



# The Edge

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

**THIS WEEK**



- Houston Housing Remains on Track for a Record Year
- Are You Registered for THIS WEEK'S *Virtual Engage* Conference?
- The Value of Video with Marki Lemons Ryhal
- Test Drive HAR's New *ShowingSmart* Service
- 20 Under 40 Rising Stars in Real Estate Awards
- Important NAR Code of Ethics Update

"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 Housing Remains on Track for a Record Year

HAR will release **September 2021** MLS statistics this Wednesday. Here is a sneak-peek at some of the key takeaways from the latest **HAR Market Update**:

- September housing indicators held to positive territory heading toward the final quarter of 2021. Single-family home sales rose 1.5 percent. On a year-to-date basis, sales are running 15.3 percent ahead of last year's record pace.
- The single-family average price rose 13.4 percent to \$372,408 and the median price climbed 13.3 percent to \$300,000. Pricing continues to moderate since reaching record highs in June;
  - Inventory dropped from a 2.4-months supply to 1.8 months which, while down, is the highest level of 2021.
  - Townhome and condominium sales increased 11.7 percent with the average price up 12.1 percent to \$240,994 and the median price up 17.6 percent to \$210,000;
  - Leases of single-family homes fell 8.2 percent while townhome and condominium leases dipped 1.8 percent.



*Look for the complete **September 2021 Market Update** in the [HAR Online Newsroom](#).*





## Are You Registered for THIS WEEK'S *Virtual ENGAGE* Conference?

**Win a \$500 VISA Gift Card!**

Sponsored By:  
*Howard Hughes.*

**REGISTER before Oct. 12 to Win!**  
And you will be automatically entered into the contest.  
Winner announced on Oct.13 during lunch break.

*Courtesy of*  
The Howard Hughes Corporation

*Open to all U.S. REALTORS® and Real Estate Agents*

# 2021 VIRTUAL ENGAGE CONFERENCE

**OCT 13-14 | 8:30 a.m. - 3 p.m.**

## Top Agents Panel

*What's Different Since March 2020? 3 top Houston agents tell all...(well, almost).*

**Register TODAY!**

**HAR.COM/ENGAGE**

Mike Mahlstedt  
Compass

Jay Bradley  
Equinox Realty Group

Nicole Lopez  
True Houston

## The Value of Video with Marki Lemons Ryhal

Renowned real estate educator and keynote speaker **Marki Lemons Ryhal** brings her vast expertise to this week's *HAR on the Move* podcast as she discusses the value of video marketing for you, your brand and your business. Marki is high-energy with lots of great advice for how HAR members can integrate video in their social media campaigns with outstanding results.

**Don't miss this episode!**

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

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## Test Drive HAR's New *ShowingSmart* Service



Now in BETA Testing!

# ShowingSmart

Sign Up for  
**ShowingSmart**  
Today!



*ShowingSmart* is the staffed showing service that has been developed by HAR's in-house Technology Team as a program for members. It has been developed with significant input from members to make it the most valuable showing service in the market. It's the smart way to schedule showings.

*Have questions about HAR's ShowingSmart?  
Get answers [HERE](#).*



## RISING STARS in Real Estate Awards

EXCELLENCE IN SALES, LEADERSHIP & COMMUNITY SERVICE



### LIVESTREAMING AWARDS CELEBRATION NOVEMBER 3, 2021 • 2 P.M.

Join your friends, family and colleagues for this highly engaging virtual event celebrating your special person as they walk the virtual red carpet to accept HAR's most prestigious young REALTOR® Award.

Post your congratulations on our LIVE SOCIAL MEDIA WALL... attend a 'Watch Party' or start one of your own. Registration is Free but required in advance. Suggested donation of \$25 to REALTOR® Relief Fund.

[Register](#)



## Important NAR Code of Ethics Update: TREC Legal II No Longer Qualifies!

The TREC Legal II course required to renew your license **no longer satisfies the NAR requirement for REALTOR® Code of Ethics training.**

\*If your agents took TREC Legal Update II in 2019, you have fulfilled the COE requirement for the current cycle.

\*If your agents took TREC Legal Update II anytime after 2019, they must complete NAR-approved COE training **before December 31, 2021** (if they haven't already done so).

***Register for an upcoming Code of Ethics training [HERE](#).***

Questions? Please email [education@har.com](mailto:education@har.com)