



Homes And Rentals

Connecting home sellers, buyers
and renters with REALTORS.®

MAXIMIZE EXPOSURE TO YOUR LISTINGS & GENERATE MORE LEADS

WHY HAR.com?

1. 350 Million annual listing detail page views
2. 1 Million downloads of mobile apps
3. 1.4 Million annual leads to brokers & agents
4. 2.5 Million unique visitors monthly
5. #4 Real estate website in Texas

WHAT DOES IT COST TO BE ON HAR.com?

FREE: NO COST TO ASSOCIATIONS, MLSS, BROKERS or AGENTS

IS HAR.com COMMITTED TO BROKERS & AGENTS?

- HAR.com is not about MLS; it is a consumer portal
- No FSBO listings allowed
- Shows broker and agent contact information
- All leads go to listing agent and broker
- No agent competitors on listing detail pages
- No "estimates" of value on listing detail pages
- REALTORS® with a listing or who claim their profile are included in Find a Pro
- Complies with The Realty Alliance "Fair Display Guidelines" for Public Facing Websites
- By REALTORS® for REALTORS®

HOW DO I MAKE SURE MY LISTINGS ARE ON HAR.com?

1. If you belong to an MLS that sends all listings to HAR.com, your listings are already there.
2. If you belong to an MLS that only sends listings of brokers who have opted-in, contact your MLS to have your listings promoted on HAR.com.
3. If you belong to an MLS that does not send any listings to HAR.com, contact your MLS about sending listings to HAR.com using ListHub. (mls.support@listhub.com)
4. If you belong to a RE/MAX, Keller Williams or Realogy franchise, your listings are on HAR.com.



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LIST OF MLSs & FRANCHISES SENDING LISTINGS TO HAR.com *:

MLSs

- Amarillo Association of REALTORS®
- Austin Board of REALTORS®
- Bryan-College Station Regional MLS
- Central Hill Country Board of REALTORS®**
- Central Texas MLS
- Coastal Bend Association of REALTORS®
- Corpus Christi Association of REALTORS®**
- Del Rio Board of REALTORS®**
- Dumas Board of REALTORS®**
- Eagle Pass Board of REALTORS®**
- Fort Hood Area Association of REALTORS®**
- Greater El Paso Association of REALTORS®**
- Greater McAllen Association of REALTORS®
- Greater Tyler Association of REALTORS®**
- Henderson County Board of REALTORS® MLS**
- Highland Lakes Association of REALTORS® MLS**
- Houston Association of REALTORS®**
- Kerrville Board of REALTORS®**
- Kingsville Board of REALTORS®**
- Longview Area Association of REALTORS®
- Lubbock Association of REALTORS®**
- Lufkin Board of REALTORS® Inc MLS
- North Texas Real Estate Information Systems**
- Nolan County Association of REALTORS®**
- Odessa Board of REALTORS®**
- Palestine Association of REALTORS®**
- Permian Basin Board of REALTORS®**
- Port Neches, Port Arthur, Nederland Board of REALTORS®**
- Rio Grande Valley MLS (Brownsville and Harlingen)**
- Rockport Area Association of REALTORS®**
- San Antonio Board of REALTORS®
- San Patricio Association of REALTORS®
- South Padre Island Board of REALTORS®**
- Uvalde Board of REALTORS®**
- Victoria Area Association REALTORS®**
- Wichita Falls Association of REALTORS®**

*Represents 92% of Texas REALTORS®
 *MLSs that send all listings to HAR.com are bolded

FRANCHISES THAT SEND TEXAS LISTINGS TO HAR.com





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Texas Broker Endorsements

As the largest real estate franchise in Texas, we're thrilled that our associates have this new opportunity to reach prospective homebuyers on HAR.com. We're even more excited that Bob Hale and HAR are doing it right - ensuring that all leads go directly to the listing agent and broker.



Mark Willis
Keller Williams Realty

Virginia Cook,
CEO Virginia Cook,
REALTORS®



HAR.com is the #2 real estate website in Texas after Zillow and REALTOR® listings were viewed 37 million times in January. We are so pleased that we will soon be able to add all our listings to HAR.com at no cost. We congratulate HAR for ALWAYS helping our Agents grow their business in this Digitized 21st Century! Bravo! Bravo from your Dallas fellow REALTORS®.

I plan to add all our GoodLife Realty listings to HAR.com as another place to expose our listings for our sellers, but that doesn't require a third-party syndicator who doesn't serve the agent, or the consumer for that matter. I especially love this because all of my listing calls will come back to me, the listing agent, so that I/we can offer the consumer the information they want on our sellers' homes. This is what I call a win-win.



Kristina Wise, CEO
GoodLife Companies

Michele Turnquist, Owner
Engel & Völkers Austin



Although I am an Austin broker I have had my firm's listings on HAR.com for almost 5 years. My leads are free, there are no competitors on my listings and they have been viewed over 416,000 times. I am an HAR.com fan.

Coldwell Banker United, REALTORS® listings in the Houston area were viewed 545,000 times in January on HAR.com. As a broker operating in other Texas locations we are excited that HAR will soon invite brokers across Texas to add their listings to HAR.com at no cost.



Steve Barnes,
President/COO
Houston Region
Coldwell Banker United,
REALTORS®

Dana Tuggle,
Region Vice President
RE/MAX of Texas



Houston area RE/MAX listings were viewed 2.7 million times in February on HAR.com, according to the HAR STAR Report. Having long realized the benefits of displaying all Texas MLS listings from 44 realty associations on our remaxtexas.com website, RE/MAX is very excited that now all our agents' listings statewide will be promoted on HAR.com.