



# The Edge

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

## THIS WEEK



- Houston Rental Market Heats Up With Springtime Demand
- How to Handle Uncomfortable Situations in Real Estate
- Platinum Tool Spotlight | Open House Registry App
- Save the Date | 2024 Engage Conference
- Earn Your CIPS
- Unlock Innovation at the HAR Technology Summit
- Register Now for the HAR Global Day
- TREPAC & 290 Area Networking Derby Day
- Join Us for the HAR YPN & TREPAC Dare-E-oke
- 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.*



## Houston Rental Market Heats Up With Springtime Demand

*HAR released March 2024 rental data last week. Here are key takeaways from the report:*

- The Greater Houston rental market is blooming with activity. Both rental demand and available properties climbed in March.
- Single-family home rentals rose 4.8% year-over-year, with the average lease price up 5.3% to \$2,262.
- A total of 3,989 leases were signed compared to 3,806 in March 2023.
- New listings of single-family rentals increased 8.9%.
- Townhome and condominium rentals jumped 4.2% with 624 units leased compared to 599 last year.
- The average townhome/condo rent was up 4.0% to \$1,933.



Houston Association of REALTORS®

## Rental Market Update

MARCH 2024

SINGLE FAMILY	TOWNHOME/CONDO
 <b>AVERAGE LEASE PRICE</b> <b>\$2,262   ↑ 5.3%</b> <small>Year-Over-Year Changes</small>	 <b>AVERAGE LEASE PRICE</b> <b>\$1,933   ↑ 4.0%</b> <small>Year-Over-Year Changes</small>
<b>LEASED LISTINGS</b> <b>3,989   ↑ 4.8%</b> <small>Year-Over-Year Changes</small>	<b>LEASED LISTINGS</b> <b>624   ↑ 4.2%</b> <small>Year-Over-Year Changes</small>

*Read the complete March 2024 Rental Market Update in the [HAR Online Newsroom](#).*

## How to Handle Uncomfortable Situations in Real Estate

This week on the *HAR on the Move* podcast, **HAR Diversity and Inclusion Consultant Tracy Brown** shares some best practices for preparing and responding to uncomfortable fair housing situations in real estate.

*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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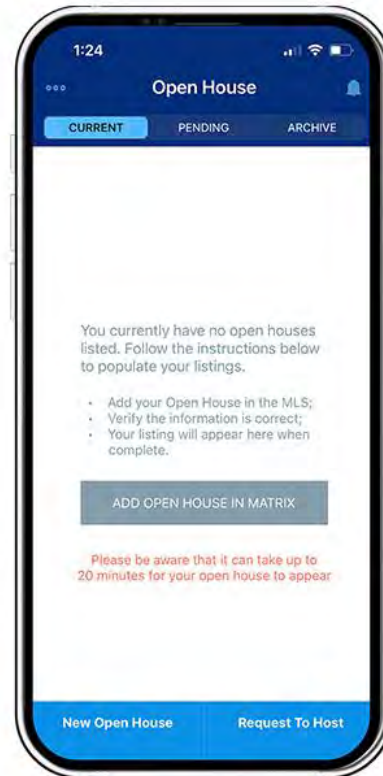
## Platinum Tool Spotlight | Open House Registry App



**Boost your activity, host or request, and make every OPEN HOUSE count!**

[cms.har.com/openhouse](https://cms.har.com/openhouse)

### Open House Registry App



Information captured for lead follow up:

- Contact information
- Represented by an agent (Y/N)
- Loan pre-approval (Y/N)
- Feedback on the property

**Platinum**

Not a Platinum subscriber? Sign up at [HAR.com/platinum](https://HAR.com/platinum).



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# Save the Date | 2024 Engage Conference

The graphic features a large, stylized white 'E' inside a blue circle, which is the Engage Conference logo. This logo is surrounded by various colorful geometric shapes: concentric circles, triangles, and lines in shades of blue, yellow, pink, and white. A small HAR.com logo is also visible within the blue circle. The background is a dark teal color with a faint, dark silhouette of a crowd of people at the bottom.

**2024**  
**ENGAGE**  
**CONFERENCE**

**Thursday,**  
**Oct. 17, 2024**

Norris Conference Center  
**Registration Opens August 1.**

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



## Expand Your HORIZONS

*Launch Your Global Career*

**APRIL 26, 29, 30 & May 1, 2**  
8:30 a.m. - 5 p.m. • \$499  
HAR Central • 3693 Southwest Fwy.  
Houston, TX 77026

Earn 40 hours of CE credits.



**REGISTER ONLINE**  
[www.har.com/edu](http://www.har.com/edu)

EVENT SPONSOR:



**RBC Bank**



## Unlock Innovation at the HAR Technology Summit



### 2024 HAR TECHNOLOGY SUMMIT

**Maximizing Your Brand's Value:**  
*Harnessing the Power of Modern Technology in Real Estate*

**Wednesday, May 15**  
9 a.m. - 3:30 p.m.

**Only \$99! Don't miss it!**

For registration, agenda and featured guest speakers, please visit:

#### FEATURED SPEAKERS



**Katie Lance**  
*Social Media Strategist*



**Sue Pinky Benson**  
*Keynote Speaker*

[har.com/go/techsummit](https://har.com/go/techsummit)



## TEXAS TODAY and TOMORROW

*A Demographic and Economic Outlook*



**KEYNOTE SPEAKER**

**DR. LYNN KREBS**  
Research Economist  
Texas Real Estate Research Center

***In-Person Event!***

**NRL Mortgage**  
1220 Augusta Dr., Ste. 300  
Houston, Texas 77057

***Register Online at [www.har.com/edu](http://www.har.com/edu)***



# HAR GLOBAL DAY 2024

THURSDAY  
**MAY 23**  
9 a.m. – 4 p.m.

**\$59**

**COST INCLUDES:**

- Lunch
- 6 hours of CE credits
- After Class Reception





## TREPAC & 290 Area Networking Derby Day



**KENTUCKY**  
*Derby Day*



**290 AREA**  
Networking

**KENTUCKY**  
*Derby Day*

**Dress to Impress!**  
Hats/Summer Suits

**Silent Auction!**

**Viewing of Races!**

Wednesday,  
**MAY 8**

11:30 a.m. - 1 p.m.  
Longwing Landing



**FREE**  
**Admission!**  
But You Must Register!

Register Today! [https://www.har.com/education/class\\_detail/50093](https://www.har.com/education/class_detail/50093)



## Join Us for the HAR YPN & TREPAC Dare-E-oke

**TREPAC** **YPN** HAR COTT Young Professionals Network

*Sing, if you Dare!*

**DARE-E-oke**

**Tuesday, MAY 21**

5:30 - 7:30 p.m.

E-mail [trepac@har.com](mailto:trepac@har.com) for more info.



## Have you started your **2024** pledge yet?



*Invest in TREPAC [HERE](#).*