Welcome to HAR New Member Orientation!

Understanding Your Membership & What HAR Can Do for You!

Instructor:

KITZIA JIMENEZ-JONES
kitzia@har.com
ext. 1241

Proctor:

JOEL SANCHEZ
Joel.Sanchez@har.com
ext. 1307

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

Guidelines for CE Classes

•**Log-in / Log-out to receive credit** and not be considered as a no-show. Failure to scan in and/or scan out will result in not receiving Continuing Education (CE) credit. Ask for help if needed.



•Students must be **visible on camera AT ALL TIMES** to receive CE credit.

•Students may not take phone calls during class to receive CE credit.

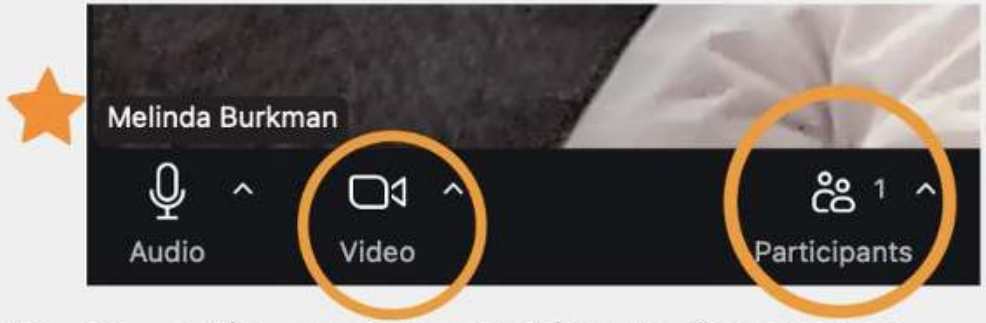
•Students may not participate in other computer-based work while attending class to receive CE Credit.

•Students may not "Step Away" from the camera for any reason to receive CE credit. **If an emergency arises, please use the "Chat" feature to privately notify the proctor of your situation.**

•Your **camera must remain stable** and unmoved during the course broadcast.

•Students will be responsible for completing an **evaluation** and returning the document within 24 hours to HAR.

Full Given Name- no nicknames



Video on, audio on when speaking to instructor



Choose Participants to change your name!



Welcome!

Houston Association of REALTORS®



HAR's Mission is to

Help Our Members Achieve Ongoing Success!

Explore HAR member benefits at

www.har.com/joinhar

Houston Association of REALTORS®

THE BENEFITS OF HAR MEMBERSHIP

Check out your HAR member benefits at **HAR.com/joinhar**



HAR Locations

Office Hours
Monday – Friday 9:00 A.M. to 4:00 P.M.

Live Chat Hours
Monday – Friday 8:30 A.M. – 5:00 P.M.
Saturday – Sunday 9:30 A.M. – 3:00 P.M.

Important Numbers
Matrix MLS: (877)805-7301
SUPRA Support: (877) 699-6787
Legal Support Hotline: (800) 873-9155

HAR Offices

Tel: (713) 629-1900 Fax: (713) 961-4869



HAR Central

3693 Southwest Freeway
Houston, TX 77027



Bay Area Branch

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



Fort Bend Branch

6680 Greatwood Pkwy
Sugar Land, TX 77479



Montgomery County Branch

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

HAR Departments



- Communications
- TREPAC & Political Affairs
- Governmental Affairs
- Meetings & Special Events
- Video Services & HARTV
- Global
- Commercial
- Member Services
- Super Center/Stores
- Technology/HAR.com
- MLS/Quality Assurance
- Professional Development

HAR
Departments

Communications

Follow HAR on Social Media

Follow us on Facebook:
www.facebook.com/HARFans

HAR MLS Platinum Subscribers, join our private Facebook Group:
www.facebook.com/HARMLSPlatinumSubscribers

Follow us on Instagram:
@HARMembers

Connect with us on LinkedIn:
www.linkedin.com/company/harmembers

Follow us on TIKTOK:
HARmembers (@harmembers) | TikTok

Follow us on X:
@HARMembers

Subscribe to our YouTube channel:
www.har.com/HARTV

Platinum YouTube Channel:
https://www.youtube.com/@GetPlatinum

Importance of Social Media



SOCIAL MEDIA NUMBERS JULY 2026

FACEBOOK	INSTAGRAM	YOUTUBE
58,802 Followers	28,762 Followers	14,200 Subscribers

X	LINKEDIN	TIKTOK
12,137 Followers	17,557 Connections	1,153 Followers

#MFMONDAY	ON THE MOVE
44,381 Views	964 Monthly Downloads

HAR wants you to stay connected even when you're on the move. Our podcast, **HAR on the Move,** releases new episodes weekly. You can also follow us live on Facebook every Monday at 9 a.m. for **#MemberFocusMonday**. If you happen to miss an episode of either you can always catch up by visiting HARConnect for past episodes.

HAR is all about collecting data, analyzing it, and sharing it with our members. These are the social media numbers for July.
If you're not on social media, to grow your business, you need to be! I'll show you HAR classes to help you become proficient in the online space.

Member Focus Monday



Cristina Schaefer, HAR's Director of Social Media, hosts a 30-minute livestream show on Facebook every Monday covering various industry and community topics that HAR members should be "focused" on!

Follow us on Facebook:
www.facebook.com/HARFans

HAR Connect.com



Houston REALTOR® Magazine
monthly

5 Minute REALTOR® email
weekly





HAR On the Move Podcast
Updated every Wednesday and you can listen anytime



Apple Podcasts | StitcherApp | Spotify | Google Podcasts | iHeart Radio | RSS Link

Houston Market Update



HAR Newsroom

Your source for news and information about the Houston real estate market.

Check out the latest housing reports at **HAR.com/newsroom.**

Stay Informed with the

HAR Newsroom



HAR Newsroom

HAR Housing Reports & Communications

REPORT	FREQUENCY
The Edge	Every Monday
5 Minute REALTOR®	Every Tuesday
Weekly Activity Snapshot (WAS)	Every Wednesday
HAR Industry Insights	Every Friday
First Real Estate Snapshot of Houston (FRESH)	First Business Day of the Month
Housing Market Update	Second Wednesday of the Month
Monthly Activity Snapshot	Second Wednesday of the Month
Rental Market Update	Third Wednesday of the Month
Houston REALTOR® Magazine	Monthly
Hottest Communities in the Houston Area	Quarterly
Housing & Rental Affordability Report	Quarterly
Top Cities & Countries Searching HAR.com	Quarterly

Check out the latest housing reports at HAR.com/newsroom

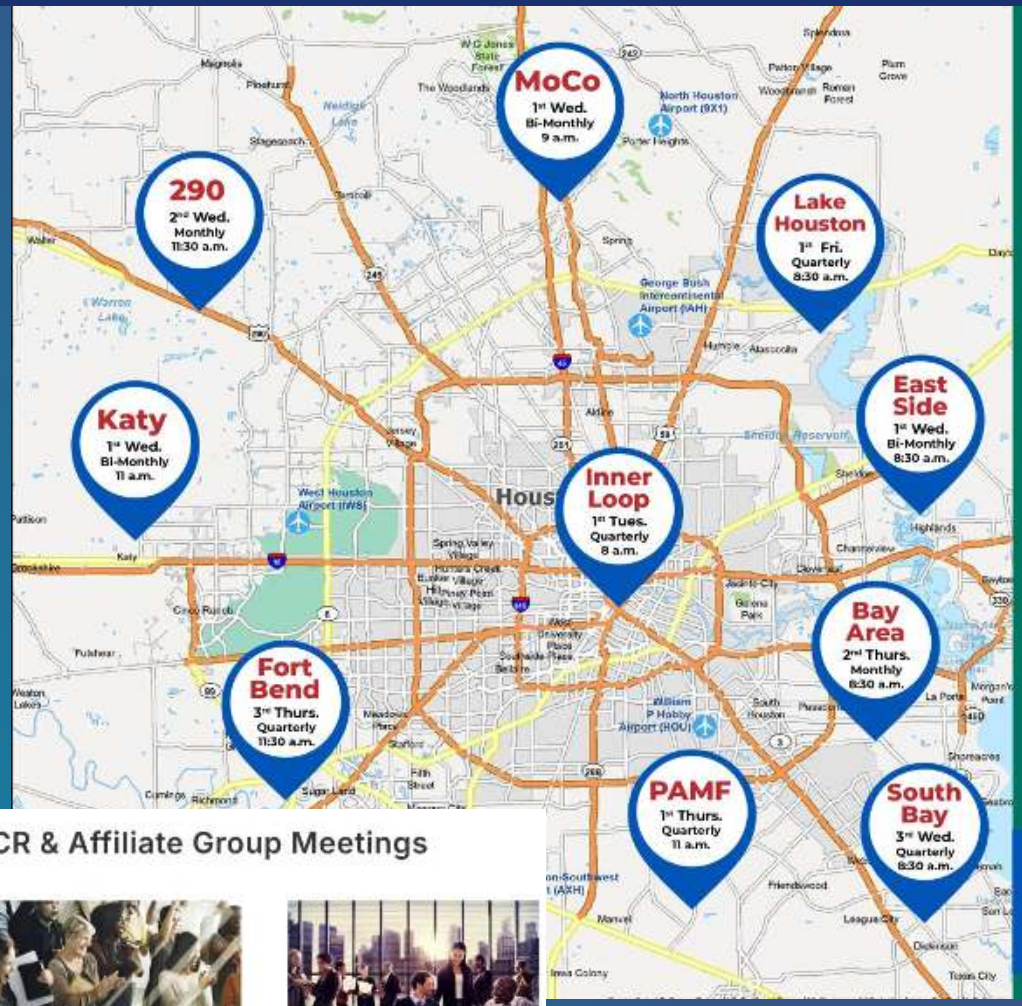
Real Estate News

HAR is helping members stay informed about what is happening in the real estate industry. HAR members can sign up for a FREE subscription to some of the top real estate news services as an HAR member benefit. Members will receive email invite to register account to *Inman News and Real Estate News*.
customerservice@inman.com
Free Industry News Subscriptions for HAR Members | HARConnect.com




www.har.com/areanetworking

Area Networking Meetings



HAR.com

AREA NETWORKING MEETINGS

10 Locations Across the Greater Houston Area

For more information visit:
HAR.com/areanetworking



Want to make a difference at HAR?



- technology
- trepac
- MLS
- management
- professional development
- politics & government
- engage conference
- the member feedback forum
- risk
- communications
- global
- young professionals network (ypn)

Our Advisory Groups are where members come together to share ideas, guide decisions, and spark new opportunities.

With one-year terms and collaboration with the Chair and Board,
Advisory Groups give you a voice in shaping the future of real estate in Houston. Visit:
har.com/getinvolved to apply.

New to HAR?

If you've been an HAR member for ***2 years or less***, you're eligible for an exclusive discount on **HAR Engage 2026**.

SAVE 10%

2026 HAR ENGAGE CONFERENCE

October 29, 2026

Norris Conference Center

Use promo code:
NEWBIE2026

HAR.com Homes And Rentals

REDSTAR HOME INSPECTIONS

energy ogre

HAR.com/engage

HAR Departments

Governmental Affairs and TREPAC & Political Affairs

Governmental Affairs, TREPAC & Political Affairs



TREPAC Saves You Money!

On An Annual Basis...

$825 on a vehicle tax

$990 Tax on Services

$840 in loss of business due to a transfer tax

$300 in licensing fees

Total Savings = $2,955

Based on $400,000 Sales Volume & $30,000 vehicle



TREPAC Saves You Money

TREPAC
Do you choose “Invest” or “Refund”?

The PAC is a voluntary, nonprofit, unincorporated group whose membership consists of REALTORS® and others interested in protecting the free rights of property ownership in Texas and the United States.



Save the Date
2026 EVENTS

APRIL 23	Global Dinner: India
MAY 12	Mont. Cty. Boots & Bling
MAY 14	Fort Bend Event
MAY 27	Global Dinner: Bolivia
JUNE 9	Purple Havana Nights
JUNE 25	Sneaker Ball
JULY 16	YPN Pickleball
AUG 20	Night at Tony's Fundraiser
SEPT 2	Global Dinner: Japan
SEPT 18	Bay Area Pickleball
SEPT 22	Katy Bowling Event
OCT 14	Global Dinner: Spain

EMAIL TREPAC@HAR.COM FOR MORE INFO!

HAR
Departments

Video Services & HARTV

Video Services & HARTV Studio



Agent Videos at the HARTV Studio

Agent videos give potential clients an opportunity to hear first-hand about your experience, knowledge of the market, and approach to client service.



Youtube Agent Video Playlist

The studio is open for video appointments on Tues., Wed., & and Thursdays at 11 am OR 1 pm.

video@har.com

1hr of studio time and you get a fully edited video!

The video services dept. provides script samples, sample videos, and is glad to answer any questions you might have.



HAR
Departments

Commercial

CommGate.com

commgate Pricing

$900 per Year	$300 per Quarter	$125 per Month
Pay Annually and receive a full year of service for the price of three quarters	Save $75 per quarter over the monthly rate	No long-term contract
	Our Most Popular Option	

Consumer-Facing Search

The general public may view some of this data for **free** by using the *Search* tab on the CommGate website. CommGate members use a password to access a larger, more detailed database of properties, as well as tools for preparing research reports, marketing flyers, aerial photos and specialty advertising.

Listings Shared with Other Sites

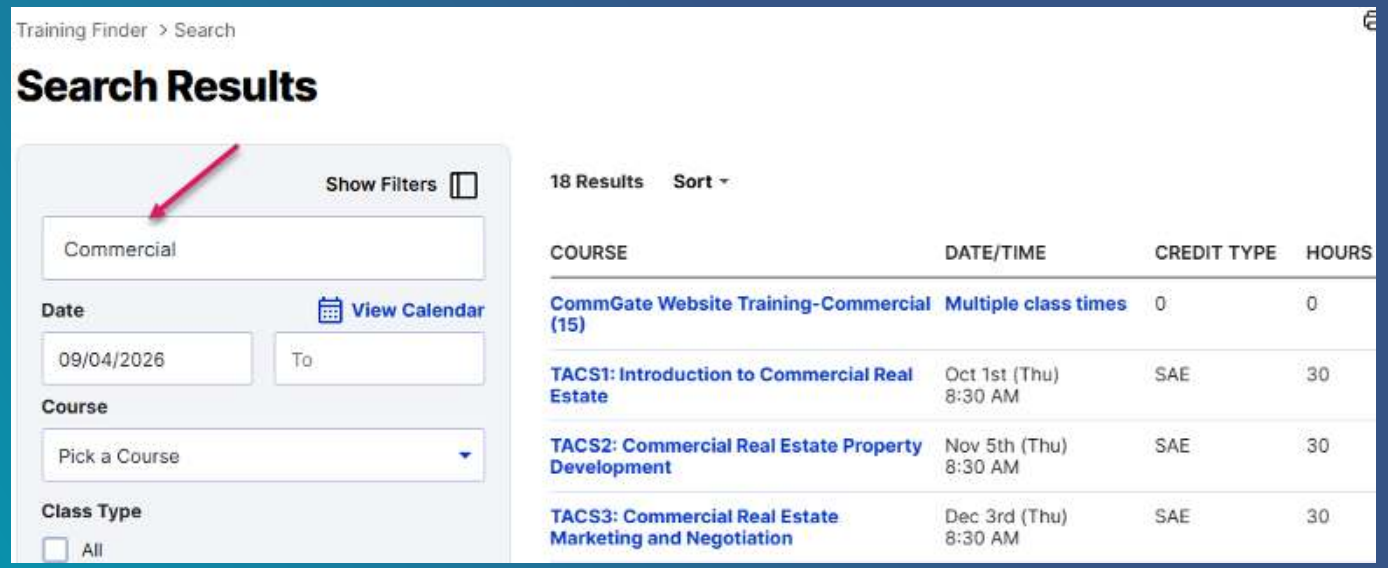
Your listings are shared with HAR.com, the Texas Realtors website, Moody's Marketplace, local economic development sites, and throughout the Moody's network.

info@commgate.com

(713) 629-1900 ext. 3363

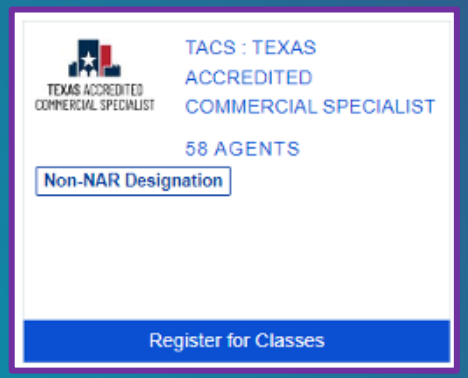
Commercial Courses

Pro Tip: Type "commercial" in the keyword search to find commercial courses.



CommGate Training offered Weekly!

START DATE	CLASS TIME	SCHOOL	CLASS TYPE	DETAILS
Sep 4th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Sep 11th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Sep 18th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Sep 25th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Oct 2nd	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Oct 9th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Oct 16th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Oct 23rd	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Oct 30th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Nov 6th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Nov 13th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Nov 20th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available
Dec 4th	9:00 AM - 10:00 AM	CommGate	Live Virtual Class	Seats Available



Earn designations too!
https://www.har.com/education/designations
TACS classes are offered monthly.

Consumers can now search commercial properties on HAR.com!



HAR
Departments

Global

- The HAR Global mission is "To help our HAR members increase their knowledge and activity in the International real estate arena."

- The HAR Global Advisory Group works to strengthen HAR relationships with global entities in Houston as well as promote International Listings.

- In 2018, HAR was appointed as the Ambassador Association to both real estate associations in the country of Belize by the National Association of REALTORS.

- FOUR-time Diamond award recipient

GLOBAL STATS

MEMBERS		
MONTH	2025	2026
JANUARY	460	647
FEBRUARY	467	655
MARCH	484	687
APRIL	498	710
MAY	514	737
JUNE	522	749
JULY	528	761
AUGUST	588	
SEPTEMBER	606	
OCTOBER	618	
NOVEMBER	631	
DECEMBER	632	

LISTINGS		
MONTH	2025	2026
JANUARY	820	826
FEBRUARY	818	824
MARCH	825	843
APRIL	896	889
MAY	922	839
JUNE	896	761
JULY	917	696
AUGUST	828	
SEPTEMBER	905	
OCTOBER	925	
NOVEMBER	939	
DECEMBER	983	

Global Business Council Achievement Program
DIAMOND
NATIONAL ASSOCIATION of REALTORS® Global

TOP 10 COUNTRIES that visited HAR.com in JULY 26

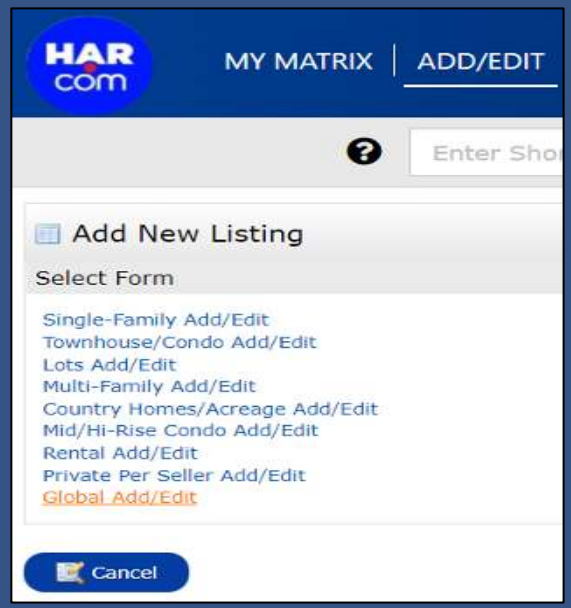


Canada	41,624
China	33,377
United Kingdom	32,817
Philippines	31,122
Singapore	29,264
Mexico	28,175
India	25,402
Brazil	15,551
Pakistan	15,019
Japan	14,981

Global Listings

When you identify in your member profile you speak another language or specialize in another culture, you will become a member of the HAR Global Business Network. You will receive notifications of upcoming HAR global classes and networking activities.

HAR has a Global Information Exchange, or GIE for short, that you can belong to free of charge as a member of HAR. There you can input as well as search for listings in foreign countries to help your global buyers and sellers. Visit har.com/global for the GIE subscriber agreement to fill out and return to HAR.





CIPS-Certified International Property Specialist
IN PERSON 5-day course

GIE

GLOBAL INFORMATION EXCHANGE

The **HAR Global Information Exchange** *is ready* for your international listings!

- Utilizes the Matrix "Global" property class for add/edit and search
- Global listings are displayed on HAR.com and Realtor.com/international
- FREE service to all HAR MLS Subscribers



SIGN UP at HAR.com/global

HAR
Departments

Supercenter & Stores



Visit our locations or order on-line for home delivery.
http://store.har.com









HAR
Departments

Member Services

Live Chat with HAR Support Staff

LIVE SUPPORT

AVAILABLE VIA LIVE CHAT AND BY PHONE
MONDAY-FRIDAY 8:30AM-5PM
SATURDAY & SUNDAY 9:30AM-3PM

713-629-1900 EXT. 4

OR

Let's Connect!

Look for the blue Chat bubble option in the lower right corner of the screen once you have logged in to your Members Only Portal area of HAR.com.

MEMBER SERVICES:
M-F: 8:30 a.m. – 5 p.m.
713-629-1900 opt. 4
memberservices@har.com

MLS DEPARTMENT:
713-629-1900 opt. 5
mlsqa@har.com

HAR.COM & MOBILE APPS
713-629-1900 opt. 5
support@har.com

PROFESSIONAL DEVELOPMENT:
713-629-1900 opt. 6
education@har.com

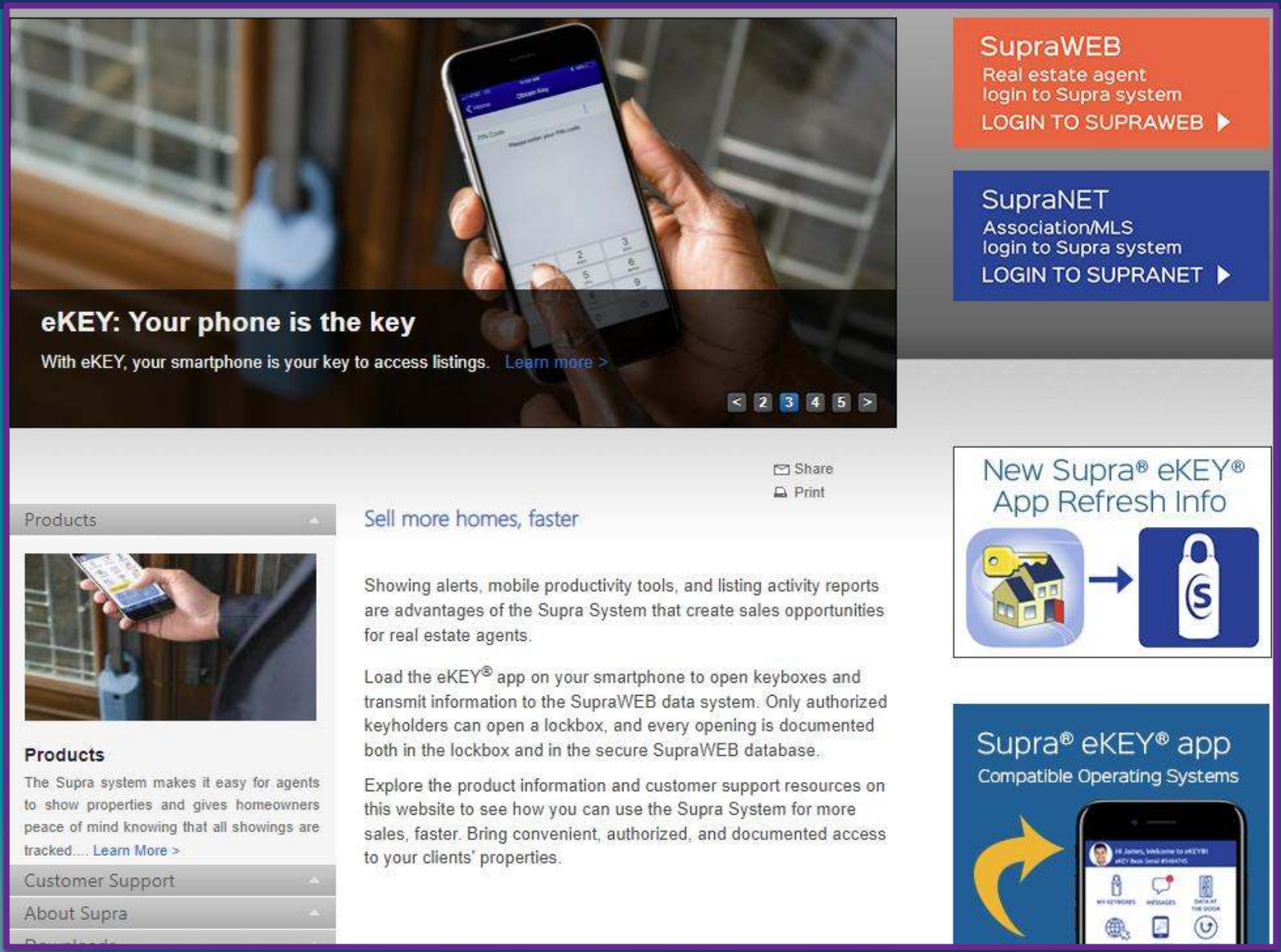
ONLINE CHAT:
M-F: 8:30 a.m. – 5 p.m.
Sat/Sun: 9:30 a.m. – 3 p.m.



MATRIX SUPPORT:
M-F: 8:30 a.m. - 5:30 p.m.
Sat/Sun: 9 a.m. - 3 p.m.
1-877-805-7301

SHOWINGSMART:
8 a.m. - 7:30 p.m.
(seven days a week)
713-930-0427
support@showingsmart.com

Supra Key Boxes



You can purchase a Supra lockbox at any HAR store for $117 (refurbished) or $137 (new)

There's a warranty on the box when purchased from HAR

Member Services will assist you in setting up.



To have the eKey® app activated on your mobile device, you'll need to:

1. Download the app from your app store
2. Call the HAR Member Services Dept. at (713) 629-1900 or schedule an appointment online.
3. Member Services will immediately send the "Keyholder Agreement" via DocuSign.
4. Digitally sign the agreement and upload a copy of your current photo ID.
5. Provide your credit card information over the phone.

Note: The name on the credit card must match the name on the photo ID and your iOS must be the latest version.

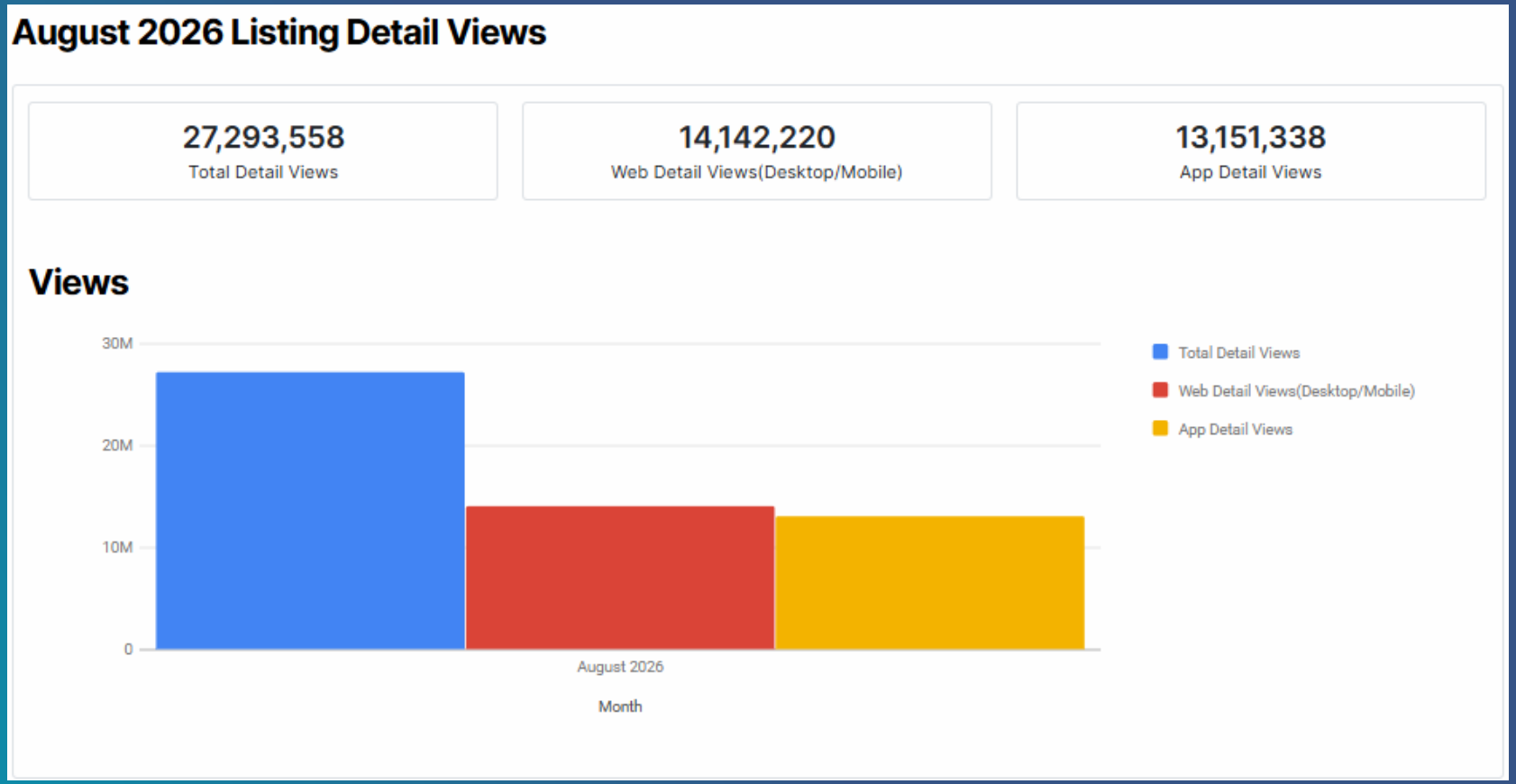
If you have the older Active Key app on your device, you will need to provide further documentation to the Membership staff.

HAR
Departments

Technology & www.HAR.com

www.HAR.com

Award-winning residential property search website that is the source of homes for sale & rentals in the state of Texas.



www.har.com/webstats

HAR Mobile Apps

HAR.com app
(additional features built in for Platinum subscribers)

HAR.com ShowingSmart app

HAR.com Texas Rentals app

HAR.com Media app

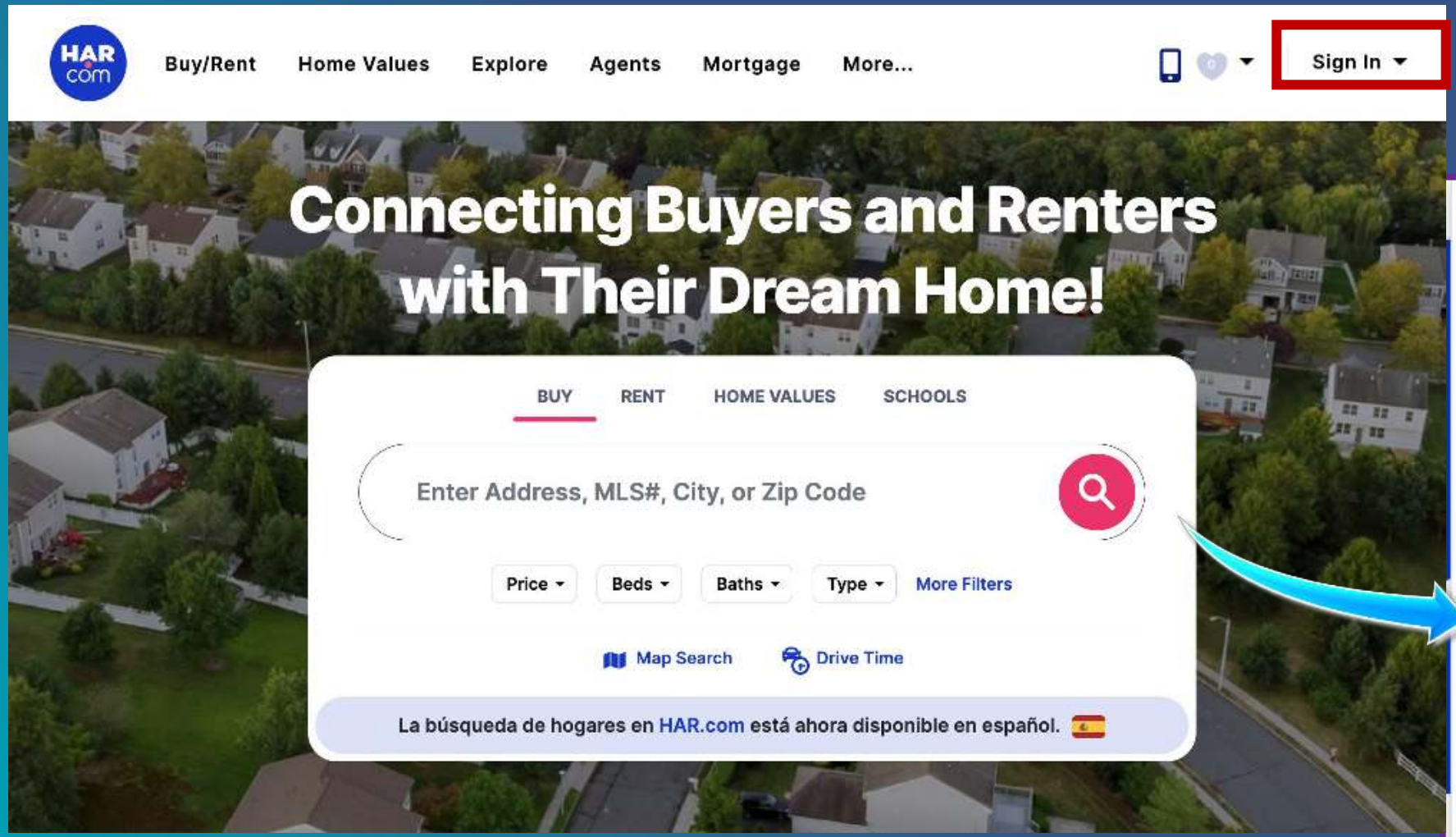
HAR Open House app
(Platinum service)

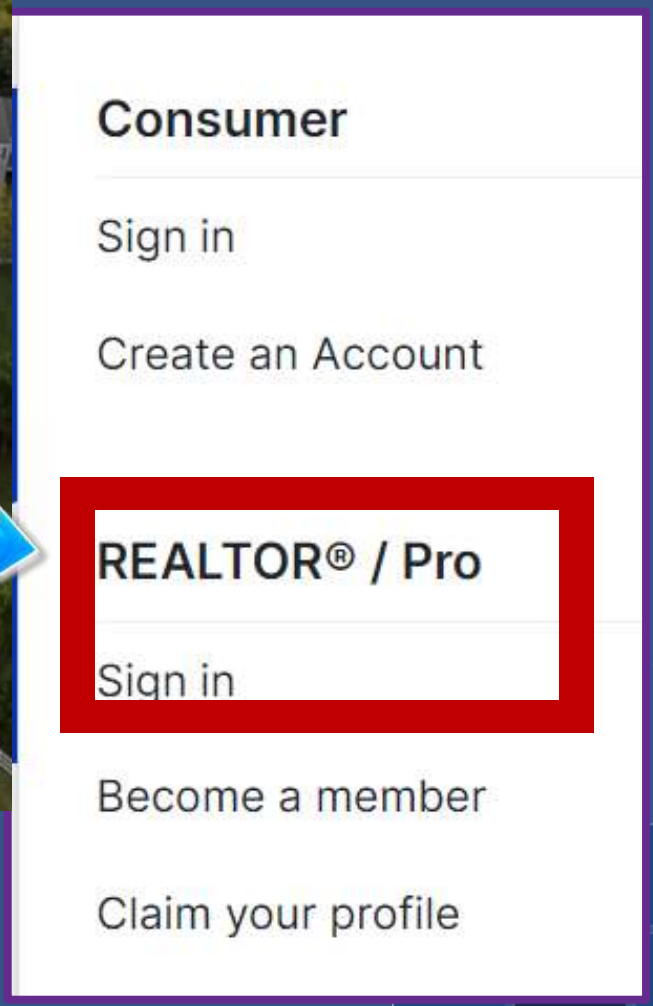
HAR.com CRM

HAR
Departments

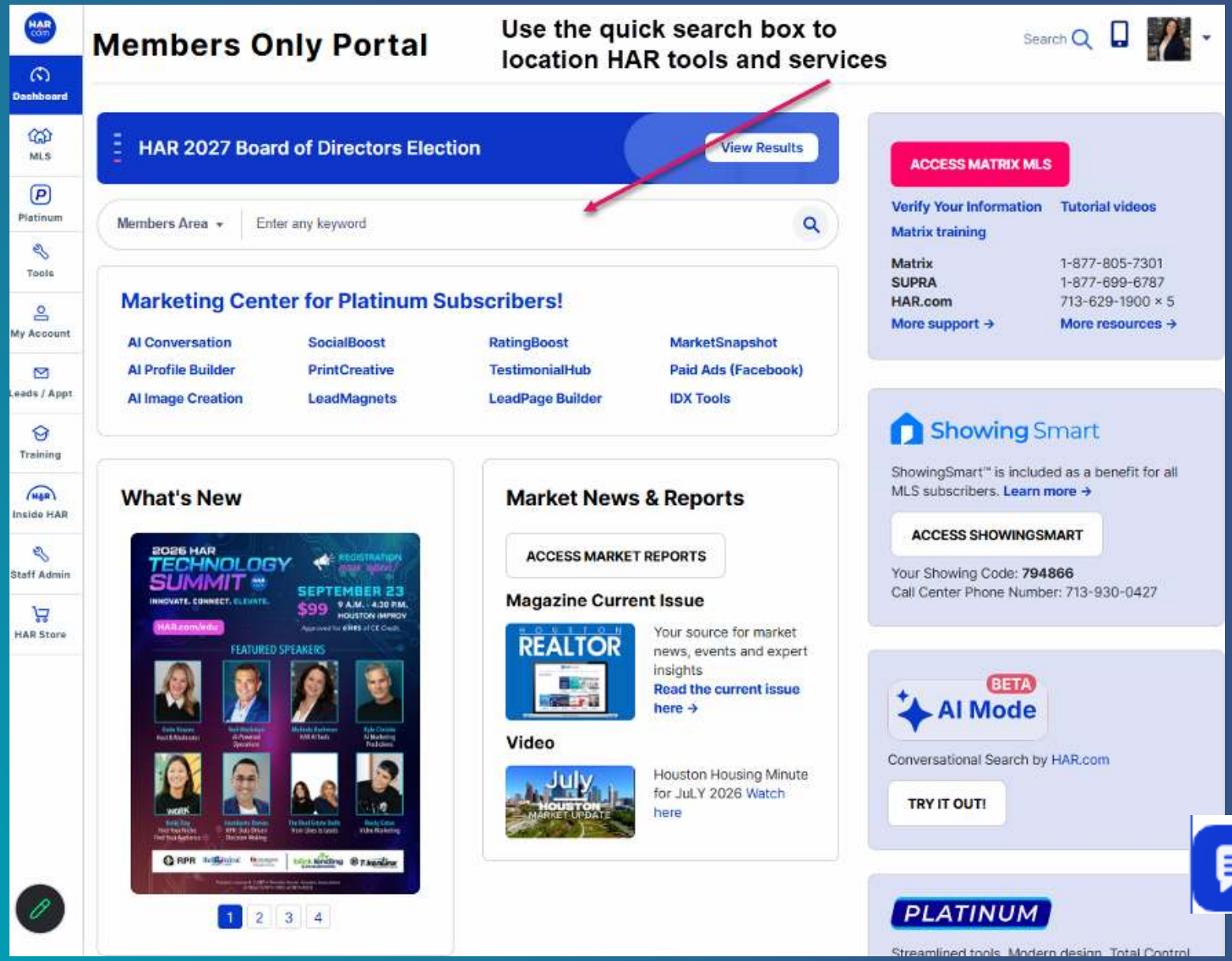
MLS/Quality Assurance

Accessing the Members Only Portal





Members Only Portal



Let's Connect!

MLS (MATRIX) Services

MLS Standard:
All MLS subscribers will receive "MLS Standard" services which includes full access to MLS, Realist Tax, HAR.com mobile apps, and many other services.

MLS Platinum:
Subscribers who choose to take advantage of the lead generation, agent promotion, and listing promotion services may subscribe to the additional MLS Platinum package at a cost of $199 + tax/year.

Price Comparison	HAR	Third Parties
MLS Platinum	$199/yr	Approximately $6,500/yr.

MLS (MATRIX) Standard Services

Agent Promotion
- Agent Profile on HAR.com
  - Cultures
  - Languages
  - designations

Full Matrix Access
- 2 tax systems
- 4 CMAs
- Forms Manager
- ListHub Dashboard
- MLS Statistical Reports
- SUPRA services

HAR.com Apps
- HAR.com
- HAR Media
- HAR Texas Rentals

Listing Promotion
- Data Input Sheets
- HAR.com
- ListHub Dashboard
- Syndication & Date Services
- QuickList

Real Estate News
- Inman Select
- Real Estate News

Showing Service
- ShowingSmart
- Showing Smart App

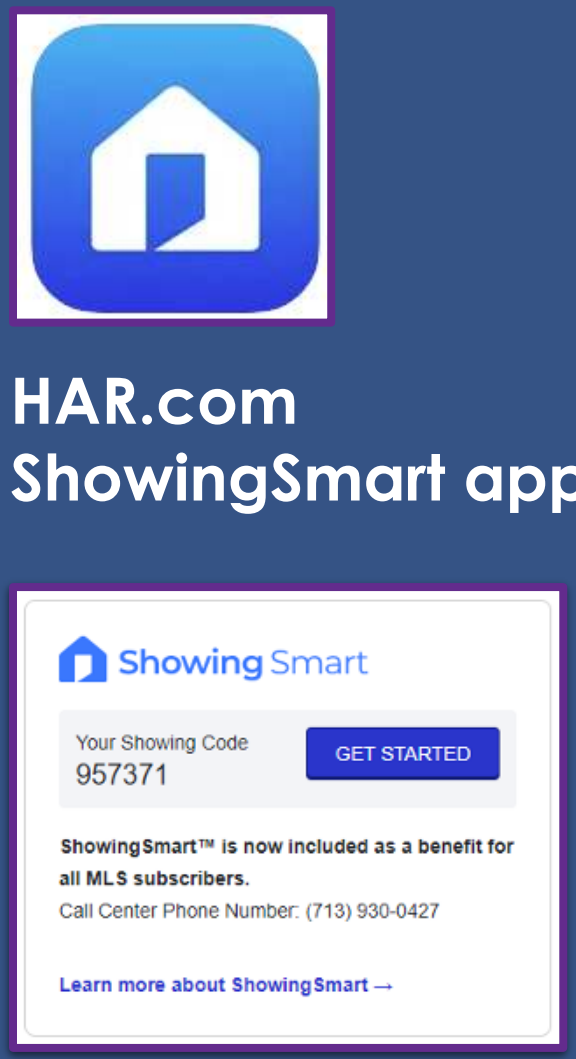
Transaction Management
- dotloop
- TransactionDESK
- zipForm Plus

3rd Party Tools
- FIND National Search Platform
- MLS Data Co-op Search
- Realtor Property Resource
- Remine
- FOREWARN
- CubiCasa

ShowingSmart

- Turnkey Solution for Real Estate Showings - efficiently improve your business workflow for managing showings on your listings, scheduling appointments, gathering feedback, and presenting showing information to clients
- Call Center - Our dedicated call center works seamlessly with ShowingSmart's online services when you need someone to reach out to occupants with special showing requests or help manage appointments

HAR.com
ShowingSmart app





Safety First-Forewarn





- **Identity** (first name, last name, alias and age)
- **Phone numbers** (residential and mobile history)
- **Address history** (rental, ownership and associated addresses)
- **Financial indicators** (bankruptcy, lien, judgment and foreclosure history)
- **Property records** (nationwide property ownership history)
- **Criminal records** (nationwide criminal history search)

SAFETY is SMART

The Awareness Advantage:

Safety Practices That Protect You, Your Clients, and Your Business

Lunch and Learn – 12-1 p.m.

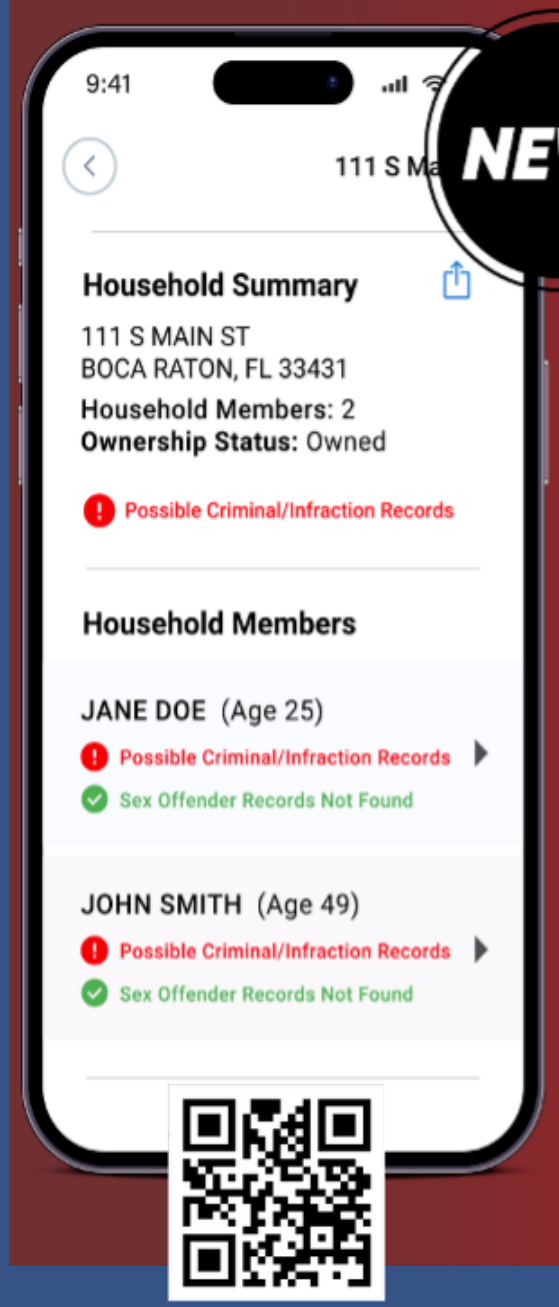
9/11 • 10/9 • 11/13 • 12/11

September is **REALTOR® Safety Month**

Approved for 1 hr. CE credit
TREC #40156-RECE

Every Second Friday of the Month

HAR.com/edu



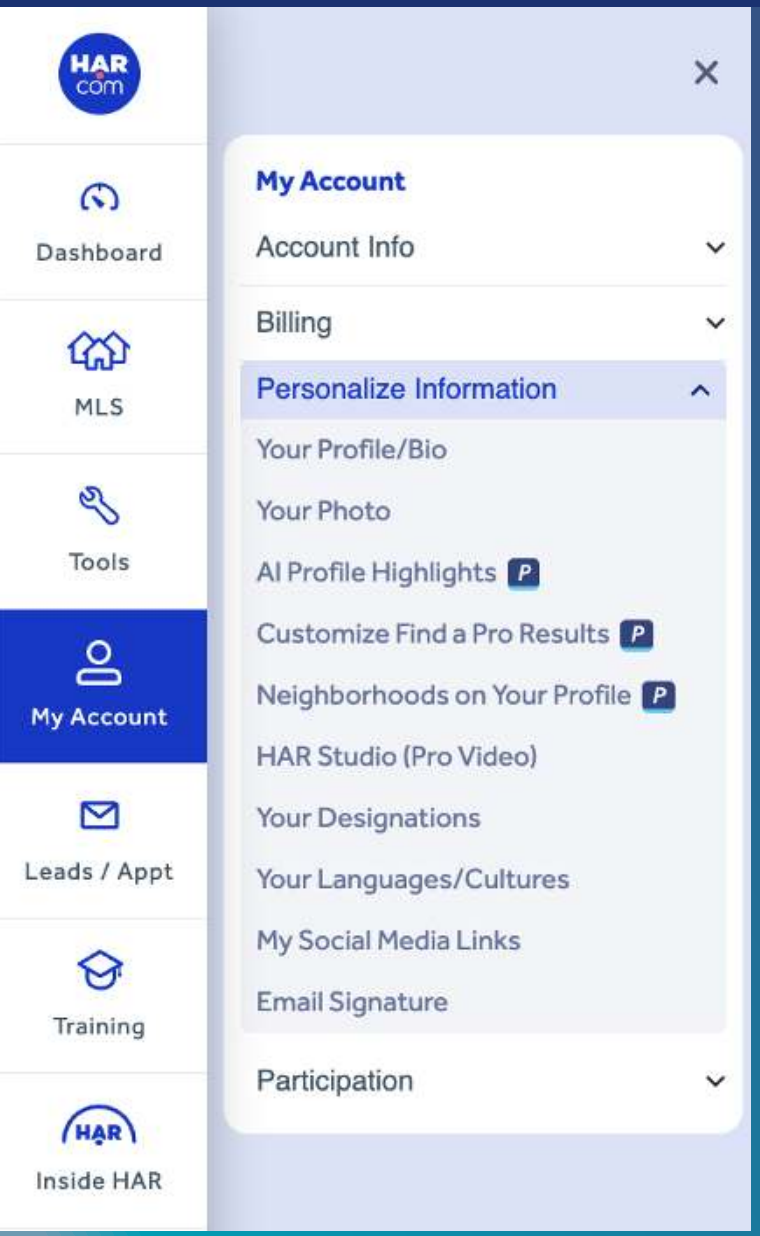
NEW!

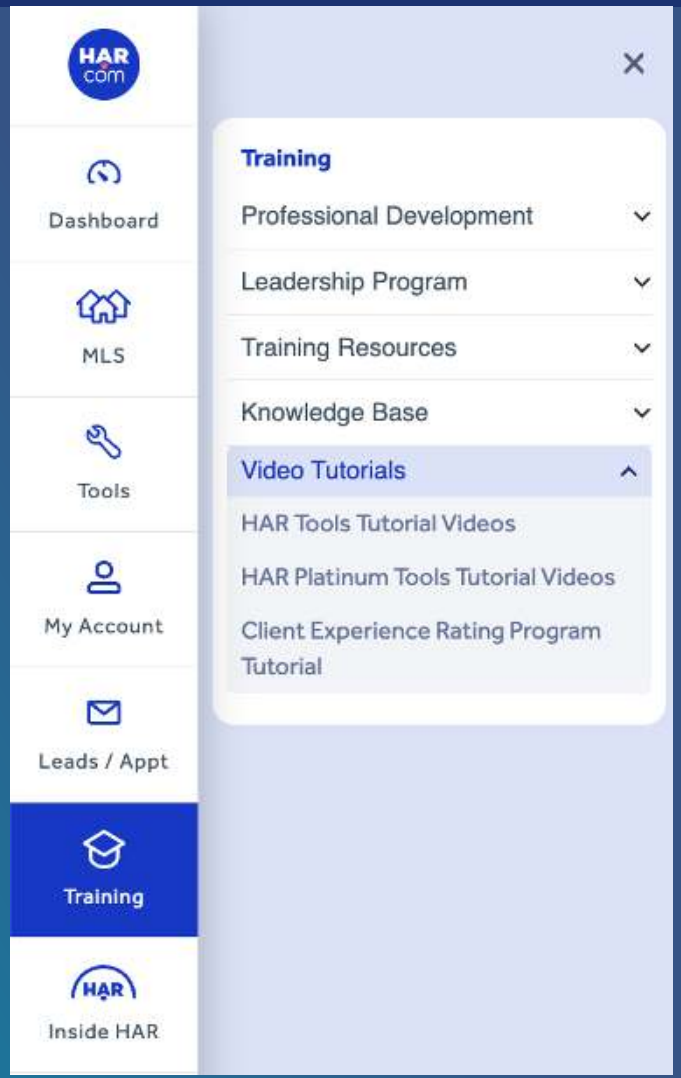
Household Risk Lookup

Know your prospect...
and the household

FOREWARN®

Your Agent Profile





Agent Profile Video Tutorial



https://youtu.be/5QH_vpS8vO4

Want guidance on updating your profile? Take Your HAR Profile and Website-Standard to Platinum class!

NEW on **HAR.com** Agent Profiles

Display Your YouTube Videos

Connect your **YouTube** channel and showcase market updates, listing tours and community videos directly on your **HAR.com Agent Profile**.

PLATINUM



PLATINUM

Listing Marketing Tools

- Agent Branded Shared Listings
- Automatic Social Media Postings
- AI Listing Highlights
- AI Photo Description
- AI Property Description
- Cloud CMA
- CMA
- Facebook Ads
- Featured Listings & Recent Showings on Agent Website
- HomeSite
- IDX Tools
- Listing Display on Your Profile
- My Listings
- Open House Registry App
- “Presented By”
- PrintCreative
- SocialBoost
- AI Virtual Staging(coming soon)

Agent Promotion Tools

- Agent/Company Website
- Agent Blogs
- AI Conversation
- AI Image Creation
- AI Enhancement (profile image)
- AI Profile Builder
- AI Rating Highlights
- Agent Ratings
- Customize Find a Pro
- Digital Business Card
- Google Reviews
- Neighborhoods on Agent Profile
- RatingBoost
- Showcasing Platinum Subscriber
- TestimonialHub (Recommendations)

Lead Generation Tools

- AI Lead Reply
- Booking App
- Enhanced Lead Capture Tools
- Lead Connect
- Lead Management
- LeadMagnets
- LeadPage Builder

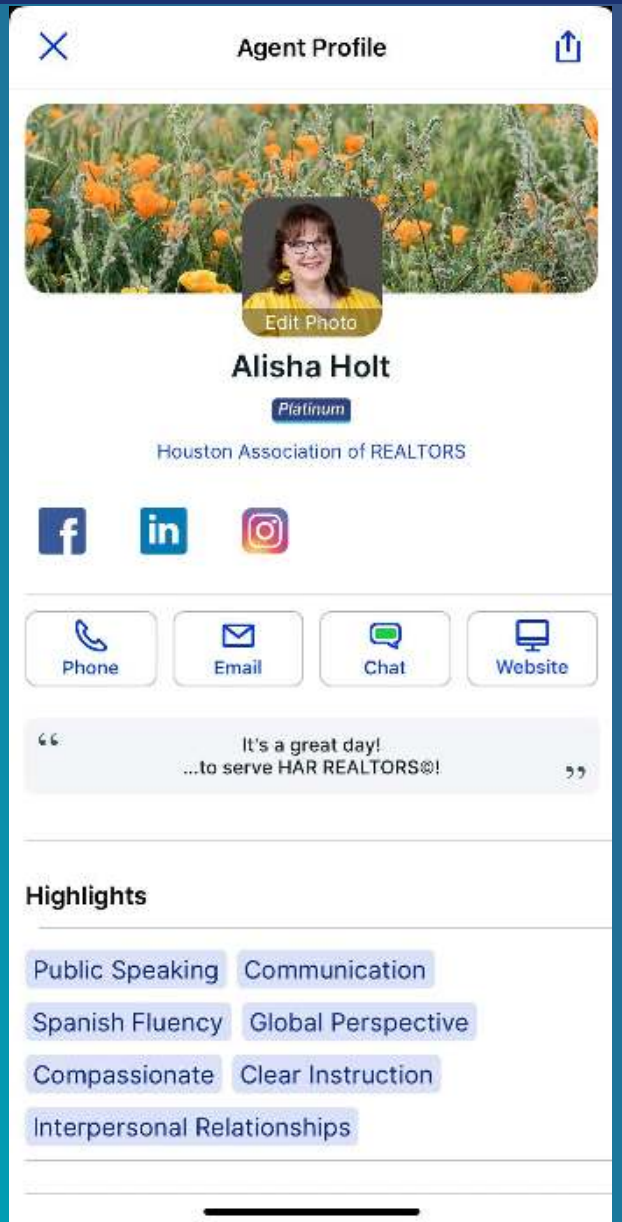
Contact Management Tools

- AI Studio
- Branded Financial/Investment Tools
- Client Portal
- MarketInsight
- EmailMarketing
- Mobile App Chat
- Platinum CRM
- Social Profile
- Virtual Office Website
- Track Home Value

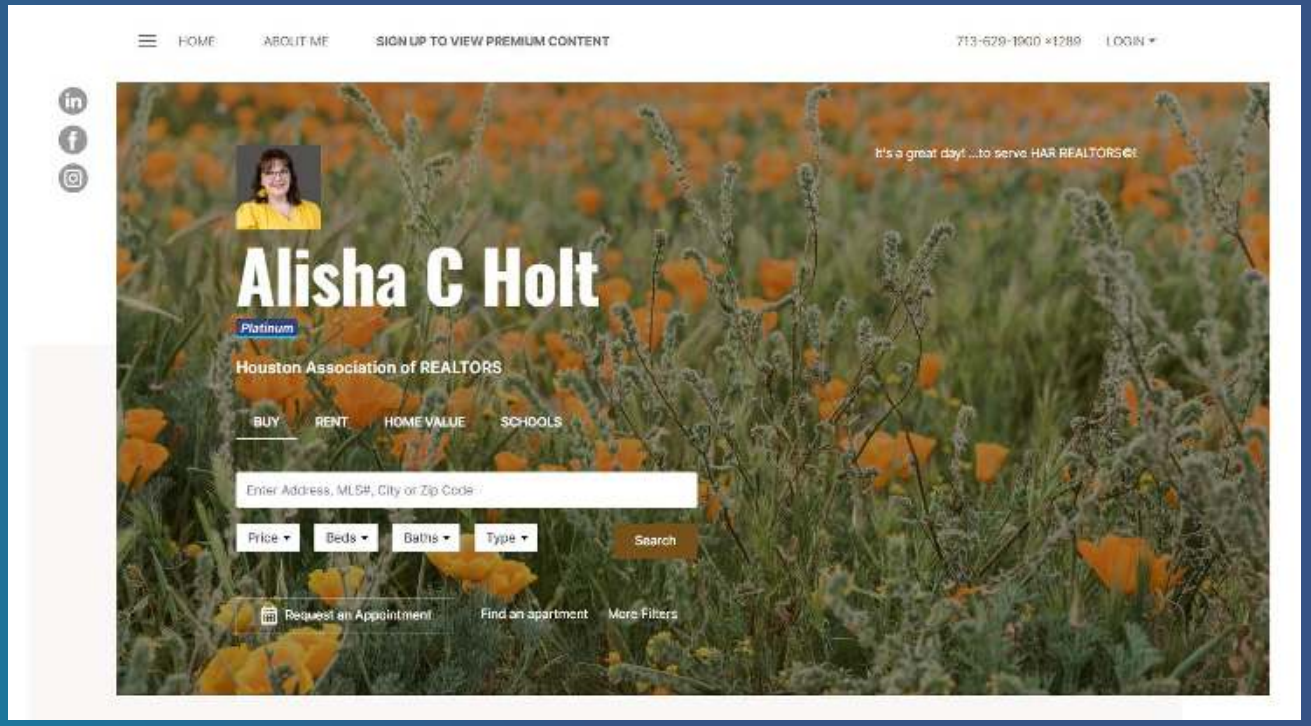
Approximate Annual Value: $6,500

Explore the Platinum tools Har.com/platinum

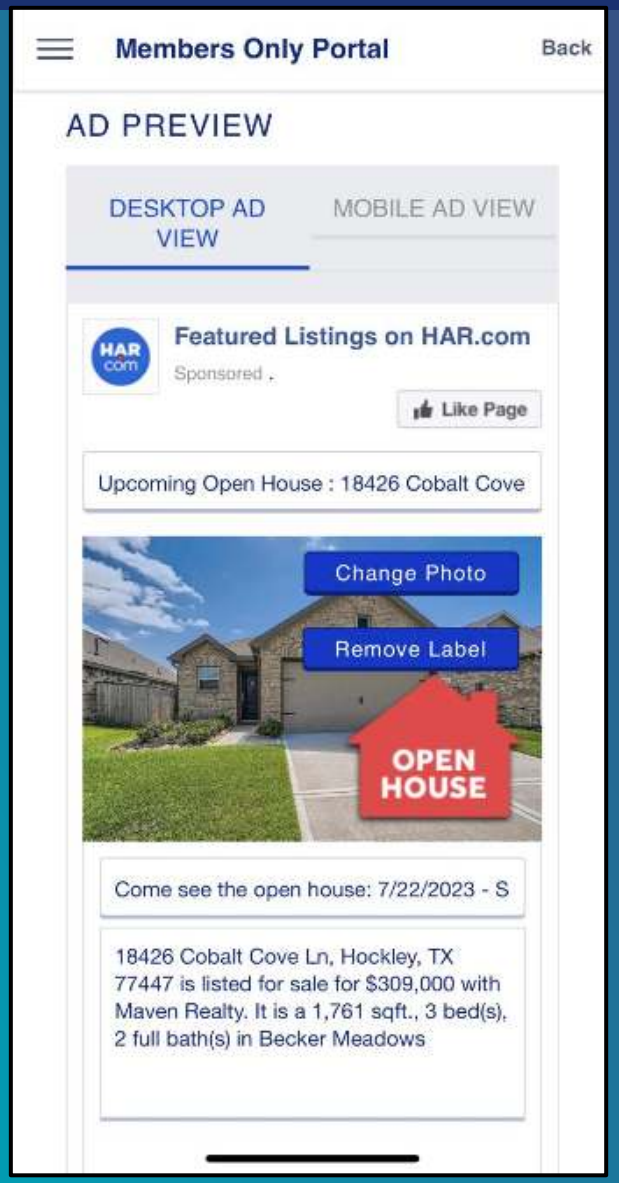
Platinum Agent Promotion Tools



- Agent Website with IDX
- Agent Blogs
- Client Experience Rating
- Digital Business Card
- Recommendations
- Google Reviews,
- AI Studio
- EmailMarketing
- AI Enhancement (headshots)



Platinum Listing Promotion Tools



- Automatic Social Media Posts
- HomeSite
- MarketingCenter
  - Social Media Posts
  - Paid Facebook Ads
  - Flyers
  - Postcards
- Presented by…
- Virtual Showings
- Virtual Open House
- CloudCMA
- Quicklist
- AI Tools
  - Highlights
  - Property Descriptions
  - Photo Descriptions
  - Lead Reply

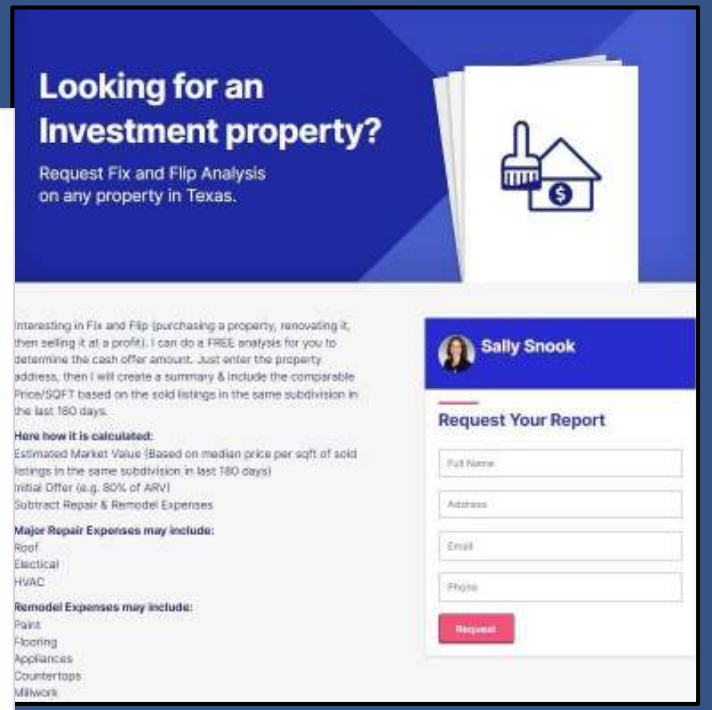


Platinum Lead Generation Tools

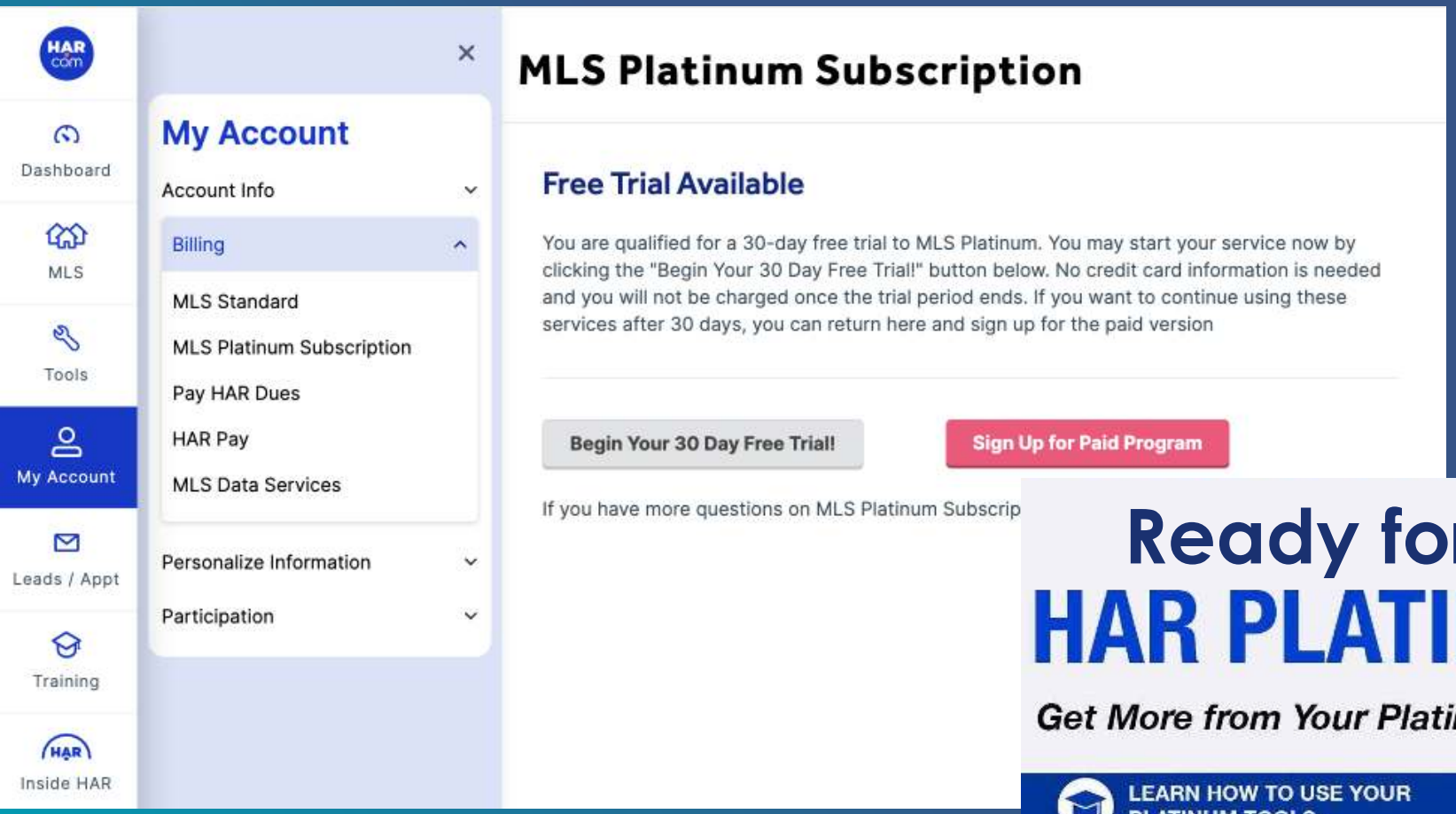
- Agent Branded app
  - Chat
- Financial Calculators
- LeadConnect
- LeadPage Builder (Landing Pages)
- Lead Management
  - Social Profile

- AI Leads Reply
- Leads Magnet IDX tools
- Find A Pro
- MarketInsight
- Open House app
- Virtual Office Website (VOW)





Platinum Subscription Tools



Platinum Classes: https://www.har.com/education/search?keyword=Platinum&searchType=&dateFrom=02/20/2026



MARKETInsight

Keep Every Client **INFORMED** about local market activity!

NEW! Great for Buyers, Renters, Sellers & Landlords!



Choose the area for tracking:

- Property Address
- Neighborhood
- Custom Map Area
- ZIP Code

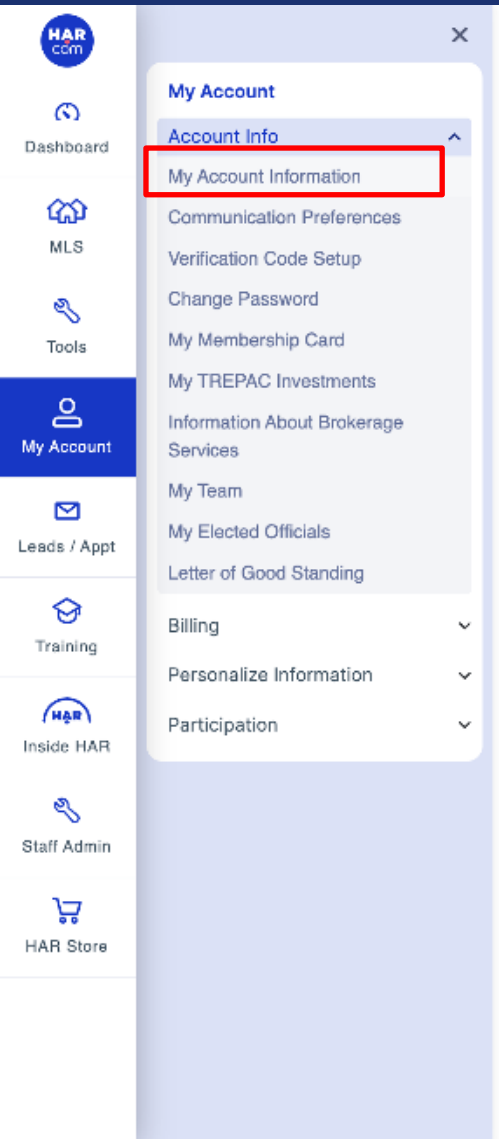
Perfect for:

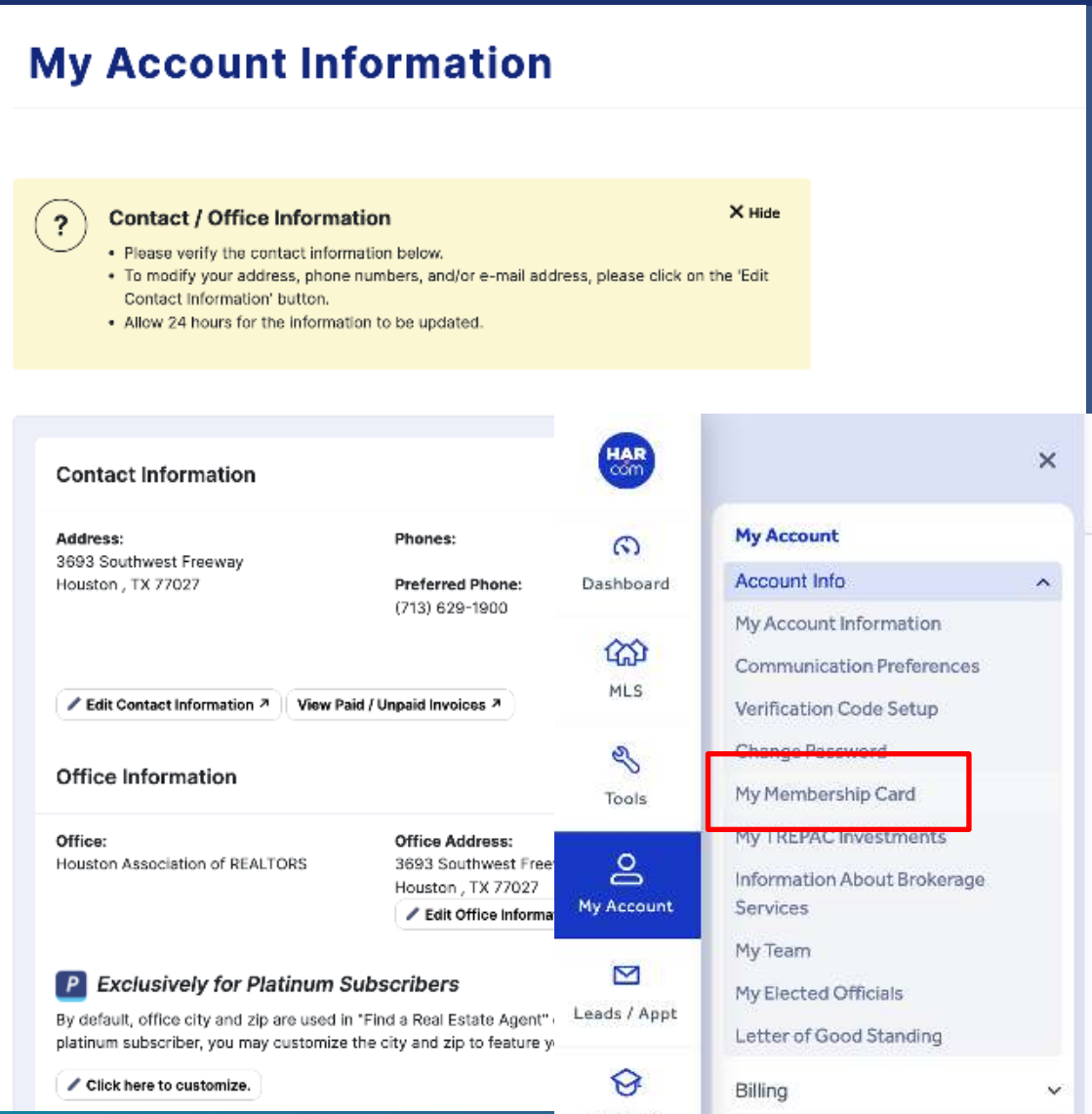
- Sellers monitoring their home's value
- Buyers tracking target neighborhoods
- Renters following rental activity
- Landlords monitoring investment areas

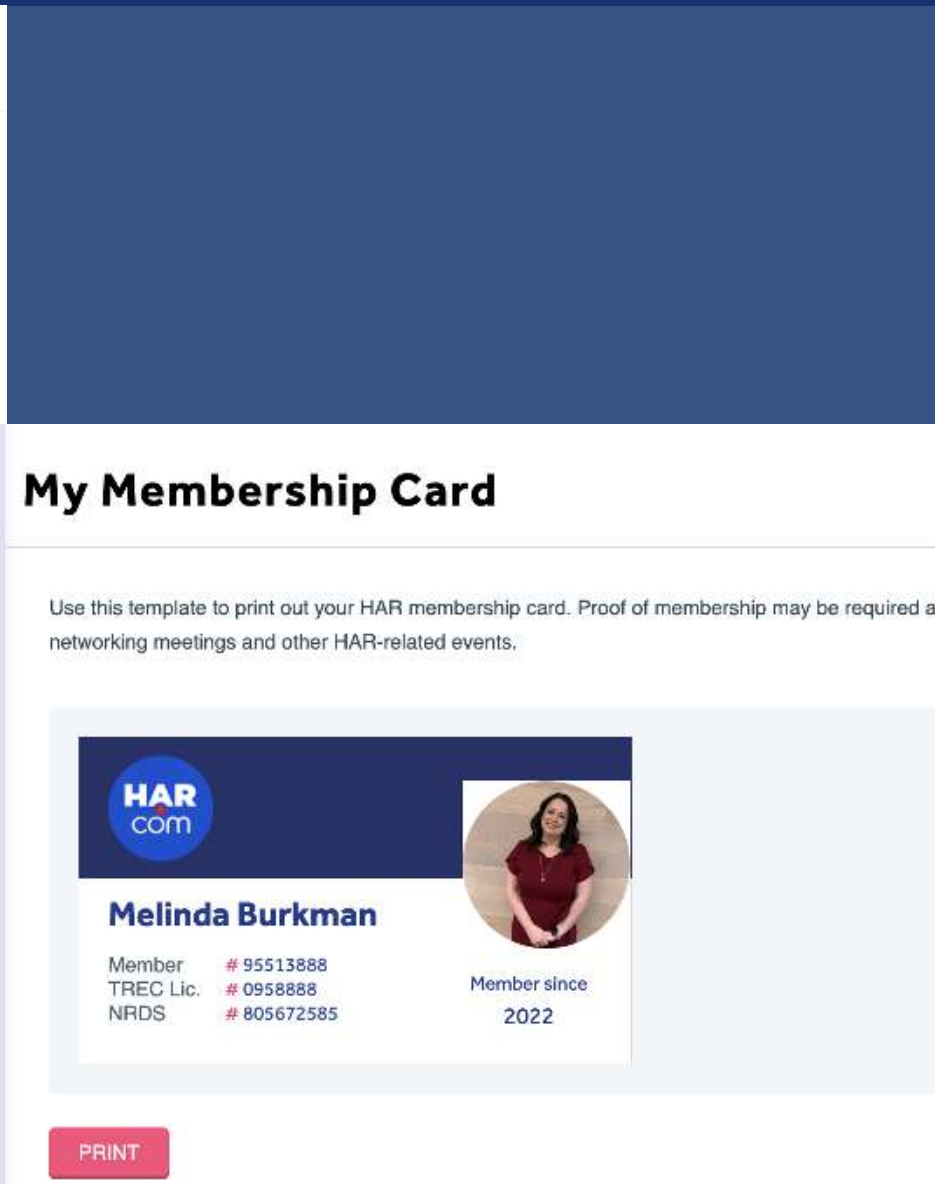
PLATINUM

Learn more: cms.har.com/marketinsight

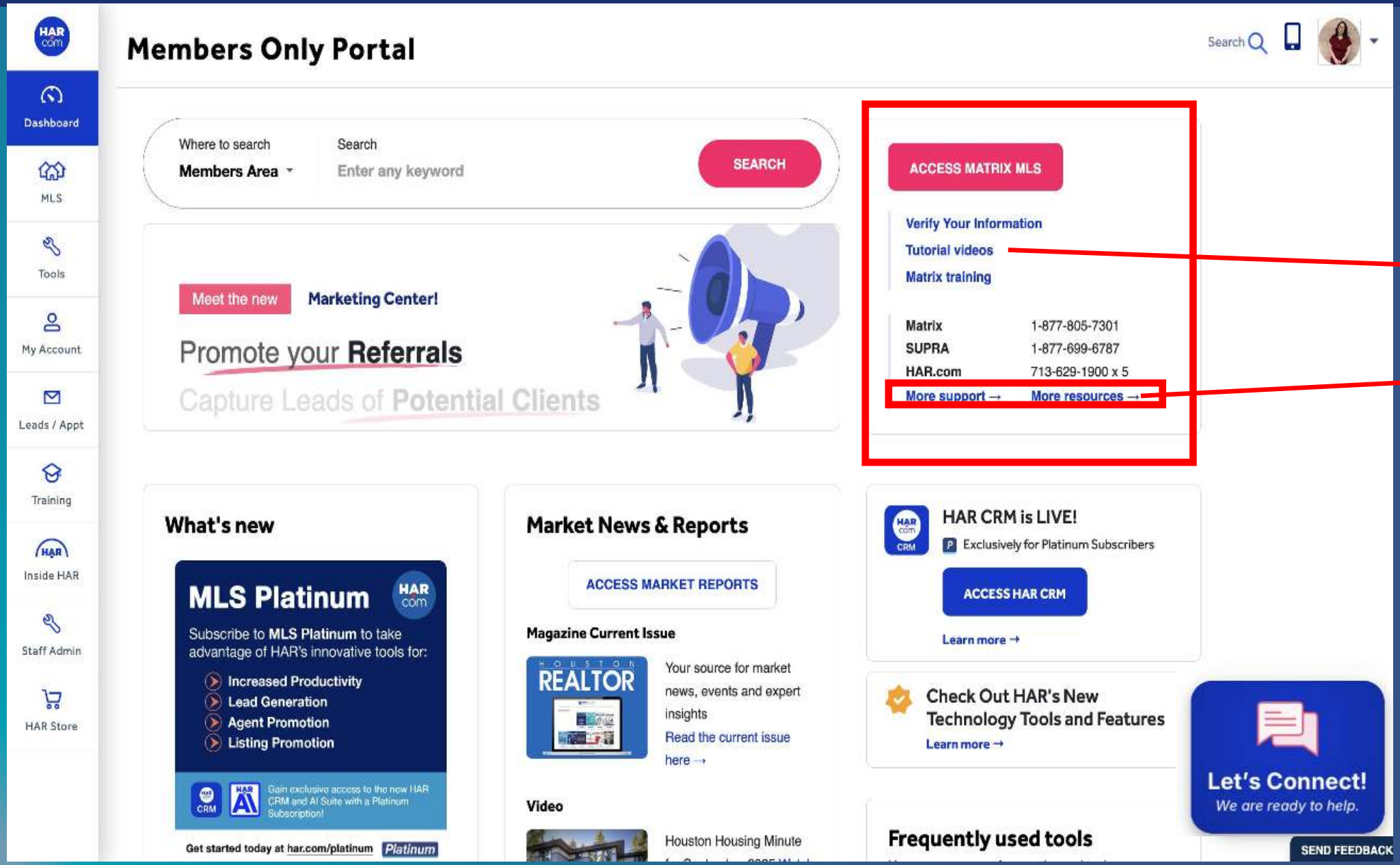
My Account Information







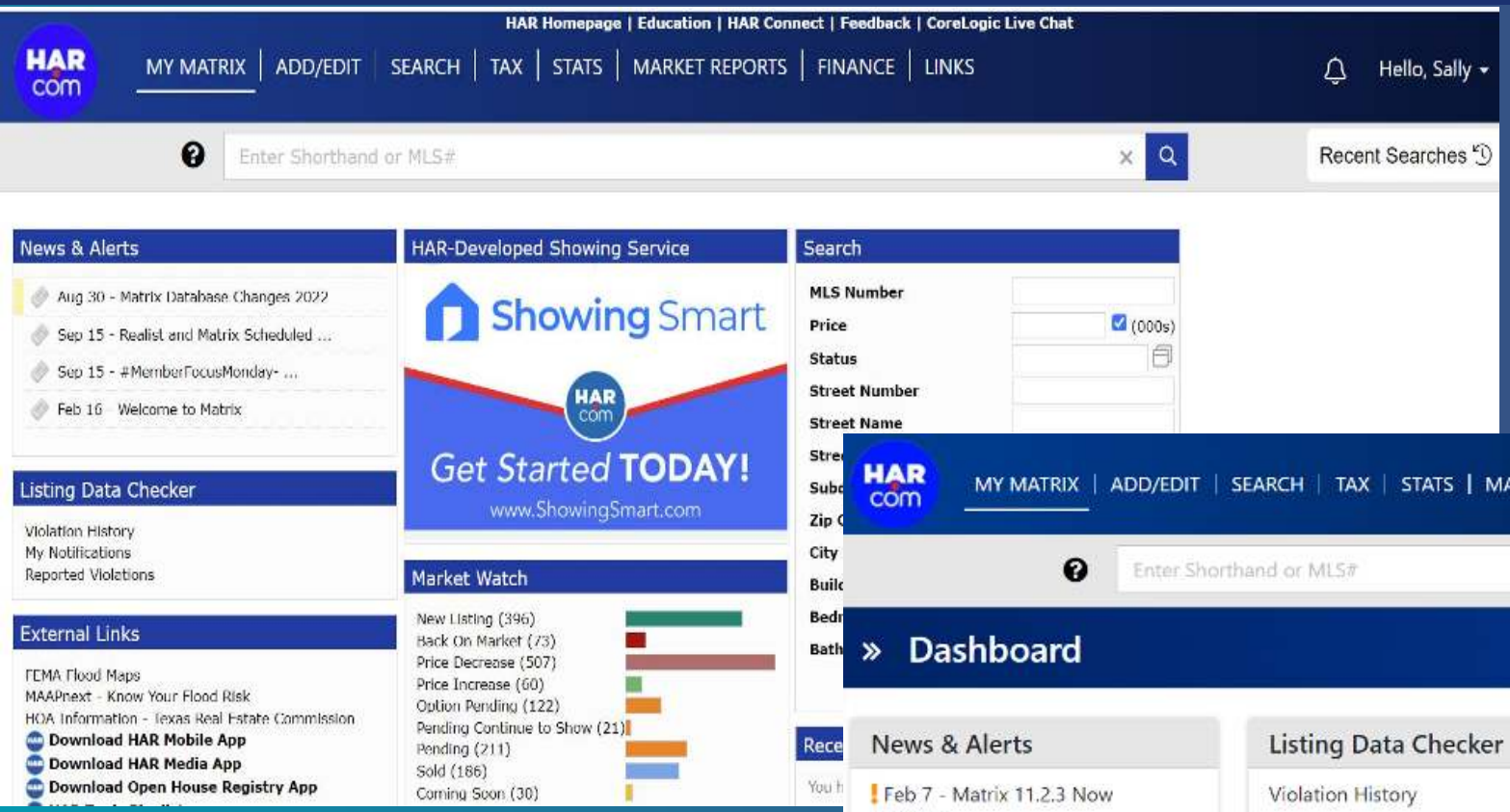
Accessing Matrix MLS

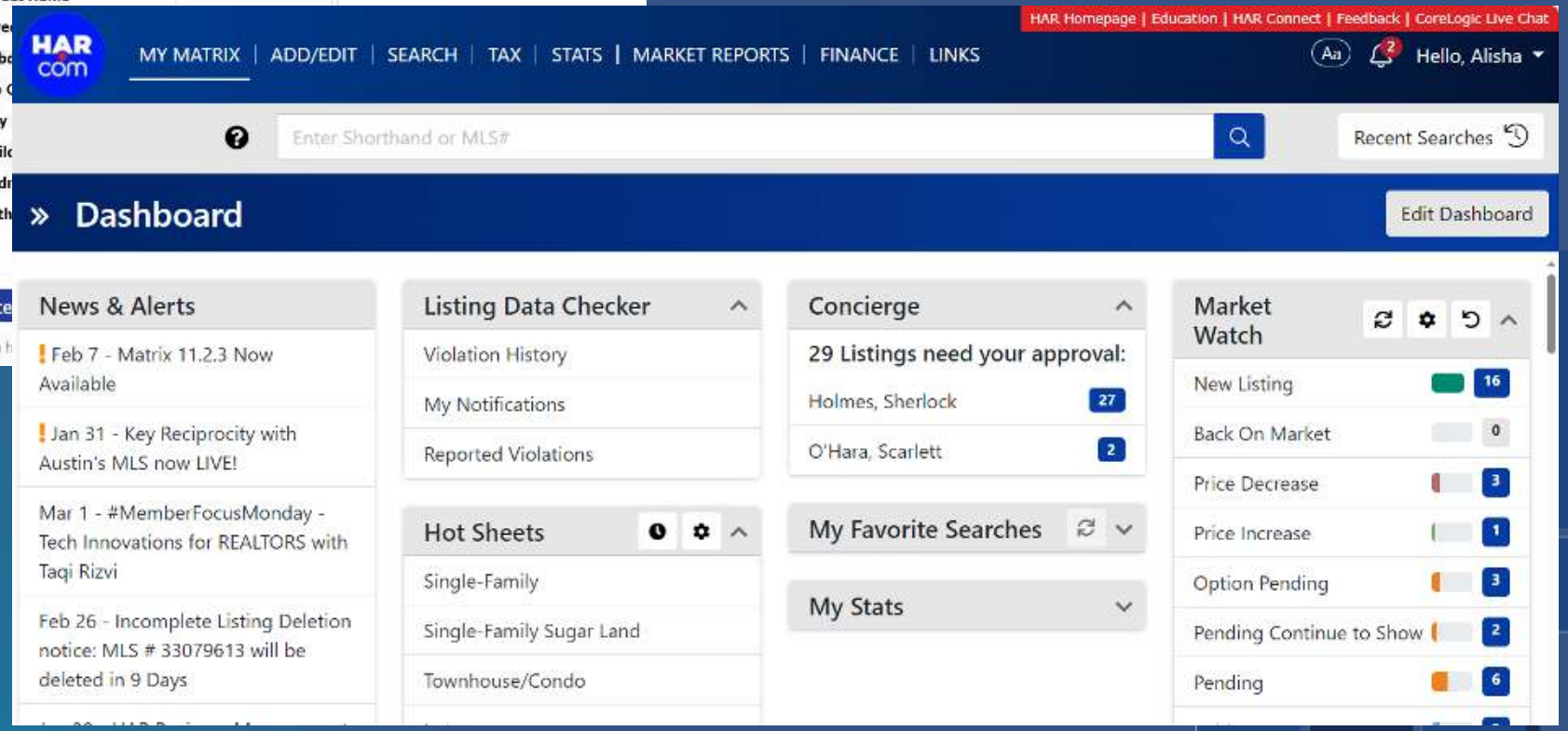


Check out our tutorial videos!

More resources is filled with info!

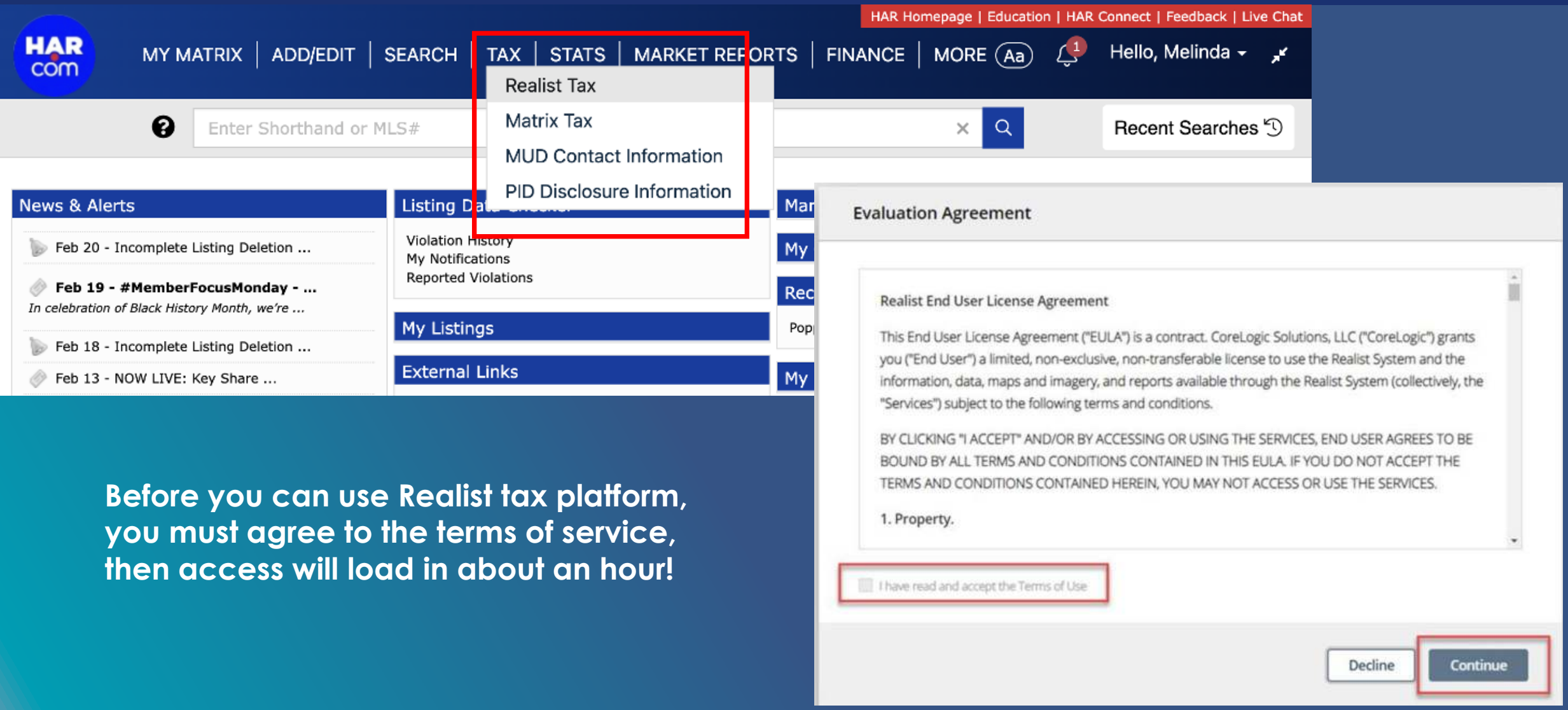
Matrix MLS





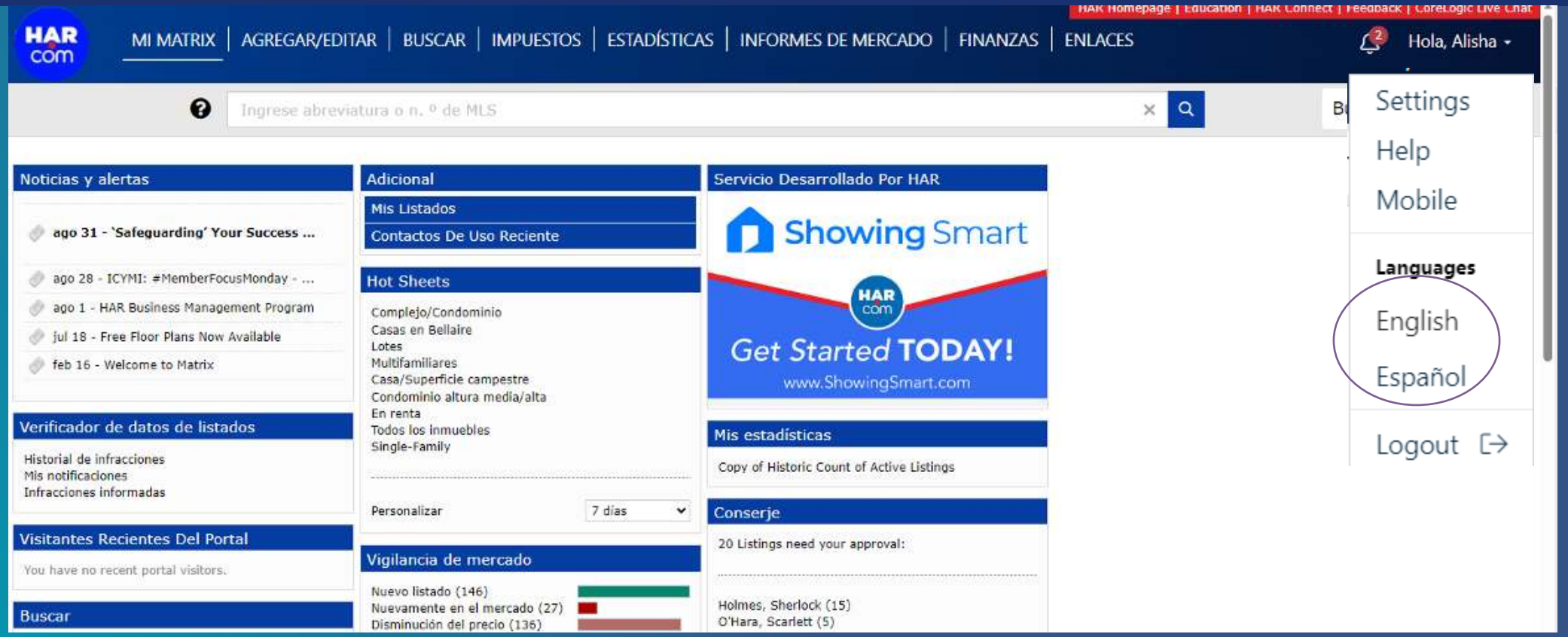
Matrix has two customizable desktop views- join us for a Matrix class to learn about them!

Realist Tax Service



Before you can use Realist tax platform, you must agree to the terms of service, then access will load in about an hour!

Matrix MLS en Español



- Agents using the English version can email listings to their clients in Spanish
- The entire Matrix application has been translated for Spanish speaking agents
- Users can easily switch between English and Spanish versions with the click of a button

Data Share Agreements

MLS DATA SHARES

HAR.com
Houston Association of REALTORS®

+

ntreis
North Texas Real Estate Information Systems, Inc.

+

SABOR
SAN ANTONIO BOARD of REALTORS®

+

unlock MLS
Austin Board of REALTORS®

Only HAR MLS Subscribers have access to 80% of all listings in Texas!



Learn more at: https://cms.har.com/mlsagreements/

NOW LIVE

KEY Reciprocity with BBOR



EST. 1916
BEAUMONT
Board of REALTORS®

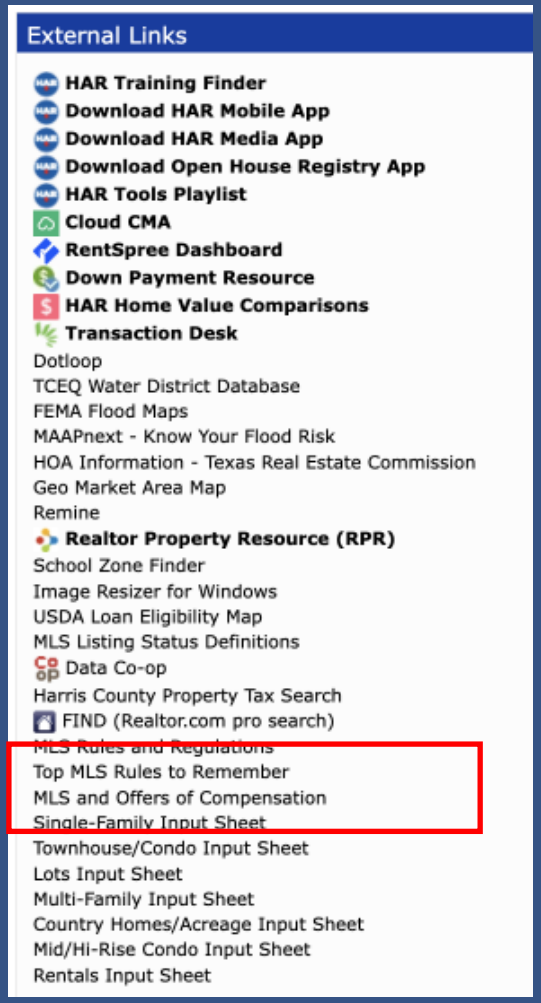
Learn more at: cms.har.com/bborkeyshare

Not a datashare, this will only be a keyshare with Beaumont.

Rules to Working with the MLS

There is a 55 -page document that you need to read through to properly use the MLS





2025 Updates include

- NTREIS Data Share added to existing SABOR and Unlock MLS (ABOR)
- RentSpree integrated with HAR.com and TR Lease Application
- Changes to searchable fields
- HOA Amenities
- CDOM calculation change
- Selling agent renamed to buying agent
- HOA Amenities
- Accessibility Home Features

https://www.har.com/education/class_detail/52574

Remember, you can be fined for violations!
More than 65,000 correction notices in 2025!

Most Common MLS Violations & Associated Fines

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.

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.

Most Common MLS Violations & Associated Fines

SCHEDULED APPOINTMENTS MUST BE CANCELED — **$50 Fine**

If the cooperating broker/agent is unable to attend a scheduled showing appointment, for any reason, the appointment must be canceled before the end of the schedule showing window.

COMPENSATION INFORMATION PROHIBITED IN THE MLS — **$500 Fine**

Compensation information of any kind is prohibited in the MLS. This includes remarks, photo descriptions, overlaid information, attachments, etc. If compensation information is identified on a listing, the information will be removed, and an automatic fine will be issued. For more information, please review our FAQ.

BUYER REPRESENTATION AGREEMENT REQUIRED BEFORE SHOWINGS — **$500 Fine**

All MLS Participants working with a buyer must enter into a written agreement with the buyer prior to touring a home. For more information, please review our FAQ.

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.

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.

HAR.com

MLS REMINDER

All Listings Requiring Appointments Must Have Confirmed Appointments

Unauthorized access is a violation of HAR MLS Rule 2.

$250 - First Violation

$1,000 - Subsequent Violations*

* within a 12-month period

HOW TO REPORT VIOLATIONS:

Email mlsqa@har.com the showing report and Supra lockbox serial number (if available).

HAR.com

NEW MLS STATUS

TERMINATED-*RELISTED*

This new status is designed for listings that will be relisted by the same brokerage within one calendar day.

TERMINATED



Property no longer being marketed.

VS.

TERMINATED-RELISTED



Property will be relisted within one calendar day.

More information at:
HAR.com/Matrix

Questions?
mlsqa@har.com

Coming Soon Listings

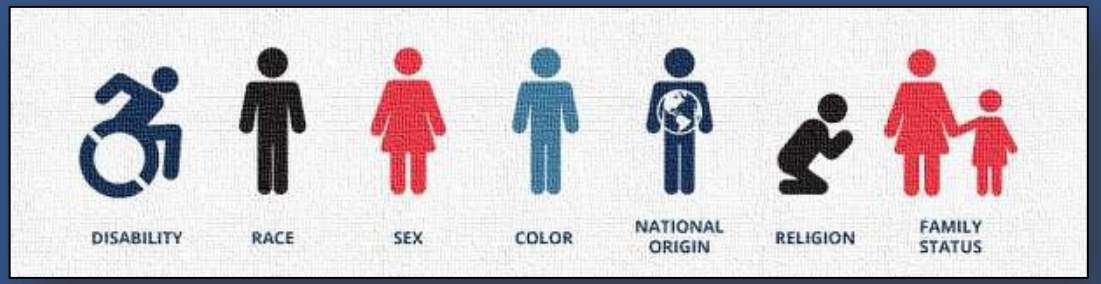


No showings at coming soon status- buyers may ask!

Fair Housing Act – it can cost you!

The Fair Housing Act prohibits discrimination in housing because of:

- Disability
- Race
- Sex
- Color
- National Origin
- Religion
- Familial status (including children under-the age of 18 living with parents or legal custodians; pregnant women & people securing custody of children under 18)



Think it's a joke?

"Warm, friendly Christian living all around." = $1,500 fine for a local REALTOR®

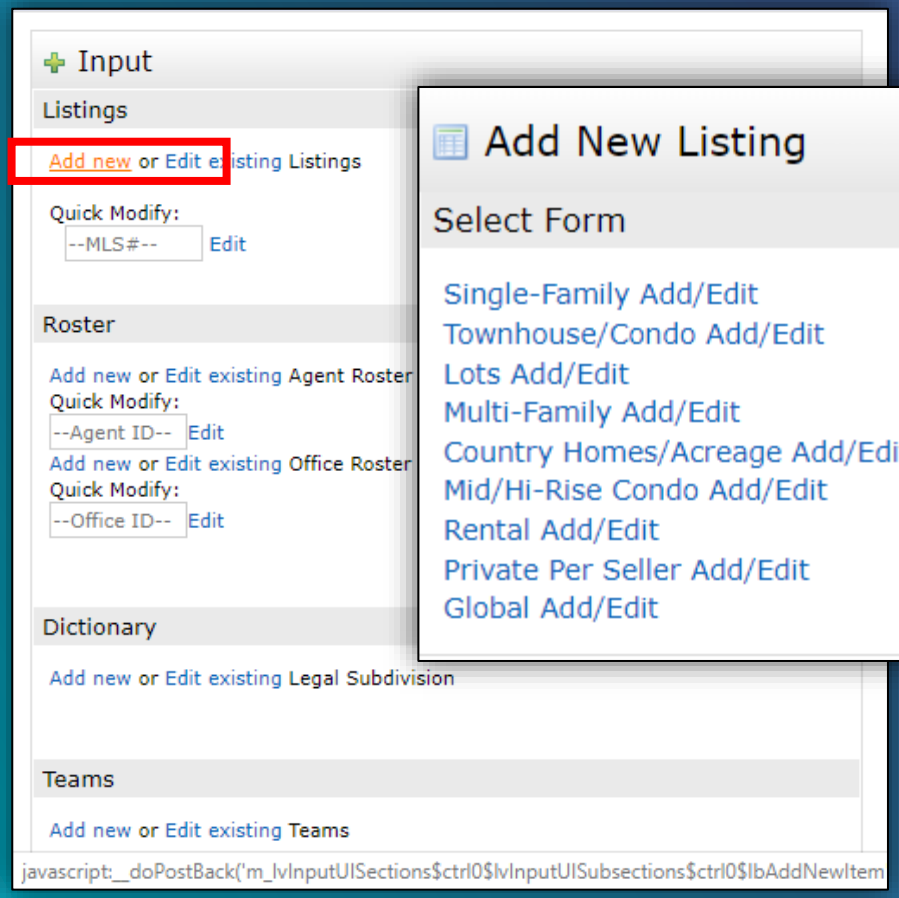
Whether you agree or not, it's the law.

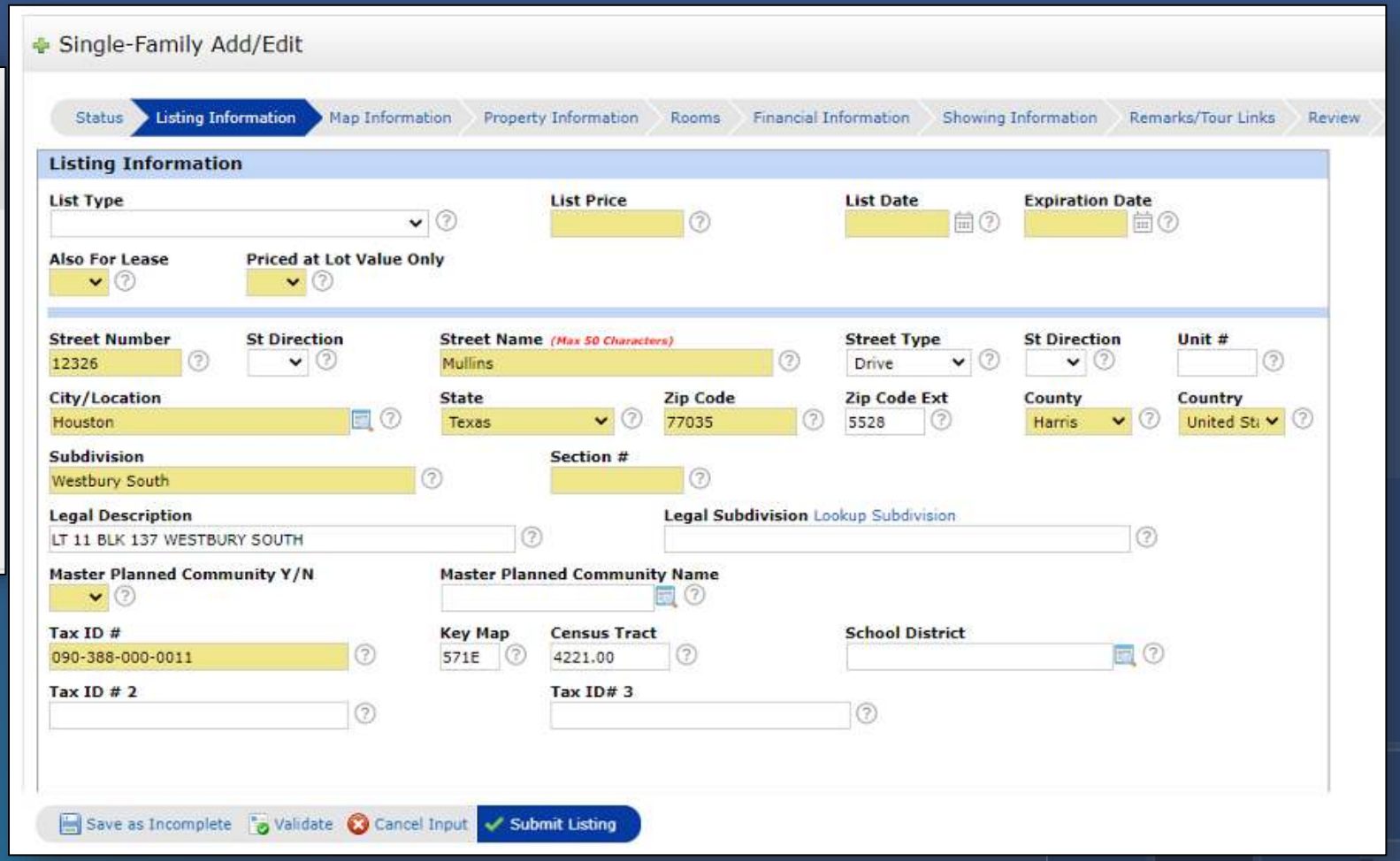
REALTOR® Listing Distribution Chart



Adding a New Listing



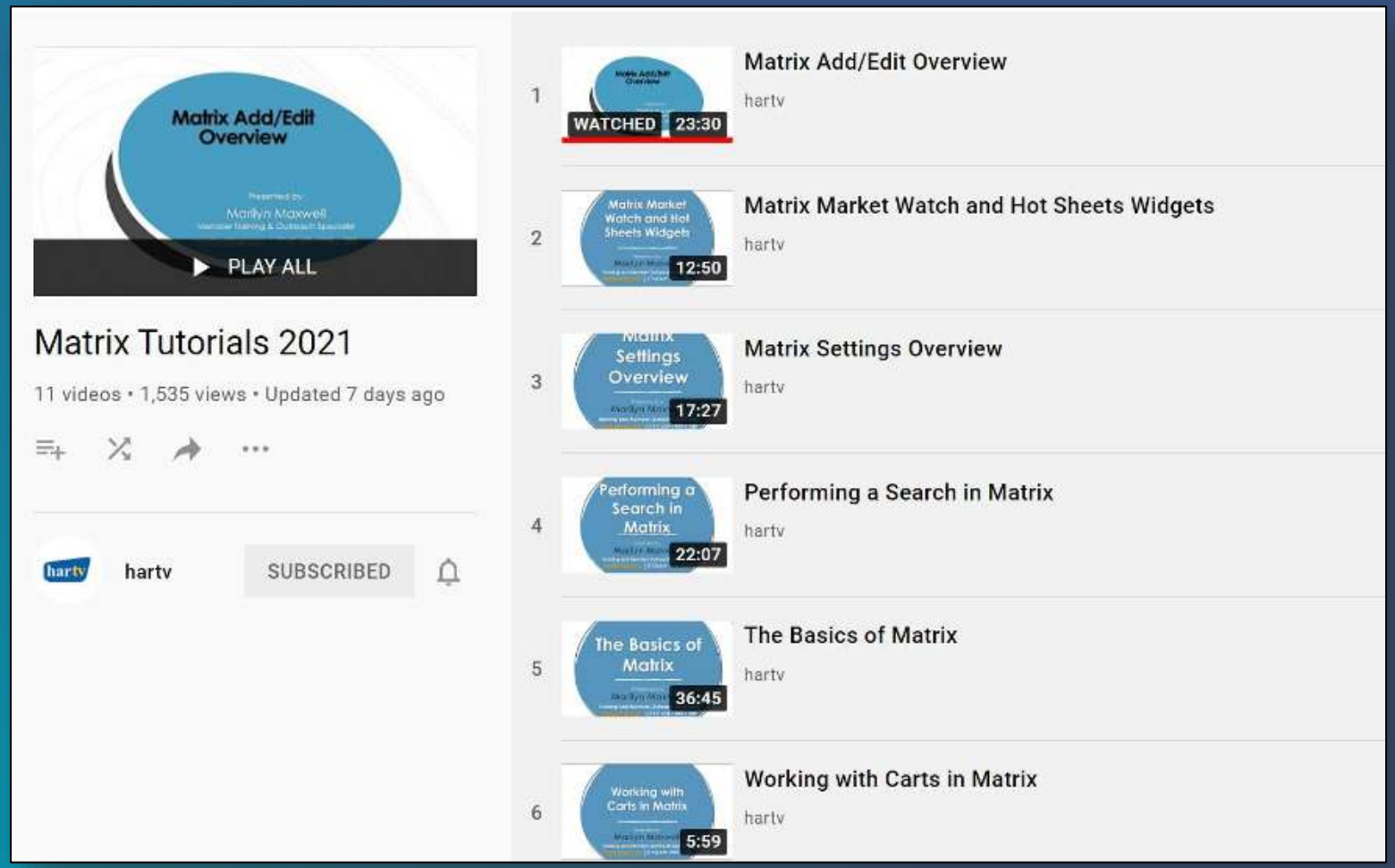




Matrix Classes for New Realtors 2026



https://www.har.com/hartv playlists



Additional Matrix training is available in the form of pre-recorded tutorial videos and webinars.

Videos of Property Listings



HAR.com uploads to YouTube

Upload to HAR.com

Video your listing

Picture Perfect Listings



In today's competitive real estate market, harnessing the power of media is essential for success. This comprehensive HAR course is designed to equip real estate professionals with the skills and knowledge needed to leverage cutting-edge media technologies to enhance their listings and stay ahead of the curve.

Throughout the course, participants will delve into the intricacies of utilizing captivating listing videos, immersive 3D tours, engaging virtual tours, and high-quality 2D pictures. They will also explore the revolutionary potential of AI technologies and learn how to effectively integrate them into their marketing strategies.

HAR
Departments

Professional Development
www.HAR.com/edu

Professional Development



Boost Your Career and Renew Your License!



Why Take Classes with HAR?

- Learn from **HAR staff instructors** who know the MLS and tools inside and out.
- Get **practical, real-world training** you can use immediately.
- Renew your license with **trusted, top-quality education**.

Full calendar of classes for 2026 available now at **www.har.com/edu**.

SEPT. 26 PROFESSIONAL DEVELOPMENT **COURSE CALENDAR**

1

TREC Legal Update I (8:30 a.m.)
Mastering Matrix-Buyer's Agent (9 a.m.)
Create & Captivate Canva for Real Estate Agents (Beginner Level) (1 p.m.)
The Forms You Need to Know (1 p.m.)
TREC Legal Update II (1:30 p.m.)

2

Contracts: Seller Side (8:30 a.m.)
Eastside Area Networking (8:30 a.m.)
Platinum Tools for Success: Mastering Agent Promotion (10 a.m.)
Contracts: Buyer Side (12:30 p.m.)
Understanding Contingency Situations (1 p.m.)
Platinum Tools for Success: Mastering Listing Promotion (1 p.m.)

3

TACS3: Commercial Real Estate Marketing and Negotiation (8:30 a.m.)
Texas Landlord and Tenant Law (8:30 a.m.)
Mastering Matrix: Seller's Agent (9 a.m.)
Mobile MLS: Using the HAR.com App Effectively (1 p.m.)

4

CommGate Website Training-Commercial (9 a.m.)
Showing Smart (10 a.m.)

9

TREC Legal Update I (8:30 a.m.)
Pricing Strategies Advisor: Mastering the CMA (8:30 a.m.)
How to Become a Referral Rockstar (9 a.m.)
TRLP Alumni: Leadership Under the Lens (9 a.m.)
HAR 290 Networking Meeting (11:30 a.m.)
Mastering Matrix - CMA Price it Right! (1 p.m.)
TREC Legal Update II (1:30 p.m.)

10

Bay Area Networking Meeting (8 a.m.)
Broker Responsibility (8:30 a.m.)
Mastering Matrix- The Basics (10 a.m.)
Platinum CRM Mastering the Basics (1 p.m.)
Mastering Matrix: Customization & Personalization (1 p.m.)

11

Contracts: Broker Side (8:30 a.m.)
CommGate Website Training-Commercial (9 a.m.)
Picture Perfect Listings (10 a.m.)
From Likes to Leads-Social Media for Realtors (1 p.m.)

14

TREC Legal Update II (8:30 a.m.)
Open Houses, Open Doors (9 a.m.)
ZipForm Plus (1 p.m.)
TREC Legal Update I (1:30 p.m.)

15

Contracts - The TREC 1-4 Family Contract (8:30 a.m.)
Crafting Conversations and Overcoming Objections (9 a.m.)
Platinum CRM Mastering the Basics (10 a.m.)
HOLA Conversational Spanish for REALTORS® (11 a.m.)
Contracts - The TREC Addenda (12:30 p.m.)
Platinum CRM Advanced Features (1 p.m.)
Mastering Matrix: Seller's Agent (1 p.m.)

16

South Bay Area REALTOR Breakfast (8:30 a.m.)
Texas Negotiation Law (8:30 a.m.)
Webinar: AI Agent Accelerator: How Top REALTORS® Are Using AI to Win 2–5 More Listings Every Month (12 p.m.)
Collaborate and Elevate: Alliance Partner Event (2:30 p.m.)

17

GRI: Real Estate Brokerage (8:30 a.m.)
Orientation (9 a.m.)
Prospecting with Purpose (9 a.m.)

18

CommGate Website Training-Commercial (9 a.m.)
Contracts: Buyer Side - (9 a.m.)
Contracts - The TREC 1-4 Family Contract - (1 p.m.)
Your HAR Standard Productivity Tools for Success (1 p.m.)
Brand You (1 p.m.)
Mastering Matrix-Buyer's Agent (1 p.m.)

21

MUDs, PUDs, and PIDs (10 a.m.)
Platinum Tools for Success: Mastering Lead Generation (1 p.m.)
Contracts: Seller Side - (1 p.m.)
Texas Ag Exemption: What is it and What Real Estate Agents Should Know (1 p.m.)
Orientation (6 p.m.)

22

Contracts - TAR Residential Lease (9 a.m.)
Mastering Matrix: Customization & Personalization (10 a.m.)
How to Go Viral with Video for Realtors (1 p.m.)
Mastering Matrix- The Basics (6 p.m.)

23

2026 HAR Technology Summit (9 a.m.)

24

Real Estate Negotiation Expert Certification, RENE (8:30 a.m.)
Management Central Advisory (10 a.m.)
Risk Management Advisory (12 p.m.)

25

Mastering Matrix - CMA Price it Right! (9 a.m.)
CommGate Website Training-Commercial (9 a.m.)
Mastering Platinum AI Tools (10 a.m.)
Platinum CRM Mastering the Basics (10 a.m.)
Platinum CRM Advanced Features (1 p.m.)

28

Orientation-In Person @ HAR Central (12 p.m.)
Mastering Matrix- The Basics (1 p.m.)
ZipForm Plus (1 p.m.)

29

AI for Real Estate Marketing I - Top Writing Tools (9 a.m.)
Mobile MLS: Using the HAR.com App Effectively (10 a.m.)
Floodplains & Flood Control Structures (1 p.m.)

30

CIPS: Global Real Estate - Local Markets (8:30 a.m.)
CIPS - The Institute (8:30 a.m.)
A Guide to Contract Addenda, Amendments, Disclosures & Notices (9 a.m.)
Mastering Matrix - CMA Price it Right! (10 a.m.)
Platinum Tools for Success: Introduction to Platinum (1 p.m.)

HAR Offers Numerous Types of Classes & Training Methods

- HAR Tools & MLS Training (free)
- Technology Training
- Designations
- Commercial Education
- Leadership/Professional Development
- Home Buying Education & Affordable Housing Programs



- Live events
- Interactive Video Conference
- Online Resources
- Virtual events – Keynote presentations
- Remote training for your office (by Broker/Manager request)
- Live webinars on various topics

www.har.com/edu

Sales Apprentice Education (SAE)

vs.

Continuing Education (CE)

Code of Ethics

New Agents MUST take the NAR Code of Ethics Training for New Members within 60 days of this orientation class!



Code of Ethics Training

To register for the NAR-approved online course:

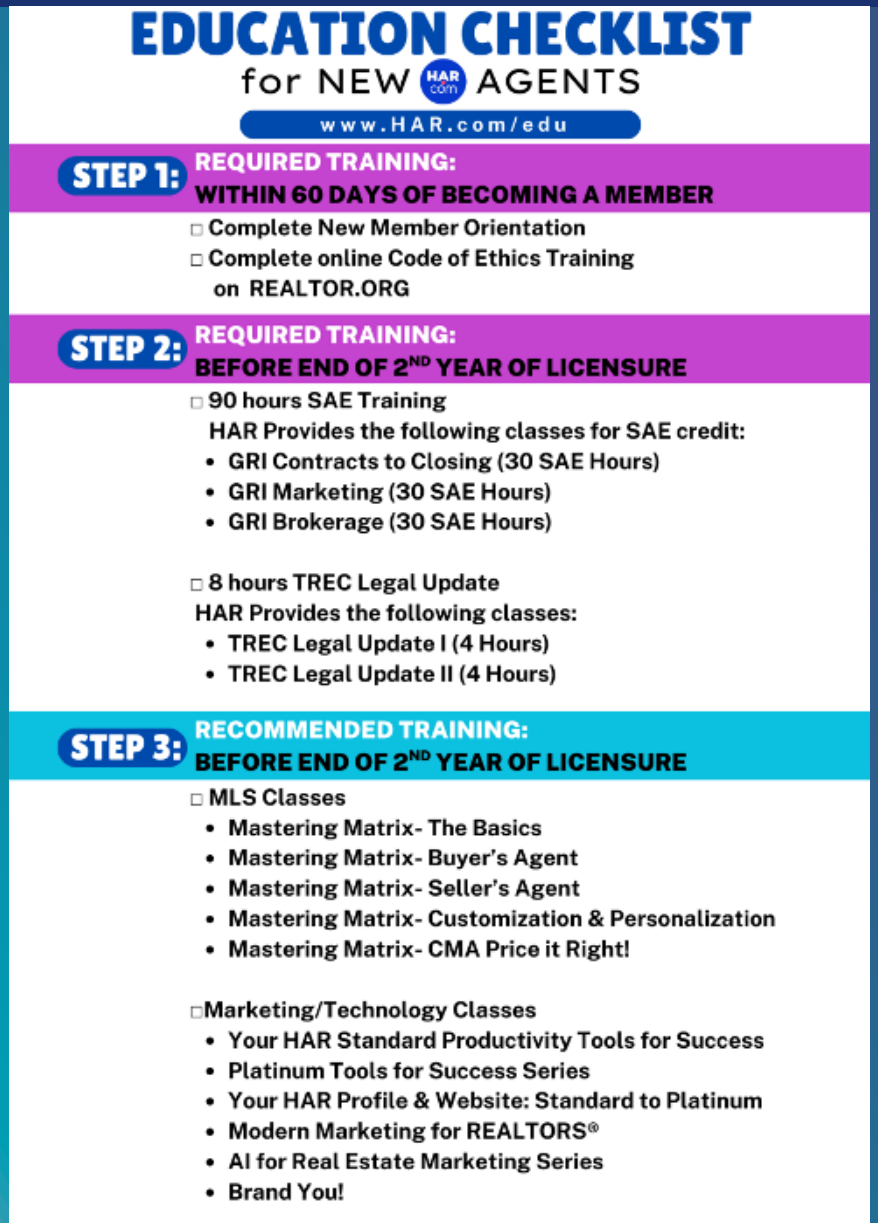
- **Log in to** https://www.har.com
- Click the **Training menu ➔ Training sub-menu ➔ Code of Ethics Training**
- Make note of your unique **NRDS#**
- Scroll to find the **New Member Course**



Not sure if you are compliant? Check your COE status here. (https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/code-of-ethics-training)

www.har.com/codeofethics

What type of credit do I need & when?



EDUCATION CHECKLIST
for NEW HAR.com AGENTS
www.HAR.com/edu

STEP 1: REQUIRED TRAINING: WITHIN 60 DAYS OF BECOMING A MEMBER

- ☐ Complete New Member Orientation
- ☐ Complete online Code of Ethics Training on REALTOR.ORG

STEP 2: REQUIRED TRAINING: BEFORE END OF 2ND YEAR OF LICENSURE

- ☐ 90 hours SAE Training

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)

- ☐ 8 hours TREC Legal Update

HAR Provides the following classes:

- TREC Legal Update I (4 Hours)
- TREC Legal Update II (4 Hours)

STEP 3: RECOMMENDED TRAINING: BEFORE END OF 2ND YEAR OF LICENSURE

- ☐ MLS Classes
  - Mastering Matrix- The Basics
  - Mastering Matrix- Buyer's Agent
  - Mastering Matrix- Seller's Agent
  - Mastering Matrix- Customization & Personalization
  - Mastering Matrix- CMA Price it Right!
- ☐ Marketing/Technology Classes
  - Your HAR Standard Productivity Tools for Success
  - Platinum Tools for Success Series
  - Your HAR Profile & Website: Standard to Platinum
  - Modern Marketing for REALTORS®
  - AI for Real Estate Marketing Series
  - Brand You!

SAE – Sales Apprentice Education

Agents in their 1st renewal period (first two years of licensure) will be required to complete 98 hours of education by their TREC expiration date.

- 1, 30-hour SAE Real Estate Brokerage course
- 2. 30-hour SAE courses
- 4 hours of Legal Update I-(NAR Fair Housing req. is embedded)
- 4 hours of Legal Update II

2026 HAR TECHNOLOGY SUMMIT

HAR.com

INNOVATE. CONNECT. ELEVATE.

SEPTEMBER 23

$99 | 9 A.M. - 4:30 P.M.
HOUSTON IMPROV

HAR.com/edu

Approved for **6 HRS** of CE Credit

Provider License #: 2-CEP
Provider Name: Houston Association of REALTORS®
TREC #39875-RECE

FEATURED SPEAKERS



Katie Kossev
Host & Moderator



Verl Workman
AI-Powered Operations



Melinda Burkman
HAR AI Tools



Kyle Christie
AI Marketing Predictions



Katie Day
Find Your Niche. Find Your Audience.



Humberto Ramos
RPR: Data Driven Decision Making



The Real Estate Dolls
From Likes to Leads



Rusty Gates
Video Marketing

RPR · Shell Federal Credit Union · tkimages · blink lending & investments · TokenLinx

PROPERTY MANAGEMENT

Webinar

Do You Have *What it Takes?*

Property Management 101

HAR.com/edu

Tuesday, SEPT. 29

12 - 1:30 p.m.



2026 TRLP EDITION

DEEDS & DIAMONDS



Put your sleuthing skills to the test for a night of mystery, intrigue and impact - supporting the future of our industry.

GATSBY ATTIRE ENCOURAGED!

ROARING 20S MURDER MYSTERY DINNER

TUESDAY
29
SEPTEMBER

6 P.M. |

JUNIOR LEAGUE OF HOUSTON
1181 Briar Oaks Lane
Houston, TX 77027

RSVP: HAR.COM/EVENT/ROARING20S

HAR.com GLOBAL | CIPS

TAKE YOUR BUSINESS GLOBAL



Earn *Your* CIPS Designation

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- Global Real Estate: Transaction Tools -#06171-RECE
- CIPS: Europe and International Real Estate - 06168-RECE
- The Americas & International Real Estate - #06170-RECE
- Asia/Pacific & International Real Estate -#06167-RECE

Earn 40 hours of CE credits.

SEPT. 30, OCT. 1, 2, 5 & 6
8:30 a.m. - 5 p.m.
$499 • HAR Central

REGISTER ONLINE
https://www.har.com/education/class_detail/53033

SPOTLIGHT

CLASS OF THE MONTH

CRAFTING CONVERSATIONS and OVERCOMING OBJECTIONS

- Communicate with Confidence
- Navigate Negotiations
- Build Stronger Relationships
- Close More Deals



HAR.com/edu

HAR.com

THE FORMS *You Need to Know*

TREC Forms UPDATED

EFFECTIVE JULY 1, 2026

CLASSES AVAILABLE

Through December 2026!



FIND YOUR CLASS **HAR.com/edu**

energy ogre



NEW Energy Ogre REALTOR® Program Pays $100 Per Referral

HAR.com

A smoother move for your clients.
Extra income for you. Everyone wins!