

# The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- HAR's 2019 iBuyer Consumer Survey is Out
- Houston's Commercial Outlook
- Last Chance to Get Involved with HAR in 2020
- It's Certification Time





## A FRESH Look at Houston Housing



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 November 2019 compared to November 2018. Please attribute to the Houston Association of REALTORS\* Multiple Listing Service (MLS).

### **New Listings**

**♦** 0.4%

8,758

As expected, the start of the holiday season translated to a slower pace of new listings, with 8,758 properties added to the Multiple Listing Service (MLS) compared to 8,719 a year earlier. That volume is considered to be statistically flat.



#### **Active Listings**

**♦ 0.4**%

26,257

With consumers setting their sights on holiday shopping and travel, active listings - the number of available properties - were statistically flat in November, with 26,257 properties in the MLS in November versus 26,359 a year earlier.



### Avg. List Price

**↑** 1.0%

\$309,496

The average list price for a Houston home moderated in November, rising just 1.0 percent to \$309,496. That figure compares to the November 2018 price of \$306,489. It is also well below the record high of \$332,496 reached in May of this year.



Take a FRESH Look at Housing

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

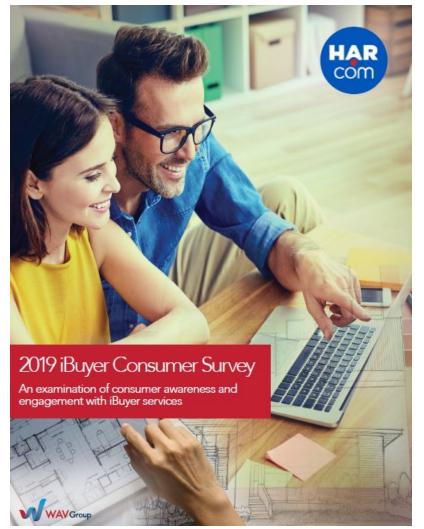
- The start of a new month means it's time for HAR's snapshot of market trends from the previous month in this case, November.
- HAR's First Real Estate Snapshot of Houston (FRESH Report) for November 2019 shows the market taking its annual holiday season breather.
- New listings and active listings were statistically flat throughout the greater Houston area between November 1 and November 31, while average list price showed moderation.
- HAR's comprehensive November MLS Market Update will be distributed next Wednesday, December 11.
- As always, HAR will provide you with updated coverage in *The EDGE*.





# HAR's 2019 iBuyer Consumer Survey is Out

- The iBuyer business model has taken the real estate industry by storm. Billions of dollars of outside investment have flowed into several companies, like Opendoor, Offerpad and Zillow Offers fueling the launch of iBuyer programs.
- The 40,000-member Houston Association of Realtors, the nation's second largest local Realtor association and the only one with its own Consumer Research Panel, set out to investigate consumer awareness, interest and usage of iBuyer services and reached out to more than 11,000 Houston area real estate consumers with support from research partner WAV Group.
- The findings of our 2019 iBuyer Consumer Survey are available online HERE.







### **Houston's Commercial Outlook**

- On this #MemberFocusMonday, we will be joined by 2019 Realtor of the Year, Mike Wong. Mike will update us on the Houston commercial real estate market, share the latest commercial trends and fill us in on his recommendations for residential agents that are getting into commercial.
- This session will be live on HARs
   Facebook page
   (www.facebook.com/HARfans) so if you haven't "liked" us on Facebook yet, make sure you do! Click the "Get Reminder" button on the pinned Facebook post to be notified when it starts. See you Monday, December 9!







### Last Chance to Get Involved with HAR in 2020

CALL for LEADERS in 2020



2020 HAR **LEADERSHIP OPPORTUNITIES** 

Volunteer for one of the many HAR advisory groups. SIGN UP ONLINE TODAY!

#### Log on to www.har.com/ getinvolved

(Deadline is November 26, 2019)

#### ADVISORY GROUPS

- Bay Area
- Communications
- Fort Bend
- Governmental Affairs
- HAR Engage
- Information
- International
- Management Central
- MLS
- Montgomery County
- Political Affairs
- Professional Development Professional Standards\*
- Risk Management
- Technology
- YPN Young Professionals Network

#### AREA NETWORKING

- Deer Park
- Fort Bend
- Great Northwest
- Katy
  - Lake Houston
  - Montgomery County
  - Pearland/Alvin/Friendswood
  - 290 Area Meeting

\*TAR administers HAR Professional Standards, ethic and arbitration hearings held at HAR, HAR members who wish to participate in Professional Standards may sign up to serve on the TAR Professional Standards Committee frequires one year experience on a local professional standards committee). All members must, prior to service on a hearing panel or grievance tribunal, have had TAR Training, which may be met by attending a local association session sponsored

- Monday, December 2 is the last day to sign up for HAR's various 2020 advisory groups and area networking groups.
- These leadership positions offer a unique opportunity to have a lasting impact on the Association as well as the greater Houston real estate market.
- Members of these groups research a wide variety of issues and present motions to the full HAR board of directors for consideration.
- Check out all the available groups **HERE**.
- We look forward to having a record level of involvement in 2020, but that can't happen if you don't **GET INVOLVED!**







### It's Certification Time

### **Mediation & Arbitration Training Certification**

Become a certified Property Tax Arbitrator, Mediator and receive TREC-approved continuing education.

- Tax arbitration for real estate.
- Opportunity to also get state-certified mediation certificate.
- Create an additional revenue stream.
- 24 hours of TREC continuing education.
- Certified by the TRA, TREC and the State Comptrollers Office.

**Dates:** Tuesday through Thursday, December 3 - 5

**Location:** HAR Central **Time:** 8 a.m. to 5 p.m.

**Investment:** \$1,500 (Use code **HAR** at checkout for \$300 off registration)