



The Edge

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

THIS WEEK



- HAR Recommendations for City of Houston Run-Off Election
- VA Loans Surge Among Millennial Home Buyers
- Hop Into the Driver's Seat at HAR
- What is Your Value?
- 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.



HAR Recommendations for City of Houston Run-Off Election

Early voting begins November 27! Make it a family Thanksgiving affair and head to the polls!

The following list of HAR recommended candidates has been carefully screened and approved by board leadership:

City of HOUSTON

Sylvester Turner*: Mayor

Mike Knox*: At-Large 1

David Robinson*: At-Large 2

Michael Kubosh*: At-Large 3

Sallie Alcorn: At-Large 5

Amy Peck: District A

Abbie Kamin: District C

Dr. Carolyn Evans-Shabazz: District D

Tiffany Thomas: District F

Karla Cisneros*: District H

Edward Pollard: District J

(* Indicates Incumbent)



Learn more about election dates & voting locations [HERE](#).

VA Loans Surge Among Millennial Home Buyers



- While VA loans have historically been underutilized when it comes to mortgages, Millennials appear to be bucking that trend.
- According to data from the U.S. Department of Veterans Affairs, the share of Millennials using a VA loan has jumped 14 percent over the last year alone.
- VA loan activity also surged among so-called Gen-Z buyers, and combined, the two generations accounted for 45 percent of all VA purchase loans originated in the past year.
- According to the latest Millennial Tracker from mortgage technology provider Ellie Mae, the average Millennial VA borrower enjoyed a 3.5 percent interest rate in September — significantly lower than the overall average of 3.93 percent across all loan types.
- Read the complete story from **Forbes** [HERE](#).



Hop Into the Driver's Seat at HAR

With the new year fast approaching, HAR is seeking dedicated volunteers for our various 2020 advisory groups and area networking groups. These leadership positions give members a unique opportunity to have a lasting impact on the Association and the Houston real estate market. Who better to discuss the benefits of serving in these vital roles than a member who has actively done so for years. It's HAR Board Member **Chance Brown** – this week's guest on the *HAR On the Move* podcast.

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

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What is Your Value?



- Do you know your value? Can you state it in a few simple words?
 - The real estate industry is dealing with events and situations that have already changed or are in the process of significantly changing almost every aspect of the marketplace.
 - The key differentiation for today's real estate consumer is the level of knowledge and sophistication that they bring to the transaction. The basis of this knowledge is the tremendous amount of information the consumer brings into the transaction.
- A well-stated and skillfully communicated value proposition will be a key element for those firms and agents that hope to succeed in the “new era” real estate industry and market environment.
 - Learn more about how to put the value proposition to work for YOU by reading HAR's **Value Proposition Guide**, available online [HERE](#).



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: Monday & Tuesday, December 2 & 3

Location: HAR Fort Bend

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