



The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- Cross-Cultural Communication for REALTORS®
- Give the Gift of Life
- Come to the Lab
- Open More Doors in 2021

“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 **January 2021 FRESH (First Real Estate Snapshot of Houston)**...

- The first month of the new year saw 13.1 percent fewer new listings come onto the market than in pre-pandemic January 2021.
- Active listings plunged 41.5 percent compared to last January as a result of record-setting sales volume combined with the lag in new listings.
- The average list price for a home showed continued strength, climbing 10.7 percent to \$333,941.
- HAR's complete **January Market Update** will be released next **Wednesday, February 10**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

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 **January 2021** compared to **January 2020**. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

New Listings	Active Listings	Avg. List Price
↓ 13.1%	↓ 41.5%	↑ 10.7%
9,596	14,244	\$333,941

New Listings: Fresh on the heels of the holidays, the first month of the new year saw fewer new listings coming on the market compared to the pre-pandemic January of 2020. REALTORS® entered 9,596 properties into the Multiple Listing Service (MLS) in January compared to 11,042 a year earlier. That translates to a 13.1 percent decline.

Active Listings: Low inventory resulting from strong sales volume and the shortage of new listings kept active listings (the number of available properties) down sharply in January. Active listings remain low and are down 41.5 percent year-over-year, with 14,244 available properties in the MLS compared to 24,357 in January 2020.

Avg. List Price: The average list price for a Houston home showed continued strength leading into the new year with a January increase of 10.7 percent to \$333,941. One year ago, in January 2020, the average list price was \$301,550.

Take a **FRESH** Look at Housing

Be on the lookout for HAR's Market Update for January 2021, which will be distributed on Wednesday, February 10. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.



Cross-Cultural Communication for REALTORS®

Communication is a critical piece of the real estate transaction, but could you be unknowingly offending your clients and customers? This week on the *HAR On the Move* podcast, **HAR Diversity and Inclusion Consultant Tracy Brown** explains how to communicate with people from a variety of cultural backgrounds and express yourself with confidence.

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

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Give the Gift of Life

The need for blood donations has never been greater! HAR YPN is making it easy for you to serve your community by donating, and you'll receive a free Covid-19 Antibody test in return.

GIVE BLOOD.ORG

The need has never been greater!

TUESDAY, FEBRUARY 9

3693 Southwest Fwy.
9 a.m. - 3 p.m.
Mobile Donor Coach

• **FREE COVID-19 ANTIBODY TESTING** •

See complete details and schedule your appointment [HERE](#).



Katelyn, blood drive organizer



Come to the Lab

Are you taking advantage of *HAR Virtual Labs*? HAR Virtual Labs are open sessions that are available to all members each **Tuesday and Thursday, from 10 a.m. to 12 noon**. Anyone logging 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**

HAR Virtual Labs

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

How-To • Tips • Q & A

#HARVirtualLabs

The graphic features a woman with long dark hair wearing a yellow sweater and a headset, sitting at a desk with a laptop and a blue mug. A speech bubble is positioned above her. The background is a dark blue gradient with a white city skyline silhouette.

Visit www.har.com/labs to participate in any or all of these twice-a-week sessions.



Open More Doors in 2021

Homeownership Programs in Your Community

AFFORDABLE
 **HOUSING**

Webinars
3rd Wednesday
12 - 1:30 p.m.



har.com/webinars

February 17, 12 to 1:30 p.m.

Economic Trends, Demographics and Business Solutions for Future Buyers presented by Freddie Mac

Registration is now open!

Click [HERE](#) to register or to get more information.

Questions? Please call 713.629.1900 ext. 6.