



# The Edge

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

**THIS WEEK**



- A FRESH Look at Houston Housing
- New Technologies for Your Business
- Don't Miss 2020 Virtual Engage
- The Blend Webseries
- Webinar Wednesday
- Earn a New Credential

“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

**FRESH REPORT**  
First Real Estate Snapshot of Houston

HAR has prepared this first-day-of-the-month snapshot of local real estate market conditions to keep the media updated in between the full monthly MLS reports. This particular report provides an accounting of single-family homes activity for the full month of **July 2020** compared to **July 2019**. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

| New Listings   | Active Listings   | Avg. List Price  |
|--|---|--|
| <p>↓ <b>0.3%</b></p> <p><b>13,359</b></p> <p>Lingering jitters about the spike in COVID-19 cases throughout greater Houston and across Texas kept some prospective home sellers on the sidelines in July, though not nearly as many as in June. REALTORS® entered 13,359 properties into the Multiple Listing Service (MLS) compared to 13,399 a year earlier. That is considered statistically flat compared to July of 2019.</p> | <p>↓ <b>28.6%</b></p> <p><b>21,235</b></p> <p>Fewer new listings combined with sales activity that has depleted inventory kept active listings down again in July. Active listings, or the number of available properties, fell 28.6 percent year-over-year, with 21,235 properties in the MLS versus 29,743 in July of 2019.</p> | <p>↑ <b>8.1%</b></p> <p><b>\$348,898</b></p> <p>The coronavirus pandemic did not hold back pricing in July. In fact, the average list price for a Houston home soared to a new record high of \$348,898. That is an 8.1 percent increase versus July of 2019, and surpasses the previous high of \$332,946 reached in May of 2019.</p> |

Take a **FRESH** Look at Housing

Be on the lookout for HAR's MLS market report for July 2020, which will be distributed next Wednesday, August 12. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.

- The start of a new month means HAR has taken a snapshot of market trends from the past month – in this case, July.
- HAR's **FRESH (First Real Estate Snapshot of Houston) Report for July 2020** reflects the continued influences of the COVID-19 pandemic.
- New listings were statistically flat in July compared to the same month a year ago. That, combined with a sales uptick that has depleted inventory, kept active listings down nearly 29 percent. The average list price climbed 8.1 percent to a record-setting \$348,898.
- HAR's complete Houston-area **Market Update** for July will be distributed next **Wednesday, August 12**.
- As always, HAR will provide you with updated coverage in *The EDGE*.



## New Technologies for Your Business

Just when you thought the HAR Technology team had perfected virtual and 3D technology to help market your listings, the team takes it to an even higher level while introducing additional helpful lead-generating tools. Find out more this week, as *HAR on the Move* welcomes back **HAR Chief Technology Officer Taqi Rizvi!**

Each week, the *HAR on the Move* podcast covers a variety of topics that are beneficial to all HAR members.  
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## Don't Miss 2020 Virtual Engage



Click the image above to watch a video about HAR's most anticipated event of the year!



## The Blend Webseries



**Brandon Alderte**  
Director of Political Affairs for  
Texas REALTORS®

**Dr. Robert Stein**  
Professor of Political Science at  
Rice University

**THE BLEND**  
by TREPAC



**WEBSERIES**

Featuring **Brandon Alderte**, *Director of Political Affairs for Texas REALTORS®*,  
and **Dr. Robert Stein**, *Professor of Political Science at Rice University*.

**Thursday, August 6**  
10 a.m.

[Click Here to Register for this VIRTUAL EVENT](#)



## Webinar Wednesday

### Global Summer Series: How to Work With Clients From Canada

*Wednesday, August 12 at 12 p.m.*

Find out why Canadians love buying property in the United States, and specifically in Texas. They spent over \$240M on real estate in the Lone Star state in 2018. Hear Brian Rushton, EVP of Century 21 Canada, as he explains how it is both different and the same to purchase a home here vs. Canada. A recent homebuyer in the States, Brian shares his experiences first-hand about how he found his agent, and what he thought of the home buying process, as well as what Canadians expect from their agent and what type of home they are looking for in Texas.



**Register [HERE](#) today!**

*Questions? Please call 713.629.1900 ext. 278*

# Earn A New Credential

## Seller Representative Specialist (SRS)

This two-day course provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace. Regardless of how long a real estate agent has been in the business, seller agency has been available and more importantly, it remains the primary focus for agents across the country. However, since the advent of buyer agency and the emphasis on training how to be an effective buyer representative, it has become apparent we can no longer assume seller agents have the same level of effectiveness.

For more information on how to earn the SRS designation visit the REBI Institute website.



**Dates:** Monday & Tuesday, August 10 & 11

**Location:** Live Online

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

**Investment:** \$199 (Use code *SUMMER20* for \$20 off)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6