



The Edge

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

THIS WEEK

- A FRESH Look at Houston Housing
- Houston Homebuyers Embrace Suburban Shift
- Key Reciprocity with Austin's MLS
- The Power of AI in Video Editing
- Community Conversations
- Commercial-Focused Legal Update 1
- Level Up Your Marketing with AI
- Affordable Housing Webinar
- Go Global with the GIE



“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.



A FRESH Look at Houston Housing

Here is HAR's January 2024 **FRESH (First Real Estate Snapshot of Houston):**

FRESHREPORT
First Real Estate Snapshot of Houston

HAR has prepared this first-day-of-the-month snapshot of local real estate market conditions to keep the media updated in between the full monthly MLS reports. This particular report provides an accounting of single-family homes activity for the full month of **January 2024** compared to **January 2023**. Please attribute to the Houston Association of REALTORS® Multiple Listing Service (MLS).

New Listings	Active Listings	Avg. List Price
<p>↑ 16.1%</p> <p>11,220</p> <p>New listings had a strong start to the new year as REALTORS® entered 11,220 properties into the Multiple Listing Service (MLS) compared to 9,664 last year. That is an increase of 16.1 percent versus January 2023.</p>	<p>↑ 11.8%</p> <p>23,101</p> <p>Active listings, or the number of available properties, are running ahead of year-ago levels. January active listings rose 11.8 percent year-over-year to 23,101 properties in the MLS versus 20,664 in January 2023.</p>	<p>↑ 2.6%</p> <p>\$408,076</p> <p>At \$408,076, the average list price (ALP) for a Houston home rose slightly above where it was one year earlier. The January ALP came in 2.6 percent above where it was in 2023 - \$397,849. That is well below the record-setting May 2023 ALP of \$441,748.</p>

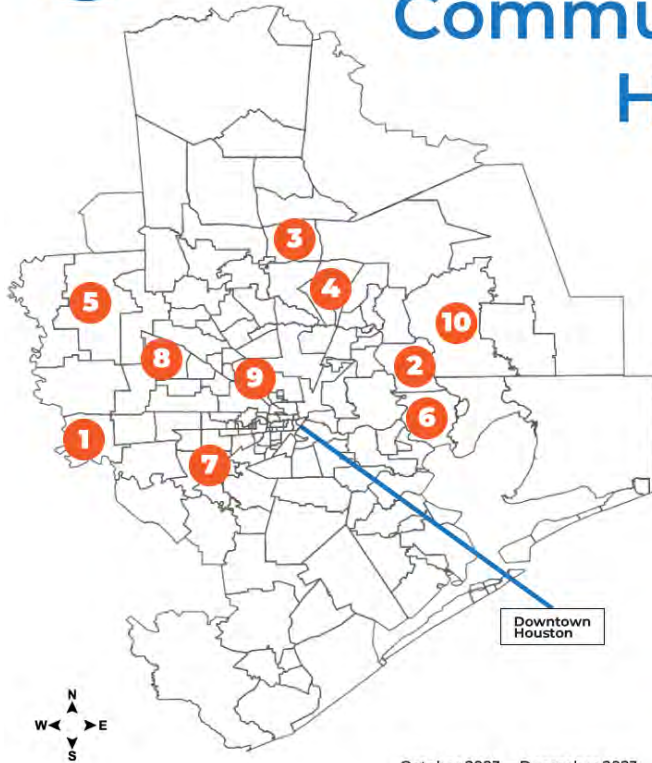
Take a **FRESH** Look at Housing

Be on the lookout for HAR's **January 2024 Market Update**, which will be distributed on **Wednesday, February 14**. We hope this information is of benefit to your coverage of the marketplace. Your comments and questions are always welcome.

- The market indicators for January are all pointing upward.
- **New Listings** jumped 16.1 percent with 11,220 properties entered into the MLS versus 9,664 last November.
- **Active Listings**, or the number of available properties, rose 11.8 percent year-over-year to 23,101.
- **Average List Price (ALP)** for homes across Greater Houston edged up 2.6 percent at \$408,076.
- HAR's comprehensive **January 2024 Market Update** will be released next **Wednesday, February 14**.
- As always, HAR will provide you with updated coverage in *The EDGE*.

Houston Homebuyers Embrace Suburban Shift

10 Hottest Communities in the Houston Area (Q4-2023)



October 2023 — December 2023

- 1 Fulshear/S. Brookshire/Simonton
- 2 Crosby Area
- 3 Conroe Southeast
- 4 Porter/New Caney West
- 5 Waller
- 6 Baytown/Chambers County
- 7 Sugar Land North
- 8 Cypress South
- 9 Northwest Houston
- 10 Dayton

*HAR released the Q4 2023 report on the **Hottest Communities in the Houston Area** last week. Here is a look at some key takeaways:*

- Fulshear/South Brookshire/Simonton had the greatest percentage increase of home purchases in the fourth quarter of 2023, with transactions increasing 103.6 percent year-over-year. The average home price there was \$518,943.
- In the top five communities highlighted in the report, new home sales constituted at least half of the total home sales.
- Eight of the top ten communities in the report had average home prices below the Houston area's average of \$412,161, according to *HAR's December 2023 Housing Market Update*.

Read the complete Q4 2023 Hottest Communities in the Houston Area Report in the [HAR Online Newsroom](#).



NOW LIVE: **KEY RECIPROCALITY** with Austin's MLS



We are excited to announce that HAR has entered into a Supra key reciprocity agreement with the Austin Central Texas Realty Information Service (dba Unlock MLS), a wholly-owned subsidiary of the Austin Board of REALTORS®.

unlock **MLS**

- Agents with an HAR Supra eKEY are automatically able to open up Supra lockboxes in the Greater Austin area without additional set up, fees or subscriptions.
- Similar to the Supra key reciprocity agreement announced last year with the San Antonio Board of REALTORS® (SABOR).
- You must always request and receive confirmation of your showing appointment from the listing agent or their showing service before entering a property.
- Stay tuned for more news on future collaborations between HAR and Unlock MLS as the year progresses.

The Power of AI in Video Editing

This week, **Claudia Hernandez, HAR Director of Video Services**, returns as a guest on the *HAR On the Move* podcast to discuss AI and other innovative video marketing solutions that save you time and take your video marketing to the next level

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

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Community Conversations: Inside the Houston Real Estate Market



Community CONVERSATIONS

First Thursday of Each Month
12 p.m. • Facebook & YouTube

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Thursday,
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CRISTINA SCHAEFER
HAR Director of
Social Media



GERALD KLASSEN
Real Estate Center of
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An Introduction to Writing Tools
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PART 2:

Easy to Use AI Video Tools
March 1 • 9 a.m. - 12 p.m.

PART 3:

Create Ads for Yourself & Your Listings
March 15 • 9 a.m. - 12 p.m.



Kyle Christie, Instructor
Founder & Creative Director of
See Your House Now Inc.

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