

New Member Orientation



Houston Association
of REALTORS®

Main Office: 3693 Southwest Fwy., Houston, TX 77027 | 713-629-1900 | www.har.com

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Agenda and Objectives

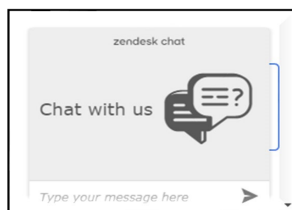
The following items will be covered in today's orientation:

- Why you are here
- What it means to be a REALTOR®
- HAR's Mission
- HAR Locations
- HAR Departments, Products and Services
- HAR Communication Tools
- Upcoming Events
- TREPAC – why you should invest
- Technology Services for members
- Brief tour of HAR.com public website
- Brief tour of HAR.com member's only site
- Brief MLS overview (explanation of MLS rules)
- Courses for Realtor® development
- Explanation of Code of Ethics Online Training (*Required to be completed after completion of Orientation class*)
- Packet explanation
- Pop Quiz

HAR Departments & Staff

Main Number for HAR: (713) 629-1900

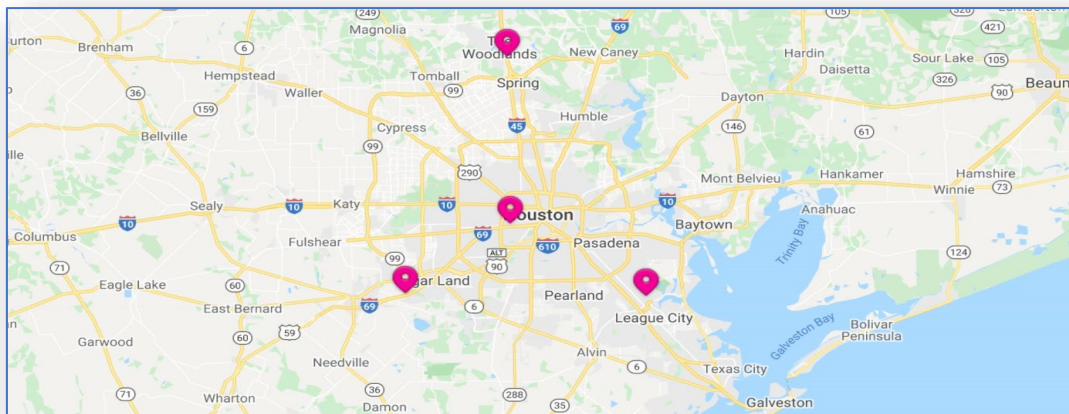
Department	Extension
Member Services Call Center	4
MLS/Quality Assurance Call Center	1376
Professional Development Call Queue	1370
Technology Support Call Queue	1374
Client Experience Rating Support Queue	1371
Supercenter (Realtor® Store)	1272
Commercial Gateway Queue	1363
HARTV/Video Services	1162



Using HAR's online chat offers you another convenient way to obtain quick answers and information on services. HAR staff members are available via online chat from 8:30am-5pm weekdays and 9:30am-3pm weekends.

We love your feedback! We pride ourselves on being both receptive to feedback and proactive in improving HAR products and services. You can send your feedback by email to:

support@har.com



The HAR branch locations are open every weekday from 9am to 4pm.

HAR Bay Area *New Location*

17225 El Camino Real, Suite #190
Houston, TX 77058

HAR Fort Bend

6680 Greatwood Pkwy.
Sugar Land, TX 77479

HAR Montgomery County *New Location*

25700 I-45 North, Suite #470,
Spring, TX 77386

HAR Central

3693 Southwest Fwy.
Houston, TX 77027

Education Checklist for New Agents

REQUIRED TRAINING (within first 60 days of becoming a member)

- Complete New Member Orientation
- Complete online Code of Ethics training on www.realtor.org

REQUIRED TRAINING (before end of 2nd year of licensure)

- 90 hours SAE credit** HAR provides the following classes for SAE credit:
 - GRI Contracts to Closing (30 SAE hours)
 - GRI Marketing (30 SAE hours)
 - GRI Brokerage (30 SAE hours)
 - HAR REALTOR Launch (30 SAE hours)

- 8 hours TREC Legal Update** HAR provides the following classes:
 - TREC Legal Update I (4 hours)
 - TREC Legal Update II (4 hours)

RECOMMENDED TRAINING register online @ www.har.com/edu

- MLS classes**
 - Matrix Overview Part 1- Getting Started
 - Matrix Overview Part 2- Customization
 - CMA "Price it Right" Matrix

- Marketing/Technology classes**
 - Platinum Essentials & Tools to Enhance Your Real Estate Business
 - Platinum- Lead Generation Tools
 - HAR MLS Platinum- HAR How to Enhance Your HAR Website
 - HAR MLS Platinum- Mobile MLS: Using the HAR App Effectively

Recommended Courses and Designation/ Certification Information

Visit www.har.com/edu to register, for more information and for other course offerings.

MLS Training - All MLS Courses are free

- Matrix Overview Part 1 & 2
- CMA – "Price It Right" - Matrix
- Mobile MLS: Using the HAR App Effectively

Social Media for Real Estate

- HAR Social Media Marketing Strategist (HSMMS) ----- \$129
- Braving the Video Marketing World ----- \$25

Marketing/Technology Training

- Brand You ----- \$25
- How to Enhance Your HAR Website ----- free
- TransactionDesk Essentials Overview ----- free
- ZipForm Plus ----- \$25
- Diversity in Real Estate: Culture Makes a Difference -----free
- Platinum Essentials Tools to Enhance Your Real Estate Business - free
- Platinum Lead Generation Tools ----- free
- Two online webinars each month on various topics ----- free

Designation and Performance Management

- **GRI – Graduate REALTOR Institute** - The three, 4-day sessions (GRI: Contracts to Closing, GRI Marketing: Business Skills and GRI: Real Estate Brokerage) can be taken in any order. In addition to the designation credits, the courses offer 30 SAE credit hours or 10 hours of CE if needed ----- \$295/section
- **HAR REALTOR Launch: Your Path to Success** ----- \$249
- **HCSMS- HAR Certified Strategic Marketing Specialist**- Acquired by taking HAR Social Media Marketing Strategist (HSMMS) +9 electives
- **ABR – Accredited Buyer Representative** ----- \$199
- **AHWD – At Home with Diversity** ----- \$75
- **CIPS – Certified International Property Specialist** ----- \$499
- **TAHS – Texas Affordable Housing Certification** - Requires the following: United Texas Housing Initiatives, FHA Lending & Certified Military Residential Specialist ----- \$150

Recommended Courses and Designation/Certification Information (cont.)

- **TRLS - Texas Residential Leasing Specialist** - Day 1 will cover the following topics: The Essentials of Residential Leasing; Agency Issues Impacting Property Managers and Leasing Agents. Day 2 will cover the following topics: Marketing and Leasing Residential Properties and The TAR Residential Lease Agreement. ----- \$149
- **TRPM - Texas Residential Property Manager** – Upon completion of this certification, property owners can rest-assured you have undergone rigorous coursework and have the experience necessary to manage their residential rental property professionally and knowledgeable. ----- \$199
(Please confirm your eligibility and review the requirements necessary to earn this designation by visiting the designation holder's site or contacting the HAR Professional Development Dept.)
- **SRS – Seller Representative Specialist** - this course is a 14-hour course designed to take a new agent to an accomplished level sooner and an already successful agent to an even higher level of competency. It focuses on the skills necessary to properly represent a property owner, including agency, marketing, and servicing the client. -----\$199
(Please confirm your eligibility and review the requirements necessary to earn this designation by visiting the designation holder's site or contacting the HAR Professional Development Dept.)
- **SRES - Senior Real Estate Specialist** - This course looks at key differences in housing options, from age-restricted communities to age-in-place design to assisted living; applications of the Housing for Older Persons Act (HOPA. This course fee includes your first-year dues for the SRES council of \$99. ----- \$189
(Please confirm your eligibility and review the requirements necessary to earn this designation by visiting the designation holder's site or contacting the HAR Professional Development Dept.)

All courses, except for designation courses, are available to be taught at real estate office locations. Please have your broker or office manager contact the Professional Development Department for information. remotetraining@har.com

HAR Realtor Launch Designation

HAR is proud to offer an initiative to assist Realtors® in their career path to success! In this 4-day, intense course you will gain insight on how to handle your transactions from contracts to close.

The program will include tools such as:

- Prospecting
- How to Create Business
- Buyers and Seller's Expectations
- Understanding Your Role before, during and after the transaction
- Insight in the ancillary roles by subject matter experts such as Appraiser's, Inspector's, Lenders, Title Companies, Home Warranty Reps, and much, MORE...

You will have a hands-on, interactive experience to help you with your business before you even have business.

See what other members are saying about the course.

📌 *"I have been revitalized to take my business to the next level. The instructor was amazing. The class was well worth my time and money."*

📌 *"Great course & well worth doing."*

📌 *"Role playing was great – overall great course. Awesome job by the instructor!"*

Member fee: \$249 - Receive a \$50 discount by using the code Launch2023 at registration. Discount code must be used within 90 days of Orientation.

Approved for 30 Hours SAE- Register Online at www.har.com/edu



HAR Certified Strategic Marketing Specialist (CSMS) Designation

This certification is earned after the completion of a series of eight HAR classes dedicated to enhancing the Realtors® understanding and effectiveness of marketing. After earning the CSMS the agent will be equipped with the tools needed to market and brand themselves and their business with skill and proficiency. In turn, agents will learn how to generate more leads and increase profitability.

This designation requires that you take the following:

HAR Social Media Marketing Strategist (HSMMS) ----- \$129

Choose any 9 of the following electives to complete the designation:

- ABCs of CRM ----- \$25
- Brand You ----- \$25
- Braving the Video Marketing World ----- \$25
- Five Superpowers of Successful Super Agents ----- \$25
- HAR Virtual Tours ----- free
- How to Enhance Your HAR Website ----- free
- Platinum Lead Generation Tools ----- free
- Prospecting for Pennies ----- \$25
- Objections as Opportunities ----- \$25
- Open Houses, Open Doors ----- \$25
- Short Conversations, Great Impressions ----- \$25
- Triple Your Repeat and Referral Business ----- \$25
- Voice Technology for Real Estate ----- \$25



HAR Member Tools MLS Standard Tools

Matrix MLS

- HAR's primary MLS system
- Accessible from any web browser including mobile devices
- Fast & reliable with search, reports, CMA & listing alerts

Realist Tax System

- Public records for every parcel in Texas
- Enhanced mapping capabilities including flood zones
- Mortgage info, notice of defaults, foreclosure data

Supra Services

- Subscription based electronic key box system
- Showing agents may use smart phone to access listings
- Listing agents are able to track show activity

HAR.com Mobile App for Agents

- iOS, Android, & Windows Phone supported apps
- Full MLS details including appointment phone & remarks
- Tax info, mapping, property history & add/edit included
- Preview & respond to leads you receive from HAR.com

Listings advertised on HAR.com

- HAR.com is one of the top real estate websites in Texas
- All leads go directly to the listing agent & broker
- Listing agent photo & contact info displayed on listings
- Listing details, photos, tours & property map displayed

Agents Advertised on HAR.com

- Enhanced Profile & Contact Info on HAR.com
- Add your bio, designations, photo, video & languages
- Listed in "Find a Pro" directory on HAR.com

MLS Statistical Reports

- Access to a library of monthly & weekly stat reports, Months of Inventory, Sales Volume, Pricing trends, etc.
 - Generate your own custom statistics in Matrix

Instant CMA

- Quick & easy to use CMA tool
- Desktop & mobile friendly, works great on the iPad
- Integrated with HAR.com mobile app

Syndication & Data Services

- Listings displayed on Homes.com, Zillow, Trulia & Realtor.com
- Full IDX & VOW data feeds provided to brokers for a fee
- Data feed of company only listings at no additional cost

ListHub Dashboard

- View web traffic reports & analytics for all your listings
- Includes HAR.com, Homes.com, Zillow & Realtor.com
- Weekly traffic reports emailed to listing agent & brokers

TransactionDesk / DotLoop

- MLS subscribers may choose either platform at no additional cost
- Both platforms provide online forms integration
- Both products auto-complete the forms to ensure greater accuracy
- Both provide secure storage of your important documents
- Broker management tools to review & approve documents before closing date
- Mobile access supported

Inman Select Subscription

- Access to Inman.com, award winning real estate news site
- Select news, special reports & live conference streaming
- Video interviews with industry leaders

FIND National Search Platform

- Search active & off market listings for all of the U.S.
- Property valuations, tax info, & demographic reports
- Natural language search features

Realtor Property Resource

- Search listings from participating MLSs across the U.S.
- Access to public records data for the U.S.
- Professionally designed property & demographic reports

MLS Data Co-op

- Search listings from participating MLSs across the U.S.

- Property valuations, tax info, & demographic reports
- Map based search interface

MLS Platinum Tools

Agent Blogs

- REALTORS® are becoming more & more creative in their online marketing efforts to engage new clients
- These new avenues include social networking sites & personal blogs
- Consider starting a blog to help build your image as an expert in your market

Agent Branded HAR.com Mobile App

- Leverage the power of the HAR.com consumer mobile app
- Invite your client to connect with you on the HAR.com app
- HAR.com app is branded to you on your client's device
- Provides a collaboration platform between the agent & client

Agent Website with IDX

- Agent branded web site powered by HAR.com
- Full featured property search with mapping & open houses
- Can be configured to display school & neighborhood search features

Appointment Manager (Broker Only)

- Subscription based online appointment scheduling software for brokers
- Feedback requests & showing reports included
- Integrated with MLS data making it easy to set appointments

Automatic Social Media Postings

- Automatic posting of listing activities on your social media sites
- New listings, price reductions, open houses or sells posted to Twitter, Facebook & LinkedIn

Client Experience Rating Program

- Access to Inman.com, award winning real estate news site
- Select news, special reports & live conference streaming
- Video interviews with industry leaders

Enhanced Lead Capture Tools for HAR.com

- Features that allow consumers to contact agents directly from HAR.com
- Includes Home Value Leads, Lead Connect, Schedule a Showing & Property Hotline inquiries

- "LeadConnect" lets you display "Have Agent Call Back" button on your listings

HomeSite (Single Property Website)

- Property specific website designed for each of your listings on HAR.com
- Contains photos, home features, neighborhood, school & tax information
- URL can be shared & posted wherever you choose to market your listing

IDX Tools & Widgets

- Easy to use search IDX links & widgets you can embed on your websites
- Branded to the agent & allows consumers to search MLS listings
- Add map search, open house, school search & more to your websites

Lead Management Tools for HAR.com

- Track & manage leads you receive from HAR.com
- View & respond to appointment requests, phone leads or web site leads

MarketInsight

- A client web portal related to their listed property or a property of interest
- Clients can access HAR.com listing traffic reports for their listed home
- Provides nearby listing & sales activity including price trends & statistics

Show My Listing Facebook App

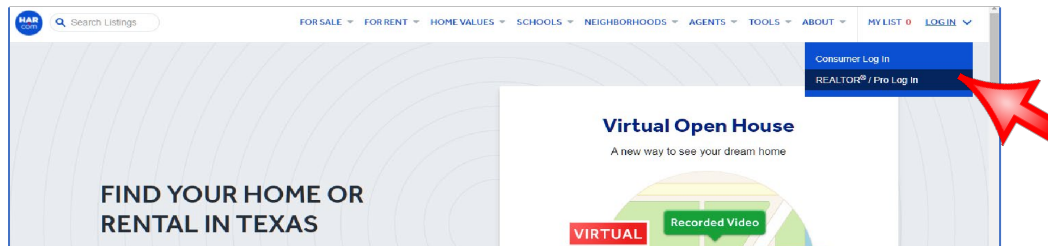
- Facebook app you can add to your Facebook Business Page
- Provides a listing search platform from within your Facebook business page
- Market your listings & allow consumers to search all listings

Virtual Office Websites (VOW)

- Agent branded, password protected web site agents can provide to their registered customers & clients
- Customers or clients may access information only available to registered users such as sold listings, DOM & listing history
- You receive all inquiries from registered users of your VOW site

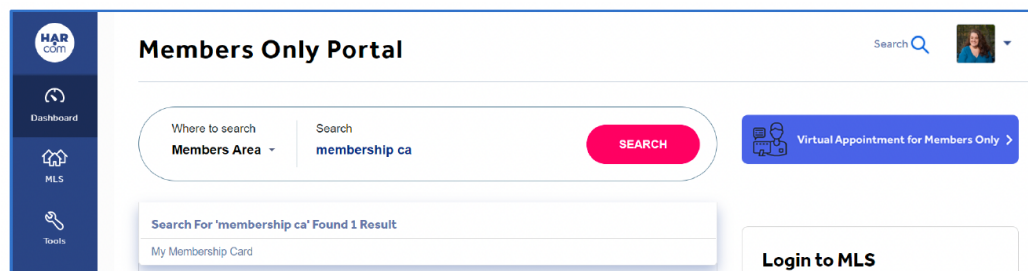
Sign up for the Free Platinum Tools classes today at www.har.com/edu

Printing Your HAR Membership Card from www.har.com



Step 1- Click the Login button in the upper right. Click “Realtor®/Pro Login”

Step 2- Log in to HAR as a “Realtor/Pro” using your HAR username and password.

 A screenshot of the HAR.com login form. At the top left is the HAR.com logo. Below it are two radio buttons: 'CONSUMER' (unselected) and 'REALTOR®/PRO' (selected). The form includes a dropdown menu for 'HAR', a text input field for the username 'abcdefg', and a password input field with masked characters. There are links for 'Keep me signed in', 'Forgot Password?', and 'Forgot Username?'. A green 'Login' button is at the bottom.


Step 3- Use the quick search box to search then select “My Membership Card”.

Step 4- Click the Print button to print your membership card.



Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive and may be supplemented by local custom and practice.

Respect for the Public

1. Follow the “Platinum Rule” - treat others the way that they want to be treated.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don’t use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.

21. Do not tell people what you think – tell them what you know.

Pathways to Professionalism (cont.)

Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc.). If you think something is amiss (e.g., vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other Realtors®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTOR® open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

Top MLS Rules to Remember

PHYSICAL PROPERTY DESCRIPTION – PUBLIC **\$100 Fine**

The “Property Description - Public” field is intended for property description only. Agents may not enter remarks related to the transaction such as available financing, cash back at closing, bonuses, upgrade incentives, upgrade allowances, etc. Agents may not enter contact information such as names, phone numbers, email addresses, website addresses, service provider information, the words FSBO or For Sale by Owner. Agents may not enter any other confidential information such as showing instructions or security codes. Please use the “Agent Remarks” field for the above referenced types of information.

INSUFFICIENT NUMBER OF PHOTOS **\$100 Fine**

Single-family, Townhouse/Condo, Multi-family, High Rise Condo and Residential Leases are required to maintain at least six unique images of each property listed in MLS. Lots and Acreage listings are required to maintain at least one photo of each listing. The required photo(s) must be added to the listing within 10 days of the list date unless written documentation, a “No Photo Submission Form” (HAR Form 324) requesting a photo not be submitted, is signed by the Seller and submitted to MLS via fax at 713-335-4222 or by email at MLSQA@har.com. Also, the “No Photo Form” can be used for NEW construction properties. It allows the listing agent to supply three photos, instead of a minimum of six photos. Entering one or two photos on listings that are not Lots or Acreage is expressly prohibited and subject to a fine of \$100. In addition to the requirements listed above, all property classes must include at least one photo of the actual property as is.

INVALID PHOTOGRAPH AND PHOTOGRAPH DESCRIPTIONS **\$250 | \$500 Fine**

Photos previously submitted by a Participant may not be used by other Participants on subsequent listings without written authorization from the copyright owner and may be subject to automatic fines. Photos and photo descriptions shall not contain financing terms or legible contact information such as names, phone numbers, email addresses or website addresses, including the use of embedded, overlaid, or digitally stamped information. Agents may not enter remarks related to the transaction such as available financing, cash back at closing, bonuses, upgrade incentives, upgrade allowances, etc. Only images of the listed property or its grounds are permitted. Although agents may submit floor plans, elevations and artist renderings, at least one photo must be of the actual property, whether the property is a vacant lot or partially built.

LISTING AGREEMENT REQUIRED FOR ALL MLS LISTINGS **\$1,000 Fine**

Before a listing can be entered in MLS, the listing Participant must have a listing agreement signed by the seller giving the listing Participant authorization to submit the listing to MLS. It is inappropriate to enter a FSBO listing where the listing Participant has not entered into an agency agreement with the seller. It is also against MLS rules to enter a listing that has been sold outside the MLS where the listing Participant did not have a signed listing agreement with the seller prior to closing.

LISTING IN WRONG PROPERTY CLASS **\$250 Fine**

Agents must enter each listing in the appropriately designated property class as defined below. Agents may not list in two property classes or an incorrect property class to gain additional exposure. Agents may not list personal property such as mobile homes in mobile home parks or manufactured homes that do not include the sale of the land under the home, these items are considered personal property. The MLS is intended for residential and transitional properties and are defined by the following classes:

(a)Class 1 - Single-Family detached residence on property. (Manufactured homes must include the sale of the land in order to be listed as a Single-Family detached residence. New Construction listings must have a building permit or approved building plan issued on the property before it can be listed as Single-Family detached.)

(b)Class 2 - Townhouse-Condominium. (Properties that are attached to another dwelling should be classified as Townhouse-Condominium.)

(c)Class 3 - Residential Lots. (Residential Lot listings should be vacant sites without an existing dwelling. Exceptions may include sites having an existing obsolete dwelling that makes no additional contribution to the total market value of the property and likely will be demolished by a buyer.)

Class 4 - Multi-Family properties of not more than 12 units. (Apartment complexes with more than 12 units are prohibited. Multi-Family listings must include the sale of the land and must be conveyed through a single deed to be listed as multi-family.)

Class 5 - Homes and Acreage residential in nature.

Class 6 - High Rise Condominiums. (Condominiums located in a building with four or more stories.)

Class 7 - Residential Leases.

LISTING ENTERED IN MORE THAN ONE PROPERTY CLASS \$100 Fine

Properties are prohibited from being entered into MLS by more than one agent or in more than one property class at the same time, with the exception of properties that are both for sale and also for lease. This means a property CANNOT be listed as both Single Family and Lots; it must be listed as one or the other. If a property listing with your address and tax account number is currently listed in MLS in a "Withdrawn" status (W), it is considered to still have a valid listing agreement and is temporarily off the market. The existing listing agent must first "Terminate" (T) the listing, or the listing must "Expire" (X) before the new listing can be added.

AGENT REMARKS- PRIVATE \$100 Fine

The "Agent Remarks- Private" field is intended only for other MLS subscribers and is used to convey additional information related to the property listing. Agents may enter remarks related to the transaction of the listed property such as available financing, cash back at closing, upgrade incentives, upgrade allowances, etc. Agents may enter contact information such as names, phone numbers, email addresses, website addresses and showing instructions. Agents may not enter comments related to commission, bonuses or offers of cooperating compensation shall not be entered. Agents may not require use of a particular service provider or financial institution as a condition of sale. Agents may not enter any specific Title Company information into the MLS.

INCORRECT TAX ID \$100 Fine

It is important to use the property Tax ID that is indicated on the Realist Tax property profile report. To ensure accurate tax information is entered, you should auto-populate the tax information at the time a new listing is entered into the MLS system. For best results, just enter the “Street Name” without words like Road, Ave., Blvd., etc., before clicking “Search.” Once “Search” is selected, results should appear; click “Fill” next to the correct Tax ID. Auto-populating will automatically enter the property’s Tax ID, legal description, subdivision, building and lot square footages into the new listing form. If the property is a new parcel and does not have a Tax ID assigned yet, you should enter NA for the Tax ID.

INACCURATE ADDRESS (Street, City, Zip, or County) \$100 Fine

Make sure to use the address and city as defined by the US Postal Service. The following link will give you the USPS “Acceptable” city name by entering the listed property’s zip code: <http://www.usps.com/zip4/citytown.htm>. Street directions (N, S, E, and W) should be entered in the “Street Direction” field, not the “Street Name” field. Items such as BTSA and \$\$ are prohibited in the address field. It is not necessary to enter street suffixes such as St., Rd., or Dr. unless it differentiates one street from another. Do not abbreviate the street name, if the street name exceeds the space provided just complete as much as possible.

INACCURATE ADDRESS (Subdivision) \$100 Fine

Enter the subdivision as defined in the Realist Tax property profile or in the county tax rolls. Using an incorrect or nearby subdivision to increase exposure of the listed property is prohibited.

INVALID PUBLIC DISPLAY PDF \$100 Fine

PDF’s designated as “Public” shall not include any contact information such as names, phone numbers, email addresses, website addresses, agent photographs, logos or promotion for a closing service provider or any other peripheral service, with the exception of the listing firm’s name. The focus of the PDF shall be of the subject property. Any links embedded in the PDF must link only to web pages related to the listed property and shall not contain any contact information mentioned above. Public PDF files shall not contain seller’s disclosure documents, contracts or any other personal or confidential information. Agents may include floor plans, amenities of listed property and further property description details. Agents may not enter remarks related to the transaction such as available financing, cash back at closing, bonuses, upgrade incentives, upgrade allowances, etc.

INACCURATE SCHOOL DISTRICT \$100 Fine

Enter the school district as defined by school district boundaries for the subject property. Using an incorrect or nearby school district in order to increase exposure of the listed property is prohibited.

SHOWING WITHOUT AN APPOINTMENT \$250 | \$1,000 Fine

Appointments for showings and negotiations shall be conducted through the listing Participant except where the listing Participant gives the cooperating broker specific authority to contact the owner directly for showing. For everyone’s security, never enter a home without an appointment unless indicated on the listing detail report. It’s an extreme and difficult situation for homeowners who are surprised by strangers entering their home

unexpectedly. **Note:** For violating MLS Rule 2 there is no (5) day period to correct the violation and a charge will automatically be assessed upon violation.

DRIVING DIRECTIONS **\$100 Fine**

“Directions” must contain driving directions that can be used to locate the property. If directions are to a model home or sales office, the listing agent must specify this information in the directions field. “See Agent” and “See Key Map” are not valid directions. Contact information such as names, phone numbers, email addresses, website addresses, service provider information, and the words FSBO or For Sale by Owner are not allowed. Agents may not enter remarks related to the transaction such as available financing, cash back at closing, bonuses, upgrade incentives, upgrade allowances, etc. If possible, start the directions from a major highway.

INVALID OPEN HOUSE **\$100 Fine**

Open houses submitted to multiple must designate a specific time and date the property will be available for viewing. “Broker” open houses must allow cooperating agents to preview the inside of the property; and if designated a “Public” open house must allow public access. Properties that do not allow access to the inside of the property shall not be submitted to multiple as an open house. Open houses designated as a “Public” open house shall not include in the comments section any contact information such as names, phone numbers, email addresses, website addresses, or promotion for a closing service provider or any other peripheral service.

VIRTUAL TOUR CONTAINS CONTACT INFORMATION **\$100 Fine**

Virtual tours or any accompanied audio descriptions shall not include any contact information such as names, phone numbers, email addresses, website addresses, agent photographs, logos or promotion for a closing service provider or any other peripheral service, with the exception of the listing firm’s name. The primary focus of the tour shall be of the subject property. Links to galleries or other websites are prohibited.

ESTIMATED CLOSED DATE IS IN THE PAST (Pending Fine Violation) **\$100 Fine**

Once a contract is signed, the listing should be placed in one of the following pending statuses (PS, OP, or P); even if both parties agree to allow the seller to continue showing the property. Properties that have a signed contract but have contingencies or are available to show and accept back-up offers should be placed in “PS” (Pending Continuing to Show) status. Make sure to enter an “Estimated Closed Date.” As the “Estimated Closed Date” approaches and it appears the sale is not going to close before the initial “Estimated Closed Date”, the listing agent must adjust the “Estimated Closed Date” to the new expected closing date.

INACCURATE ROOM DIMENSIONS **\$100 Fine**

Agents should provide room dimensions, as accurately as possible, in the specified room dimension field. Entering inaccurate room dimensions such as 1x1 or 0x0, etc. is not allowed. The bedroom dimensions are required fields, even though they are not marked in blue on the edit form. Bedroom dimensions are dependent on the number of bedrooms entered. For example, a two-bedroom house would require dimensions for two bedrooms.

FAILURE TO REPORT SOLD OR PENDING STATUS \$100 Fine

Once a contract is signed, the listing should be placed in one of the following pending statuses (PS, OP, or P) within three days of the signed contract, even if there is a contingency or both parties agree to allow the seller to continue showing the property. Properties that have a signed contract but have a contingency or are available to show and take back-up offers should be placed in "PS" (Pending Continuing to Show) status. All sales closed must be entered within three days of the actual closing/funding date. There are no exceptions to this rule, even if a buyer brings a contract with a provision indicating their desire to withhold the closing information. If the MLS is used to market the property, the sale must be reported.

Note: For violating MLS Rule 2.5 there is no (5) day period to correct the violation and a charge will automatically be assessed upon violation.

IMPROPER WITHDRAWAL OF LISTING \$250 Fine

A listing cannot be withdrawn, terminated or reported as expired to avoid reporting the sales price and closing information. All sales closed must be entered within 3 days of the actual closing/funding date. There are no exceptions to this rule, even if a buyer brings a contract with a provision indicating their desire to withhold the closing information. If the MLS is used to market the property, the sale must be reported.

WRONG SELLING AGENT \$200 Fine

When a listing is changed to a pending status or sold status, the listing agent must accurately identify the agent that brings the buyer as the "Selling Agent". If the "Selling Agent" that brings the buyer is not an MLS subscriber, you should enter "NONMLS" as the "Selling Agent." For the listing agent incorrectly entering him or herself as the "Selling Agent" a \$200 fine shall automatically be assessed.

FALSE OR MISLEADING INFO \$100 Fine

Submission of false or misleading information to MLS is a violation. Agents may not enter commercial property that cannot be used as a residence. Manufactured homes that do not include the sale of the land under the home are prohibited. This violation type is also used for all other false or inaccurate information that is entered in MLS and not covered by other MLS rules.

FAILURE TO FILE WITHIN THREE DAYS \$100 Fine

All listings must be entered into MLS within three days of a signed listing agreement that indicates the seller wishes to utilize MLS. A signed listing agreement is required for each listing entered in MLS. All changes in listing price or status must be approved in writing by the seller. The list date entered should be the "Commencement Date" of the listing agreement.

PRIVATE ID SHARING \$500 | \$1,000 Fine

Please keep your “Private ID” confidential. It is not to be shared with other agents, technology vendors or customers and clients. Each private ID shall not be loaned, shared, disclosed, or allowed to come into the possession of any other person, except for the broker Participant, manager and/or administrator in that person’s real estate company.

SUPRA KEY SHARING VIOLATION \$500 | \$1,000 Fine

Each Supra Key and PIN Code shall not be loaned, shared, or allowed to come into the possession of anyone other than the

assigned key holder. A Supra key holder who violates this rule shall be subject to fines and punishment as follows: first offense - \$500; second offense - \$1,000; and third offense - revocation of Supra Key.

Homework/To Do List

- Setup a personal domain name and email (*not required*)
- Log into www.har.com and verify email address and all other contact info.
- Set up your HAR Member Profile/Website
- Print your membership card (*if you did not receive already*)
- Register for classes through www.har.com/edu
- Order business cards with photo, email address, web address and social media links (*not required*)
- Register as a new user on TXR’s website (www.texasrealestate.com) to access ZipForm Online as well as the other member benefits
- Register as a new user on NAR’s website (www.realtor.org) using your NRDS number from your HAR membership card to access the online code of ethics as well as the other member benefits.

Take your online Code of Ethics training within 60 days of taking the New Member Orientation class!

Code of Ethics Online Training

Option 1: Visit www.har.com/edu

REAL ESTATE COURSES

[All SAE Courses](#)
[All CE Courses](#)
[View Free Courses](#)

COURSES

code of ethics Course List 11/13/2020 To

[Course Code of Ethics Training for Existing Members](#)
[Course Code of Ethics Training for New Members](#)
[Course Multiple Offers](#)
[Course The NAR Code of Ethics](#)

Designations Other Providers Real Estate School

Search for “Code of Ethics” and select the course for **new members** and click the Search button.

CODE OF ETHICS TRAINING FOR NEW MEMBERS

New members of local REALTOR® associations must complete the Code of Ethics training when they first join. A new member has 60 days upon completing the New Member Orientation to take this training. This free online course satisfies the REALTOR® Code of Ethics training requirement. After you click the register button, you will be directed to NAR's website to register as a new user using your NRDS ID which can be found on your member ID card or in the Member's Only Portal on HAR.com.

Please note: This training can be taken on any day and at any time (date and time frame listed is not specific).

Bill Type: Free Class

SCHOOL	CREDIT TYPE	TREC CREDIT HOURS	TREC NUMBER	PROVIDER NUMBER
NAR	0	0		

SCHEDULE OF CLASSES [FILTERS](#) [CALENDAR VIEW](#)

December 31st (Fri)
08:00 AM - 10:30 AM [Details](#)

Date: December 31st (Fri)
School: NAR
Campus: Online

[Find Out More](#)

Scroll down if necessary and then click the **Find Out More** button.

(Note: Disregard the date and time of this course. This is a prerecorded, ~2 ½ hour long course that is continuously available online, not being held on that specific date/time.)

CODE OF ETHICS TRAINING FOR NEW MEMBERS

[REGISTER](#)

[View Cart](#) | [Additional Classes](#)

DATE	TIME	<p><small>New members of local REALTOR® associations must complete the Code of Ethics training when they first join. A new member has 60 days upon completing the New Member Orientation to take this training. This free online course satisfies the REALTOR® Code of Ethics training requirement. After you click the register button, you will be directed to NAR's website to register as a new user using your NRDS ID which can be found on your member ID card or in the Member's Only Portal on HAR.com.</small></p> <p><small>Please note: This training can be taken on any day and at any time (date and time frame listed is not specific).</small></p>
DEC 31st 2021 (Fri)	08:00 AM - 10:30 AM	
<p>Registration Fee: \$0 <small>A \$25 fee will be assessed for no-shows without cancellation.</small></p>		

[Add to Calendar](#) →

TREC CREDIT HOURS	CREDIT TYPE
0	0
LOCATION	PROVIDER NUMBER
Online	
MATERIAL	TREC NUMBER
View Class Manual	

Click on the blue “REGISTER” button. You will be taken to the NAR website (www.realtor.org)

Find NRDS Record

Whether you are resuming the course or starting it for the first time, you will need to select your NRDS record so that you can receive credit when the course is successfully completed.

Enter a full or partial first name and/or last name, OR enter your NRDS ID to find your NRDS record.

First Name:

Last Name:

-OR-

NRDS ID:

[Continue](#)

Enter your first and last name or NRDS ID number, which can be found on your HAR Membership card, then click “Continue”.

NRDS Search Results

You searched for NRDS 12345678

Results Found: 1

Select your NRDS record below by clicking on your name, or return to the Search page to search again.

Name	Company	Office City	Office State
Maxwell, M	HOUSTON ASSOCIATION OF REALTOR	Houston	TX

Note: Only the first 500 results will be returned.

[Back to Search](#)

Click your name to select your NRDS record and proceed.

By checking the box below, you represent and affirm that you are the person identified above and that you are intending to personally complete the REALTOR® Code of Ethics online training program. Any misrepresentation in the foregoing will void any credit awarded for completion of the required training program and may result in loss of all membership privileges.

agree to the terms and conditions outlined above.

[Confirm Your Information to Enter or Resume the Course](#)

[Return to Search](#)

Click the check box to agree to the terms and conditions of their site.
Click the blue button labelled “Confirm Your Information to Enter or Resume the Course”.
If you have any issues, please visit their “[FAQ and Troubleshooting](#)” or [Contact Us](#) pages.

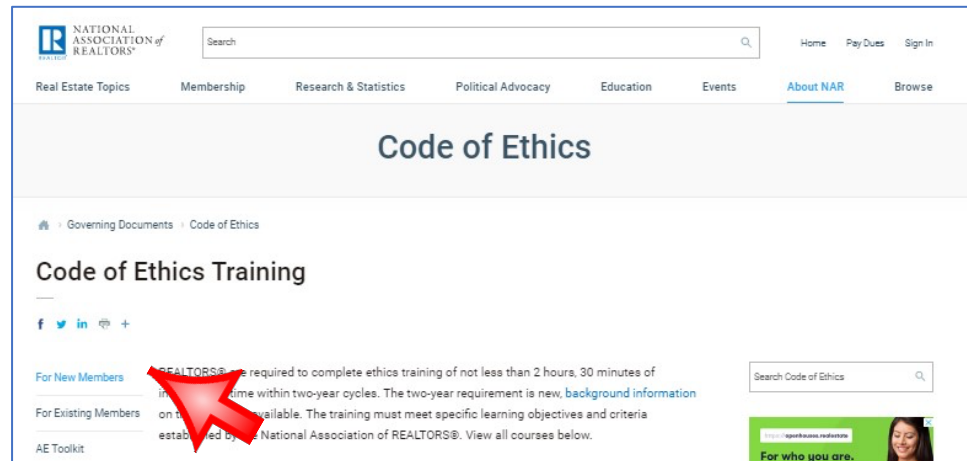
Option 2: Registering via NAR ([Realtor.org](https://www.nar.org))

In order to take the Online Code of Ethics, you must first register with [Realtor.org](https://www.nar.org). Follow the steps below to register on their site as well as take the course.

Go to the [realtor.org](https://www.realtor.org) website

The screenshot shows the NAR website's Education page. The top navigation menu includes 'Home', 'Pay Dues', and 'Sign In'. The main navigation bar has 'Real Estate Topics', 'Membership', 'Research & Statistics', 'Political Advocacy', 'Education' (highlighted), 'Events', 'About NAR', and 'Browse'. The main content area features a large image of people in a meeting with the word 'Education' overlaid. Below the image is a sidebar with a list of links: 'All NAR & Affiliate Courses', 'Continuing Education', 'Designations & Certifications', 'CZEX', 'REALTOR® University Graduate School', 'Code of Ethics Training' (highlighted with a red arrow), and 'Classes at NAR Conferences & Meetings'. The main content area contains text about continuing education and a 'REALTOR® Content Resource' advertisement. A red arrow points to the 'Code of Ethics Training' link in the sidebar.

Click on “Education” on the top navigation menu
On the menu down the left of the screen, click “Code of Ethics Training”



On the menu down the left of the next page, click “For New Members”

In the center of the next screen, click “Take the [online course](#)”

Enter your first and last name or NRDS ID number, which can be found on your HAR Membership card, then click “Continue”.

Click your name to select your NRDS record and proceed.

Click the check box to agree to the terms and conditions of their site.

Click the blue button labelled “Confirm Your Information to Enter or Resume the Course”.

If you have any issues, please visit their “[FAQ and Troubleshooting](#)” or [Contact Us](#) pages.

New Agent Safety Tips

Real estate agents often work alone and meet complete strangers anywhere. Here are some quick tips to remember while you are out.

Open Houses

1. Open Houses: work them with a partner: vendors like lender, home inspector, or another new agent. Avoid hosting open houses alone.
2. When hosting an open house, let the prospect walk ahead. Do not walk in front of them to a dead-end room: closet, bedroom, or space without an exit.
3. Have a plan. Do you know your exits and escape routes from the property?

4. Don't park in the driveway, or anywhere you can be blocked in from escaping.
 5. Don't take distracting calls, they can wait. Otherwise, you lose focus on people and potential threats around you.
 6. Keep your car keys in your pocket. If you must escape quickly, your keys are with you. You can also use the remote panic feature, or a key as a weapon.
 7. Before an open house, remind homeowners to secure valuables such as: jewelry, firearms, prescriptions, documents, small electronics (phones, tablets)
 8. Talk to the neighbors. Introduce yourself and invite them to the open house. Ask for permission to place directional signs in their yards and to check on you if you do not pick them up after the open house.
 9. Use a sign in sheet for guests visiting the open house. You can also post notice that the house may be video, and audio monitored inside to deter people with bad intentions.
10. Try to work or stay near the front of the house, where you can greet guests, monitor who is outside or approaching the property.

Showing Properties

1. Screen your prospects: social media, Google, reverse search phone number, LinkedIn, SafeShowings App. Ask questions about work locations, schools, family, etc.
2. Insist on meeting in the office or a public place, rather than meeting a stranger at a property alone.
3. Research the property they are requesting a tour of. Is it vacant? Is it isolated? Are they requesting a showing during the day or after dark?
4. Do you know where to exit or escape in case of an emergency? Use MLS Photos and maps.
5. Use a buddy system, or let someone know your schedule, location, and who you are meeting and when you should be done. Consider checking in with a buddy during your showing. Bring someone along on your showing: new agent to mentor or shadow you. Have a safe word.
6. Dress appropriately. Are you able to run away in your shoes? Are you carrying a large bag where you will have to find your keys?
7. Arrive early before showings. As you drive up to the property is there anyone waiting outside, or parked and watching you arrive? Remain in your car until safe to exit or drive away. Always be aware of your surroundings.
8. While remaining in your car, drive around to inspect the property thoroughly outside for broken windows, damaged doors, open gates, and signs of intruders. If something looks wrong, leave to a safe distance or place.
9. Call the prospect to confirm if they are at the property, verify their car, outfit, etc. Maybe take a photo.

