



The Edge

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

THIS WEEK



- Hacking and Phishing and Spoofing, Oh My!
- Safety First During Open Houses
- Matrix 360 is Coming in April
- Weekly Market Movements
- Take Your Business to New Heights

“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.

Hacking and Phishing and Spoofing, Oh My!

- Are your email, social media and other online accounts secure? Perhaps. But if you haven't changed your password in five years and you routinely use public Wi-Fi at airports, hotels and your favorite coffee shop, you're probably at risk. Get a complete breakdown of the dangers and the simple steps you can take to protect yourself online, as the **HAR on the Move** podcast this week welcomes **HAR IT Infrastructure Manager Edward Moncur** as our guest. **Cybercrime is a multi-billion-dollar industry and real estate is among its biggest targets!**
- HAR's official weekly podcast, **HAR on the Move** covers a variety of real estate topics of interest to you, our HAR members. Listen anywhere, anytime.
- New shows come your way each Wednesday!

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



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Safety First During Open Houses



- The weather is warming up, and that means there's a good chance that your open house will draw extra foot traffic. However, more people showing up to tour your listing also means a greater risk of danger. HAR cares about your safety and the safety of your clients, so we urge you to take some basic steps to ensure that open houses are successful and go without incident. *Inman News* has compiled [these helpful safety measures](#).
- If you're not already enjoying the FREE *Inman Select* subscription that comes with your HAR membership, sign up [HERE](#) today!

Matrix 360 is Coming in April



Matrix™ 360 is the latest version of Matrix combining MLS listing records and Realist® public records inside the familiar Matrix platform. The learning curve is minimal as existing features and functionality in Matrix remain unchanged while new tax search and reports are added to Matrix. A new listing detail report called the “360 Property View” combines listing data, tax data, parcel map and flood map in one display.

- **A new Matrix Tax search** will be added using the same search fields as Realist but in the familiar Matrix-style search and results forms.
- **Print** listing details, tax records and maps at the same time.
- **360 Property View** report combines listing data, tax data, parcel maps and flood maps into a single display.
- **“Walk the block”** in Matrix maps to see parcel level data for the whole neighborhood.
- **New map overlays** include flood plain, highlighted parcel, lot dimensions, and satellite view for each property that are easily printed.



Weekly Market Movements

The Federal Reserve recently announced that interest rates will remain steady and that further rate hikes are not planned for 2019. Given that the federal funds rate has increased nine times over the past three years, this is welcome news for consumers carrying high credit card balances. The overall economy, inflation and Fed actions also have an effect on mortgage rates, so it is generally good news when rate hikes are paused, especially when total sales are dropping in many parts of the nation.

New Listings

Last Three Months



For the Week Ending	Current Activity	One Year Previous	+ / -
12/23/2018	1,674	1,327	+ 26.1%
12/30/2018	921	918	+ 0.3%
1/6/2019	1,914	2,097	- 8.7%
1/13/2019	2,604	2,427	+ 7.3%
1/20/2019	2,826	2,091	+ 35.2%
1/27/2019	2,537	2,308	+ 9.9%
2/3/2019	2,870	2,592	+ 10.7%
2/10/2019	2,787	2,549	+ 9.3%
2/17/2019	3,002	2,533	+ 18.5%
2/24/2019	2,639	2,410	+ 9.5%
3/3/2019	2,851	3,057	- 6.7%
3/10/2019	3,227	3,017	+ 7.0%
3/17/2019	2,935	2,875	+ 2.1%
3-Month Total	32,787	30,201	+ 8.6%

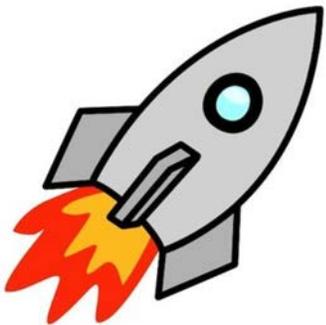
In the Houston region, for the week ending March 17:

- New Listings increased 2.1% to 2,935
- Pending Sales increased 17.4% to 2,262
- Closed Sales increased 0.9% to 1,494

Take Your Business to New Heights

HAR REALTOR® Launch: Your Path to Success

This intensive, four-day course will provide insights into how to handle your transaction from contracts to closing. The program include tools such as Prospecting, How to Create Business, Buyers and Seller's Expectations, Understanding Your Role Before, During and After the Transaction, Insight in the Ancillary Roles by Subject Matter and Experts (such as appraisers, inspectors, lenders, title companies, home warranty reps and much more). You will receive hands-on, interactive training to help you with your business before you even have business.



Dates: April 3, 10, 17, 24

Location: HAR Bay Area

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

Investment: \$249 (Use code LAUNCH2019 for \$50 discount)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6