



Homes And Rentals

Connecting home sellers, buyers
and renters with REALTORS®

MAXIMIZE EXPOSURE TO YOUR LISTINGS & GENERATE MORE LEADS

WHY HAR.COM?

1. 675 Million annual listing detail page views
2. 1 Million downloads of mobile apps
3. 4.6 Million annual leads to brokers & agents
4. 7.3 Million unique visitors monthly
5. #4 Real estate website in Texas

WHAT DOES IT COST TO BE ON HAR.COM?

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

IS HAR.com COMMITTED TO BROKERS & AGENTS?

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

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

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



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

MLSs

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

* Represents 92% of Texas REALTORS®

* **MLSs that send all listings to HAR.com are bolded**

FRANCHISES THAT SEND TEXAS LISTINGS TO HAR.com



For more information, please email communications@har.com