



The Edge

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

THIS WEEK



- Houston Real Estate Remains Steady in August as Summer Ends
- Get Ready for the 2023 Engage Conference
- Engage Hot Topics: Social Media, Video Marketing & Platinum Tools
- Register for Engage and You Could Win an iPad Pro
- Free FOREWARN Account for HAR MLS Subscribers
- In-Person Class: Safety Has No Asking Price
- Unleash the Power of the Cloud CMA Platinum Tool
- New Platinum Tool: Social Profiles
- Get Your MUDs, PUDs and PIDs Questions Answered
- It's Time for the Annual Global Survey

“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.

Houston Real Estate Remains Steady in August as Summer Ends

*HAR released August 2023 MLS statistics last week. Here is a look at some key takeaways from the latest **HAR Market Update**:*

- Home sales across Greater Houston were down for a 17th straight month, however the rate of decline was the smallest since last spring.
- Single-family home sales declined 3.8 percent year-over-year with 7,983 units sold compared to 8,301 in August 2022. When compared to pre-pandemic August 2019, home sales were down 8.0 percent.
- Months supply of homes climbed to 3.3, the highest since May 2020 when it also was 3.3.
- The average price rose 2.5 percent to \$420,124 while the median price was statistically flat at \$339,000.
- Townhome and condominium experienced their 15th consecutive monthly decline in August, falling 19.0 percent year-over-year with 556 closed sales versus 687 a year earlier. The average price rose 2.7 percent to \$260,909 and the median price climbed 3.2 percent to \$225,000. Inventory grew from a 1.9-months supply to 3.2 months, the highest level since January 2021.



Look for the complete August 2023 Market Update in the [HAR Online Newsroom](#).



Get Ready to Engage!

This week, the *HAR on the Move* podcast is highlighting the 2023 HAR Engage Conference. We welcome Advisory Group Co-chairs **Diana Ayers** and **Kat Robinson** to discuss what you can expect, the speaker lineup and why EVERY real estate agent should plan to attend this year's conference on October 12. Don't miss this informative episode and buy your Engage tickets today!

Each Wednesday, *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



The Edge



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

Produced by the HAR Communications Department.



2023 ENGAGE CONFERENCE

**TICKETS on
SALE NOW!**

**THURSDAY,
OCT. 12**

Norris Conference Center • CityCentre
816 Town & Country - Houston, TX

www.har.com/engage

**Beyond the Trends:
Riding the Viral Wave
with Timeless Social
Media Marketing**



Cristina Schaefer
HAR Director of Social Media

**Elevate Your Brand
with Video Marketing
and AI Tools**



Claudia Hernandez
HAR Director of Video Services

**Platinum Tools
to Grow Your
Business**



Sally Snook
HAR Technology Marketing Specialist

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



Register for Engage and You Could Win an iPad Pro!

2023 ENGAGE CONFERENCE

THURSDAY, **OCT. 12, 2023**
Norris Conference Center

TICKETS are \$139!
(UNTIL 10/1)

www.HAR.com/Engage

You Could WIN an iPad Pro!

Register by **October 9** for a chance to win an **iPad Pro**, courtesy of Realtor.com!

realtor.com
To each their home.

REGISTER to WIN!

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



Free FOREWARN Account for HAR MLS Subscribers

New benefit for HAR MLS subscribers *(a \$240 value)*



SAFER SHOWINGS SMARTER ENGAGEMENTS



Know your prospect...*in seconds*



Reverse incoming calls to verify prospect (name, phone and address)



Instantly search for criminal history



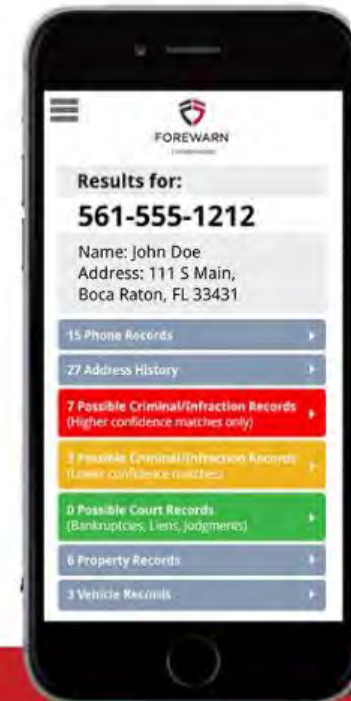
Verify financial risks (bankruptcies, liens, judgments)



Verify current assets (properties and vehicles)



Scan the QR code to set up your account!



FREE for all HAR MLS Subscribers

For information on how to set up your FOREWARN account, visit www.harconnect.com/forewarn.



In-Person Class | Safety Has No Asking Price

SAFETY HAS NO ASKING PRICE

WED, SEPT. 27

10 a.m.-12 p.m.

In-Person Class

HAR Central

3963 Southwest Fwy
Houston TX 77027



Mike Wong
REALTOR® and
Real Estate Safety
Instructor

Unleash the Power of the Cloud CMA Platinum Tool



Create Professionally-Styled CMAs, Buyer Tours and Flyers!



- Viewable in colorful presentation mode, browser based or in print.
- Personalize each report by uploading your own PDFs.
- Customize reports with client testimonials, marketing action plans, and more.
- Create amazing reports that help you write more offers and win more listings.

Exclusively for Platinum Subscribers

Platinum

Learn more about this Platinum tool [HERE](#).

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

New Platinum Tool: Social Profiles

SOCIAL PROFILE

'Safeguarding' Your Success through Lead Follow-up!

Social Profiles emphasize the importance of leveraging social media data for better client authenticity and engagement.

Platinum



Read more about this new Platinum tool [HERE](#).
Not a Platinum subscriber? Sign up at HAR.com/platinum.



Get Your MUDs, PUDs and PIDs Questions Answered

A photograph of a two-story house with a dark roof and light-colored siding, set against a clear blue sky. The house has a prominent front porch with columns and a stone base. The image is partially obscured by a dark blue overlay containing text.

 *Live Virtual Classes*

MUDs, PUDs, and PIDs

New Dates and Insights Added

Multiple Classes and Times Available!

Join Us! More information: har.com/edu



Check Your Inbox for the Global Survey

The advertisement features a yellow background with a dotted pattern. On the left, a large white speech bubble contains the text "YOUR OPINION MATTERS" in bold black letters. Below the speech bubble is a red and white megaphone icon. In the bottom left corner, there is a circular logo for "HAR.com GLOBAL".

Member Global Survey is LIVE now through September 29

Find it here:
<https://cvent.me/8bMYbG>

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