



The Edge

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

THIS WEEK



- Houston Real Estate Begins the New Year with Gusto
- How to Win with Video Marketing
- This Tuesday is Your Chance to Give the Gift of Life
- Homeownership Programs in Your Community
- Open Your Mind to Learning

“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.

Houston Real Estate Begins the New Year with Gusto

HAR will release **January 2021** MLS statistics this Wednesday. Here is a sneak peek at some of the key takeaways from the latest **Market Update**:

- Single-family home sales kicked off 2021 with solid gains, surging 27.7 percent versus last January, as 6,088 units were sold. That marks the eighth straight positive month of sales;
- The single-family home average price achieved a January high, climbing 12.5 percent to \$326,063; the median price rose 12.1 percent to \$263,500, also a January high;



*You'll find the complete **January 2021 Market Update** in the [HAR Online Newsroom](#).*

- Luxury homes – those properties priced at \$750,000 and above – registered the greatest sales volume, soaring 73.9 percent compared to January 2020.
- Continued strong sales combined with a trickle of new listings drained inventory to a 1.8-months supply – the lowest level of all time.
- Townhome and condominium sales rose 12.5 percent.
- Houston's lease property market was sluggish. Single-family home leases fell 18.4 percent year-over-year while leases of townhomes and condominiums declined 6.3 percent.

How to Win with Video Marketing

Are you putting video to work for you as part of your real estate marketing toolkit? If not, you're missing out on one of the most powerful, popular and cost-effective means of building new business and keeping existing business. On this week's *HAR On the Move* podcast, **HAR Director of Video Services, Claudia Hernandez**, explains how to make your business stand out, increase your web traffic and connect with clients using the power of video.

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

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This Tuesday is Your Chance to 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



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.

Open Your Mind to Learning

Military Relocation Professional (MRP)

The MRP certification gives real estate professionals information to help current and former members of the military get housing that works best for them while taking advantage of military benefits and support.



Date: Monday, February 15

Location: LIVE Online

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

Investment: \$99 (Use code MRP20 for \$20 off)

TREC Provider #0001

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6