



# The Edge

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

## THIS WEEK



- Reviving Your Leads Via Text
- Houston's "Flood Czar" Talks Recovery
- Just a Few Days Left to Make a REALTOR® Difference
- Know Thy Propositions
- Enter the Luxury Side of Real Estate Life
- It's All About Diversity

"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.*

## Reviving Your Leads Via Text

- Chances are, you have you had hot leads suddenly go cold; a buyer that became discouraged during the search process and is no longer returning your calls. For agents looking to restart a conversation or reboot a professional connection, a quick text may be the answer.
- A recent **Pew Research Center** study found that 31 percent of Americans prefer texts to calls, which is particularly true among **Millennial** and **Gen-Z** home buyers.
- With all this in mind, *Inman News* surveyed REALTORS® across the country on the effective ways they text in order to rekindle their prospects. Suggestions include:



- Providing clients with bite-sized market insights.
- Checking for updates on the home buying/selling process.
- Simple messaging consisting of nine words or less.
- Coinciding with the calendar.
- Changing the subject.
- Read all the specifics [HERE](#).

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

## Houston's "Flood Czar" Talks Recovery

This week on the *HAR On the Move* podcast, we take a deeper dive into flooding. Specifically, understanding where recovery funds flow from...and to. Our guest is **City of Houston Chief Recovery Officer Stephen Costello, a.k.a. "Flood Czar,"** who shares insights into what homeowners and HAR members need to know to effectively prepare for and respond to flood-related crises.

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

Listen anywhere, anytime!

**New shows every Wednesday!**

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



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## Just a Few Days Left to Make a REALTOR® Difference!

Early Voting ends this Friday for the November 5 General Election!

The following list of HAR recommended candidates has been carefully screened and approved by board leadership:

### MISSOURI CITY City Council

Reginald Pearson: District A  
Jeffrey Boney: District B  
Anthony Maroulis: District C  
Floyd Emery: District D

### THE WOODLANDS Township

Walter Cooke: Position 5  
Dr. Ann K Snyder: Position 6  
Walt Lisiewski: Position 7



Learn more about the propositions on the ballot, election dates & voting locations [HERE](#).



## Know Thy Propositions



**HAR** supported propositions to **VOTE FOR** in November



*Concerned about flooding?*

**VOTE FOR Proposition 8**

**PROPOSITION 8** creates a Flood Infrastructure Fund to assist in financing drainage, flood mitigation, and flood control projects across the state of Texas. This fund will create a more resilient Texas in preparation for future flood events.



*Tired of being stuck in traffic?*

**VOTE FOR the METRO Proposition\***

**METRO PROPOSITION** will provide more than \$4 billion over 20 years to fix our streets and sidewalks, extend existing light rails, add an additional light rail line to Hobby airport, expand park and rides and commuter services on major highways, and improve service on 260 miles of bus routes.

\*The METRO Proposition will be on the ballot of voters living in the METRO service area. For more information visit: [www.METRONext.org](http://www.METRONext.org).

Early Voting Oct. 21-Nov. 1 | Election Day Nov. 5



## Enter the Luxury Side of Real Estate Life

### Luxury Live

The Institute for Luxury Home Marketing and HAR are proud to present the intensive, two-day luxury home marketing training to The Woodlands, Texas. As more and more international and affluent buyers are attracted to the area, are you confident and prepared to prospect, market, and sell a high-end property? Make the first step in becoming a Certified Luxury Home Marketing Specialist™ by taking this information-packed, live training.

**Date:** Monday & Tuesday, November 4 & 5

**Location:** HAR Montgomery County

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

**Investment:** \$595

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6



## **It's All About Diversity**

### **At Home With Diversity Certification**

This course is a ground breaking professional education initiative designed to provide America's real estate professionals with training and tools to expand their business as well as home ownership opportunities for more Americans. Participants will learn about the people who make up the local market, their values, customs, real estate needs, and expectations of real estate professionals. Specifically, the course helps participants develop skills in cross-cultural communication and strategic business planning.

*\*There will be a 30-minute lunch from 12:30 to 1 p.m.*

**Date:** Wednesday, November 13

**Location:** HAR Central

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

**Investment:** \$99

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6