



The Edge

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

THIS WEEK



- Consumers Send Single-Family Rentals into Record Territory
- New Laws & Advocacy: What REALTORS® Need to Know
- Put Cybersecurity to Work for You (Webinar)
- HAR Business Management Program
- HAR TREPAC Presents a Night at Tony's
- Invest in TREPAC Today
- Join Us for Networking & Fun September 15
- Don't Miss HAR's 2023 ENGAGE Conference
- Engage Consumers by Providing Premium Content
- Get Your Global Real Estate Questions Answered

"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.

Consumers Send Single-Family Rentals into Record Territory

HAR released July 2023 rental data last week.

Here are key takeaways from the report:

- Demand for Houston rental homes soared in July, reflecting a continued quest for alternate housing amid lingering concerns about affordability and interest rates.
- July single-family home rentals jumped 19.0% year-over-year, with the average lease price up 3.0% to \$2,363, a record high.
- A total of 4,211 leases were signed compared to 3,631 in June 2022. That is the highest volume of single-family leasing ever recorded.
- New listings of single-family rentals rose 11.6%.
- Townhome and condominium rentals rose 3.9% in July with 716 units leased compared to 689 last year.
- The average townhome/condo rent rose 2.0% to \$1,963, down from last month's record high of \$2,048.



Houston Association of REALTORS®

Rental Market Update

JULY 2023

SINGLE FAMILY	TOWNHOME/CONDO
 <p>AVERAGE LEASE PRICE \$2,363 ↑ 3.0% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 4,396 ↑ 19.0% <small>Year-Over-Year Changes</small></p>	 <p>AVERAGE LEASE PRICE \$1,963 ↑ 2.0% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 716 ↑ 3.9% <small>Year-Over-Year Changes</small></p>

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



New Laws & Advocacy: What REALTORS® Need to Know

This week on the *HAR On the Move* podcast, **Amber Burton**, HAR Director of Governmental Affairs and Advocacy, and **Karen Driscoll**, HAR Director of Political Affairs & TREPAC, discuss new laws going into effect that will impact the real estate industry. Plus, advocacy and everything you need to know to vote in the 2023 elections.

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.



Apple Podcasts

SoundCloud

Stitcher App

Spotify

Google Podcasts

iHeart Radio

RSS Link



Put Cybersecurity to Work for You

A promotional graphic for a webinar. The background is a blurred image of a man in a suit pointing at a large orange padlock icon. Surrounding the padlock are several smaller orange globe icons, each with a dashed orange circle around it. The graphic is split into two main color sections: a dark grey/blue area on the left and a bright orange area on the right.

SPEAKER:
Aamir Hasanali
Houston Cybersecurity Ambassador
Chase J.P. Morgan

HAR.com **REALTOR®**
SAFETY

CYBERSECURITY:
How to protect you, your family, and your business

Webinar
SEPTEMBER 6
12 - 1:30 p.m.

har.com/edu



HAR Business Management Program

This is a 10-week Fully Digital 'mini-MBA' for Current and Future Leaders of the Real Estate Industry.

**PROGRAM BEGINS
ON SEPT. 19!**

10 WEEKS TO MASTER YOUR BUSINESS!

This program is currently pending CE approval.

WEEK 1 & 2



Vision, Goals & Planning Process

WEEK 3 & 4



Coaching Teams & Serving Customers

WEEK 5 & 6



Empowering People & Systems of Management

WEEK 7 & 8



Demystify the Finances: A 2-part Case Study

WEEK 9 & 10



Apply the Finances: Grow the Bottom Line

To Learn More or Register, Visit: www.goalmakers.com/har



HAR TREPAC presents *A Night at Tony's*

Email trepac@har.com
for more information.

HAR TREPAC PRESENTS

A Night at **TONY'S**

THURSDAY | **SPECIAL INVITATION ONLY**
AUGUST 31, 2023

How to Receive YOUR invitation

- Be a first time \$500 investor for 2023
- Be a first time Major Investor of \$1000 or more for 2023
- Be a Current Major Investor and recruit a new \$1000 investor for 2023
- Increase your investment for 2023 by at least \$500 over your 2022 investment

Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of 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®, the Texas Association of REALTORS® (TAR), and its local associations will not favor or disfavor anyone because of the amount of their contributions. 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 subject to the same contribution limits under 52 USC § 30116. Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of TAR. 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 TAR political committee administrator at 800-873-9155 to obtain information about your contributions.



Invest in TREPAC today!



www.har.com/trepac

Questions? Email
trepac@har.com



Invest in TREPAC Today!

The TREPAC Year Ends on September 30!



Join Us for Networking & Fun September 15

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



Don't Miss HAR's 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

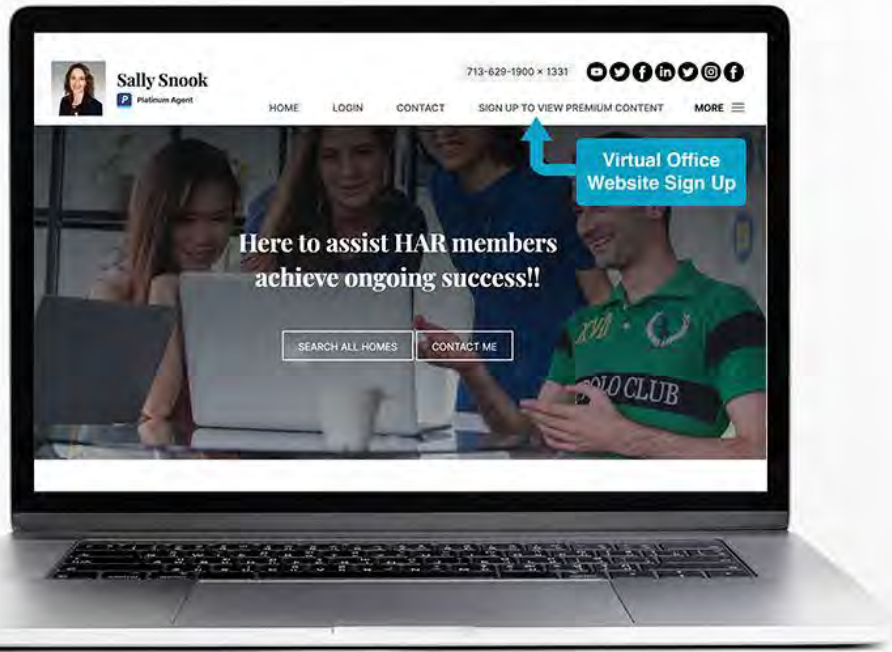
Norris Conference Center
www.HAR.com/engage

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



Engage Consumers by Providing *Premium Content!*

Platinum



Premium Content Via Virtual Office Website

Benefits Include Consumer Access to:

- Sold Prices
- Property History Reports
- Saved Searches
- *And more!*

Find out more cms.har.com/vow

Platinum subscribers can now provide **Premium Content** to clients via their **Virtual Office Website (VOW)**.

*Not a Platinum subscriber?
Sign up at
HAR.com/platinum.*



Get Your Global Real Estate Questions Answered



The GLOBAL HOTLINE

Log on and ask your global real estate related questions to our panel of professionals.

Registration is not required.



10 - 11 a.m. via Zoom | Next Session: Sept. 15 | www.har.com/GlobalHotline