



The Edge

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

THIS WEEK



- Affordable Housing Webinar
- Houston's New Top Cop Lays Out Priorities
- New HAR Survey Finds that More Than Half of Consumers are Considering a Move
- HAR's Bob Hale Featured at Virtual Area Networking Meeting This Week
- HAR Teams
- At Home with Diversity

"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.***



Get Down with SETH Down Payment

AFFORDABLE HOUSING WEBINAR

APRIL 21
12 - 1:30 p.m.



har.com/webinars



Houston's New Top Cop Lays Out Priorities

Houston Police Chief Troy Finner, recently sworn into office, talks about safety, community policing, recruitment and other important law enforcement issues as our guest on this week's edition of ***HAR on the Move***. Chief Finner also discusses new initiatives and goals for HPD, and the many ways REALTORS® can get involved to help shape Houston communities.

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

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New HAR Survey Finds that More Than Half of Consumers are Considering a Move



CONSUMER RESEARCH PANEL

Helping shape the future of real estate in Houston.

February 2021

Your Home During COVID-19

Click [HERE](#) to download the complete survey.

- The HAR.com Consumer Research Panel's *Your Home During Covid-19* study, fielded in February 2021 to more than 10,000 Houston consumers, found that 54 percent of respondents were interested in considering a move.
- Strongest interest was a move to the suburbs or a more rural area.
- The study also found that one-third of renters are interested in buying. They are looking for more outdoor space and larger indoor living area.
- Consumers are interested in upgrading their kitchens and bathrooms.
- And not surprisingly, the interest in home office space is also significant.



HAR's Bob Hale Featured at Virtual Area Networking Meeting This Week

Please join the HAR Bay Area
Breakfast Networking Group
this **Wednesday, April 21 at 9
a.m.** HAR President & CEO **Bob
Hale** will be our virtual guest. His
topic is: *HAR During COVID and an
Industry Update.*
You won't want to miss his
presentation.

[REGISTER HERE!](#)

A promotional graphic for a virtual meeting. It has an orange background. At the top, the text "HAR During Covid & Industry Update" is written in white. Below this is a circular portrait of Bob Hale, a middle-aged man with grey hair, smiling, wearing a dark suit and a purple tie. To the right of the portrait, the text "Bob Hale" is written in large blue font, and "HAR CEO & President" is written in smaller blue font below it. At the bottom right of the portrait is a small blue circle with the HAR.com logo.

**"HAR During Covid
& Industry Update"**

Bob Hale
HAR CEO & President



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The HARTEAMS logo is displayed in a large, bold, sans-serif font. The letters "HAR" are blue, and "TEAMS" are green. Above the text is a white silhouette of a city skyline with various building shapes of different heights.

HARTEAMS

Are you ready to bring in 7-figures as a team leader? We're giving you an opportunity to hear and receive advice from experts in the real estate industry!

Come to the Team Tuesday Webinars with your hardest questions and leave with actionable solutions.

In this exclusive team leader call with a Workman Success Systems Master Coach, each monthly topic is designed to overcome your most urgent business problem and avoid key mistakes many leaders make in the growth phase of business. Throughout the webinar series we will support you in the challenges of growing your business and building your team. Take the time now to learn and watch your business soar!

This FREE webinar will be a 30-minute call on the first Tuesday of each month at 10 a.m.

Next Webinar is on May 4th

Topic: Culture of Productivity

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6



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Date: Friday, April 30
Location: Online (Live)
Training
Time: 8:30 a.m. to 5 p.m.
Investment: \$30

Register [HERE](#) today!

Questions? Please call
713.629.1900 ext. 6