



The Edge

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

THIS WEEK



- What's in Store for Houston in 2020?
- City of Houston Election Snapshot
- Social Media Buzz
- 'Tis the Season to Celebrate
- Certify Yourself for Success

“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.



What's in Store for Houston in 2020?

Don't miss Stewart Title Chief Economist Ted C. Jones, Ph.D., as he shares his much-anticipated insights into Houston's 2020 economic trends.

Click [HERE](#) to register **TODAY!**

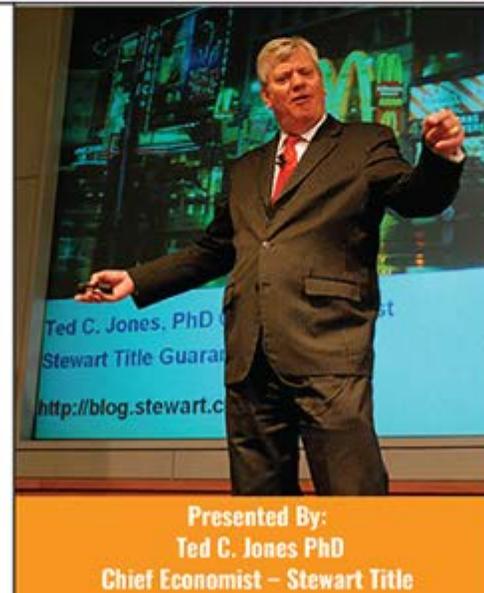


and the
BEAT GOES ON

YPN Presents:
A 2020 Economic Forecast with Dr. Ted C. Jones



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



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

JANUARY 7, 2020
11:30 a.m. Luncheon

Norris Conference Center
816 Town & Country Blvd.

Reserved Table
of 10

Individual
Tickets

Info: Roz@har.com



City of Houston Election Snapshot

HAR had a nearly 100% success rate with our recommended candidates for Houston City Council this past Saturday, December 14!

Here is a snapshot of the election results:

Houston Mayor		At-Large 1		At-Large 2		At- Large 3		At-Large 5	
Sylvester Turner	56%	Mike Knox	56%	David Robinson	59%	Michael Kubosh	61%	Eric Dick	47%
Tony Buzbee	44%	Raj Salhotra	44%	Willie Davis	41%	Janaeya Carmouche	39%	Sallie Alcorn	53%

District A		District C		District D		District F		District J	
Amy Peck	70%	Abbie Kamin	59%	Carolyn Evans Shabazz	62%	Tiffany Thomas	56%	Sandra Rodriguez	42%
George Zoes	30%	Shelley Kennedy	41%	Brad Jordan	37%	Van Huynh	44%	Edward Pollard	58%

***HAR Recommended Candidates are listed in **Blue**. HAR did not recommend in At-Large Position 4 where Dr. Letitia Plummer won with 52% of the vote and there will most likely be a recount in District H because only 12 votes separate the two candidates. District B will have a special election in 2020 after the lawsuit is finalized.*





Social Media Buzz

In this week's edition of the *HAR On the Move* podcast, we turn the tables and make co-host **Cristina Schaefer, HAR's Social Media Manager**, the guest!

Cristina discusses the most effective social media platforms and strategies for REALTORS® to successfully market their business.

Each week, *HAR on the Move* covers a wide variety of topics designed to benefit all HAR members.

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New shows every Wednesday!

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‘Tis the Season to Celebrate

Learn more about our 2019 REALTOR® wins by clicking [HERE!](#)

[*Click HERE to start your pledge TODAY!*](#)



Celebrate all the **REALTOR® Wins** from this 2019 Legislative Year by starting your **TREPAC** pledge!

Invest in your industry by being a **2020 TREPAC** Investor today!

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, the Texas Association of REALTORS® (TAR), and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. [Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of TAR.] After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the TAR political committee administrator at 800-873-9155 to obtain information about your contributions.

Certify Yourself for Success

Texas Affordable Housing Specialist (TAHS)

This two-day certification equips REALTORS® with the knowledge of "workforce housing" programs and alternatives that help make home ownership in Texas affordable and sustainable. The more you know about affordable housing programs, the better you can assist your clients in making home ownership a reality. The better your understanding of processes surrounding short sales and foreclosures, the more guidance you can provide on either side of these transactions. Together, the certification will enable REALTORS® to help clients find solutions that will meet their financial needs while best serving their long-term goals.



TEXAS AFFORDABLE
HOUSING SPECIALIST

Dates: Monday & Tuesday, January 13 & 14

Location: HAR Central

Time: 9 a.m. to 4 p.m.

Investment: \$150 members / \$175 non-members

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6