



# The Edge

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

## THIS WEEK

- A FRESH Look at Houston Housing
- Level Up Your Social Media Marketing
- ShowingSmart's Got a New Number
- Don't Miss the Latest Industry Buzz
- Webinar: Your REALTOR® Guide to Excellence
- May 6 Election Voter Registration Deadline Looms
- In-Person Classes Are Back
- HAR Global Day 2023



“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.*

## A FRESH Look at Houston Housing

Here is HAR's March 2023 **FRESH (First Real Estate Snapshot of Houston):**

- The third month of the new year concluded with all three arrows pointing upward.
- **New Listings** continued to gain momentum with 12,733 properties entered into the MLS – up 12.2 percent year-over-year.
- **Active Listings**, or the number of available properties, soared 135.6 percent year-over-year to 26,527.
- The **Average List Price (ALP)** for homes across Greater Houston rose 10.5 percent to \$419,023 – below last May's record-setting ALP of \$441,303.
- HAR's comprehensive **March 2023 Market Update** will be released next **Wednesday, April 12.**
- As always, HAR will have updated coverage in *The EDGE*.



## Level Up Your Social Media Marketing

Are you taking full advantage of the marketing benefits of social media? In this week's episode of *HAR On the Move*, **HAR Director of Social Media Cristina Schaefer** discusses social media marketing for REALTORS® – what works, what doesn't, what to post, implementing artificial intelligence (AI), how to harness the power of the algorithms and more.

**Do not miss this informative episode!**

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

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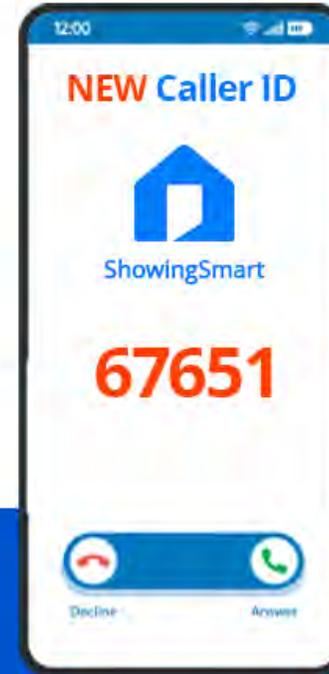
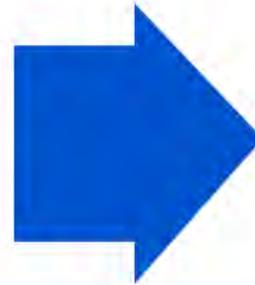
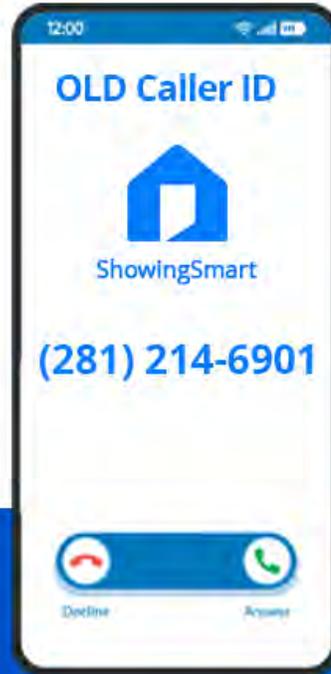
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## ShowingSmart's Got a New Number



### NEW Short Code for Notifications (Caller ID)

**MAKE A NOTE  
OF THE NEW  
CALLER ID!**



- The ShowingSmart call center number is **713-930-0427** and is available from **8 a.m. to 7:30 p.m.** seven days a week.
- ShowingSmart has a new short code, **67651**, from which any outbound calls or text messages will originate.



## Don't Miss the Latest Industry Buzz



# Hot Topics Luncheon

A Lively Educational Event with Industry Experts!



**Wednesday,  
April 12, 2023**

**11:30 a.m. to 1:30 p.m.**

**Pinstripes**  
3300 Kirby Drive

[Register Online](#)





## Your REALTOR<sup>®</sup> guide to *EXCELLENCE!*

**THU. APRIL 6**  
**12-1:30 P.M.**

[har.com/edu](http://har.com/edu)



**Opening Doors  
To Home Ownership**

**Webinar Series**

# May 6 Election Voter Registration Deadline Looms

- Many local municipalities, including cities, school districts, and utility districts, will be holding elections on **Saturday, May 6**.
- The deadline to register to vote in the upcoming May 6 local elections is **this Thursday, April 6**.
- To check your voter registration status, click [here](#).
- Have you moved recently? To update your voter registration information, click [here](#).
- The early voting period will last from April 24 through May 2.
- To check if there is an election in your area on May 6 visit your corresponding county's website below and view the sample ballot or election information.
  - [Harris County](#)
  - [Fort Bend County](#)
  - [Montgomery County](#)
  - [Galveston County](#)
  - [Brazoria County](#)
- For further voter registration questions contact your county voter registrar.
- For further election questions contact HAR Political Affairs at (713) 629-1900 x 1287





## In-Person Classes Are Back

**HAR.com**

Reconnecting, Learning,  
and *Growing Together*

Welcome back to  
**In-Person Classes**  
with **HAR!**

For Information and Registration  
[har.com/edu](https://har.com/edu) | Select the "In-Person" tab.

**April 10 - Brand You**  
9 a.m. – 12 p.m.  
1725 Hughes Landing,  
The Woodlands

**April 12 - HAR Digital  
Marketing Strategist**  
9 a.m. – 4 p.m.  
3400 Harvest Corner, Dr.,  
Richmond



## Mark Your Calendar | HAR Global Day 2023



# HAR GLOBAL DAY 2023

WEDNESDAY  
**MAY 24**  
9 a.m. – 4 p.m.

*In Person Event!*

**\$49**

**COST INCLUDES:**

- Lunch
- 6 hours of CE credits
- After Class Reception to follow!

**Cornerstone Home Lending**  
1177 West Loop South, Suite 700  
Houston, Texas 77027

**REGISTER**