Platinum Tools for Success: Mastering Lead Generation

Instructor:

Alisha Holt

Member Training & Outreach Specialist
Houston Association of REALTORS
Email: Alisha.Holt@har.com
Phone: 713-629-1900 | ext. 1289

HAR'S STATEMENT ON ANTITRUST COMPLIANCE AT MEETINGS



HAR expects all meetings and events to be conducted in a professional, ethical and lawful manner, including in adherence to all antitrust laws. Accordingly, discussion of any matters relating to practices that may restrain trade or be considered anti-competitive is prohibited. For example, the following discussions between attendees are always prohibited: that commissions should be set at a fixed price or rate; a boycotting of other competitors; or a refusal to show a property to a consumer based on the commission being offered. Any discussion inconsistent with this policy will not be tolerated.


HAR
.com
HAR Classroom Rules

- Bilingual Instructor: Deliver dynamic real estate courses in both English and Spanish.
- Course Developer: Design and lead a teaching catalogue of nearly 25 high-impact courses that inspire growth.
- Cultural Connector & Community Builder: Bridge cultures through global etiquette and inclusive instruction.
- Outreach & Training Specialist: Energize REALTORS® through powerful speaking, coaching, and personal connection.



Alisha Holt
Member Training &
Outreach Specialist

Proctor: Cyntre Pool
Phone: 713-629-1900 x 1207
email: Cyntre.Pool@HAR.com



WE CAN HELP

If you need assistance during class, please contact your proctor.

HAR’s Mission is to

Help Our Members Achieve Ongoing Success!



Explore HAR member benefits at

www.har.com/joinhar

About the Class…

- You'll be sent the slide deck by the end of the day
  - Can not send the Zoom recording
- A checklist of all Lead Generation tools will be included in the slide deck
- All tools will be accessed through the Platinum Dashboard, Members Only Portal (MOP) where they are marked with a 
- For the tools, we'll explore where to find your leads
- All video tutorials can be accessed HERE (search 'video tutorials' in the MOP)

The right tool
+ the right moment
= more opportunities.

Objectives



At the end of the class, members will be able to:

- Identify key Platinum marketing tools and recognize when to use each to support their business
- Understand how Lead Magnet tools, the VOW, and the Agent Branded App work together to attract and capture leads
- Recognize the essential elements of an effective Agent Profile, website, and branded app for lead generation
- Interpret lead sources to make more informed decisions about their marketing efforts

PAYING FOR HAR PLATINUM?

HAR.com

STREAMLINED TOOLS. MODERN DESIGN. TOTAL CONTROL.

Get More from Your Platinum Subscription!

PLATINUM

LEARN HOW TO USE YOUR PLATINUM TOOLS:

- Platinum Tools for Success: Introduction to Platinum
- Mastering Platinum AI Tools
- Platinum CRM: Mastering the Basics
- Platinum CRM: Advanced Features
- Platinum Tools for Success: Mastering Agent Promotion
- Platinum Tools for Success: Mastering Lead Generation
- Platinum Tools for Success: Mastering Listing Promotion
- Mobile MLS: Using the HAR.com App Effectively
- Your HAR.com Profile & Website: Standard to Platinum

55+

Tools Valued at More Than $6,500 if Purchased Separately!

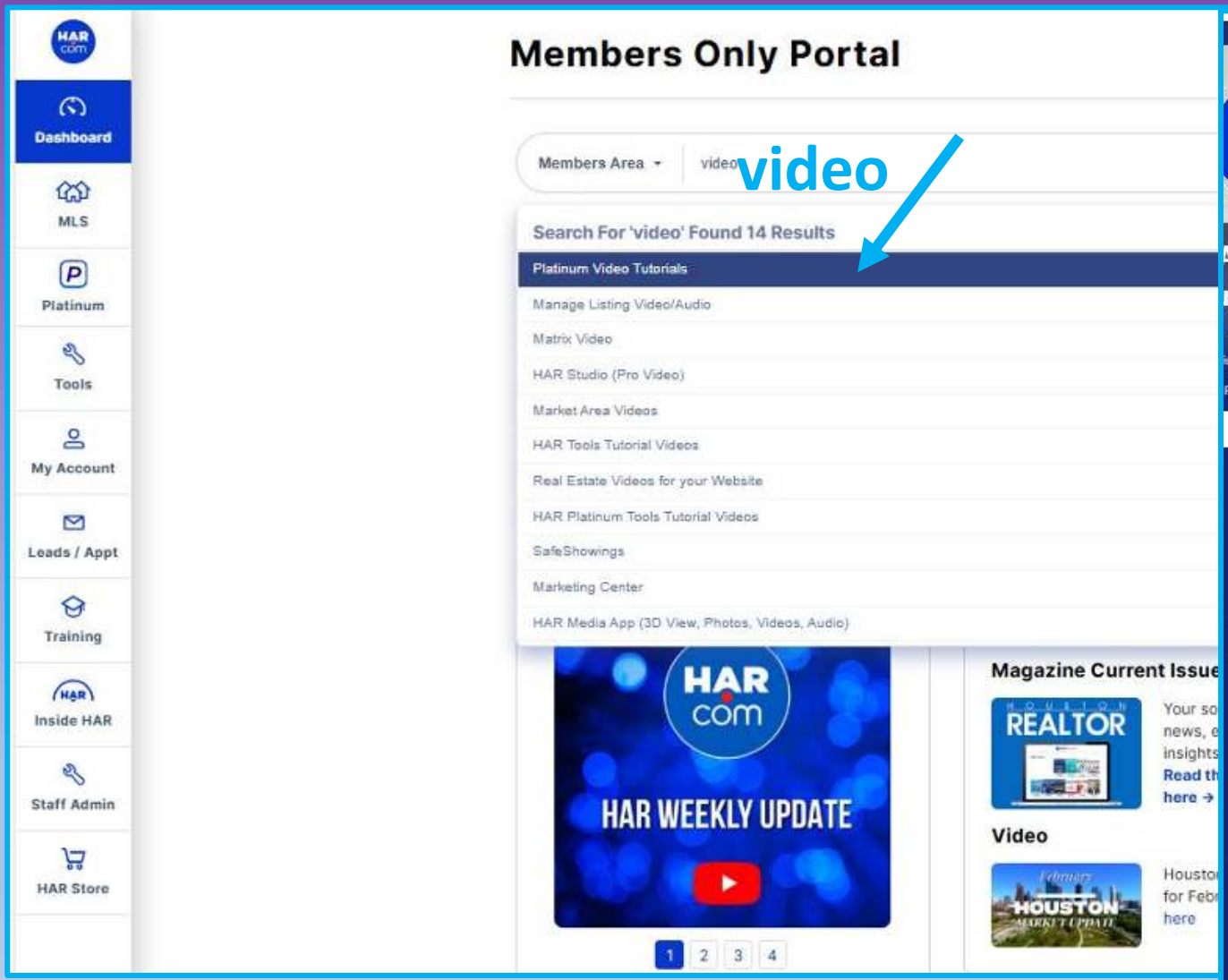
FIND UPCOMING CLASSES

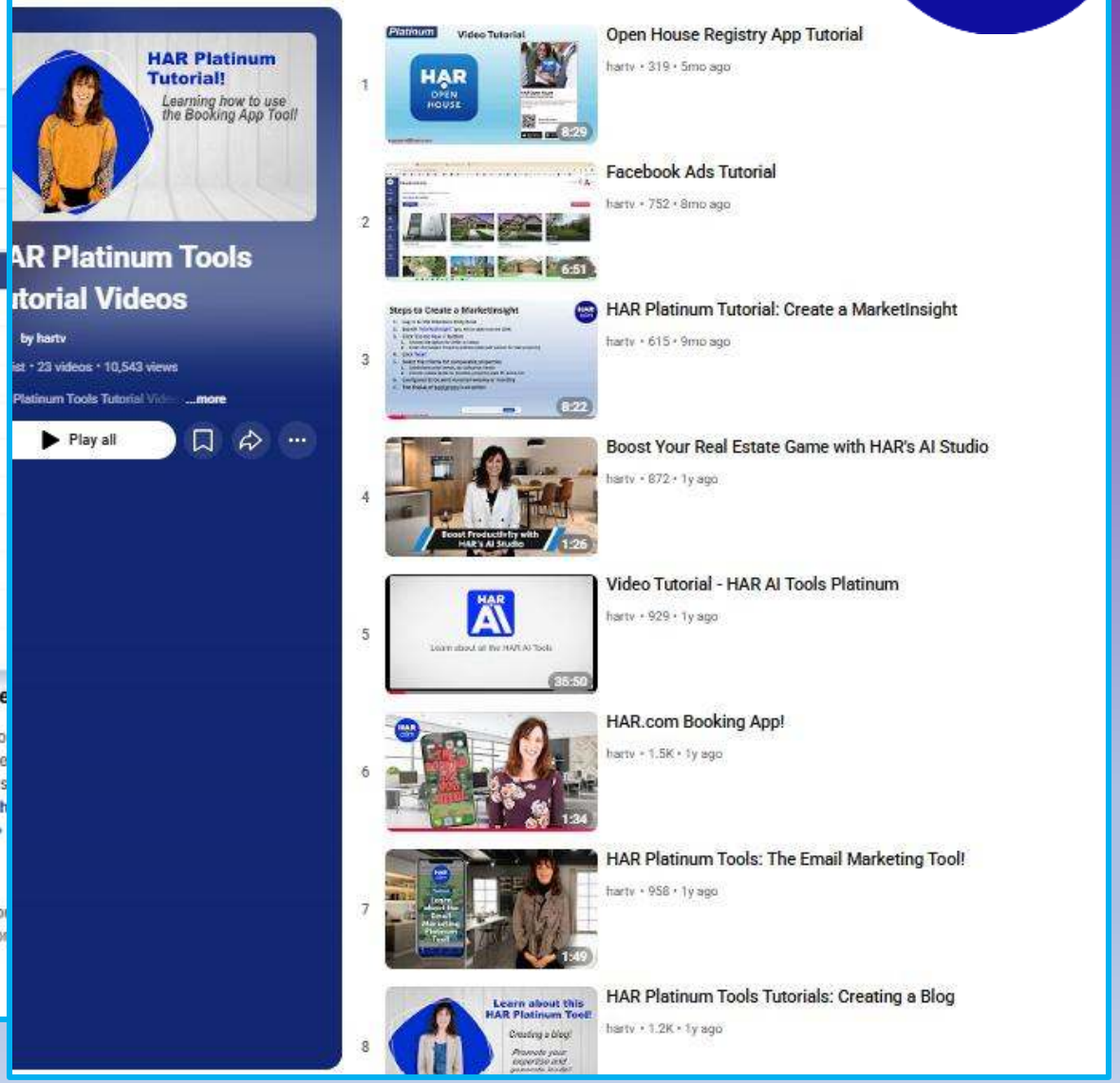
www.har.com/edu

FREE CLASSES

FOR HAR MEMBERS, ALL APPROVED FOR CE CREDIT

Video Tutorials





Getting to Know YOU!

- How long have you been in the real estate industry & are you already a Platinum Member?

- What prompted you to take this class? What do you hope to learn?



From Curiosity to Conversation

Consumers don’t begin by looking for an agent.

They begin by looking for **answers**.

- What is my home worth?
- What can I afford?
- What’s happening in my neighborhood?
- Is now a good time to buy?
- Which homes match my needs?





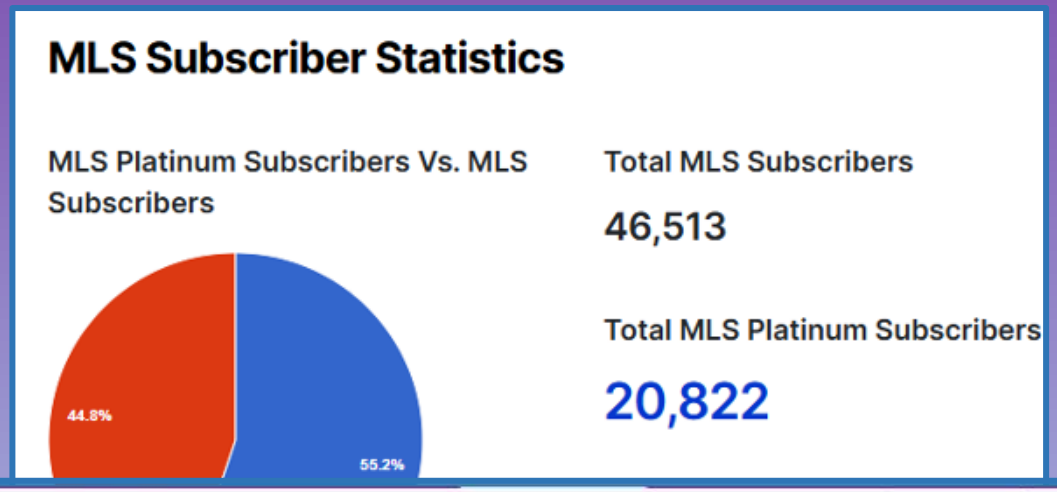
Here's the good news...
Every Platinum tool you'll learn today helps turn consumer curiosity into conversations.

Lead Generation Tools

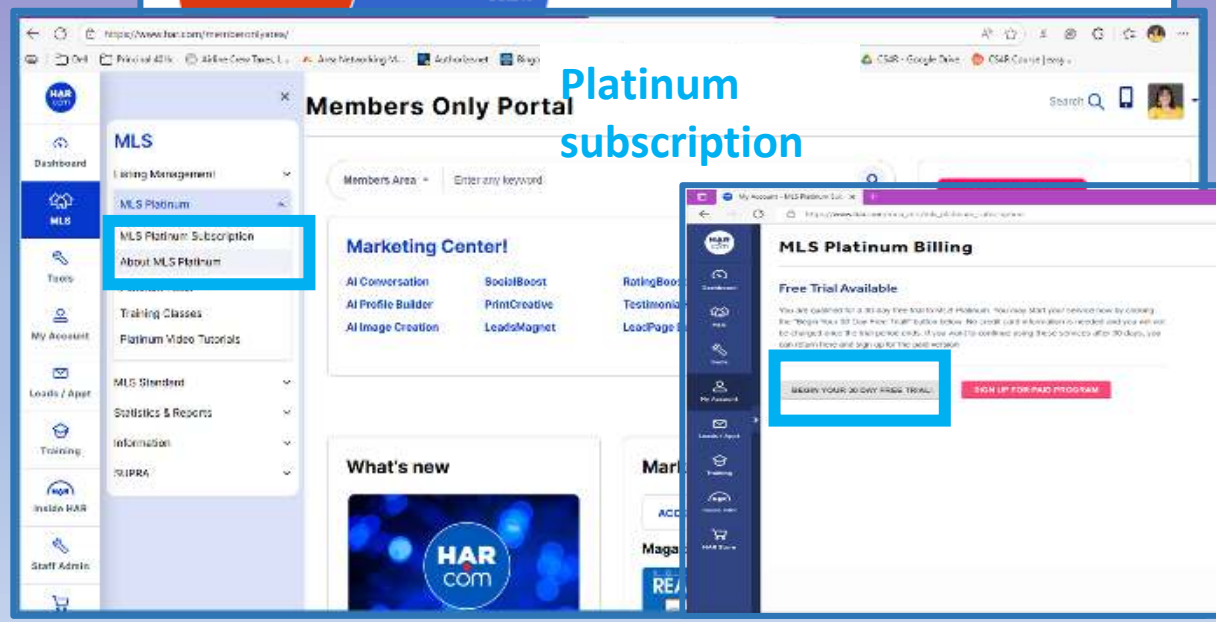
Call-to-Action Buttons/Prompts/Forms

- ❑ Lead Management
  - ❑ Social Profile
  - ❑ AI - Lead Reply
  - ❑ Bookmarks-Favorite Leads
- ❑ Forewarn
- ❑ HAR CRM
- ❑ LeadsMagnet Tools (Marketing Center)
- ❑ LeadPage Builder (Marketing Center)
- ❑ Facebook Ads (Marketing Center)
- ❑ LeadConnect
- ❑ Booking App
- ❑ Agent Profile & Website
- ❑ Virtual Office Website (VOW)
- ❑ Agent Blogs
- ❑ Agent-Branded HAR.com App
  - ❑ Chat
- ❑ Open House 'Registry' App

Platinum 30-Day Free Trial





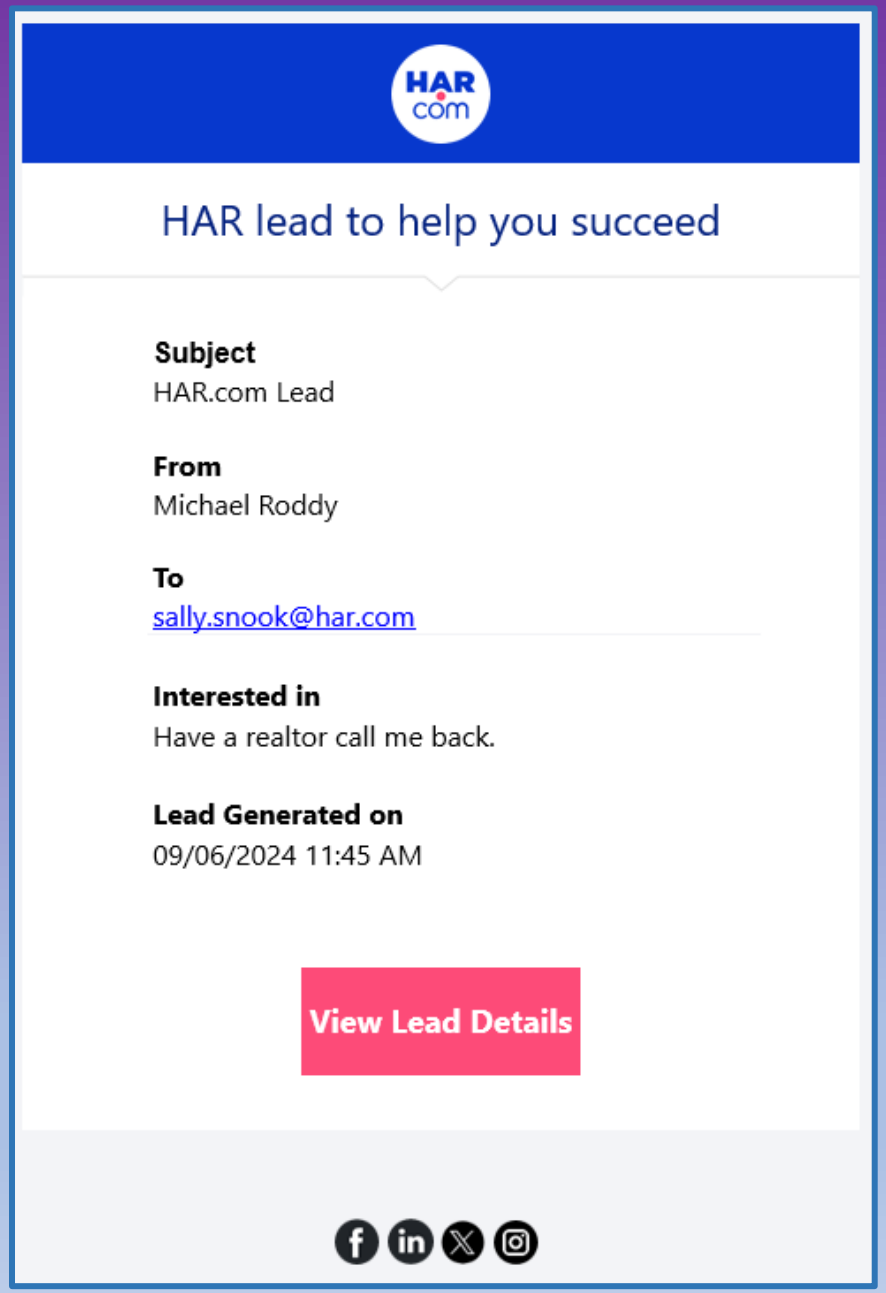


Platinum subscription

NEW! Platinum Dashboard







Lead Management

You will receive an email from 'Homes And Rentals – HAR.com' with every new lead.

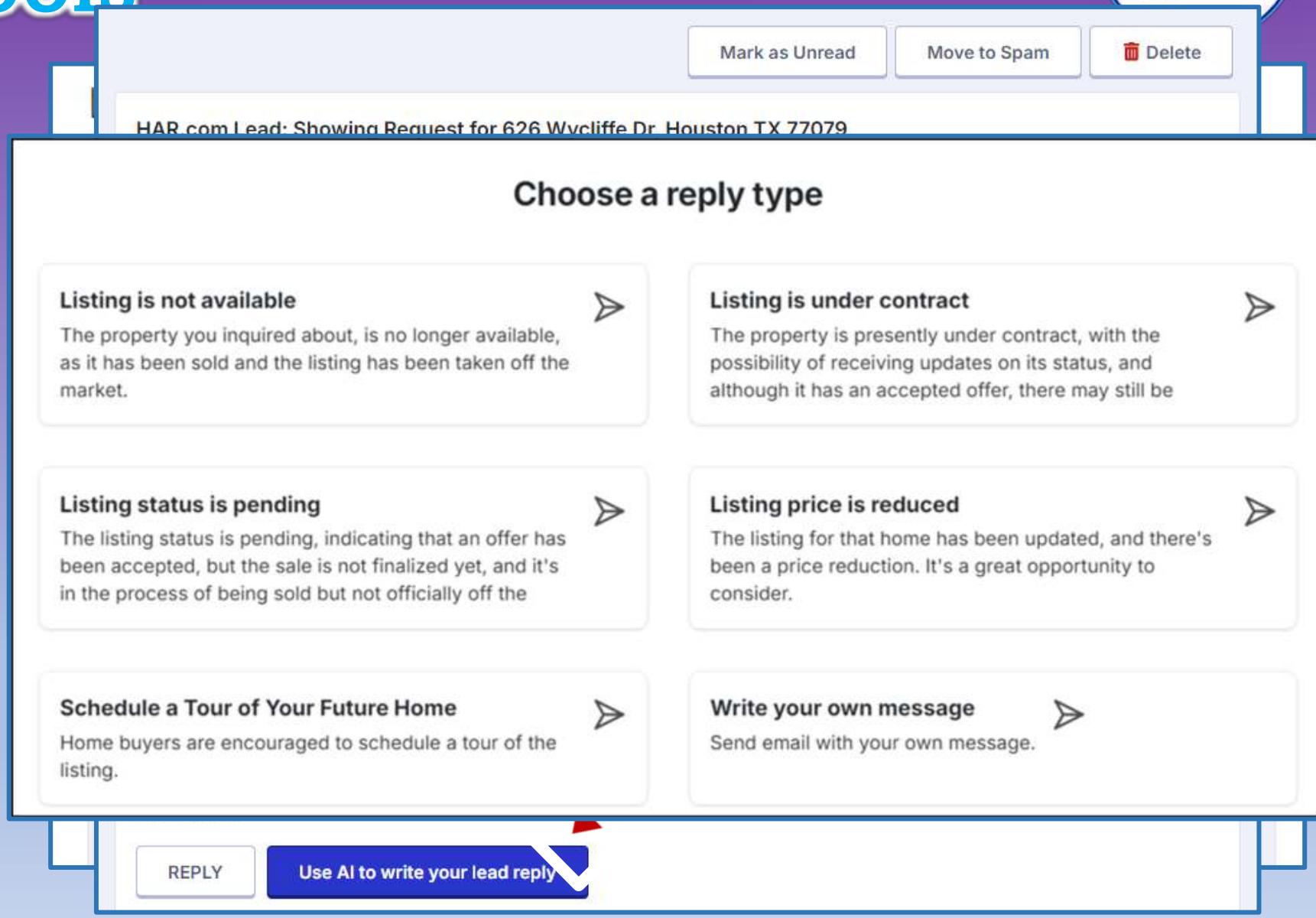
Access HAR.com-generated Leads:

- Search 'lead'
- Choose 'Lead Management' from the results

Lead Management Tools



- Social Profile – quick way to determine the validity of a lead
- Add Contact to the HAR CRM button
- View Comments or attached Report – conversation starter based on what the lead requested



Lead Generation Tools

AI – Lead Reply for Listing Agents

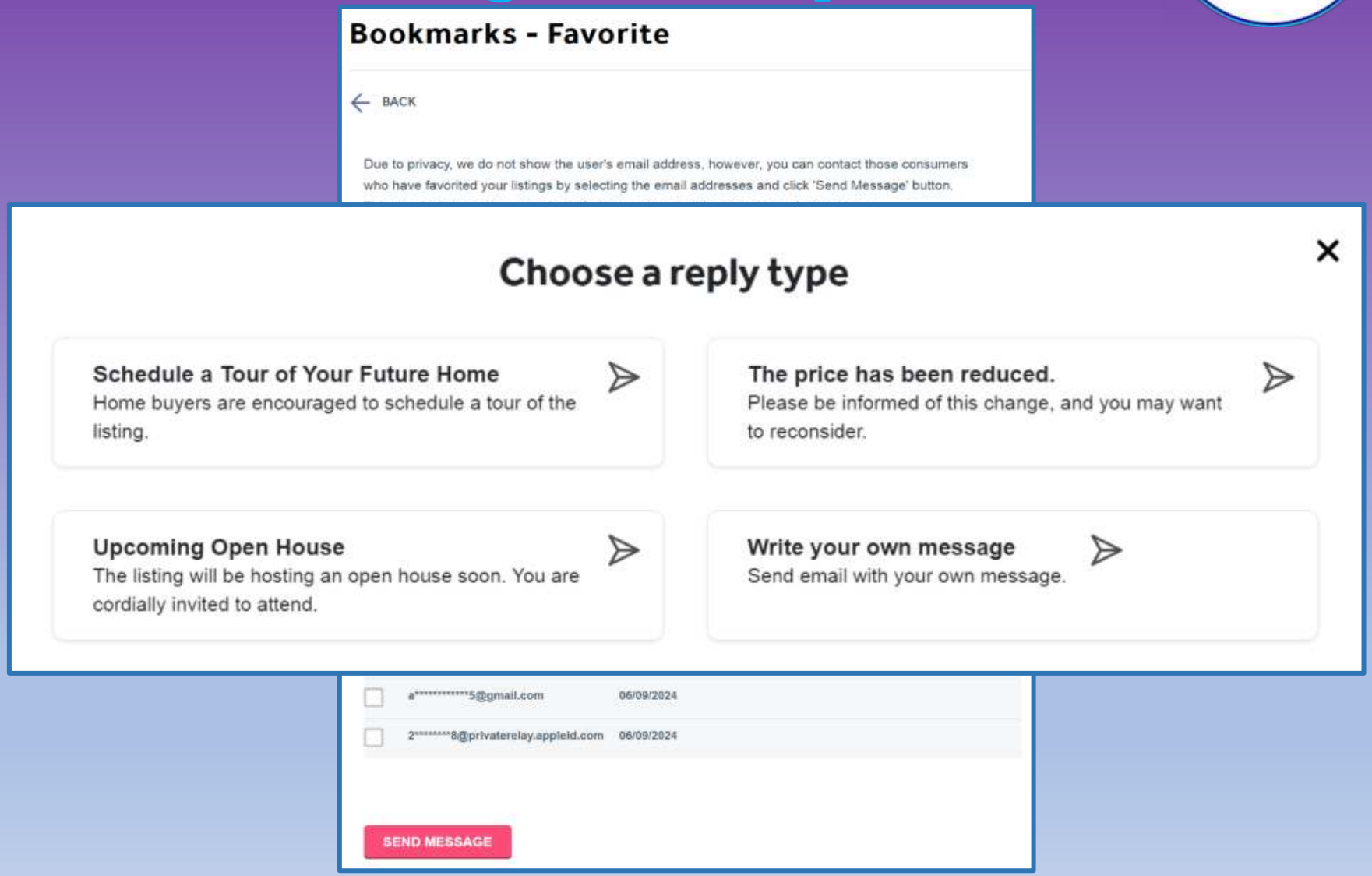
Bookmark - Favorite AI-generated replies

Access Bookmark Leads:

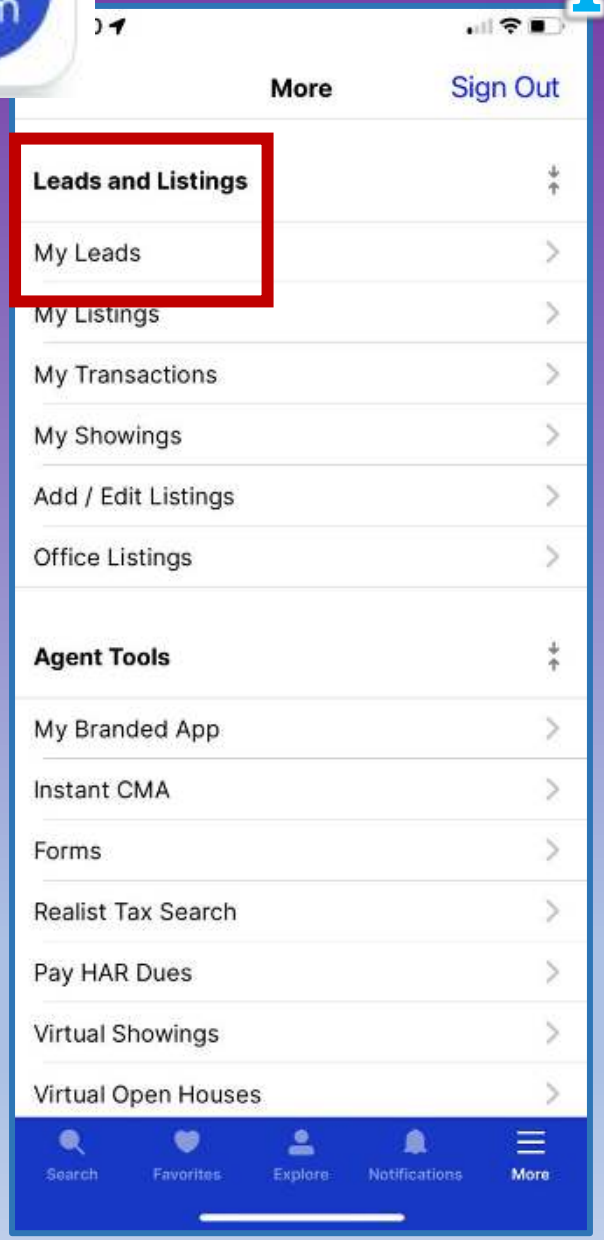
- QuickList in Matrix

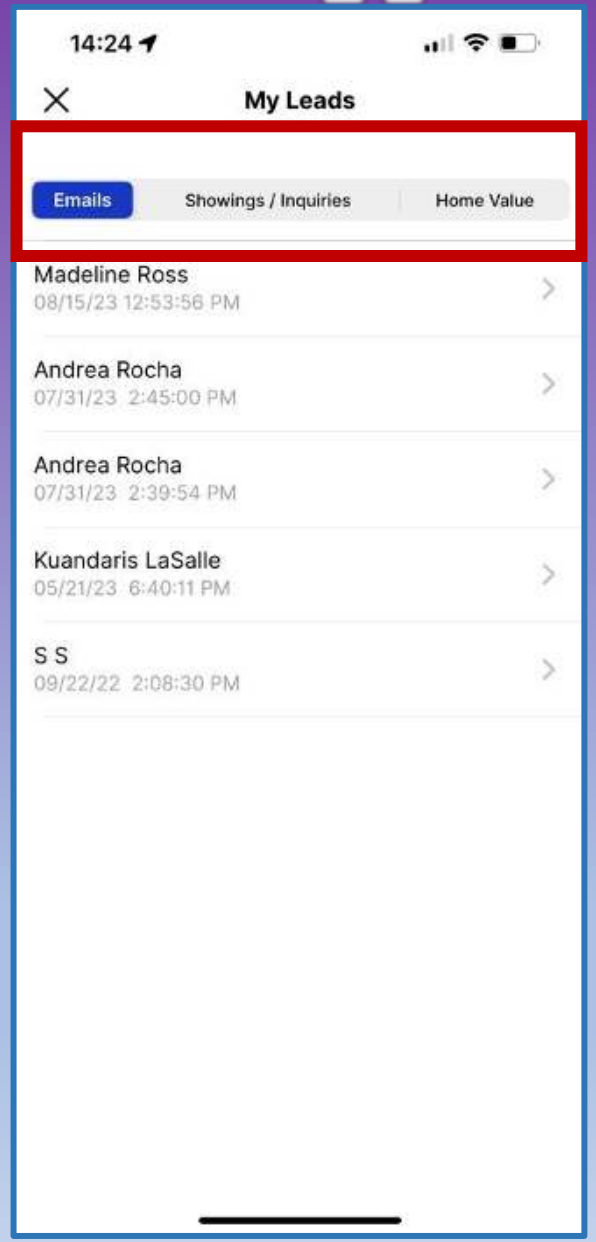
OR

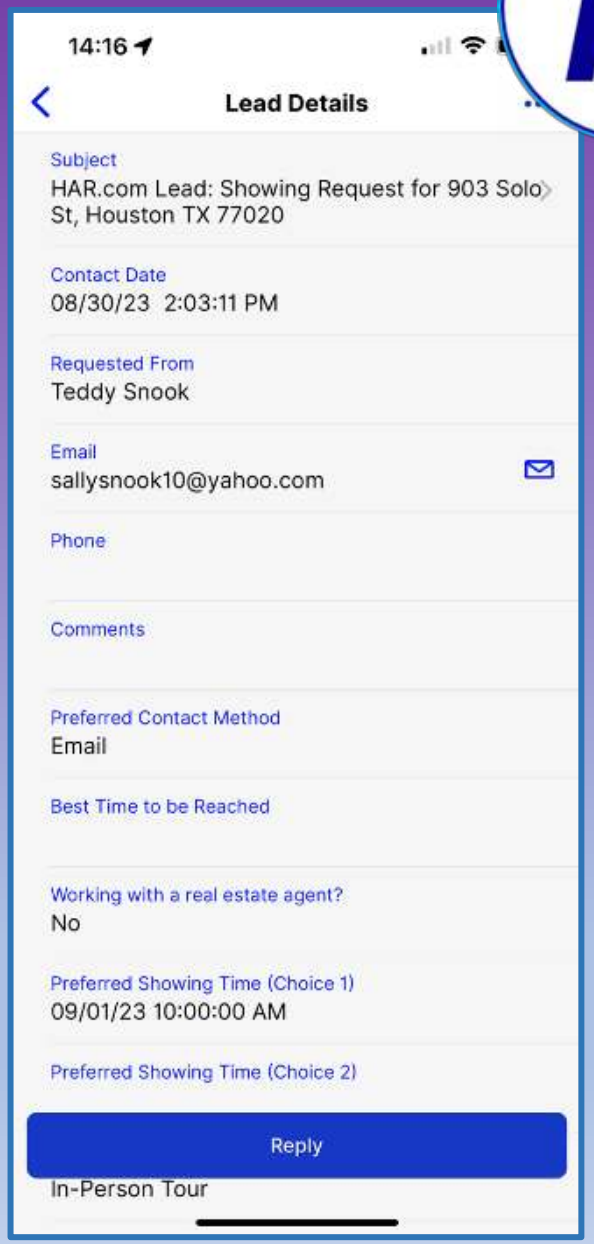
- Search ‘lead’
- Choose ‘Bookmarks Leads’ from the results



HAR.com App Leads







Lead Generation

Benefits of the Platinum CRM

Owned by the Member, not Brokerage!

Only the member can view & edit

Database follows the member if they change brokerages

Integrated with HAR Tech Tools/Services

CMA, ShowingSmart, MarketInsight, & more

Tools are logged in the Contact's Profile page

Easy Import of Contacts

HAR Contacts, Email provider(s), CSV files, ShowingSmart, & Matrix

Synchronized with Matrix for Listings

Assign current and past (up to 5 years*) listings to Contacts

Productivity Tools

Crush it with Platinum CRM!

HAR.com

Choose your track & dominate your business!

PLATINUM CRM MASTERING THE BASICS

Get Started & Build Your CRM

PLATINUM CRM ADVANCED FEATURES

Level Up Your CRM Skills

All Experience Levels Welcome!

har.com/edu



HAR CRM Access

Members Only Portal

Search

Members Area | FOREWARN

Marketing Center!

AI Conversation	SocialBoost	RatingBoost	MarketSnapshot Videos
AI Profile Builder	PrintCreative	TestimonialHub	Paid Ads (Facebook)
AI Image Creation	LeadsMagnet	LeadPage Builder	IDX Tools

ACCESS MATRIX MLS

- Verify Your Information
- Tutorial videos
- Matrix training

Matrix	1-877-805-7301
SUPRA	1-877-699-6787
HAR.com	713-629-1900 × 5

More support → More resources →

What's new



Market News & Reports

ACCESS MARKET REPORTS

Magazine Current Issue



Your source for market news, events and expert insights

Read the current issue

HAR CRM

Exclusively for Platinum Subscribers

ACCESS HAR CRM

Learn more →

Tools Update

Let's Connect!
We are ready to help.

Platinum

HAR CRM

Platinum *Exclusively for Platinum Subscribers*

Manage your contacts, tasks, and deals all in one platform!

HAR has developed a comprehensive CRM platform that streamlines your real estate business operations from prospecting to transaction management, allowing agents to effectively track and manage client relationships throughout the lifecycle of a deal. The HAR CRM integrates seamlessly with HAR's Services like MarketInsight, Showing Smart, Instant CMA, and the Open House App, providing agents with a centralized dashboard to monitor their clients and business performance.

Get Started



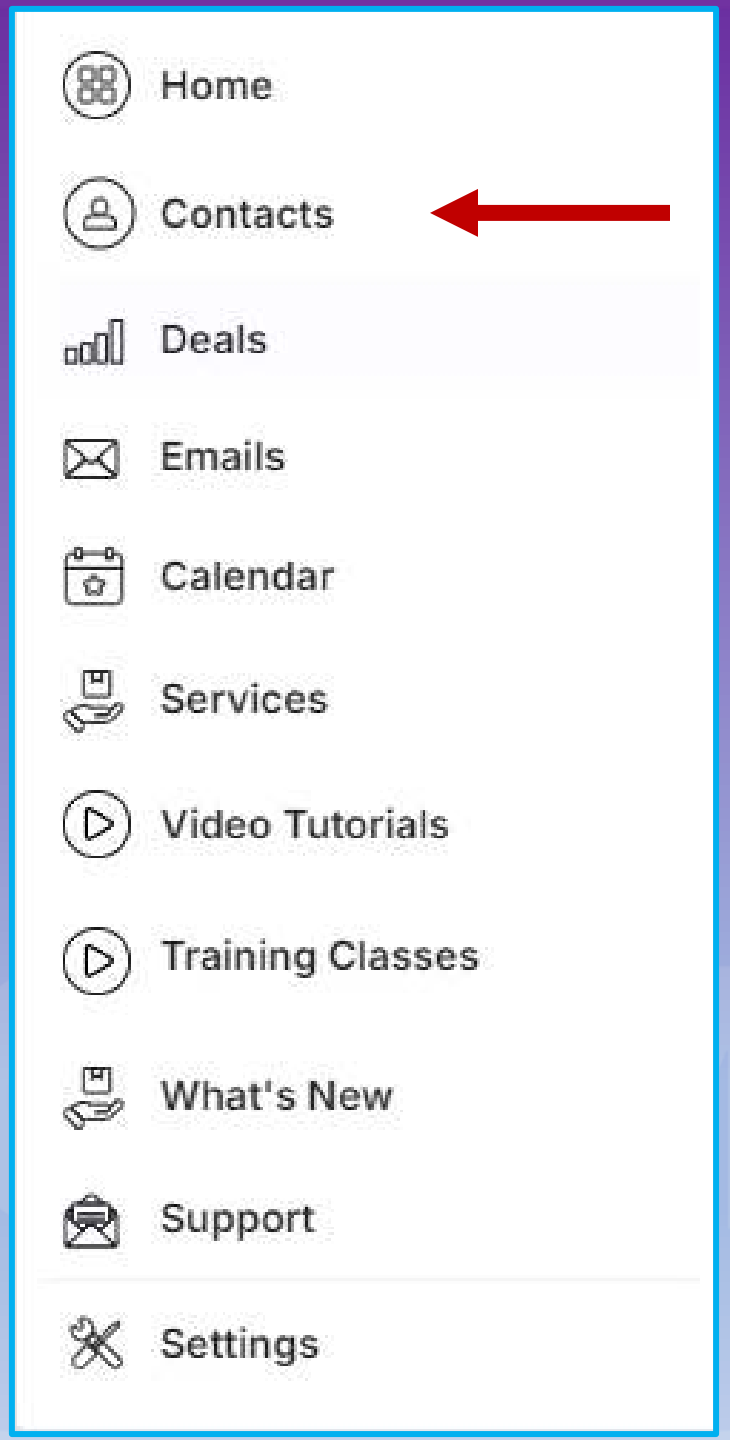
Just as you would expect, HAR has developed the HAR CRM App for the mobile CRM platform! Stay connected on the go, ensuring you never miss an important meeting, have access to contact's information and appointment details from anywhere, at any time.

Download on the App Store

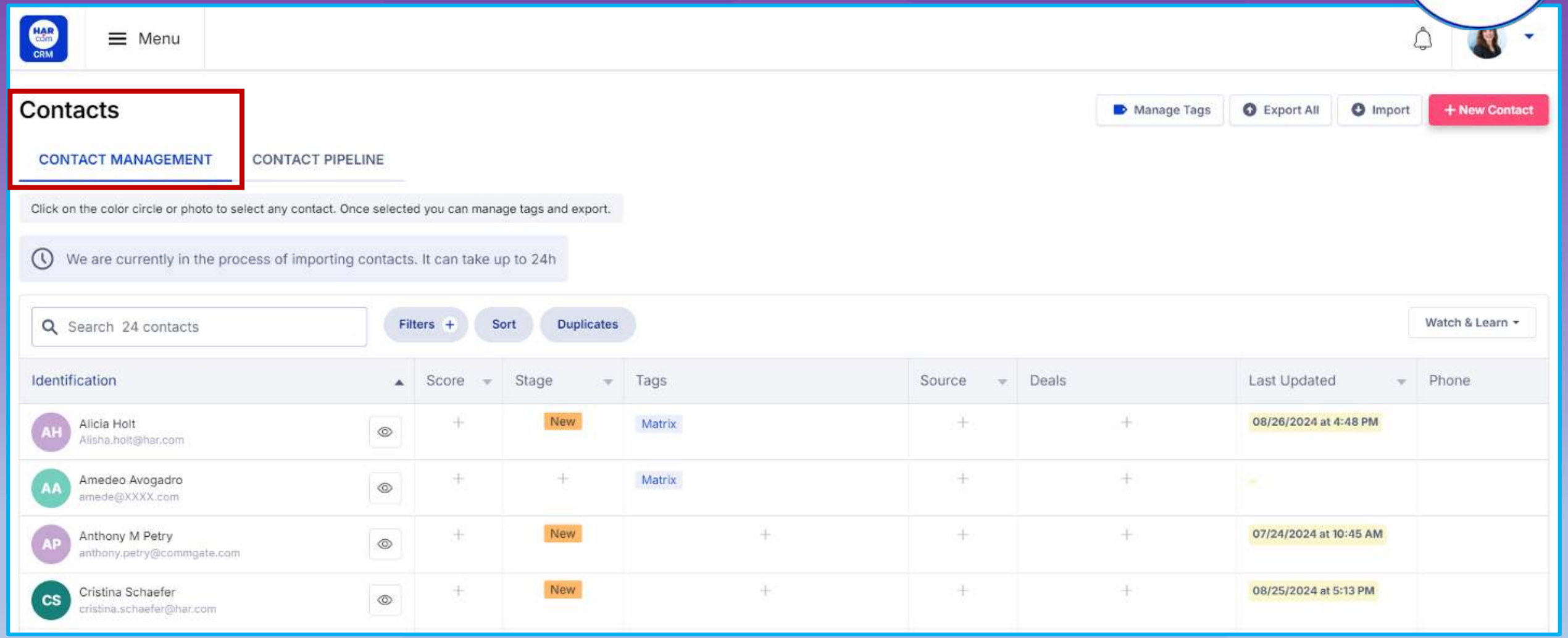
GET IT ON Google Play

What's New with HAR CRM
Discover the Latest Updates

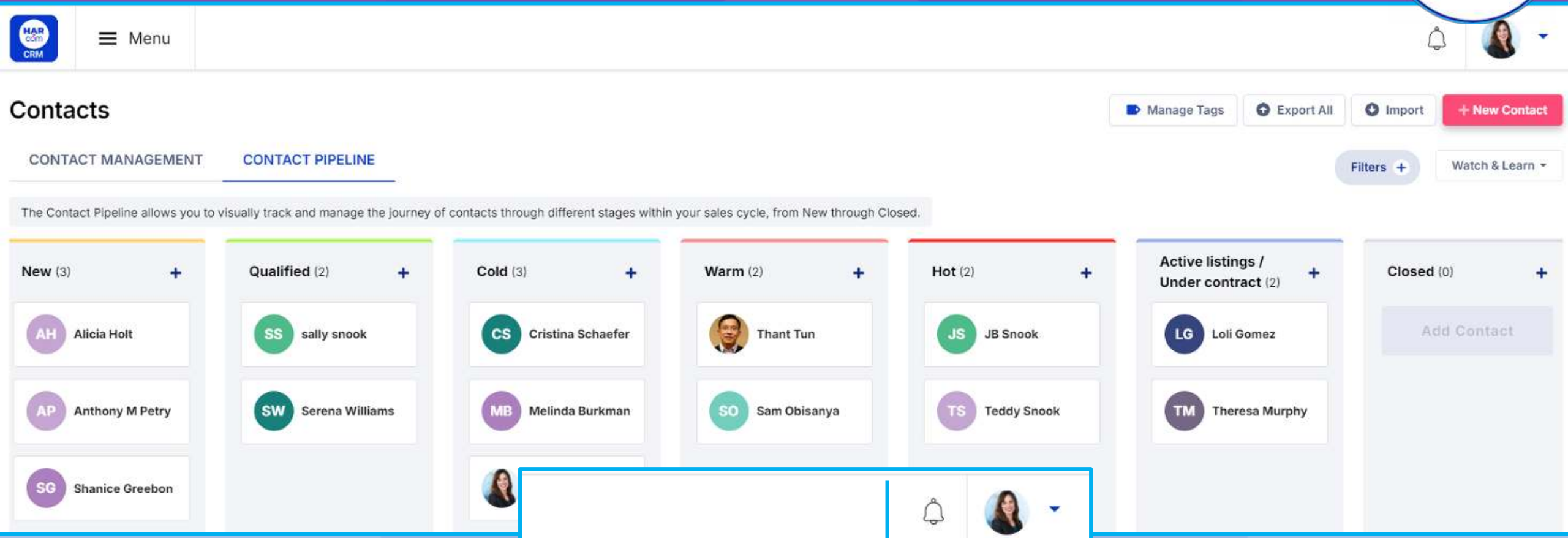
Main Menu

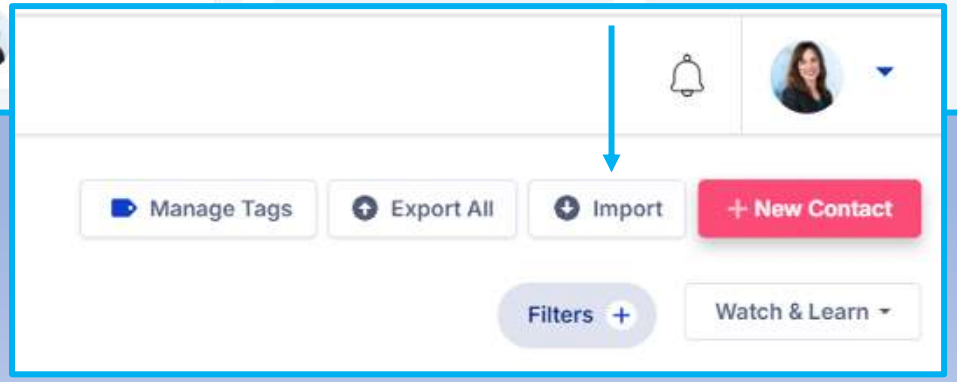

Home
Contacts
Deals
Emails
Calendar
Services
Video Tutorials
Training Classes
What's New
Support
Settings

Contacts Dashboard



Contact Pipeline

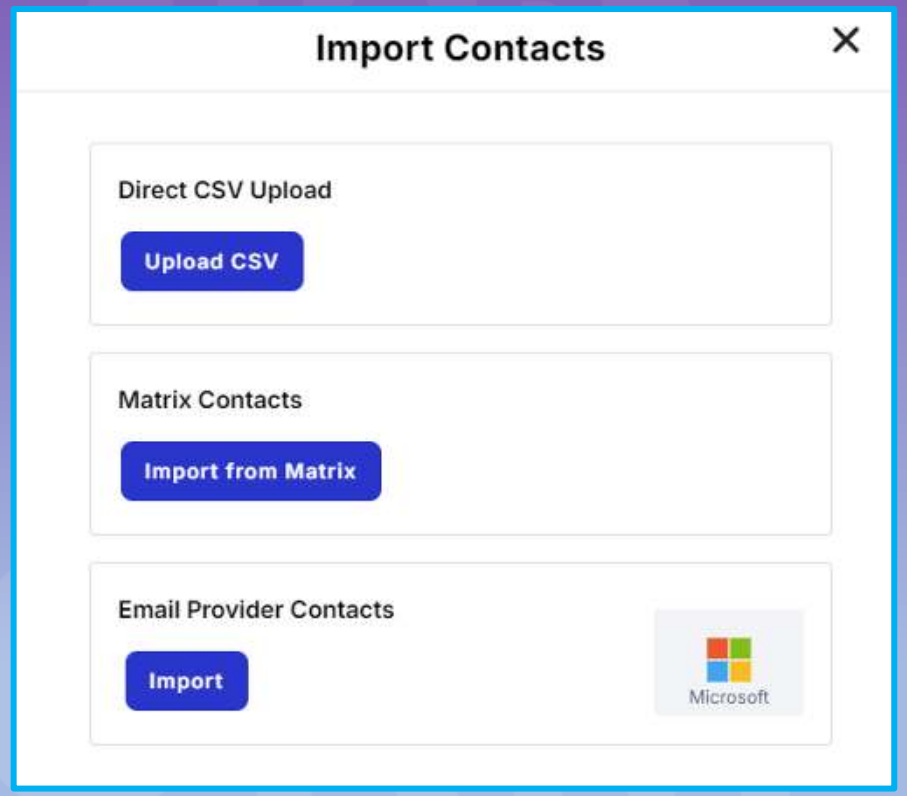


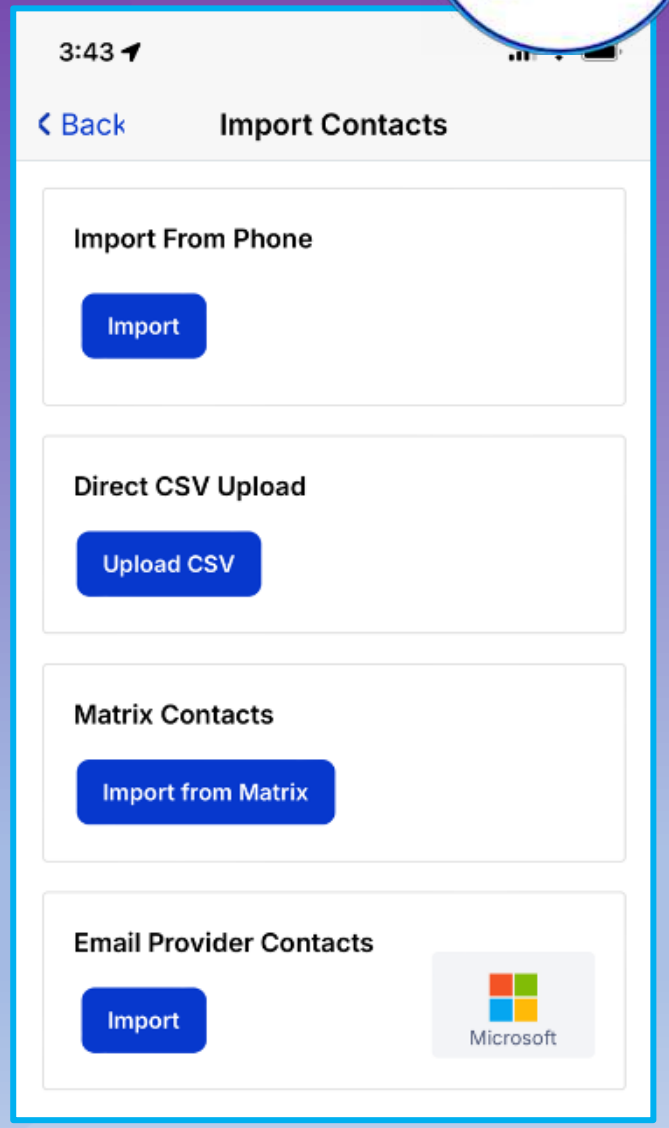


Importing Contacts

HAR Contacts are automatically imported

- Agent-Branded App
- My Contacts
- ShowingSmart (Owner, Buyer)
- Assigned a Tool/Service
  - MarketInsight
  - Instant CMA
  - EmailMarketing
  - Financial tools
  - and more!







HAR.com | FOREWARN a Red Violet company

Scan to Register!

Forewarn Training and Live Q&A

September 8 • 9 a.m.
September 24 • 1 p.m.

Learn More About the Forewarn App!

BETTER INSIGHT.
Make informed decisions with confidence.

GREATER SAFETY.
Know who you're meeting—and who might be there.

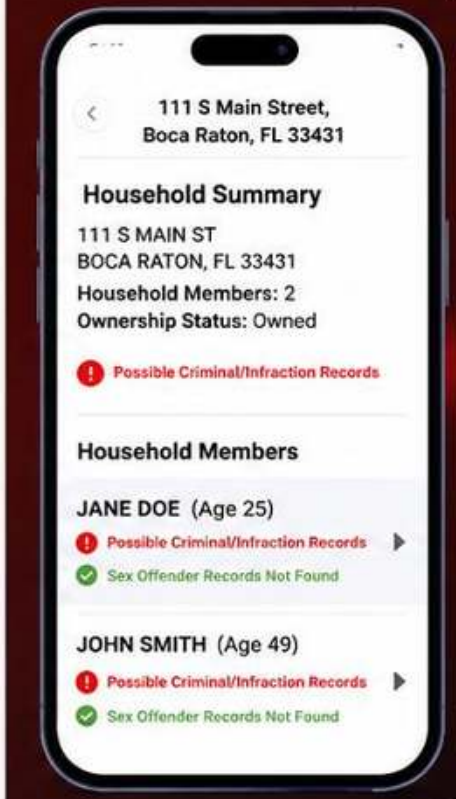
PEACE OF MIND.
Walk in prepared. Every time.

REGISTER TODAY! | **cms.har.com/forewarn**

NEW!

HOUSEHOLD RISK LOOKUP

Know your prospect... and the household.



See who may be associated with the home

View risk indicators

Drill down for additional criminal & sex offender information

FOREWARN®

A must-have tool for every REALTOR®.

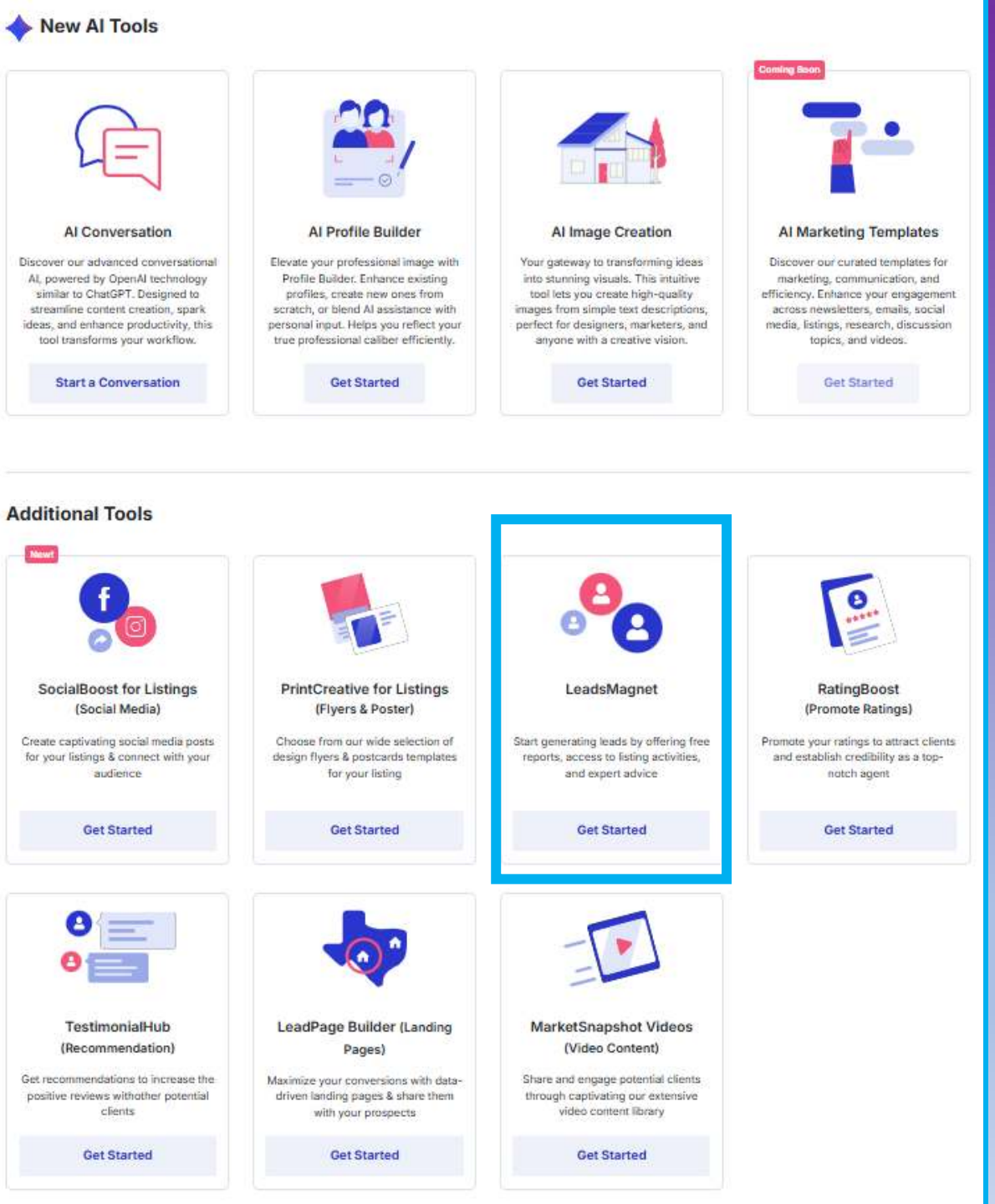
Tools for Lead Generation – Professional View

- ❑ LeadsMagnet Tools (Marketing Center)
- ❑ LeadPage Builder (Marketing Center)
- ❑ LeadConnect
- ❑ The Booking App

Listings

Agent Profile & Website

Blogs



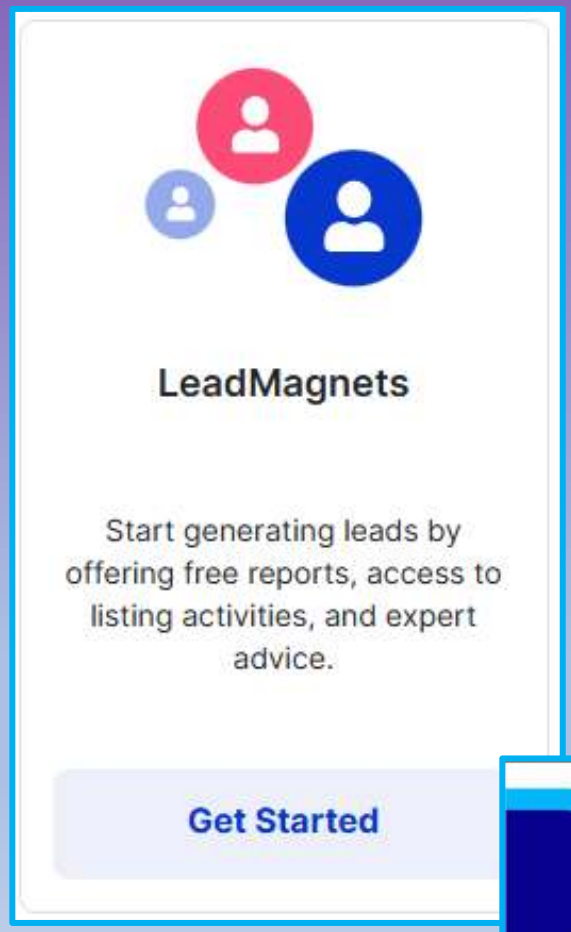
LeadsMagnet Tools

in the Marketing Center In the Platinum Dashboard

Agent Promotion, Listing Promotion & Lead Generation Tools

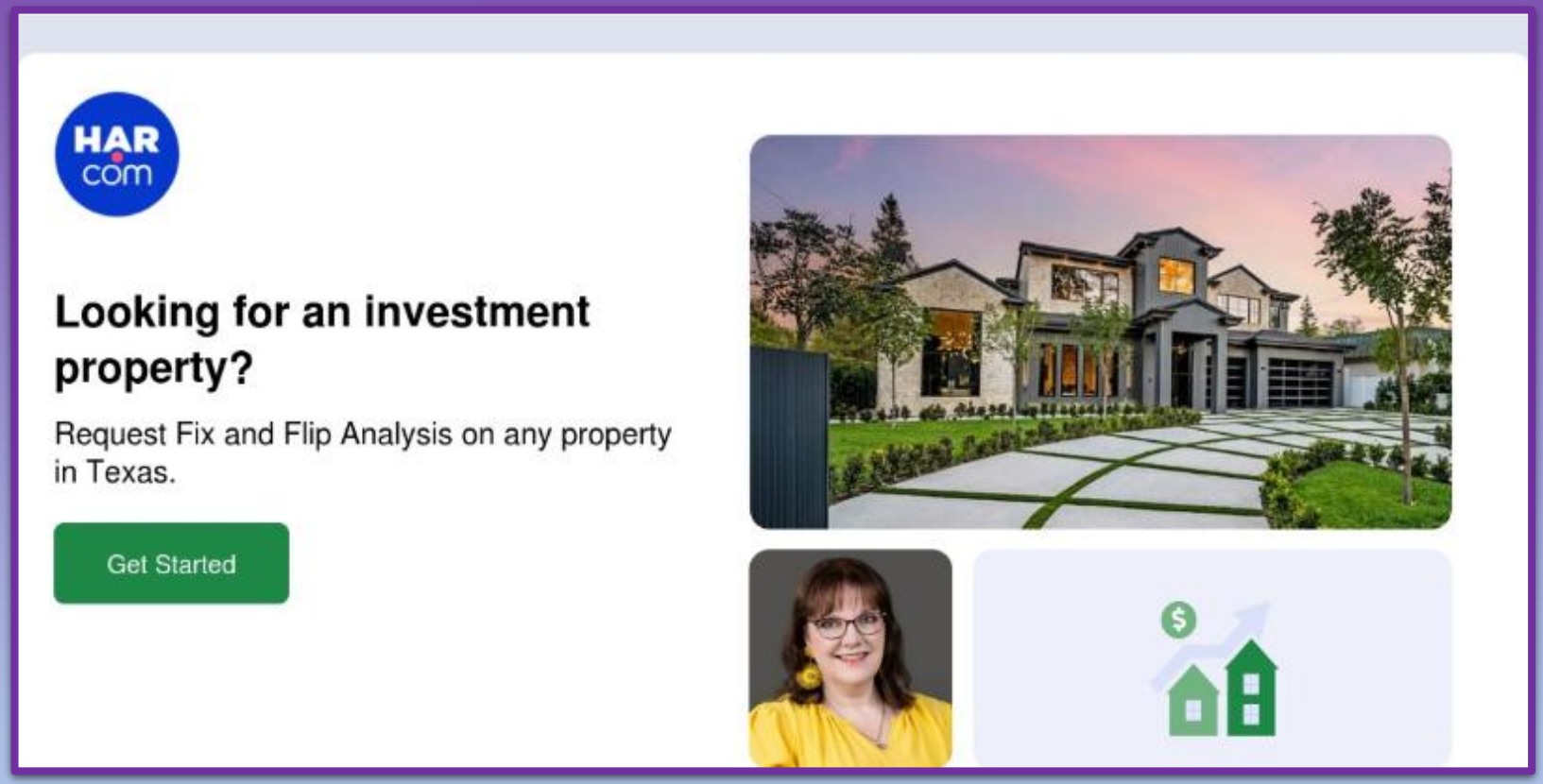
Agent-Branded LeadsMagnet Tools

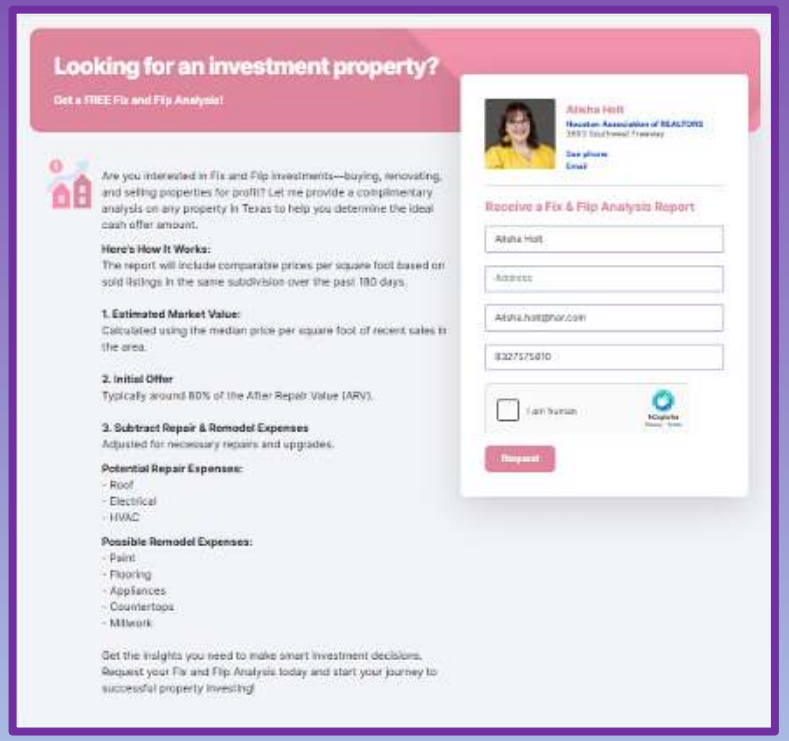
- Choose from 11 ready-to-share consumer resources.
- Provide value before asking for their business.
- Answer the questions consumers are already asking.
- HAR does the research – you brand it and share it.
- Share them wherever your audience is
  Email ✦ Social Media ✦ your HAR Agent website.





What the Consumer Sees
Your Branded LeadsMagnet





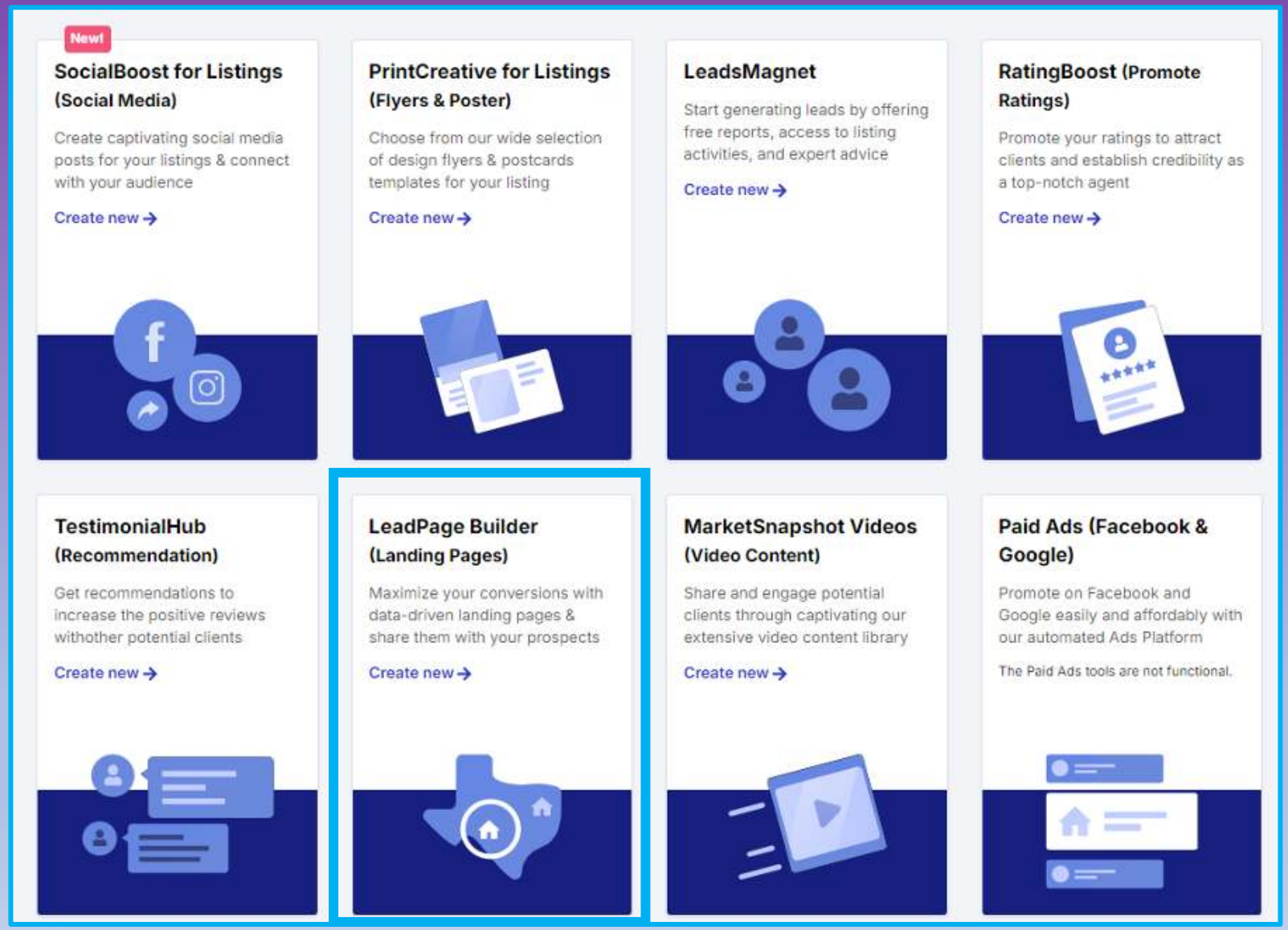
Every lead magnet includes:

- ✓ A branded landing page that delivers value
- ✓ A lead capture form that starts the conversation.

Agent Promotion and Lead Generation

LeadPage Builder

in the Marketing Center/Pt Dashboard

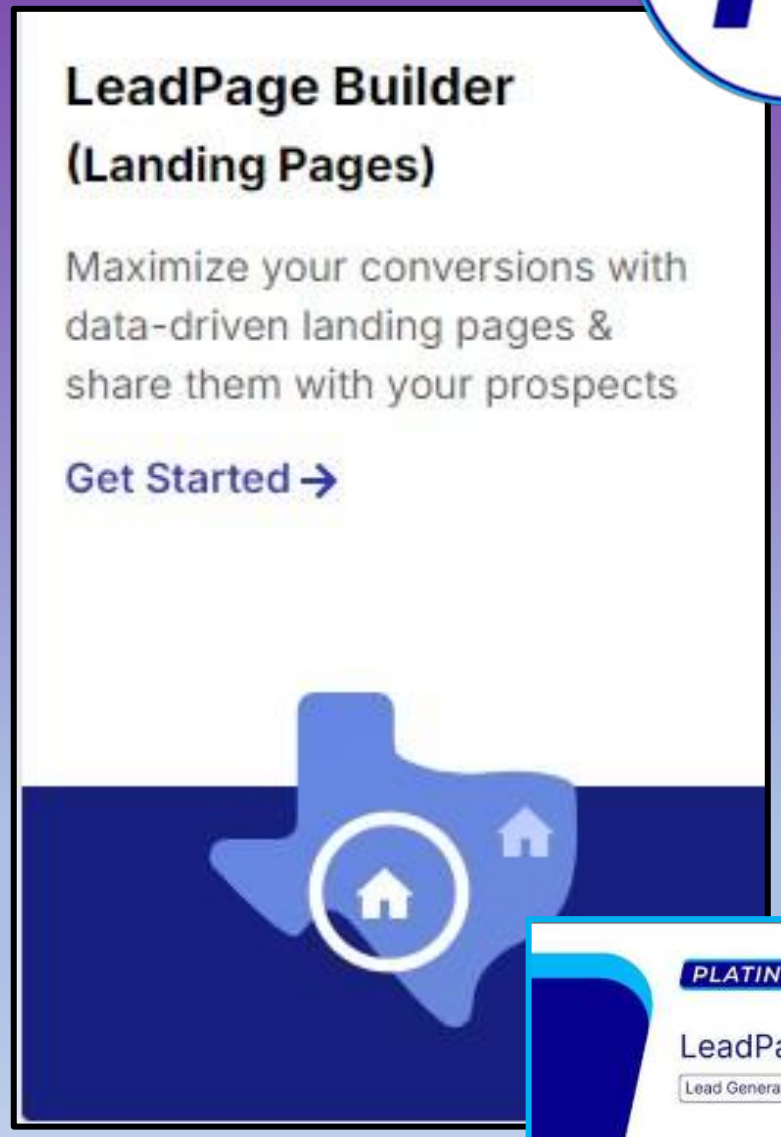


Agent Promotion, Listing Promotion & Lead Generation Tools

LeadPage Builder

in the Marketing Center/ Pt Dashboard

- Up-to-date market report based on an area (not a specific property)
- Customizable
  - Location, property type, price range, ft^2, year built, listing status, etc.
- Can be promoted via email, Social Media, an external website and your HAR Agent Website

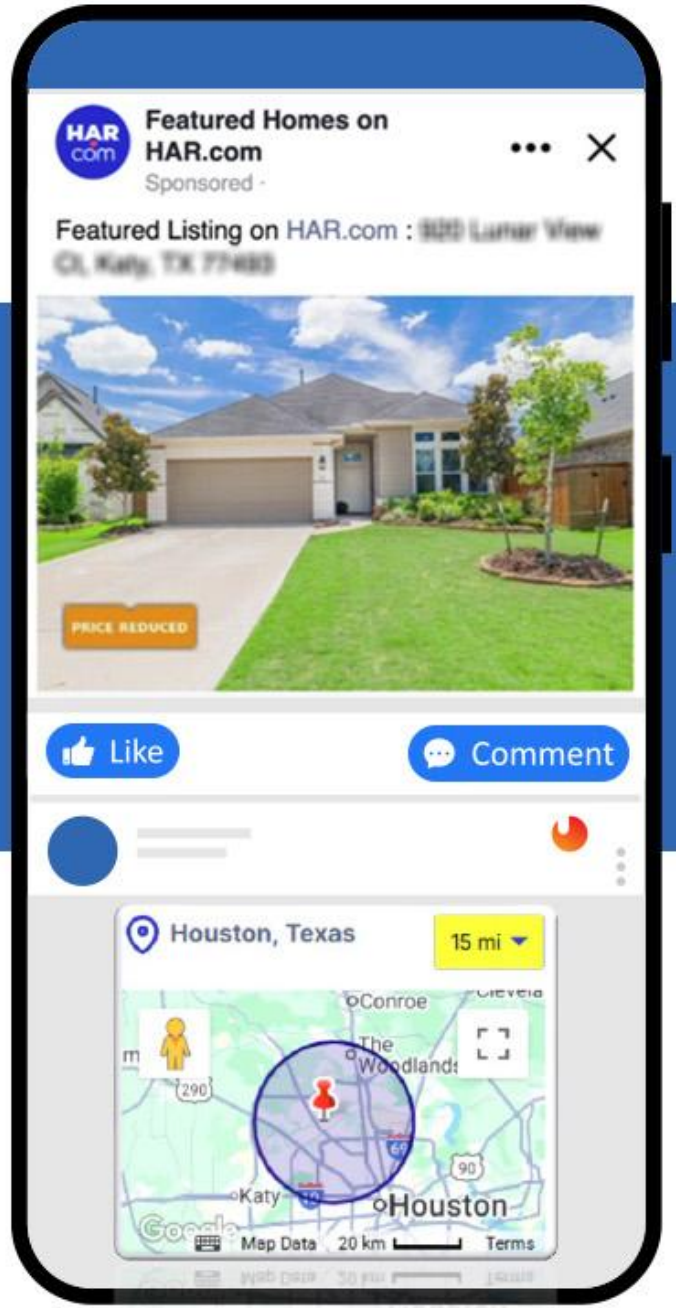


Lead Generation Tools

HAR Facebook Ads

TARGET - REACH ENGAGE

More Potential Buyers



Create an ad for a listing or open house TODAY!

cms.har.com/facebookads/

Platinum

TURN EMPTY SPACES

Coming Soon

Into Opportunity





PLATINUM

HELP BUYERS
visualize the home

MAKE LISTINGS
stand out online

VIRTUALLY STAGED
in minutes

SEARCH "VIRTUAL STAGING" IN YOUR PLATINUM DASHBOARD

HAR.com

Paid Facebook Ads

- **Promote** your listings & open houses
- **Targeted consumers** based on the location of the property & consumer preferences (seen in their News Feeds)
- Ads will **NOT** be posted on the agent's FB page
- Ads are paid from member's **HAR Pay** account
- **Analytics** for each ad to determine ROI

Ad Report

Facebook Ad Performance Overview

1509 PRESERVE LN

Print: **Client Version →**

View in Facebook

BUDGET:

Ad Budget:	$11.00
Ad Spending:	$3.04
Current Balance:	$7.96

TIME FRAME:

Start Time:	11/13/2025 12:00am
End Time:	11/19/2025 2:44pm

VIEWS:

Reach:	217
Impressions:	252

PERFORMANCE:

Unique Clicks:	29
Total Clicks:	36
Click Through Rate:	13.36%
Unique Click Through Rate:	14.29%

Unique Clicks: The number of people who clicked your ad.
Total Clicks: The number of times your ad was clicked.
Click Through Rate: The % of clicks per impression.
Unique Click Through Rate: The % of unique clicks per impression.

AD PREVIEW:

Ad Version: **Mobile →** DESKTOP

Featured Homes on HAR.com
Sponsored ·

Spacious 5-bed, 4-bath home in Preserve at Highland Glen on a prime lot. Open concept with an outdoor resort style feel!



1509 PRESERVE Ln, Pearland, TX 77089 -... Learn more



1509 PRESERVE Ln, Pearland, TX 77089 -...

Share

AD PREVIEW:

Ad Version: MOBILE | **Desktop →**

Featured Homes on HAR.com
Sponsored ·

Spacious 5-bed, 4-bath home in Preserve at Highland Glen on a prime lot. Open concept with an outdoor resort style feel!

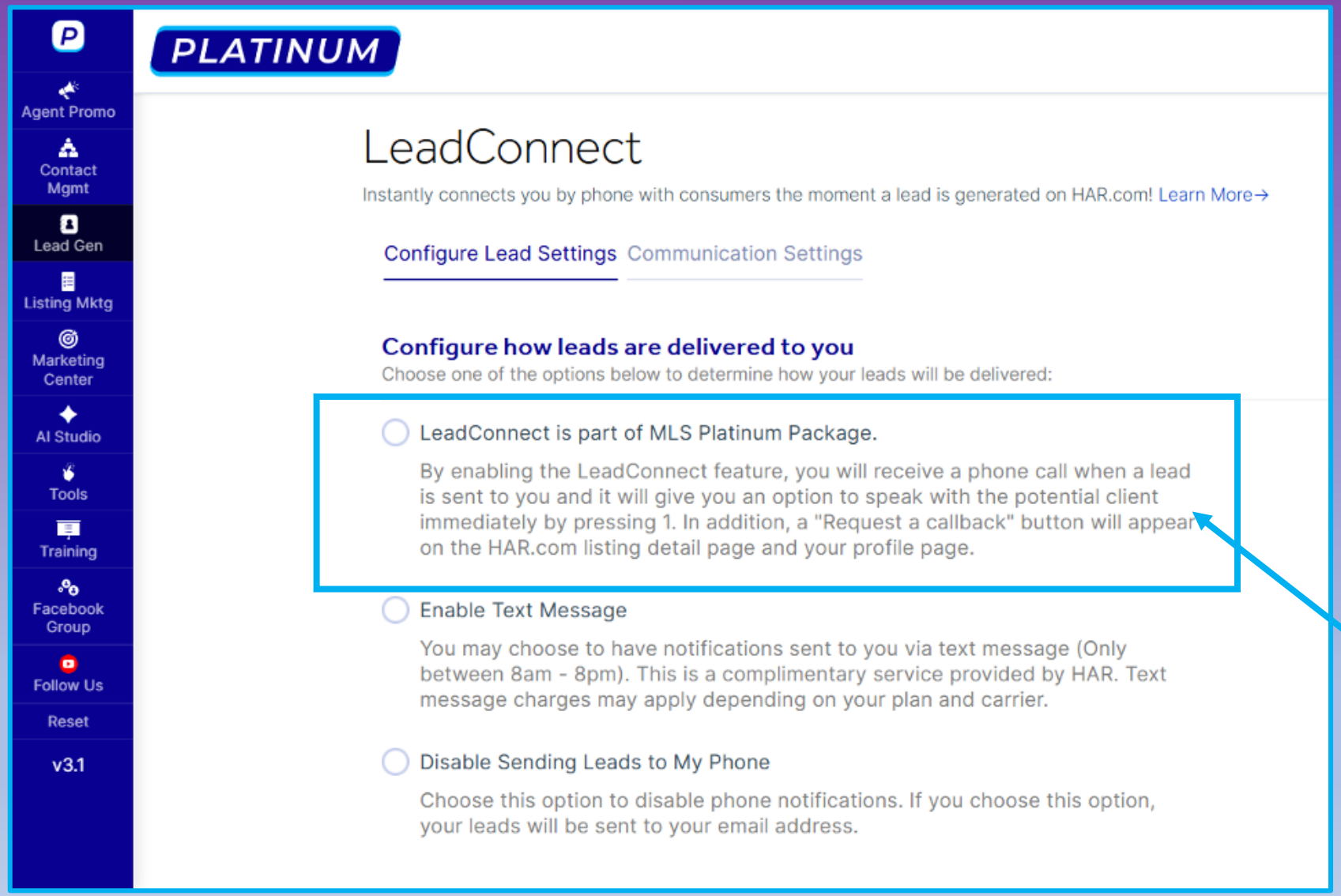


1509 PRESERVE... Learn more



1509 PRESE

LeadConnect



2 Benefits for Agents:

- ‘Callback request’ button on your Agent Profile and listings
- Receive a phone call when a lead is sent to you & have the option to speak with them immediately

Lead Generation

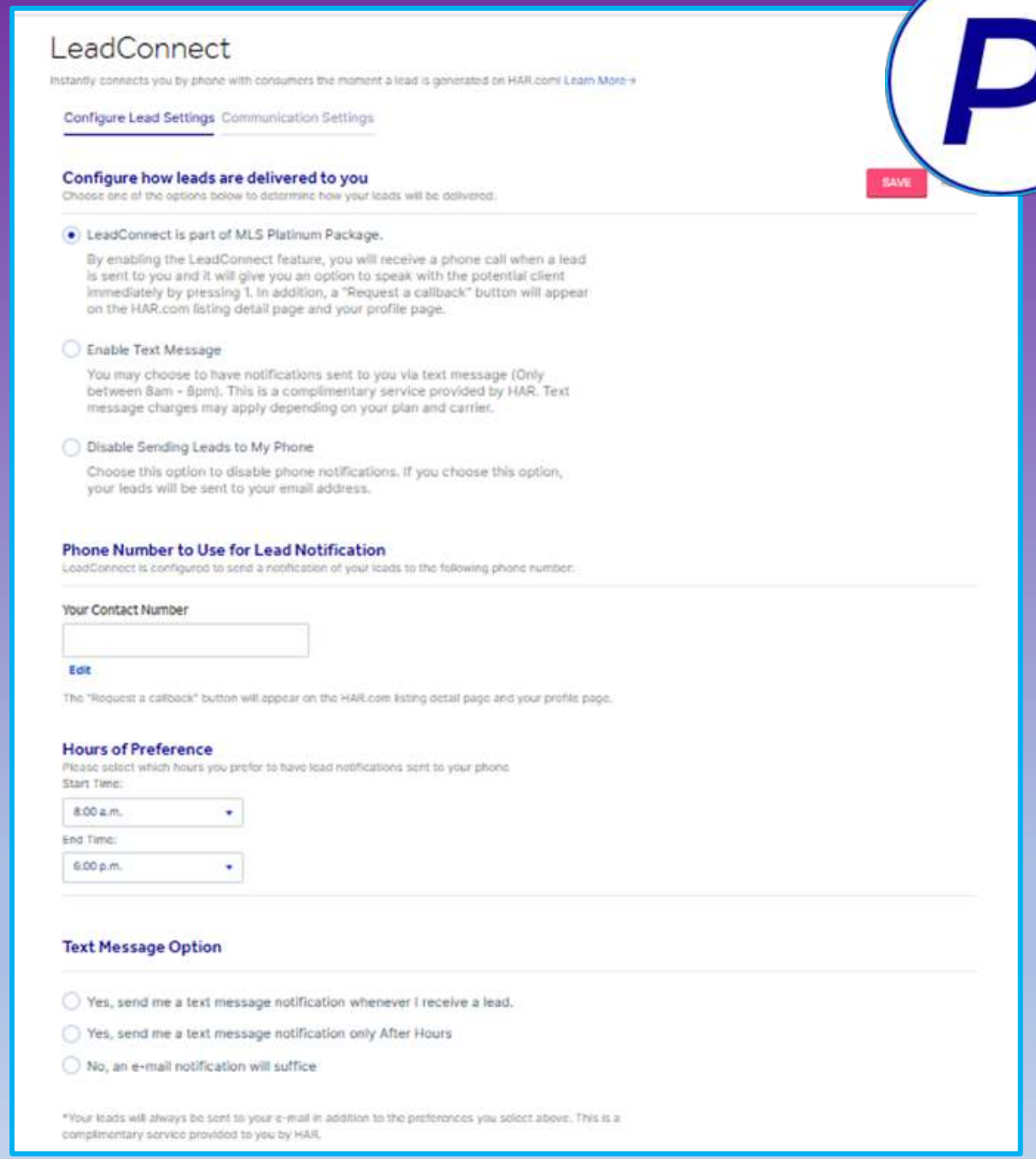
Communication Preferences

1. In the Members Only Portal, search ‘lead’

2. Choose ‘Communication Preferences’ from the results

3. Choose how and when you want leads delivered





Lead Generation Tools

The Booking App



Alisha Holt

Houston Association of REALTORS

Platinum

View Profile

Recommend Alisha

Choose Appointment Type

Share

One-On-One Discovery Session

Gain Real Estate Knowledge: Engage in a personalized discussion on your real estate needs, preferences, and the steps to take to be successful in your next transaction.

Tailored Property Tour

Explore Your Next Home: Schedule a personalized tour for properties you love, bringing your dream home one step closer.

Listing Consultation

Maximize Your Property Value: Explore selling options and assess market conditions for your home.



Lead Generation

Tools for Lead Generation – Consumer View

- ❑ LeadsMagnet Tools (Marketing Center)
- ❑ LeadPage Builder (Marketing Center)
- ❑ LeadConnect
- ❑ The Booking App

Listings

Agent Profile & Website

Blogs



melinda burkman

Dashboard
My Agent
Messages NEW
Favorites
Saved Searches
Coming Soon
Down Payment
Track Home Value NEW
Ask a Pro
PlaceReview
Recommendations
Not Interested
Your Profile on HAR.com

Dashboard

Welcome to your HAR dashboard!

To better engage with HAR you can begin your home search online, or, download the HAR app.

Search

Search the most comprehensive and real estate information in Texas

Search Homes →

Save Searches: By saving searches you will be notified when listings matching your search criteria are posted on HAR.com

Save Favorites: Click to save your favourite listings, schools, agents, and more which will show up on your dashboard.

Mark as Not Interested: Not interested in a property listing? Simply mark a listing as

Download

The #1 app for Texas real estate

Download the app →

Download the HAR app on your favorite iOS and Android devices to:

- Take it with you
- Receive instant notifications
- Save your search criteria
- View listings while on-the-go

Engage

Connect with agents and reach out to the real estate community

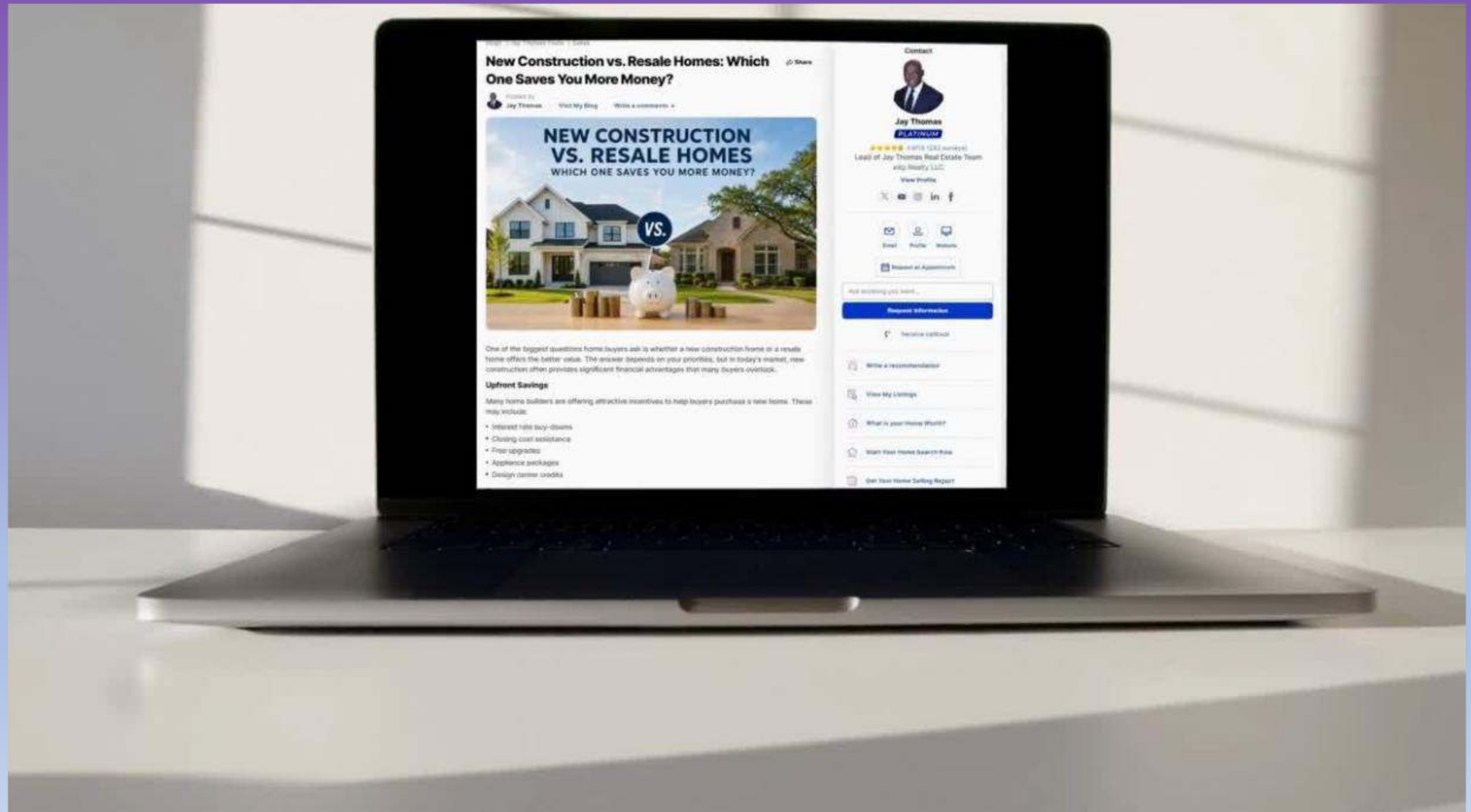
Find local agents →
Review locations →
Ask a pro →

Engage with HAR by:

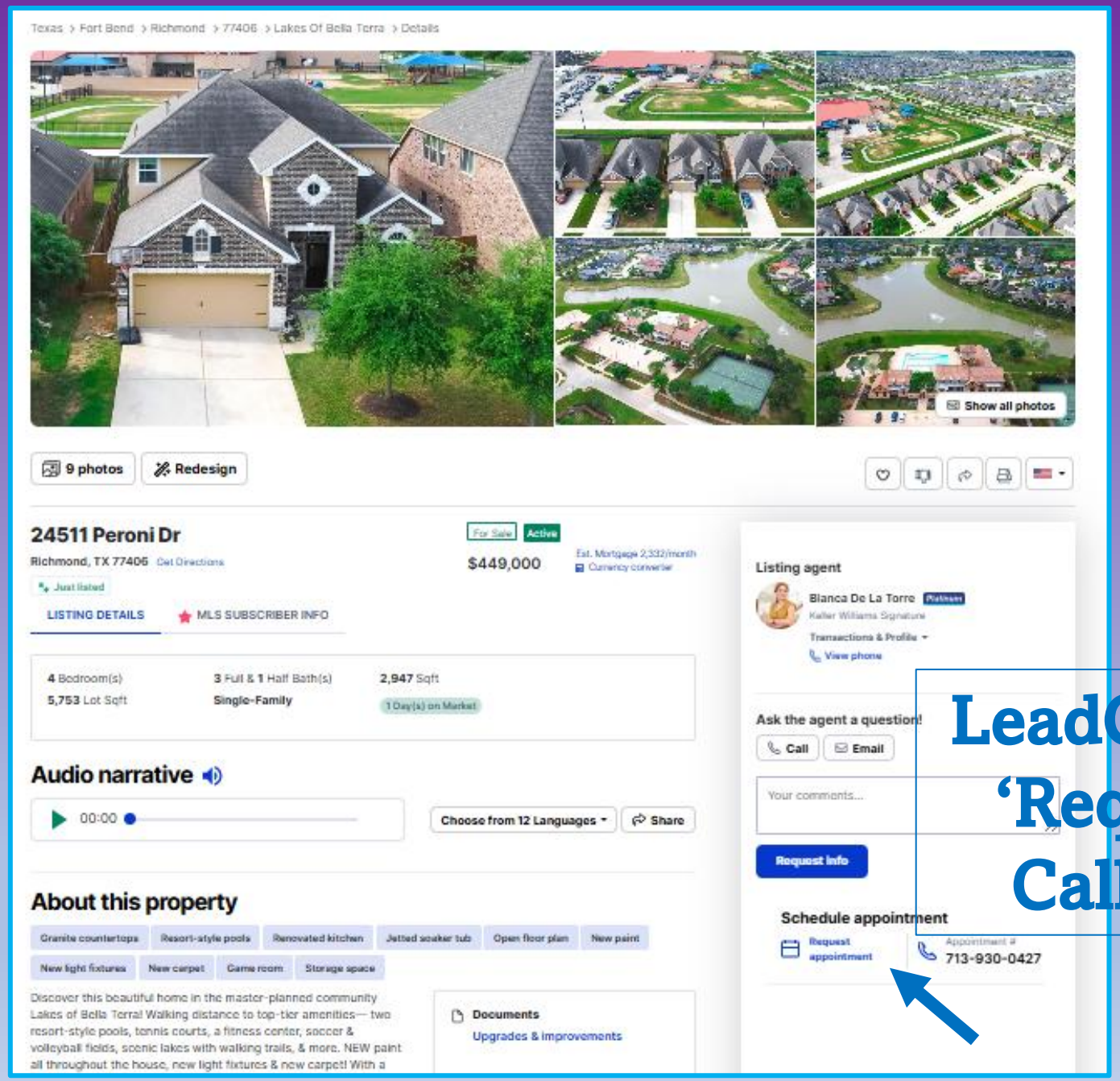
- Connecting with your agent
- Reviewing your favorite neighborhoods, schools, golf courses, and more
- Recommending your agents
- Ask questions, post answers, and share information

What the Consumer Sees

Great lead generation starts with understanding the consumer experience.



Listing – Lead Tools



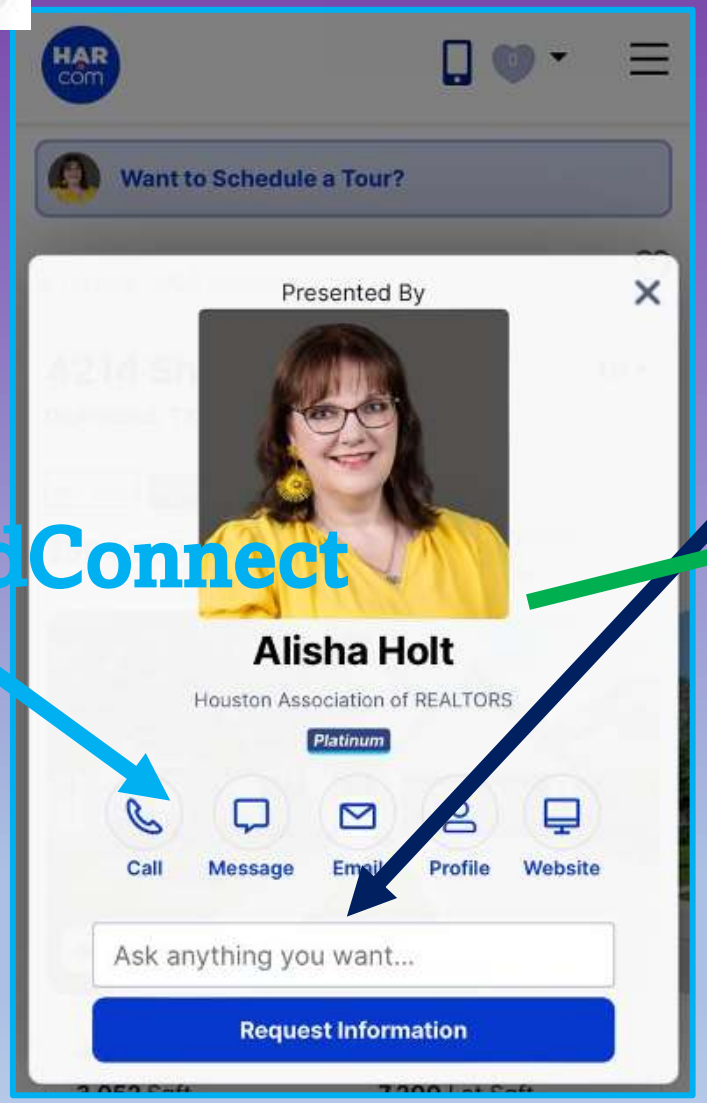
LeadConnect ‘Request a Callback’

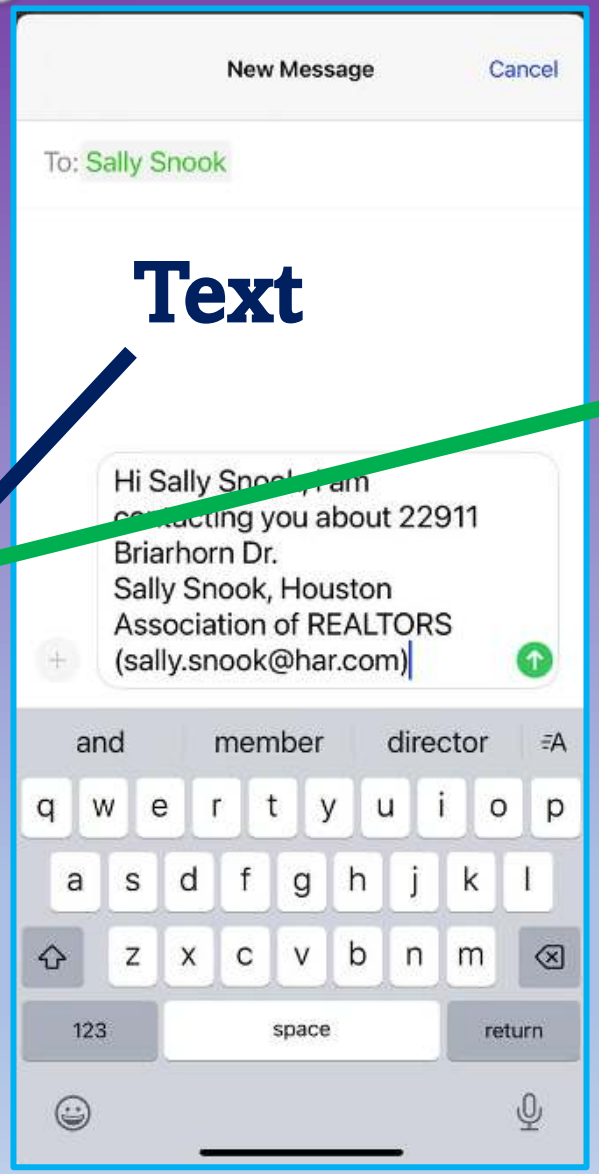
Lead Generation

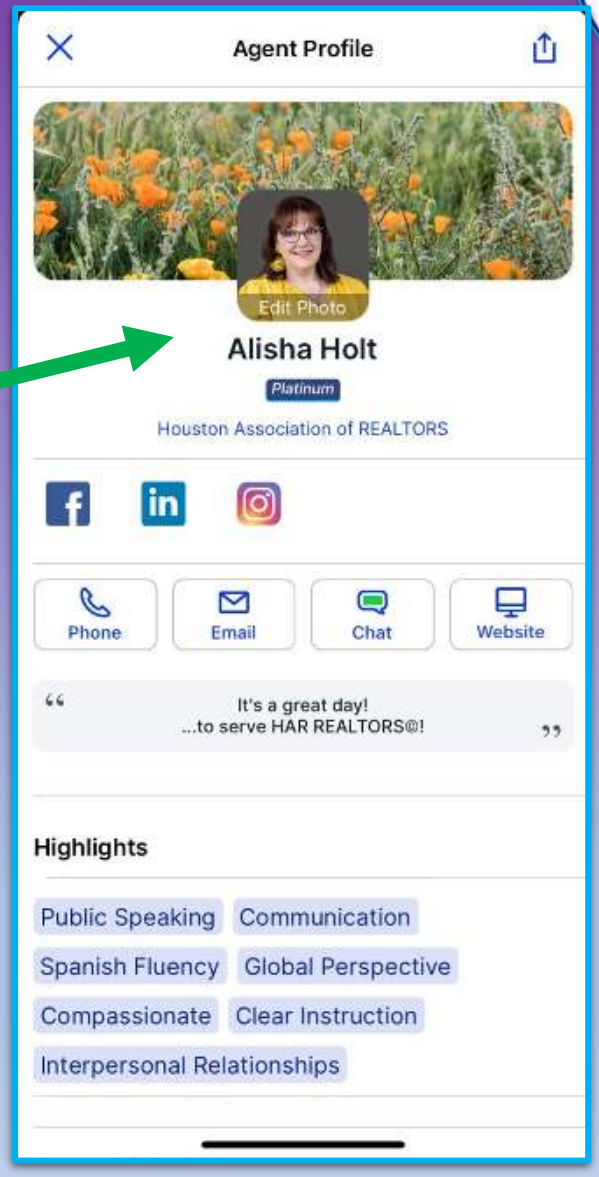
Listing – Lead Tools

LeadConnect

Text





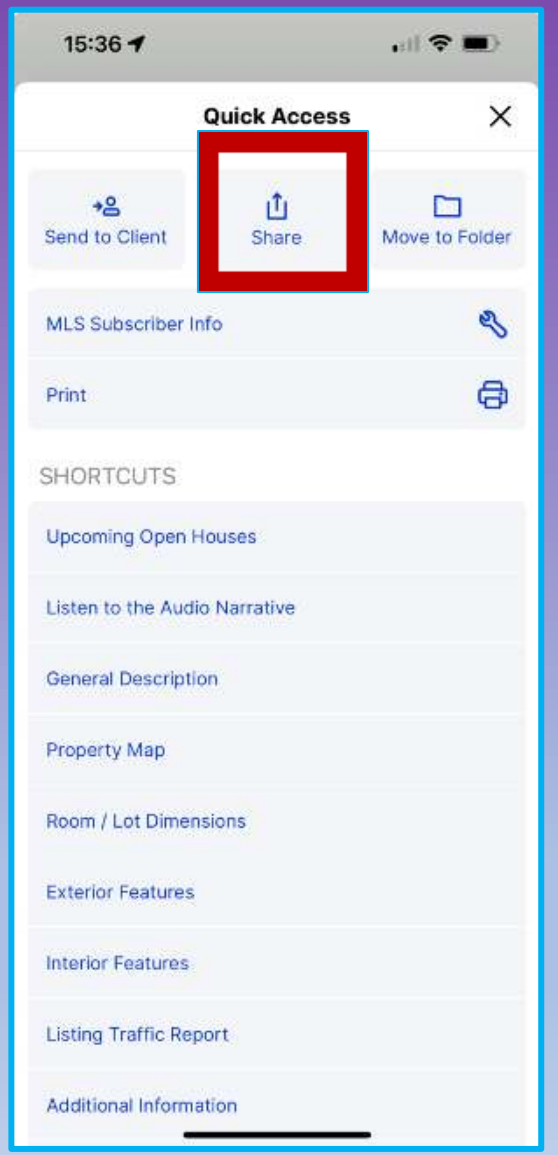


Lead

Instructions to 'Present' a Listing from the App

1. Choose a listing (tap its main photo)
2. Tap the 3 horizontal dots at the top right of the screen
3. Click the SHARE icon in the top middle of the screen
4. Choose from the apps to share (text, email, Facebook, etc.)







Agent Profile Lead Generation Tools

- Contact button/More
- Listings
  - Active
  - Recently Sold and Rented
  - Recent Showings
- LeadsMagnet tools:
  - Ready to sell your home?
  - How much is your home worth?
  - Agent Branded App QR Code
- The Booking App (Request an Appointment)

Profile Setup Tutorial

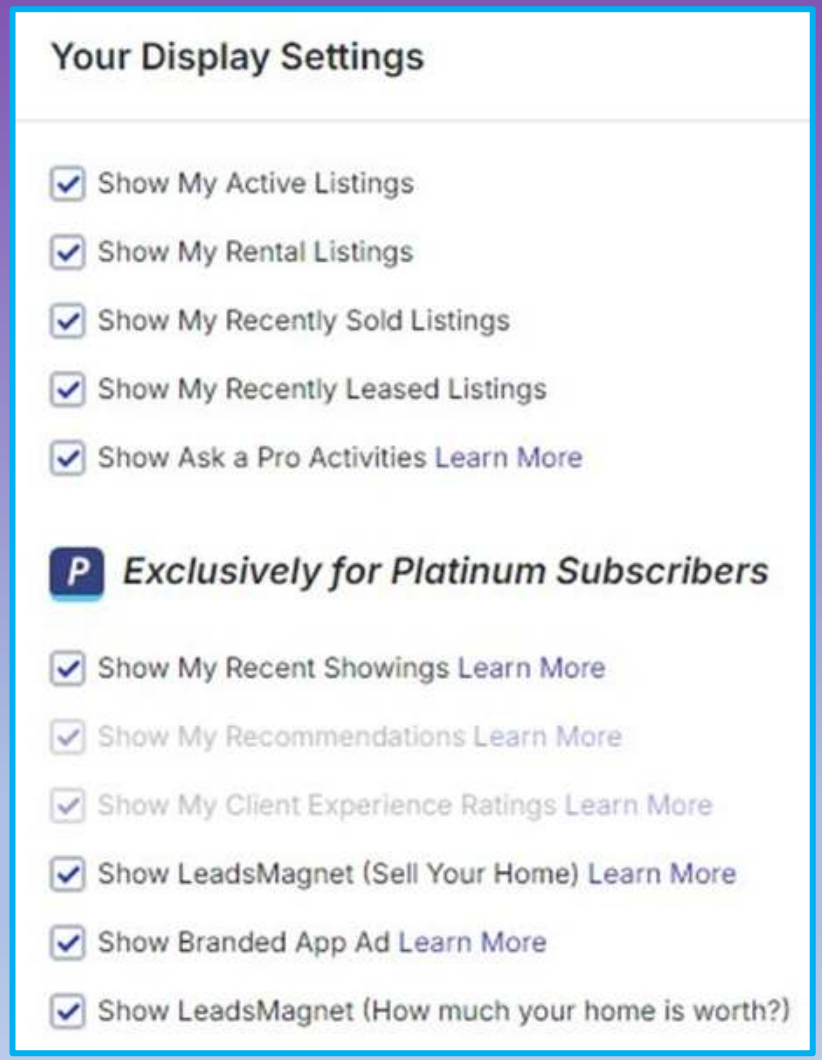
Agent Profile Listing Display Settings

Your Display Settings

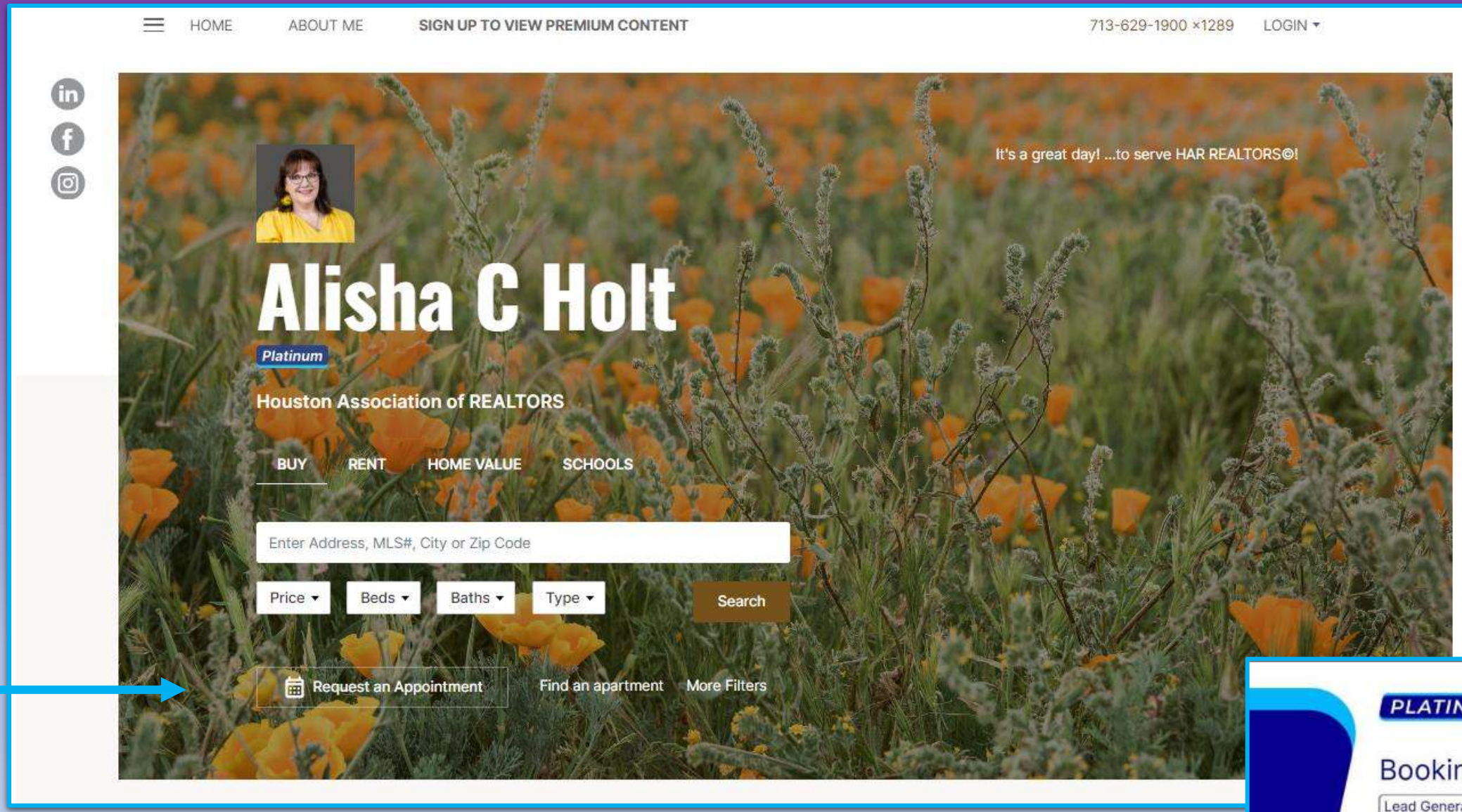
1. Search ‘display’

2. Choose ‘Your Profile/Bio Display Settings’ from the search results

3. Check the box next to each option



The Booking App



PLATINUM

Booking App

Lead Generation

Lead Generation

Agent Website Lead Generation Tools

Lead Generation tools you can post on your Website:

- Sell Your Home (Lead Magnet IDX tool)
- Tools (2 Lead Magnet IDX tools)
- My Listings and Featured Listings
- Agent Branded App QR Code and VOW link (automatically posted on your Website)
- Activities (Blog and Q & A: Ask a Pro/Community)
- LeadPages

Lead Generation

How to access your Website:

- Search 'website'
- Choose 'Manage your Website' from the results



Be the Source of Premium Content
VOW & Agent-Branded App

Registered users/clients have access to:

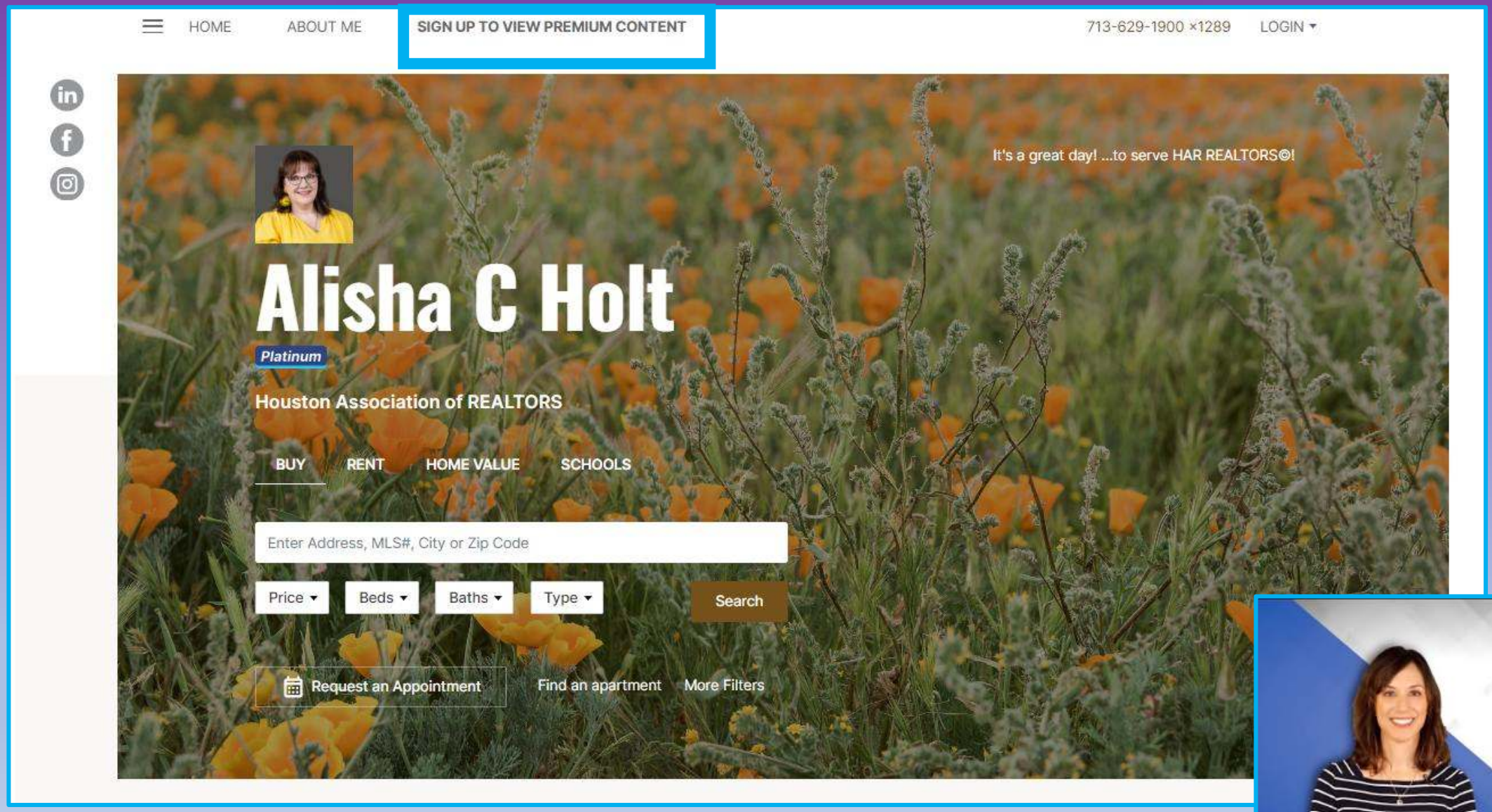
- Sold prices for all listings
- Property history reports
- Saved searches
- Coming Soon properties

Agents have access to registered user's/client's:

- Viewing history
- Saved searches
- Favorited properties
- Inquiries



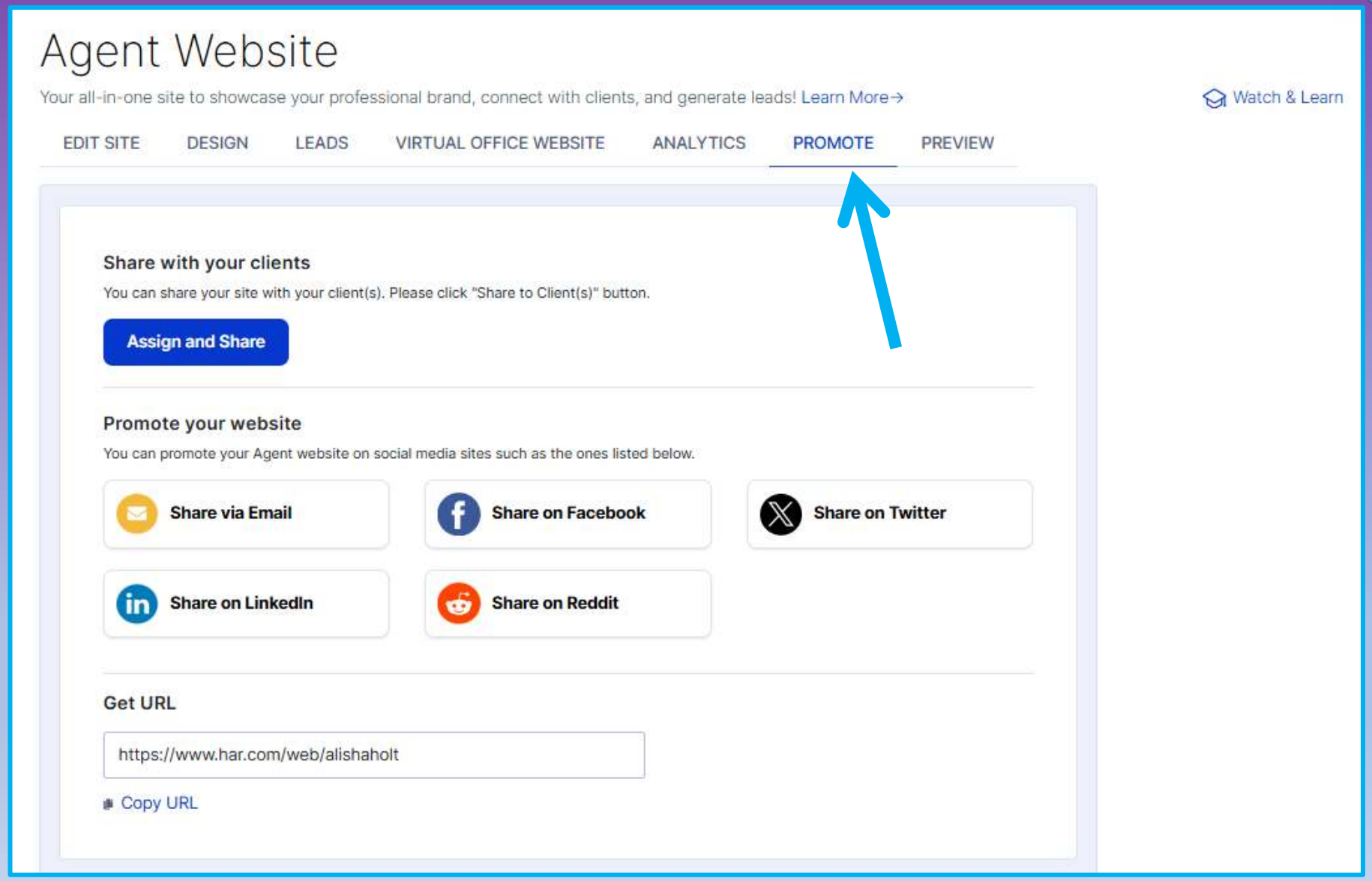
Virtual Office Website





Lead Generation

Virtual Office Website



Lead Generation

Agent Blogs

Where a consumer can find Blogs:

- HAR.com Blogs
- Any search site
- Your Agent Profile
- Your Agent Website
- External Website

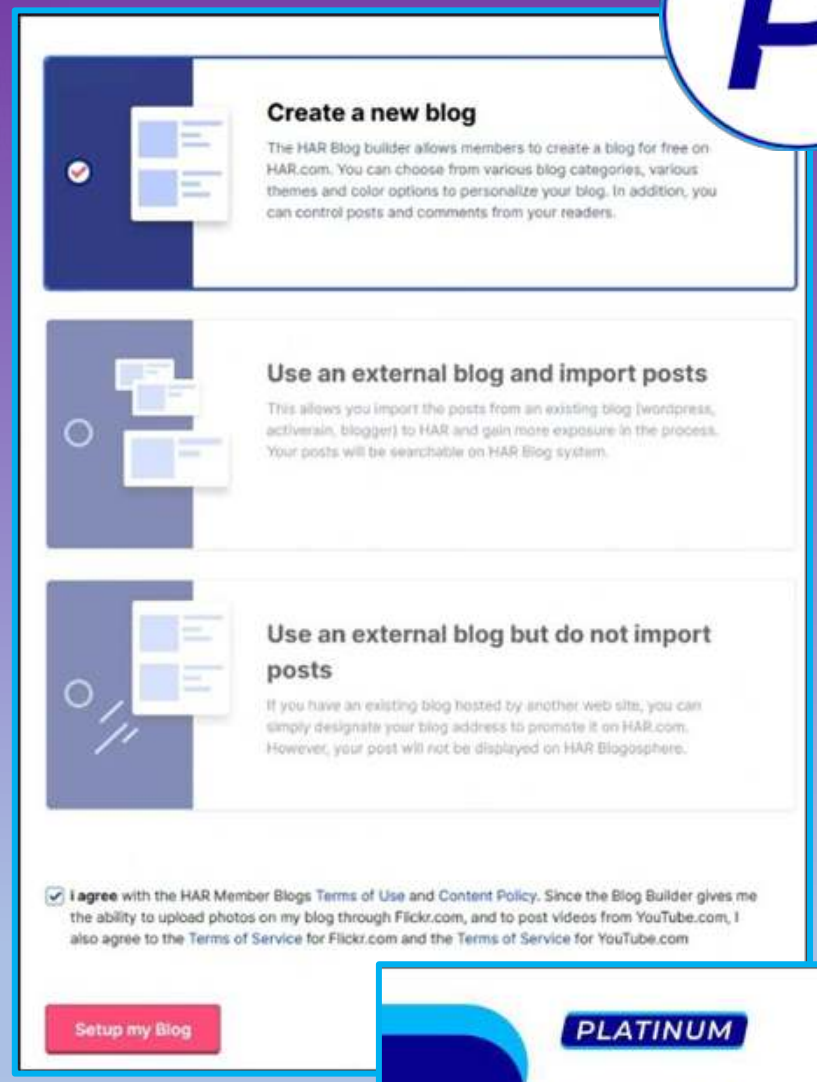




Agent Promotion, Listing Promotion & Lead Generation Tools

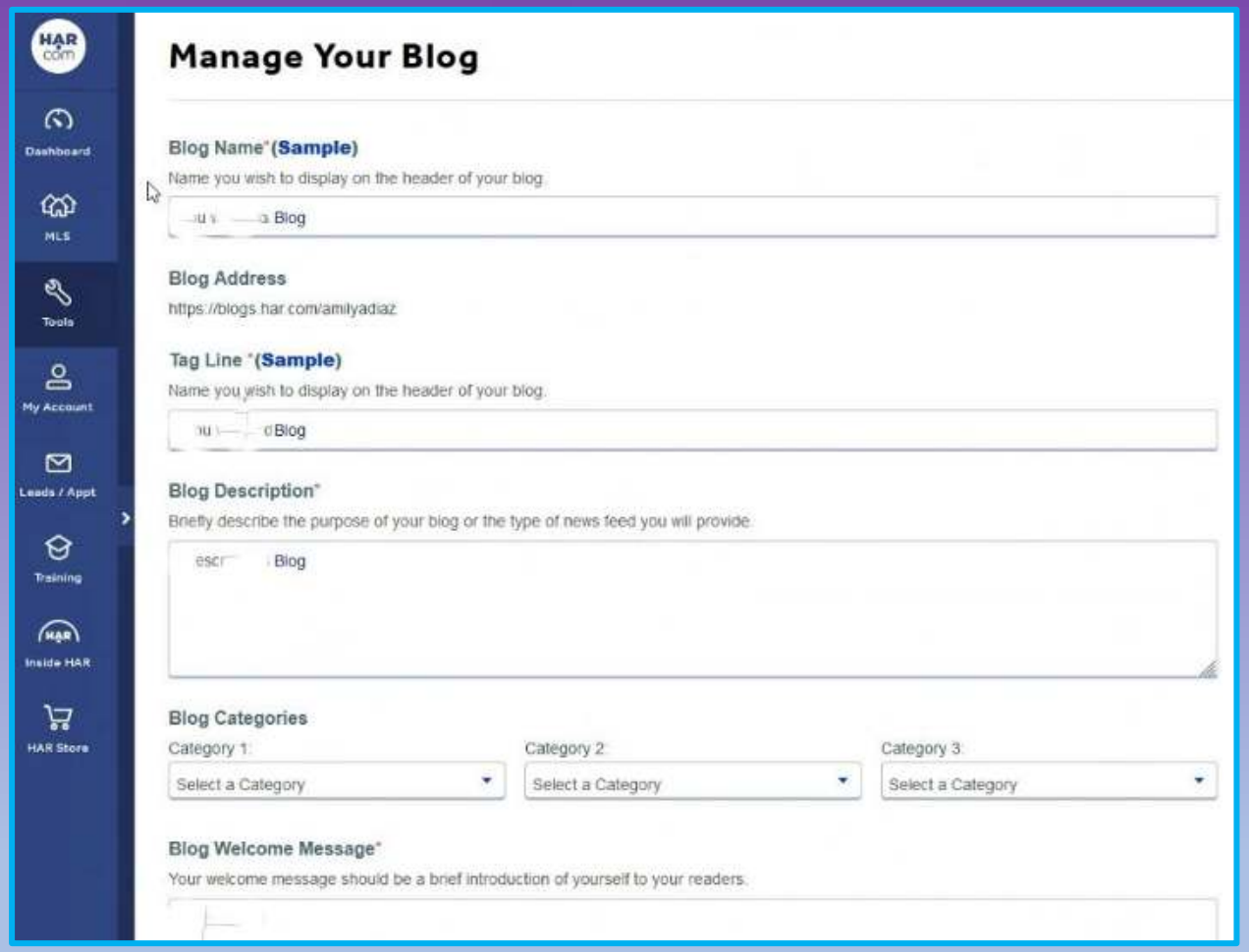
Before 1st Blog Post – Configure Your Blog

1. Search ‘Blog’ in the Members Only Portal then select ‘Manage Your Blog’ from the results
2. Choose one of the 3 options to the right
3. Click ‘I agree’ to the blog Terms of Use and Content Policy
4. Click ‘Set up my Blog’
5. On the next screen, you must complete the fields with a red * (see the next slide) to create your 1st blog
6. Once you click ‘SUBMIT’, you will be taken to the blog dashboard





Blogs – Setting Up/Manage Your Blog

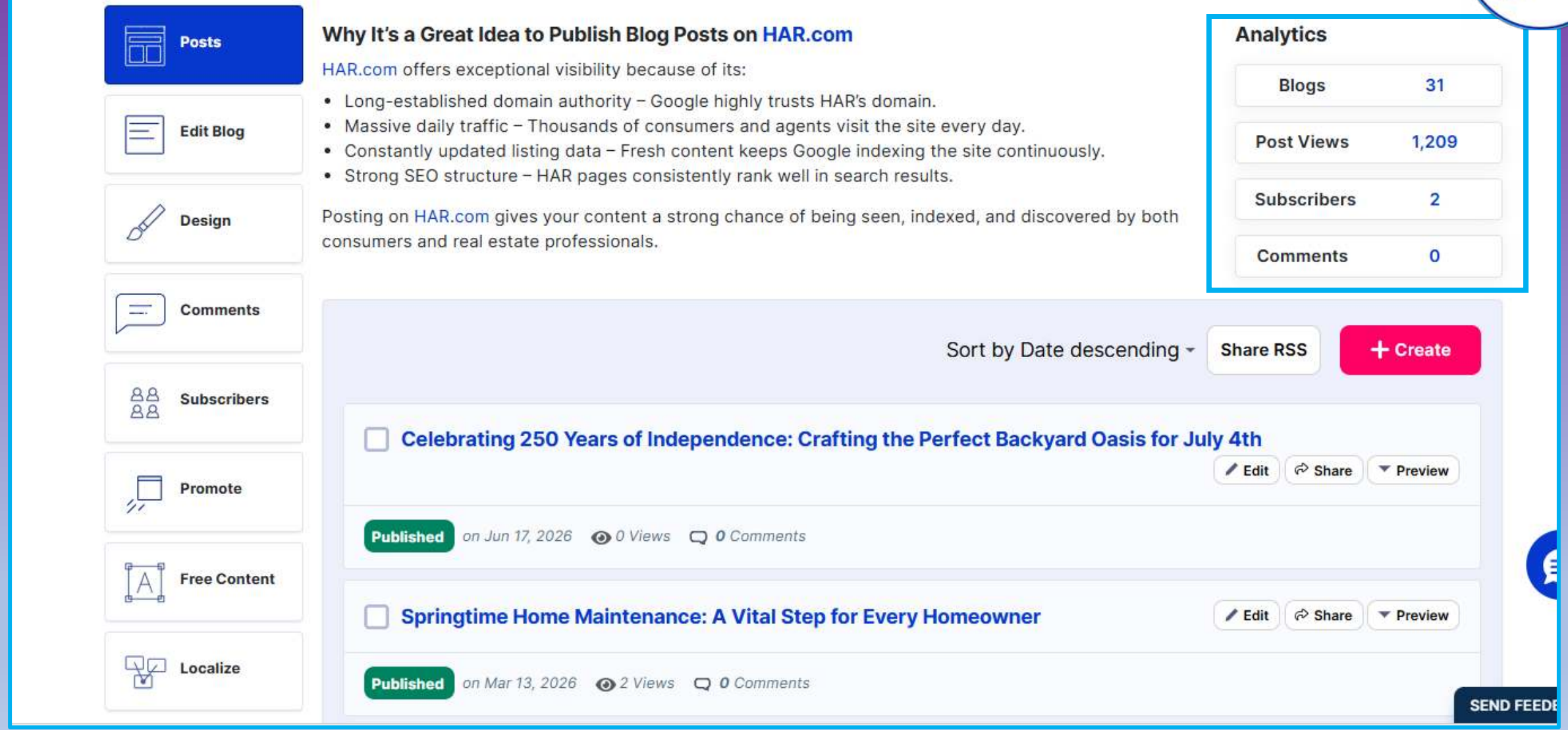




POSTS | COMMENTS | SUBSCRIBERS | LOCALIZE | FREE CONTENT | PROMOTE | DESIGN | EDIT BLOG | PREVIEW

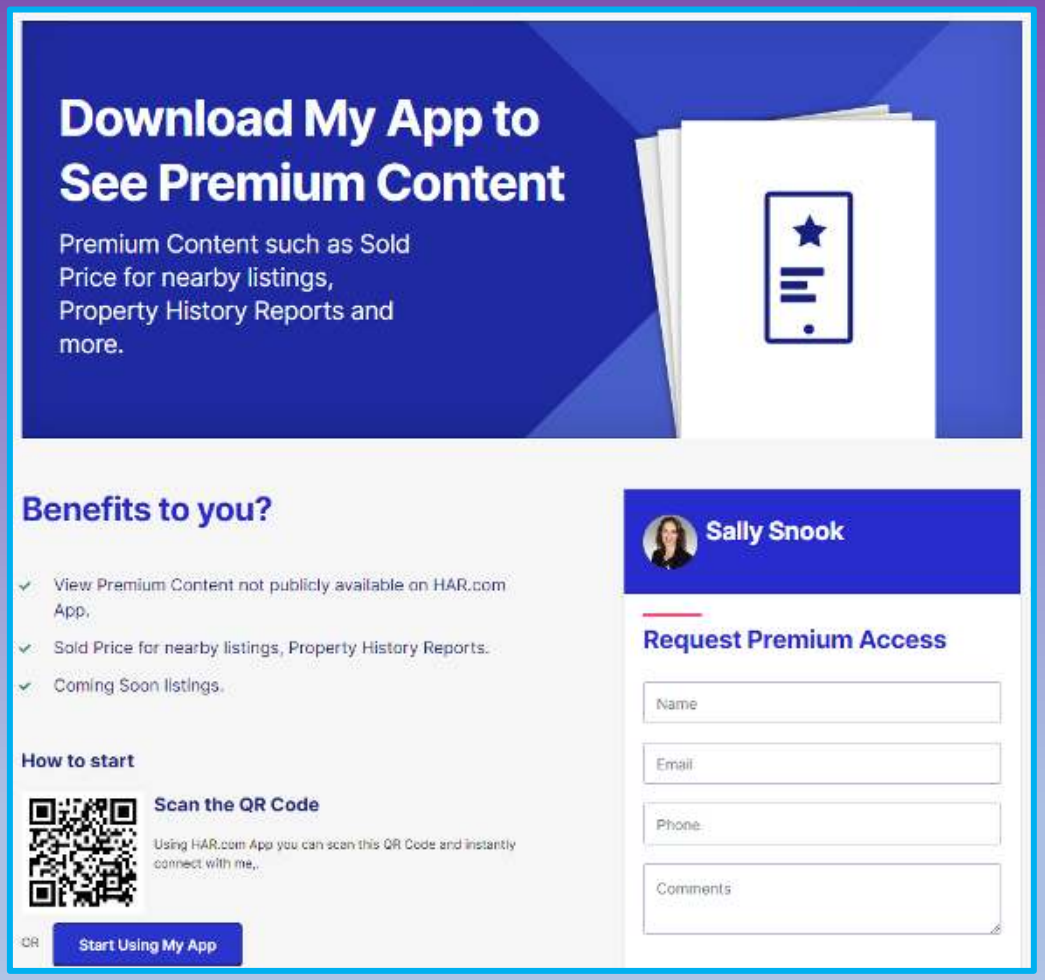
Agent Promotion, Listing Promotion & Lead Generation Tools

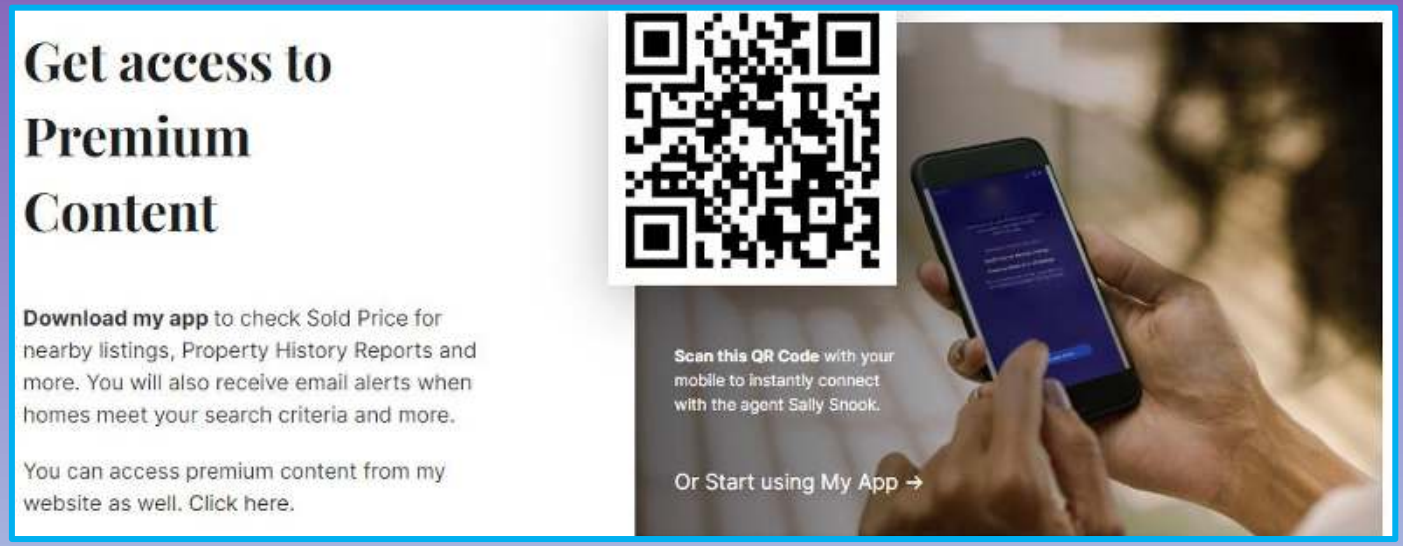
Real Estate Blogs



Agent Promotion, Listing Promotion & Lead Generation Tools

Agent-Branded App

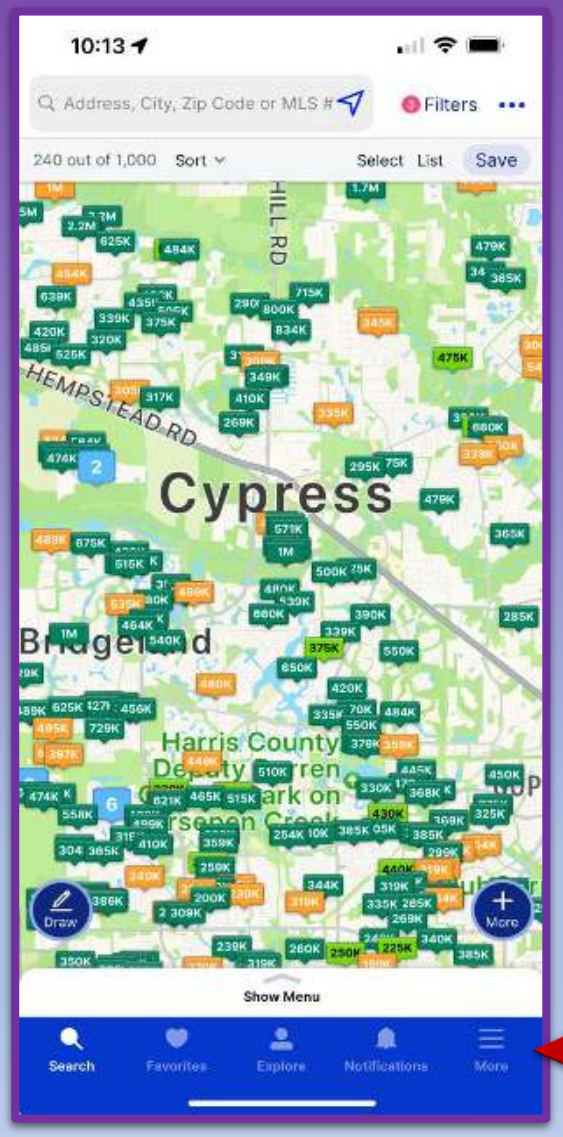


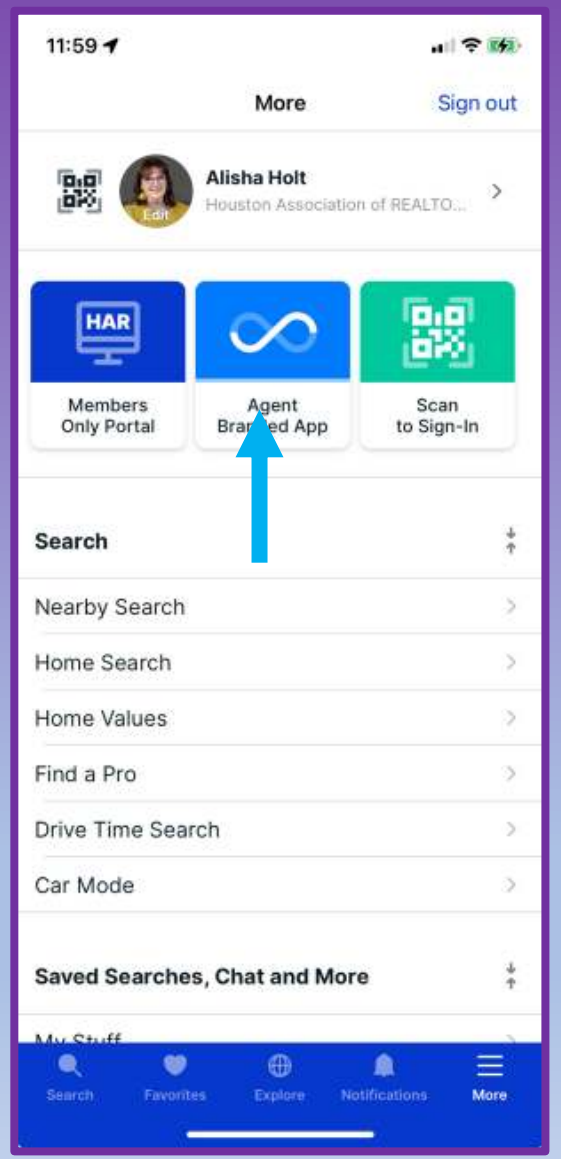




Lead Generation

HAR.com Agent-Branded App





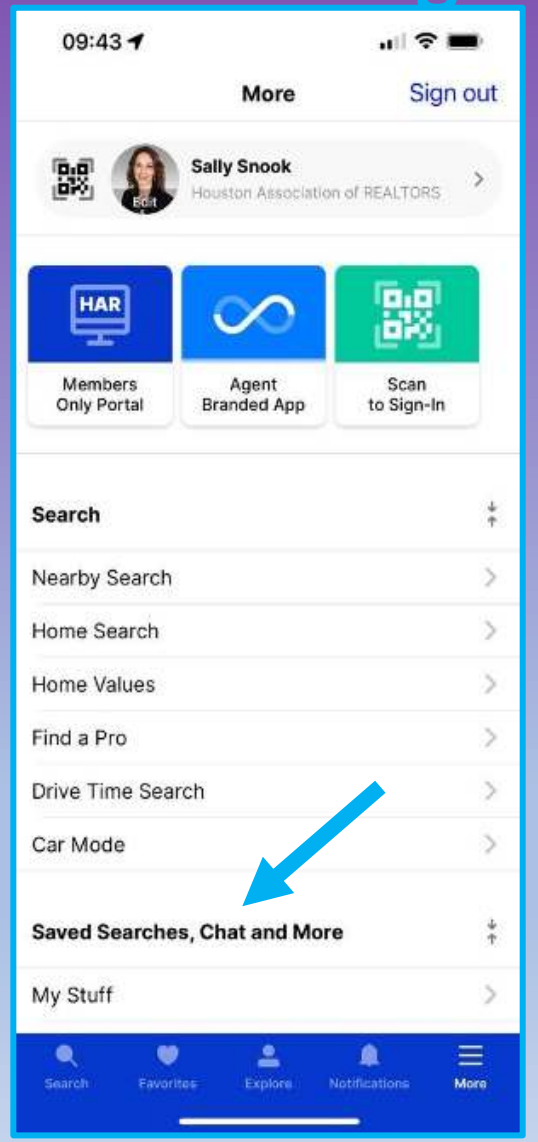
Agent Promotion, Listing Promotion & Lead Generation Tools

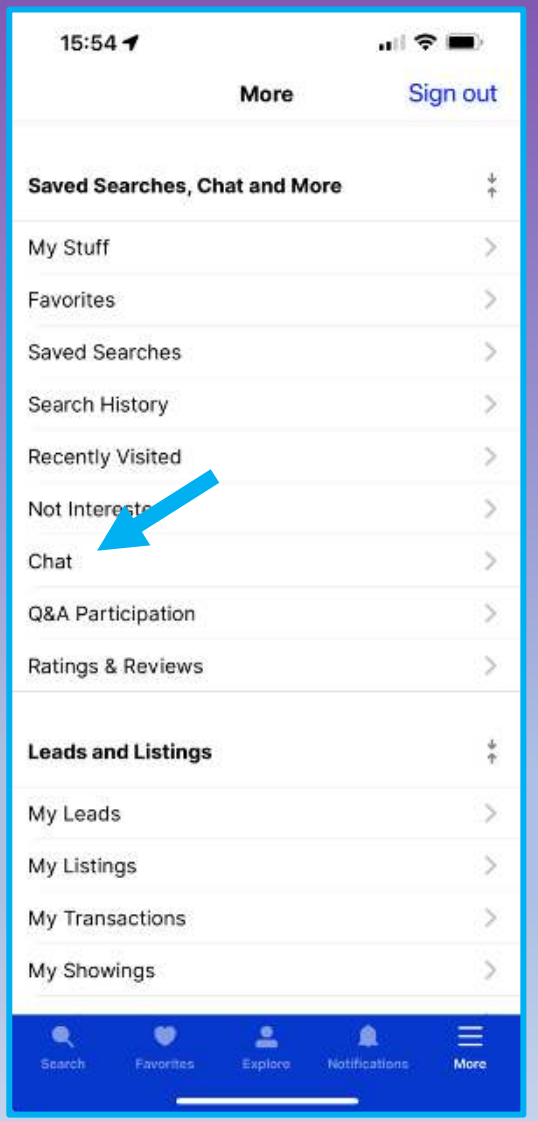
HAR.com App Chat

Never miss an opportunity to chat with a new lead, your Agent-Branded App clients or other agents!

Benefits:

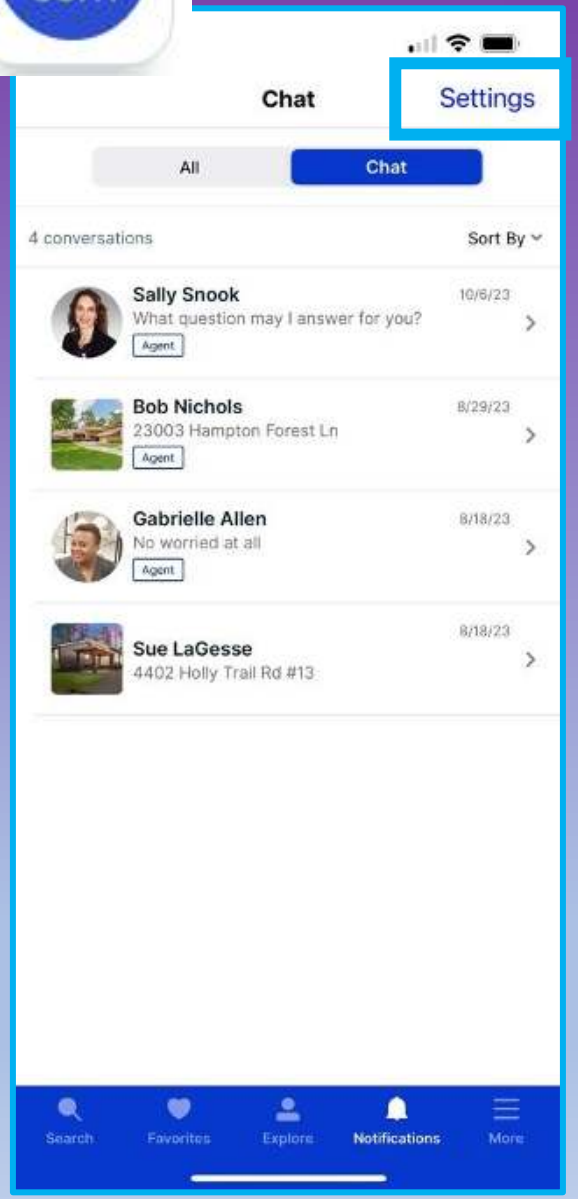
- Communicate via the preference of consumers & other agents
- Real-time engagement
  - Set your business hours in the app
- Create personalized templates
- Documentation
  - All chats are saved and printable

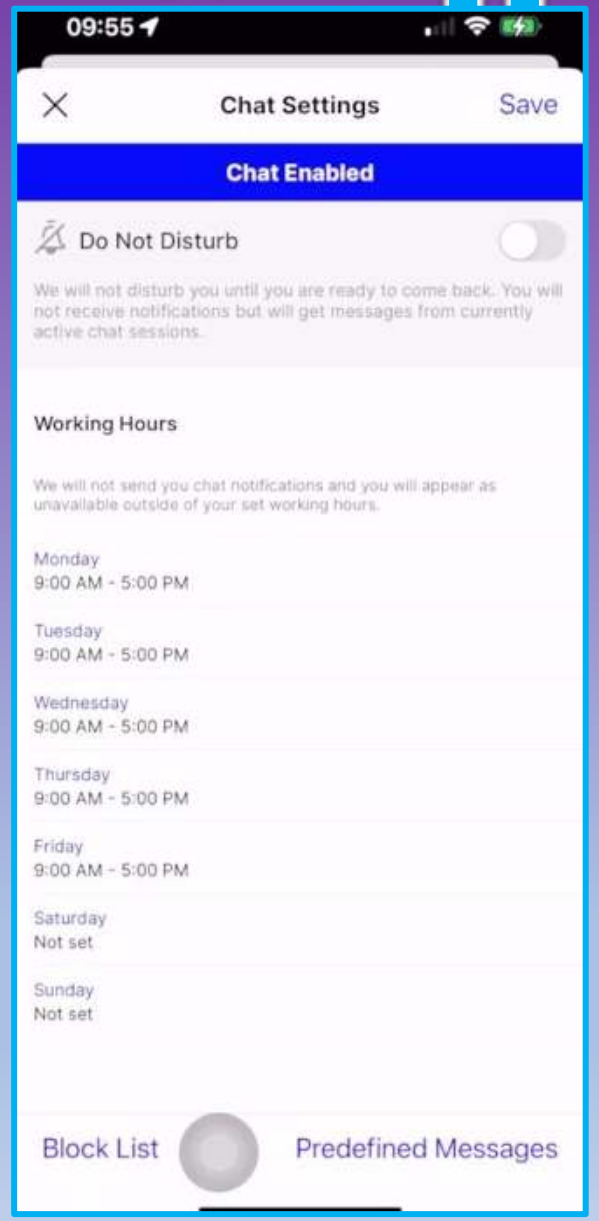


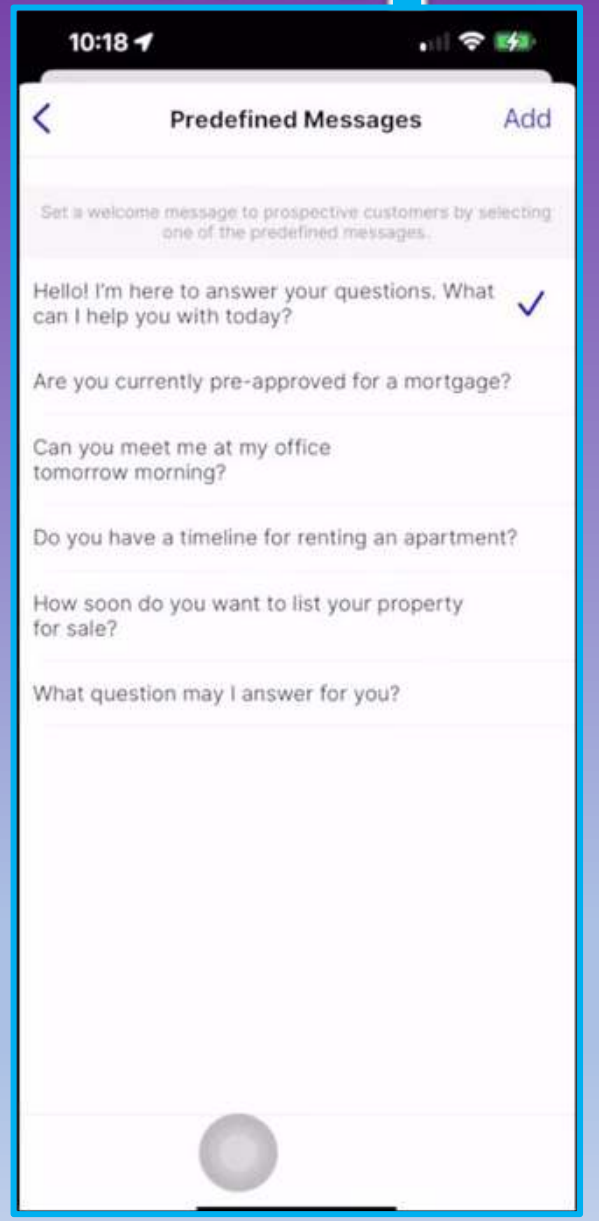


Lead Generation

HAR.com App Chat Set Up







Android users:

Click on the gear icon for settings.

Lead Generation

Chat from a Listing

Listing
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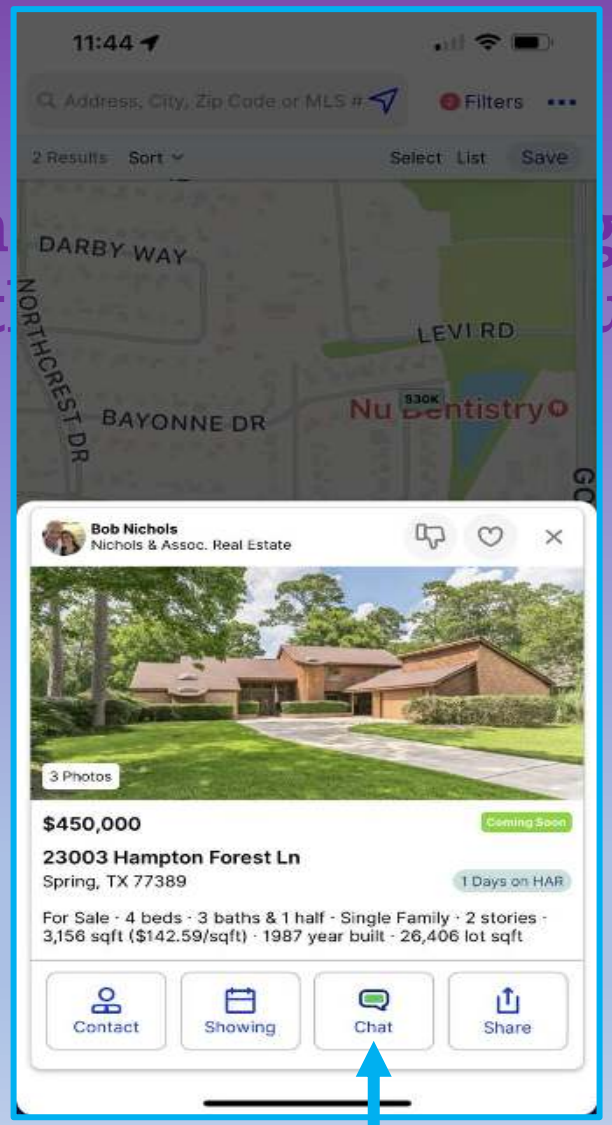

Chat from Agent Profile

Click Exp
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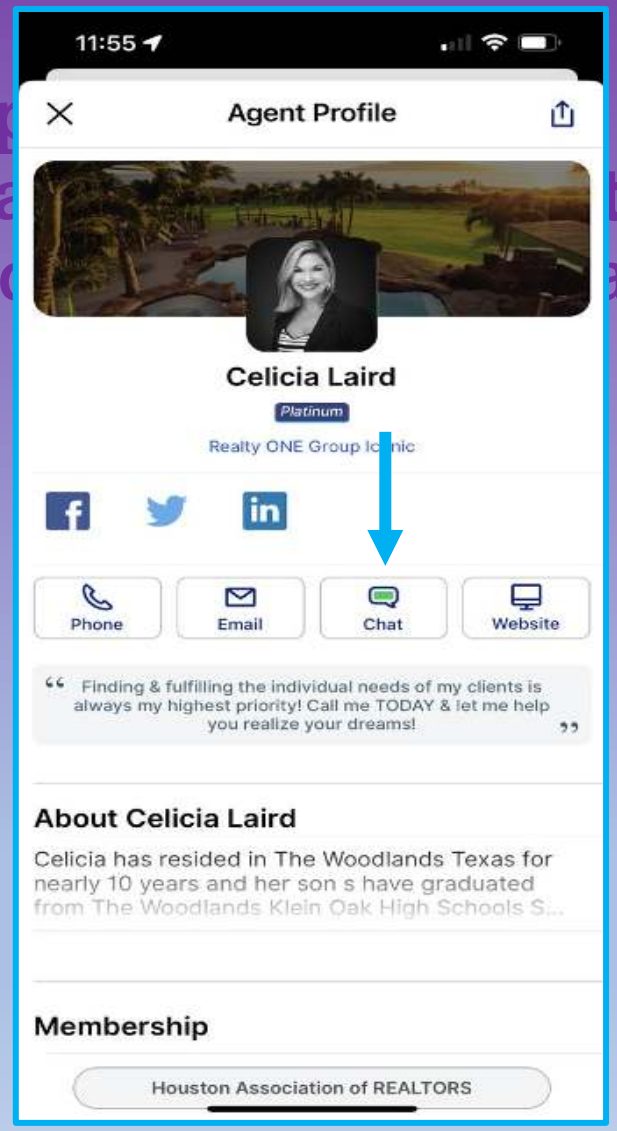


Lead Generation

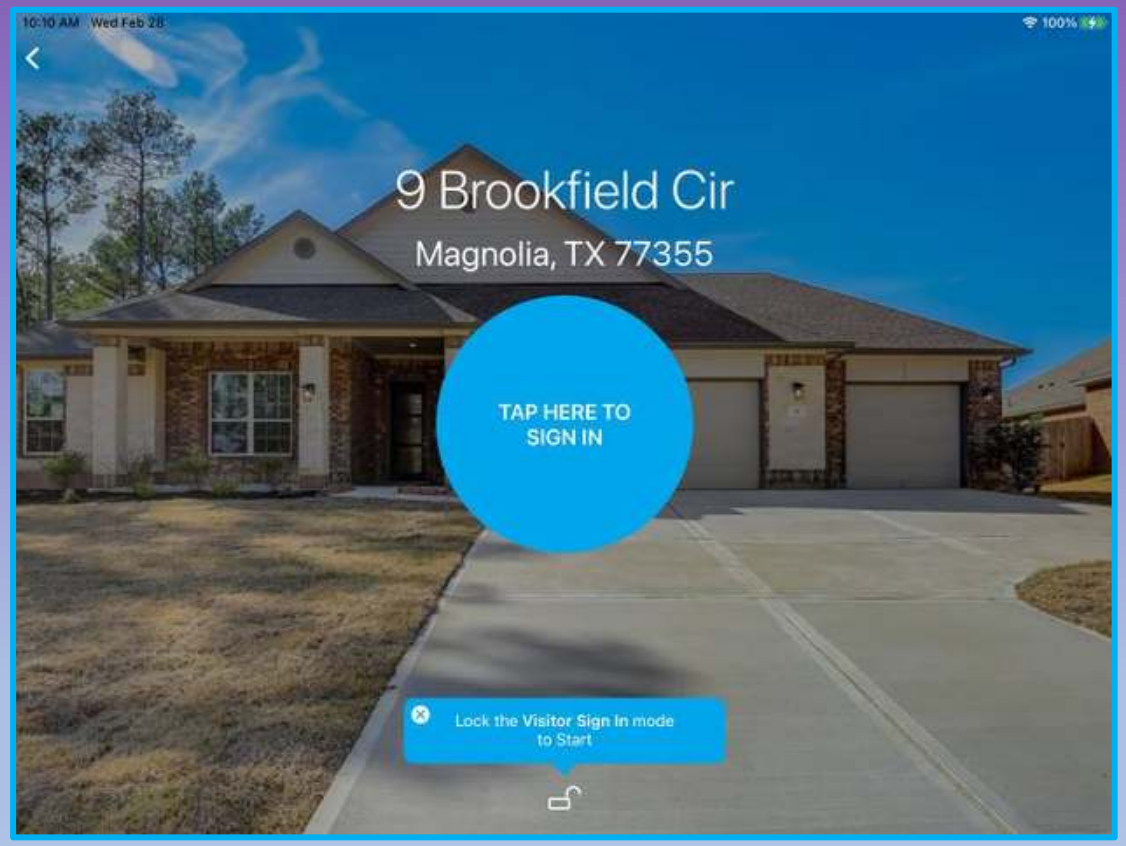
Open House 'Registry' App

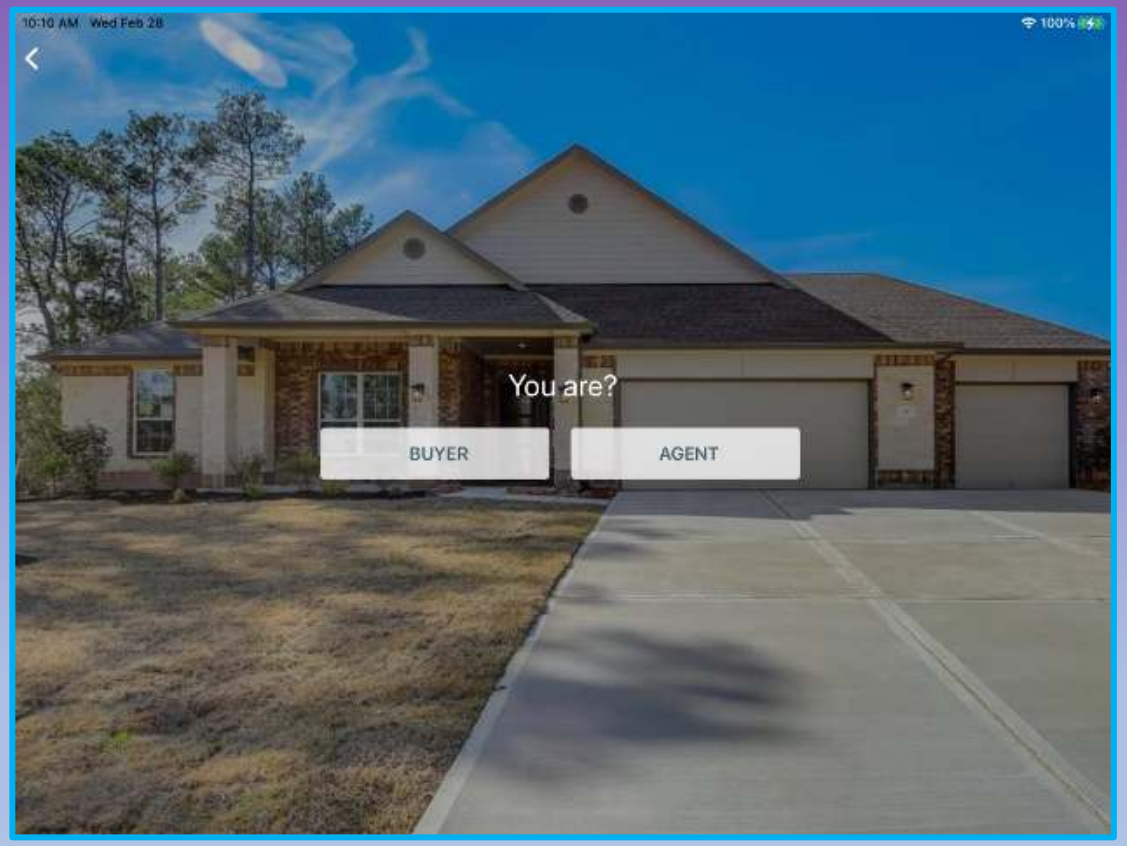
- Add a New Open House, Request to Host or Invite an agent to host one within your firm
- Promote the open house to your contact list (share Listing Detail)
- Agents can record audio feedback on the visitor under their contact information
- Register visitors securely on a 2nd device to collect real-time contact information for lead generation
- Visitor lists can be added directly to the HAR CRM or downloaded to your phone's contacts
- Agent-branded 'thank you for attending' email



Lead Generation & Listing Promotion Tools

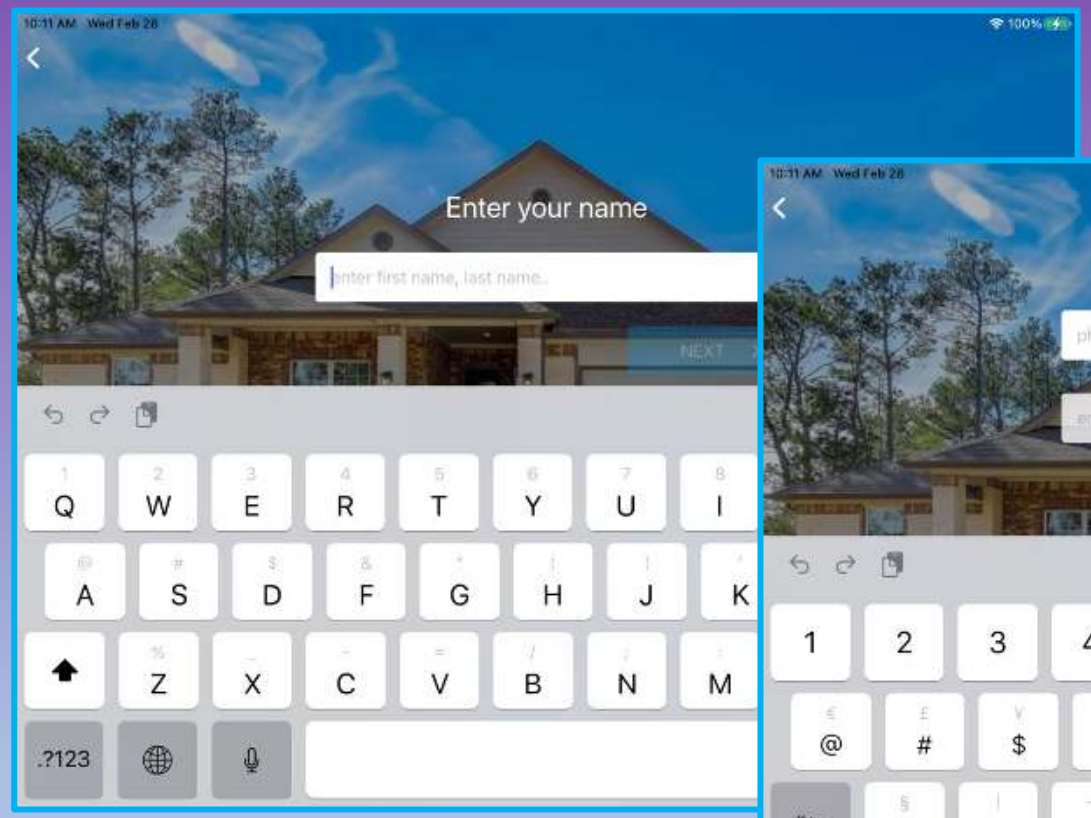
Registration Process

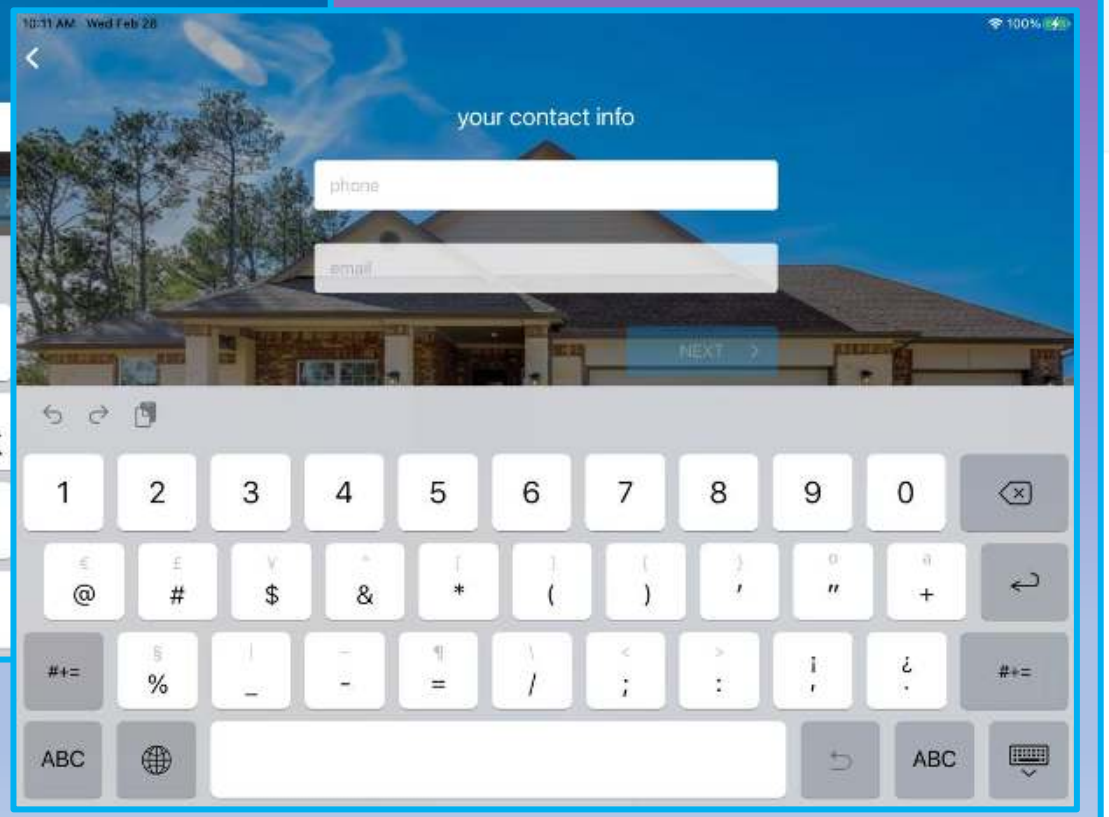


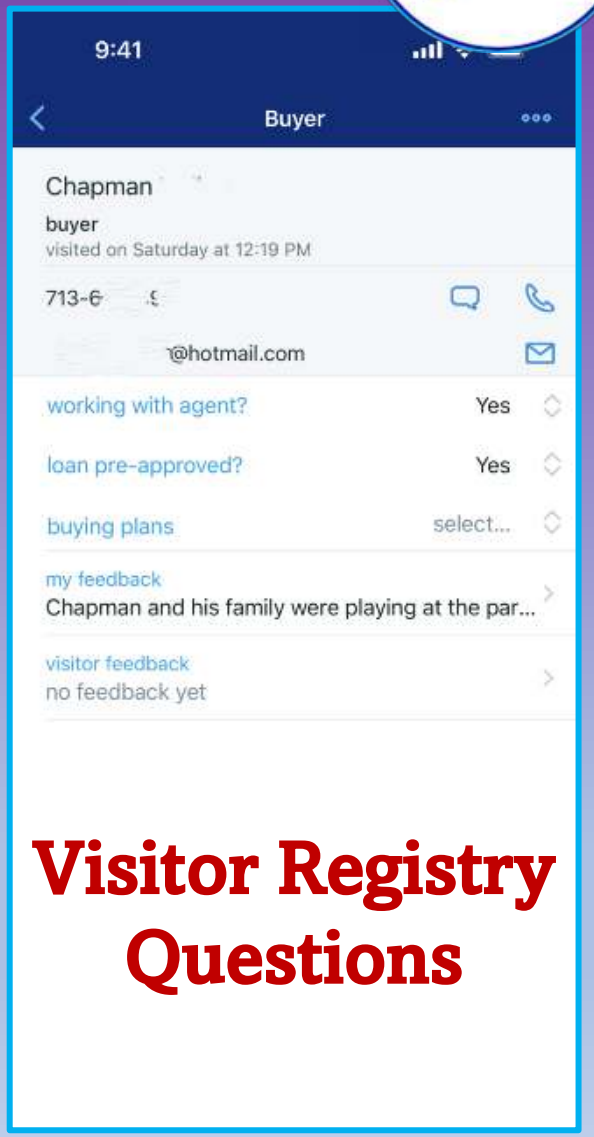


Listing Promotion & Lead Generation

Registration Process



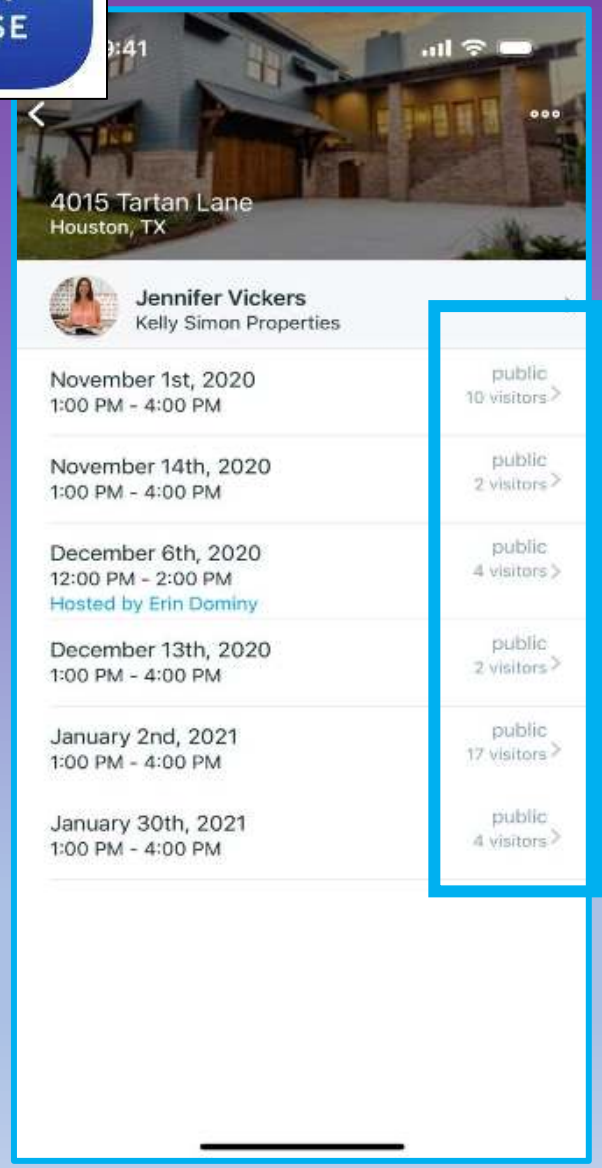


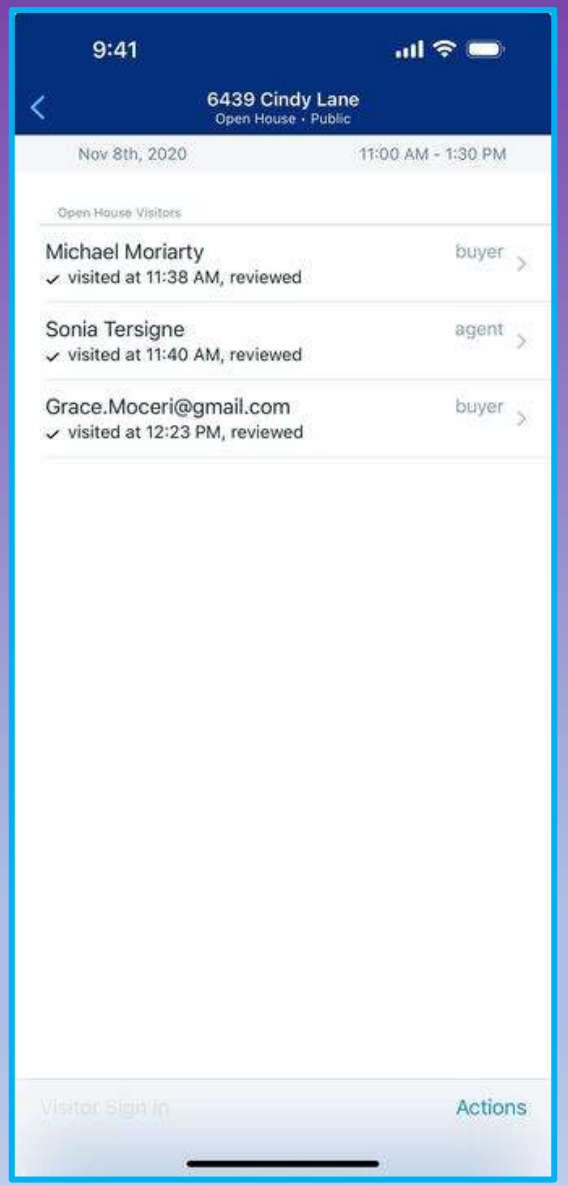


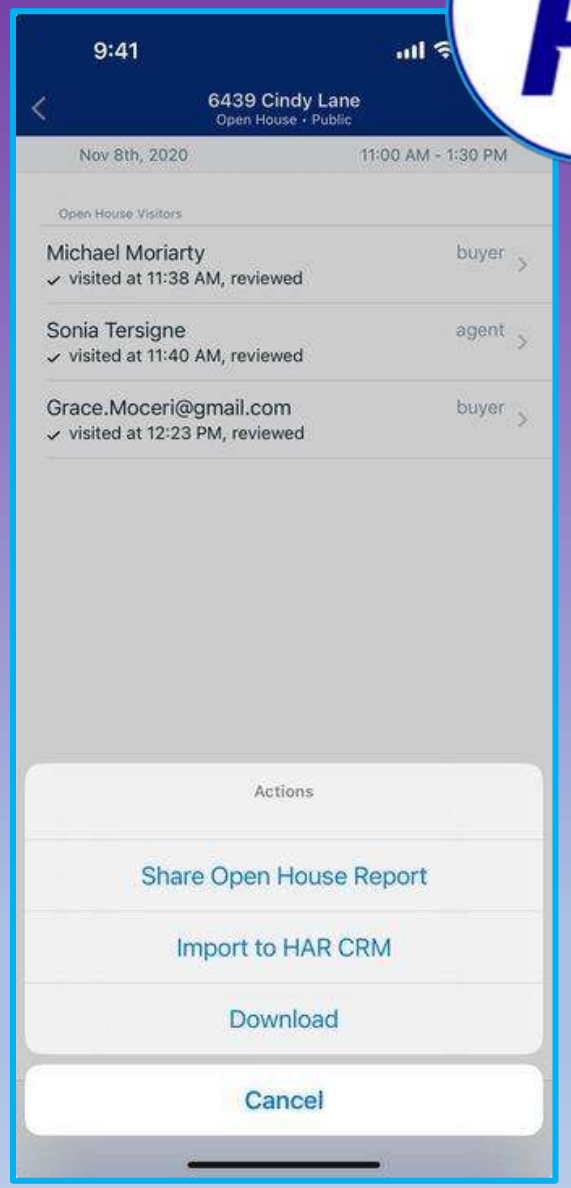
Visitor Registry Questions

Listing Promotion & Lead Generation

Open House 'Registry' App







Lead Generation Tools

Lead Generation Classes

The right Tool + The Right Moment = More Opportunities

- ❑ Your HAR.com Profile & Website: From Standard to Platinum
- ❑ Mobile MLS: How to Use the HAR App Effectively
- ❑ Your HAR Standard Productivity Tools for Success
- ❑ Picture Perfect Listings
- ❑ Modern Marketing for REALTORS®
- ❑ From Likes to Leads: Social Media for REALTORS ®

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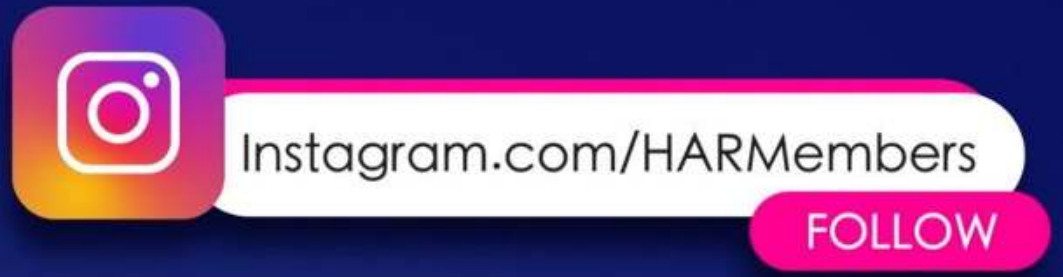
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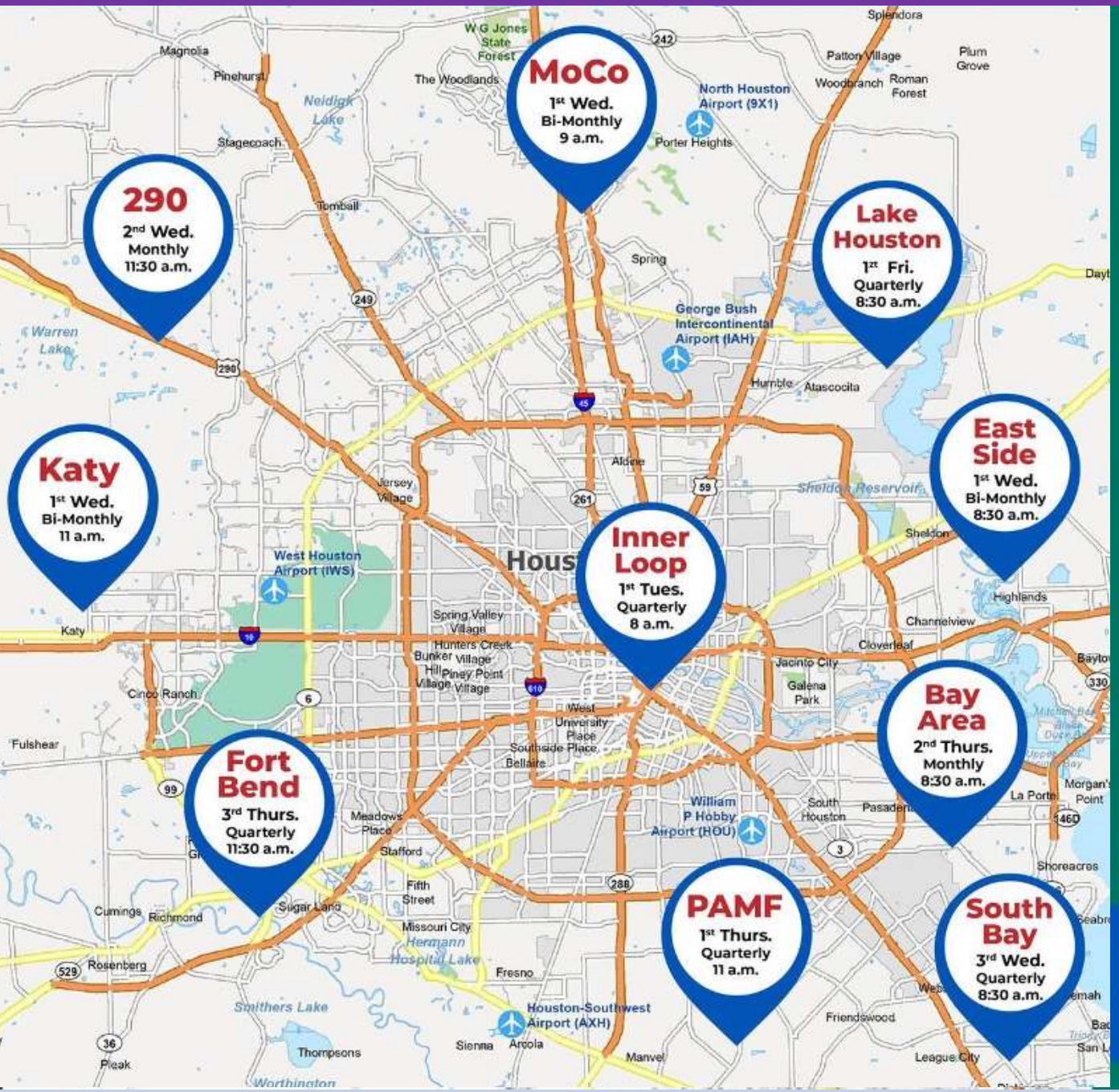

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AAREA

SOUTH ASIAN REAL ESTATE PROFESSIONALS
SAREP

VETERANS ASSOCIATION OF REAL ESTATE PROFESSIONALS
VAREP
VETERANS ASSOCIATION OF REAL ESTATE PROFESSIONALS
HOUSTON TEXAS CHAPTER

HBREA
Houston Black Real Estate Association

nahrep
HOUSTON

Women's Council of REALTORS®

CREN
COMMERCIAL REAL ESTATE NETWORK

AREAA
Asian Real Estate Association of America

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SOUTH ASIAN REAL ESTATE ASSOCIATION

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Lunch and Learn – 12-1 p.m.

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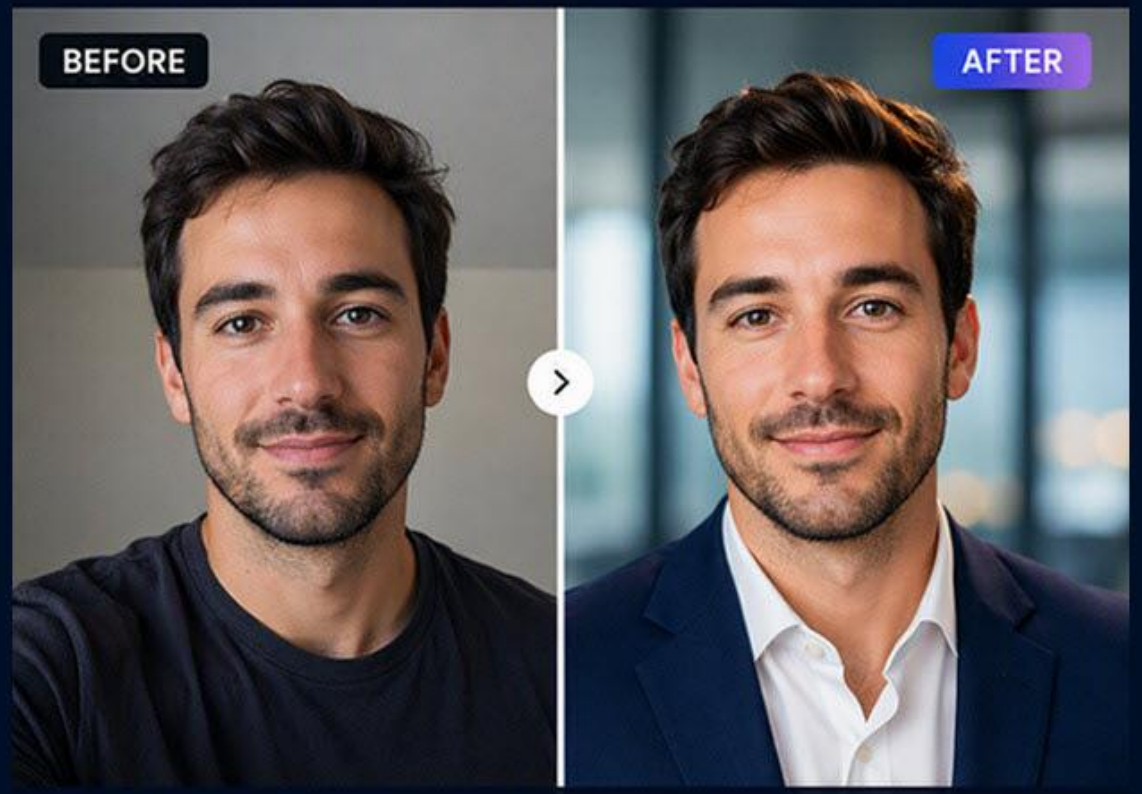

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support@har.com – technical issues
crm@har.com – CRM feedback



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Instructor:

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Member Outreach & Training Specialist

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Platinum Tools for Success: Mastering Lead Generation (offsite) (07/23/2026 10:00 AM)

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