



# The Edge

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

**THIS WEEK**



- Take a FRESH Look at Houston Housing
- Contract Mistakes You Don't Know You're Making
- HAR Seeks Young Rising Stars in Real Estate
- HAR Welcomes You to the Lab
- Pricing Strategies Advisor: Mastering the CMA

“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.*

## Take a FRESH Look at Houston Housing

Check out HAR's **July 2021**

**FRESH (First Real Estate Snapshot of Houston)!**



- The local housing market continues to experience strong sales even as inventory remains at historically low levels.
- **New Listings** registered a 7.8 percent increase when compared to a July 2020 market that was still rebounding from COVID-related restrictions
- **Active Listings** remained low in comparison to July 2020 and July 2019, as robust sales volume outpaced the influx of new listings to the marketplace.
- **Average List Price** for homes across greater Houston rose 12.8 percent year-over-year to \$393,482. That is the area's second highest average list price of all time.
- HAR's complete **July Market Update** will be released next **Wednesday, August 11**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

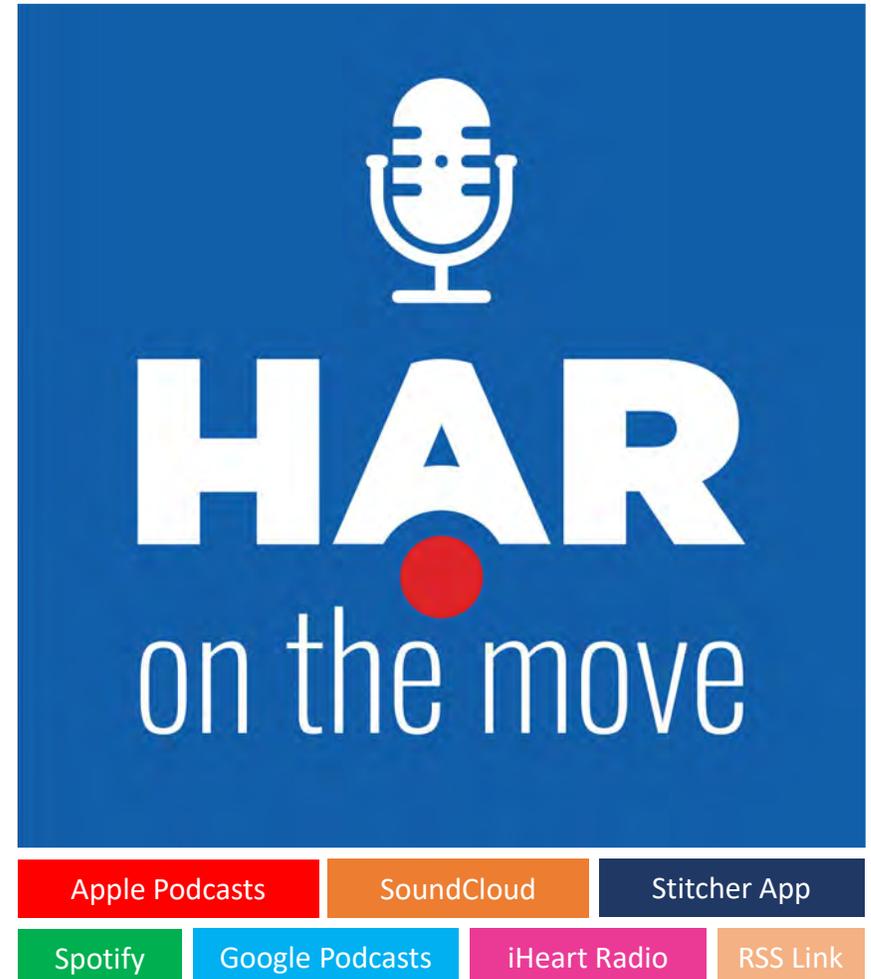
## Contract Mistakes You Don't Know You're Making

Paperwork is a huge part of the real estate transaction, and when it comes to contracts, mistakes are inevitable. Those mistakes can have major legal and financial repercussions for you and your clients. On this week's edition of the *HAR On the Move* podcast, we welcome **2007 HAR Chairman of the Board and Past TREC Education Standards Advisory Group Chairman Rob Cook** to walk us through examples of common mistakes and how to avoid them.

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

***Listen anywhere, anytime!***

Subscribe today wherever podcasts are available or visit [HAR Connect](#) for the latest episode.





## HAR Seeks Young Rising Stars in Real Estate



Are YOU a  
**YOUNG RISING  
STAR?**

HAR is now accepting applications for the **2021 HAR YPN 20 Under 40 Rising Stars in Real Estate Awards!**

This award is given to 20 HAR members 40 years of age or younger who have demonstrated excellence in the areas of sales, leadership and community involvement.

For more information and to apply, [CLICK HERE.](#)

***Application deadline is September 1, 2021***



## HAR Welcomes You to the Lab

Have you participated in an **HAR Virtual Lab**? These open sessions are available each **Tuesday and Thursday from 10 a.m. to 12 p.m.** and on the **2nd Wednesday of each month from 6 to 8 p.m.**

Log in and work with HAR staff **in real time** for answers to your questions or quick “How To” tips on the various HAR Tools and Matrix. Hop on at your convenience to ask your question(s) or just listen in and stay on for as long as you like.

**[CLICK HERE](#) to sign up!**

**HAR Virtual Labs**

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

**2nd Wednesday (Each Month)**  
6 - 8 p.m.

**How-To • Tips • Q & A**

**#HARVirtualLabs**





## **Pricing Strategies Advisor: Mastering the CMA**

**Start Pricing Homes with Confidence!**

This certification is specifically designed to enhance your skills in pricing properties, creating Comparative Market Analyses (CMAs), working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values.

**Date:** Wednesday, August 11

**Location:** Online (Live) Training

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

**Investment:** \$99

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6