



# The Edge

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

**THIS WEEK**



- A FRESH Look at Houston Housing
- The First Post-Vaccine Economic Forecast for Real Estate Professionals
- Meet Your 2021 HAR Chairman, Richard Miranda
- Take Advantage of HAR Virtual Labs
- HAR Teams: SLAM Live!

“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

**JUST RELEASED:** HAR's December 2020 *FRESH (First Real Estate Snapshot of Houston)*

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

New Listings	Active Listings	Avg. List Price
<p>↑ <b>12.0%</b></p> <p><b>7,782</b></p> <p>Critical to improving the Houston area's historically low housing inventory, home sellers boosted new listings for a fourth consecutive month in December. REALTORS® entered 7,782 properties into the Multiple Listing Service (MLS) compared to 6,949 a year earlier. That accounts for a 12.0 percent increase.</p>	<p>↓ <b>36.7%</b></p> <p><b>15,118</b></p> <p>Strong sales volume and fewer new listings entering the market earlier in the year kept active listings (the number of available properties) down sharply in December. Active listings remained down 36.7 percent year-over-year, with 15,118 properties in the MLS compared to 23,900 in December 2019.</p>	<p>↑ <b>11.2%</b></p> <p><b>\$359,012</b></p> <p>The average list price for a Houston home showed continued strength in December, increasing 11.2 percent to \$359,012. One year ago, in December 2019, the average list price was \$322,985.</p>

Take a **FRESH** Look at Housing

Be on the lookout for HAR's Market Update for December and Full-Year 2020, which will be distributed on Wednesday, January 13. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.

- New listings rose for a fourth consecutive month in December, climbing 12.0 percent year-over-year and helping to replenish record low housing inventory.
- Active listings plunged 36.7 percent compared to last December as a result of strong sales volume combined with the deficit in new listings earlier in the year.
- The average list price for a home showed continued strength, increasing 11.2 percent to \$359,012.
- HAR's complete **December/Full-Year 2020 Market Update** will be distributed on **Wednesday, January 13**.
- As always, HAR will provide you with updated coverage in *The EDGE*.



## The First Post-Vaccine Economic Forecast for Real Estate Professionals, Featuring Dr. Ted C. Jones

**THE 3 R's** OF REAL ESTATE AND THE ECONOMY

**REINVENT**

**RECHARGE**

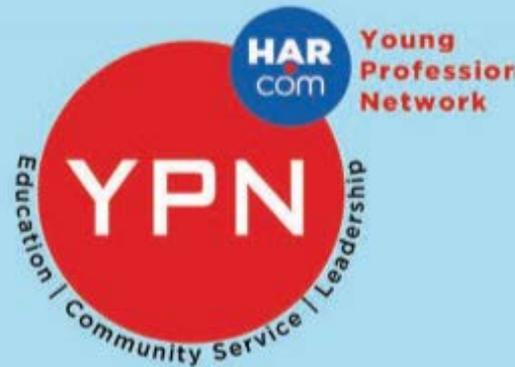
**REIGNITE**

Ted C. Jones, PhD  
Chief Economist SVP

**TUESDAY, JANUARY 12**

10 - 11:30 A.M.

Live Via Zoom with Q & A



**REGISTER NOW**

**QUESTIONS:**  
Contact Rozlynn Crew  
at [roz@har.com](mailto:roz@har.com)  
or 713.629.1900 ext. 222.

***Impress your clients with a world-class forecast of Houston housing in 2021. [REGISTER NOW!](#)***



## Meet Your 2021 HAR Chairman, Richard Miranda

The first *HAR On the Move* podcast episode of the new year features **2021 HAR Chairman Richard Miranda**. Get to know the man who will lead your Association as coronavirus poses lingering challenges to public health, the real estate industry and the economy in general. Find out about Richard's real estate background and philosophies as well as his expectations for the greater Houston market in the months ahead.

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

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## Take Advantage of HAR Virtual Labs

### 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](http://www.har.com/labs) to participate in any or all of these bi-weekly sessions.**



## HARTEAMS

### **SLAM LIVE!: SELLER LISTING AGENT MASTERY**

SLAM Live! facilitates your path to becoming a master of generating and closing more listings. This training is essential for seller agents who truly want to reach a new level in their career. It all starts here with learning the most effective prospecting and presenting techniques and learning the “list to last” system — ensuring that you dominate your market as a seller.

Through videos, assigned activities, and the SLAM Live! classroom, you’ll adopt practices that you can replicate and continue to follow. The rest of your career will be a plug and play system!

**DATES:** Starts on Wednesday, January 6, and continues every Wednesday through April 7

**TIME:** 12 to 2 p.m.

**INVESTMENT:** \$499 (*Use HAR5020 for \$50 off*)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6