

TEMPO MLS

01

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

FUSION MLS

02

- HAR's "parallel" MLS system
- Configurable search and results grid settings
- Enhanced mapping and listing alert tools
- Works on MACs and PCs

REALIST TAX SYSTEM

03

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

SUPRA SERVICES

04

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

MLS STATISTICAL REPORTS

05

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

FIND NATIONAL SEARCH PLATFORM

06

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

REALTOR PROPERTY RESOURCE

07

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

MLS DATA COOP

08

- Search listings from participating MLSs across the U.S.
- Property valuations, tax info, and demographic reports
- Map based search interface

AGENTS ADVERTISED ON HAR.COM

09

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

LISTINGS ADVERTISED ON HAR.COM

10

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

HAR.COM MOBILE APP FOR AGENTS

11

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

INSTANT CMA

12

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

SYNDICATION AND DATA SERVICES

13

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

LISTHUB DASHBOARD

14

- View web traffic reports and analytics for all of your listings
- Includes HAR.com, Homes.com, Zillow, Trulia and Realtor.com
- Weekly traffic reports emailed to listing agent and broker

TRANSACTION MANAGEMENT – POWERED BY SURECLOSE®

15

- 24/7 online access to transaction related documents
- Review and approve documents before the closing date
- Monitor real-time progress of the transaction
- Negotiated rate for setup fee and no ongoing costs

INMAN SELECT SUBSCRIPTION

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

CLIENT EXPERIENCE RATING PROGRAM

01

- Full featured platform for agent ratings and reviews
- Automatically surveys clients you've represented in a MLS transaction
- Ratings and comments from the surveys displayed to consumers visiting HAR.com

AGENT BRANDED HAR.COM MOBILE APPS

02

- Leverage the power of the HAR.com consumer mobile app
- Provide a code to your client they enter into the HAR.com app
- HAR.com app is then branded to the agent on the clients device
- Provides a collaboration platform between the agent and client

AGENT SPOT

03

- Promote your agent bio on web pages across HAR.com
- Agent ad displayed on School Finder, Neighborhood Finder, Home Values, etc.
- Ad provides a contact form where consumers can email the agent

ENHANCED LEAD CAPTURE TOOLS FOR HAR.com

04

- Features that allow consumers to contact agents directly from HAR.com
- Includes Home Value Leads, Lead Connect, Schedule a Showing and Property Hotline inquiries
- "LeadConnect" lets you display "Have Agent Call Back" button on your listings

VIRTUAL OFFICE WEBSITES (VOW)

05

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

AUTOMATIC SOCIAL MEDIA POSTINGS

06

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

LEAD MANAGEMENT TOOLS FOR HAR.com

07

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

HAR.COM REAL ESTATE COMMUNITY

08

- Answer consumer's real estate questions posted on HAR.com
- Post responses, share your knowledge and earn points

AGENT WEBSITE WITH IDX

09

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

IDX TOOLS AND WIDGETS

10

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

MARKETINSIGHT

11

- 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 and sales activity including price trends and statistics

SHOW MY LISTING FACEBOOK APP

12

- Facebook app you can add to your Facebook Business Page
- Provides a listing search platform from within your Facebook business page

HOMESITE (SINGLE PROPERTY WEBSITES)

13

- Property specific website designed for each of your listings on HAR.com
- Contains photos, home features, neighborhood, school and tax information

APPOINTMENT MANAGER

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- Online appointment scheduling software for your agents and firm
- Feedback requests and showing reports included
- Integrated with MLS data making it easy to set appointments