increased 19.6% to 1,997
- Closed Sales decreased 7.4% to 1,281

Historical Pending Sales Activity



All Aboard for REALTOR® Day



TREPAC 1

Stewart Title, Cypress



TREPAC 2

Cinemark 19 Katy (I-10 & 99)



TREPAC 3

Marq-E Entertainment Center (I-10 & 610 West)



TREPAC 4

HAR Montg. County Branch



TREPAC 5

First Colony Mall



TREPAC 6

Bay Area Branch**



TREPAC 7

Better Homes and Gardens Real Estate Gary Greene - Humble

Sign up now for REALTOR® Day at the Texas Capitol on Tuesday, March 26. This will be an informative and fun day as you meet with state lawmakers to discuss important matters that affect the real estate industry. Appraisal reform, eminent domain, homeowners associations, infrastructure, county rulemaking authority and school finance are among the issues to be tackled this legislative session. HAR has buses departing from seven convenient Houston-area locations!



For more information and to register, click [HERE](#) today!



Don't Miss Your Launch Window

HAR REALTOR® Launch: Your Path to Success

This intensive, four-day course will provide insights into how to handle your transaction from contracts to closing. The program include tools such as Prospecting, How to Create Business, Buyers and Seller's Expectations, Understanding Your Role Before, During and After the Transaction, Insight in the Ancillary Roles by Subject Matter and Experts (such as appraisers, inspectors, lenders, title companies, home warranty reps and much more). You will receive hands-on, interactive training to help you with your business before you even have business.



Dates: March 5, 12, 19 & 26

Location: HAR Fort Bend

Time: 8:30 a.m. to 5 p.m.

Investment: \$249

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6