



The Edge

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

THIS WEEK



- A FRESH Look at Houston Housing
- Social Media Success for REALTORS®
- Vote in the Primary Election on March 5
- TRLP 2024 Applications Now Available
- In-Person Class | Become a Luxury Listing Specialist
- Don't Miss Out! Join the HAR Business Management Program
- Invest in TREPAC Today

“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.

Take a FRESH Look at Houston Housing



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

- February brought positive indicators for the Houston real estate market.
- **New Listings** saw notable growth year-over-year with REALTORS® entering 27.5 percent more properties into the MLS.
- **Active Listings** are also ahead of 2023 levels. February active listings increased 16.9 percent to 23,767.
- **Average List Price** for homes across greater Houston rose 3.4 percent to \$413,508.
- HAR's complete **February 2022 Market Update** will be released Wednesday, March 13.
- As always, HAR will provide you with updated coverage in *The EDGE*.

Social Media Success for REALTORS®

This week on the *HAR on the Move* podcast, **HAR Director of Social Media Cristina Schaefer** discusses social media marketing for REALTORS® in 2024, including what works and what to avoid. Cristina also shares content ideas, tips on creating engaging content and how to implement AI.

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.





★ ★ ★ MARCH 5 ★ ★ ★ PRIMARY ELECTION Day

★ ★ **YOUR VOTE** is *Your Voice* ★ ★



Get Out and VOTE!

Polls open until 7 p.m.

2024 PRIMARY ELECTION: HAR Recommended Candidates**

U.S. HOUSE OF REPRESENTATIVES

- Dan Crenshaw* (R) – District 2
- Lizzie Fletcher* (D) – District 7
- Michael McCaul* (R) – District 10
- Sheila Jackson Lee* (D) – District 18
- Brian Babin* (R) – District 36

TEXAS SENATE

- Jarvis Johnson (D) – District 15

TEXAS HOUSE OF REPRESENTATIVES

- Ernest Bailes* (R) - District 18
- Greg Bonnen* (R) - District 24
- Jacey Jetton* (R) - District 26
- Ron Reynolds* (D) - District 27
- Gary Gates* (R) - District 28
- Suleman Lalani* (D) - District 76
- Stan Kitzman* (R) - District 85
- Briscoe Cain* (R) - District 128

- Alma Allen* (D) - District 131
- Mano DeAyala* (R) - District 133
- Lacey Hull* (R) - District 138
- Harold Dutton* (D) - District 142
- Shawn Thierry* (D) - District 146
- Hubert Vo* (D) - District 149

HARRIS COUNTY

- Kim Ogg* (D) - District Attorney
- Christian Menefee* (D) - County Attorney

FORT BEND COUNTY

- Andy Meyers* (R) - County Commissioner Precinct 3

MONTGOMERY COUNTY

- James Noack* (R) - County Commissioner Precinct 3

* Incumbent
** Only contested primaries are listed.

Political Ad approved by the Houston Association of REALTORS®.

For election resources, visit HAR.com/go/vote.

For further election questions, contact HAR Political Affairs at (713) 629-1900 x1287.



TEXAS REALTORS®
LEADERSHIP PROGRAM

TRLP 2024 Applications available now.

Apply today!

Applications due
March 15, 2024

Sponsored by



trlp.har.com

Currently seeking sponsors at various levels. For further details, please reach out to Mariangie Cabriles at mariangie@har.com.



In-Person Class | Become a Luxury Listing Specialist

LUXE SERIES

LUXURY LISTING SPECIALIST

In-Person Class

Sawmill Lake Club

10323 Mount Logan,
Missouri City, TX 77459

April 9
9 a.m.- 4 p.m.

Join us for the Mansion tour after the class!

har.com/education

*Approved for 6 hrs. CE Credit

Sponsored by



Don't Miss Out! Join the HAR Business Management Program



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 MARCH 26!**

10 WEEKS TO MASTER YOUR BUSINESS!

This program is approved for 5 hours of CE credit.
(TREC #47325 • Provider #2 Houston Association of REALTORS®)

WEEK 1 & 2

WEEK 3 & 4

WEEK 5 & 6

WEEK 7 & 8

WEEK 9 & 10



Vision, Goals & Planning Process



Coaching Teams & Serving Customers



Empowering People & Systems of Management



**Demystify the Finances:
A 2-part Case Study**



**Apply the Finances:
Grow the Bottom Line**

To Learn More or Register, Visit: www.goalmakers.com/har



Have you started your

2024 pledge yet?

Click here to invest today!



Invest in TREPAC at https://www.har.com/moa_trepac/invest.