



The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- It's Time to Get Engaged
- Millennials Revolutionize Home Buying
- Go Beyond the Basics

“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

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 August 2019 compared to August 2018. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

New Listings	Active Listings	Avg. List Price
<p>↑ 2.6%</p> <p>12,223</p> <p>Houston-area home sellers continued to provide a steady stream of new listings in August, with 12,223 properties added to the Multiple Listing Service (MLS) compared to 11,913 a year earlier. That represents a 2.6 percent increase.</p>	<p>↑ 3.9%</p> <p>29,179</p> <p>Active listings, or the number of available properties, continue to outpace 2018's volume, with 29,179 properties in the MLS in August versus 28,087 a year earlier. This increase translates to more housing options for prospective buyers.</p>	<p>↑ 3.1%</p> <p>\$320,932</p> <p>The average list price for a Houston home increased again in August - this time by 3.1 percent to \$320,932. That figure compares to the August 2018 price of \$311,314. It is also well below the all-time record of \$332,946 reached in May of this year.</p>

Take a **FRESH** Look at Housing

Be on the lookout for HAR's MLS market report for August 2019, which will be distributed on Wednesday, September 11. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.

- As the summer buying season winds down, the Houston real estate market shows continued positive trending in all major categories.
- In HAR's First Real Estate Snapshot of Houston (**FRESH**) Report for **August 2019**, all three measurements reflected gains.
- New listings, active listings and average list price were on the rise across the greater Houston area between August 1 and August 31, 2019.
- HAR's comprehensive August MLS housing report will be distributed this **Wednesday, September 11**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

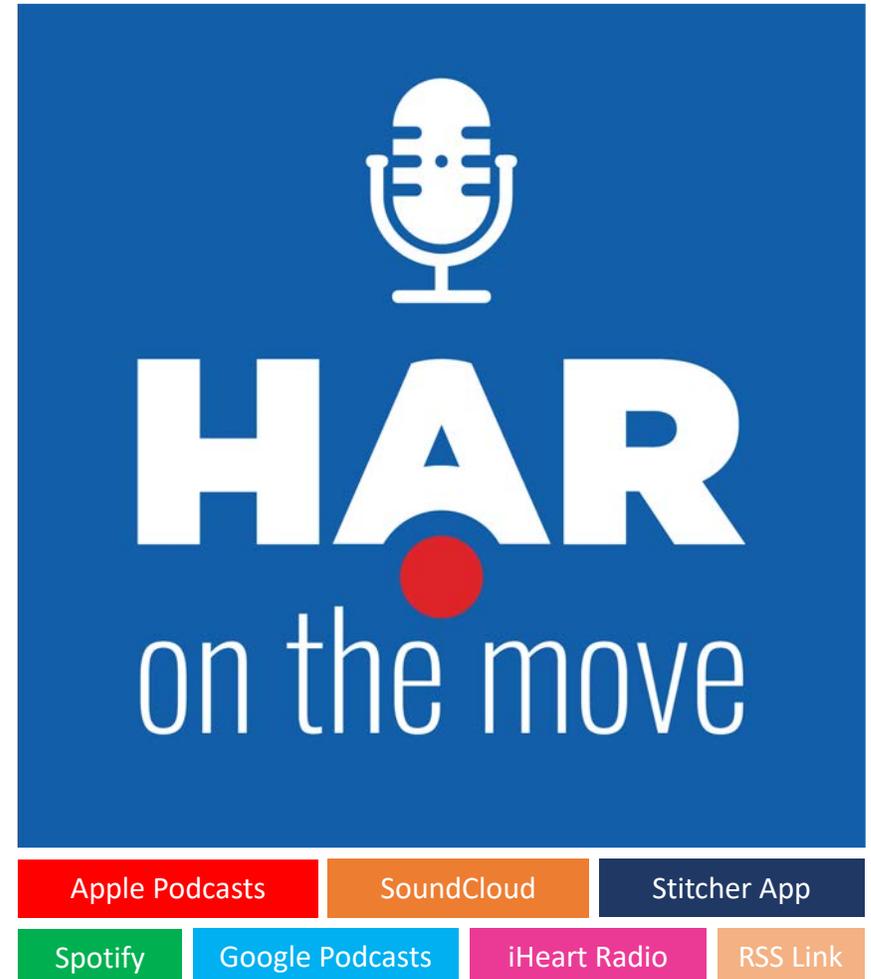
It's Time to Get Engaged

HAR's most-anticipated event of the year, **HAR Engage**, is coming up soon, so we discuss what it's all about with someone that has all the details. This week's guest on the *HAR On the Move* podcast is **2019 HAR Engage Chair Quenton Rockwell**. Quenton talks about the incredible lineup of presenters and the timely real estate topics they will share. Tickets for **HAR Engage** are selling fast, so reserve your spot today at engage.har.com.

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.



The image shows the cover art for the 'HAR on the Move' podcast. It features a white microphone icon at the top center. Below it, the word 'HAR' is written in large, bold, white capital letters. Underneath 'HAR', there is a red circle. Below the red circle, the words 'on the move' are written in a smaller, white, lowercase font. At the bottom of the image, there are seven colored buttons for podcast platforms: Apple Podcasts (red), SoundCloud (orange), Stitcher App (dark blue), Spotify (green), Google Podcasts (light blue), iHeart Radio (pink), and RSS Link (light orange).

Apple Podcasts

SoundCloud

Stitcher App

Spotify

Google Podcasts

iHeart Radio

RSS Link

Millennials Revolutionize Home Buying

- The Millennial generation continues to cause a seismic shift in real estate.
- “Millennials have represented the largest share of the home buying market for the past five years in a row with the 2018 share at 36%,” says Anna DeSimone, author of *Housing Finance 2020* and a housing advocate.
- It’s no secret that, compared to previous generations, Millennials are late to the home buying game. Both their parents and the press lament that many Millennials either live at home or are simply more content to be renters. As a result, there is a perception that owning a home was not a priority of this generation. But the real answer might be simpler.
- “Affording a home, one could argue, was relatively easier for the previous generation,” says Farnoosh Torabi, Personal Finance Expert and Host of the highly rated *SoMoney Podcast*, which focuses on Millennial money issues.
- Even though Millennials have been adults in a consistently low interest rate environment, the barrier to entry to the real estate market has been high for this generation.
- Read more of this *Forbes* article about the “Millennial Revolution” [HERE](#).





Go Beyond the Basics

Broker Webinar Series

Over the next three months, HAR will host a series of webinars geared toward brokers, managers and team leaders in an effort to convey enhanced information to the brokerage community. The topics for the webinars include:

- Cyber Security
- Flooding- Looking to the Future for Real Estate
- HR for Teams/Brokerages- Texas Employment Laws
- Will Your Brokerage Be a Competitor or a Victim Moving Forward?
- Value Proposition for Brokers & Managers
- How to Build Your Team, and Build Your Brokerage to Maximize Profitability

The first webinar is on Tuesday, September 17. View the entire list of webinars at www.har.com/edu.

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6