



HAR MLS Platinum Tools to Enhance Your Real Estate Business

Houston Association of Realtors



3 Hours CE
Course#: 42793





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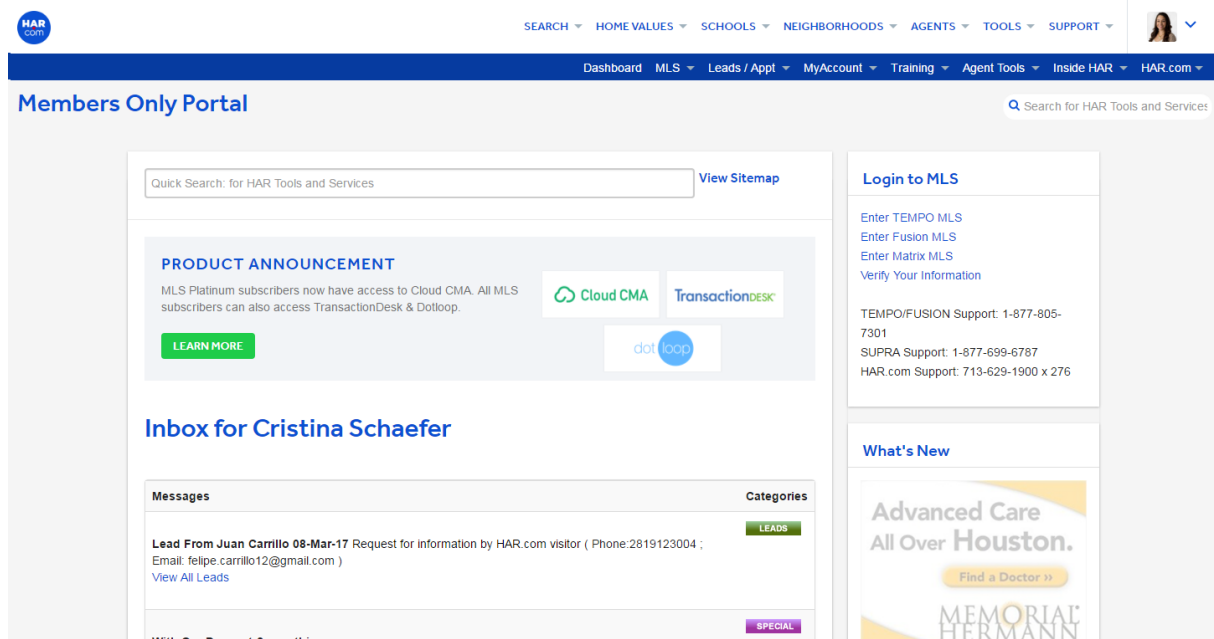
1 Course Overview

The objective of this course is to introduce Realtors to internet tools, websites and services available to them as HAR Members. There are 80 tools that can help members market themselves and their listings. Upon completion of this course, students will learn the differences between MLS Standard and MLS Platinum Service Packages.

 <h3>MLS Standard Service</h3>	 <h3>MLS Platinum Package</h3>
<p>Includes full access to Tempo MLS, Fusion MLS and HAR.com agent mobile apps. You'll be surprised by how many other services are included. view more...</p>	<p>Take your business to the next level and unleash the power of HAR.com with tools that allow you to connect with consumers, collaborate with clients. view more...</p>
<p> You are currently subscribed to MLS Standard services.</p>	<p> You are currently subscribed to MLS Platinum services.</p> <p>You have signed up.</p>

2 Dashboard

The Members Only Portal is where members can find access to the Matrix MLS and all of the tools that will be covered throughout this course. The Quick Search bar at the top of the screen is the easiest way to find the tools you are looking for.



3 MLS

3.1 MLS Section

Enter topic text here.

3.1.1 My Listings

Quick access to your current and sold listings. Use the "Select An Action" button to perform numerous different marketing tasks.

3.1.2 My Office's Listings

Quick access to your office's listings.

3.1.3 MLS Data Input Sheets

Great tool to assist listing agents in gathering information for their listings. Data Input Sheets are available for every property type.

[MLS Data Input Sheets & Forms](#)

MLS DATA INPUT FORMS 04/08/15 - ALL FORMS UPDATED!

[Single Family](#)

[Townhouse/Condo](#)

[Lots](#)

[Multi-Family](#)

[Country Homes/Acreage](#)

[Mid/Hi-Rise Condo](#)

[Rentals](#)

-

3.1.4 My Violations

Access to the MLS Data Checker. Agents are notified of MLS Violations via email. Use the MLS Data Checker to review and correct any violations.

3.1.5 FIND MLS Search

Access to local and national listings via Realtor.com.

Welcome, Cristina Schaefer [Help](#) [Sign Out](#)

[Home](#) **Find** [HAR.COM](#) Houston Association of Realtors® [Search](#) [Tagging](#) [Settings](#) [Answer Center](#)

Refine your search... [Search](#) [Clear](#) [Save](#)

Results Breakdown **105,094,165 properties found.**

PRICE
\$0-\$100k (16,360,692)
\$100k-\$175k (22,649,589)
\$175k-\$250k (16,836,098)
\$250k-\$350k (13,708,002)
\$350k-\$200.00m (22,909,44)

CITY
Houston, TX (761,964)
Chicago, IL (758,274)
Philadelphia, PA (555,208)
San Antonio, TX (505,406)
Las Vegas, NV (469,520)
more

BEDROOMS
0-2 (15,813,744)
3 (35,276,667)
4 (16,074,605)
5 (3,442,648)
6-20438 (1,443,234)
more

1839 S 5th St
Hartsville, SC 29550
County: Darlington
\$37,875 LP **PRICE REDUCED**
Mortgage: \$61,224
3 bd 1 ba 1251 sq.ft. 0.3 acre lot
Single Family Home
Year Built: 1939
For Sale
Updated: 03-20-2017
By: Pam Osborne
MLS: Florence
Owned by: Johnson, Sandra

107 Garrison Vision Dr
Oakwood, IL 61858
County: Vermilion
\$154,000 LP **PRICE REDUCED**
Mortgage: \$128,000
5 bd 2 ba 2190 sq.ft. 1.3 acre lot
Single Family Home
Year Built: 2000
For Sale
Updated: 03-20-2017
By: Tom Moody
MLS: DanvilleIL
Owned by: Mc Ginty, Adam G & Lisa M

3.1.6 MLS Data Co-op Search

Access to local and nationwide listings via CoreLogic.

Data Co-op
Houston Association of Realtors

Search [List](#) [Favorites](#) [Options](#) 410 Actives on map

Quick Search for Property or Re-position Map
77024

[Switch to List View](#) [Zoom Map](#) [Clear Search](#) [Update Results](#)

Search Criteria
Type: - Single Family Beds: Any
For: Sale or Rent Baths: Any
Price: Min Max Stories: Any
Yr Bilt: MinYear MaxYear Acres: Any
SqFt: Min Max Garage: Any

Advanced Search

Listing Statuses
[Switch to List View](#) [Zoom Map](#) [Clear Search](#) [Update Results](#)

Estimate Drive Time and Distance

Save Search Options

Search Result Statistics

© 2017 CoreLogic. All rights reserved. Patent Pending.

Click to drill-in and view matches
28 matches in Grid
Average size: 3690 sqft
Average year built: 1995

3.1.7 RPR

Access to local and national listings via the National Association of Realtors.



Create Account ... or ... Sign in

All REALTORS® can access RPR

[Create a new account](#)

[Find out more →](#)

Email:

Password:

[Sign in](#) [Forgot Password?](#)

Keep me signed in for 2 weeks



Has your
MLS partnered
with RPR?
[Partner Map >](#)



Get tips,
tricks and
how-tos
[Knowledge
Base >](#)



Latest news
and updates
about us
[RPR Blog >](#)

3.1.8 Realtor Listing Distribution Chart

The illustration below showcases some of the MLS advertising channels that your listings are distributed to. The Realtor Listing Distribution chart adds value to your listing presentation.



3.2 MLS Tools

3.2.1 Instant CMA

By preparing an impressive and accurate comparative market analysis (CMA) for your clients, you develop your marketplace knowledge and your assurance in your pricing recommendations.

5110 Locust St
View Details
Refine Criteria

Search Criteria: within 1.5 mile radius | Sold Since 03/1/2016 | Listing Price Undefined | 2,668 sqft - 3,168 sqft | Year Built: NA

Choose Your Comparable
Show on Map

Address	Subdivision	BR	Bths	Gar	Story	Sqft	Lotsize	List \$	Pool	Sold \$	Sold Date	\$/sqft	
847 Jaquet	Post Oak Court	4	2/1	2	2.0	2,792	8,125	\$788,000	Y	\$745,000	12/22/16	\$267	+
4807 1/2 Locust St	BELLAIRE	3	2/1	2	2.0	2,696	7,000	\$799,800	Y	\$775,000	12/15/16	\$287	+
5312 Palmetto St	Elm Street Add Sec 02	3	3/1	2	2.0	3,043	3,119	\$339,000	N	\$335,000	12/15/16	\$110	+
5425 Newcastle St	Mulberry Manor	4	2/1	2	2.0	3,070	6,584	\$749,900	Y	\$734,900	11/23/16	\$239	+
5204 Maple St	Braeburn Cntry Club Estates	4	3	2	1.0	2,795	14,760	\$799,000	Y	\$775,000	11/22/16	\$277	+
5720 Innsbruck St	Bissonnet Plaza	3	3/1	2	3.0	2,776	3,116	\$539,000	N	\$518,500	10/28/16	\$187	+
4710 LAUREL	Heart Of Bellaire	4	3	2	2.0	3,042	8,190	\$799,000	Y	\$795,000	10/15/16	\$261	+

Next

3.2.2 Cloud CMA- Platinum Tool

Create professionally made CMA, Buyer Tour, Property Reports and Flyers through this third-party program. MLS Platinum subscription gives users access to this program.

The screenshot shows the 'Cloud CMA' web application interface. At the top right, there is a user profile for 'cristina@har.com' with links for 'Settings', 'Sign out', and 'Help'. Below this is a navigation bar with tabs for 'Home', 'CMA', 'Buyer Tour', 'Property', and 'Flyer'. The main heading is 'Create CMA Report' with a 'Fetch Listings' button on the right. A progress bar below the heading shows four steps: 'Criteria', 'Listings', 'Customize', and 'Publish'. The 'Criteria' step is currently active. The form is divided into two main sections: 'Name the report' and 'Subject Property'.
 In the 'Name the report' section, there is a 'Client' text input field and a 'Notes' text area with a placeholder text: '(These are private notes that don't appear in the report)'.
 In the 'Subject Property' section, there is an 'Address' text input field with a placeholder: 'Enter a location with city/state or zip'. Below that is a 'Photo (Optional)' section with a 'Choose File' button and the text 'No file chosen'. The 'Property Type' is set to 'Residential' in a dropdown menu. There are three input fields for 'Sq Ft', 'Beds', and 'Baths'. A link for 'Advanced info' is provided with the text: '- Additional subject info used in four column layouts.'
 Below these sections is a section titled 'How do you want to get comparative listings?'. It has two options: 'Exactly what you want - By MLS Numbers' and 'Quick and dirty - By Proximity'. The 'By Proximity' option is selected. Under 'By Proximity', there is a checkbox for 'Automatically find listings near the Subject Property' and a dropdown menu for 'Get at least' with '10' selected and the text 'listings'.

3.2.3 HomeSite- Platinum Tool

Create beautiful and engaging listing websites in minutes!

HAR offers free single property website for EVERY one of your Listings. Your sellers will be impressed with detail information about their property and you will have more opportunity to generated more leads!

My Current Listings		My Sold Listings		
MLNUM	Address	Price		
33716894	526 E 40th 1/2 St, Houston TX 77022	\$269,000	Customize Preview	
57726464	524 E 40th 1/2 St, Houston TX 77022	\$269,000	Customize Preview	
25307884	406 E 41st St #A, Houston TX 77022	\$265,000	Customize Preview	
84654231	405 E 42nd St, Houston TX 77022	\$269,000	Customize Preview	
93580149	120 Acorn, Onalaska TX 77360	\$65,000	Customize Preview	
30867948	8807 Bonhomme Rd, Houston TX 77074	\$675,000	Customize Preview	
42088334	406 E 41st B, Houston TX 77022	\$275,000	Customize Preview	
45090743	2722 Gaelic Green St, Houston TX 77045	\$165,000	Customize Preview	
95475190	2425 Holly Hall St A21, Houston TX 77054	\$132,000	Customize Preview	
68822689	3337 McGowen St, Houston TX 77004	\$207,900	Customize Preview	
81709930	3305 McGowen St, Houston TX 77004	\$161,000	Customize Preview	
47327984	13206 Ravenlake Dr, Pearland TX 77584	\$315,000	Customize Preview	
32207472	5314 San Juan St, Houston TX 77020	\$245,000	Customize Preview	
5918334	5515 San Juan St, Houston TX 77020	\$245,000	Customize Preview	
90003145	7110 Semmes St, Houston TX 77093	\$45,000	Customize Preview	
58335764	4511 Sharon St, Houston TX 77020	\$245,000	Customize Preview	
78299431	3915 Southern Bnd, Missouri City TX 77459	\$190,000	Customize Preview	
95715973	2809 Southmore Blvd, Houston TX 77004	\$549,900	Customize Preview	
 94194584	906 Venice St, Sugar Land TX 77478	\$315,000	Customize Preview	
99352375	8711 Village Of Fondren Dr 8711, Houston TX 77071	\$48,000	Customize Preview	

3.2.4 MarketInsight- Platinum Tool

With MarketInsight, your clients and customers have access to view pertinent information surrounding a property, such as web traffic, appointments, nearby comparable properties, and much more. Setting up MarketInsight is easy. You can send an e-mail to a user by inviting them to use MarketInsight. All the information displayed in MarketInsight is branded with your information. Show the value of using a REALTOR® and invite your clients and customers to start using MarketInsight today!

Create MarketInsight

Select a Listing type:

Select a Listing type:				
My Current Listings		Prospective Listing/Lessor	Sold(Represented Buyer)	Archives
Select a listing below from your current listing inventory and click on 'Setup MarketInsight'. This list includes active, option pending, and pending continue to show listings. Watch How to Setup Your Seller				
MLNUM	Address	Property Type	Created Date	
45090743	2722 Gaelic Green St	Single Family Homes	03/07/2017	View Detail Preview
42088334	406 E 41st B	Single Family Homes	02/07/2017	View Detail Preview
47327984	13206 Ravenlake Dr	Single Family Homes	02/01/2017	View Detail Preview
30867948	8807 Bonhomme Rd	Single Family Homes	09/28/2016	View Detail Preview
57726464	524 E 40th 1/2 St	Single Family Homes	08/23/2016	View Detail Preview
33716894	526 E 40th 1/2 St	Single Family Homes	08/11/2016	View Detail Preview
95715973	2809 Southmore Blvd	Single Family Homes	08/09/2016	View Detail Preview
5918334	5515 San Juan St	Single Family Homes	07/28/2016	View Detail Preview
32207472	5314 San Juan St	Single Family Homes	07/25/2016	View Detail Preview

3.2.5 Transaction Desk

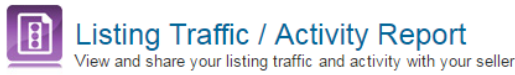
With TransactionDesk you can access and manage all your real estate forms, contracts, documents and contacts from any computer through the cloud.

The screenshot shows the 'Agent DASHBOARD' interface. On the left is a navigation sidebar with icons for home, add, document, calendar, mail, settings, help, and power. The main content area is divided into several sections:

- Transactions:** A list of transactions with details like '925 W 23rd A' and '21234 Park Mount DR'. A 'Create Transaction' button is visible.
- Authentisign:** A section for document signing with a 'Start Signing' button and a list of documents.
- Email Documents:** A section for email-related documents with an 'Email Documents' button.
- Documents:** A list of documents such as 'Fax-Back Cover Sheet.pdf' with transaction details.
- Forms:** A section currently showing 'Empty - None Found'.

3.2.6 Listing Traffic Report- Platinum Tool

View and share your listing traffic and activity with your seller.



Listing Traffic Summary

Your Current Listings

Address	Listed	Status
526 E 40th 1/2 St	07/14/16	A
524 E 40th 1/2 St	07/22/16	A
406 E 41st St #A	09/30/16	P
405 E 42nd St	07/14/16	A
120 Acorn	07/28/16	A
8807 Bonhomme Rd	08/15/16	A
406 E 41st B	02/01/17	A
2722 Gaelic Green St	02/20/17	P
2425 Holly Hall St A21	09/18/16	P
3337 McGowen St	12/15/16	P
3305 McGowen St	07/09/15	P
13206 Ravenlake Dr	12/17/16	OP
5314 San Juan St	07/14/16	A
5515 San Juan St	07/14/16	A
7110 Semmes St	02/20/17	A
4511 Sharon St	07/14/16	A
3915 Southern Bnd	03/13/17	A
2809 Southmore Blvd	06/01/16	P
906 Venice St	02/03/16	P
8711 Village Of Fondren Dr 8711	09/16/16	A

Your Monthly Listing Traffic Report

Date	Property Detail	Photo Gallery	Mobile Detail View	Total Page Views
Apr 2016	6,917	3,635	5611	16,163
May 2016	7,201	3,490	5748	16,439
Jun 2016	5,736	2,861	4046	12,643
Jul 2016	5,736	2,938	4515	13,189
Aug 2016	8,625	4,088	6364	19,077
Sep 2016	7,310	3,272	5129	15,711
Oct 2016	8,105	3,388	5569	17,062
Nov 2016	6,561	2,685	4723	13,969
Dec 2016	6,142	2,533	4451	13,126
Jan 2017	5,692	3,698	4734	14,124
Feb 2017	4,893	3,279	4388	12,560
Mar 2017	2,880	1,890	2466	7,236

3.2.7 Forms Manager

Access and download HAR, TAR and TREC forms.

3.2.8 Pending Listings

Pending listings are now displayed to the public on HAR.com. If you would like to opt out from having your pending listings displayed on HAR.com, you may disable that by changing the setting below for each of your listings.

3.2.9 Price Reductions

Consumers can now search for listings that have been reduced in price on HAR.com. If you would prefer that your listing not display the price reduction, simply indicate that here.

3.2.10 Request an Appointment Online

Online Appointment Request in MLS is a way for showing agents to request an appointment for any of your listings. A link has been added to the Office Information Section of the Agent Full Report that allows agents to request a showing appointment for that listing. Showing agents will still need to receive confirmation of the appointment from Centralized Showing Service, eShowings, Appointment Manager, or the listing agent prior to showing the property.

3.2.11 713-REALTOR- Platinum Tool

HAR is proud to introduce 713-REALTOR Property Hotline to its members. Consumers will be able to dial 713-REALTOR and enter a MLS number to obtain a digital audio description for that listing. In addition, consumers will be given the option to be connected to the listing agent during the call. 713-REALTOR Property Hotline provides your potential client an "on demand" audio walk through of your listing 24/7.



3.2.12 Marketing System

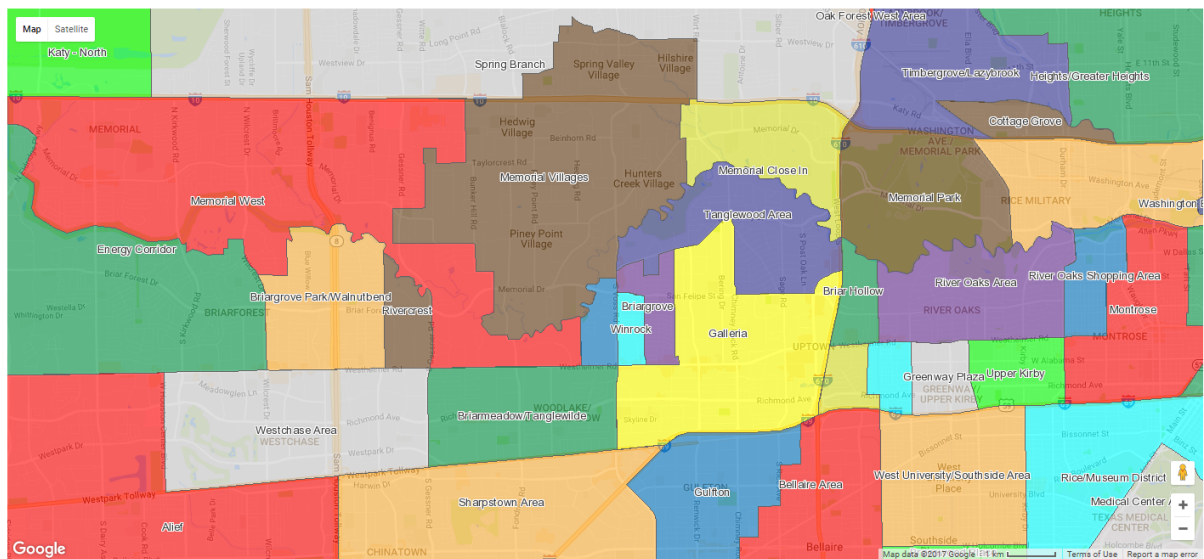
Access to the third-party company Markt for Real Estate that create flyers, brochures, business cards, etc.

3.2.13 Open House Manager

The HAR Open House manager helps you to manage Open Houses for your clients and for yourself. You can now email selected Open House listings to clients while framed in your HAR member Web site. You can also select Realtor Open Houses for your personal viewing.

3.2.14 Geo Market Area

Access to the Geo Market Area Map, a very efficient way to search for buyers in the MLS.
MLS Market Area



3.2.15 Advertise with MyAgentAds.com

Advertise your business and your listings in the Houston Chronicle and chron.com.

3.3 Supra

3.3.1 Supra Inventory & Showing Reports

The Supra Showing Report displays a list of your Supra boxes and allows you to assign a box to a listing. Once there is activity for that listing, the report will show the Supra box assignment.

3.3.2 Supra Web Login

Quick access to Supra's Online support website.

3.4 MLS Statistics & Reports

3.4.1 MLS Market Statistics/Analysis

This tool allows agents to generate 3 year local market trend graphs based on MLS location (City) and zip code. Agents can save reports for their local market areas under "My Reports" for quick and easy access.

3.4.2 Statistical Reports Manager

This broker only tool allows brokers to see statistics and production for their agents.

3.4.3 MLS Press Release

View the most current MLS Market Report and video.

3.4.4 Top Producers List

View current and past top producers by quarter and for the year.

3.5 MLS Education

3.5.1 MLS Training Courses

A list of courses offered by HAR pertaining to MLS Training. All MLS classes are free and can be taken at any of our four office locations. For more information about HAR classes please visit har.com/edu or contact us at (713) 629-1900 ext. 370.

3.5.2 MLS Online Rules Training Course

Access to online MLS training. This course can be taken in some cases to avoid an MLS violation fine. Please contact our MLS Department at (713)629-1900 ext. 376 for more information.

3.5.3 MLS Rules and Regulations

Access to a pdf document with all of the MLS rules and regulations.

3.5.4 Top MLS Rules to Remember

Access to a pdf with the top MLS rules to remember. These are typically the most often violated rules.

3.5.5 MLS Listing Status Definitions

Access to a pdf with all of the listing status codes, their descriptions and an explanation of each.

4 Leads/Appointments

4.1 Leads/Appointments


4.1.1 AgentSpot- Platinum Tool

The AgentSpot tool will help you gain additional exposure in your market areas and maximize the value of your HAR membership.

Report
Configuration

[View Your AgentSpot Weekly Traffic Report](#)

Local Real Estate Professional



Cristina Schaefer

Houston Assn of REALTORS..

Have Agent Call Back

I love teaching Realtors!

Request Information

Click to View Phone

[Get Listed Here!](#)

4.1.2 Leads

View leads generated on HAR.com.

4.1.3 Appointments

View listing and showing appointments scheduled for today or tomorrow.

4.1.4 Phone Leads

View all phone leads generated with HAR tools.

4.1.5 My HomeFinder Bookmarks

This report displays the number of times each of your current listings has been bookmarked by a consumer using My HomeFinder. This total includes consumers who have opted to receive more information, and those that opted not to be contacted.

4.1.6 My Contacts

Store contacts on HAR.com. This will sync with the VOW.

4.1.7 Star Report

View personal and HAR website statistics.

4.2 Leads Settings

4.2.1 Communication Preferences

Manage your contact information to be used with lead generating tools. This is also where you will enable LeadConnect.

5 My Account

5.1 Membership Information

5.1.1 My Contact Information

Verify and update your contact information on file with HAR.

5.1.2 Automatic Billing

Make secure online payments.

5.1.3 My Membership Card

Use this template to print out your HAR membership card. Proof of membership may be required at some area networking meetings and other HAR-related events.

5.1.4 Pay Dues Online

Make secure online payments.

5.1.5 Information About Brokerage Services

In light of recent TREC regulations, you are now required to provide Information About Brokerage Services to your clients. You need to add a link to this form (shown below) on your website, Facebook business page and any other advertising media.

5.2 Personalize Information

5.2.1 Manage Your Profile/Bio

The bio allows you to provide information regarding yourself, your business and your accomplishments. Content can be displayed in paragraph form, bullets or a combination of the two. You can also change the display order moving the content up or down and click 'Save Bio Changes' button.

5.2.2 Manage Your Photo

Upload your headshot so that it is visible on HAR.com.

5.2.3 Manage Your Profile Video

Upload a Bio video to be visible on your HAR.com profile.

5.2.4 Manage Your Designations

Notate any Realtor designations that you have received. Designations are searchable criteria for consumers on HAR.com when searching for a Realtor.

5.2.5 Manage Social Media and External Links

Promote your social media sites on your HAR profile.

5.2.6 Manage Your Languages/Cultures

Add languages and cultures to your HAR profile. Languages and cultures are searchable criteria for consumers on HAR.com when searching for a Realtor.

5.2.7 Create Email Signature

Use this tool to create an e-mail signature that you can copy and paste into your mail client (e.g. Outlook, Hotmail, Yahoo! Mail, Gmail, AOL Mail and other). There are various templates to choose from to create your signature. Please note that the signature that you create here will only appear in your mail client. It will not show up on your lead notifications, client gateway, or anywhere else on HAR.com.

5.3 Communication

5.3.1 My Communication Preferences

Manage your contact information to be used with lead generating tools. This is also where you will enable LeadConnect.

5.3.2 My Elected Officials

Your elected officials based on your voter registration record.

5.4 Participation

5.4.1 My TREPAC Investments

The Texas Association of REALTORS® Political Action Committee (TREPAC) is the primary tool used by REALTORS® and other real estate professionals in Texas to elect officials who share our philosophy of strong property rights and a strong and healthy business environment. The money we raise is used to ensure that REALTORS and REALTOR issues stay on the minds of local, state and federal lawmakers – in a positive way. This minimal investment helps to protect the real estate industry from which we make our livelihood.

5.4.2 My Volunteer Activities

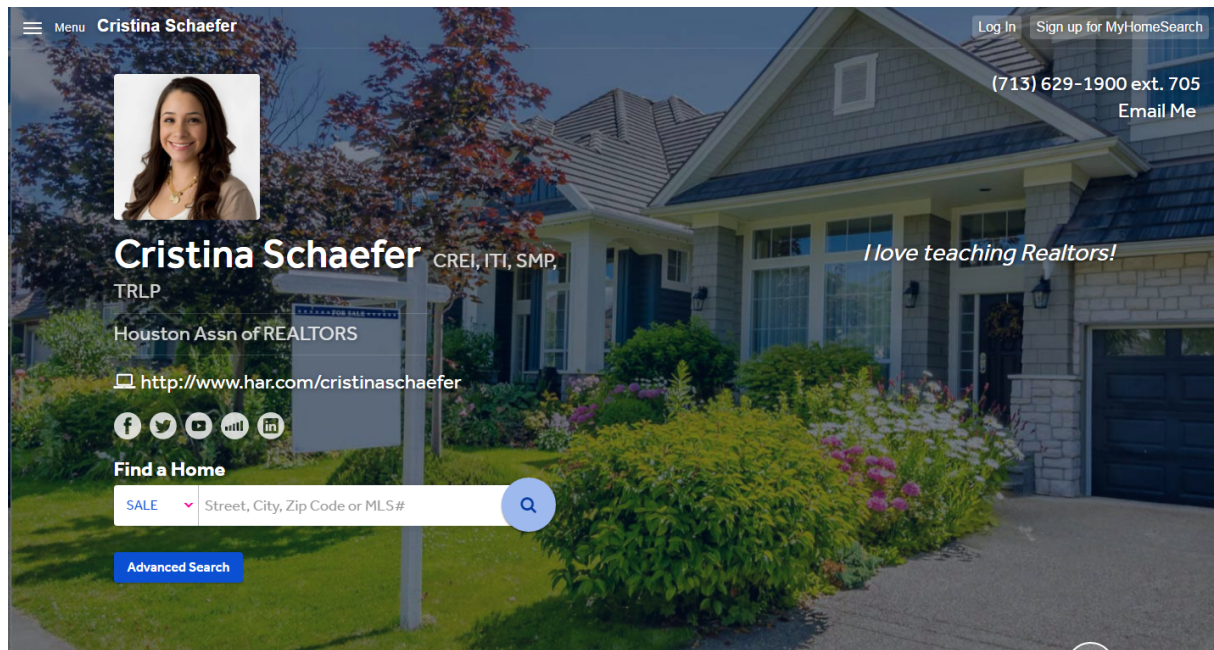
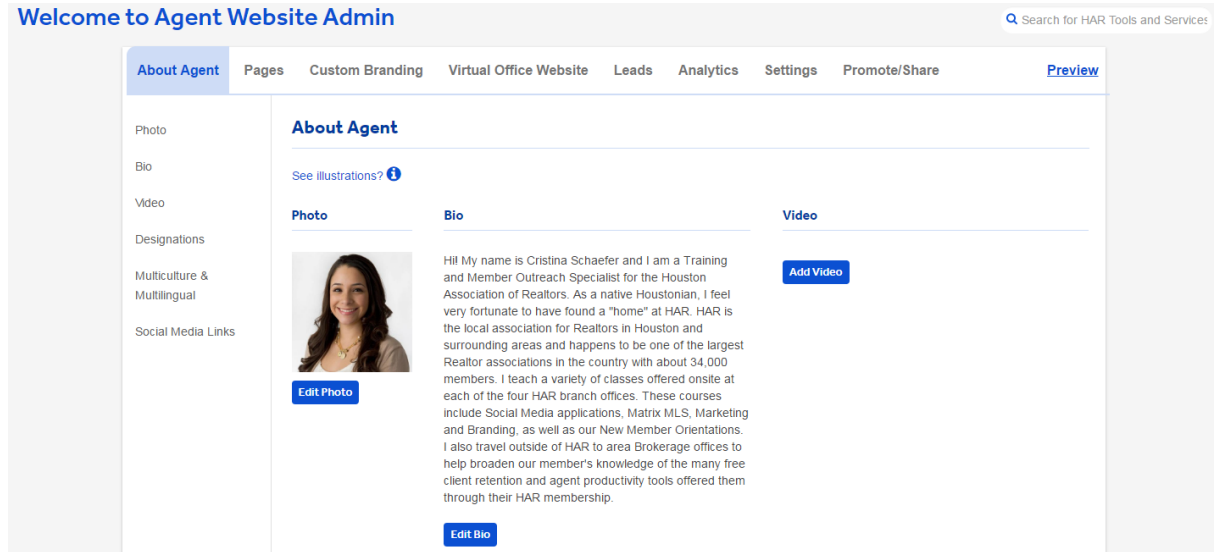
Manage your volunteer efforts and promote upcoming events.

6 Agent Tools

6.1 Website and Blog

6.1.1 Manage Your Website- Platinum Tool

Create and manage your HAR member website. This website is completely customizable with the power of HAR.com SEO behind it. For a more in depth look at the website, look into the How to Enhance Your HAR Website class.



6.1.2 Manage Your Blog- Platinum Tool

Create and manage your fully customizable agent blog.

Cristina Schaefer's Real Estate Blog

[Preview](#)

About Your Blog
Posts
Comments
Subscribers
Localize
Settings
Preview

Please view blog [Terms of Use](#), and information on [Copyrighted Content](#).

Free Content for Your Blog
[HouseLogic.com](#) is a free source of consumer information and tools-from the NATIONAL ASSOCIATION OF REALTORS®-that you can use in your website or Blogs

Your Blog >
[Preview your blog](#) (Thumbnail may not be up to date)

Blog type: HAR Blog

A post is a single entry in your blog; your blog is composed of multiple posts. All your posts will be stored in the HAR Blog Builder unless you delete them.

[Create a New Post](#)
Blog visits: 824

Post Name	Date	Type	Comments	Status	Views	Preview in
<input type="checkbox"/> League City Real Estate Continues to Grow	2/22/2017		(0)	Published Draft	4	Preview Your Blog
<input type="checkbox"/> Houston moving towards a buyers market?	12/10/2015		(0)	Published Draft	150	Preview Your Blog
<input type="checkbox"/> Considering selling your home in Greatwood, TX 77479? Now is the time to do it!	11/2/2015		(0)	Published Draft	86	Preview Your Blog

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6.2 Marketing Tools

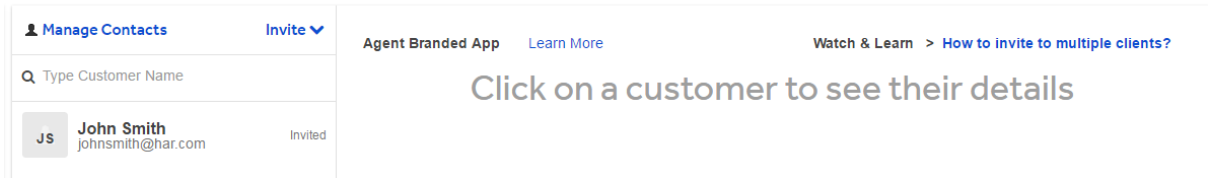
6.2.1 My MLS Platinum Tools

View a list of the MLS Platinum Services that you are currently using.

6.2.2 Agent Branded App- Platinum Tool

Manage your Agent Branded App contacts and settings. This can also be managed through the HAR.com App.

MOP Dashboard > My Branded App



6.2.3 Manage Your Client Experience Rating- Platinum Tool

Client Experience Rating is a way for your clients to rate your services on HAR.com. This is searchable criteria for consumers when searching for a Realtor on HAR.com. In this section of the members only portal you can manage your Client Experience Rating settings and send out surveys to clients.



Dan McCarver Favorite

Better Homes and Gardens
Real Estate Gary Greene - Bay Area

★★★★★ 4.91/5.0

PLATINUM AGENT

[f](#) [YouTube](#)

- Have Agent Callback
- View Phone
- E-mail Agent
- View Website

- Profile
- Listings
- Neighborhoods
- Ratings
- Office

Overall Client Experience Rating

4.91 ★★★★★
4.91 / 5.00
Based on 227 Completed Surveys

- Competency** ★★★★★ 4.85/5.0
- Market Knowledge** ★★★★★ 4.96/5.0
- Communication** ★★★★★ 4.92/5.0
- My Experience** ★★★★★ 4.89/5.0

Competency

Explained the process clearly, ensured paperwork was correct, used technology efficiently, negotiated effectively, exhibited attention to detail, represented and protected my interests

Market Knowledge

Exhibited knowledge of the real estate market, the neighborhood and community

Communication

Updated me regularly, responded in

My Experience

Understood my needs, gave me

6.2.4 Manage Social Media and External Links

Promote your social media sites on your HAR profile.

6.2.5 Real Estate Community

Real Estate Community allows consumers and REALTORS to ask questions, post answers, share facts, opinions and personal experiences with each other. More than 200,000 active HAR.com registered users interact with more than 22,000 REALTORS members online. The Real Estate Community serves as a great way for members to build relationships with consumers by sharing their knowledge. Consumers can become members of the Real Estate Community to have their questions answered by other community members and to learn more about the Houston real estate market.

6.2.6 Social Media Plug-In for MLS- Platinum Tool

The Social Media Plug-in for MLS enables you to enter your social networking account information so that your listings can be promoted on these social media sites. This will provide a constant connection to the social networking service, so whenever you add a new listing, make a price reduction, have an open house or sell a listing in MLS, a social networking notification will automatically be generated to alert your followers of your new listing.



6.2.7 Create/Manage Your Newsletter

Create and manage the free client retention and lead generating newsletter available to all HAR members.

6.2.8 RealSatisfied Rating

HAR has integrated RealSatisfied rating platform into the HAR.com website and mobile apps. If you are an existing customer of RealSatisfied, you can now display your rating and client feedback on the HAR.com website (includes listing detail, Find a Pro, Agent Profile, Agent Website) and mobile apps by entering your RealSatisfied Vanity Key.

6.3 Tools For Your Non-HAR Site

6.3.1 Featured Listings on Your Website

The Featured Listing Gallery allows you to promote your listings on your HAR Members Website and/or external website. By default, the Featured Listing Gallery will showcase four listings which have been listed within the past thirty days. You also have the option of manually selecting which listings you would like to showcase regardless of listing date.

6.3.2 IDX Tools for Your Website

HAR's Technology department has successfully developed and continues to design a wide range of consumer-centric tools to meet the new expectations of online consumers that result in generating thousands of leads to our members. All of these consumer-centric products are also available for your personal or company Web site within our IDX Suite of products and services, all designed to offer the similar functionality to your Web site's visitors/consumers as HAR.com. In creating the "IDX Suite," our goal is to offer all of these tools in an IDX enabled environment, which means tools offered by HAR drive online consumers to IDX listings and enhances your probability to generate more leads. Please make sure that you take advantage of the free HAR technology tools and offer every online consumer tool available to you via the "IDX Suite" to your clients and prospects rather than simply linking directly to these tools on HAR's Web site.

6.3.3 Real Estate Videos for Your Website

Access to the Consumer Knowledge video series. These videos were created with Realtors and their clients in mind. Feel free to use them in your marketing campaign.

6.3.4 Widgets for Your Website

HAR has built a library of widgets for some of the more popular tools on HAR.com. Members and consumers can go to this library to build widgets of their favorite HAR tools to fit within their personal websites, social networks, blogs, and/or wikis.

6.3.5 Client Experience Rating Badges

Display your Client Experience Rating on your non-HAR web site and/or blog! To incorporate your rating into your web site, simply choose a layout below and copy the script above it. Then simply paste the script into an HTML page within your non-HAR web site and/or blog.

6.3.6 Lead Capture Forms

The Get Your Free Lead Capture Form can be used on any external website. Use the URL as a link on your website, copy and paste the HTML code into a separate HTML document to use on your website or use the URL in an iframe so it can be included inside your current website.

6.4 Market Your Website

6.4.1 Point to Your Domain Name

You can promote your own name branding and don't need to spend a fortune to hire your own web designer. If you have purchased a domain name (for example: www.JohnDoe.com) and would like to use your HAR Member Web Site under it, simply copy the code provided, paste it in notepad, save it as default.htm and then upload default.htm to your web server.

6.4.2 Search Keywords and Ranking SEO

We have developed a research tool to assist our members with search engine optimization. With over 85% of all new visitors to a web site originating from major search engines such as Google, Yahoo, MSN and others, it is essential to implement a search engine marketing campaign and optimize your search engine ranking.

6.5 Consumer Services

6.5.1 Agent Self-Assessment Checklist

The objective of the Agent Tools Checklist is to help agents learn about the HAR tools that have been developed to help them in their day-to-day real estate activities. Use this checklist as a guide to ensure that you are taking advantage of all of the available tools.

6.5.2 e-Learning: HAR Tools

The online HAR e-Learning section contains instructional videos designed to aid members in the use of the free tools available to HAR members.

6.5.3 Consumer Service Checklist

The HAR Communications and Technology Departments are providing this new member tool that can be customized and used in your offices or with your clients and potential clients. The Consumer Service Checklist highlights nearly 200 services from which you can choose to create an internal checklist at your business office, or you can build an electronic or printed brochure to show the value you bring as professionals in the real estate industry. The choice is yours!

6.5.4 Consumer Research Panel

Working in partnership with the WAV Group, the HAR.com online Consumer Research Panel was created in 2011. More than 8,700 HAR.com subscribers have agreed to serve on the panel and answer questions about their home buying and selling preferences. This information is used to improve the services offered by HAR and help inform HAR members about better ways to serve their clients.

6.5.5 Tools available to Realtors and Consumers

View all tools available to Realtors and Consumers.

We love your feedback!



Taqi Rizvi

Chief Technology Officer

taqi@har.com

We pride ourselves on being both receptive to feedback and pro-active in improving HAR Products and Services.

You can send your feedback by email.

