



The Edge

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

THIS WEEK



- The Chatbot Revolution Has Begun
- Market Outlook with NAR Chief Economist Lawrence Yun
- New Short Code for ShowingSmart
- Webinar: Closing the Gap Between People and Possibilities
- Tax Strategies and Financial Planning for REALTORS®
- Upcoming In-Person Classes
- Your Vote Counts in Pearland

“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.

The Chatbot Revolution Has Begun

- Tools such as ChatGPT and Bard are brand new but already revolutionizing online content and the real estate industry.
- Chatbots have existed for many years, including in the real estate industry where high-profile companies have made them core parts of their product lineups.
- But the reason everyone is suddenly talking about AI is largely thanks to a company called OpenAI, which set the world ablaze with the debut in December of a free public version of its chatbot, dubbed ChatGPT.
- More than 1 million people signed up for ChatGPT within five days of its launch, and it has since reportedly grown to more than 100 million users.
- Rivals have entered the market, but ChatGPT was really what ignited the current hype around AI.
- [CLICK HERE](#) to find out how ChatGPT, Bard and other AI tools are revolutionizing online content and the real estate industry and gain access the *Inman News AI Handbook*.

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Market Outlook with NAR Chief Economist Lawrence Yun

The first quarter of 2023 is already behind us and real estate is holding its own. But what does the rest of the year have in store for us, where are interest rates headed and what other possible economic headwinds lie ahead? For those answers and more, we welcome **NAR Chief Economist Dr. Lawrence Yun** to the *HAR On the Move* podcast.

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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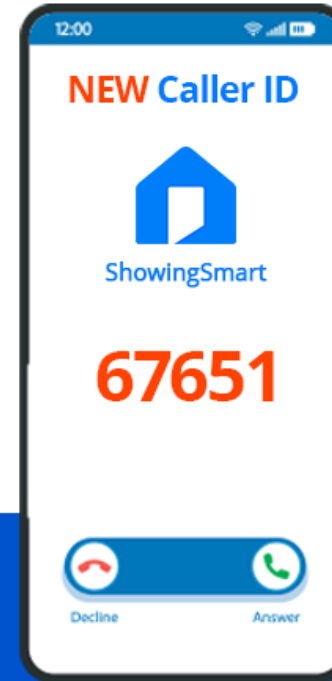
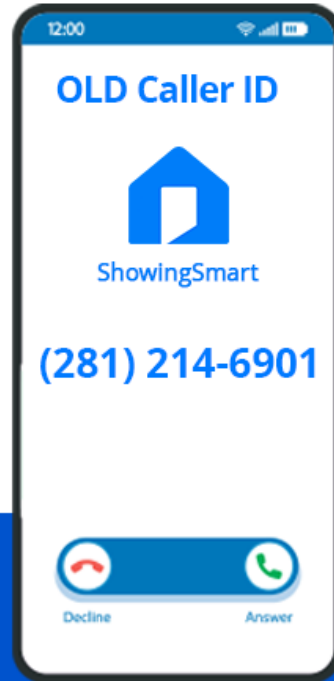


New Short Code for ShowingSmart



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

NEW Short Code for Notifications (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.



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Closing the Gap Between People and Possibilities

WED. APRIL 19
12-1:30 P.M.

har.com/edu



**Opening Doors
To Home Ownership**

Webinar Series



Tax Strategies & Financial Planning for REALTORS®

Webinar Series

April 20 | 12-1:30 p.m.

HOPE IS NOT A FINANCIAL STRATEGY:
WHY HAVING A BACK-OFFICE
SYSTEM MATTERS

har.com/edu





Upcoming In-Person Classes



Reconnecting, Learning,
and *Growing Together*

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

For Information and Registration
har.com/edu | Select the "In-Person" tab.

April 19 – Get Insta-Known With Instagram

10 a.m. – 12 p.m.

4690 Sweetwater Blvd, Ste. 290,
Sugar Land

April 19 – Mastering Communication in 4 Easy Steps Using DISC

1 p.m. – 3 p.m.

4690 Sweetwater Blvd, Ste. 290,
Sugar Land



Your Vote Counts in Pearland



Elections in the City of Pearland
Election Day: May 6 | Early Voting: April 24-May 2



**Mayor
Kevin Cole***



**Councilmember
Position 3
Alex Kamkar***



**Councilmember
Position 7
Antonio Johnson**

**signifies Incumbent*

For more election information including bond information
visit www.pearlandtx.gov