



# The Edge

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

**THIS WEEK**



- Your Ticket to *Inman Connect New York (#ICNY)*
- A Fresh Take on the Market
- MLS Subscriber Fees Increasing
- Claim Your Spot as a Leader

“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.*

## Your Ticket to *Inman Connect New York (#ICNY)*



**CONNECT 2020**  
**#ICNY**  
January 28 - 31, 2020

**LIVESTREAM**  
Watch Connect **LIVE**

- One of the most anticipated real estate conferences of the year is happening this week in New York. It's *Inman Connect New York (#ICNY)*. If you can't be there in person, do not worry! HAR has your FREE ticket to connect remotely via the [Inman Connect LIVESTREAM](#).
- It all starts on **Tuesday, January 28** and runs through **Friday, January 31**.
- Make the most of your *Inman Select* subscription and tune in to #ICNY hear from some of the brightest minds in real estate!
- Check out the speaker list [HERE](#).
- **If you aren't already an *Inman Select* subscriber, register now for this FREE HAR Member Benefit by clicking [HERE](#).**
- Please direct any subscription questions or technical problems to [customerservice@inman.com](mailto:customerservice@inman.com).



## A Fresh Take on the Market

This week, the *HAR On the Move* podcast brings you a unique perspective on the Houston housing market from **Gerald Klassen with the Real Estate Center at Texas A&M University**. Learn how iBuyers are affecting the market, how soon we can expect a recession, what the economic outlook is over the next 5 to 10 years, and much more as Gerald presents "not your average Economic Forecast."

Each week, the *HAR on the Move* podcast covers a variety of topics that are beneficial to all HAR members.  
Listen anywhere, anytime!

**New shows every Wednesday!**

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



Apple Podcasts SoundCloud Stitcher App  
Spotify Google Podcasts iHeart Radio RSS Link

## MLS Subscriber Fees Increasing

- You should have received notification last week from HAR that MLS subscriber fees are going up this year. Beginning with the second quarter MLS billing, the monthly agent subscriber fee will be \$35 (up from the current \$20) and the monthly Participant (broker) fee will be unchanged at \$85. These are billed on a quarterly or annual basis. The MLS subscriber fees fund the operations of the MLS and HAR.com/Technology.
- HAR is regarded as the premier example of what a real estate association and MLS should be. We have been able to operate the MLS and build the No. 1 real estate website in the greater Houston area without an MLS subscriber fee increase for more than 20 years. We have reached a point where we can no longer continue with the status quo, or we will fall behind other portals and major entities that are spending billions of dollars on advertising and technology meant to change the competitive environment. HAR must invest in the future to ensure that the MLS remains viable, HAR.com remains No. 1, we are able to deliver quality leads to our subscribers, and our subscribers remain relevant and able to provide the best service to their clients.
- Even with the increase, HAR MLS fees are below the national average of \$38 per month and are the lowest among the large MLSs in Texas. Most MLSs only include basic MLS access and certainly none have the consumer traffic and leads generated by HAR.com.
- ***You can check out a comparison of MLS fees and learn more [HERE](#).***



## Claim Your Spot as a Leader

### 2020 Texas REALTORS® Leadership Program (TRLP)

TRLP offers participants and graduates an ongoing opportunity to meet other motivated leaders and to share an intensive learning experience that focuses on community issues and leadership skills. The purpose of TRLP is to prepare the next generation of Texas REALTORS® to meet future challenges. The program provides participants with lectures, seminars, guest speakers, group discussions and leadership exercises that address vital issues affecting Texas REALTORS®. The dynamic format stimulates vigorous and animated discussions and involvement by all participants.

Applications are available online at [trlp.har.com](http://trlp.har.com).

**Deadline to submit applications is March 20, 2020.**

#### **Questions?**

Contact Rita Blevins at 713-629-1900 ext. 263 or via email at [rita@har.com](mailto:rita@har.com).



TEXAS REALTORS®  
LEADERSHIP PROGRAM