



The Edge

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

THIS WEEK



- Consumers Continue Clamoring for Single-Family Rentals in August
- Critical REALTOR® Safety Info for HAR Members
- Free FOREWARN Account for HAR MLS Subscribers
- Register for ENGAGE and Enter to Win an iPad Pro
- Platinum Tools for Success
- Check Your Inbox for the Global Survey
- Get Your Commercial-Focused Legal Update

“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 Continue Clamoring for Single-Family Rentals in August

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

- Demand for Houston rental homes increased in August, though not quite at the record-setting pace that happened in July due to ongoing affordability and interest rate concerns.
- August single-family home rentals jumped 12.0% year-over-year, with the average lease price up 1.5% to \$2,344 – the second highest of all time.
- A total of 4,096 leases were signed compared to 3,656 in August 2022. That is the third highest volume of single-family leasing on record.
- New listings of single-family rentals rose 8.4%.
- Townhome and condominium rentals were statistically flat with 706 units leased compared to 704 last year.
- The average townhome/condo rent rose 2.2% to \$1,969.



Houston Association of REALTORS®

Rental Market Update

AUGUST 2023

SINGLE FAMILY	TOWNHOME/CONDO
 <p>AVERAGE LEASE PRICE \$2,344 ↑ 1.5% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 4,096 ↑ 12.0% <small>Year-Over-Year Changes</small></p>	 <p>AVERAGE LEASE PRICE \$1,969 ↑ 2.2% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 706 FLAT <small>Year-Over-Year Changes</small></p>

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



Critical REALTOR® Safety Info for HAR Members

This week on the *HAR on the Move* podcast, **HAR Safety Task Force Chair and Real Estate Safety Instructor Mike Wong** discusses local REALTOR® safety threats, resources and educational opportunities to help you stay safe on the job. He also announces an exciting NEW safety resource available to all HAR MLS subscribers.

Don't miss this informative episode!

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.



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Spotify Google Podcasts iHeart Radio RSS Link



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



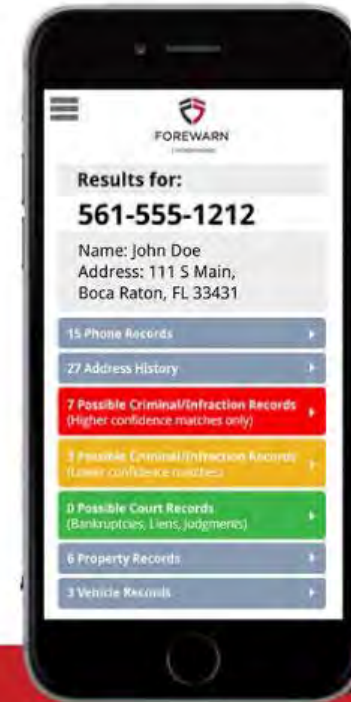
Verify financial risks (bankruptcies, liens, judgments)



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.



Register for ENGAGE and Enter to Win an iPad Pro



HAR.com 2023
ENGAGE
CONFERENCE

LAST CHANCE
to Get Tickets
for **\$139!**

HURRY!
Ticket Price
Increases on
OCT. 2!

THURSDAY,
OCT. 12, 2023

Norris Conference Center
www.HAR.com/engage

Register by Oct. 9
to be entered into an
iPad Pro giveaway!

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

PLATINUM TOOLS *for* SUCCESSPLATINUM TOOLS *for* SUCCESS *Series:*

This a **four-part series** of **two hour classes:**

- Introduction to Platinum
- Mastering Agent Promotion
- Mastering Lead Generation
- Mastering Listing Promotion

**Members can take 1 class
or all 4 classes in *any order!***

NOT A PLATINUM MEMBER?
Join at www.har.com/platinum

Platinum



Check Your Inbox for the Global Survey

A graphic on a yellow background. A large white speech bubble with a black outline contains the text "YOUR OPINION MATTERS" in bold, black, uppercase letters. To the right of the speech bubble is a red and white megaphone icon. The background has a subtle pattern of small white dots and faint dashed lines.

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!

The HAR.com GLOBAL logo, featuring the text "HAR" in a bold, sans-serif font above "com" in a smaller font, with "GLOBAL" in a smaller font below, all enclosed within a circular border.



Get Your Commercial-Focused Legal Update

commgate

This event fulfills the 8-hour legal requirement to renew your TREC license.

COMMERCIAL-FOCUSED LEGAL UPDATE I & II

**FRIDAY,
OCTOBER 27, 2023**

8 a.m. - 4:30 p.m.

Amegy Bank Tower
1717 West Loop South
Houston, TX 77027

HAR.com/edu

I N S T R U C T O R S



Chuck Jacobus
Law Offices of
Chuck Jacobus



Cliff Bogart
eXp
Commercial's Managing
Broker for Texas

In-person
Event