



# The Edge

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

**THIS WEEK**



- Home Sales and Prices Soar in May
- What's Your Value?
- Millennial Misinformation
- Fine-Tune Your Business Skills

“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.*

# Home Sales and Prices Soar in May

HAR will release **May 2019** MLS statistics this Wednesday. Here is an advance look at some of the report's key take-aways:

- Buoyed by continued low interest rates, single-family home sales rose for the fourth straight month in May, climbing 2.8 percent versus one year earlier. On a year-to-date basis, home sales are running 2.7 percent ahead of 2018's record pace.



*The complete May 2019 market report will be posted in the [HAR Online Newsroom](#) beginning this Wednesday, June 12.*

- Single-family home prices reached record highs, with the median price rising 2.4 percent to \$249,993 and the average price up 5.8 percent to \$323,023.
- Inventory grew to its highest level in almost two years – reaching a 4.2-months supply versus 3.9 a year earlier. NAR reports that national housing inventory is also sitting at a 4.2-months supply.
- Townhome and condominium sales fell 2.6 percent year-over-year.
- Once again, the lease market was strong, with single-family home rentals up 11.1 percent and townhome/condominium rentals up 19.3 percent.

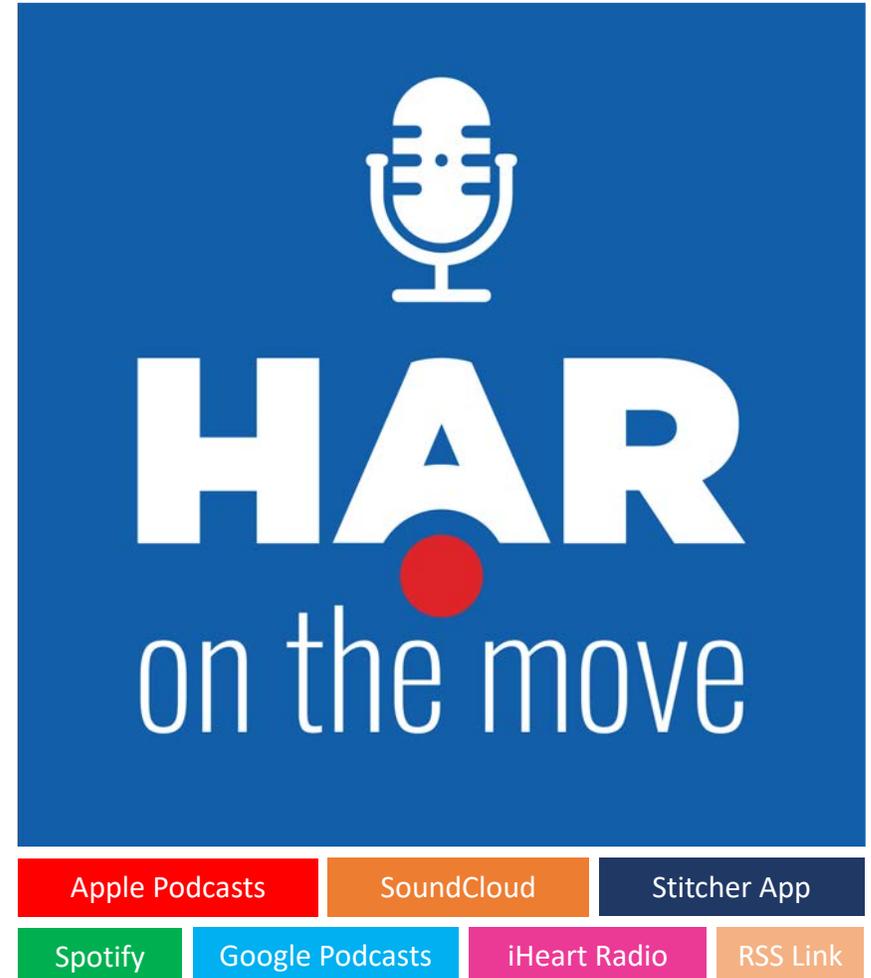
## What's Your Value?

Do you know your value? Can you state it in a few simple words? In this week's edition of the ***HAR on the Move*** podcast, HAR Strategic Architect Jeremy Conaway explains what a **Value Proposition** is, what you risk losing without one and how to create it. Each week, the ***HAR on the Move*** podcast covers a variety of real estate topics beneficial to our HAR members.

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## Millennial Misinformation

- A lot of misinformation is swirling around, threatening to keep millennial consumers from buying a home, according to a May 28 *Inman News* column.
- Georgia-based REALTOR® Lee Davenport recently attended a social media conference and was horrified by this piece of advice from a presenter: *“It will take forever to save 20 percent, which most of us don’t have, especially considering our student loans. By the time we save 20 percent, years will have gone by, and we could have invested that money elsewhere. Millennials should not buy homes but use that money for other investments.”*
- Davenport urges REALTORS® to stop the spread of such misinformation: *“We must tell the heartwarming and triumphant stories of homebuying clients achieving what is still an American dream for many (with their consent of course). We are first-hand eyewitnesses. We are first real estate responders with a story to tell (again with consent). We must share the programs that make homeownership feasible.”*
- Read more of Davenport’s helpful column [HERE](#).

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## Fine-Tune Your Business Skills

### GRI Marketing

The GRI designation is the most widely recognized of the national real estate designations. This is a four-day course. Courses may be taken in any order and satisfy 10 hours of elective CE or 30 hours SAE.

- **Day 1: Seller services**
- **Day 2: Buyer services**
- **Day 3: Technology**
- **Day 4: Environment and Green Building**

**Dates:** June 13, 14, 17 & 18

**Location:** HAR Montgomery County

**Time:** 8:15 a.m. to 5 p.m.

**Investment:** \$295

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6