



The Edge

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

THIS WEEK



- Mortgage Rates Slam the Door on Prospective Homebuyers
- Increase Views and Exposure with Video Marketing
- How to Generate Income in the Second Home Market
- The HAR Greater Northwest Bowl-a-Thon for TREPAC is back
- HAR Offers Virtual Labs Twice a Week

“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.

Rising Mortgage Rates Slam the Door on Prospective Homebuyers

- Rising mortgage rates continue adding to the affordability squeeze for would-be homebuyers.
- Freddie Mac reports the average mortgage rate jumped to 4.42% for the week ended March 24. That's a more than a one percentage-point jump since January 2022 when rates were hovering at about 3.2%. The current rate is the highest homebuyers have seen since March 2019.
- The higher rate translates to significant costs for homebuyers. For a median-priced home, a rate of 4.4% on a fixed 30-year mortgage would cost someone an additional \$250 a month, compared with a purchaser that bought in January when the rate was about 3.2%, according to Nadia Evangelou, senior economist and forecasting director for the National Association of REALTORS® (NAR).
- Read more of this **CBS News/Moneywatch** story [HERE](#).

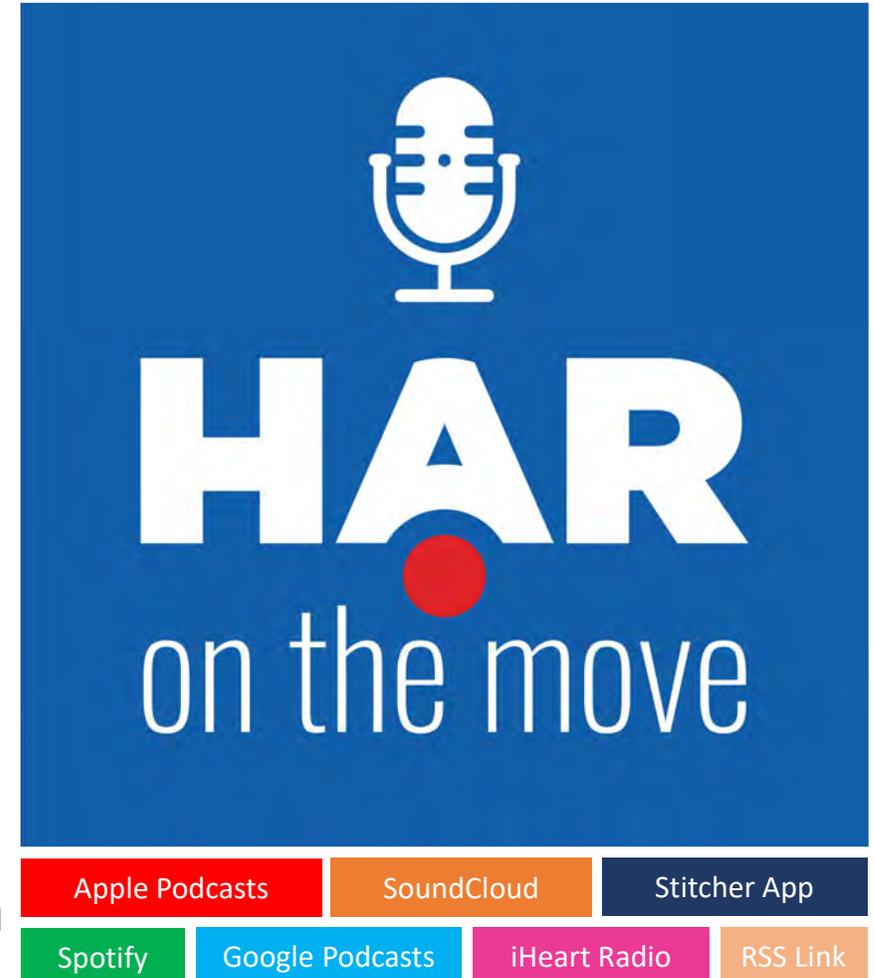
Increase Views and Exposure with Video Marketing

Are you making the most of video as part of your business plan? In this week's edition of the *HAR On the Move* podcast, **HAR Director of Video Services Claudia Hernandez** shares simple strategies for reaching more consumers, making meaningful connections and increasing your bottom line by going beyond those dry, traditional "sales pitch" videos. Don't miss this informative episode!

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

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Join us for this webinar

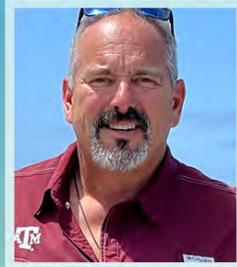
Wednesday, April 6
12-1:30 p.m.

How to Generate Income in a Second Home Market Without Living In One

PANELISTS



Kenya Burrell
Agent Education,
Pacaso
MODERATOR



Ed Eakin
Broker/Owner,
Eakin Group



Lily Jang
Agent,
Keller Williams
Memorial



Nelly Mitford
Broker/Owner,
Mitford Real Estate
Group



Shelly Scanlin
Broker/Owner,
Styled Real Estate



Sam Doshi
*Senior Manager
of Enablement &
Training,* Pacaso

WE WILL EXPLORE:

- ▶ How to position yourself to better understand and engage in the second home market
- ▶ Hear from industry subject matter experts
- ▶ Discover new and innovative ways to tap into the second home market
- ▶ Alignment with strategic partnerships
- ▶ How to tap into out of market opportunities and generate income

REGISTER HERE



The HAR Greater Northwest Bowl-a-Thon for TREPAC is back

The first event will be **Friday, April 22, 2022.**

Register now [HERE!](#)

Questions? Email trepac@har.com.



HAR & TREPAC present:
the Greater Northwest **BOWL-A-THON #1**

(Yes, there will be 2 in 2022!)

April 22 • 12 - 4 p.m.

AMF Willow Lanes
19102 Hwy. 249 North, Houston, TX 77070

\$275 per team | 5 person teams
\$55 per player
Entry fee includes use of AMF bowling balls, shoes and lunch buffet.

Not Bowling? You can still join the fun with a \$25 Side Lane Pass.

REGISTER EARLY!
Opportunities are Limited!

Register online at www.har.com/gnwbowlathon

Teams must be paid in full to be considered registered.



Dress to Impress

Awards are presented for:

- Most Original Team Costume
- Most Original Table
- Best of the Worst
- Individual High Scorer
- Top Three Teams



The Bowl-a-thon benefits TREPAC and will count towards your 2022 TREPAC investment.

For more information contact Karen Driscoll at 713.629.1900 ext. 1271 or karen@har.com

*Contributions are not deductible for Federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC), the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC), and the REALTOR® Political Action Committee (RPAC) are voluntary and are used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. The Association will not favor or disadvantage anyone by reason of the amount of their contribution, and you may refuse to contribute without reprisal by the Association. TREPAC initially receives each contribution, and a percentage is transmitted to RPAC via TAR FedPAC to meet TREPAC's RPAC annual quota. RPAC supports Federal candidates with those contributions, which are charged against your limits under 2 U. S. C. 441a. The percentage forwarded to national RPAC each month may be obtained by contacting the TAR FedPAC administrator at 800-873-9155.



HAR Offers Virtual Labs Twice a Week

HAR *Virtual Labs*



WEDNESDAY & FRIDAY
10 a.m. - 12 p.m.

How-To • Tips • Q & A

Learn more at:
www.har.com/labs

#HARVirtualLabs

