



# The Edge

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

**THIS WEEK**



- Follow-Up Rules Every Agent Should Live By
- Stay Crime-Aware
- The Millennial Home Buying Effect
- Calling All Rising Stars 40 or Younger
- Master Your Own Success

“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.*

# Follow-Up Rules Every Agent Should Live By

There are as many different ways to find and engage buyers and sellers as there are individuals who own (or want to own) homes. But that initial contact is only one piece of the puzzle. The dos and don'ts of the real estate business can really be simplified to the rules of basic sales, in most cases. Think about it: when you need service or advice from a salesperson, what makes you feel good about working with them? The golden rule, simple logic and common sense are good places to start when it comes to bringing you the success you strive to achieve.

Here are a few simple “rules” to live by:

1. Response time is a prime component of long-term success.
2. Make sure your response is clear and easily understood.
3. Don't hide!
4. With a buyer, you need to do more than a 'drip campaign,' or you might lose them.
5. Follow up even after the sale.

You'll find more of this *Inman News* story [HERE](#).



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## Stay Crime-Aware

If you've lived in Houston for a while, you've probably heard of Crime Stoppers. But how much do you know about the organization? Did you know that they provide free crime prevention programs in our schools and communities? And there are important ways that REALTORS® can get involved. Tune in to this week's edition of the *HAR on the Move* podcast, as we talk to ***Crime Stoppers CEO Rania Mankarious***.

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

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# The Millennial Home Buying Effect



- As the largest group of home buyers, millennials are changing the face of America's communities.
- What are the factors driving their home buying?
- Financial considerations rank highly. That's not surprising given that almost half of millennial buyers have student loan debt, according to the National Association of REALTORS®' (NAR's) *2017 Home Buyer and Seller Generational Trends Survey*. But that debt certainly isn't stopping some of them from entering the housing market in full force. Rather, they tend to see buying a home as a way to grow their nest egg.
- **"Millennial buyers, at 85 percent, were the most likely generation to view their home purchase as a good financial investment,"** said NAR Chief Economist Lawrence Yun.
- While debt may not be holding them back from entering the housing market, it is prompting them to consider more affordable neighborhoods.
- Read more about the six major real estate trends transforming the way we live in this [Washington Post article](#).

## Calling All Rising Stars 40 or Younger

- Are you a young rising real estate star or do you have one on your brokerage team?
- 2019 marks the 10th Annual *YPN 20 under 40 Rising Stars in Real Estate* awards.
- This prestigious honor is awarded to 20 HAR members 40 years of age or younger who demonstrate excellence in the areas of sales, leadership and community involvement.
- You'll find more information and an application online [HERE](#).
- The deadline to apply is **Thursday, August 1, 2019**.
- You may only receive this honor once.
- Awards will be presented during a red carpet-style luncheon on **Friday, October 4** at Bayou City Event Center.



## Master Your Own Success

### Pricing Strategy Advisor (PSA) Certification: Mastering the CMA

The PSA certification is specifically designed to enhance your skills in pricing properties, creating a comparative market analysis (CMA), working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.



**Date:** Monday, July 15

**Location:** HAR Montgomery

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

**Investment:** \$99 (members) / \$119 (non-members)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6