



The Edge

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

THIS WEEK



- New Construction Makes its Mark
- How and When to Update Your Brand
- Tell Us Why You Love HAR for a Chance to Win
- Early Voting is Underway
- March Your Way Into the Commercial World

“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.

New Construction Makes its Mark

HAR always strives to provide our members with multiple perspectives on how the Houston real estate market is doing and what new trends may be emerging. In this week's edition of the ***HAR on the Move*** podcast, we welcome back

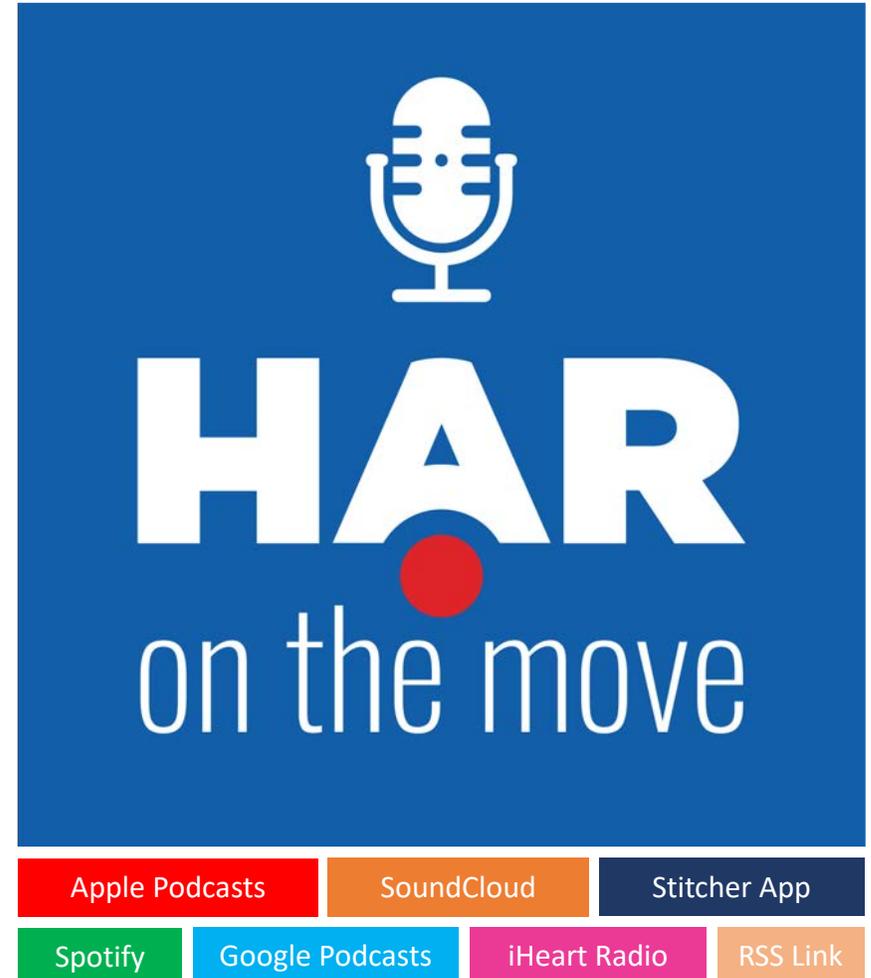
Lawrence Dean with Metrostudy to our microphones. Lawrence shares his most recent market research with us, taking a close look at how new construction is shaping the marketplace in 2020.

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.



The podcast cover features a white microphone icon at the top center. Below it, the word "HAR" is written in large, bold, white capital letters. A red circle is positioned below the letter "A". Underneath "HAR", the words "on the move" are written in a smaller, white, lowercase sans-serif font. At the bottom of the cover, there are seven colored buttons for different platforms: Apple Podcasts (red), SoundCloud (orange), Stitcher App (dark blue), Spotify (green), Google Podcasts (light blue), iHeart Radio (pink), and RSS Link (light orange).

Apple Podcasts

SoundCloud

Stitcher App

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RSS Link

How and When to Update Your Brand

- Perhaps inspired by the start of a new decade, multiple real estate brands in 2019 attempted to turn a new leaf with extensive rebrands that included new names and logos, revamped websites, refreshed marketing and the occasional office overhaul.
- While some efforts floundered, other companies' bets paid off — probably none more so than Coldwell Banker, which rolled out its first rebrand in 40 years last September.
- To hear more about this important discussion from *Inman Connect New York 2020 (ICNY2020)*, watch the entire session [HERE](#).



If you don't already enjoy the FREE Inman Select subscription that comes with your HAR membership, [sign up HERE today!](#)

inman **SELECT**



Tell Us Why You Love HAR for a Chance to Win

- Submit a video telling us what you love most about HAR for a chance to win a **FREE session in the HAR-TV studio AND a \$500 Visa Gift Card!**
- Send your 30- to 60-second video to social@har.com **by 12 p.m. this Friday, February 28.**
- The free HAR-TV studio session includes script guidance AND editing!
- Don't delay! **Email your submission TODAY to social@har.com!**



[CLICK HERE TO WATCH THE VIDEO](#)

Early Voting Is Underway

ELECTION DAY March 3, 2020



- The primary election takes place on *Tuesday, March 3, 2020*. Early voting is already underway and continues through *Friday, February 28*.
- [CLICK HERE](#) to review the complete list of **HAR Recommended Candidates** and be sure to get out and VOTE!
- For more information, please visit www.votetexas.gov.



March Your Way Into the Commercial World

Commercial Leasing Boot Camp

It's time to enroll in HAR's new Commercial Leasing Boot Camp! This is a first-of-its-kind package of classes designed for residential REALTORS® ready to expand their businesses and get into commercial leasing. Our new Commercial Leasing Boot Camp is a power-packed series of four courses brought to you over two days and worth an incredible 11 hours of CE credit! We will start at the beginning with Commercial Leasing 101 and march forward into your commercial leasing future from there! *(TREC Provider #0001)*

Dates: Monday & Tuesday, March 9 & 10

Location: HAR Central

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

Investment: \$149 for members / \$159 for non-members

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6