



The Edge

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

THIS WEEK

- Houston Real Estate Soars Again in October
- Making Sense of the 2020 Election
- The Most Important Forecast of the Year
- Answer the Call to Serve
- Celebrate Your Incoming 2021 Leaders
- HAR Virtual Labs Every Tuesday and Thursday
- Sharpen Your Business Skills



“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 Soars Again in October

HAR will release **October 2020** MLS statistics this Wednesday. Here is an advance look at highlights of the latest **Market Update**:

- Single-family home sales experienced a fifth consecutive month of gains, leaping nearly 30 percent year-over-year with 9,287 units sold.
- The single-family home median price climbed 11.1 percent to \$266,685 while the average price rose 12.4 percent to \$334,996. Both figures are record highs for an October.



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

- Just like last month, homes priced at \$750,000 and above registered the greatest sales volume, leaping 81.6 percent compared to October 2019.
- Continued strong sales combined with a trickle of new listings drained inventory to a 2.4-months supply – the lowest level since December 2014.
- Townhome and condominium sales soared 28.3 percent.
- Houston's lease property market staged a mixed performance. Single-family home leases fell 5.1 percent year-over-year while leases of townhomes and condominiums rose 11.0 percent.

Making Sense of the 2020 Election

University of Houston Political Science Professor **Brandon Rottinghaus** returns to the *HAR On the Move* podcast this week to help us make sense of the results of the 2020 election. He offers his expert analysis of both local and national races, voter turnout and trends as well as predictions for the future.

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

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The Most Important Forecast of the Year

THE 3 R's OF REAL ESTATE AND THE ECONOMY

REINVENT

RECHARGE

REIGNITE

Ted C. Jones, PhD
Chief Economist SVP

TUESDAY, JANUARY 12
10 - 11: 30 A.M.
Live Via Zoom with Q & A



QUESTIONS:
Contact Rozlynn Crew
at roz@har.com
or 713.629.1900 ext. 222.



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

REGISTER HERE



Answer the Call to Serve

CALL *for* LEADERS in 2021

HAR is looking for leaders! Are you ready to step up and get involved with YOUR Association?

Submit your application to join one of our many advisory groups today.

www.har.com/getinvolved



2021 HAR LEADERSHIP OPPORTUNITIES

Volunteer for one of the many HAR advisory groups.
SIGN UP ONLINE TODAY! | www.har.com/getinvolved



Celebrate Your Incoming 2021 Leaders

Join us to celebrate the 2021 HAR Board of Directors and Chairman at the **2021 Virtual REALTOR® Celebration!** Register now at realtorcelebration.har.com.

The banner features a dark blue background with a gold diamond-patterned grid and bokeh light effects. On the left, a large gold circle contains the text '2021 VRC DEC. 16'. To the right, the text 'Virtual REALTOR® CELEBRATION' is displayed in white. Below this, a circular portrait of Richard Miranda is shown next to his name and title 'Richard Miranda 2021 HAR Chairman'. At the bottom left is the HAR.com logo, and at the bottom right is the registration URL 'Register at realtorcelebration.har.com'.

2021
VRC
DEC. 16

Virtual
REALTOR®
CELEBRATION

 Richard Miranda
2021 HAR Chairman

 Register at realtorcelebration.har.com



HAR Virtual Labs Every Tuesday and Thursday

HAR Virtual Labs



TUESDAY & THURSDAY
10 a.m. - 12 p.m.

How-To • Tips • Q & A

#HARVirtualLabs



HAR Virtual Labs are open sessions that are available to all members. Each **Tuesday and Thursday, from 10 a.m. to noon**, anyone who logs in can work with HAR staff in real time to get answers to their questions or quick “How To” tips on the various HAR Tools and Matrix. These are come and go sessions, so hop on at your convenience, ask your questions or just listen in, and stay on the session for as little or as much as you’d like. We are here for you and we look forward to having you join us!

#HARVirtualLabs

Visit www.har.com/labs to participate in any or all of these bi-weekly sessions.



Sharpen Your Business Skills

GRI Marketing: Business Skills

The GRI designation is the most widely recognized of the national real estate designations. This is a four-day course. Courses may be taken in any order and satisfy 10 hours of elective CE or 30 hours SAE.

- **Day 1: Seller services**
- **Day 2: Buyer services**
- **Day 3: Technology**
- **Day 4: Environment and Green Building**

Dates: November 12, 13, 16 & 17

Location: Live Online

Time: 8:30 a.m. to 5 p.m.

Investment: \$295 (FALL20 for \$20 off)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6