



The Edge

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

THIS WEEK



- Get to Know New HAR President & CEO René Galvan
- Take a FRESH Look at Houston Housing
- Global Reach of HAR.com
- Smarter Marketing for REALTORS® in 2026
- Propel Your Brand with Platinum
- Upcoming February Classes
- The Path to Brokerage Success
- Forewarn Training and Live Q&A Session
- Register for the North American CIPS Institute

“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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Get to know...

RENÉ GALVAN

HAR PRESIDENT & CEO

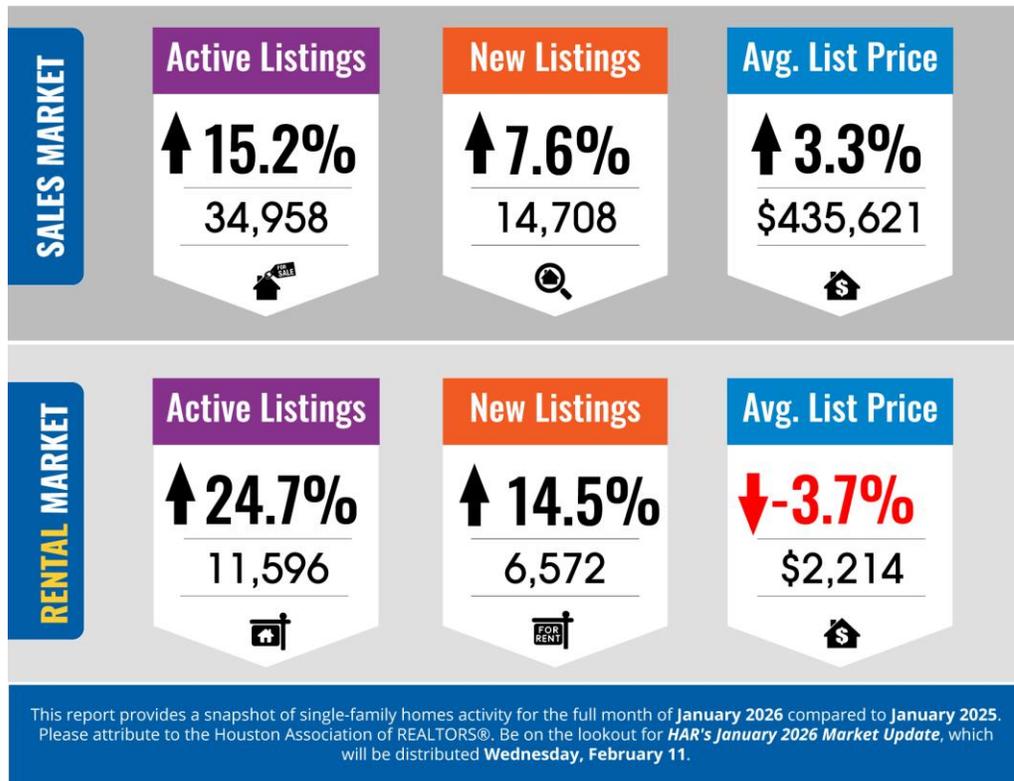


Take a FRESH Look at Houston Housing

JANUARY 2026

FRESH REPORT

First Real Estate Snapshot of Houston



Here is HAR's January 2026 **FRESH (First Real Estate Snapshot of Houston):**

- **New Listings** were up in January with REALTORS® entering 7.6% more properties into the MLS compared to the same time last year.
- **Active Listings** increased 15.2% to 34,958 in January.
- The **Average List Price** for homes across the Greater Houston area rose 3.3% year-over-year to \$435,621.
- The rental market also outpaced last year's figures with new listings up 14.5%. The average list price for single-family home rentals decreased by 3.7% to \$2,214.

HAR's complete *January 2026 Market Update* will be released Wednesday, February 11.



Top 10 Cities & Countries Searching HAR.com



Smarter Marketing for REALTORS® in 2026

This week, the *HAR on the Move* podcast welcomes **HAR Director of Social Media and Sponsorships Cristina Schaefer** to discuss smarter marketing for REALTORS® in 2026. She shares simple strategies, clear goals and a plan you can actually stick to.

Each Wednesday, HAR on the Move covers a variety of topics that are beneficial to all HAR members.

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Propel **Your Brand** into Orbit!

Platinum

Platinum Tools Power Your **TRAJECTORY!**

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- Client Experience Rating
- Recommendations
- Agent Branded App
- EmailMarketing
- AI Studio

www.har.com/platinum





UPCOMING CLASSES

HAR members have access to free and discounted classes!

Check out the Course Calendar at HAR.com/edu.

FEBRUARY COURSE DATES

FEB. 6

MUDs, PUDs and PIDs

10 a.m. - 12 p.m.
Live Virtual Class

FEB. 11

BROKER RESPONSIBILITY

8:30 a.m. - 3:30 p.m.
Live Virtual Class

FEB. 13

MODERN MARKETING for REALTORS®

9 a.m. - 12 p.m.
Live Virtual Class

FEB. 17

City of Houston FLOOD PLAIN ORDINANCE

10 a.m. - 12 p.m.
In-Person Class

FEB. 20

TEXAS PROPERTY TAXES

8:30 a.m. - 12:30 p.m.
Live Virtual Class

FEB. 25

CURRENT TEXAS POLICIES & LAWS Impacting Real Estate

10 - 11 a.m.
Live Virtual Class



SIGNATURE BROKER SERIES CERTIFICATION

This 10 module series is for any broker looking to refresh their business model or for any aspiring broker to plan, create, and launch a successful real estate brokerage

Signature BROKER SERIES

*Learn to Create and Grow
Your Real Estate Brokerage*

10 Module Course Starts

FEBRUARY 19

In-Person Class
8:30 a.m. - 5 p.m.

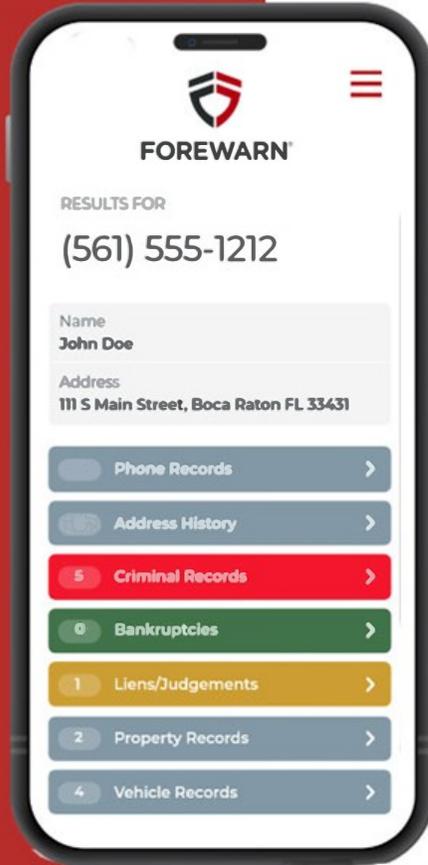


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REGISTER:
Scan Code or visit:
HAR.com/edu

Approved for 66 Hours
of CE Credit.



Forewarn Training and Live Q&A

Feb 10 • 9 a.m.
Feb 26 • 1 p.m.



REGISTER AT: cms.har.com/forewarn



JOIN US ONLINE FOR THE

2026

NORTH AMERICAN

**FEB. 12, 19, 26
& MAR 5, 12**

8:30 a.m. - 5 p.m.
\$499 or \$125 per day

REGISTER ONLINE:
www.HAR.com/edu



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