

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



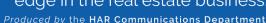


Take a FRESH Look at Houston Housing



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 Al.

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





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

Greg Bonnen* (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

Political Ad approved by the Houston Association of REALTORS®.

For election resources, visit <u>HAR.com/go/vote</u>.

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

^{*} Incumbent

^{**} Only contested primaries are listed.













In-Person Class | Become a Luxury Listing Specialist





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®)









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