

Platinum Tools for Success Series



Introduction to Platinum- 2 CE hours- #47203

Mastering Agent Promotion- 2 CE hours- #47047

Mastering Lead Generation- 2 CE hours- #47046

Mastering Listing Promotion- 2 CE hours- #47045



**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 HAR Platinum Tools. Each Platinum tool will be showcased, guiding members towards subsequent courses for a deeper understanding of available tools and resources.

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

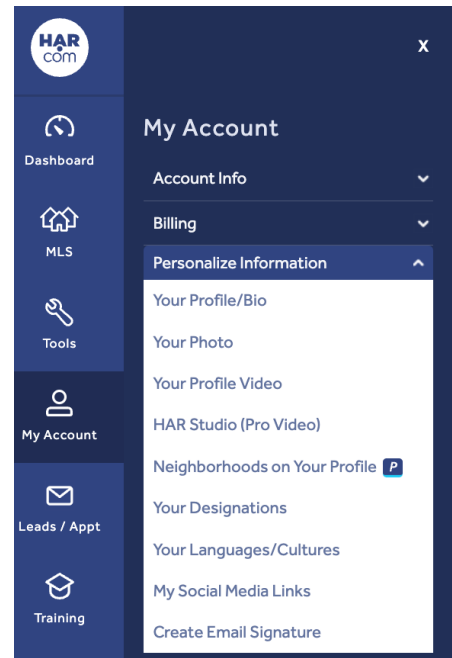
Agent Promotion



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.

Personalize Information

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! Then in languages and cultures choose those that you are knowledgeable about.



Neighborhoods On Your Profile

P Exclusively for Platinum Subscribers

About The App

You have options to display your neighborhoods on your profile based on your listings or [read more...](#)

[Watch & Learn](#)

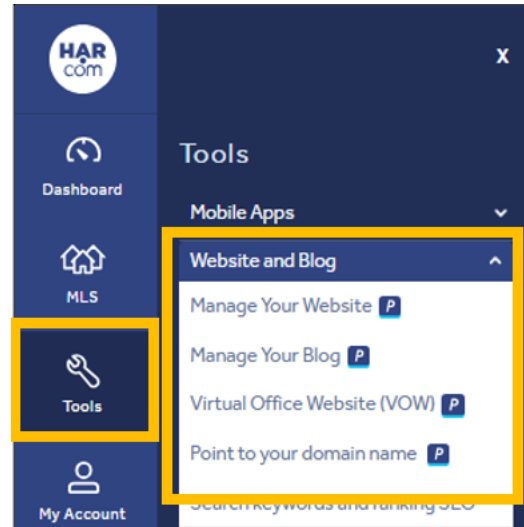
- Default (Neighborhood where you currently have listings, sold listings or showings will be displayed)
- Custom (Choose the neighborhood(s) you want to display on your profile page)

Click on the tag(s) below to select a specific neighborhood(s). To unselect a neighborhood click on the highlighted tag. Please limit your selection to maximum of 15 records. [Preview Your Profile.](#)



Website and Blog

In the Members Only Portal → → TOOLS → website and blog, here members can edit their website and highlight their knowledge with a blog.



Manage Your Website

Manage Your Website

Exclusively for Platinum Subscribers

EDIT SITE DESIGN PROFILE LEADS VIRTUAL OFFICE WEBSITE ANALYTICS PROMOTE PREVIEW

Home Page

- Site Menu
- Custom Pages
- Slideshow
- Featured Listings
- Blog
- Settings and Data

Customize your home page X Hide

- Choose what information you want to show on your home page.
- Drag and drop to reorder the sections below.
- Header - Displays your name, social media, tagline, broker and contact information
- Slideshow - Promote your services, products and digital media in a revolving carousel format
- My Listings - Displays a list of your active and sold listings, along with rental properties
- About Me - Displays your bio, designations, languages, cultures, ratings and recommendations
- Activities - Shows your recent blog post, tweets and Questions & Answers
- Neighborhoods - Displays your neighborhoods based on your listings or choose the neighborhoods of your choice
- Footer - Displays your broker contact info

Header

Picture Broker Name

Social Media Phone Number

Tagline Email Address

Sections

About Me Visible 👁

Ratings Languages

Bio Cultures

Designations

Virtual Office Website (VOW)

Here you can see how many subscribers you have to your VOW and in the tabs under dashboard manage your subscribers and add new.

Premium Content Via Virtual Office Website

Exclusively for Platinum Subscribers

Dashboard X Hide

About the App
Your Virtual Office Website (VOW) allows you to provide brokerage services to registered customers and clients over the Internet as if they were in your office. [Read more](#)

Virtual Office Website Overview

Metric	Value
Website Subscribers	0
Saved Searches	0
Favorites	0
Recommendations	0

Opt-out from Virtual Office Website
[Click here to Opt-out →](#)

Manage Your Blog

Choose from free content ready to be posted or build your own blog post about a topic or even about a listing! Use the domain keyword search to title you blog for search engine optimization.

Manage Your Blog

Exclusively for Platinum Subscribers

Blog Overview [Watch and Learn](#)

Metric	Value
Total Blogs	6
Total Blog Views	76
Total Subscribers	4
Total Comments	0

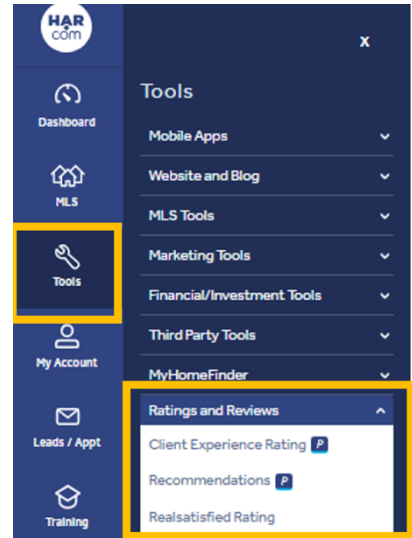
[Share RSS](#) [+ Create post](#)

Can You Buy Last-Minute Hurricane Insurance?
Published on Jul 17, 2023 0 Comments 25 Views

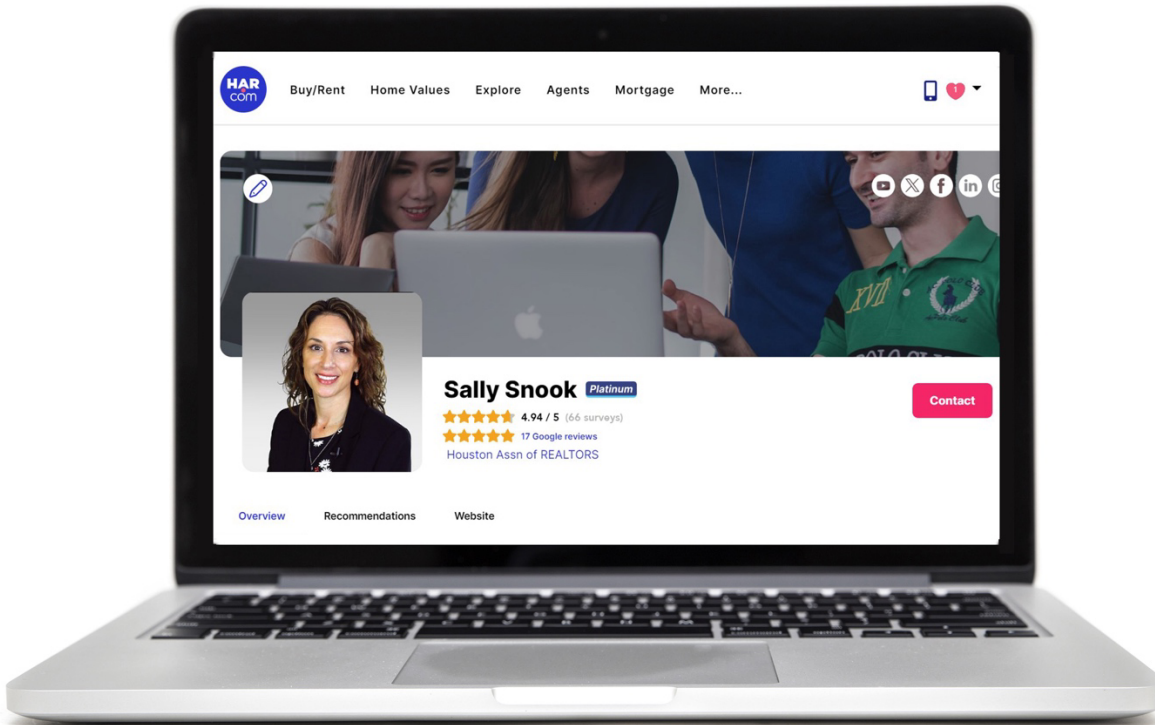
How to Repair a Leaky Faucet in 3 Easy Steps
Published on Apr 20, 2023 0 Comments 36 Views

Ratings and Reviews

We have some choices to highlight your wonderful customer service. You can use the new google reviews, HAR's client experience rating and our recommendations tool. You can choose all of the above!



Google Reviews*new*



Client Experience Rating

Client Experience Rating

Exclusively for Platinum Subscribers

About The App
Everyone wants to do the best job they can for their clients, but how can you know what you are doing right read more...

Rating Detail | **Opt-in & Preference** | Your Rating Badge | Watch & Learn | Promote

Client Experience Rating
Exclusively for Platinum Subscribers

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)
- Use RealSatisfied Rating
- Opt-Out of All Rating

SAVE

Recommendations

Recommendations

Get recommendations from past clients/customers and real estate professionals. [Learn more](#)

Exclusively for Platinum Subscribers

REQUEST RECOMMENDATIONS ▾

- From your contacts (Clients/Customers, etc.)
- From your colleagues (Agents/Brokers)
- From agents that you recently worked with (last 5 years)

Watch & Learn

Invitations | Received | Given | Requests

You have made the following Recommendation requests.

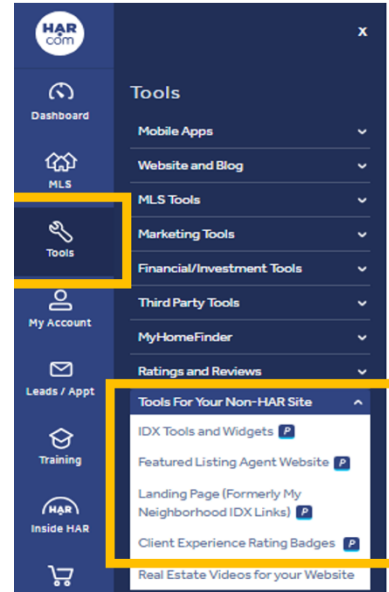
	shreena.patel@har.com	"The referrals and recommendati"	Recommendation Pending	Resend Invite	Delete
			Sent on Apr. 24th, 2022		

Recommendations Video Player

Agent Branded Lead Magnet IDX Tools

TOOLS → Tools For Your Non-HAR Site

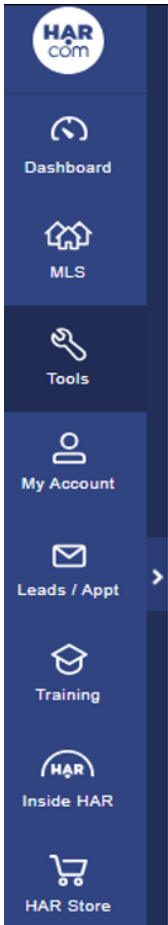
Here you can internet data exchange tools to add valuable Platinum tools and widgets to other websites you might have.



IDX Tools and Widgets

A screenshot of the HAR.com 'IDX Tools And Widgets' dashboard. The page title is 'IDX Tools And Widgets' and it includes a note 'Exclusively for Platinum Subscribers'. The main content area is titled 'About The App' and describes the tools available. Below this is the 'IDX THEME COLOR' section with a color palette and 'SAVE' and 'PREVIEW' buttons. The 'IDX LINKS' section lists various tools like 'View All My Listings', 'View My Sold Listings', 'All My MLS Listings Search Form', and 'Foreclosure Listings', each with a 'Preview' and 'Get Code' button. A 'Get Code' modal is open, showing a URL for 'VIEW ALL MY LISTINGS' and fields for 'Copy Code', 'Email IDX code', and 'EMAIL CODE:'. A yellow arrow points from the 'Get Code' button in the 'View All My Listings' row to the modal.

Agent Branded App



Agent Branded App

P Exclusively for Platinum Subscribers

About The App

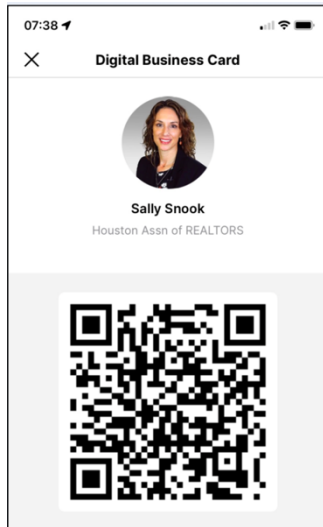
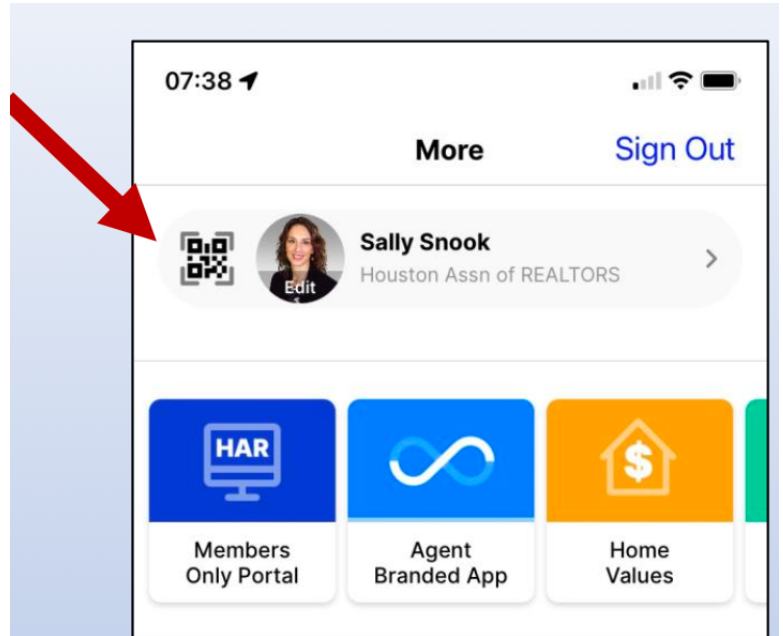
You can now offer your branded HAR.com app to your customers! Our goal is to constantly improve the value you receive from your HAR membership and this new mobile app enables MLS subscribers to more directly collaborate with their customers. [Learn more](#)

Watch & Learn

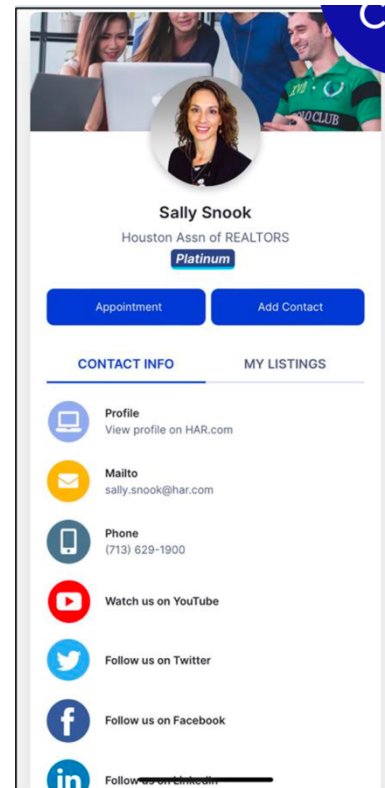
A screenshot of the HAR.com interface. The 'ACTIVITIES' tab is highlighted in blue. Below it is a dropdown menu with 'Invite Customers' selected. A yellow arrow points from this dropdown to a larger, detailed view of the dropdown menu, which lists options: 'Invite Customers', 'Add New Contact', 'Choose from Contact List', and 'Customize Email Display Name'. Another yellow arrow points from the 'LATEST ACTIVITY' tab to a QR code. Below the QR code, the text 'These is no recent activities' is displayed. The QR code is for the app, with a 'COPY URL' button and a URL: 'https://har.page.link/AZ6VX'.

Digital Business card in your HAR APP

When you open the 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).

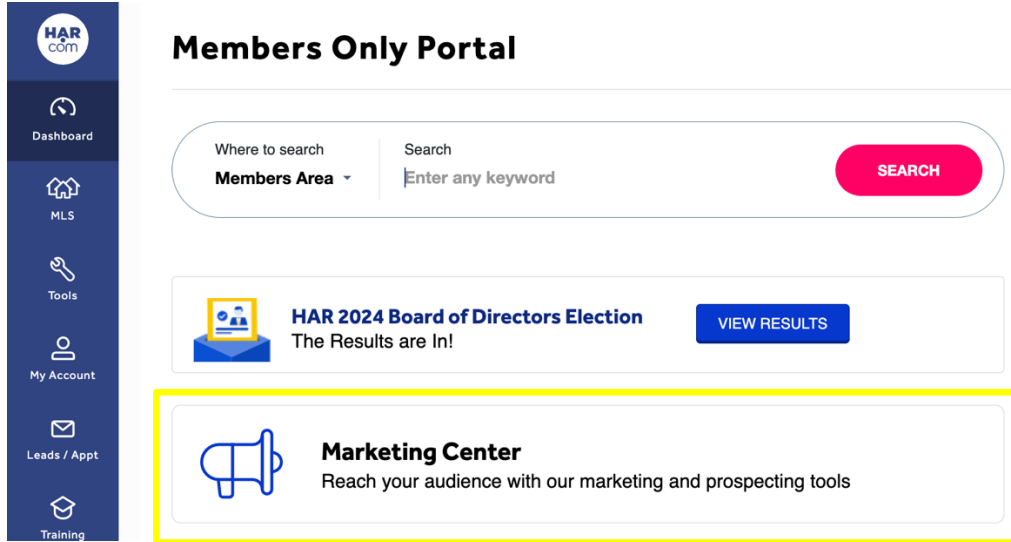


Prospective clients will see this screen ->



Marketing Center

You can easily locate the marketing center in the Members only portal home screen.



HAR.com

Dashboard

MLS

Tools

My Account

Leads / Appt

Training

Members Only Portal

Where to search: **Members Area** ▾

Search:

SEARCH

HAR 2024 Board of Directors Election
The Results are In! **VIEW RESULTS**

Marketing Center
Reach your audience with our marketing and prospecting tools

Reach your audience with our marketing and prospecting tools

Create and mail your custom print material, build lead capture pages and promote your services on your social networks.




Social Media (Part of Design Center)

Reach out to potential targets through different social media channels such as LinkedIn, Facebook and Instagram. Choose from three different types of posts: rectangular, square or stories. Download and share it with the right audience who are only a few clicks away. That is the power of social media!

Let's get started →

Point to your Domain Name



Dashboard

MLS

Tools

My Account

Leads / Appt

Training

Inside HAR

HAR Store

Point To Your Domain Name

P Exclusively for Platinum Subscribers

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

Get Code

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN" "http://www.w3.org/TR/html4/Frameset.dtd"><html><head><title>ShreenaP - Website</title><meta http-equiv="Content-type" content="text/html; charset=iso-8859-1"></head><frameset rows="0, *" frameborder="NO" border="0" framespacing="0"><frame src="https://web.har.com/aw/s/zero.htm" name="emptyFrame"><frame src="https://web.har.com/aw/s/CFIPAGENT_NUMBER=95512555" name="topFrame" scrolling="YES"></frameset></html>
```

[Copy Script](#)

Domain Forwarding

If you have purchased a domain with GoDaddy you can forward your domain to your HAR website for free. [Click here](#) to see the instructions on how to forward your domain.

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.

Featured Listing Agent Website

Choose which listings you want to feature on your agent website- in tools and tools for your non-HAR site you can find the featured listings page.

Featured Listings Agent Website

P Exclusively for Platinum Subscribers

Default Featured Listings

Default setting gives you peace of mind that your website will always display the four most recent listings within the last 30 days in order of listing date.

Custom Featured Listings

Custom Featured Listings give you a lot of control to pick and choose the listings you want to display on your site. The changes you make on your site will take effect immediately and you are responsible for updating the featured listing. If a listing that you selected is off the market it will automatically drop off from your website.

Do Not Show Featured Listings

Here is the code for your featured listing gallery for non-HAR website.

COPY CODE	PREVIEW
<pre><iframe src='https://web.har.com/aws/dispFeaturedIDX.cfm?agent_number=95512555' frameborder='0' height='300' width='300'> </iframe></pre>	<p>You have no featured listings</p>

[Copy Script ↗](#) [Show Preview ↗](#)

'Presented by' Listings

Search for properties on HAR.com, select the Share Icon to share other agents' listings with your branding -

The image illustrates the process of sharing a listing on HAR.com. It features a listing for a property at 2310 Clawson Falls Ln, Sugar Land, TX 77479, priced at \$519,000. The listing includes a photo of the house and details such as 5 bedrooms, 4 full bathrooms, and 2,842 sqft. The listing agent is Shreena Patel, a Platinum agent with a 4.94/5 rating. The 'Share' icon is highlighted with a yellow box, and an arrow points to a 'Share' modal window. The modal window shows options to send the listing to a client, via email, mobile, or social media. The 'Presented by' section is highlighted with a yellow starburst, and an arrow points to the agent's name, Shreena Patel.

Marketing Center

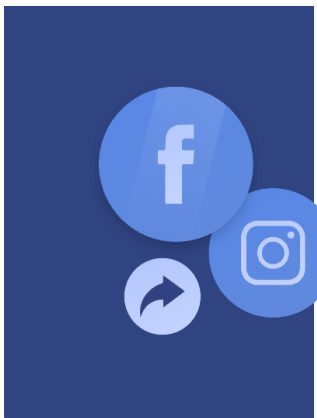
In the marketing center you can build flyers and postcards, social media posts and advertisements to advertise homes.



Flyers & Postcards *(Part of Design Center)*

Generate beautiful flyers for your listing and impress your seller. Choose from various types of design templates to create the perfect creative. Download and share it with the right audience who are only a few clicks away.

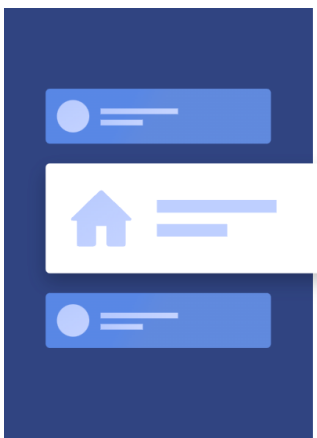
[Let's get started →](#)



Social Media *(Part of Design Center)*

Reach out to potential targets through different social media channels such as LinkedIn, Facebook and Instagram. Choose from three different types of posts: rectangular, square or stories. Download and share it with the right audience who are only a few clicks away. That is the power of social media!

[Let's get started →](#)












Paid Ads (Facebook & Google)

Promote your ad listings on HAR's Ads Platform that we have developed to empower you to create Facebook and Google Ads. An easy and simple process where you fill out the essentials and are good to go. Using this platform saves you time, effort and money as it is automated and only we only charge \$1 for the ad creation! Automated, time saving and cost effective!

[Let's get started →](#)

Automatic Social Media Posting

- 
-  Dashboard
-  MLS
-  Tools
-  My Account
-  Leads / Appt
-  Training
-  Inside HAR
-  HAR Store

Automatic Social Media Posting

P Exclusively for Platinum Subscribers

About The App

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

[Watch & Learn](#)




 **CONNECT TO FACEBOOK**

 **CONNECT TO TWITTER**

 **CONNECT TO LINKEDIN**

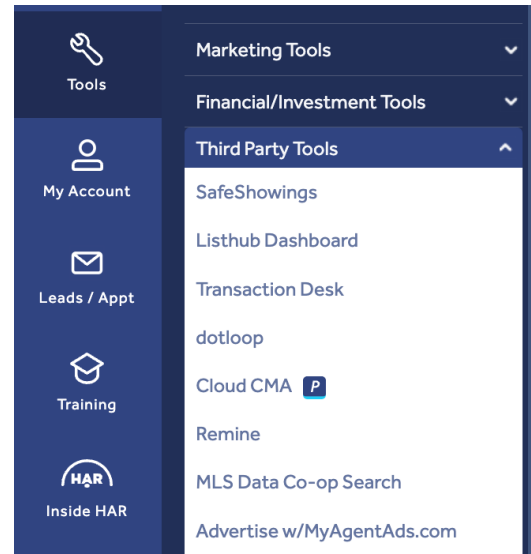
Facebook: Due to recent changes in their site operation, you are no longer able to automatically post your listings to Facebook. The HAR technology team has removed the social media icon for Facebook as a result, but has developed an alternative method to post listings to the site. You will now receive 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 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.



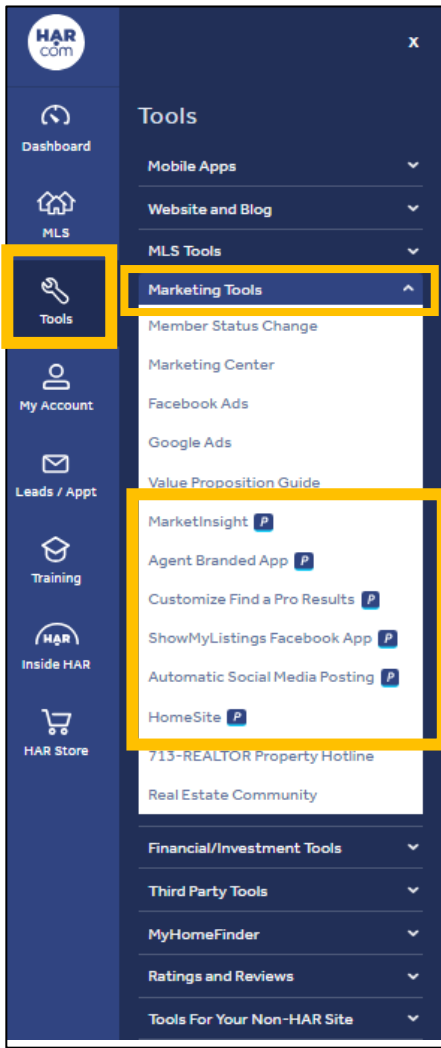
Quicklist

There are two easy ways to get to your Quicklist. First go into the Members only portal-MLS-Listing Management-My listings. Here each listing has a grey button that says Action. This takes you to your Quicklist. You can also search Quicklist in the homepage and you are taken to the Quicklist tool where you can enter and address to use these valuable tools.

The screenshot shows the HAR.com MLS Listing Management interface. The left sidebar has a 'Tools' icon and a 'My Account' icon. The main content area is titled 'Active Listings' and has tabs for 'ACTIVE LISTINGS', 'SOLD LISTINGS', 'MY OPEN HOUSES', and 'HOSTED OPEN HOUSES'. Below the tabs is a table with 8 records. The first record is highlighted, and the 'ACTION' button is highlighted with a yellow box.

MLSNUM	Address	Price	Status	Listed	Expire On	
15956566	0 Hwy	\$ 250,000	Active	May 21, 2023	Nov 21, 2023	ACTION

Marketing Tools



MarketInsight

MarketInsight

HAR.com

Dashboard

MLS

Tools

My Account

Leads / Appt

Training

Inside HAR

HAR Store

MarketInsight

P Exclusively for Platinum Subscribers

About The App

With MarketInsight, your clients can access relevant information about a property, [read more...](#)

[Watch & Learn](#)

CREATE MARKETINSIGHT

My Current Listings [Prospecting Listing/Lessor](#) [Sold](#)

Share Content with Your Users

This tool will allow you to share content with your users. You can share informative videos, websites, photos or even notes. This shared content will be visible to your users via their MarketInsight account. Click on the 'Share Content' button below to start sharing content!

[Share Content](#)

Create MarketInsight & Enter Property Address -

MarketInsight

HAR.com

Dashboard

MLS

Tools

My Account

MarketInsight

← BACK

Create New MarketInsight Report

Please search the property first and follow the instructions.

SEARCH

Options –

MarketInsight

← Back

12326 MULLINS DR

Create MarketInsight for a prospective seller or lessor. Give them access to a tool that keeps them informed of what the real estate market trends are surrounding their property.

SELECT ONE

- MarketInsight for Prospective Seller**
Use this report to inform your customer which similar properties are selling for in their area
- MarketInsight for Prospective Lessor**
Use this report to inform your customer which similar properties are leasing for in their area

PROPERTY TYPE
Single Family Homes

SQUARE FEET
1692

PRICE
180552

NEXT STEP >

MarketInsight

← Back

Configure MarketInsight Invitation
12326 Mullins Dr

You will have an option to add your client/customer's email in the next step.

Step 1 Choose Which MarketInsight Tools Your Clients Can View

You can control which tools and features your users have access to. Simply click on the box next to each feature. You can always modify these settings at any time.

Nearby Comparable Properties will be included

- Subdivision Price Trends** [Preview](#)
View subdivision price trends for your property's subdivision
- Zip Code Trends** [Preview](#)
Data statistics based on the property zip code

Step 2 Choose Comparables

By default, your users will be able to see a list of properties that are comparable to their property (including active, pending and sold listings). You can configure the criteria for that listing inventory below. You can also send weekly e-mails to your users to keep them informed of any activity regarding their property.

Choose Comparables

You can control the criteria for the comparable properties that your users will see in their MarketInsight. Each time a users logs in to MarketInsight, he/she will see listing activity for comparable properties within the past two months.

MarketInsight

← Back

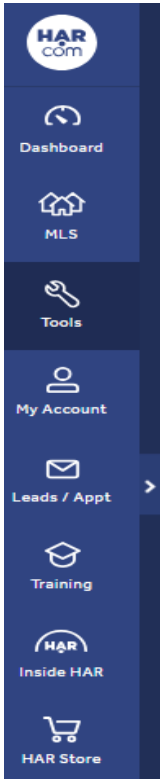
MarketInsight Detail and Usage Report
12326 Mullins Dr

Property Report Settings Report / Tools Shared Contents Preview

Invite Your Clients & Customers

CHOOSE CONTACT TO INVITE

HomeSite



HomeSite

P Exclusively for Platinum Subscribers

About The App

Create beautiful and engaging listing websites in minutes! [read more...](#)

[Watch & Learn](#)

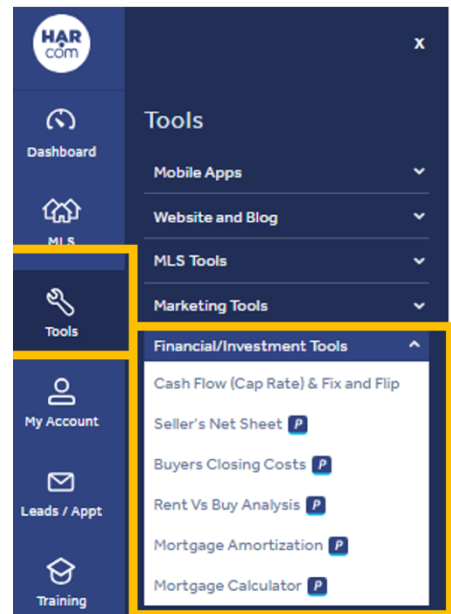
MY CURRENT LISTING

MY SOLD LISTING

MLNUM	Address	Price	Preview
9010084	0000 0000 0000, 00000000	\$535,000	Customize
15956566	0 000 00, 00000000, 00000000	\$250,000	Customize
23710793	00000000, 00000000, 00000000	\$70,000	Customize
58236943	1 00000000, 00000000, 00000000	\$225,000	Customize
72645318	1 00000000, 00000000, 00000000 065	\$180,000	Customize
74747965	0 00000000, 00000000, 00000000	\$115,000	Customize

Financial/Investment Tools

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



Financial Tools

P Exclusively for Platinum Subscribers

Seller's Net Sheet Buyer Closing Costs Rent vs Buy Mortgage Amortization

NEW ESTIMATE **SAVED**

Report Information

Report Name
Sample 2

Seller information

Name Email
Phone Number Address
City State Zip Code Closing Date
TX 08/29/2023


Financial Information
Do not use commas when entering dollar amounts

Type of Sale
 Con VA FHA Cash sale

Selling Price
\$ |

Manage all Financial Calculators

Saved reports






Financial Tools

Financial analysis tools for residential real estate

Amortization Schedule


Principal: APR: Term in years:



Shreena Patel
 (713) 629-1900
 Shreena.Patel@har.com
Houston Assn of REALTORS

#	PAYMENT	PRINCIPAL	INTEREST	BALANCE	TOTAL PAID
1	\$1,432.25	\$432.25	\$1,000.00	\$299,567.75	\$1,432.25
2	\$1,432.25	\$433.89	\$998.56	\$299,134.07	\$2,884.49
3	\$1,432.25	\$435.13	\$997.11	\$298,698.94	\$4,296.74
4	\$1,432.25	\$436.58	\$995.88	\$298,262.35	\$5,728.98
5	\$1,432.25	\$438.04	\$994.21	\$297,824.31	\$7,161.23
6	\$1,432.25	\$439.50	\$992.75	\$297,384.82	\$8,593.48
7	\$1,432.25	\$440.98	\$991.28	\$296,943.85	\$10,025.72
8	\$1,432.25	\$442.43	\$989.81	\$296,501.42	\$11,457.97
9	\$1,432.25	\$443.91	\$988.34	\$296,057.51	\$12,890.21
10	\$1,432.25	\$445.39	\$986.86	\$295,612.12	\$14,322.46






Financial Tools

Financial analysis tools for residential real estate

Rent vs Buy

Monthly Rent Payment: \$900.00
Annual Return on Investment: 7%



Shreena Patel
 (713) 629-1900
 Shreena.Patel@har.com
Houston Assn of REALTORS
 3693 Southwest Freeway, Houston, TX 77027


vs. Buy

Purchase Price: \$250,000.00
Down Payment: \$0
Mortgage Term: 30 years
Interest Rate: 4.5%
Monthly Mortgage Payment: \$1,266.71
Monthly Tax: \$0
Monthly Total: \$1,266.71

Cost Benefit Analysis

Calculations are based upon a 2% annual inflation rate over the course of 5 years (the time between now and when you estimate you would sell the home). Please allow for slight rounding differences.

Rent	vs. Buying Costs	Amount
	Total of Interest Payments:	\$53,897.59
	Total Closing Costs:	\$5,000.00
	Total Property Tax Costs:	\$0.00
	Total Maintenance Costs:	\$8,494.59
	Total Homeowner's Insurance Costs:	\$8,785.20
	Total Association Dues:	\$0.00






Financial Tools

Financial analysis tools for residential real estate

Seller's Net Sheet

08/29/2023



Shreena Patel
 (713) 629-1900
 Shreena.Patel@har.com
Houston Assn of REALTORS
 3693 Southwest Freeway, Houston, TX 77027

Prepared for: **Neo Anderson**

1234 Sample Road, Sample, TX 77479
2817138320

Closing Date: August 29, 2023
Sales Price: \$350,000.00 (Con)

The following data is for estimation purposes only and the accuracy of the figures is not guaranteed. The actual costs with respect to each transaction will vary depending on the circumstances.

SETTLEMENT COSTS

Listing Broker Fee	\$35,000.00	Discount Points	\$540.00
Seller Paid Buyer Costs	\$0.00	Appraiser	\$0.00
Document Preparation/Attorney Fee	\$250.00	Escrow Fee	\$0.00

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.

Virtual Office Website (VOW)

The Virtual Office Website has several lead generating 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

You can see who has subscribed to your app in Agent Branded App in tools in the members only portal.



 Dashboard
 MLS
 Tools
 My Account
 Leads / Appt
 Training
 Inside HAR
 HAR Store

Agent Branded App

Search 



P Exclusively for Platinum Subscribers

About The App

You can now offer your branded HAR.com app to your customers! Our goal is to constantly improve the value you receive from your HAR membership and this new mobile app enables MLS subscribers to more directly collaborate with their customers. [Learn more](#)

[Watch & Learn](#)

CONNECTIONS
ACTIVITIES

Request your client sent to connect with you

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

Invitation you sent to client (Branded App) to connect

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](#)

Client name and email

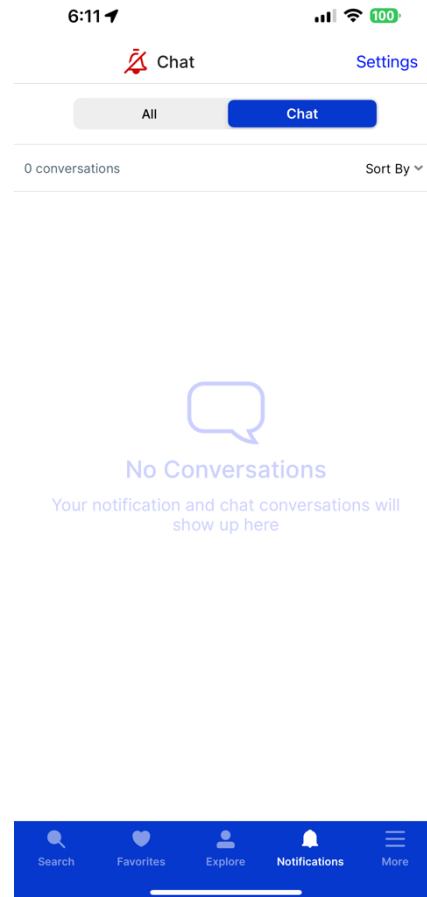
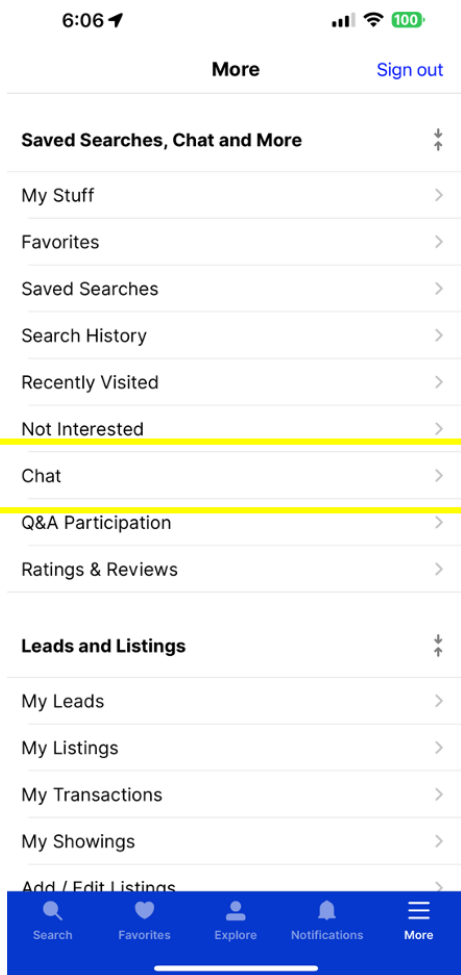
ACCEPTED

December 2, 2022, 5:35 pm

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.



HAR Open House App



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





Customize Find A Pro





 Dashboard


 MLS


 Tools

 My Account

 Leads / Appt

 Training

 Inside HAR

 HAR Store

Customize Find A Pro Results

P Exclusively for Platinum Subscribers

About Settings

By default, office city and zip are used in "Find a Real Estate Agent" on HAR. As a benefit of being an MLS platinum subscriber, you may customize the city and zip to feature you. Simply enter what you want to use below. At any time, if you want to revert back to your office city / zip blank the fields and hit save.

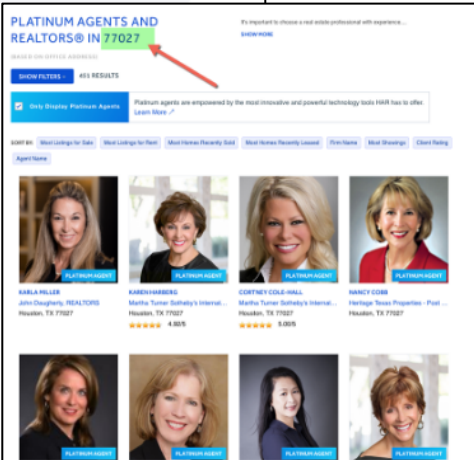
[learn more](#)

Customize the City and Zip Code

City [See on Find a pro](#)

Zip Code [See on Find a pro](#)


SAVE



Lead Magnet IDX Tools

These consumer centric tools help a consumer recognize and verify your value. They are promotable and integrated into many different tools.

Have Questions About Real Estate?




Sally Snook

Do you have any questions regarding your buying, selling or renting needs? Get professional answers quickly!

[Get Report](#)

Looking for an Investment property?

Request Fix and Flip Analysis on any property in Texas.




Interested in Fix and Flip (purchasing a property, renovating it, then selling it at a profit). I can do a FREE analysis for you to determine the cash offer amount. Just enter the property address, then I will create a summary & include the comparable Price/SQFT based on the sold listings in the same subdivision in the last 180 days.

Here how it is calculated:
 Estimated Market Value (Based on median price per sqft of sold listings in the same subdivision in last 180 days)
 Initial Offer (e.g. 80% of ARV)
 Subtract Repair & Remodel Expenses

Major Repair Expenses may include:
 Roof
 Electrical
 HVAC

Remodel Expenses may include:
 Paint
 Flooring
 Appliances
 Countertops
 Millwork

 **Sally Snook**

Request Your Report

Full Name

Address

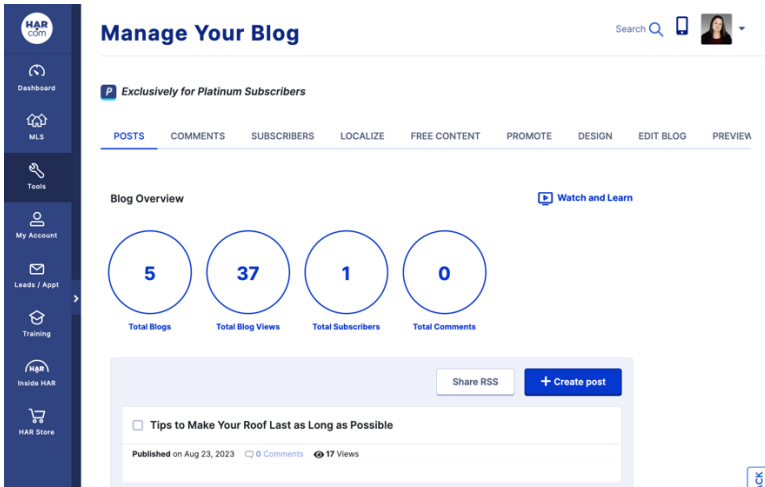
Email

Phone

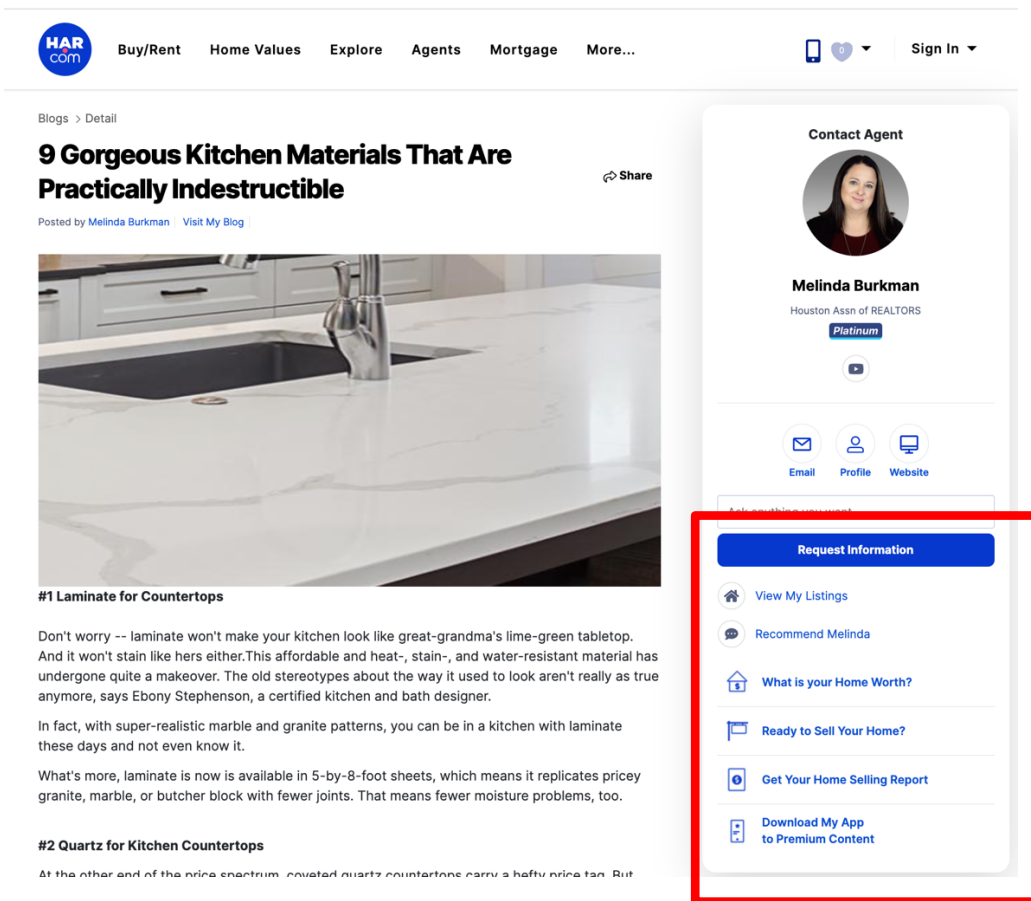
[Request](#)

Agent Blogs

In the members only portal you can search “Manage your blog” to see how many subscribers you have, views, here you can promote your blog and preview content before sharing it!



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




← 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 Assn of REALTORS

[Visit Melinda Burkman's Blog](#)

[Contact Melinda Burkman](#)

Disclaimer: The views and opinions expressed in this blog are those of the author and do not necessarily reflect the official policy or position of the HRIS.

Lead Connect- 713 Realtor

There are 2 main benefits of using lead connect. You receive a phone call when a lead is sent to you 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.

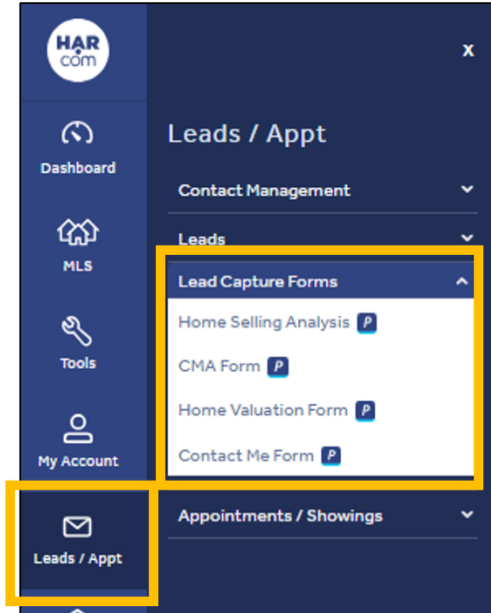
Communication Preferences

[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.

LEADS/APPTS



Home Selling Analysis

Buy/Rent Home Values Explore Agents Mortgage More...

Home Selling Analysis & Seller Leads

Platinum Exclusively for Platinum Subscribers

Home Selling Analysis is a premium service offered by HAR to its MLS Platinum members to effectively engage their potential home sellers and capture seller leads. The analysis uses high-quality data to generate a home value report, automated CMA, home value comparable, and more.

Home Selling Analysis – The Simplest and Most Cost-Effective Way to Generate Seller Leads

Home Selling Analysis is an effective way for agents to capture seller leads. The landing page "Ready to sell your home?" generates leads by giving sellers an automated report on the current value of their home in exchange for their contact info. Here is the list of features of Home Selling Analysis:

Recently Sold

Have a quick look at the recently sold homes and their selling prices to determine the trends around your home.

Market Analysis

Determine the best time to buy or sell by accessing an automated comparable market analysis.

Home Valuations

CMA Forms

P Exclusively for Platinum Subscribers

Contact Me [Request A CMA](#) [Get Your Free Home Valuation](#)

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

Take advantage of the following e-mail forms to capture leads on your website:

YOU HAVE TWO OPTIONS:

- Get links to add to your website
- Get HTML code to add to your website

[Preview CMA Lead Capture Form](#)

GET URL:

Use this URL to link to or to create a frame page on your website to capture leads.

<https://web.har.com/aws/dispCMAForm.cfm?siteType=har&cid=95512555>

[Copy URL](#) [Share Link](#)

HTML CODE:

Copy and paste the embed code below to capture leads on your website.

CMA Request
Presented By: Steve Jones-Reichert
The single most reliable source for a CMA report for your home is a REALTOR®. Get a CMA report by providing following information today.

Contact Information

First Name Last Name
 Email Phone
 Best time to be reached

Property Information

Address Property Type
 City Bedrooms
 State Bathrooms
 Zip Code Subdivision
 No. of Stories Year Built
 Garage Bldg Square Feet

Contact Me and Home Valuation Form

P Exclusively for Platinum Subscribers

Contact Me [Request A CMA](#) [Get Your Free Home Valuation](#)

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

Take advantage of the following e-mail forms to capture leads on your website:

YOU HAVE TWO OPTIONS:

- Get links to add to your website
- Get HTML code to add to your website

[Preview Get Your Free Home Valuation Form](#)

GET URL:

Use this URL to link to or to create a frame page on your website to capture leads.

<https://web.har.com/aws/disphomeworth.cfm?siteType=har&cid=95512555>

[Copy URL](#) [Share Link](#)

Get Your Free Home Valuation
Presented By: Steve Jones-Reichert
The single most reliable source for an unbiased and precise price on your home is a REALTOR®. Use home value to find out how much your home is worth today!

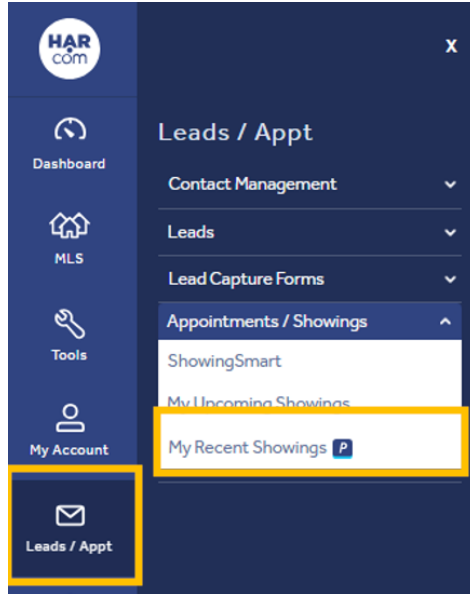
Contact Information

First Name Last Name
 Email Phone

Property Information

Address Property Type
 City Bedrooms
 State Bathrooms
 Zip Code Subdivision
 No. of Stories Year Built
 Bldg Square Feet

Appointments/Showings



My Recent Showings

- Dashboard
- MLS
- Tools
- My Account
- Leads / Appt
- Training
- Inside HAR

My Recent Showings

P Exclusively for Platinum Subscribers

About The App

This showing history is compiled from appointments scheduled using ShowingSmart Service and ShowingTime Service merged with Supra lockbox activities for properties that you may have showed in the last 6 month.

These showings are also displayed on your agent profile page under "Showings" tab if you choose to display them(Only for Platinum Members)

Showing Date/Time	MLNUM	Address	SRC	
Aug 12, 2023 04:32 PM	47000975	11915 Duane St, Houston	Supra2	
Jul 23, 2023 04:13 PM	47000975	11915 Duane St, Houston	Supra2	
Jul 20, 2023 10:20 AM	47000975	11915 Duane St, Houston	Supra2	
Jun 24, 2023 11:30 AM	68520366	6047 Foxmont Ln, Humble	ShowingSmart	
Jun 24, 2023 10:30 AM	34278046	3714 Yellow Arbor Dr, Humble	ShowingSmart	