



# The Edge

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

## THIS WEEK



- June Delivers Strong Numbers for Houston Rentals
- “Reel” In More Business with Video Marketing
- Two New Agent/Company Website Templates
- Create Free and Easy Floor Plans with CubiCasa
- Join TREPAC August 4 for Networking and Fun
- Travel to Our Next Destination: A Taste of Greece
- Turning Dreams Into Reality (Webinar)
- Join the Global Business Network
- We Want Your Feedback on *The EDGE*

“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.*



## June Delivers Strong Numbers for Houston Rentals

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

- Demand for rental housing across Greater Houston was strong in June, drawing steady consumer interest as uncertainty about mortgage rates and inflation kept home sales below seasonal norms.
- June single-family home rentals increased 16 percent year-over-year, with the average lease price up 2.9 percent to \$2,344, a record high.
- A total of 4,211 leases were signed compared to 3,631 in June 2022.
- New listings of single-family rentals rose 18.4 percent.
- The townhome and condominium rentals market jumped in 15.3 percent in June with 767 units leased compared to 665 last year.
- The average townhome/condo rent rose 7.7 percent to \$2,053 also a record high.



Houston Association of REALTORS®

### Rental Market Update JUNE 2023

SINGLE FAMILY	TOWNHOME/CONDO
 <p><b>AVERAGE LEASE PRICE</b> \$2,344   ↑ 2.9% <small>Year-Over-Year Changes</small></p> <p><b>LEASED LISTINGS</b> 4,211   ↑ 16.0% <small>Year-Over-Year Changes</small></p>	 <p><b>AVERAGE LEASE PRICE</b> \$2,053   ↑ 7.7% <small>Year-Over-Year Changes</small></p> <p><b>LEASED LISTINGS</b> 767   ↑ 15.3% <small>Year-Over-Year Changes</small></p>

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



## “Reel” In More Business with Video Marketing

Lights! Camera! SOLD! In this week’s episode of *HAR On the Move*, we welcome back **HAR Director of Video Services Claudia Hernandez**. Claudia discusses long-form versus short-form video marketing – the pros, the cons and everything in between!

**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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## Two New Agent/Company Website Templates

Create a stunning website  
*in minutes!*



### HAR Launches Two New Agent/Company Website Templates!

Both templates offer the same agent promotion, listing promotion and lead generation benefits as before but with an updated look!

**Platinum**



HAR MLS Platinum subscribers now have access to two new **Agent/Company Website** templates.

Learn more during the Platinum Training Facebook Live on **Tuesday, July 25 at 12 p.m.**

*Not a Platinum agent? Sign up at [HAR.com/platinum](https://www.har.com/platinum).*



## Create Free & Easy Floor Plans with CubiCasa

**CubiCasa Webinar**  
Tuesday, July 26  
2 p.m.

Sign up for the webinar and learn more about FREE floor plans through CubiCasa at [www.harconnect.com/cubicasa](http://www.harconnect.com/cubicasa).

**HAR.com** **CUBICASA**  
LISTING FLOOR PLAN

WEBINAR

### CREATE FREE & EASY FLOOR PLANS

Members now have access to free floor plans through CubiCasa!

Wednesday, July 26th 2:00 PM CST



## Join TREPAC August 4 for Networking and Fun

HAR & TREPAC present:



### the Greater Northwest **BOWL-A-THON**

**AUGUST 4**  
**12 - 4 p.m.**

**Bowlero - Willowbrook**  
19102 Hwy. 249 North, Houston, TX 77070

For More Information visit:  
[www.har.com/go/gnwbowlathon](http://www.har.com/go/gnwbowlathon)





## Travel to Our Next Destination: A Taste of Greece

DESTINATION 3  
**GREECE**

**AUGUST 9, 2023**

*Contact Us for  
More Information!*

**Email: [trepac@har.com](mailto:trepac@har.com)**

Food Provided by:



HAR TREPAC

Global

**ADVENTURE  
SERIES**



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.



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## AFFORDABLE HOUSING *Webinars*

# Turning DREAMS into REALITY

**COVENANT COMMUNITY CAPITAL:**  
*Your Pathway to Homeownership*



*Join Us!*

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

**AUGUST 16**  
12 - 1:30 p.m.





## Join the Global Business Network

*Interested in Global Real Estate?*

### *Sign Up for the Global Business Network*

- Receive exclusive emails from HAR Global.
- Get the latest information about the world of global real estate and upcoming courses.
- Stay updated on the new Global Information Exchange and more!



**Sign Up at [bit.ly/HARGlobal](http://bit.ly/HARGlobal)**





## We Want Your Feedback on *The EDGE*



HAR wants your feedback on *The EDGE* publication that is distributed each week.

Please check your inbox for the survey that was sent on Tuesday, July 18.

We would appreciate a few minutes of your time to complete the survey to let us know if you like *The EDGE* as it currently exists or would like to see changes in content, format and other aspects.