



# The Edge

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

**THIS WEEK**



- Take a FRESH Look at Houston Housing
- REALTORS®' Top Questions About Diversity & Inclusion
- Happening This Wednesday: Rising Stars in Real Estate Awards
- Honoring Our Veterans
- Be Sure to Check Out HAR's *ShowingSmart* Service
- Become a Certified Negotiator

“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.*

## Take a FRESH Look at Houston Housing

Check out HAR's **October 2021 FRESH (First Real Estate Snapshot of Houston)**!



- Houston remains a strong seller's market with a drop in new listings and continued depletion of active listings.
- **New Listings** saw a 5.1 percent decline compared to October of 2020, meaning inventory levels are still constrained.
- **Active Listings** fell 16.5 percent versus October of last year, as sales volume continued to outpace the entry of new listings to the marketplace.
- **Average List Price** for homes across greater Houston rose 11.6 percent year-over-year to \$384,840. That is below the record of \$399,510 reached in June of 2021.
- HAR's complete **October Market Update** will be released next **Wednesday, November 10**.
- As always, HAR will provide you with updated coverage in *The EDGE*.





## REALTORS<sup>®</sup> Top Questions About Diversity & Inclusion

We take a deep dive into Diversity & Inclusion (D&I) in this week's edition of the *HAR On the Move* podcast by having **HAR Inclusion Consultant Tracy Brown** answer the top questions REALTORS<sup>®</sup> have on the topic. You won't want to miss this important conversation, as Tracy offers critical guidance for you and your brokerage.

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

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**Happening  
This  
Wednesday:**



## **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](#)







HAR LAKE HOUSTON  
VIRTUALLY PRESENTS...

## Honoring our Veterans

A VETERAN'S DAY PROGRAM  
FRIDAY, NOVEMBER 5, 2021  
9 TO 10:30 A.M.

Special recognition for our veterans by Humble ISD students, Update on Housing Programs Available to Veterans, Update on HAR's ShowingSmart & End of Year Tax Prep!



**Cristina Schaefer**  
HAR Director of Social Media



**Kristin Babik**  
VAREP & Networking Funding



**Nicholas Stander**  
Accountant & Consultant

**BROUGHT TO BY:**








Register Using the Zoom Link...

Don't miss the Lake Houston Area  
Networking Group event  
this **Friday**,  
**November 5, 2021**  
at 9 a.m.!

Register [HERE!](#)



## Be Sure to Check Out HAR's *ShowingSmart* Service



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](#).*



## Become a Certified Negotiator

### Real Estate Negotiation Expert (RENE) Certification

This two-day interactive experience will help negotiators elevate their game. The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

**Dates:** Monday & Tuesday, November 8 & 9

**Location:** Live Online

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

**Investment:** \$199

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6