



The Edge

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

THIS WEEK



- Demand for Rental Homes Remains Strong in September
- Early Voting Has Begun
- Winter Preparation Tips
- Get Involved as a 2024 Leader
- Learn to Build Your Brand on Social Media
- Catch Those Rising Stars on November 2
- Embrace Tax Reduction Strategies (Webinar)

“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.



Demand for Rental Homes Remains Strong in September

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

- With mortgage rates at their highest level in 20 years and home prices gradually retreating from record highs, demand for rental homes across Greater Houston remained strong in September.
- Single-family home rentals rose 8.0% year-over-year, with the average lease price up 5.1% to \$2,298.
- A total of 3,464 leases were signed compared to 3,207 in September 2022.
- New listings of single-family rentals rose 7.4%, providing an ample supply of homes to meet the steady demand.
- Townhome and condominium rentals jumped 12.6 percent with 635 units leased compared to 564 last year.
- The average townhome/condo rent fell 3.1% to \$1,880.



Houston Association of REALTORS®

Rental Market Update

SEPTEMBER 2023

SINGLE FAMILY	TOWNHOME/CONDO
 <p>AVERAGE LEASE PRICE \$2,298 ↑ 5.1% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 3,464 ↑ 8.0% <small>Year-Over-Year Changes</small></p>	 <p>AVERAGE LEASE PRICE \$1,880 ↓ 3.1% <small>Year-Over-Year Changes</small></p> <p>LEASED LISTINGS 635 ↑ 12.6% <small>Year-Over-Year Changes</small></p>


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



Early Voting Has Begun

2023 | YOUR VOTE MATTERS

Houston Association of REALTORS®
RECOMMENDED CANDIDATE



 **John Whitmire**
for
Mayor of Houston

ELECTION DAY: NOVEMBER 7 **EARLY VOTING: OCT. 23 - NOV. 3, 2023**

Political advertising paid for by the Houston Association of REALTORS®.

For a full list of HAR Recommended Candidates click [here](#).

Click [here](#) for a full list of election resources.

For further election questions contact HAR Political Affairs at (713) 629-1900 x 1287



Winter Preparation Tips

After a brutally hot and dry summer and predictions for a challenging winter, do you know how to make your lawn and landscaping as healthy and visually appealing as possible? We've got someone who does! This week, the *HAR On the Move* podcast welcomes back **KTRH GardenLine** host **Skip Richter** with valuable tips and tricks for restoring your precious trees, plants and lawns. ***Don't miss this informative and lively conversation!***

Each Wednesday, *HAR on the Move* covers a variety of topics that are beneficial to all HAR members.

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Get Involved with an HAR Advisory Group

CALL *for* LEADERS in 2024



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Learn to Build Your Brand on Social Media

Social Media Platforms:
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3 hours of CE Credit
TREC# 44320

**WEDNESDAY,
NOV. 8**

1 - 4 p.m.



CRISTINA SCHAEFER
HAR Director of Social Media

REGISTER ONLINE: www.har.com/edu



13TH ANNUAL AWARDS CELEBRATION

Rising Stars in Real Estate Awards



NOVEMBER 2, 2023 | 3 - 5 P.M.

TICKETS ON SALE NOW

Bayou City Event Center | 9401 Knight Road

\$450 Table of 10 | Individual Tickets \$35

<https://members.har.com/secure/ypn>

QUESTIONS?

Email miranda.garcia@har.com
or roz@har.com

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Tax Reduction Strategies for the Real Estate Professional

Live Virtual Class

Friday, Nov. 10
9 a.m. - 12 p.m.

Key strategies that will save you time and money

har.com/edu

FREE Class
3 hrs CE Credit

