



# The Edge

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

## THIS WEEK

- Home Sales Miss Last June's Record But Still Outpace 2018
- Millennials Count on REALTOR® Ratings
- HAR's 2020 Board Election Begins This Week
- What's Trending?
- Know a Rising Star Age 40 or Younger?
- Open Your Mind to Learning



"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 Miss Last June's Record But Still Outpace 2018

HAR released **June 2019** MLS statistics last week. Here are key take-aways in case you missed the report:

- Despite continued strength in the Houston real estate market, June home sales could not match the historic levels of a year earlier, in June 2018. Single-family home sales were down 3.4 percent. However, on a year-to-date basis, sales are still outpacing 2018's record volume by 1.4 percent.

Houston Association of REALTORS®

### JUNE 2019 | MARKET UPDATE

CATEGORIES	JUNE 2018	JUNE 2019	CHANGE
TOTAL PROPERTY SALES	9,967	9,461	-5.1%
TOTAL DOLLAR VOLUME	\$3,004,503,504	\$2,911,577,706	-3.1%
TOTAL ACTIVE LISTINGS	40,777	45,262	11.0%
SINGLE-FAMILY HOME SALES	8,385	8,097	-3.4%
SINGLE-FAMILY AVERAGE SALES PRICE	\$315,517	\$321,973	2.0%
SINGLE-FAMILY MEDIAN SALES PRICE	\$245,000	\$252,000	2.9%
SINGLE-FAMILY MONTHS INVENTORY*	4.1	4.4	0.3 months
SINGLE-FAMILY PENDING SALES	7,768	8,796	13.2%

- The single-family median price rose 2.9 percent to \$252,000 – an all-time high, while the average price was up 2.0 percent to \$321,973 – a record high for a June.
- Inventory grew to its highest level in seven years, reaching a 4.4-months supply versus 4.1 a year earlier. The national housing inventory is currently at a 4.3-months supply, according to NAR.
- Townhome and condominium sales fell 16.2 percent year-over-year.
- The leasing market remains strong with single-family rentals up 3.0 percent and townhome/condominium rentals up 3.2 percent.



Single Family Average Sale Price  
**\$321,973**

Single Family Home Sales  
**8,097**

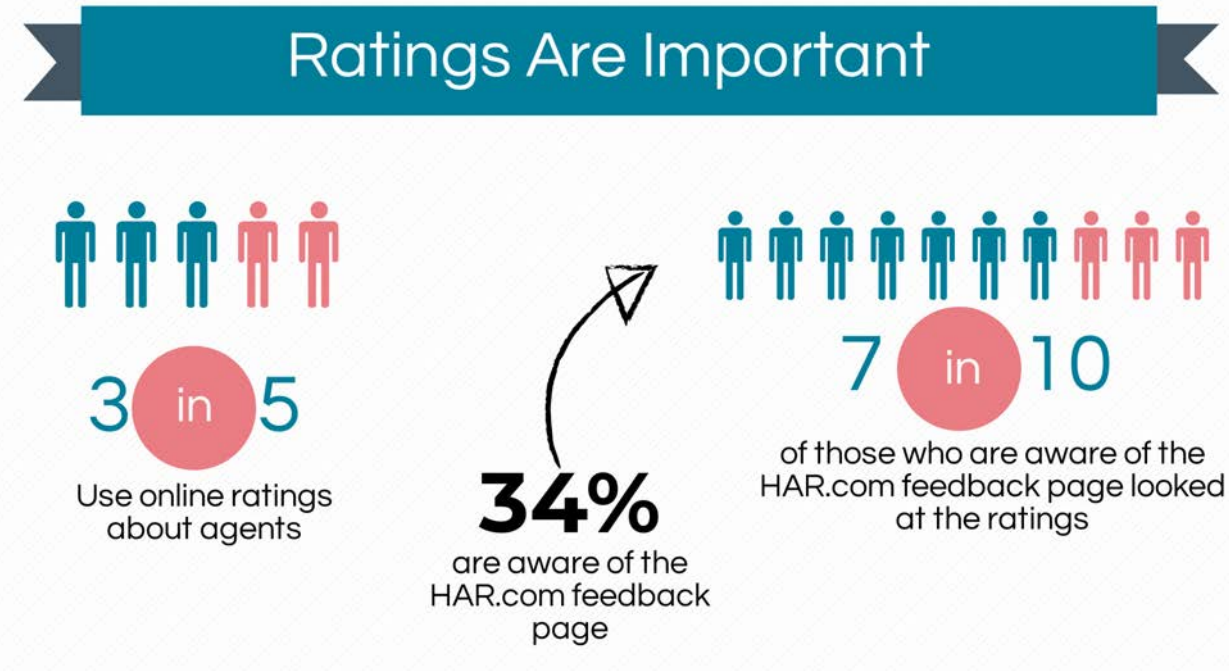
Single Family Months Inventory  
**4.4 mos.**

You may read the complete June 2019 market report online [HERE](#).



## Millennials Count on REALTOR® Ratings

- Like it or not, Millennial consumers continue to be powerful influencers in today’s real estate market.
- In conducting the **2019 Millennial Survey**, the **HAR.com Consumer Research Panel** asked Millennials whether they knew that HAR.com provides a feedback page to real estate consumers who have completed a transaction. Thirty-four percent said YES.
- Two-thirds of those aware of HAR’s Client Experience Ratings actually looked at the ratings.
- This survey is part of HAR’s effort to better understand the unique characteristics of Millennial home buyers and sellers to identify what assistance and services they need in the process.
- **You may read the complete survey online [HERE](#).**
- It’s just another way that HAR is helping shape the future of real estate in Houston.





## HAR's 2020 Board Election Begins This Week



- Voting begins this **Wednesday, July 17**, in the 2020 HAR Board of Directors election!
- On that day, all HAR members in good standing will receive a unique and secure link from BigPulse, a third-party election company, which will enable you to cast your vote.
- Members have until **Monday, August 5 at 5 p.m.** to vote and may only cast their electronic vote once.
- **You'll find the complete list of candidate names and profiles online [HERE](#).**
- As a leader of one of the most prestigious REALTOR® associations in the country, HAR directors are recognized within the Houston community and nationally for the important difference they make in the lives of HAR's more than 39,000 members – through the decisions they make and the standards that they set.

## What's Trending?

We all know about social media, but how many of you use it effectively to promote your real estate business? What platforms are best for you? What are some of the risks of being out there in the social media sphere? HAR Public Relations Manager/***HAR On the Move*** podcast co-host David Mendel turns the microphone on his podcast co-host, **HAR Social Media Manager Cristina Schaefer**, for the answers to those questions and more. It's information you won't want to miss!

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

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The podcast cover art features a white microphone icon at the top center. Below it, the word "HAR" is written in large, bold, white capital letters. A red circle is positioned below the letter "A". Underneath "HAR", the words "on the move" are written in a smaller, white, lowercase sans-serif font. The entire design is set against a solid blue background.

Apple Podcasts	SoundCloud	Stitcher App	
Spotify	Google Podcasts	iHeart Radio	RSS Link

## Know a Rising Star Age 40 or Younger?



- HAR is putting out the call for rising real estate stars age 40 or younger for the *YPN 20 Under 40 Rising Stars in Real Estate Awards*.
- This year marks the 10th annual awards program!
- This prestigious honor goes to 20 HAR members 40 years of age or younger who demonstrate excellence in the areas of sales, leadership and community involvement.
- **More information and an application are online [HERE](#).**
- The deadline to apply is **Thursday, August 1, 2019**.
- You may only receive this honor once.
- Awards will be presented during a red carpet-style luncheon on **Friday, October 4** at Bayou City Event Center.



## Open Your Mind to Learning

### Houston Real Estate: From Permitting to Planning

Even in a city without zoning, our housing and community development are regulated by a number of City Ordinances, from Chapters 9 to 33 to 42, and everything in between. The function of the Planning & Development Department and Houston Public Works is to give shape to this development and hopefully build a resilient city for the 21st century along the way. This course is designed to give every Houston REALTOR® a working knowledge of all these regulations, as well as a sneak peek at some of changes to Houston's cityscape.

**Dates:** Friday, July 19 or Tuesday, July 30

**Location:** HAR Central

**Time:** 9 a.m. to 12 p.m.

**Investment:** FREE

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6