



The Edge

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

THIS WEEK



- Make Safety Your Top Priority
- Social Media Simplified
- Register to Vote
- HAR TREPAC Presents Party Gras
- Become Master of the Negotiation

“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.



Make Safety Your Top Priority



HAR reminds all members to exercise caution at all times when interacting with a prospective client. A few members recently complained that they have received inappropriate calls and texts from a man/men using different names and numbers. The calls or texts typically begin sounding quite "normal," with him inquiring about a specific property or expressing interest in buying a home in a certain neighborhood. But the moment they take a personal turn, you know this is not a legitimate real estate query. He will comment or ask about your physical appearance, and in the case of the foot fetish "creep," inquire about your footwear, nail polish and other things that have nothing to do with real estate. HAR urges all members to use the free [SafeShowings](#) service and HAR's [VerifiedUser](#) tool.

Always call 911 right away if you feel threatened at any time.



Social Media Simplified

Much has changed in the social media sphere since the pandemic began nearly two years ago. In this week's edition of the *HAR on the Move* podcast, **HAR Director of Social Media Cristina Schaefer** becomes the guest, sharing her vast knowledge of social media and best practices for fully tapping its power to effectively market your real estate business.

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

Listen anywhere, anytime!

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**HAR
com**

REGISTER TO VOTE

**BECAUSE
YOUR VOTE
MATTERS**

**Deadline:
January 31, 2022**

**Primary Election Day
March 1, 2022**

#VoteReadyTX

***The deadline to register to vote in the upcoming
March 1, 2022 Primary Election
is next Monday, January 31, 2022.***

To check your registration status, learn how to register to vote, find out what is on the ballot and much more, visit www.votetexas.gov

For early voting times, polling locations and other local information visit your corresponding county elections website listed below.

- Harris County: www.harrisvotes.com
- Fort Bend County: www.fortbendcountytx.gov
- Montgomery County: www.elections.mctx.org
- Galveston County: www.galvestonvotes.org
- Brazoria County: www.brazoriacountyclerktx.gov



HAR TREPAC PRESENTS: **PARTY GRAS**

For a \$110 Investment, You'll Get the
Traditional King Cake Package*!



Package Includes:

- Haydel's Bakery Fresh King Cake (express delivery)
- A pack of New Orleans' Own French Market Coffee
- Haydel's King Cake History Scroll
- Specialty Mardis Gras Beads



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Email: TREPAC@har.com



Become Master of the Negotiation

Real Estate Negotiation Expert 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, February 7 & 8

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