



The Edge

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

THIS WEEK



- Houston Home Sales Show No Let-Up in July Despite the Data
- Use Video to Plug Your Real Estate Business
- Be Recognized as a Young Real Estate Rising Star
- Add HAR Virtual ENGAGE to Your Calendar
- HAR Invites You to the (Virtual) Lab
- Seize the Power of Social Media

“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 Home Sales Show No Let-Up in July Despite the Data

HAR released **July 2021** MLS statistics the other day. Here are some key takeaways from the latest **HAR Market Update** in case you missed it:

- The Houston housing market saw 13 consecutive months of positive sales come to an end in July due to a statistical anomaly. A record surge in pandemic-delayed home closings in July 2020 outpaced the robust pace of the current market, so sales were down 6.1 percent;
- The average price rose 15.3 percent to \$389,197 and the median price climbed 13.9 percent to \$309,910 – the second highest pricing in history after last month’s record-setting levels;
- Inventory fell from a 2.9-months supply to 1.8 months which, while down, is the highest level of 2021.
- Townhome and condominium sales jumped 23.9 percent with the average price up 10.0 percent to \$245,160.
- Leases of both single-family homes and townhomes and condominiums were down while rents increased.



*Look for the complete July 2021
Market Update in the [HAR Online Newsroom](#).*



Use Video to Plug Your Real Estate Business

If you aren't using video to promote your real estate business, you are putting yourself at a major disadvantage. Video has been and remains one of the most effective tools in the marketing toolbox of most businesses. And HAR makes videos convenient and affordable to produce. Find out more in the latest *HAR On the Move* podcast as we welcome **HAR Director of Video Services, Claudia Hernandez**.

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

Listen anywhere, anytime!

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Be Recognized as a Young Real Estate Rising Star



Are YOU a
**YOUNG RISING
STAR?**

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

This award goes 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



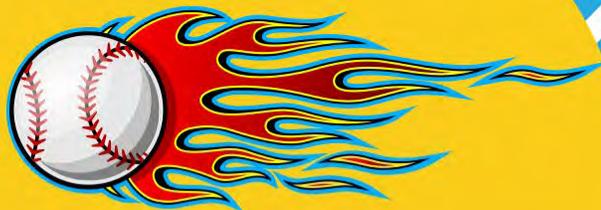
Add HAR Virtual ENGAGE to Your Calendar

Open to all U.S. REALTORS® and Real Estate Agents

2021 VIRTUAL ENGAGE CONFERENCE



OCT 13-14 | 8:30 a.m. - 3 p.m.



ENGAGE with the Houston Astros!

Register before Labor Day
for a chance to win prime seats
to the Sunday, Oct 3 game at
Minute Maid Park

Join
TOM FERRY
on Oct 14

“Helping agents and
brokers grow a
prosperous business”



**Register
TODAY!**

HAR.COM/ENGAGE

2020 & 2021 Engage Co Chair
Rooy Eapen and Tom Ferry



HAR Invites You to the (Virtual) 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 **second 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





Seize the Power of Social Media

HAR Social Media Marketing Strategist

This two-day, hands-on course will help REALTORS® better understand the marketing capabilities that social media can provide for real estate. Students will learn how to brand themselves and use social media to get more exposure for their listings. Whether you are new to social media or are active on several platforms, this class is taught to all levels. Social Media platforms that will be covered in the course include Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and web-based marketing tools such as blogging, Google and Yelp. *(TREC Provider #0002)*

Date: Monday – Tuesday, August 23 & 24

Location: LIVE Online

Time: 9 a.m. to 4 p.m.

Investment: \$129 (Use code SUMMER20 for \$20 off)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6