

The Edge

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

THIS WEEK



- Inventory Continues to Bloom as Home Sales Dip in March
- Fair Housing in Action
- ICYMI: Safe Homes, Secure Futures
- Check Out the Global Reach of HAR.com
- Platinum Tool Spotlight | Social Profile
- Unlock Real Estate Success with Two Upcoming Webinars
- Expand Your Horizons
- You're Invited to the Global Adventure Series
- HAR Global Day 2024
- 290 HAR Area Networking Derby Day
- Register Now for the HAR Technology Summit

"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**.

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Inventory Continues to Bloom as Home Sales Dip in March

HAR released the March 2024 HAR Market Update last week. Here are some key takeaways:

- As the spring homebuying season got underway in March, the Greater Houston housing market continued to blossom with a robust inventory ready to meet impending demand.
- Single-family home sales were down 7.5 percent year-over-year. This marked the first decline of single-family home sales this year.
- Total property sales also dropped 7.0 percent, and total dollar volume for March fell 5.6 percent to \$3.5 billion.
- The average price of a single-family home edged up 1.3 percent to \$412,464 while the median price was up 1.6 percent to \$330,000.



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- Months of inventory increased to 3.5-months supply, up from 2.6 months a year earlier.
- Townhome and condominium sales continued to decline, falling 6.7 percent in March. The average price rose 2.2 percent to \$276,262 and the median price increased 5.1 percent to \$235,000.

Look for the complete March 2024 Market Update in the <u>HAR Online Newsroom</u>.

Fair Housing in Action

This week on the *HAR on the Move* podcast **2024 NAR Fair Housing Champion Award Recipient and Past HAR Chair Shad Bogany** discusses fair housing best practices to better serve your clients and what you need to do to stay out of trouble.

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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 <u>HAR Connect</u> for the latest episode.



ICYMI: Safe Homes, Secure Futures



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Safe Homes, Secure Futures: Crime Prevention in Houston



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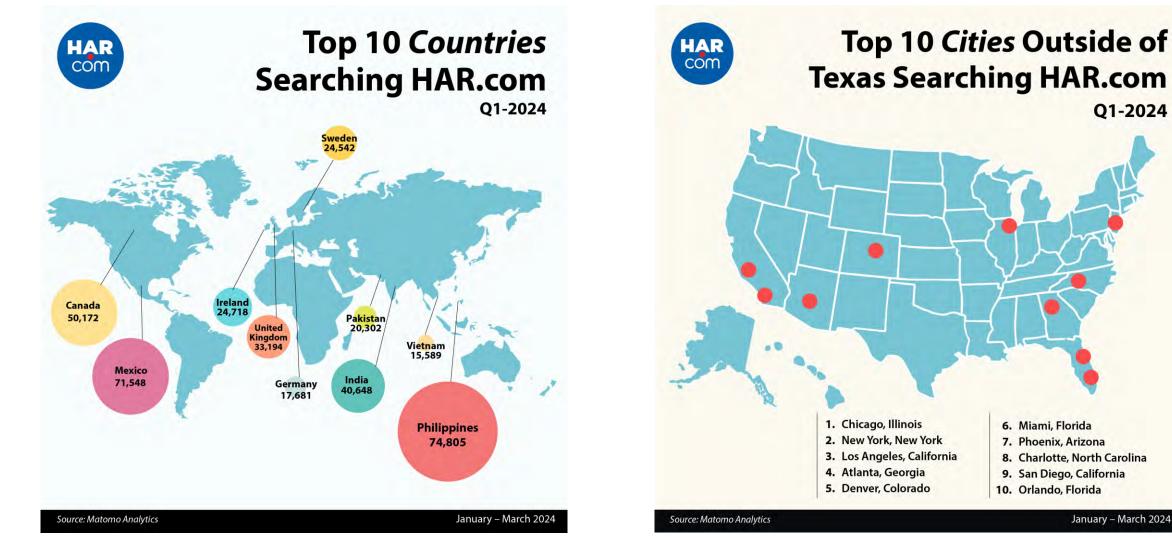
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In the latest episode of *HAR Community Conversations*, we welcomed **Crime Stoppers of Houston CEO Rania Mankarious** and **Texas Center for the Missing CEO Mel Turnquist** for a discussion about crime prevention and online safety for children. If you missed the episode, you'll find it <u>HERE</u>.

HAR Community Conversations airs live at 12 p.m. on HAR's Facebook and YouTube pages on the first Thursday of the month.



Check Out the Global Reach of HAR.com



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Platinum Tool Spotlight | Social Profile

Social Profile 'Safeguarding' Your Success through Lead Follow-up!

Social Profiles emphasize the importance of leveraging social media data for better client authenticity and engagement.

Platinum

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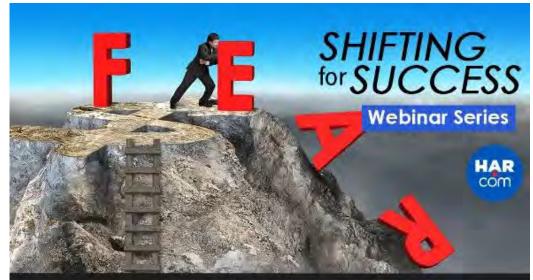
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Not a Platinum subscriber? Sign up at <u>HAR.com/platinum</u>.

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Unlock Real Estate Success with Two Upcoming Webinars





How to Overcome Fear and Scarcity in Real Estate

Tue, Apr 30 12-1:30p.m. Sponsored by



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Taste of Italy Host: Mario^{*} & Cristina Arriaga

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

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HAR GLOBAL HAR GLOBAL DAY 2024

THURSDAY MAY 23

9 a.m. – 4 p.m.

290 HAR Area Networking Derby Day



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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



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Register Now for the HAR Technology Summit

HAR 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.

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Price \$99 | *Ealy bird pricing extended!*

FEATURED SPEAKERS





Katie Lance Social Media Strategist Sue Pinky Benson Keynote Speaker

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

har.com/go/techsummit