



The Edge

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

THIS WEEK



- Houston Housing Blossoms in March
- Weekly Market Movements
- Millennials Dominate as Home Buyers
- Are YOU Practicing Safe Real Estate?
- Become a Marketing Genius

“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 Housing Blossoms in March

HAR will release **March 2019** MLS statistics this Wednesday. Here is an advance look at some of the report's key take-aways:

- Lower interest rates pushed fence-sitters into buying mode, as single-family home sales rose nearly five percent in March. Interest rates fell last month to around four percent for a 30-year fixed mortgage – the most dramatic decline in nearly a decade.



The complete March 2019 market report will be posted in the [HAR Online Newsroom](#) beginning this Wednesday, April 10.

- Single-family home prices hit March highs, with the median price rising 2.1 percent to \$240,000 and the average price up 2.0 percent to \$298,766.
- Inventory grew to its highest level in five months – reaching a 3.9-months supply versus 3.3 a year earlier. NAR reports that national housing inventory is sitting at a 3.5-months supply.
- Townhome and condominium sales fell for a seventh consecutive month, down 9.2 percent year-over-year.
- Once again, the lease market was on fire, with single-family home rentals up 18.4 percent and townhome/condominium rentals up 16.7 percent.



Weekly Market Movements

The national unemployment rate held firm at 3.8 percent for the second month in a row, which is good news for an economy that has shown signs of slowing down during the first three months of 2019. Hiring and wage gains have both been below expectations, retail sales dropped considerably to close 2018, and there have been fewer home sales across the nation. Maintaining a historically low unemployment rate is reassuring and may offer confidence to many wary and weary consumers.

New Listings

In the Houston region, for the week ending March 31:

- New Listings increased 14.5% to 3,218
- Pending Sales increased 26.9% to 2,456
- Closed Sales increased 2.3% to 2,341



For the Week Ending	Current Activity	One Year Previous	+ / -
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	3,001	2,533	+ 18.5%
2/24/2019	2,639	2,410	+ 9.5%
3/3/2019	2,855	3,057	- 6.6%
3/10/2019	3,231	3,017	+ 7.1%
3/17/2019	2,943	2,875	+ 2.4%
3/24/2019	3,270	3,099	+ 5.5%
3/31/2019	3,218	2,810	+ 14.5%
3-Month Total	36,695	33,865	+ 8.4%

Millennials Dominate as Home Buyers



- In HAR's continuing look at the growing role that millennials are playing in today's real estate marketplace, we share new findings from the National Association of REALTORS® (NAR). According to NAR's 2019 *Home Buyer and Seller Generational Trends* study, one in six Gen Xers purchased a multi-generational home, overtaking younger boomers as the generation most likely to do so, with 52 percent of those Gen X buyers stating that they did so because their adult kids either moved back or never left home.
- The study evaluated the generational differences of recent home buyers and sellers. The report also found that older millennials who bought a multi-generational home, at 9 percent, were most likely to do so in order to take care of aging parents (33 percent), or to spend more time with those parents (30 percent).
- [CLICK HERE](#) to read more of the valuable findings of the NAR report.

Are YOU Practicing Safe Real Estate?

- Spring is upon us, and that means a busier market, more open houses and a greater risk of danger for real estate agents. Can't afford a bodyguard? Well, there's no need. There are many basic steps you can take to stay safe while conducting business each and every day, and we learn about them in this week's edition of the *HAR on the Move* podcast. Our guest is REALTOR® Safety Expert **Brandy Liss**.
- HAR's official weekly podcast, *HAR on the Move* covers a variety of real estate topics of interest to our HAR members. Listen anywhere, anytime.
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Certified Strategic Marketing Specialist (CSMS)

Are you ready to take your real estate marketing to a whole new level? Learn how to create videos that make your marketing pop, discover best strategies and ideas for prospecting, and how to create client touch systems that will impact your business. Register for the classes listed below today!

- **Braving the Video Marketing World**
- **Prospecting for Pennies**
- **ABCs of CRM**

Dates: Ongoing

Location: All locations

Investment: \$25 (each class)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6