



The Edge

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

THIS WEEK




- Houston Real Estate Breaks Records in 2020 Despite a Pandemic
- THIS TUESDAY: The First Post-Vaccine Economic Forecast for Real Estate Professionals
- Make Safety Your Top Priority in 2021
- HAR Virtual Labs Are Here for You Twice a Week
- Enhance Your REALTOR® 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 Breaks Records in 2020 Despite a Pandemic

HAR will release **December/Full-Year 2020** MLS statistics this Wednesday. Here is a sneak peek at some of the highlights of the upcoming **Market Update**:

- Despite the devastating effects of the coronavirus pandemic around the world, Houston real estate powered through the challenges to set new records for home sales volume and pricing in 2020.
 - Single-family homes sales bested 2019's record finish by 10.5 percent with 86,996 units sold.
 - Compared to last year, the 2020 single-family average price rose 5.9 percent to \$324,069 while the median price climbed 6.1 percent to \$260,000.
 - December home sales were 25.5 percent ahead of December 2019's, with homes priced between \$500,000 and \$750,000 accounting for the largest sales volume among all housing segments.
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- Strong sales combined with a trickle of new listings drained inventory to a 1.9-months supply in December – the lowest level of all time.
 - December townhome and condominium sales rose 10.9 percent.
 - Houston's lease property market was mixed. Single-family home leases fell 14.5 percent year-over-year while leases of townhomes and condominiums rose 13.1 percent.

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



THIS TUESDAY: Dr. Ted C. Jones Presents the First Post-Vaccine Economic Forecast for Real Estate Professionals

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



REGISTER NOW

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

Impress your clients with a world-class forecast of Houston housing in 2021. [REGISTER NOW!](#)



Make Safety Your Top Priority in 2021

With many REALTORS® receiving harassing calls and texts and the recent disappearance of a REALTOR® who was fortunately found safely in Louisiana, safety MUST remain a top priority for all HAR members in 2021. With that in mind, the ***HAR On the Move*** podcast welcomes REALTOR® **Safety Trainer Brandy Liss** as our guest for this week's episode. Brandy offers potentially life-saving tips to keep you and your clients safe in the field.

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

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HAR Virtual Labs Are Here for You Twice a Week

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.



Enhance Your REALTOR® Skills

Seller Representative Specialist

This two-day course provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace.

Regardless of how long a real estate agent has been in the business, seller agency has been available and more importantly, it remains the primary focus for agents across the country. However, since the advent of buyer agency and the emphasis on training how to be an effective buyer representative, it has become apparent we can no longer assume seller agents have the same level of effectiveness. *(TREC Provider #0001)*

Date: January 19 & 20

Location: LIVE Online

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

Investment: \$99 *(Use code WINTER20 for \$20 off)*

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6