



The Edge

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

THIS WEEK



- Practicing Safe Social Media
- Digital Marketing Trends From Top Agents
- Houston By The Numbers
- Get Out the Vote
- Become Master of the CMA

“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.

Practicing Safe Social Media

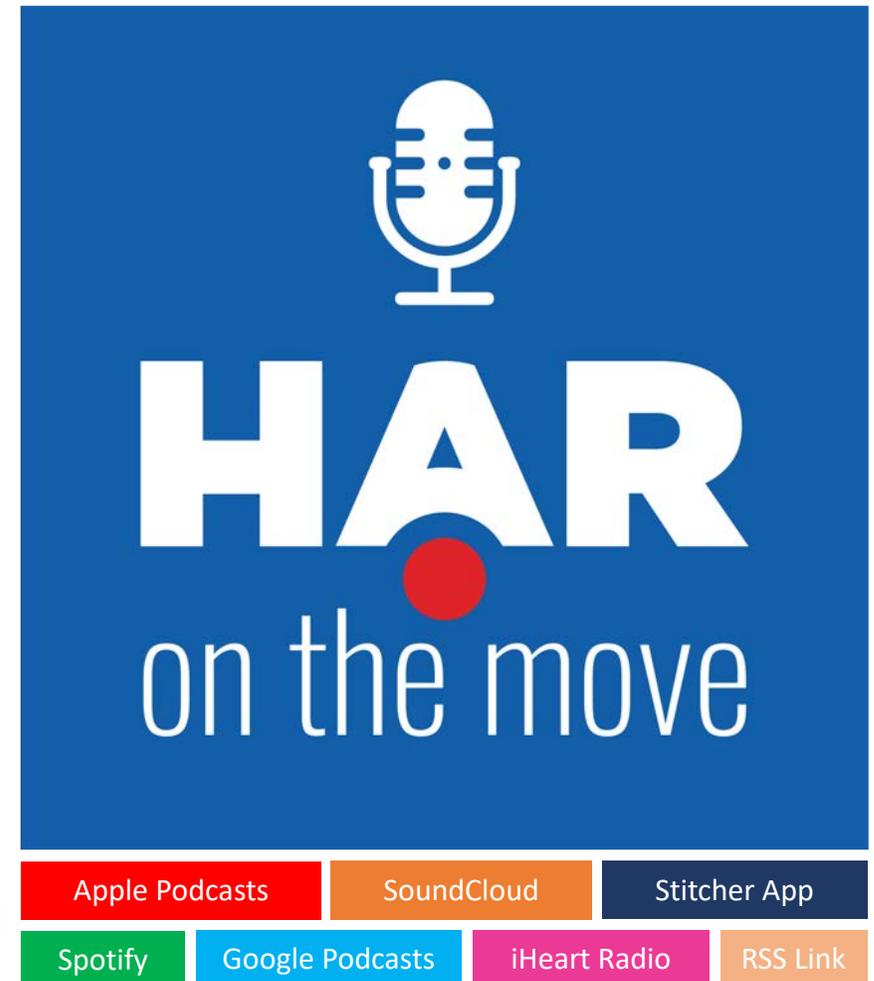
So you're using all the major social media platforms to market your listings and your business. But are you doing so safely? The same security measures you take to protect your email account, online banking and other personal information also apply to social media. **HAR Social Media Manager Cristina Schaefer** shares critical tips about social media security and how to protect yourself online in this week's edition of *HAR on the Move*.

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

Listen anywhere, anytime!

New shows every Wednesday!

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Digital Marketing Trends from Top Agents

- Top luxe agents plan to spend four to five times more on digital marketing in 2020 than their less productive peers, according to a Luxury Presence internal study of more than 1,000 real estate agents.
- “The old saying you have to spend money to make money is more and more true,” said Malte Kramer, CEO of real estate marketing and software firm Luxury Presence during the recent *Inman Connect* conference in New York.
- Kramer added that only about a quarter of average agents planned to spend more than \$5,000 on digital marketing this year while two-thirds of top agents did.
- The study defined top agents as those who did 20 deals or more annually.



- Read the complete *Inman Select* story [HERE](#)

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

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Houston By The Numbers

HAR released **January 2020** MLS statistics last week. Here are some of the key take-aways in case you missed our latest **Market Update**:

- January single-family home sales jumped 14.3 percent compared to January 2019, marking a seventh consecutive positive month. Most sales took place among homes priced between \$500,000 and \$750,000, which rocketed 34 percent year-over-year.



You'll find the complete January 2020 Market Update in the [HAR Online Newsroom](#).

- Single-family home prices achieved January highs. The median price rose 4.5 percent to \$234,000 while the average price increased 4.6 percent to \$291,034.
- The brisk pace of home buying lowered inventory slightly to a 3.5-months supply versus 3.6 months a year earlier. NAR reports that the national housing inventory stands at a 3.0-months supply.
- Townhome and condominium sales rose for the second straight month, surging 21 percent compared to last January.
- Lease properties also experienced a strong month. Single-family home leases jumped 14.5 percent while leases of townhomes and condominiums climbed 5.6 percent.

Get Out the Vote

ELECTION DAY March 3, 2020



- The primary election takes place on ***Tuesday, March 3, 2020***. Early voting starts ***Tuesday, February 18*** and runs through ***Friday, February 28***.
- Take a look at the HAR Recommended Candidates and be sure to get out and VOTE!
<http://bit.ly/HARcandidates>
- For more information, please visit www.votetexas.gov.

Become Master of the CMA

Pricing Strategy Advisor (PSA): Master the Comparative Market Analysis

The PSA certification is specifically designed to enhance your skills in pricing properties, creating the Comparative Market Analysis (CMA), working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values.



Date: Monday, March 2

Location: HAR Montgomery

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

Investment: \$99 (members), \$119 (non-members)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6