



The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- HAR's 2019 iBuyer Consumer Survey is Out
- Houston's Commercial Outlook
- Last Chance to *Get Involved* with HAR in 2020
- It's Certification Time

"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.

A FRESH Look at Houston Housing



- The start of a new month means it's time for HAR's snapshot of market trends from the previous month – in this case, November.
- HAR's First Real Estate Snapshot of Houston (**FRESH Report**) for **November 2019** shows the market taking its annual holiday season breather.
- New listings and active listings were statistically flat throughout the greater Houston area between November 1 and November 31, while average list price showed moderation.
- HAR's comprehensive November MLS Market Update will be distributed next **Wednesday, December 11**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

HAR's 2019 iBuyer Consumer Survey is Out

- The iBuyer business model has taken the real estate industry by storm. Billions of dollars of outside investment have flowed into several companies, like Opendoor, Offerpad and Zillow Offers fueling the launch of iBuyer programs.
- The 40,000-member Houston Association of Realtors, the nation's second largest local Realtor association and the only one with its own **Consumer Research Panel**, set out to investigate consumer awareness, interest and usage of iBuyer services and reached out to more than 11,000 Houston area real estate consumers with support from research partner WAV Group.
- The findings of our 2019 iBuyer Consumer Survey are available online [HERE](#).



Houston's Commercial Outlook

- On this **#MemberFocusMonday**, we will be joined by 2019 Realtor of the Year, Mike Wong. Mike will update us on the Houston commercial real estate market, share the latest commercial trends and fill us in on his recommendations for residential agents that are getting into commercial.
- This session will be live on HARs Facebook page (www.facebook.com/HARfans) so if you haven't "liked" us on Facebook yet, make sure you do! Click the "Get Reminder" button on the pinned Facebook post to be notified when it starts. **See you Monday, December 9!**



Join Us
December 9, 2019 at 9am
Commercial Real Estate Trends with Mike Wong

#MemberFocusMonday |   facebook.com/HARfans



Last Chance to *Get Involved* with HAR in 2020

CALL *for* LEADERS in 2020



2020 HAR LEADERSHIP OPPORTUNITIES

Volunteer for one of the many HAR advisory groups. **SIGN UP ONLINE TODAY!**

Log on to
[www.har.com/
getinvolved](http://www.har.com/getinvolved)

(Deadline is
November 26, 2019)



ADVISORY GROUPS

- Bay Area
- Communications
- Fort Bend
- Governmental Affairs
- HAR Engage
- Information
- International
- Management Central
- MLS
- Montgomery County
- Political Affairs
- Professional Development
- Professional Standards*
- Risk Management
- Technology
- TREPAC
- YPN – Young Professionals Network

AREA NETWORKING

- Deer Park
- Fort Bend
- Great Northwest
- Katy
- Lake Houston
- Montgomery County
- Pearland/Alvin/Friendswood
- 290 Area Meeting

*TAR administers HAR Professional Standards, ethics and arbitration hearings held as HAR. HAR members who wish to participate in Professional Standards may sign up to serve on the TAR Professional Standards Committee (requires one year experience on a local professional standards committee). All members must, prior to service on a hearing panel or grievance tribunal, have had TAR Training, which may be met by attending a local association session sponsored by TAR.

- Monday, December 2 is the last day to sign up for HAR’s various 2020 advisory groups and area networking groups.
- These leadership positions offer a unique opportunity to have a lasting impact on the Association as well as the greater Houston real estate market.
- Members of these groups research a wide variety of issues and present motions to the full HAR board of directors for consideration.
- Check out all the available groups [HERE](#).
- We look forward to having a record level of involvement in 2020, but that can’t happen if you don’t **GET INVOLVED!**



It's Certification Time

Mediation & Arbitration Training Certification

Become a certified Property Tax Arbitrator, Mediator and receive TREC-approved continuing education.

- Tax arbitration for real estate.
- Opportunity to also get state-certified mediation certificate.
- Create an additional revenue stream.
- 24 hours of TREC continuing education.
- Certified by the TRA, TREC and the State Comptrollers Office.

Dates: Tuesday through Thursday, December 3 - 5

Location: HAR Central

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

Investment: \$1,500 (Use code **HAR** at checkout for \$300 off registration)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6