



The Edge

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

THIS WEEK



- Single-Family Rentals See Steady Demand in March
- HAR Products, Services and Benefits
- Early Voting is Underway in Pearland
- What's New in Ford Bend County?
- Upcoming In-Person Classes
- Road to Success in Luxury Global Real Estate
- Explore Your Personal Branding
- Travel Along to the Next Destination
- Let Your Voice Be Heard with TREC
- HAR Global Day

“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.



Single-Family Rentals See Steady Demand in March

HAR released March 2023 rental data last week. Here are key takeaways from the report:

- Consumers kept up demand for single-family rental homes in March as uncertainty about interest rates and inflation continued to weigh on the resale segment of the Houston housing market.
- March single-family home rentals rose 15.1 percent year-over-year, with the average rent up 3.5 percent to \$2,149.
- A total of 3,804 leases were signed compared to 3,305 in March 2022.
- New listings of single-family rentals surged 19.5 percent.
- The townhome and condominium rentals market was down in March. Leases of those properties fell 4.0 percent with 597 units leased compared to 622 last year.
- The average townhome/condo rent was flat at \$1,858.



Houston Association of REALTORS®

Rental Market Update MARCH 2023

SINGLE FAMILY	TOWNHOME/CONDO
 <p>Average Lease Price \$2,149 ↑ 3.5% <small>Year-Over-Year Changes</small></p> <p>Leased Listings 3,804 ↑ 15.1% <small>Year-Over-Year Changes</small></p>	 <p>Average Lease Price \$1,858 FLAT <small>Year-Over-Year Changes</small></p> <p>Leased Listings 597 ↓ -4.0% <small>Year-Over-Year Changes</small></p>

*Read the complete
March 2023 Rental Market Update
in the
[HAR Online Newsroom.](#)*

HAR Products, Services and Benefits

Are you taking full advantage of the many products and services that HAR has developed and rolled out to members? Do you even know what all those products and services are and how they could benefit your business? **HRIS Chairman Mario Arriaga** breaks it all down for you in 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.

Listen anywhere, anytime!

Subscribe today wherever podcasts are available or visit [HAR Connect](#) for the latest episode.



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Early Voting is Underway 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



What's New in Fort Bend County?

HAR TREPAC & Fort Bend present

Spring Update

Wednesday, April 26, 2023

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

During the Fort Bend Networking Luncheon

Sugar Creek Country Club
420 Sugar Creek Blvd.
Sugar Land, TX 77478



SPEAKER
Joe Zimmerman
Mayor of Sugar Land

Register Online
bit.ly/HARFBAPRIL2023





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.

May 2 – Mastering the CMA

8:30 a.m. – 5 p.m.
10100 Katy Freeway, Ste. 650

May 3 – Objections as Opportunities

1 p.m. – 4 p.m.
10100 Katy Freeway, Ste. 650



Road to Success in Luxury Global Real Estate

**The Road to Success
in Luxury Global
Real Estate:**

*Insights and Advice
from Top Agents*

**WEDNESDAY,
MAY 3**
12 - 1:30 p.m.

REGISTER ONLINE:
www.har.com/edu





Explore Your Personal Branding



BRAND YOU!



MAY 3

9 a.m. - 12 p.m.

Goosehead Insurance
10100 Katy Freeway, Ste 650
Katy, TX

This class will provide you with the opportunity to explore your own personal branding and help brainstorm effective and powerful marketing strategies.

These strategies include:

- defining your target market,
- determining your personal online identity,
- building a consistency of brand across multiple platforms,
- and learning how to become an influencer instead of just another online presence.

This course is part of the HAR Certified Marketing Specialist Certification.

Register: www.har.com/edu



Travel Along to the Next Destination



HAR TREPAC

HAR Global

ADVENTURE

HAR TREPAC and **HAR Global** are teaming up to bring you tips, guest speakers, cultural activities and more!

REGISTER: https://www.har.com/education/class_detail/49189

Contributions are not deductible for federal income tax purposes. Contributions to the Texas REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.

MAY 17, 2023

DESTINATION 2

NIGERIA



Immersed in the Diaspora: a Taste of Nigeria Experience!

Contact Us for More Information!

Email: trepac@har.com



Let Your Voice Be Heard with TREC



TREC MEETING *in* HOUSTON

**Tuesday,
May 16, 2023
9 a.m.**

**DoubleTree
Greenway Plaza
6 E. Greenway Plaza
Century Ballroom II**

Let Your Voice Be Heard!

This is your opportunity to make public comments.





In Person Event!



HAR GLOBAL DAY 2023

WEDNESDAY

MAY 24

9 a.m. – 4 p.m.



\$49

COST INCLUDES:

- Lunch
- 6 hours of CE credits
- After Class Reception at McCormick & Schmick's

This course will help enhance your knowledge of how the Greater Houston area, and the state of Texas, is changing demographically, where people are moving and what types of real estate foreign buyers are purchasing.

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

Register Online: www.har.com/edu