



In This Week's "The EDGE"

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"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.

Brought to you by the HAR Communications Department.



Stay in the Groove While ‘on the move’

Are you a podcast listener? HAR is now part of the podcast revolution with the launch of **HAR on the move**. The official weekly podcast of the Houston Association of REALTORS® (HAR.com) covers a wide range of real estate topics of interest to our members – everything from home sales trends to legal matters, REALTOR® safety to market disruptors and other timely real estate subjects. Listen in your car, at the gym, even while shopping! New shows every Wednesday!

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



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Don't Miss the REALTOR[®] Event of the Year



Buy tickets at realtorcelebration.har.com

- HAR's much-anticipated **REALTOR[®] Celebration** gala at the Houston Country Club is just around the corner!
- Join us on the evening of **Thursday, December 13** for all the festivities!
- The 2019 Board of Directors, Executive Committee and incoming Chair, Shannon Cobb Evans, will be sworn into office.
- Industry honors – 2018 Co-REALTORS[®] of the Year and two John E. Wolf Community Service Awards – will also be presented.

For information about sponsorship opportunities, contact Aracely Arrazolo at 713-629-1900 x204 or aracely.arrazolo@har.com.



YPN Presents:

A 2019 Economic Forecast with Dr. Ted C. Jones



Presented By:
Ted C. Jones PhD
Chief Economist – Stewart Title

JANUARY 9, 2019
11:30 a.m. – 1 p.m.

Norris Conference Center
816 Town & Country Blvd.

Table of 10 • \$400
Individual Tickets • \$35

Questions or Need Info? Email roz@har.com

Ticket price non-refundable, transferable. Complimentary parking on roof level only.



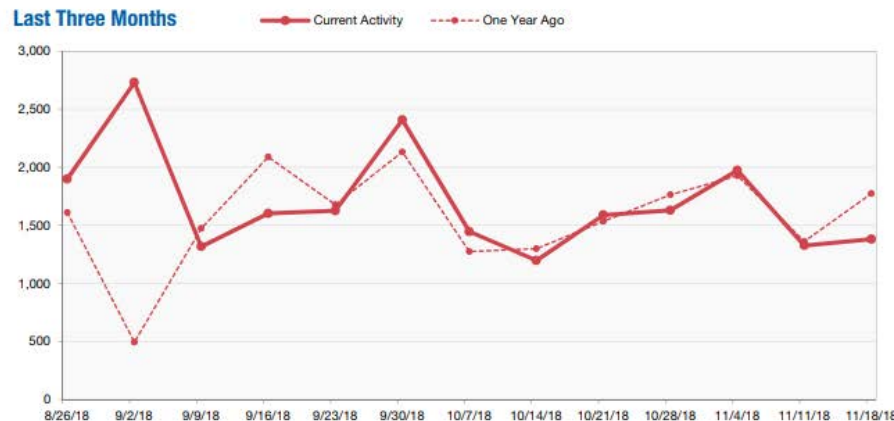
Weekly Market Movements

Sales and new listings continue to perform well in much of the nation thanks to a booming economy. Housing affordability remains a concern and is beginning to affect new single-family home construction. Builders are showing caution in the face of rising home prices and mortgage rates. Historically, housing can still be considered relatively affordable, but affordability measures have shown decline for several years. If this continues, it could negate recent gains in inventory.

In the Houston region, for the week ending November 18:

- New Listings increased 4.0% to 2,348
- Pending Sales increased 15.0% to 1,744
- Closed Sales decreased 22.1% to 1,381

Closed Sales



For the Week Ending	Current Activity	One Year Previous	+ / -
8/26/2018	1,899	1,611	+ 17.9%
9/2/2018	2,730	494	+ 452.6%
9/9/2018	1,317	1,473	- 10.6%
9/16/2018	1,603	2,089	- 23.3%
9/23/2018	1,626	1,678	- 3.1%
9/30/2018	2,408	2,132	+ 12.9%
10/7/2018	1,446	1,274	+ 13.5%
10/14/2018	1,197	1,299	- 7.9%
10/21/2018	1,588	1,534	+ 3.5%
10/28/2018	1,629	1,763	- 7.6%
11/4/2018	1,974	1,926	+ 2.5%
11/11/2018	1,326	1,362	- 2.6%
11/18/2018	1,381	1,773	- 22.1%
3-Month Avg	1,702	1,570	+ 8.4%

Earn New Certification

Certified Strategic Marketing Specialist (CSMS)

This certification is earned upon completion of a series of eight HAR classes dedicated to enhancing the REALTOR®'s understanding and effective use of marketing. After earning the CSMS, the agent will be equipped with the tools needed to market and brand him/herself and their businesses with skill and proficiency. In turn, agents will learn how to generate more leads and increase profitability.

**Each course is approved for TREC CE credit;*

**Classes taken prior to January 1, 2016 must be retaken to qualify for credit towards the CSMS designation.*

Required Courses:

HAR MLS Platinum Tools to Enhance Your Real Estate Business

Lead Generation Using HAR MLS Platinum

Brand You I

Brand You II

Social Media Pro Bootcamp (SMP)

Short Conversations...Great Impressions

Objections as Opportunities

Open Houses, Open Doors

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6