



The Edge

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

THIS WEEK



- How Surging Mortgage Rates are Reshaping Housing
- Beyond the Bus: METRO's Impact on the Economy
- Put Your Digital Business Card to Work
- Discount ENGAGE Pricing Ends This Friday
- Tap Into the Power of Cybersecurity
- HAR Business Management Program
- Join Us for Networking & Fun September 15
- Your Opinion Matters
- Answers to Your Global Real Estate Questions
- Expand Your Horizons

"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.

How Surging Mortgage Rates are Reshaping Housing

- HAR Chair Cathy Treviño was featured in an NPR story last Friday about the effects mortgage rates are having on housing markets across the country. NPR Business Reporter Scott Horsley interviewed Cathy for the Houston perspective.
- Mortgage rates have climbed to the highest level in more than two decades — and that's leading to a split-screen market in housing.
- Sales of existing homes have fallen sharply, but new homes are selling fast, as the shortage of "For Sale" signs elsewhere drives more buyers to consider new construction.
- The story examines five factors to consider in the current housing market:
 1. Some would-be buyers are priced out of the market.
 2. Many sellers are sidelined as well.
 3. Bidding wars are still common.
 4. New homes are in high demand.
 5. Small is the new big.
- [CLICK HERE](#) for the complete story.





Beyond the Bus: METRO's Impact on the Economy

Time to talk transportation! This week's guest on the *HAR On the Move* podcast is **METRO Chairman Sanjay Ram**. Sanjay discusses the importance of transit for the Houston region and its impact on the local economy as a whole and on Houston-area residents. The interview is chock full of valuable information for your clients and customers.

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!

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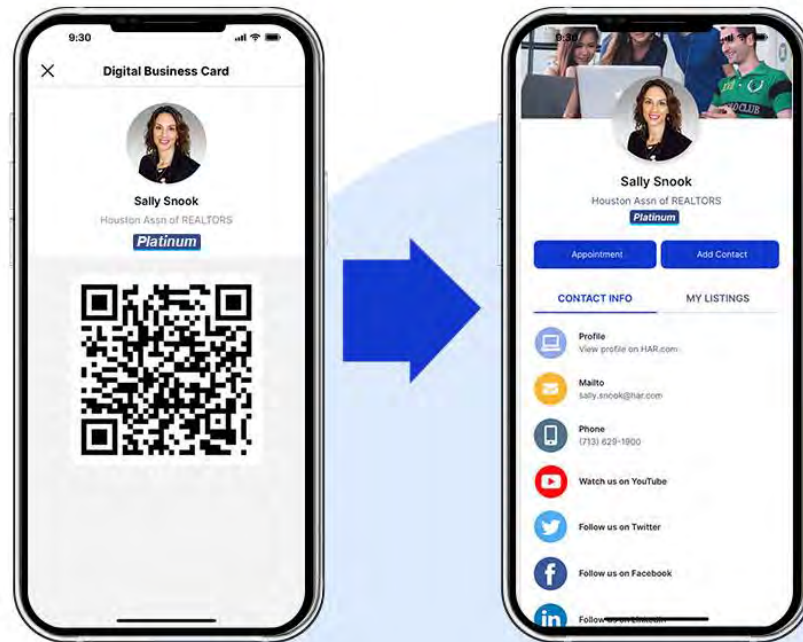
Put Your Digital Business Card to Work



Platinum Digital Business Card

**Instantly
Connect
Anywhere,
Anytime!**

Platinum



- Platinum subscribers can now find their **Digital Business Card** in the HAR.com app.
- People can scan your unique QR code to easily add you to their phone's contact list.
- Your **Digital Business Card** includes your phone number, email, link to your HAR.com Agent Profile, social media accounts, listings *and more!*
- *Read more about this tool [HERE](#).*

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Discount ENGAGE Pricing Ends This Friday



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HAR.com

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(UNTIL 9/1)

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**THURSDAY,
OCT. 12, 2023**

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Tap Into the Power of Cybersecurity

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



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



**YOUR
OPINION
MATTERS**



Be on the Lookout for the **Annual Member Global Survey** this September 2023

Take the survey when it is emailed to you between 9/18-29, and you could win a \$100 Amazon Gift Card!



Answers to Your Global Real Estate Questions



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



Expand Your Horizons *and launch your global career*

September 21, 22, 25, 26, 27
8:30 a.m. - 5 p.m. | In-Person

HAR CENTRAL - 3693 Southwest Fwy, Houston, TX 77027

- Day 1** - Global Real Estate: Local Markets - #35821
- Day 2** - Global Real Estate: Transaction Tools - #35820
- Day 3** - The Americas & International Real Estate - #35819
- Day 4** - Europe & International Real Estate - #35732
- Day 5** - Asia/Pacific & International Real Estate - #35733

Earn 40 hours of CE credits.

CIPS RECEPTION:

Thursday, September 28 | 4 - 6 p.m.
Cadillac Bar, 1802 Shepherd Dr. - Houston, TX 77007

REGISTER ONLINE
www.har.com/edu

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