



The Edge

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

THIS WEEK



- New Construction, Affordability Draw Buyers to the Burbs
- The Reality of Real Estate
- Renting Right: Expert Insights for REALTORS®
- May 4 Elections | Early Voting Ends April 30
- Webinar: HUD Guidelines for Assistance Animals
- Don't Miss Out! Register for the HAR Technology Summit
- Go Global at HAR Global Day 2024
- TREPAC & 290 Area Networking Derby Day
- Lake Houston Area Networking Presents 'Becoming a Tenacious Unicorn'

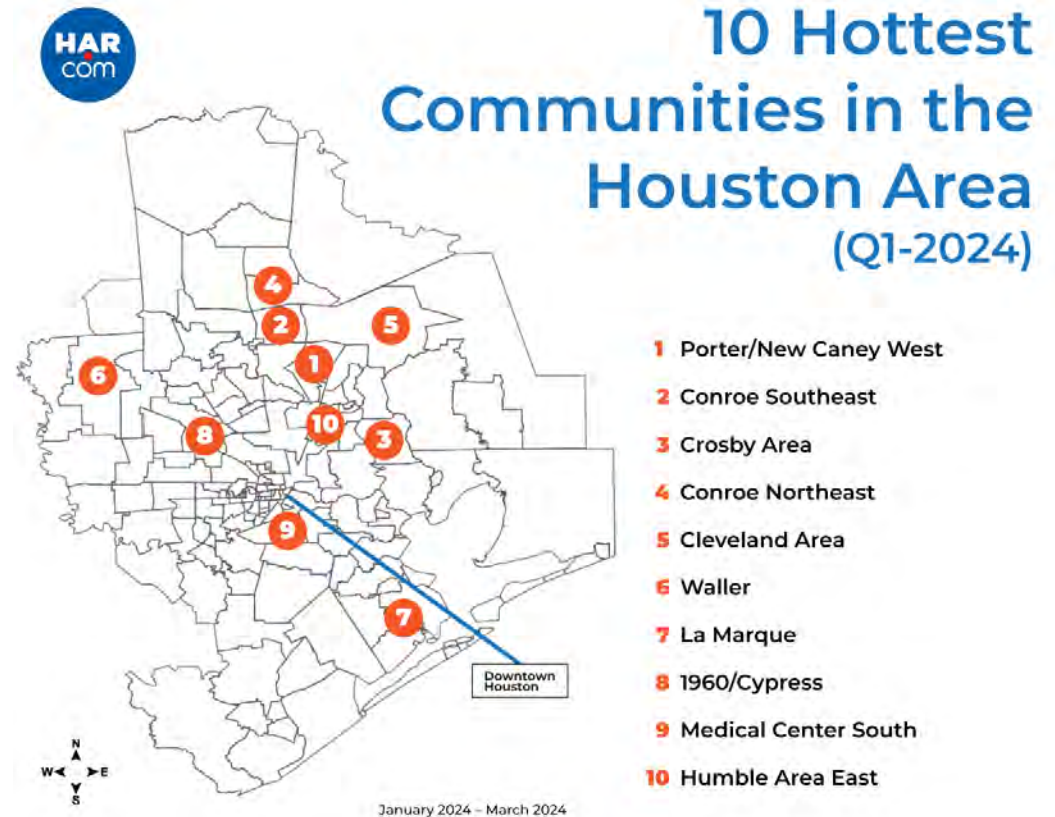
“The Edge” is a weekly tool for managers to use to inform their agents and stay current and up-to-date with important real estate industry issues.
Produced by the HAR Communications Department.



New Construction, Affordability Draw Buyers to the Burbs

HAR released the Hottest Communities in the Houston Area for Q1 2024 report. Here are some key takeaways:

- New home construction and affordable housing options are continuing to drive a surge in sales activity to Houston’s suburban communities.
- Porter/New Caney West had the largest percentage increase of home sales in the first quarter of 2024. Transactions were up 121.0 percent year-over-year.
- Among the top five communities highlighted in the report, new home sales represented at least half of the total sales during the first quarter.
- Nine of the top 10 communities on the list had average home prices below the Houston area’s average of \$412,464, according to *HAR’s March 2024 MLS Report*.



Check out the full list of the Hottest Communities in the Houston Area in the [HAR Online Newsroom](#).



The Reality of Real Estate

HAR has launched *The Reality of Real Estate* campaign to make sure REALTORS® and consumers have the facts about the NAR settlement and how it will impact the home buying and selling process.

FOR REALTORS®

The Reality of Real Estate

HAR.com is your home for the facts

The reality of real estate is that the market is always evolving. The National Association of REALTORS® settlement has undoubtedly generated questions and concerns among REALTORS®, consumers and the media. HAR is here to support you, get the facts out to the public and communicate the value of using a REALTOR®.



Get the facts about how the settlement will impact agents at [HAR.com/realtor-reality](https://www.har.com/realtor-reality).

The Reality of Real Estate

The real estate market is constantly changing. Recent headlines about the NAR settlement affect how REALTORS® display compensation offers. Misinformation abounds, but HAR offers resources clarifying the settlement's impact on buyers, sellers, and renters, emphasizing the benefits of working with a REALTOR®.

Videos about the Reality of Real Estate

For Buyers [Learn more](#) For Sellers [Learn more](#)

Sally Snook
Houston Association of REALTORS
Platinum

(713) 629-1900
sally.snook@har.com
<https://www.har.com/sallysnook>

Share the consumer campaign with your branding at [HAR.com/content/share-reality](https://www.har.com/content/share-reality).



Renting Right: Expert Insights for REALTORS®

This week on the *HAR on the Move* podcast, **Broker and Master Property Manager Mike Mengden** discusses proper landlord policies, tenant screening and more important information every agent should know about handling rental home transactions.

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.



Apple Podcasts

SoundCloud

Stitcher App

Spotify

Google Podcasts

iHeart Radio

RSS Link



May 4 Elections | Early Voting Ends April 30

MAY 4 LOCAL & SPECIAL ELECTIONS

EARLY VOTING: April 22 – April 30
ELECTION DAY: May 4

RECOMMENDED CANDIDATES:

TEXAS SENATE

Representative Jarvis Johnson for District 15

CONROE

Todd Yancey for Mayor
Susan Johnson for City Council Place 1
Curt Maddux* for City Council Place 2

PEARLAND

Tony Carbone* for City Council Position 2
Clint Byrom for City Council Position 4

SUGAR LAND

Suzanne Whatley* for City Council District 1
Naushad Kermally* for City Council District 2
Stewart Jacobson* for City Council District 3
Carol McCutcheon* for City Council District 4

For election resources including a list of elections happening in the Houston Area, visit www.har.com/go/vote.

For polling times, locations and more, visit your county link below:

- Harris County: www.harrisvotes.com
- Fort Bend County: www.fortbendcountytexas.gov
- Montgomery County: elections.mctx.org
- Galveston County: www.galvestonvotes.org
- Brazoria County: www.brazoriacountyclerktx.gov



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



PROPERTY MANAGEMENT

Webinar

HUD Guidelines for Assistance Animals

Learn to Manage Pet and Animal Risk

Wednesday, May 8

12 - 1:30 p.m.



www.har.com/edu



FREE
Webinar



Don't Miss Out! Register for 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



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



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



With 50K Realtors in Houston, there is **NO business as usual**. Marketing Guru & Comedienne Toni Blake brings a TRENDY whimsical approach being SEEN in 2024! In a HAR Special Educational Event ...



BECOMING A TENACIOUS Unicorn

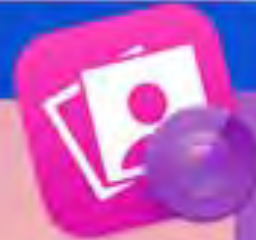


Toni Blake
Keynote Speaker

May 10, 2024
8:30 - 11:30 a.m.

Lake Houston Networking Group

Lake Houston Golf & Country Club
18100 Walden Forest Dr
Humble, TX 77346



Wear your brightest colors for the Photobooth with UNICORN PROPS!

To register for this workshop, [CLICK HERE.](#)