



The Edge

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

THIS WEEK




- Houston Real Estate Registers Another Strong Performance in August
- Rentals and Racial Discrimination
- HAR Engage Examines How to Lead in a Pandemic
- Let HAR Know How You Are Doing for a Chance to Win
- Broker Series Webinar
- Prepare to RAMP, BAM, & SLAM!

“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.***

Houston Real Estate Registers Another Strong Performance in August

HAR released **August 2020** MLS statistics last week. Here are some highlights from HAR's latest **Market Update**:

- Following a record-setting performance in July, single-family home sales held to positive territory again in August, rising 6.0 percent year-over-year with 9,195 units sold.
 - The single-family home median price climbed 7.6 percent to \$269,000 while the average price rose 7.8 percent to \$334,256. Both figures are record highs for an August.
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- Homes priced at \$750,000 and above enjoyed the greatest sales volume, soaring 40.3 percent compared to August 2019.
 - Strong sales, combined with a decline in new listings, plunged inventory to a 2.8-months supply – the lowest level in five years.
 - Townhome and condominium sales edged up 1.3 percent.
 - Houston's lease property market slowed in August. Leases of single-family homes fell 13.3 percent year-over-year while leases of townhomes and condominiums declined 13.7 percent.

You'll find the complete August 2020 Market Update in the [HAR Online Newsroom](#).



Rentals and Racial Discrimination

Housing discrimination persists in communities all across the United States. In this week's edition of ***HAR On the Move***, we welcome Bill Berman, Clinical Professor of Law at Suffolk University. Professor Berman discusses his school's recent study that uncovered high levels of discrimination toward renters in Boston, based on both race and voucher status, and explains how that relates to Houston real estate.

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

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New shows every Wednesday!

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HAR Engage Examines How to Lead in a Pandemic

2020 VIRTUAL ENGAGE CONFERENCE

Day 1 | Broker Day | Sept 23

Leading In A Pandemic

FREE to Attend!
Register at [ENGAGE.HAR.COM](https://engage.har.com)

BOB HALE
President & CEO
Houston Association of REALTORS®
MODERATOR

JOHN PEYTON
President and Chief Executive Officer
Realogy Franchise Group

GLENN SANFORD
CEO eXp World Holdings, Inc.
Chief Strategy Officer at VirBELA

SHERRY A. CHRIS
President & Chief Executive Officer
Realogy Expansion Brands

HAR Engage announces our *Leading in a Pandemic* panel on Day 1, September 23!

HAR President & CEO Bob Hale will talk with industry leaders about how their companies have pivoted amid the pandemic. To read more about these leaders, visit engage.har.com and secure your **FREE** ticket to see them! Yes, this program is **FREE OF CHARGE**, but you **must register**.



Let HAR Know How You Are Doing for a Chance to Win

It's not too late to share your story of *Stress and Triumph During the Pandemic*. Write 500 words or less OR make a one-minute video for a chance to win a \$100 gift card! It's all part of the HAR Young Professionals Network's (YPN's) ***How Are You Doing*** campaign. Read more about this initiative and how to submit your story [HERE](#).





Broker Series Webinar

How To Teach Your Agents to Work with iBuyer Opportunities

This discussion will be geared toward helping explain how most iBuyers think, and to provide a few ideas on how your agents and their clients could benefit.

Date: Tuesday, September 29

Location: Live Online

Time: 10 to 11 a.m.

Investment: FREE

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6



Prepare to RAMP, BAM, & SLAM!

LIVE CLASS: ONLINE!

HOW TO
ADD 2
(OR MORE)
DEALS PER
MONTH!

HARTEAMS

WORKMAN
SUCCESS SYSTEMS

RAMP
Rising Agent Mastery Program



CLICK
HERE FOR
MORE INFO!

RAMP Live! will reinforce what you learn throughout the assigned videos and accompanying workbook — that's right! — RAMP includes specific, actionable items to do for real results in your business, and your facilitator knows how to best lead you through them.

This course is held weekly starting on September 28th for 13 weeks.

Register [HERE](#) today!

LIVE CLASS: ONLINE!

HIT THE
GROUND
RUNNING!

HARTEAMS

WORKMAN
SUCCESS SYSTEMS

BAM
Buyer Agent Mastery



CLICK
HERE FOR
MORE INFO!

BAM Live! leads you through the Buyer Agent Mastery course — guaranteed to increase your business by two more deals per month or 24 additional transactions per year. You'll learn how to improve your real estate selling and conversion techniques in a live classroom!

This course is held weekly starting on September 30th until November 18th.

Register [HERE](#) today!

LIVE CLASS: ONLINE!

LEARN HOW
TO LIST
MORE HOMES
THAN EVER
BEFORE.

HARTEAMS

WORKMAN
SUCCESS SYSTEMS

SLAM
Seller Listing Agent Mastery



CLICK
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MORE INFO!

SLAM Live! facilitates your path to becoming a master of generating and closing more listings. It all starts here with learning the most effective prospecting and presenting techniques and learning the “list to last” system — ensuring that you dominate your market as a seller.

This Course is held weekly starting on September 28th until November 16th for 10 weeks.

Register [HERE](#) today!