



The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- Note These Important Election Dates
- Get Your Financial House in Order
- HAR Virtual Labs Are Here for You
- HAR Still Wants to Hear From You
- Don't Miss Your Launch Window

“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

In case you missed HAR's **September 2020 FRESH (First Real Estate Snapshot of Houston)**...

- New listings rose almost eight percent year-over-year as home sellers began showing more optimism in the market.
- Active listings slid nearly 34 percent compared to last September as a result of low inventory and a long stretch of fewer new listings hitting the market
- The average list price showed continued strength, climbing 9.7 percent to \$338,875.
- HAR's complete **September Market Update** will be distributed next **Wednesday, October 14**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

HAR.com
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 **September 2020** compared to **September 2019**. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

New Listings	Active Listings	Avg. List Price
<p>↑ 7.8%</p> <p>10,979</p> <p>Home sellers began to show a bit more optimism in the Houston housing market, as the pace of new listings coming on the market finally outpaced last year, climbing 7.8 percent over September 2019. REALTORS® entered 10,979 properties into the Multiple Listing Service (MLS) compared to 10,185 a year earlier.</p>	<p>↓ 33.8%</p> <p>18,698</p> <p>Low inventory, resulting from brisk sales and a long stretch with fewer new listings hitting the market, continues to weigh on the market. Active listings (the number of available properties) remains well behind last year with 33.8 percent fewer homes for sale than last year, with 18,698 Active properties in the MLS compared to 28,235 in September 2019.</p>	<p>↑ 9.7%</p> <p>\$338,875</p> <p>The average list price for Houston housing showed continued strength in September, rising 9.7 percent to \$338,875, below the record high of \$348,898 set in July of this year. A year ago, in September 2019, the average list price was \$308,862.</p>

Take a **FRESH** Look at Housing

Be on the lookout for HAR's Market Update for September 2020, which will be distributed Wednesday, October 14. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.



Note These Important Election Dates

October 5 – Last Day to Register to Vote

October 13 – First Day of Early Voting by Personal Appearance

October 23 – Last Day to Apply for a Ballot by Mail (received not postmarked)

October 30 – Last Day of Early Voting by Personal Appearance

November 3 – Election Day



Resources: [Harris County](#), [Fort Bend County](#), [Montgomery County](#) & [Brazoria County](#). Also check out www.TexasREALTORSsupport.com

Get Your Financial House in Order

Regardless of a pandemic, election season or whatever may be going on in the world, it's always a good idea to have one's financial house in order. With that in mind, **HAR On the Move** co-hosts Cristina Schaefer and David Mendel welcome financial planner **Mark Connely** to the podcast to discuss investment strategies, budgeting and other important ways to manage your money.

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

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HAR Virtual Labs Are Here for You

HAR Virtual Labs



TUESDAY & THURSDAY
10 a.m. - 12 p.m.

How-To • Tips • Q & A

#HARVirtualLabs



HAR Virtual Labs are open sessions that are available to all members. Each **Tuesday and Thursday, from 10 a.m. to noon**, anyone who logs in can work with HAR staff in real time to get answers to their questions or quick “How To” tips on the various HAR Tools and Matrix. These are come and go sessions, so hop on at your convenience, ask your questions or just listen in, and stay on the session for as little or as much as you’d like. We are here for you and we look forward to having you join us!

#HARVirtualLabs

Visit www.har.com/labs to participate in any or all of these bi-weekly sessions.

HAR Still Wants to Hear From You

It's not too late to share your story of *Stress and Triumph During the Pandemic*. Write 500 words or less OR make a one-minute video for a chance to win a \$100 gift card! It's all part of the HAR Young Professionals Network's (YPN's) *How Are You Doing* campaign.

Read more about this initiative and how to submit your story [HERE](#).



Don't Miss Your Launch Window

HAR REALTOR® Launch: Your Path to Success

This intensive, four-day course will provide insights into how to handle your transaction from contracts to closing. The program include tools such as Prospecting, How to Create a Business Plan, Buyers and Seller's Expectations, Understanding Your Role Before, During and After the Transaction, Insight in the Ancillary Roles by Subject Matter and Experts (such as appraisers, inspectors, lenders, title companies, home warranty reps and much more). You will receive hands-on, interactive training to help you with your business before you even have business.



Dates: November 5, 6, 9 & 10

Location: Live Online

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

Investment: \$249 (*Use code LAUNCH2020 for a \$50 discount*)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6