



Platinum Tools for Success Series

Introduction to Platinum- 2 CE hours- 13657-RECE

Mastering Agent Promotion- 2 CE hours- 13684-RECE

Mastering Listing Promotion- 2 CE hours- 13683-RECE

Mastering Lead Generation- 2 CE hours- 13685-RECE



**Houston Association
of REALTORS®**

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Introduction to Platinum Course Objective

The objective of this comprehensive course is to introduce members to advanced Platinum Tools. Members will see each Platinum tool showcased, helping them find the next courses to explore these tools and resources in greater depth.

The Platinum Tools for Success series offers mastery in Listing Promotion, Lead Generation, and Agent Promotion. Learn how to optimize your listing, attract new buyers, nurture your current and past leads, as well as establish a compelling online presence.

Login to Members Only Portal-Platinum

When a member signs into the members-only portal and selects Platinum, they are directed to a Platinum dashboard where all tools are neatly organized by function.

This new dashboard has all Platinum tools located conveniently together and categorized. Notice in the top right corner there is a link to get back to the Members Only Portal and a handy search ribbon to find tools quickly.

PLATINUM Members Only Area Search: Platinum Tools

Streamlined tools. Modern design. Total Control.

Everything You Need to Grow Your Real Estate Business

The Platinum Dashboard combines powerful technology tools with integrated brand-building capabilities to maximize productivity across your real estate business. Designed to streamline operations, simplify workflows, and eliminate manual tasks, the dashboard empowers you to stand out, build trust, and scale your business through one complete, technology-driven solution. [Learn more →](#)

Benefits for Agents

- Stronger Lead Generation**
Platinum bundles multiple lead sources and capture tools so agents can attract more prospects from HAR.com, social media, email, and property marketing without juggling separate systems.
- Higher-Quality Client Experience**
From branded apps to automated reports, the Platinum tools provide consumers with a smoother, more informed experience that keeps them engaged with the agent's brand at every step.
- Powerful Personal Branding with the Platinum Badge**
Platinum enhances the agent's online presence with a branded Website, Profile enhancements, ratings, reviews, and "Platinum Agent" visibility, helping them stand out in a crowded marketplace.
- Marketing Automation and Time Savings**
Integrated AI, automatic social posting, email campaigns, and open house tools reduce manual work so agents can launch professional marketing faster and focus more time on clients.
- Better Data, Insights, and Follow-up**
Centralized CRM, lead management, traffic reports, and engagement analytics help agents understand who is interacting with their brand and listings so they can follow up more effectively.
- Exceptional Value versus Third Parties**
The combined tools in MLS Platinum would cost thousands per year if purchased separately, yet are offered at a single low annual fee, making it a cost-effective way to run a modern real estate business.

When you scroll through the Platinum Dashboard, you will find an organized list of tools grouped into categories. Plus, a link to the YouTube channel, with quick tutorials of each tool.

PLATINUM Members Only Area Search: Platinum Tools

Explore the Tools Included in Platinum

AGENT PROMOTION CONTACT MANAGEMENT LEAD GENERATION LISTING MARKETING MARKETING CENTER AI STUDIO

- Agent Profile**
Showcase your brand, listing activity, designations, bio and more to attract clients!
- Agent Website**
Your all-in-one site to showcase your professional brand, connect with clients, and generate leads!
- Google Reviews**
Build trust and stand out by displaying your Google Reviews directly on your Agent Profile!
- Agent Ratings**
The Platinum subscription offers two options for obtaining five-star reviews from your clients!
- TestimonialHub (Recommendation)**
Request and showcase endorsements from past clients, fellow agents, and industry partners!
- AI - Profile Highlights**
The AI tool to generate highlights of your real estate skills for your Agent Profile!
- AI - Rating Highlights**
Enhance your Agent Profile and Website with this 5-star rating system that includes client testimonials!
- Customize Find a Pro Results**
Customize your ZIP code so consumers can find you in their desired real estate location!
- Neighborhoods on Your Profile**
The tool that simplifies consumers finding you based on your local market expertise and their real estate goals!
- Digital Business Card**
Instantly exchange contact details, social media profiles and property listings anywhere, anytime!
- RatingBoost**
Showcase your professional reputation by promoting the accolades you've received from Client Experience Ratings!
- Showing Platinum Subscribers**
Leverage the subscription with the Platinum badge to amplify your brand and attract more clients!













[FOLLOW US ON YOUTUBE](#)

Agent Promotion



Agent promotion is a crucial function in attracting the right clients, establishing credibility, and growing businesses. The objective of this section is to train Realtors in maximizing their potential using Platinum technology tools. Agents will learn which tools to utilize and advanced features to help create a compelling website and ways to optimize their online presence for effective client engagement.

Explore the Tools Included in Platinum

AGENT PROMOTION	CONTACT MANAGEMENT	LEAD GENERATION	LISTING MARKETING	MARKETING CENTER	AI STUDIO
 Agent Profile Showcase your brand, listing activity, designations, bio and more to attract clients!			 Agent Website Your all-in-one site to showcase your professional brand, connect with clients, and generate leads!		
 Google Reviews Build trust and stand out by displaying your Google Reviews directly on your Agent Profile!			 Agent Ratings The Platinum subscription offers two options for obtaining five-star reviews from your clients!		
 TestimonialHub (Recommendation) Request and showcase endorsements from past clients, fellow agents, and industry partners!			 AI - Profile Highlights The AI tool to generate highlights of your real estate skills for your Agent Profile!		
 AI - Rating Highlights Enhance your Agent Profile and Website with this 5-star rating system that includes client testimonials!			 Customize Find a Pro Results Customize your ZIP code so consumers can find you in their desired real estate location!		
 Neighborhoods on Your Profile The tool that simplifies consumers finding you based on your local market expertise and their real estate goals!			 Digital Business Card Instantly exchange contact details, social media profiles and property listings anywhere, anytime!		
 RatingBoost Showcase your professional reputation by promoting the accolades you've received from Client Experience Ratings!			 Showcasing Platinum Subscribers Leverage the subscription with the Platinum badge to amplify your brand and attract more clients!		

Agent Profile

Here you will begin to tailor your HAR profile to you! Upload a professional headshot, a profile video and market yourself. On the following table you can choose the neighborhoods you work in or would like to work in! Do not forget to choose languages and cultures you are knowledgeable about; consumers can search for agents with those in mind.

The screenshot displays the 'Agent Profile' management interface. On the left is a sidebar with navigation options: Agent Promotion, Agent Profile, Agent Website, Google Reviews, Agent Ratings, Testimonial Hub (Recommendation), AI - Profile Highlights, AI - Rating Highlights, Customize Find a Pro Results, Neighborhoods on Your Profile, Digital Business Card, Ratings Boost, Showcasing Platinum Subscribers, and See All Tools. The main content area is titled 'Agent Profile' and includes a sub-header 'Showcase your brand, listing activity, designations, bio and more to attract clients! Learn More'. The main area is divided into several sections:

- Overview**: A summary section with a 'Preview' button.
- Cover image**: A large image placeholder for the profile cover.
- Tagline**: A text field containing the tagline: "Helping our members to achieve ongoing success!".
- Highlights**: A section with various tags representing qualifications and experience, including: Houston native, University of Houston graduate, Training Specialist, Education background, Virtual training, Home office training, Area meetings, Exciting new classes, Technology training, Houston Association of Realtor, HAR Instructor, Marketing manager, and Platinum tools.
- About**: A text field containing a bio: "Hello! I'm Melinda Burkman, your local Houston expert and proud University of Houston alum. With over a decade of experience in education, I've honed my skills in communication and service, which I now bring to the real estate world as part of the Houston Association of Realtors." Below this is another paragraph: "Whether you're an experienced agent or new to the industry, I'm here to support you every step of the way. I specialize in providing top-notch training and resources to ensure you're fully equipped for success in today's market."
- Agent Ratings**: A section for managing agent ratings.
- Listing Display Settings**: A section for managing listing display settings.
- Preview**: A button to preview the profile.












The interface also features a top navigation bar with 'Member Only Area' and a search bar for 'Platinum Tools'. A 'SEND FEEDBACK' button is located in the bottom right corner.

Header Tab on Agent Profile

Select “I want to display my listings in the header” button, toggled to Enabled to display listings on your agent profile. These can be current listings, sold or open houses, to choose which categories you will see images for. If you do not have current for sale listings, you might choose sold option.

Agent Profile

Showcase your brand, listing activity, designations, bio and more to attract clients! [Learn More](#) →

-  Overview
-  Header
-  Photo
-  Tagline
-  Bio
-  AI Profile Highlights
-  Neighborhoods
-  Designations
-  Languages/Cultures
-  Video
-  Social Media


Watch & Learn Preview →

Header


Header Display Settings


Click [HERE](#) to select the category of listings you want on your Agent Profile and, if you are a Platinum subscriber, your Agent Website.*

I want to display my listings in the header **Enable**



Click here to choose listings, sold or open houses.






Preview to see the listing pics

Cover image Edit

Your photo/headshot and cover image will be displayed if you select to turn off “I want to display my listings in the header.”



Profile Navigation

- Overview- This section previews items in the lower tabs.
- Header- This section allows agents to use a banner image or display images from their listings.

- Photo- This is where members will upload their headshots that they would like visible on HAR.com and their website. For CE classes, we verify the agent in class using this image, if you do not have an image or use a brokerage logo you must send an image to education@har.com for every class.
- Tagline- This tab lets you display your brand in a tagline or slogan; you can change the font size and color as well!
- Bio- This is where members upload their bio that they would like visible on HAR.com and their website.
- AI Profile Highlights- this Platinum features pulls keywords, using AI, from your biography. You can edit the highlights AI loaded for you and add more here.
- Neighborhoods- Here you can choose which neighborhoods appear on your profile to consumers.
- Designations – Control which designations appear on HAR.com and your website.
- Languages/Cultures- Manage what languages and cultures apply to you. This is searchable for consumers on HAR.com.
- Video- Upload a video to promote your services on your website.
- Social Media Links- Connect social media account with your HAR profile. This will make them visible on your website.
- Ratings provides access to Platinum ratings, allowing you to opt in or make edits here.
- Display Settings- choose what features you want to show, recent listings, sold and even property showings.
- Preview- This button will load your profile page as consumers see it.

Website and Blog

In the Platinum Dashboard, agents can edit the Platinum website and highlight their knowledge with a blog. Use the side and top navigation on this screen to choose templates(design), colors and then add your own content like links to interesting articles, listings or searches.

The screenshot displays the 'Agent Website' configuration interface. On the left, a vertical sidebar lists various tools and settings, with 'Agent Website' highlighted. An orange arrow points from this sidebar item to the main content area. The main area features a top navigation bar with options like 'EDIT SITE', 'DESIGN', 'LEADS', 'VIRTUAL OFFICE WEBSITE', 'ANALYTICS', 'PROMOTE', and 'PREVIEW'. Below this, there are several configuration panels: 'Home Page' (with options like Site Menu, Custom Pages, Slideshow, Featured Listings, Blog, and Settings and Data), 'Header' (with checkboxes for Picture, Social Media, Tagline, Broker Name, Phone Number, and Email Address), and 'Sections' (with a visible 'About Me' section and checkboxes for Ratings, Languages, and Culture).

Design Templates

Platinum agents can choose from eight templates, edit the color scheme and banner image all in one place.

The screenshot shows the 'Agent Website' design configuration page. The left sidebar is consistent with the previous image. The main content area has the 'DESIGN' tab selected in the top navigation. Below the navigation, there are three design options: 'Template', 'Color', and 'Header Image'. A yellow banner with a question mark and 'Read instructions' is visible. Below this, a grid of eight different website design templates is displayed, each showing a preview of the agent's website with various layouts and color schemes.

Virtual Office Website (VOW)

You can view your VOW subscriber count here and use the dashboard tabs below to efficiently manage existing subscribers or add new ones.

Agent Blogs

On the Platinum dashboard, search “Agent Blog” to view your subscriber count, see views, promote your blog, and preview content before sharing. Within the Free Content tab, you can select from a variety of ready-to-post free content. If you have your own content, like a specific listing, you can build your own blog post. Use the domain keyword search to title you blog for search engine optimization.

Here is a preview of a blog post, branded to the agent. It has contact info on the side, consumers can view your listings and use the lead generating buttons to request a home worth analysis.

Flood Insurance Comes With a Waiting Period

Posted by Melinda Burkman | Visit My Blog

As massive floods from Tropical Storm Harvey sweep Texas, you might be wondering how fast you can buy flood insurance.

Home insurance doesn't pay to repair damage caused by flooding. You'll need to buy separate flood insurance to cover tropical storms, torrential rain and overflowing rivers.

It's smart to buy flood insurance before flooding becomes imminent, as there's usually a waiting period between the time you buy your policy and the time it takes effect. However, there are a few situations in which coverage can kick in without a delay.

Contact Agent

Melinda Burkman
Houston Association of REALTORS

PLATINUM
View Profile

Email Profile Website

Request an Appointment

Ask anything you want...

Request Information

- Recommend Me
- View My Listings
- What is your Home Worth?
- Start Your Home Search Now
- Get Your Home Selling Report

If you enjoyed this post, please consider sharing it with others.

Share this post

Melinda Burkman **PLATINUM**
Houston Association of REALTORS

Visit Melinda Burkman's Blog

Contact Melinda Burkman

← Lead magnet IDX tools!

At the bottom of the blog post we also have your info one more time with a chance to contact you and view other blogs.

If you enjoyed this post, please consider sharing it with others.

Share this post

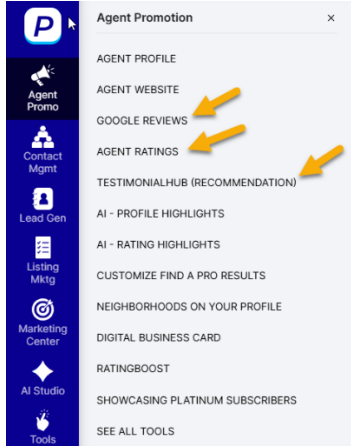
Melinda Burkman **PLATINUM**
Houston Association of REALTORS

Visit Melinda Burkman's Blog

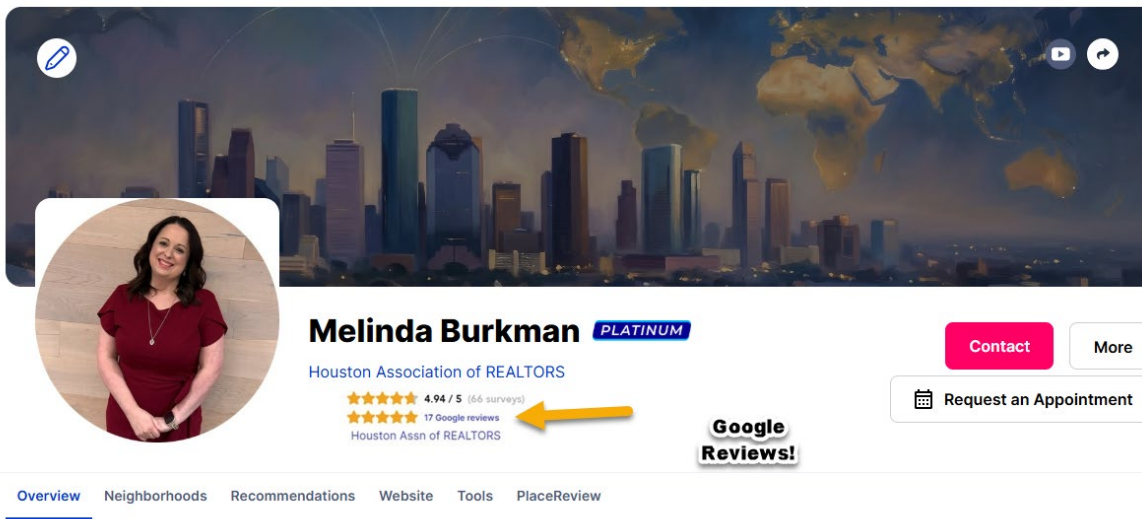
Contact Melinda Burkman

Ratings and Reviews

We can display your excellent customer service. Customers have the option to share their experiences through Ratings, Reviews, or both, whichever they prefer. You can use Google reviews, Realsatisfied, HAR's client experience rating and our recommendations tool.



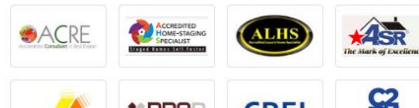
Google Reviews



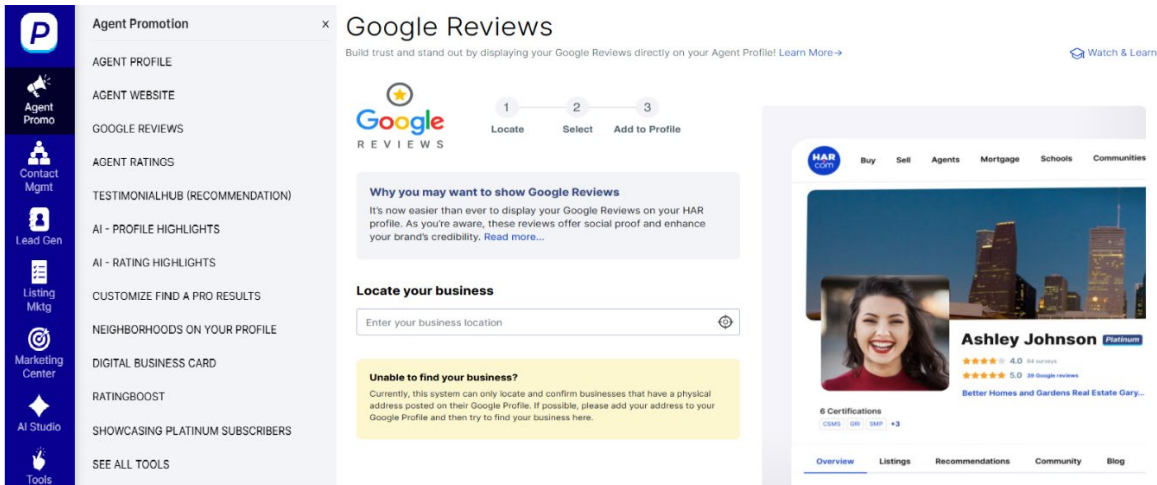
Helping our members to achieve ongoing success!

- HOUSTON NATIVE
- UNIVERSITY OF HOUSTON GRADUATE
- TRAINING SPECIALIST
- EDUCATION BACKGROUND
- VIRTUAL TRAINING
- HOME OFFICE TRAINING
- AREA MEETINGS
- EXCITING NEW CLASSES
- TECHNOLOGY TRAINING
- HOUSTON ASSOCIATION OF REALTOR
- HAR INSTRUCTOR
- MARKETING MANAGER
- PLATINUM TOOLS

Designations

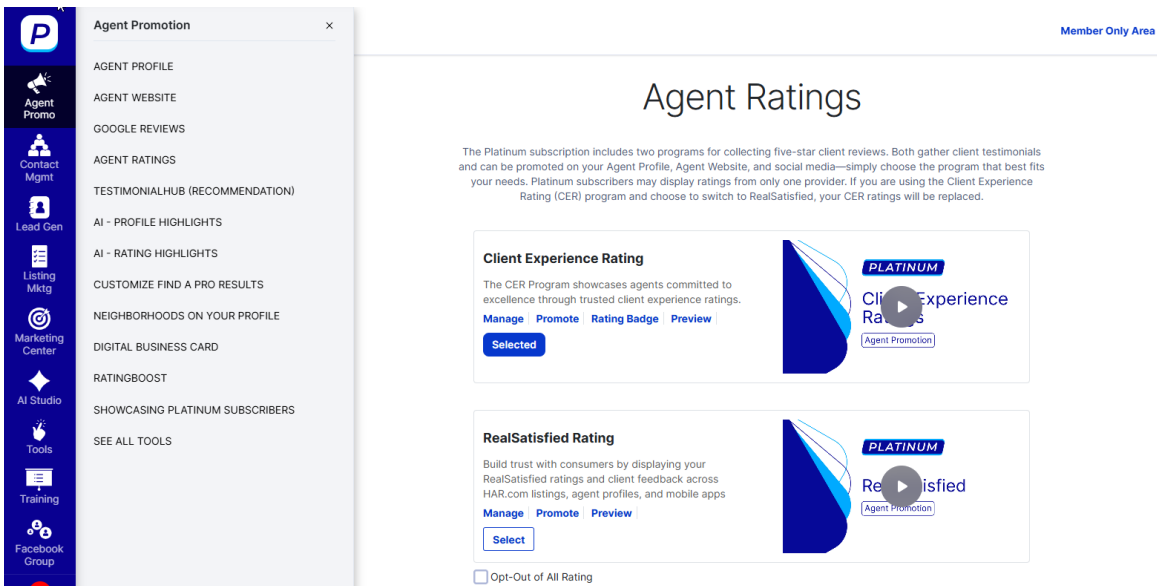


To add Google Reviews, choose the title on the Agent Promo toolbar. Then you will follow the screen prompts, starting with adding a business address. If you share an office with others, enter your individual office number like suite D, so you do not get the entire brokerage’s reviews.



Agent Ratings- Client Experience Ratings or RealSatisfied Ratings

Choose Select to make your choice between the two agent ratings systems. Client Experience ratings are managed through HAR and RealSatisfied is a third-party integration. Then choose Manage to change preferences, promote and so much more!



Client Experience Rating Settings

If you choose Client Experience Rating, you can decide if you want to show your ratings on HAR.com for consumers to see, or not. This is a conscious decision to build your ratings before displaying, it is something you can change later. AI Ratings Highlights pulls keywords from your ratings to describe you.

Client Experience Rating

Promote your real estate expertise on your Agent Profile and Website with the 5-star rating system! [Learn More](#)→

[Watch & Learn](#)

[MANAGE](#) [YOUR RATINGS](#) [AI - RATING HIGHLIGHTS](#) [RATING DETAILS](#) [RATING BADGE](#) [PROMOTE](#) [PREVIEW](#) ↗

Choose Preferences

Opt-In to the HAR Client Experience Rating (Do not show ratings on HAR.com)

Opt-In to the HAR Client Experience Rating (Show ratings on HAR.com)

Opt-Out of All Rating

[SAVE](#)

Rating Boost

Rating Boost lets you quickly improve your ratings through a social media post builder.

RatingBoost

Showcase your professional reputation by promoting the accolades you've received from Client Experience Ratings! [Learn More](#)→

[Watch & Learn](#)

My Rating 5902 Starling Dr

"Excellent" - Titus Chen

[With my Photo](#) [With Illustrations](#)

Rectangle Post
e.g. Facebook, LinkedIn, Twitter

[Choose](#)

Actual size preview

Square Post
e.g. Instagram

[Choose](#)

Actual size preview

Stories
e.g. Facebook

[Choose](#)

Actual size preview


TestimonialHub

Here you can see recommendations you have received, and request recommendations from colleagues and clients. Recommendations are testimonials, where consumers or contacts can share actual text about an agent. You can use this to highlight positive feedback from previous clients or industry professionals.

TestimonialHub (Recommendation)

Request and showcase endorsements from past clients, fellow agents, and industry partners! [Learn More](#) →


[Watch & Learn](#)



Clients/Customers

Request Recommendations from Clients/Customers


[Request Now](#)



Colleagues (Agents/Brokers)

Get Recommendations from agents and brokers you've worked with to showcase your professional relationships.

[Request Now](#)




Co-Agents

Request a Recommendation from an agent who you worked with in the last five years.

[Request Now](#)

[INVITATION](#) [RECEIVED](#) [GIVEN](#) [REQUESTS](#)

You have made the following Recommendation requests.




Client
Sally.snook@

The referrals and recommendati

Recommendation Pending

Sent on Aug. 2nd, 2023

[Resend Invite](#) [Delete](#)



Client
melinda.burkman@

The referrals and recommendati

Recommendation Pending

Sent on Feb. 21st, 2023

[Click to Verify](#)

[Resend Invite](#) [Delete](#)

Customize Find a Pro Results

Here you can choose which zip code you would like to appear in agent searches on Har.com!

Customize Find a Pro Results

Customize your ZIP code so consumers can find you in their desired real estate location! [Learn More](#) →

[Watch & Learn](#)

Customize the City and Zip Code

City

[See on Find a pro](#)

Zip Code

[See on Find a pro](#)

[Save](#)

Agent Branded App

The real estate app that helps you stay connected with your clients like never before. Collaborate in real time, share listings branded with your name, and give clients exclusive access to Premium Content – all within one seamless experience. With built-in tools like in-app Chat and a Digital Business Card you can share anytime, anywhere, you will always be just a tap away from your next successful transaction.

Agent Branded Mobile App

The agent branded mobile app promotes your brand, listings and connects you with clients! [Learn More](#)→

CONNECTIONS
ACTIVITIES

Benefits of Connecting with Clients

Access to Premium Content will be granted to the client upon connecting with you. [Learn more](#)

Agent Branded App Invitation Dashboard

Upon acceptance, your client will be able to access the HAR App featuring your branding as well as Premium Content. Find out more. [Learn more](#)

You have not invited any customers

Start to register your contacts right now!

You current have 328 contacts to invite to use Agent Branded App.

[Choose From Contact List](#) ↗

Add/ Import Contacts

[Import Contacts](#) ↗

ADD NEW CONTACT +

Digital Business card in your HAR APP

When you open the Har app, click MORE in the bottom right-hand corner and this will take you to your tools in a list. Click this small QR next to your picture and the app will show a larger QR code for a contact to scan with their phone (below).



Marketing Center

You can easily locate the marketing center in the side navigation of the Platinum Dashboard. The marketing center offers various tools to help promote agents, and you'll encounter this tool in multiple Platinum classes.

The screenshot displays the Marketing Center dashboard within the Platinum Tools interface. At the top left, the 'PLATINUM' logo is visible. The top right corner includes a 'Members Only Area' and a search bar for 'Platinum Tools'. A vertical navigation sidebar on the left lists various tools: Agent Promo, Contact Mgmt, Lead Gen, Listing Mktg, Marketing Center (highlighted), AI Studio, Tools, Training, Facebook Group, and Follow Us (v3.1). The main content area is titled 'Marketing Center' with the subtitle 'Reach your audience with our marketing and prospecting tools'. It features a grid of tool cards, each with an icon, title, description, and a 'Get Started' button. The tools include: Paid Ads (Facebook), SocialBoost for Listings (Social Media), PrintCreative for Listings (Fliers & Postcards), LeadMagnets, RatingBoost (Promote Ratings), TestimonialHub (Recommendation), LeadPage Builder (Landing Pages), MarketSnapshot Videos (Video Content), and IDX Tools. On the right side of the dashboard, there are three 'SEND FEEDBACK' buttons.















Listing Promotion



The objective of this section is to teach Realtors effective, up-to-date, strategies to enhance the promotion and visibility of their property listings. Realtors will learn how to optimize their listings, utilize advanced Platinum Tool features, and leverage marketing techniques to attract more potential buyers.



Explore the Tools Included in Platinum

AGENT PROMOTION	CONTACT MANAGEMENT	LEAD GENERATION	LISTING MARKETING	MARKETING CENTER	AI STUDIO
 <p>My Listings Stay in control of your listings from the Listing Dashboard—manage, analyze, and enhance effortlessly!</p>			 <p>AI - Listing Highlights Make every unique and sought-after feature on your listings stand out to attract potential buyers one highlight at a time!</p>		
 <p>AI - Photo Description The time-saving solution that combines the power of AI with the story-telling process of listing photos!</p>			 <p>Automatic Social Media Posts The tool that keeps your listing status and changes automatically updated on social media platforms!</p>		
 <p>AI - Property Description Let this AI-powered tool generate a unique and impressive Property Description in seconds for every listing!</p>			 <p>Facebook Ads The promotional tool to empower listing agents to precisely target potential clients on Facebook!</p>		
 <p>Comparative Market Analysis (CMA) The all-in-one platform for creating professional, data-rich real estate reports and flyers!</p>			 <p>HomeSite (Property Website) Present every property with a custom, agent branded website!</p>		
 <p>SocialBoost For Listings Utilize the power of social media to market your listings!</p>			 <p>PrintCreative For Listings Enhance your listing and open house promotion with engaging postcards and flyers!</p>		
 <p>Listing Display on Your Profile Showcase your active listings, sold properties and open house activity on your Agent Profile!</p>			 <p>Open House Registry App Streamline the open house process with this app to manage, promote, and follow up with visitors from every open house you host!</p>		
 <p>Your Personal Branding "Presented By" Share listings, consumer reports and more with your professional branding for lead generation and client engagement!</p>			 <p>IDX Tools Promote consumer IDX tools or embed them on an external website for increased engagement!</p>		

My Listings

My Listings in the Listing Marketing tab on the Platinum Dashboard, is the place to do to augment your listing with Platinum tools. To the right of each listing, you have an Actions button, which expands to show Quicklist, AI tools and a quick way to get back into Matrix to edit the listing.

AI Listing Highlights

Make every unique and sought-after feature on your listings stand out to attract potential buyers one highlight at a time! When a consumer chooses your listing on HAR.com, they will see an AI list of keywords from your listing, in My listings you can preview what those would be and edit/add/remove any.

Consumer view:

Realtor view:

AI Property Description

Use AI to edit your existing property description.

P

PLATINUM

Members Only Area

Agent Promo

Contact Mgmt

Lead Gen

Listing Mktg

Marketing Center

AI Studio

Tools

Training


Facebook Group

Follow Us

v3.1

AI - Property Description

Let this AI-powered tool generate a unique and impressive Property Description in seconds for every listing! [Learn More ->](#)



Cleveland, TX 77327
MLSNUM: 21193653
Listing Status: Under Contract - P
[View Listing Detail ->](#)

AI - Property Description

Discover this stunning newly built single-story home with over half an acre of land. Boasting 3 bedrooms and 2.5 baths, this modern residence is designed for comfort and style. The primary suite features a luxurious walk-in shower for a relaxing retreat. Quality craftsmanship is evident throughout, with a bright and open layout perfect for entertaining. Enjoy spacious secondary bedrooms and ample outdoor space on the large lot. This new construction property offers elegance, functionality, and room to grow. Located at 1165 Road 5203, this 2200 sq ft home was built in 2025 on a 24394 sq ft lot.

[Use AI to Create a Property Description](#)

AI Photo Description

Below each picture, consumers can view a brief description of the room they are seeing. You should describe each photo to help consumers identify which room they are looking at. They do know they are looking at the kitchen, without you telling them, but describing the countertops, floors and what makes the kitchen special helps you to sell. But other un-staged rooms, especially benefit from a photo description, when the rooms are all similar sizes, the consumer can use the descriptions to better picture themselves in the home. This helps them identify the guest room on the first floor vs. the upstairs secondary bedrooms, which are identical in pictures. AI does need a basic description that it can then build on, it will not build from nothing. AI is not flawless; it occasionally describes furniture. You can remove this portion if furniture is not part sale. It is your responsibility to read and edit any generated text with ethics and fair housing in mind. You can edit then choose “1-click copy” to copy all at once!

Homesite

The Homesite tool helps you to build a dedicated website for your listing. This will carry your branding, including lead generation widgets, and direct consumers' attention toward the listing. Ads, other zip codes searches in the area and things like that are not going to appear on this page. Choose a template, preview, change color schemes and share the finished page all in one place.

Featured Listing- Agent Website and Profile

Choose which listings you want to feature on your agent website- Automatic will display the four most recent listings and Custom lets you choose. Agent Profile, choose listing display settings and choose the category of listings that will show on your profile.

Manage Your Website

Exclusively for Platinum Subscribers

EDIT SITE DESIGN LEADS VIRTUAL OFFICE WEBSITE ANALYTICS PROMOTE PREVIEW

Home Page

Site Menu

Custom Pages

Slideshow

Featured Listings

Blog

Settings and Data


Read instructions ↓

Automatic
It will always display the 4 most recent listings within the last 30 days in order of listing date.

Custom
Choose the listings you want to display on your site. If a listing that you selected is off the market, it will automatically drop off from your website.

Do not show
No featured listing will be displayed on your site.

Select all Listing + Save featured listings

 0 Hopper Rd, Greenwood Village Lots \$975,000 for sale

SEND FEEDBACK

Listing Display on Your Profile

[Preview ↗](#)

Showcase your active listings, sold properties and open house activity on your Agent Profile! [Learn More](#)

- Show My Active Listings
- Show My Rental Listings
- Show My Recently Sold Listings
- Show My Recently Leased Listings
- Show Ask a Pro Activities [Learn More](#)
- Show My Recent Showings [Learn More](#)
- Show My Recommendations [Learn More](#)
- Show My Client Experience Ratings [Learn More](#)
- Show LeadsMagnet (Sell Your Home) [Learn More](#)
- Show Branded App Ad [Learn More](#)
- Show LeadsMagnet (How much your home is worth?)

'Presented by' Listings

Browse properties on HAR.com and use the Share Icon to share listings from other agents with your own branding. When someone clicks the link you send, your information will appear alongside the listing.

🇺🇸 English ▾

Monica Sinha PLATINUM

A+ Real Estate

📄 Copy Link

➦ Share
Share Listing

21911 Pale Meadow Ct
Katy, TX 77450

For Sale, Single-Family
Traditional style in Cinco Ranch in Katy - Southeast (Marketarea)

4 bedrooms 2,679 Sqft. (\$192/Sqft.)
 3 full baths 11,280 lot Sqft.
 2 stories Private Pool
 2000 year built

Just Listed

46 Photos

Share

SEND TO CLIENT
EMAIL
MOBILE
SOCIAL
GET LINK

Click the Copy Link button below to get the URL of this page. You can paste it anywhere to share this page with others.

https://www.har.com/homedetail/21911-pale-meado...
📄 Copy Link

46 photos Redesign

👍 🗨️ ➦ 🖨️ 🇺🇸

\$514,000 For Sale Active

21911 Pale Meadow Ct, Katy, TX 77450 [View Map](#), [Get Directions](#)

Just listed

Est. Payment \$3,939/month

Currency converter

Presented by

Melinda Burkman PLATINUM

Houston Association of REALTORS

Transactions & Profile ▾

View phone

Ask the agent a question!

📞 Call
✉️ Email

Your comments...

4 Bedroom(s)	3 Full Bath(s)	2,679 Sqft	
11,280 Lot Sqft	Single-Family	1 Day(s) on Market	

Pool/Spa
Cul-de-sac Lot
Open Concept
Remodeled Kitchen
Primary Bedroom Upstairs
Hardwood Floors

Covered Patio
Detached Garage
Fenced Section
Walking Distance to School
See more

PrintCreative

Create dynamic flyers & postcards for your listings!


Elevate your listing and open house presentations with dynamic, agent-branded flyers and postcards. Create customized listing assets that are sure to leave an impression on your sellers. With a range of customizable design templates at your disposal, you can effortlessly create the perfect promotional material. Once created, you can quickly download it and share it with your audience. Make your listings and open houses stand out with the ease and creativity offered by the PrintCreatives tool!

PrintCreative For Listings

Enhance your listing and open house promotion with engaging postcards and flyers! [Learn More](#) →


Boost your listings with ready-made marketing tools

Featured Options For You



Design eye-catching flyers in minutes

[Create flyer →](#)



Design stunning postcards for your listings


[Create postcard →](#)


Choose from twelve flyer templates and thirteen postcards!


PrintCreative For Listings


Enhance your listing and open house promotion with engaging postcards and flyers! [Learn More](#) →

Customize Flyer for: 6219 Hamblen Dr

 **Template**


 **Photos**

 **Color**


 **Content**

DONE

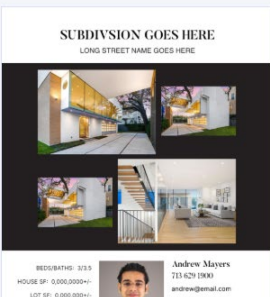
Design 1



Design 2



Design 3



Marketing Center

In the marketing center you can build flyers and postcards, social media posts, and advertisements to advertise homes.

Facebook Ads

Build your own Facebook ads with this tool! After choosing a listing, you can make a carousel ad or a single- image Facebook ad.

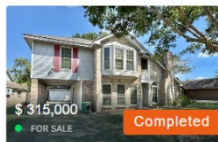
Facebook Ads

The promotional tool to empower listing agents to precisely target potential clients on Facebook! [Learn More](#) →

[Watch & Learn](#)

The Facebook Listing Ads program is a fast and easy way to promote your listings, or office listings on the Facebook Listing Ads platform. [Learn More](#) ↗
[Your HAR Pay](#) ↗

[Create New Ad](#)



1214 Red Rock Canyon Dr
 4 bed(s) • 2 & 1 half bath(s) • 1,921 sqft.

[Ad Report](#) [Edit Ad](#)

Automatic Social Media Posting

Automatic Social Media Posts

The tool that keeps your listing status and changes automatically updated on social media platforms! [Learn More](#)→

 REMOVE CONNECTON





 CONNECT TO TWITTER

 EXPIRES ON 09/17/2020




Facebook: Facebook does not allow the promotion of listings to a Business Facebook page. In addition, due to recent changes in their site operation, you are no longer able to automatically post your listings to Facebook. The HAR technology team has removed the social media icon for Facebook as a result, but has developed an alternative method to post listings to the site. You will now receive a notification email of changes to your new, sold, price reduced and open house listings. This email will include a link that will allow you to quickly post the listing to your Facebook page.

Below are the recent posts that HAR.com has generated on your behalf:

*** We will post your listing changes. If it fails, we will re-try up-to 4 times. Please re-link your social account if you see repeated failures.**

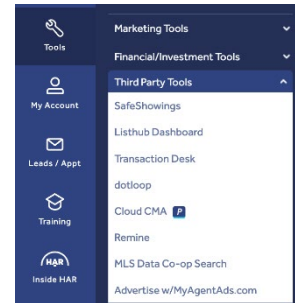
Account	Posts	Date/Time	Status
	New Listing: RES \$347000 3 beds 3.1 Baths,77033 https://www.har.com/60083597 LPT Realty, LLC #Houston #RealEstate 	04/11/2026 08:21 PM	OK
	Sold: 2006 Quiet Palm LN RNT https://www.har.com/23003148 LPT Realty, LLC Rosenberg #RealEstate 	04/02/2026 09:21 AM	OK

Below are a few examples of the "posts" that will be generated on your behalf:

Account	Posts	Date/Time
	Just Reduced: Single Family,\$169900 4 beds 2.0 Baths,77581 https://web.har.com/11395864 ERA Bogany Properties #Pearland #RealEstat	Dec 08,2011 08:20 AM
	Just Reduced: Single Family,\$169900 4 beds 2.0 Baths,77581 https://web.har.com/11395864 ERA Bogany Properties #Pearland #RealEstat	Dec 08,2011 08:20 AM
	Just Reduced: Single Family,\$79900 3 beds 2.0 Baths,77489 https://web.har.com/31388284 ERA Bogany Properties #MissouriCity #RealEstate	Mar 05,2011 08:21 AM

Cloud CMA

You can access Cloud CMA in the Tools-Third Party Tools in the Member's only portal, but you can also access it directly in Matrix while building a CMA.



Open House Registry App- Use the app to track sign-ins at your open house. Collect leads using the app, it asks the consumer if they are already collaborating with a realtor.



HAR Open House

(For Real Estate Professionals only)

Manage your upcoming open houses effectively, and let your guests sign in to the open houses easily.

[Learn more](#)



Scan QR code to
download mobile app



MarketInsight

Create a MarketInsight for homeowners, prospective buyers, or renters. This is a useful tool to monitor activity in an area.

MarketInsight

Keep your seller, buyer and rental clients informed about real estate activity around a property! [Learn More](#) → [Watch & Learn](#)

ACTIVE REPORTS ARCHIVE REPORTS Promote Create New +

Show entries **Filters**


Address	Client	Preview	Created Date	Listing Type	Last Email Sent	Edit
6219 Hamblen Dr, Houston, 77396			Jan 25, 2026	Sale	Apr 19, 2026	
12354 New River Trl, Conroe, 77384	+1		Jan 25, 2026	Sale	Apr 19, 2026	
13626 Breakwater Path Loop, Houston, 77044	W G		Dec 13, 2025	Sale	Apr 18, 2026	
3134 California Ave, Cleveland, 77328			Jan 14, 2025	Sale	Oct 28, 2025	

Showing 1 to 4 of 4 entries Previous 1 Next

MarketInsight

- Home Search
- Comparables
- Valuation
- Traffic
- Price Trends
- Zip Code
- Tax
- Promote

Prepared for



6219 Hamblen Dr

Houston TX 77396

[VIEW PHOTOS](#)

[MARKET OVERVIEW](#) [MARKET ACTIVITY](#)

MARKET OVERVIEW

Analysis of Homes Available For Sale

3

SIMILAR HOMES FOR SALE

\$352,750 to \$477,249 price range and Sqft. range 2,450 to 2,950

[View more](#)

\$433K

AVERAGE LIST PRICE

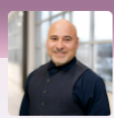
Of homes available for sale

2,702

AVERAGE SQFT.

Of homes available for sale

Contact Agent:



Rick Trevino

[See Phone](#)
[Email Agent](#)

LPT Realty, LLC, 13315 Wallisville Road, Houston, TX 77049

[CONTACT AGENT](#)

Financial/Investment Tools

Platinum agents can save their financial calculator results with their agent branding information to save and share with clients.

Branded Financial Tools

Give clients the confidence to move forward with agent-branded real estate calculators that keep your name and expertise front and center at every financial step. Calculators include Rent vs. Buy, Seller Net Sheets, Buyer Closing Costs, and mortgage scenarios. These interactive tools make complex math simple while reinforcing you as the trusted advisor behind every number.

[SELLER'S ESTIMATED NET SHEET](#)[BUYER CLOSING COSTS](#)[RENT VS BUY](#)[MORTGAGE](#)[AMORTIZATION](#)

P Financial Calculators - Provide Clarity and Build Client Confidence
Platinum - Smarter Productivity. Real Results.

PLATINUM

Financial Calculators

Contact Management

Agent Branded Lead Magnet IDX Tools

HAR offers consumer-focused IDX tools that deliver the same powerful functionality and user experience as HAR.com for agent and company websites.

IDX Tools and Widgets

Platinum agents have twelve lead generating IDX tools, customize the color and share the code with your personal websites!

IDX Tools

Promote consumer IDX tools or embed them on an external website for increased engagement! [Learn More](#) →

[Watch & Learn](#)

HAR offers consumer-focused IDX tools that deliver the same powerful functionality and user experience as HAR.com for agent and company websites.

Theme Color 

IDX Theme Color



Submit

[Preview](#) →

IDX Links

[Email All IDX Tools](#)



View My Listings

Showcase your active property listings directly on your website, giving potential buyers easy access to homes you're currently marketing.

[Preview](#) ↗

[Email Code](#)

[Copy Code](#)



View My Sold Listings

Highlight your past sales to demonstrate your experience and success in helping clients buy and sell homes.

[Preview](#) ↗

[Email Code](#)

[Copy Code](#)



My MLS Listings Search Form

Add a personalized MLS search form to your website so visitors can explore current listings based on custom search criteria.

[Preview](#) ↗

[Email Code](#)

[Copy Code](#)



Home Value

Offer visitors a tool to estimate their home's market value, generating leads from homeowners.

[Preview](#) ↗ [Add/Edit Header](#)

[Email Code](#)

[Copy Code](#)

Lead Generation



Agent promotion plays a crucial role in attracting the right clients, establishing credibility, and growing businesses. The objective of this section is to train Realtors in maximizing their potential using HAR Platinum technology tools. Agents will learn which tools to utilize and advanced features to help create a compelling website and ways to optimize their online presence for effective client engagement.

Explore the Tools Included in Platinum

[AGENT PROMOTION](#)
[CONTACT MANAGEMENT](#)
[LEAD GENERATION](#)
[LISTING MARKETING](#)
[MARKETING CENTER](#)
[AI STUDIO](#)


LeadConnect

Instantly connects you by phone with consumers the moment a lead is generated on HAR.com!



Lead Management

This dashboard is your single hub to analyze, organize, and access tools to respond to and nurture every HAR.com lead!



AI - Lead Reply

Save time and enhance your responses to new leads with AI-generated customized replies!



LeadMagnets

Generate leads while offering relevant, up-to-date market trends and Premium content!



LeadPage Builder

Showcase your local market expertise with a customized real estate activity report that helps attract new leads.



Booking App

The tool that facilitates requesting appointments with you, directly from your listings, Agent Profile and Website!



Agent Blog

Create your Blog then post relevant, engaging client to attract leads and keep your clients informed!

Lead Connect- 713 Realtor

There are two main benefits of using lead connect. When you receive a lead, you will be called on the phone and have the option to speak with them immediately. You can also choose to have a “Request a callback” button on your listings and agent profile page.

Communication Preferences

[Configure Lead Settings](#) Communication Settings

Configure how leads are delivered to you
Choose one of the options below to determine how your leads will be delivered:

- LeadConnect is part of MLS Platinum Package.**
By enabling the LeadConnect feature, you will receive a phone call when a lead is sent to you and it will give you an option to speak with the potential client immediately by pressing 1. In addition, a "Request a callback" button will appear on the HAR.com listing detail page and your profile page.
- Enable Text Message**
You may choose to have notifications sent to you via text message (Only between 8am - 8pm). This is a complimentary service provided by HAR. Text message charges may apply depending on your plan and carrier.
- Disable Sending Leads to My Phone**
Choose this option to disable phone notifications. If you choose this option, your leads will be sent to your email address.

Lead Management

View all leads that come from your websites and listings in one place! Choose the lead and see the full message, their contact details and even their social media accounts.

Lead Management

This dashboard is your single hub to analyze, organize, and access tools to respond to and nurture every HAR.com lead! [Learn More](#) →

Watch & Learn

[INBOX](#) [DELETED](#) [SPAM](#)

11 Records

Delete

Q

<input type="checkbox"/> SUBJECT	FROM	DATE	TYPE	SOURCE	FOLLOW-UP COUNT
<input type="checkbox"/> HAR.com Lead: CMA Request	Melinda Burkman (Unread)	Mar 27, 2026 01:40 PM		HAR	0
<input type="checkbox"/> HAR.com Lead: Home Value Request	Melinda Burkman	Mar 27, 2026 01:39 PM		HAR	0
<input type="checkbox"/> Request for information by HAR.com visitor	Paul Wallace	Jan 16, 2026 07:12 AM		AWS	0
<input type="checkbox"/> HAR.com Lead	Mohammad Odeh	Sep 03, 2025 05:42 PM		HAR	0
<input type="checkbox"/> Request for information by HAR.com	Methaniel Beldarra	May 22, 2024 09:07		AWS	0

AI Lead Reply

In an HAR lead, you can choose to have AI write your reply. Choose the AI Assistant button on the lead page and a message will appear, you can then edit it.














LeadMagnets IDX Tools

These consumer centric tools help a consumer recognize and verify your value. They have been incorporated into a wide range of tools and widely promoted.

Choose a tool to capture your leads

Email LeadMagnets Links

 <p>Before You Sell, Know This Number</p> <p>Promote the "Before You Sell, Know This Number?" tool to capture new leads. Then, cultivate client relationships by creating a customized CMA for each request.</p> <p>Details</p>	 <p>Free Comparative Market Analysis</p> <p>Promote the "Free Comparative Market Analysis" tool to capture new leads. Then, cultivate client relationships by creating a customized CMA for each request.</p> <p>Details</p>	 <p>Do You Have Real Estate Questions?</p> <p>Promote the "Do you have Real Estate Questions?" tool to capture new leads. Then, show your expertise by answering their questions.</p> <p>Details</p>	 <p>Ready to Sell Your Home?</p> <p>Promote the "Ready to Sell Your Home?" tool to capture prospective sellers. Then, cultivate a relationship by creating a comprehensive Home Analysis report for their property.</p> <p>Details</p>
 <p>Get Your Home Selling Analysis Report</p> <p>Gain new leads by providing potential seller clients with a Home Analysis Report so they can sell at the right price and the right time.</p> <p>Details</p>	 <p>Get Accurate, Real-Time Market Reports</p> <p>Consumers like to stay up to date with the market activity happening around them. Capture potential clients by giving them weekly updates of the real estate activity near them.</p> <p>Details</p>	 <p>Download My App to See Premium Content</p> <p>Provide your clients access to Premium Content, including sold prices, property history reports, Coming Soon listings, and more on your Agent Branded HAR app.</p> <p>Details</p>	 <p>Access Premium Content from My Website</p> <p>Provide your clients access to Premium Content, including sold prices, property history reports, Coming Soon listings, and more on your Agent Website.</p> <p>Details</p>
 <p>Want to know if you should invest in a rental property?</p> <p>Generate interest among investor clients by providing them with a free Cash Flow analysis. Help them set the right price on their properties with the cash flows.</p> <p>Details</p>	 <p>Looking for an investment property?</p> <p>Attract investor attention by giving potential clients a free Fix and Flip analysis on which properties to work on.</p> <p>Details</p>	 <p>Affiliate Program - Energy Ogre</p> <p>With Energy Ogre's Realtor Referral Program, you can simplify your clients' home-buying or renting experience by taking the stress out of shopping for and managing their electricity.</p> <p>Details</p>	

LeadPage Builder

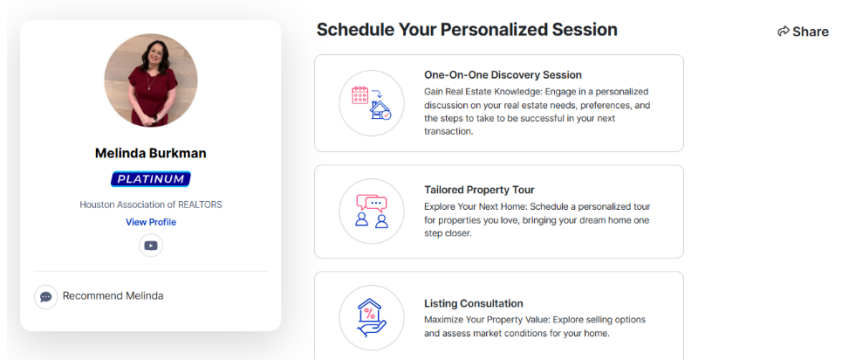
The LeadPage Builder tool gives you data-driven reports to help you achieve powerful conversions. Tailor these pages to a specific location (subdivision, geo market area, zip code, etc.) and criteria, ensuring they resonate with your unique audience. With the ability to seamlessly promote them to your clients, on your HAR Agent Website, through text, email, and QR code, and across various social media platforms, these landing pages provide a powerful tool to maximize your impact!



Booking App

Appointment Requests Directly from HAR.com Sites!

Whether in-person, over the phone, or through video conferences, our tool makes the appointment booking request process a breeze. Simplify your request generation and communicate effortlessly to secure appointments at your convenience!



Agent Blog- See Agent Promotion

On the Platinum dashboard, search “Agent Blog” to view your subscriber count, blog views, promote your content, and preview posts before sharing. Within the free content tab, you have access to a selection of material that is ready for posting. If you have your own content, like a specific listing, you can build your own blog post. Use the domain keyword search to title your blog for search engine optimization.

Virtual Office Website (VOW)

The Virtual Office Website offers multiple lead generation tools.

Ready to sell your home?

If you are considering selling your home, you may find out how now.
Request your home selling analysis featuring Recently Sold, Market Analysis, Home Valuations and Market Update.

GET STARTED

Agent Branded App

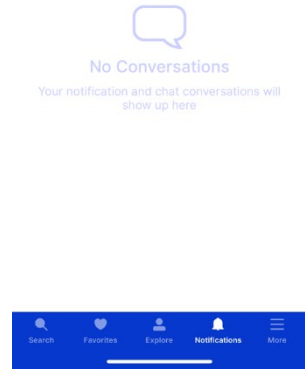
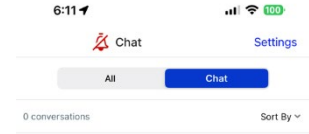
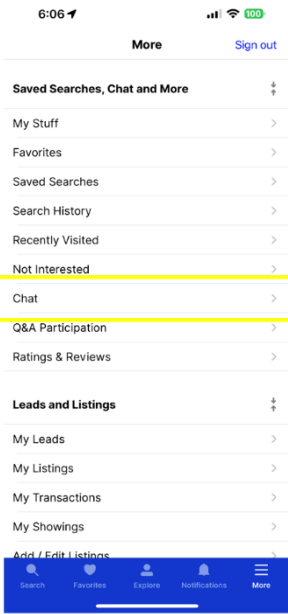
Mobile App that Promotes Your Real Estate Brand and Connects You to Clients

The real estate app that helps you stay connected with your clients like never before. Collaborate in real time, share listings branded with your name, and give clients exclusive access to Premium Content – all within one seamless experience. With built-in tools like in-app Chat and a Digital Business Card you can share anytime, anywhere, you will always be just a tap away from your next successful transaction. The Agent Branded App page in the Members only Portal or the Platinum Dashboard lets you view consumers that have accepted your invite.

Chat Feature

Using your HAR App, you can chat with clients that have opted into your agent branded app.

Here you can see the chats and change your notification settings.



Customize Find a Pro

Consumers search for agents based on zip code on Har.com. Your current zip code is set to your office location by default. If you want to select a different business area, visit Customize Find a Pro Results in the Members Only Portal or use the Platinum Dashboard.

Customize Find a Pro Results

Customize your ZIP code so consumers can find you in their desired real estate location! [Learn More](#) →

[Watch & Learn](#)

The screenshot shows the 'Customize Find a Pro Results' web page. On the left, there is a form titled 'Customize the City and Zip Code' with input fields for 'City' (Houston) and 'Zip Code' (77027), and a 'Save' button. A blue arrow points from the 'Save' button to the right. On the right, the page displays 'Real Estate Agents in 77027' with a search bar and filters for Platinum, Ratings, Multi-lingual, Multi-cultural, and Certifications. Below the search bar, it shows '3,848 Results' and a list of agent profiles including Davidson Douglas, James Sessel, Rose Cheng, and Victor Trea.

Notes: