



# 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.*

# 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 [HAR Online Newsroom](#).***

## 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.

*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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Google Podcasts

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RSS Link



## ICYMI: Safe Homes, Secure Futures



First Thursday of Each Month  
12 p.m. • Facebook & YouTube

Join Us Live on  
FB and YouTube!



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 [HERE](#).

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

**Safe Homes, Secure Futures:**  
*Crime Prevention in Houston*

**CRISTINA SCHAEFER**  
HAR Director of Social Media

**RANIA MANKARIOUS**  
CEO  
CrimeStoppers of Houston

**MELISSA TURNQUIST**  
CEO  
Texas Center for the Missing



## Check Out the Global Reach of HAR.com



## 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**



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



## Unlock Real Estate Success with Two Upcoming Webinars



**HAR.com** **AFFORDABLE HOUSING** WEBINAR

2024 \_\_\_\_\_  
*Deconstructing a Generation:*  
**MILLENNIALS**

**APRIL 24**  
12 - 1:30 p.m.

SPONSORED BY:  
 **SUPREME LENDING**

[har.com/edu](http://har.com/edu)



**SHIFTING for SUCCESS**  
Webinar Series

**HAR.com**

**How to Overcome Fear and Scarcity in Real Estate**

**Tue, Apr 30**  
**12-1:30p.m.**

Sponsored by  **SIENNA**

[har.com/edu](http://har.com/edu)



## 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)

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**RBC Bank**





## DESTINATION 2 ITALY

### MAY 1

*Taste of Italy Host:*  
**Mario\* & Cristina Arriaga**

\*2023 Texas REALTOR® of the Year

**Email: [trepac@har.com](mailto:trepac@har.com)**

Contributions are not deductible for federal income tax purposes. Contributions to the Texas REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, Texas REALTORS®, and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of Texas REALTORS®.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the Texas REALTORS® political committee administrator at 800-873-9155 to obtain information about your contributions.



HAR TREPAC  
**GLOBAL**  
*Adventure*  
SERIES 2024

DESTINATION 2  
**ITALY**



## JOIN US!

### MAY 1

6:30 to 9:30 p.m.

**Contact Us for More Information!**



**JOIN US!**  
**In Person Event!**



# HAR GLOBAL DAY 2024

**\$59**

**COST INCLUDES:**

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

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

**THURSDAY**  
**MAY 23**

**9 a.m. – 4 p.m.**

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



## 290 HAR 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)



## Register Now 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.**

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

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)