



# The Edge

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

**THIS WEEK**



- A FRESH Look at Houston Housing
- What's Getting in the Way of Millennial Home Buying?
- Talking Tax Reform, School Funding and More with State Senator Paul Bettencourt
- Don't Miss the Bay Area Bowl-A-Thon
- Get On Top of Your Negotiation Game

"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.*

## A FRESH Look at Houston Housing



- Midway through the summer buying season, the Houston real estate market is showing positive trends in all major categories.
- In HAR's First Real Estate Snapshot of Houston (**FRESH**) Report for **May 2019**, all three measurements reflected gains.
- New listings, active listings and average list price rose across the greater Houston area between July 1 and July 31, 2019.
- HAR's comprehensive July MLS housing report will be distributed next **Wednesday, August 14**.
- As always, HAR will provide you with updated coverage in *The EDGE*.



## What's Getting in the Way of Millennial Home Buying?

### Factors Slowing Down Purchase



#1

Lack of savings

**68%** of the respondents who cannot afford to buy are slowed down by lack of savings

**49%** of the respondents who cannot afford to buy are slowed down by student loan debts

#2

Student Loans

- Millennial consumers (between the ages of age 23 and 38) continue to have a profound impact on the real estate market.
- The nearly 10,000-member HAR.com Consumer Research Panel recently came out with its **2019 Millennial Survey**.
- This is HAR's effort to better understand the unique characteristics of Millennials in the process of home buying and selling to identify the types of help and services they require in the process.
- Among the findings is that **lack of savings** and **student loans** are two major factors slowing down the purchase process for Millennials.
- You may read the complete survey online [HERE](#).
- It's just another way that HAR is helping shape the future of real estate in Houston.

## Talking Tax Reform, School Funding and More with State Senator Paul Bettencourt

Texas State Senator Paul Bettencourt is this week's guest on the *HAR On the Move* podcast, discussing some of the key real estate-related measures passed in the recently concluded 86th Legislative Session.

It's information you won't want to miss!

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

Listen anywhere, anytime!

**New shows every Wednesday!**

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



## Don't Miss the Bay Area Bowl-A-Thon

- Looking to have fun with your fellow HAR members while wearing rented shoes? This is your big chance! (Note that you can bring your own shoes if you have them, but the shoe rental cost is included in the entry fee.)
- We are nearing the end of the TREPAC fiscal year, so don't miss out on this chance to count your entry fee toward your TREPAC investment.
- Make sure you organize your team to not only win the game, but win awards as well.
- Register today at [www.har.com/BayArea](http://www.har.com/BayArea) to make sure your team is able to play.



*Come Join the Fun!*



### BAY AREA BOWL-A-THON

SEPT 6 • 12 - 4 p.m.  
AMF Alpha Lane

318 Bay Area Blvd., Webster 77598

**\$275 per team | 5 person teams**  
**\$55 per player**

Entry fee includes use of AMF bowling balls, shoes and lunch buffet.

**Not Bowling?** You can still join the fun with a \$25 Side Lane Pass.

**REGISTER EARLY!**  
Opportunities are Limited!

Register online at [www.har.com/BayArea](http://www.har.com/BayArea)

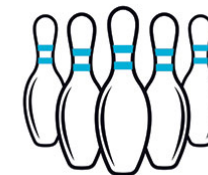
Teams must be paid in full to be considered registered.



### DRESS TO IMPRESS

Awards are presented for:

- Most Original Team Costume
- Most Original Table
- Best of the Worst
- Individual High Scorer
- Top Three Teams



The Bowl-a-thon benefits TREPAC and will count towards your 2019 TREPAC investment.



For more information contact Karen Driscoll at 713.629.1900 ext. 271 or [karen@har.com](mailto:karen@har.com)

\*Contributions are not deductible for Federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC), the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC), and the REALTORS® Political Action Committee (RPAC) are voluntary and are used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. The Association will not favor or disadvantage anyone by reason of the amount of their contribution, and you may refuse to contribute without reprisal by the Association. TREPAC initially receives each contribution, and a percentage is transmitted to RPAC via TAR FedPAC to meet TREPAC's RPAC annual quota. RPAC supports Federal candidates with those contributions, which are charged against your limits under 2 U. S. C. 441a. The percentage forwarded to national RPAC each month may be obtained by contacting the TAR FedPAC administrator at 800-873-9155.



## Get On Top of Your Negotiation Game

### Real Estate Negotiation Expert (RENE) Certification

This two-day interactive experience will help negotiators elevate their game. The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client. The second day of the course focuses on real-world field scenarios to help negotiators apply the power tools, techniques and tactics learned on the first day.

**Dates:** Tuesday & Wednesday, August 13 & 14

**Location:** HAR Central

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

**Investment:** \$199 members / \$209 non-members

Register [HERE](#) today!

*Questions? Please call 713.629.1900 ext. 6*