



In This Week's "The EDGE"

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- Secrets of Top-Selling Agents

"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.

Brought to you by the HAR Communications Department.



A FRESH Look at Houston Housing

- The arrows all point upward in HAR’s latest First Real Estate Snapshot of Houston (**FRESH**) Report for **November 2018**.
- New listings, active listings and average list price all saw increases across the greater Houston area between November 1 and November 30, 2018.
- Our comprehensive MLS housing report for November 2018 will be distributed next **Wednesday, December 12**. As always, HAR will provide you with updated coverage in *The EDGE*.

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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 November 2018 compared to November 2017. Please attribute to the Houston Association of Realtors' Multiple Listing Service (MLS).

Metric	Change (%)	Value
New Listings	↑ 7.2%	8,719
Active Listings	↑ 9.4%	26,359
Avg. List Price	↑ 4.5%	\$306,489

New Listings: Inventory experienced another boost in November, as Realtors entered 8,719 new listings into the Multiple Listing Service (MLS) compared to 8,136 a year earlier. That represents a 7.2 percent increase – the second highest increase of 2018 when excluding the August distortion caused by Hurricane Harvey.

Active Listings: Active listings, or the number of available properties, totaled 26,359 in November 2018 versus 24,089 in November of 2017. That represents a 9.4 percent year-over-year increase and marks the biggest jump in active listings this year.

Avg. List Price: The average list price for a Houston home rose again in November. It was up 4.5 percent to \$306,489 versus \$293,295 a year earlier, in November 2017. The highest average list price to date for 2018 has been \$323,196 in June.

Take a **FRESH** Look at Housing

Be on the lookout for HAR's monthly MLS market report for November 2018, which will be distributed on Wednesday, December 12. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.



Weekly Market Movements

With each passing week, it is evident that residential real estate markets across the nation are poised to finish 2018 with positive energy and room for optimism. Even in an environment of rising home prices and mortgage rates, we are finding relative balance in city after city when looking specifically at year-over-year trends. While it's true that sales and new listings are down compared to last year at this time for some price ranges and home types, it is often not by much.

In the Houston region, for the week ending November 25:

- New Listings increased 3.4% to 1,389
- Pending Sales increased 2.0% to 1,270
- Closed Sales decreased 14.4% to 985

Historical Pending Sales Activity





Stay in the Know While on the Go

Are you a podcast listener? Do you care about timely real estate information that impacts YOUR business? Then tune in to ***HAR on the move***. The official weekly podcast of the Houston Association of REALTORS® (HAR.com) covers a wide range of real estate topics of interest to our members – everything from home sales trends to legal matters, REALTOR® safety to market disruptors and other timely real estate subjects. Listen in your car, at the gym, even while shopping! New shows every Wednesday!

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YPN Presents:

A 2019 Economic Forecast with Dr. Ted C. Jones



Presented By:
Ted C. Jones PhD
Chief Economist – Stewart Title

JANUARY 9, 2019
11:30 a.m. – 1 p.m.

Norris Conference Center
816 Town & Country Blvd.

Table of 10 • \$400
Individual Tickets • \$35

[Sign up HERE today](#)
under
“YPN 2019 Economic
Forecast with Dr. Ted C.
Jones.”

Questions or Need Info? Email roz@har.com

Ticket price non-refundable, transferable. Complimentary parking on roof level only.

Secrets of Top-Selling Agents

At this live training session, top agent and real estate speaker Sherri Johnson will teach you how to develop unique selling styles and techniques for converting even the toughest open house leads into listing appointments. In this fast-paced class Sherri will show you how to maximize results at your next open house and her secrets for making \$50,000 or more! You don't want to miss this 3-hour training event.

[Secure your seat HERE today!](#)

In this free training session, Sherri will teach you how to create a pipeline worth over \$10 million in listing and buyer leads, convert FSBOs and expired listings, turn three hours a week into profit, use six powerful closing scripts, make more and work less, plus more proven tips and secrets!

Come early! Free continental breakfast starting at 8 a.m. and complimentary self-parking!
Program begins promptly at 9 a.m.

Tuesday, December 18, 2018 from 9 a.m. to 12 p.m.
Sugar Land Marriott Town Square
16090 City Walk – Sugar Land, TX 77479

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