



The Edge

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

THIS WEEK



- Millennial Home Buying is Trending Up
- Is Houston Facing a Recession?
- Time is Running Out to Catch the Rising Stars in Real Estate
- Last Chance to ENGAGE in Discount Pricing
- Converting Leads into Closings

“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.

Millennial Home Buying is Trending Up



- The number of new housing starts has surged in recent months, and the trend is being powered, in part, by Millennials. That's according to Sheryl Palmer, CEO of homebuilder Taylor Morrison, in a CNBC interview.
- Consumers are “changing their relationship with home ownership” and it's evident in the increase of the number of people who are saving, she tells *Mad Money* host Jim Cramer.
- “People are feeling good, and their confidence is absolutely showing in the real estate market, and that's not even to mention the demographic tailwinds we have with how the Millennials are feeling about buying their first or second house, and certainly the boomers,” Palmer said.
- Read more about this story and watch the interview [HERE](#).

Is Houston Facing a Recession?

For a while now, there have been rumblings about the possibility of a recession in the fourth quarter, so ***HAR on The Move*** podcast host Cristina Schaefer turned to one of the most respected economists in Houston for the “scoop” – **Greater Houston Partnership Senior VP of Research Patrick Jankowski**. Find out what Patrick sees looming on the horizon and learn about current economic trends in this week’s edition of ***HAR on the Move***.

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

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Time is Running Out to Catch the Rising Stars in Real Estate

Tickets are still available for HAR's 10th Annual Rising Stars in Real Estate Awards ceremony, happening **this Thursday, October 3** at 11 a.m. at the Bayou City Event Center! But they're going fast, so don't delay! Purchase your tickets [HERE](#) today!



RISING STARS in REAL ESTATE

10th Annual Awards Ceremony

Excellence in Sales, Leadership & Community Service

October 3, 2019
11 a.m. Luncheon

BAYOU CITY EVENT CENTER - 9401 Knight Road
\$450 Table of 10 | \$35 Individual Tickets

GET TICKETS at www.har.com/ypnevents

FEATURING

SPEAKER SPONSOR:



"WE ARE MORE THAN HOUSES"



Successful REALTOR®,
Forward-Thinking CEO
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2019 AWARD WINNERS

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Keller Williams Memorial

Brandon Scott

Scott Property Group at Keller Williams

Callee Maglothin

Keller Williams Memorial

Chase Smith

Krueger Real Estate

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RE/MAX Legacy Living

Claire Warren

Better Homes and Gardens Real Estate Gary Greene

Ginny Ledwell

Led Well Realty

John Eric Osterhaus

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Jorge Klaus Hernandez

Klaus Homes LLC

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Ryan Kutter

Connect Realty, The Kutter Team

Samantha Plomer

Compass RE Texas, LLC

Shelly Scanlin

Styled Real Estate

Uriel Rodriguez

Realty World Elite Group



KEYNOTE SESSIONS

9 a.m.	Opening Session Joy Baldrige
12 p.m.	Luncheon Speaker Katie Kossev
3:30 p.m.	Closing Session Andrew Flachner

ALL ACCESS PASS

\$159	Aug. 1 – Sept. 30	Includes a seated luncheon with our VIP Keynote Luncheon Speaker, 6 CE credits, Engage Lounge access, free Wi-Fi, parking and coffee.
\$209	Oct. 1 – until Sold Out	

Last Chance to ENGAGE in Discount Pricing

Monday, September 30 is your last chance to purchase tickets for *HAR Engage* at \$159. Beginning at the stroke of midnight on Tuesday, October 1, the price jumps to \$209, so don't delay!

Buy your tickets NOW for one of the most anticipated real estate events of the year!

Houston's premier real estate and technology conference, *HAR Engage* takes place on **Wednesday, October 23** at the Norris Conference Center at CityCentre.

For more information, including a complete list of speakers and topics, and to register, please go to

engage.har.com



Converting Leads into Closings

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Whether you are a new agent building your business or an established agent keeping your database fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This course highlights both traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience--attraction, first contact, needs analysis, incubation, conversion, closing, and beyond.

This class is a broadcast training. Students will attend in person and participate using our online system.

Date: Wednesday, October 2

Location: HAR Bay Area

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

Investment: \$150

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6