



# The Edge

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

## THIS WEEK

- A FRESH Look at Houston Housing
- HAR Central Building Closed on Tuesday, Aug. 8
- 2024 HAR Board of Directors Election
- Seller Impersonation Fraud: Red Flags & Best Practices
- Tickets on Sale for 2023 ENGAGE Conference
- Webinar: Turning Dreams Into Reality
- Back to School, Back to Contract Mastery
- TREPAC Zero to Hero Luncheon
- HAR TREPAC Presents A Night at Tony's
- Join Us at the Montgomery County Bowl-a-Thon
- NOBCF Annual Luncheon Set for Oct. 2



“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 July 2023

**FRESH (First Real Estate Snapshot of Houston):**

### New Listings

↓ 10.3%

12,818

New listings were lower this July than a year ago. REALTORS® entered 12,818 properties into the Multiple Listing Service (MLS) compared to 14,283 last year. That is down 10.3 percent.

**Pre-Pandemic:** New listings are 4.3 percent below the July 2019 volume which totaled 13,399.



### Active Listings

↑ 5.6%

22,602

Active listings, or the number of available properties, continue trending slightly ahead of 2022 levels. July active listings are up 5.6 percent year-over-year with 22,602 properties in the MLS versus 21,395 in July 2022.

**Pre-Pandemic:** Active listings are 24.0 percent below the July 2019 volume which totaled 29,743.



### Avg. List Price

↑ 0.6%

\$437,703

The average list price (ALP) for a Houston home remains above 2022 levels, but at \$437,703, remains below the record-setting May 2023 ALP of \$441,748. The July ALP is up a fractional 0.6 percent from \$434,892 in July 2022.

**Pre-Pandemic:** The ALP is 35.6 percent above its July 2019 value when it was \$322,757.



- July brought a mixed bag of readings on the Houston housing market.
- **New listings** were down 10.3% with 12,818 properties entered into the MLS versus 14,283 last year.
- **Active Listings**, or the number of available properties, were up 5.6 percent year-over-year.
- The **Average List Price (ALP)** for homes in the Greater Houston area rose 0.6 percent to almost \$437,703.
- HAR's comprehensive **July 2023 Market Update** will be released this **Wednesday, August 9**.
- As always, HAR will have updated coverage in *The EDGE*.





The **HAR Central** building will be **CLOSED for MAINTENANCE** on **TUESDAY, AUGUST 8.**

All HAR member services will be available, however, the Central building will be closed for maintenance. All Branch Offices will be open during normal operating hours.





## 2024 HAR Board of Directors Election

Voting in the **2024 HAR Board of Directors** election ends August 7 at 5 p.m.

After the polls close, you can see the list of newly elected board members at [www.har.com/election](http://www.har.com/election).





## Seller Impersonation Fraud: Red Flags & Best Practices

“Verify everything, look for red flags and do the research.”  
That’s the message from **HAR Chair Cathy Treviño** on this week’s *HAR On the Move* podcast. Cathy discusses how REALTORS® can protect themselves and their clients from seller impersonation fraud.

***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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## Tickets on Sale for 2023 ENGAGE Conference



**Tickets on Sale!**

**HAR.com 2023 ENGAGE CONFERENCE**

**TICKETS are \$99!**  
(UNTIL 9/1)  
Register by Oct. 9 to be entered into an iPad Pro giveaway.

**THURSDAY, OCT. 12, 2023**

Norris Conference Center  
[www.HAR.com/engage](http://www.HAR.com/engage)

World Class Speakers | Technology | Real Estate Trends | Industry Leaders | and much more



## 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.





# HCP

HAR Contracts Pro

**All classes  
offered in the  
month of  
August!**

**COMPLETE INFO**  
[har.com/edu](http://har.com/edu)

## DESIGNATION OF THE MONTH:

# Back to School, Back to CONTRACT MASTERY!

*Any member seeking the HCP will need to take  
all five of these 3-hour courses.*

- **Contracts:** Seller Side
- **Contracts:** Buyer Side
- **Contracts:** The 1-4 Family Contract
- **Contracts:** The TREC Addenda or A Guide to Contract Addenda, Amendments, Disclosures and Notices
- **Contracts:** TAR Residential Lease





## Join TREPAC August 17<sup>th</sup> for Zero to Hero Luncheon



Guest Speaker:  
**SANDEE PAYNE**

Sandee Payne presents her **"Hustle to One Hundred"** program. Payne dives into the systems and processes needed to step up your listing game and **reach 100 listings in one year!**

# ZERO to HERO LUNCHEON



Ticket counts toward your **2023 TREPAC Investment.**

**TICKET:**  
**\$50**  
(includes lunch)

**AUGUST 17, 2023**  
**11 a.m. - 2 p.m.**

**MAGGIANO'S LITTLE ITALY**  
**2019 Post Oak Blvd.**  
**Houston TX 77056**

**REGISTER ONLINE:**  
<https://bit.ly/HARZero2Hero>

\*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 TREPAC Presents A Night At Tony's!



**HAR TREPAC PRESENTS**

*A Night at*  
**TONY'S**

*Thursday, August 31, 2023*

SPECIAL INVITATION ONLY

Email [trepac@har.com](mailto:trepac@har.com) for more information

### How to Receive Your Invitation

- Be a first time \$500 investor for 2023
- Be a first time Major Investor of \$1,000 or more for 2023
- Be a Current Major Investor and recruit a new \$1,000 investor for 2023
- Increase your investment for 2023 by at least \$500 over your 2022 investment



HAR & TREPAC present:



## Montgomery County **Bowl-a-Thon**

# JOIN US!

## SEPT 15

10 a.m. - 1 p.m.

**Bowlero – The Woodlands**

27000 I-45 N

Conroe, TX 77385

Register online at  
[www.har.com/go/montgomerycounty](http://www.har.com/go/montgomerycounty)





## Invest in TREPAC Today!



[www.har.com/trepac](http://www.har.com/trepac)

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



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## Invest in TREPAC Today!

The TREPAC Year Ends on September 30!



## Join the NOBCF for Annual Luncheon & Silent Auction

**NANCY OWENS**  
BREAST  
CANCER FOUNDATION

### Luncheon & Silent Auction

October 2, 2023  
11 AM- Hilton Americas  
1600 Lamar Street, Houston, 77010





*Spirit of Courage Award Recipient:*  
**Lori Carper**  
Director of Meetings/Special Events at Houston Association of Realtors®, Community Leader, Breast Cancer Survivor.



*MC:*  
**Deborah Duncan**  
Emmy Award winning host and senior producer of the TV program, Great Day Houston, at CBS affiliate KHOU-11.

*Featuring Guest Speaker*  
**Tig Notaro**

Tig Notaro is a comedian, writer, producer, director, podcaster and actress and breast cancer survivor. Nataro has also earned a Grammy Nomination in 2014 for Best Comedy Album at the 56th Annual Grammy Awards for her acclaimed album, Live.

 Purchase tickets and sponsorships at [www.nancyowens.org](http://www.nancyowens.org)

The Nancy Owens Breast Cancer Foundation is a 501 (c) (3) corporation

