



HAR Updates and Innovations for Keller Williams SW

Sally Snook

Member Outreach & Training Specialist

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HAR's Mission

**Help our Members
Achieve Ongoing Success**



Products and Services Overview

- **MLS Updates and Upcoming Features**
- **New HAR Tools for Consumers**
- **Realtor® Updated and New HAR Tools**
- **Platinum Tools**
- **How to Become a Geo Market Expert**
- **Upcoming Events, Announcements and Professional Development**



MLS Updates

- Integrity of Matrix data
- 2022 Changes
- 2023 Upcoming Changes
- Down Payment Resource Programs
- San Antonio SABOR Listings
- Global Listings
- Search by Subdivision in Mobile App

Matrix Data Integrity



In 2022 we sent out more than 76,000 correction notices

- 1. Estimated Closed Date is in the Past – 63% of all correction notices**
- 2. Insufficient Number of Images – 7%**
- 3. Physical Property Description Violation – 7%**
- 4. Incorrect Tax ID – 6%**
- 5. Invalid Agent Remarks – 5%**



Honorable Mention: Invalid Directions and Compliancy Review

For any violation that is not an automatic fine, HAR always sends a correction notice to the following with a 5-day grace period: Listing Agent, Listing Broker, Office Manager & Office Admins

Matrix Data Integrity




Members reported more than 9,000 violations last year!

13730 Citruswood Park Lane, Rosharon, Texas 77583 Brazoria Co

Listing Tax Photos 360 History Parcel Map Flood Map Foreclosure Property Archive

Single Family Active



ML#: 71970246 List Price: \$509,990
Address: 13730 Citruswood Park Lane Orig Price: \$521,835
Area: 5 LP/SF: \$122.39
Tax Acc #: 7802-3001-020 DOM:
City/Location: Rosharon State: Texas
County: Brazoria Zip Code: 77583
Market Area: Alvin North Key Map:
Subdivision: Lake of Savannah Country: United S
Lot Size: 8,837 / Appr Dist Section #: 3
Lot Value: No SqFt: 4,167 / B
Master Planned: Yes/Lakes of Savannah Gar Apt SF:
Lease Also: No Year Built: 2022 / Bu
Legal Desc: LOT 20 BLK 1 SEC 3

1 / 14

Directions: From Downtown, take Highway 288 South, exit CR58, make right. Turn right on Savannah Parkw Laurel Heights Ln., right on Trailstone Village Ln.,make another right on to Citruswood Park Ln. located at 13807 Citruswood Park Ln.

Recent Change: 07/16/2021 : DOWN : \$521,835->\$509,990



2022 MLS Changes

Updates to Existing Fields

- Single-Family, Townhouse/Condo, Rental: Exterior: '**Artificial Turf**' and '**Exterior Gas Connection**' added as a new value.
- Single-Family, Townhouse/Condo, Country Homes/Acreage, Rental: **Street Surface: 'Pavers'** added as a new value
- Townhouse/Condo and Mid/Hi-Rise Condo: **Maintenance Fee Includes: 'Internet'** added as a new value.

New Fields

- All Classes: **IDX Contact Information** added as new field.
- Single-Family: **Guest House (ADU) SqFt** added as a new Yes/No field.
- Single-Family: **Guest House SqFt Source** added as a new field with following new values: Appraisal District, Appraiser, Builder, and Seller.

Other Changes

- Single-Family: **Acreage:** Field is now required.



Coming in 2023 MLS Changes

Updates to Existing Fields

- All Classes: **Restrictions:** 'Lot Size Restricted', 'Build Line Restricted', 'Conservation District', 'Tree Protection' added as new values.
- All except Lots: **Interior:** rename 'Curtains/Drapes' to 'Window Covering'.
- All except Lots and Multi-Family: **Bathroom Description:** 'Full Secondary Bathroom Down' added as a new value.
- All except Lots and Multi-Family: **Garage/Carport Description:** 'Vehicle lift', 'Extra Driveway' added as new values.
- All except Lots and Multi-Family: **Interior:** 'Water Softener Leased' and 'Water Softener Owned' added as new values.
- All except Lots and Multi-Family: **Disclosures:** 'Fixture Leases' added as a new value.
- All except Lots and Multi-Family: **Energy Features:** 'Solar Panel - Owned' and 'Solar Panel - Leased' added as new values
- All except Lots and Multi-Family: **Fireplace Description:** 'Electric Fireplace' added as a new value

Other Changes

- Matrix Search: Move 'Coming Soon' option above 'Active' for the **Status** field
- Quick CMA: Replace "LP/SqFt" with "Adjusted Sales Price" on **Quick CMA Report**
- Add Hit Counter for Coming Soon listings in Matrix
- **Floor Plan link** under Remarks/Tour Links

On the Horizon!

Upcoming Matrix View (optional)



Enter Shorthand or MLS# Recent Searches

Single-Family Active DOM is 3 to 5 Single-Family Latitude, Longitude is around 29.75, -...

Status
Select
Active

Active Dates
Enter date or range

Price (List & Sold) in thousands
Min 000 Max 000

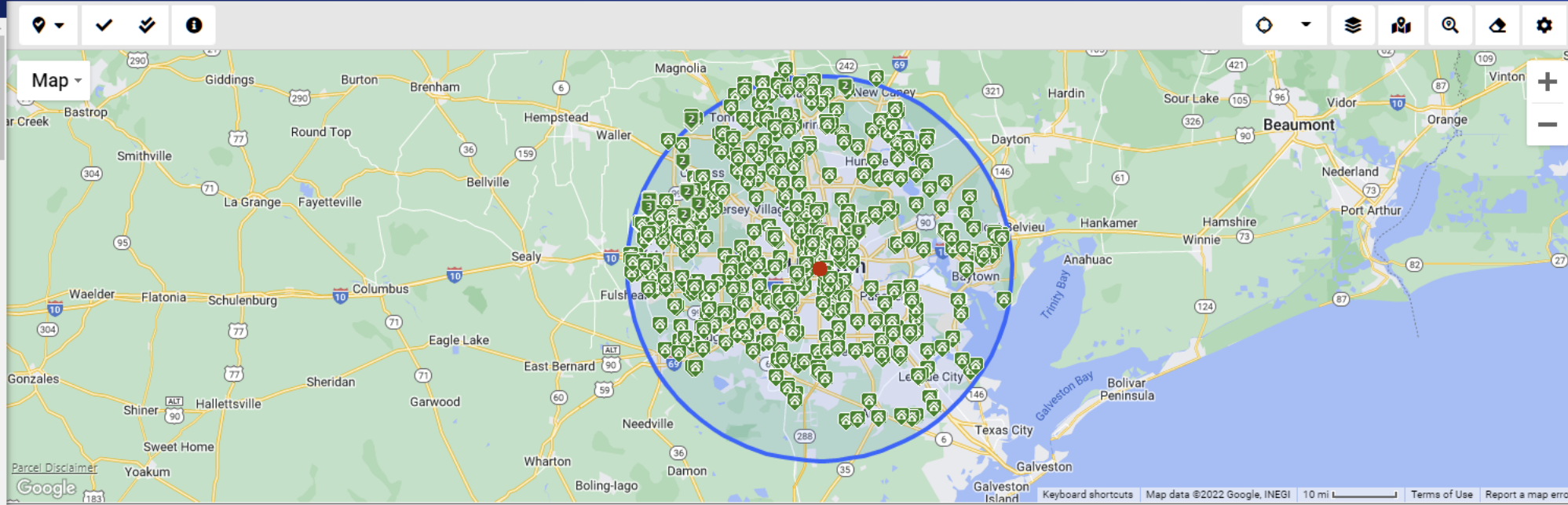
DOM
3 5

CDOM
Min Max

Sq Foot
Min Max

Beds
Min Max

Full Baths
Min Max



#	MLS #	Stat	AR	Office	Address	Subdivision	Lot Size	SF	Price	Prc/SF	YB	BR	Bth	DOM	
1	61862382	TX	A	3	SIDE13	12422 White Plains Drive	Scarsdale Sec 02	8,136	1,250	\$220,000	\$176.00	1977	3	2/0	3
2	93359909	TX	A	7	BNWG01	16714 Tibet Road	Forest Bend Sec 06	6,600	1,329	\$250,000	\$188.11	1973	3	2/0	3
3	50181435	TX	A	37	RELM05	17410 Sauki Lane	Aliana Sec 5	6,240	2,024	\$379,000	\$187.25	2011	4	2/1	3*
4	42663768	TX	A	38	WALZ01	2511 Wren Creek Court	Winfield Lakes	6,794	3,292	\$355,000	\$107.84	2007	4	2/1	3

Down Payment Resource



Down Payment Assistance Program

More than 2,000 down payment assistance programs to help reduce your costs of homeownership. Active Duty. Reserve/National Guard. Veteran. Educator. Law Enforcement. Firefighter and more.



[Get Started](#)

2,000+

Available Programs

From down payment assistance to affordable first mortgages, there are over 2,000 homeownership programs available across the country.

38%

Repeat Buyers

You don't have to be a first-time buyer. Over 38% of all programs are for repeat homebuyers who have owned a home in the last 3 years.

73%

Down Payment Assistance

Down payment programs make up 73% of all available programs. They provide down payment and closing cost assistance to new homebuyers.

**YOU MAY BE ELIGIBLE FOR
22 PROGRAMS AND UP TO \$16,624
IN DOWN PAYMENT HELP.**



Down Payment Programs

(1 of 22)

[Search again](#)

Texas Department of Housing & Community Affairs (TDHCA) Silent Second Program

Income limits vary based on 1st Mortgage Program selection and Property location.

Maximum Amount

Up to \$11,874 (5% of Total Loan Amount)

Benefits

- Affordable rates.
- Up to 5% of 1st mortgage amount for down payment and closing costs.
- 2nd is 30 Year deferred payment loan at 0% interest rate.
- Borrower income calculated only instead of household income.
- No recapture tax.

[Learn More](#)

(2 of 22)

[Search again](#)


Realtors®

How to Identify/Find DPR Listings




5805 Mentor Drive, Texas City, Texas 77591 Galveston County

Listing Tax Photos 360 History Parcel Map Flood Map Foreclosure Property Archive Attachments

 **Active**

Single-Family

ML#:	9317160	List Price:	\$249,999
Address:	5805 Mentor Drive	Orig Price:	\$249,999
Area:	33	LP/SF:	\$141.24
Tax Acc #:	1737-0000-0004-004	DOM:	3
City/Location:	Texas City	State:	Texas
County:	Galveston	Zip Code:	77591
Market Area:	Texas City	Key Map:	
Subdivision:	WILLIAM BELL	Country:	United States
Lot Size:	10,566 / Appr Dist	Section #:	0
Lot Value:	No	SqFt:	1,770 / Builder
Master Planned:	No	Gar Apt SF:	
Lease Also:	No	Year Built:	2021 / Builder
Legal Desc:	ABST 197 T TOBY SUR PT OF LOTS 4 & 5 (4-4) WILLIAM BELL SUB		


1 / 15

Directions: via I-45 S, Get on I-45 S from La Branch St, Jefferson St and Jefferson-Pierce, Continue on I-45 S to Texas City. Take the exit toward TX-3/La Marque/Dickinson from FM1764 E, Take TX-3 S to Mentor Dr, Turn right onto Mentor Dr Destination will be on the left

Recent Change: 03/24/2022 : NEW

Listing Office Information

Realtors®

How to Find DPR Listings in Matrix



ScreenCastomatic My Drive - Google... My Meetings - Zo... Members Only Ar... Microsoft Office H... Houston Real Esta... Federal Student Ai... HP Instant Ink | H...

HAR.com MY MATRIX | ADD/EDIT | SEARCH | TAX | STATS | MARKET REPORTS | FINANCE | LINKS Hello, Melina

RES ACT x

Recent Searches

★ Try Our New Search

Criteria Map Results

Previous Next · 1-25 of 5000+ Checked 0 All · None · Page Display my:Agent Single Li at 25 per page

#	TX	OH MLS #	Stat	AR	Office	Address	Front Door Faces	Subdivision	Lot Size	SF	Price	Prc/SF	YB	BR	Bth	DOM
1	TX	SA1682620	A		SA-PRYD0			KALLISON RANCH	0	2,545	\$549,900	\$216.07	2023	4	3/0	1
2	TX	SA1682619	A		SA-EXPO0			TWIN LAKE RANCH ESTATES	0		\$399,990		2022	3	2/0	1
3	TX	SA1682616	A		SA-HMRE0			LOST CREEK	0	2,252	\$444,900	\$197.56	2017	3	2/0	1
4	TX	SA1682615	A		SA-DREG0			DEER RUN	1	2,182	\$385,000	\$176.44	1980	3	2/0	1
5	TX	5513206	A	5	RBND01			West Oaks Village Sec 4	7,022	2,456	\$322,000	\$131.11	2002	4	2/1	
6	TX	16188341	A	67	CBAR03			Boca Chica	10,689		\$60,000		2005	0	0/	
7	TX	58390789	A	39	TART01			April Sound 01	17,763	1,621	\$265,000	\$163.48	1975	3	2/0	
8	TX	95949624	A	20	PPLC01			Marilyn Estates Sec 04	8,400	2,394	\$399,000	\$166.67	1963	4	2/0	*
9	TX	95188166	A	52	RXUN01	315 CR 66121	East	Encino Estates	30,013	2,558	\$410,496	\$160.48	2023	4	2/1	*
10	TX	44220128	A	39	TURM01	25210 Pomegranate Place		Magnolia Springs		1,248	\$231,900	\$185.82	2023	3	2/0	
11	TX	SA1682612	A		SA-KLWM0	7151 WOODLAKE PKWY LOT 23		WOODLAKE ESTATES	0	1,560	\$130,000	\$83.33	2013	4	2/0	1
12	TX	SA1682611	A		SA-PGRPO0	824 SANCHES AVE		PLEASANTON-ORIGINAL	0	1,444	\$99,500	\$68.91	2003	3	2/0	1
13	TX	SA1682610	A		SA-MCAL00	345 Private Road 1712		DANCING BEAR	2	3,696	\$1,100,000	\$297.62	2023	4	3/2	1
14	TX	77052669	A	33	RJNR01	1422 8th Street		San Leon	10,050	2,471	\$480,000	\$194.25	1983	3	2/1	*
15	TX	65301908	A	39	TURM01	25220 Pomegranate Place		Magnolia Springs		1,402	\$247,320	\$176.41	2023	3	2/0	
16	TX	SA1682608	A		SA-LAHG00	721 BALFOUR DR		WINDCREST	0	2,133	\$350,000	\$164.09	1968	3	2/0	1
17	TX	SA1682607	A		SA-ALTO00	4903 CAMBRAY DR	South	GLENOAKS	0	1,472	\$259,000	\$175.95	1959	4	2/0	1
18	TX	49217602	A	30	RXUN01	32926 Ruthie Dean Drive	South	Vanbrooke	5,625	2,541	\$404,804	\$159.31	2023	4	2/1	*
19	TX	SA1682602	A		SA-CRCO00	705 TORREON ST		COMMERCE S TO GUADALUF	0	640	\$115,000	\$179.69	2018	2	1/0	1
20	TX	SA1682600	A		SA-DDRE00	4167 MYSTIC SUNRISE DR		SUNRISE	0	1,316	\$199,000	\$151.22	1986	3	2/1	1

Actions Refine Save Carts

Criteria Email Print/Email PDF CMA Directions Stats Export Quick CMA Cloud CMA HAR Directions Text/Share ShowingSmart

To insert a column, right click in a column header

Pixel Width: 180 Auto-fit

Alignment: Left Right Center

Wrap Line

Remove Column

Insert Column

Cancel Apply



1. Scroll down or search for 'ICON' or 'Down'
2. Click Apply

Address Front Door Faces

Pixel Width: Auto-fit

Alignment: Left Right Center

Remove Column

Insert Column

- Iconmaker
- Icon - Appointment
- Icon - Down Payment
- Icon - Price Up/Down
- Icon - Transaction

Search:

Criteria Map Results

Previous Next · 1-25 of 48 Checked 0 All · None · Page Display my:Agent Single Li at 25 per page

<input type="checkbox"/>	#	TX	OH DPR ↑	MLS #	Stat ↓	AR	Office	Address	Front Door Faces	Subdivision	Lot Size	SF	Price ↓	Prc/SF	YB	BR	Bth	DOM
<input type="checkbox"/>	1			3546423	A	36	CWES01	21707 Park Valley Drive		Memorial Pkwy Sec 09	7,600	1,696	\$210,000	\$123.82	1984	3	2/0	2
<input type="checkbox"/>	2			3737354	A	36	EXPD01	22726 Red River Drive		Cimarron	8,250	1,280	\$250,000	\$195.31	1978	3	2/0	14
<input type="checkbox"/>	3			9244818	A	36	GMRP01	22319 Deville Drive		West Mem Sec 03 02 Pt Rep	7,360	1,651	\$269,000 ↓	\$162.93	1977	3	2/0	164
<input type="checkbox"/>	4			7484623	A	36	kwpt01	22235 Coriander Drive	North	West Mem Sec 03 01 Pt Rep	9,200	1,854	\$285,000	\$153.72	1983	3	2/0	29
<input type="checkbox"/>	5			3046832	A	36	WALZ01	1015 Powder River Drive		Cimarron Sec 02	8,040	1,762	\$290,000	\$164.59	1977	3	2/1	26
<input type="checkbox"/>	6			3928234	A	36	EXPD01	22710 Fincastle Drive		West Memorial	8,280	1,663	\$299,900	\$180.34	1973	3	2/0	33
<input type="checkbox"/>	7			1261545	A	36	KWSW01	21314 Park Mount Drive		Memorial Parkway Sec 05	7,475	2,267	\$299,900 ↓	\$132.29	1978	4	2/1	37*
<input type="checkbox"/>	8			8748071	A	36	RELM03	21735 Park Brook Drive		Memorial Pkwy Sec 09	8,760	1,892	\$309,000	\$163.32	1981	4	2/0	3
<input type="checkbox"/>	9			1631621	A	36	CREG01	20342 Pittsford Drive		Nottingham Country Sec 04	7,320	2,272	\$309,900 ↓	\$136.40	1978	4	2/1	29*
<input type="checkbox"/>	10			5997277	A	36	OPBR01	22131 Elsinore Drive		West Memorial Sec 03 R/P	7,118	1,760	\$315,000	\$178.98	1977	3	2/0	3
<input type="checkbox"/>	11			8844171	A	36	CNCT01	1330 Westgreen Boulevard		Memorial Pkwy Sec 06 R/P	9,315	3,301	\$343,982 ↓	\$104.21	1978	4	2/1	66
<input type="checkbox"/>	12			7143565	A	36	YRLY01	22830 Goldstone Drive	South	West Memorial Sec 02	8,740	3,015	\$350,000	\$116.09	1973	4	4/0	45
<input type="checkbox"/>	13			1569602	A	36	CREG01	22623 Holly Lake Drive		Creekstone	6,353	2,281	\$355,000	\$155.63	1997	4	2/1	43
<input type="checkbox"/>	14			7958636	A	36	STDA01	21430 Park Post Lane		Memorial Pkwy Sec 10 R/P	6,900	2,348	\$359,000	\$152.90	1989	4	2/1	14
<input type="checkbox"/>	15			2668577	A	36	KWKT01	23042 Benbury Drive		Governors Place	7,820	2,616	\$375,000	\$143.35	1990	4	2/1	4
<input type="checkbox"/>	16			2797832	A	36	ACPM01	19762 Twin Canyon Court		Canyon Gate Cinco Ranch	5,982	2,897	\$395,500	\$136.52	1999	4	2/1	13

Actions Refine Save Carts

Criteria Email Print/Email PDF CMA Directions Stats Export Quick CMA Cloud CMA HAR Directions Text/Share ShowingSmart

DPR column is now shown and can be sorted!

San Antonio Data Share is now Live!

May 02, 2023

https://content.harstatic.com/mls/pdf/HAR_SABOR_Data_Share_FAQ.pdf

HAR and San Antonio Board of REALTORS® Enter into a Data Share Agreement



- All SABOR listings, including Active and Sold listings, are available in Matrix.
- SABOR listings are identified with "SA" in front of the listing number (Ex: SA5689536).
- SABOR listings may be found by searching by City, Zip, Subdivision or via map search.
- HAR members who work in or refer business to San Antonio will have a full data set for research and CMAs in that market.
- MLS Platinum tools become more useful for HAR members who work in or refer business to San Antonio.
- HAR members will be able to see the compensation being offered by the listing broker, however, you will need to affirm in writing with the listing broker the amount and payment of a commission.



San Antonio Board of Realtors (SABOR) Data Share is live!

Global Listings



Attention all HAR MLS Subscribers!
Global Information Exchange (GIE) for international listings!

- GIE Subscriber Agreement required
- Listing agents should have a Current Exclusive Listing Agreement
- Global listings are displayed to all HAR MLS Subscribers
- Global listings are displayed to all HAR MLS Subscribers
- Utilizes the Matrix "Global" property class
- No fee to be a part of the GIE - just subscribe

[Click here to sign up for this feature for all Subscribers.](#)

[Search Properties Outside of Greater Los Angeles](#)
[Search Properties in Greater Los Angeles](#)

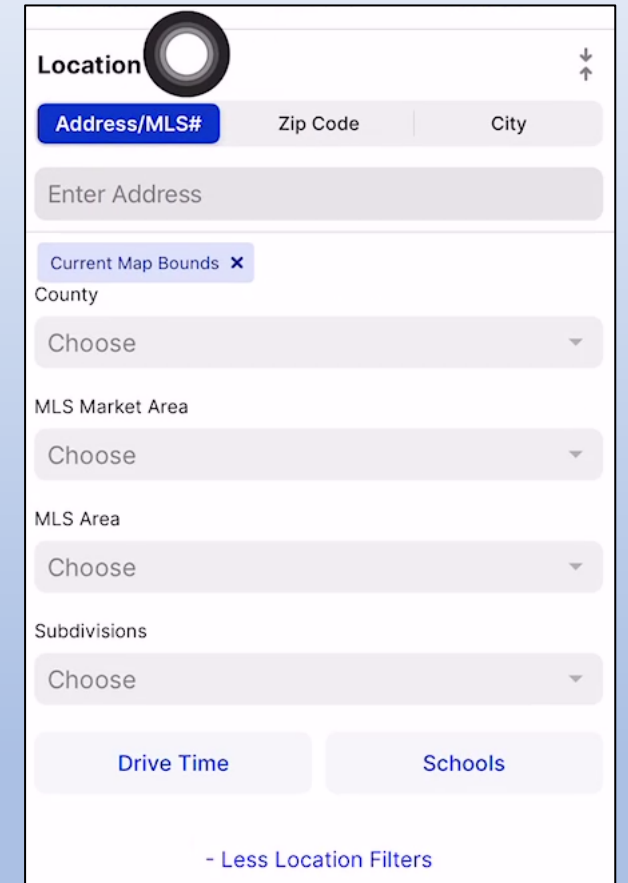
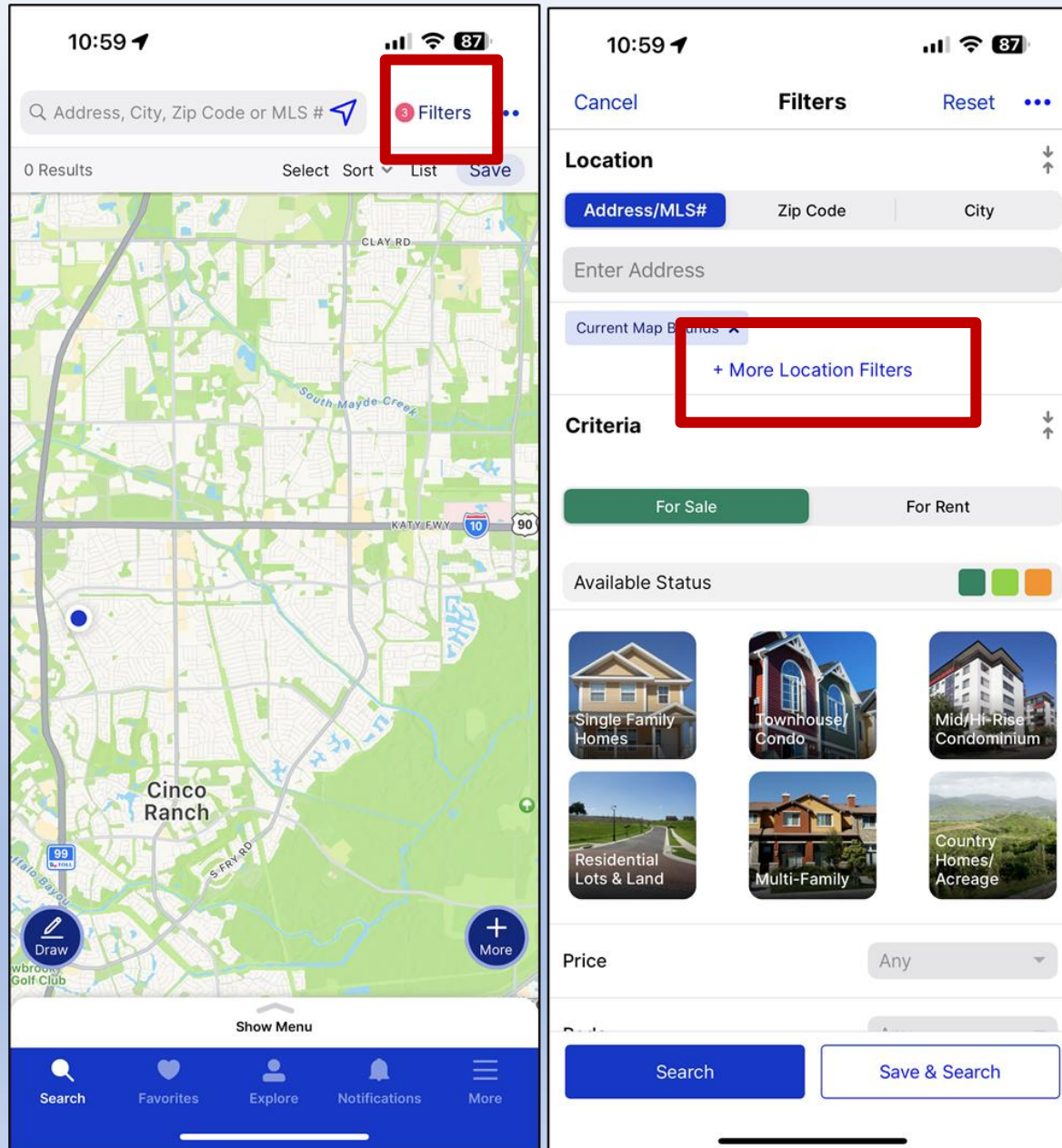
The banner features the GIE logo on the left, which consists of a blue globe with white lines and the text "GIE" in large blue letters, with "GLOBAL INFORMATION EXCHANGE" in smaller green letters below it. To the right, the text reads "The HAR Global Information Exchange is ready for your international listings!". Below this, three blue square bullet points list features: "Utilizes the Matrix 'Global' property class for add/edit and search", "Global listings are displayed on HAR.com", and "FREE service to all HAR MLS Subscribers". At the bottom, a green bar contains the text "SIGN UP at HAR.com/global". The background of the banner is dark blue with a glowing globe and network lines.

SEARCH | TAX | STATES

Search (New)

- Family
- Family
- Condo
- es/Acreage
- Condo
- eller
- Quick
- Office
- More...

Subdivision Search in the HAR App




New Consumer Tools on HAR.com

- **Audio Recording of Listings in 12 Languages**
- **Coming Soon! Voice-activated Search**
- **Improved Search Criteria for Agents and Resources**



Consumer Tools – Audio Recording



37 photos

20606 Cypress Tree Lane


Spring, TX 77388 [Get Directions](#)


For Sale **Active**


\$450,000 [Currency Converter](#)
Est. Mortgage \$2,275/month

Just listed

4 Bedroom(s)	3 Full & 1 Half Bath(s)	2,991 Sqft.
12,661 Lot Sqft	Single-Family	1 Day(s) on Market

Listen to the Audio Narrative 

00:00  00:00

Choose from 12 Languages  Share

- Arabic
- Cantonese
- English
- French
- German
- Hindi
- Italian
- Japanese
- Korean
- Mandarin
- Portuguese
- Spanish

- Audio recording of some characteristics & property description for each listing
- 12 languages
- Recording sharable



Coming Soon!

Voice-Activated Search for Properties



Consumer Benefits

- Access to housing information by voice search
- Notifications of listing activity delivered to their Alexa device
- Easier access than other assistive technologies for visually impaired



The nation's first property search portal completely accessible by voice

Our platform partners with MLSs to syndicate their data to voice, making all of the listings in that market accessible on Amazon's Alexa-enabled devices and mobile app.

Working closely with the National Federation of the Blind we've built a tool that makes housing data accessible in a meaningful way.

Member Benefits

- Reduces exposure to ADA/Fair Housing compliance issues
- Addresses a gap in the accessibility of data for visually impaired
- Extends listing advertisement to Amazon Alexa users
- Lead generation opportunities from consumers utilizing voice technology

Agent & Explore Search



Buy/Rent

Home Values

Explore

Agents

Mortgage

More...



Schools

- School Finder
- Compare Schools in Texas
- Best Elementary Schools
- Best Middle Schools
- Best High Schools
- Charter Schools
- Private Schools
- High Schools with Top SAT Scores
- School Districts

Communities

- Neighborhoods
- High-Rise Living
- Golf Course Communities
- Master-Planned Communities
- Senior Living
- Historic Districts
- Texas City
- Texas County
- Texas Zip Code
- Appraisal Districts
- Water Districts

Resources

- Ask a Pro / Community
- ReallInsight (Newsletter)
- Real Estate Blogs
- Knowledge Videos
- Homeowner Videos
- Knowledge Base
- Houston Neighborhood Videos
- Market Areas
- View All Tools

Commercial

- Retail
- Office
- Industrial
- Life Science
- Land
- Farm/Ranch
- Hospitality
- Specialty
- Multi-Family

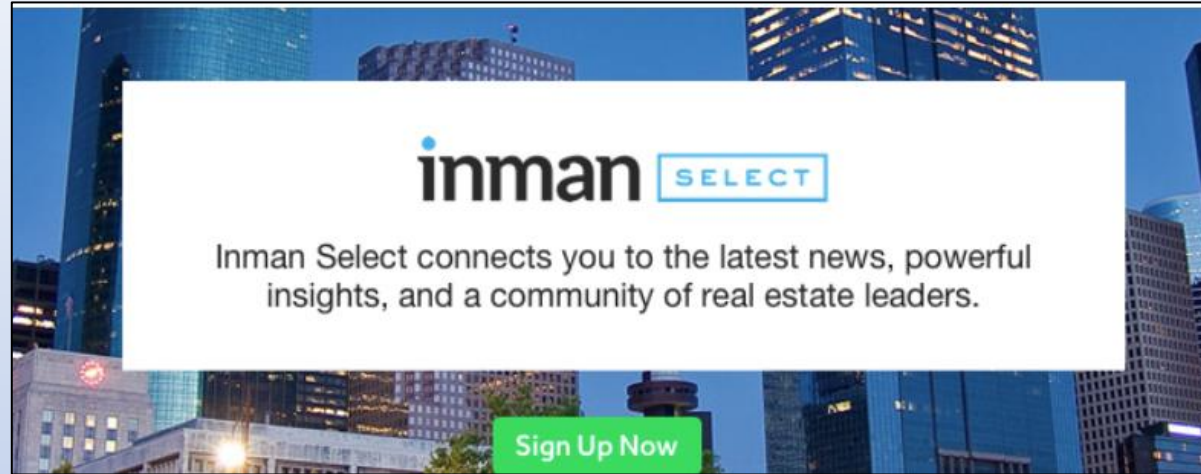
Schools
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Realtor[®] Tools

- Inman Select subscription
- Agent Videos
- Agent Calculators

Inman Select



From the Members Only Portal, members may register for the expanded real estate news coverage from Inman News. A subscription to this product would cost up to \$300/year!

customerservice@inman.com

Agent Videos

Pre-filming FAQ's

- Cost is \$99 + tax (additional videos are discounted)
- 4 Studio locations
- Script templates*
- Outfit advice (no green)
- Best practices in front of the camera
- 'Technical' tour of HAR Central's studio

Post-filming FAQ's

- Review of video before you leave studio
- Finished product is typically 45 seconds to 1:30
- Customization
- You can add your own video footage, head shots, etc.**
- You will 'own' the video
- HAR will upload the video to your profile or website

Agent Videos



Members Only Portal

Where to search: **Members Area** | Search: **video** | **SEARCH**

Search For 'video' Found 14 Results







- Platinum Video Tutorials
- Manage Listing Video/Audio
- Matrix Video
- Your Profile Video
- HAR Studio (Pro Video)**
- Market Area Videos
- Value Proposition Guide
- Real Estate Videos for your Website
- SafeShowings
- Marketing Center
- HAR Media App (3D View, Photos, Videos, Audio)

SCHEDULE YOUR VIDEO SHOOT TODAY ↗

Select Date And Time

Date: Time:

Select a Video Background

-  **1**
PREVIEW | SELECT
-  **2**
PREVIEW | SELECT
-  **3**
PREVIEW | SELECT
-  **6**
PREVIEW | SELECT
-  **7**
PREVIEW | SELECT
-  **8**
PREVIEW | SELECT

Fewer than 6,000 of our members have an agent video posted to their HAR website.



Financial/Investment Tools

Financial/Investment Tools ^

Cash Flow (Cap Rate) & Fix and Flip

Seller's Net Sheet **P**

Rent Vs Buy Analysis **P**

Buyers Closing Costs **P**

Mortgage Amortization **P**

Mortgage Calculator **P**



Platinum New & Upcoming Tools

- Benefits of Platinum Membership
- New! HAR.com App Digital Business Card
- New! Social Profile of Leads
- New! Website Templates
- Upcoming Customize your Marketing Campaign Emails
- Upcoming Google Ratings



Agent Promotion	Listing Promotion	Lead Generation	Communication
HAR Website	Promote/share ANY listing with your brand: 'Presented by'	10 'Lead Magnet' CTA Widgets	Dedicated Facebook page for instant Q & A, listing promotion, best practices, etc.
Ratings and Recommendations*	Dedicated listing webpage (Homesite)	Virtual Office Website	Specialized communication channels through Apps
Agent Blogs	Automatic Social Media Postings (linked to MLS)	Open House App	Social Profile** of Leads
All electronic/printed communication branded to Agent	Agent Branded App	LeadConnect ('Have Agent Call Back' button on your listings)	Customizable reports for sellers, buyers, and lessors (MarketInsight, Financial Tools, CMA's)

www.facebook.com/groups/HARMLSPlatinum

'Presented By'/Agent Branding



MLS Subscriber Info

Sally Snook Platinum
Houston Assn of REALTORS

38 Photos

27114 Downing Park Boulevard
Katy, TX 77494 [Directions](#)

\$689,000
Est. Mortgage \$4,626/mo

4 beds · 3 baths & 1 half · Single Family
bldg sqft · 7,863 lot sqft lot

Listen to the Audio Narrative

0:00

Choose from 12 Languages

[Contact Info](#) [Schedule](#)

FREE Comparative Market Analysis

Want to know how much your home is worth? Get a free CMA on your home today.

I will create CMA by looking at comparables, or comps—recently sold properties that are similar to your own home (or, if you're a home buyer, the one you want to make an offer on). Comparable homes will be in the same or similar neighborhood, have similar square footage, number of bedrooms, bathrooms, features, and upgrades.

Sally Snook
Houston Assn of REALTORS
3693 Southwest Freeway
(713) 629-1900
[Email](#)

Request Your Report

Full Name

Address

Email

Phone

[Request](#)

Presented by

Sally Snook Platinum
Houston Assn of REALTORS
[Transactions & Profile](#)
[View phone](#)

Contact agent

[Call](#) [Email](#) [Callback request](#)

Your comments...

[Request info](#)

Schedule appointment

[Request appointment](#) Appointment # **713-977-7469**

Advertisement



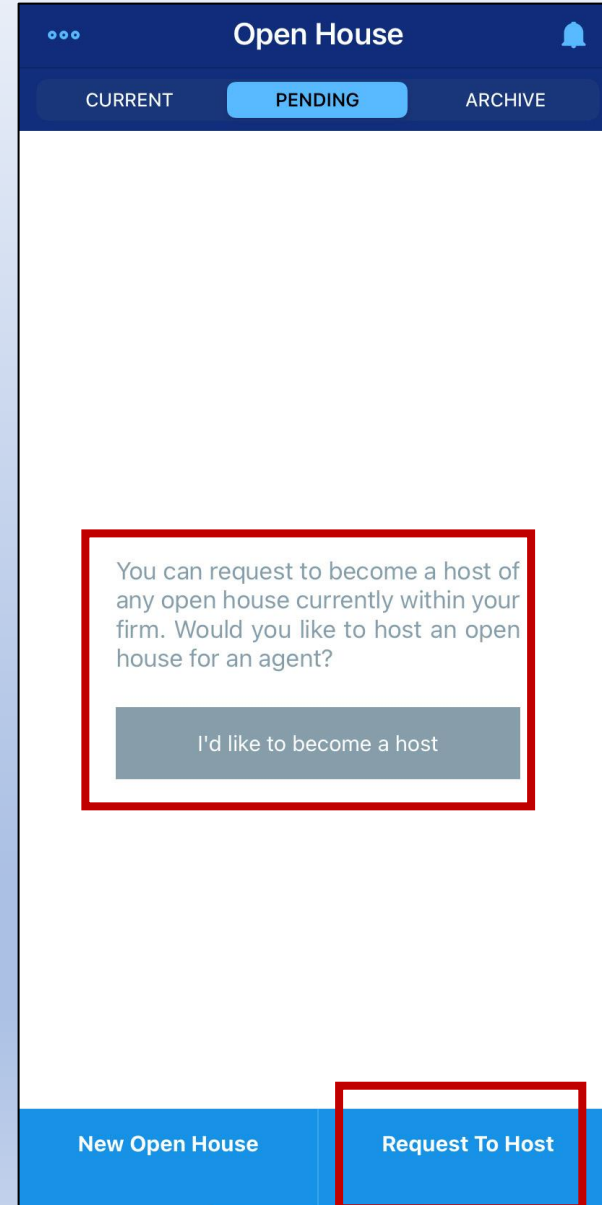
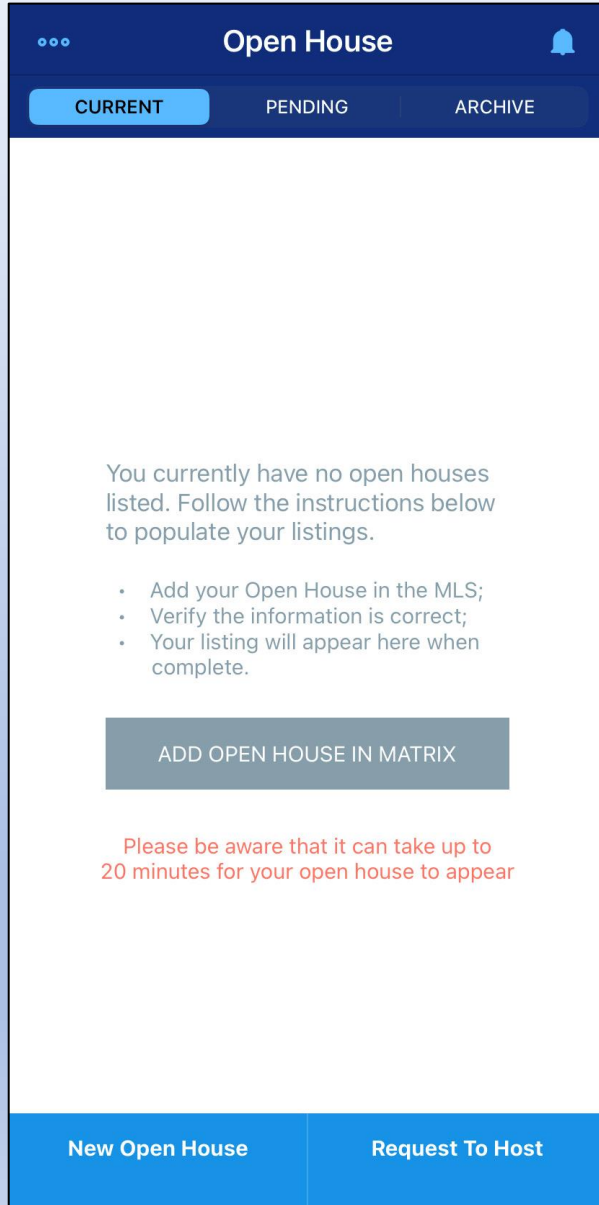
HAR Open House App



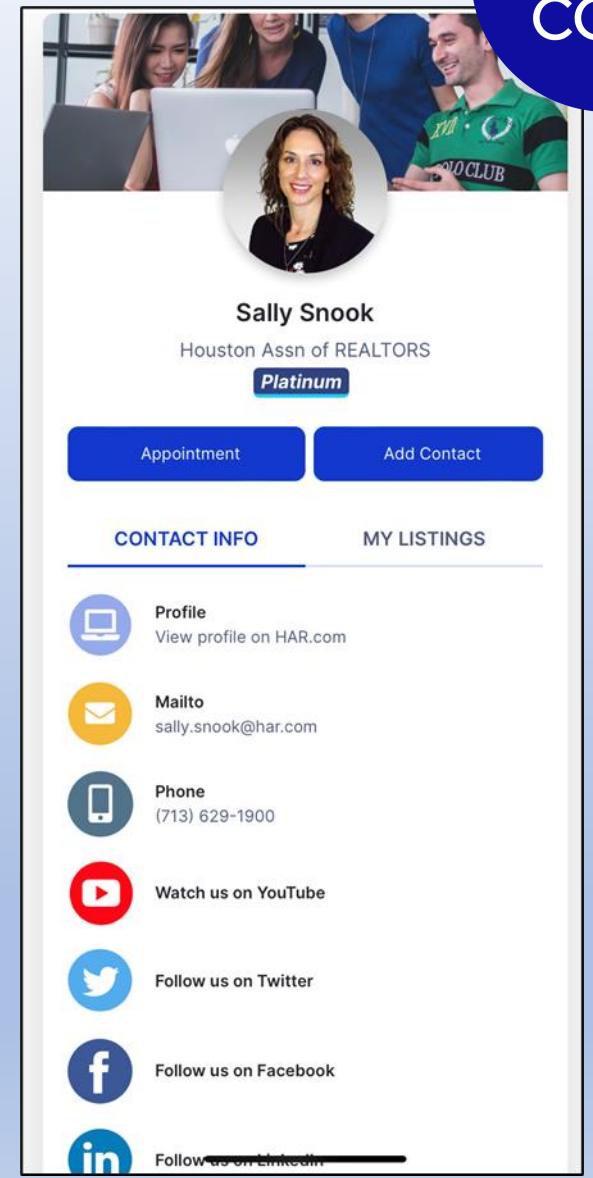
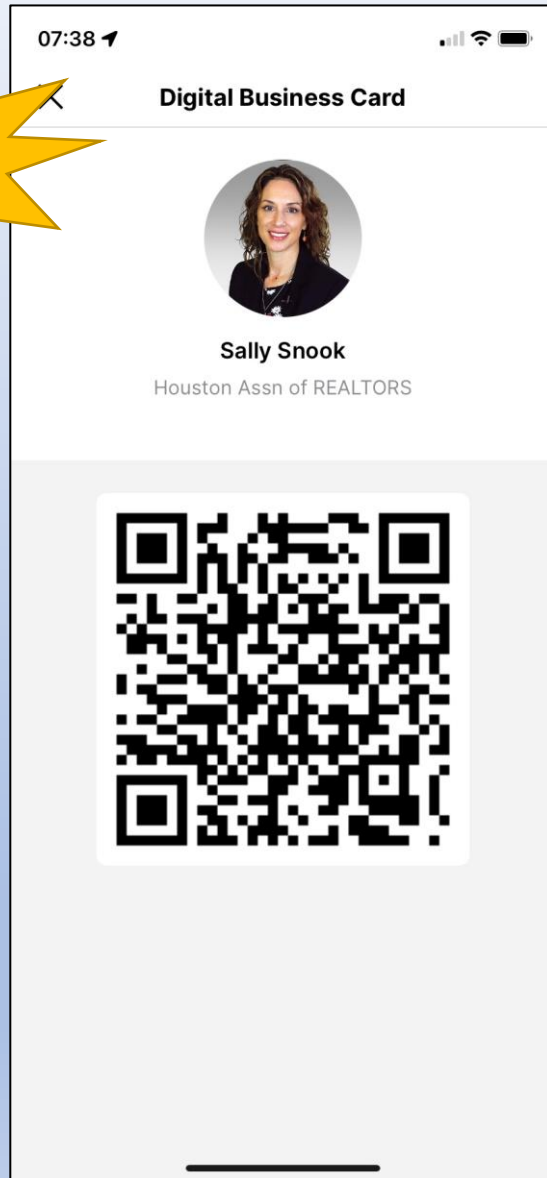
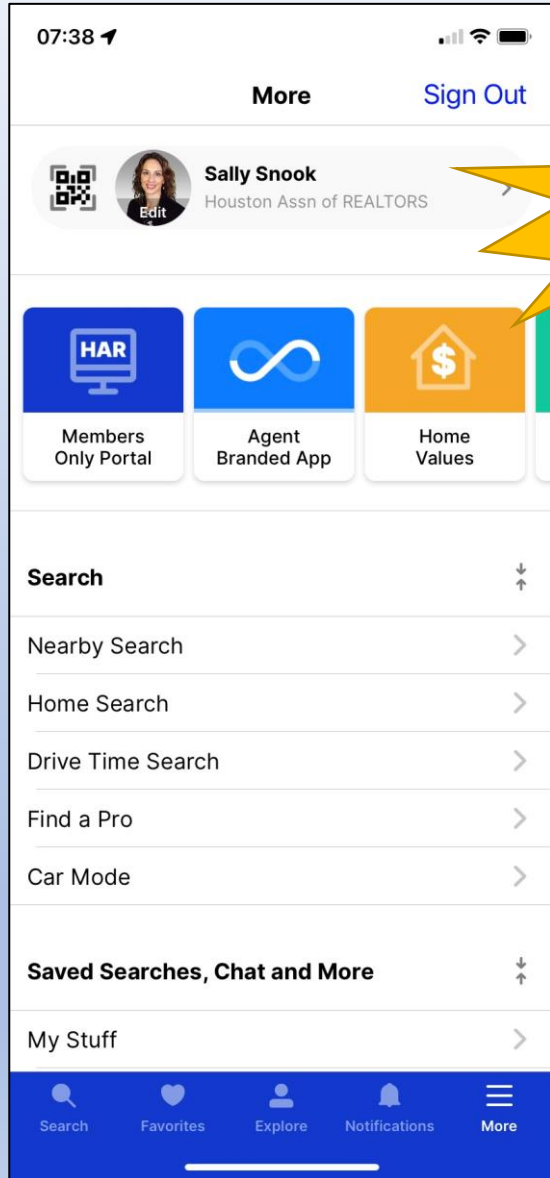
- Add a NEW OPEN HOUSE, REQUEST TO HOST or INVITE an agent to host one within your firm
- Promote the open house from your contact list (share Agent Full Report & Listing Detail)
- Register visitors securely on a 2nd device to **collect real-time contact information for lead generation**
- Viewable visitor lists can be downloaded to your phone's contacts
- Visitors can record audio feedback while at the property
- Agent-branded 'thank you for attending' email



Open House App



HAR.com App – Digital Business Card



Lead Management - Social Profile of Leads




Mark as Unread Move to Spam Delete

Detail: HAR.com Lead: Sell My Home Request

Contact Date: Dec 13, 2022 10:12 AM	Lead Type: Sell Your Home	Source: HAR
From: Alisha Holt	Phone: 7136291900	Email: alisha.holt@har.com Add/Edit Contact Social Profile


Lead Source:
<https://www.har.com/leadform/snooksal/90PO5>



3827 Lake Ballinger Ln N/A
WATERSIDE ESTATES, RICHMOND, TX 77406

3 bedrooms	2 & 1 half bath(s) Half Bath(s)
1 Stories	N/A Garage
6,210 Lot Size	2,457 Building Sqft.
NO Pools	

Additional Amenities: N/A



Home Selling Analysis [View Report](#)

Ready to Sell Your Home?
Gain more leads by offering prospective clients the right price along with a comprehensive report with the chance to sell! [Learn More](#)

Comments

NO Comments

[REPLY](#)

3 New Website Templates on HAR.com



Manage Your Website


P Exclusively for Platinum Subscribers

EDIT SITE DESIGN PROFILE LEADS VIRTUAL OFFICE WEBSITE ANALYTICS PROMOTE PREVIEW

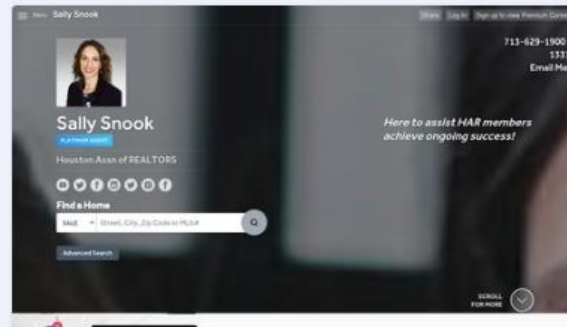
 Template

 Color

 Change Cover Image

 **Customize your website** ✕ Hide

- Choose which template you want for you custom site
- Once you choose a template, you will be able to customize it



New!!

KW External Website



EDIT SITE DESIGN PROFILE LEADS VIRTUAL OFFICE WEBSITE ANALYTICS PROMOTE PREVIEW

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

Tagline Edit

Here to assist HAR members achieve ongoing success!

Information

Website name Edit
Sally Snook

Website URL

[Copy URL](#)

Phone Edit
713-629-1900 x 1331 Displaying on the website

External website Set
Set External Website.

On the Horizon!

Email Marketing



Setup

Please define your email presets.

Information

From Name

From Email *

Opt-Out Email *

Customization

Show Social Media
 Youtube

Color Scheme

Background Color

Header

Updated:

 Show my photo
 Show company name
 Aligned on left

Signature

Updated:

 Show my photo
 Show my ratings
 Show broker name
 Aligned on right

Shreena Patel
Houston Area of REALTORS

Recommended Listing

57 Briar Hollow Lane #4
\$825,000 3 Beds 2 Baths

Property Description: 3659 Meadow Lake Lane Houston TX 77027 is listed for sale for \$4,895,000. It is a 0.26 Acre(s) Lot, 7,322 SQFT, 5 Beds, 6 Full Bath(s) & 2 Half Bath(s) in River Oaks Sec 8.

[View Details](#)

Hello [Prospect],
Great to meet you at [BUTTON to Select Property] last weekend. I hope you got a good feel for the house and the [benefit of the property -- i.e., great pool, huge master bedroom, beautiful view]. Let me know if I can answer any questions.

Thanks again for stopping by!
Regards,

Shreena.Patel@har.com (713) 628-1900

Shreena Patel
★★★★★ 0 / 5.0
Houston Area of REALTORS

This email was sent to bob@har.com. If you no longer wish to receive these emails you may unsubscribe at any time. You can update your preferences at any time.

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Shreena Patel
Houston Area of REALTORS

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Shreena.Patel@har.com (713) 628-1900


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Google Ratings



On the Horizon!

 **Shadrick Bogany**
Better Homes and Gardens Real Estate Gary Green...

How are you related?

Choose one 





Shadrick Bogany Platinum

★★★★★ 110 Google reviews 

Better Homes and Gardens Real Estate Gary Green...

[Contact](#)

[Overview](#) [Listings](#) [Recommendations](#) [Community](#) [Blog](#) [Website](#) [Reviews](#)

[View Google Ratings →](#)



Tools to Become a Geo Market Expert

- Matrix Reports
 - Inventory Counts
 - Months of Inventory
 - Real Estate Trend Indicator
- Stats in Matrix
- Geo Market Videos

Market Reports in Matrix



Month of June

Inventory Counts Report

Listings as of 06/13/2023 at 2:23:40PM

Single-Family

Status	Count	Total Price	Average Price	Average DOM
Active	15	\$14,852,768	\$990,185	6
Coming Soon	2	\$2,829,000	\$1,414,500	0
Expired	1	\$1,200,000	\$1,200,000	176
Option Pending	8	\$3,920,800	\$490,100	9
Pend Cont to Show	2	\$947,900	\$473,950	8
Pending	8	\$7,542,868	\$942,859	12
Sold	20	\$15,048,396	\$752,420	28
Terminated	6	\$10,142,770	\$1,690,462	52
Withdrawn	1	\$2,300,000	\$2,300,000	151
Total	63	\$58,784,502	\$933,087	24
Report Total	63	\$58,784,502	\$933,087	24

Months of inventory

As of 06/13/2023



Criteria: Property Type is 'Single-Family'
Market Area is 'Sugar Land South'
MLS is 'Houston Association of Realtors'

Months of Inventory	Sold Date - Previous 12 Months		Current Active Data	
	Number Sold	Average Price	Number Active	Average Price
1.2	484	\$675,573	50	\$1,055,460

The number of months it would take for the current inventory of homes on the market to sell given the current sales pace.

Historically, six months of supply is associated with moderate price appreciation, and a lower level of months' supply tends to push prices up more rapidly.

Real Estate Trend Indicator

6/13/2023
Page 1 of 1

Property Type: Single-Family
Date Range: Between 01/01/2023 and 06/13/2023
Criteria: Property Type is 'Single-Family'
Market Area is 'Sugar Land South'



Price Class	Sold Listings				Active	Pending	Expired	Off Mrkt
	<2 Beds	3 Beds	4+ Beds	Total				
\$49,999 & under	0	0	0	0	0	0	0	2
\$50,000-\$99,999	0	0	0	0	0	0	0	0
\$100,000-\$119,999	0	0	0	0	0	0	0	0
\$120,000-\$139,999	0	0	0	0	0	0	0	0
\$140,000-\$159,999	0	0	0	0	0	0	0	0
\$160,000-\$179,999	0	0	0	0	0	0	0	0
\$180,000-\$199,999	0	0	0	0	0	0	0	0
\$200,000-\$219,999	2	0	0	2	0	0	0	0
\$220,000-\$239,999	0	0	0	0	0	0	0	0
\$240,000-\$259,999	2	0	0	2	0	0	0	0
\$260,000-\$279,999	2	4	1	7	0	1	0	0
\$280,000-\$299,999	0	4	1	5	1	0	0	1
\$300,000-\$349,999	0	7	6	13	3	5	2	8
\$350,000-\$399,999	0	4	14	18	2	3	1	2
\$400,000-\$499,999	0	2	5	7	3	4	2	6
\$500,000-\$599,999	0	0	19	19	5	2	0	10
\$600,000-\$699,999	0	5	25	30	5	12	5	10
\$700,000-\$799,999	0	1	24	25	2	8	0	11
\$800,000-\$899,999	0	2	19	21	6	4	2	11
\$900,000-\$999,999	0	0	19	19	10	4	0	6
\$1,000,000-\$1,099,999	0	0	5	5	2	5	0	5
\$1,100,000-\$1,199,999	0	0	3	3	1	3	0	4
\$1,200,000-\$1,299,999	0	0	3	3	1	0	1	0
\$1,300,000-\$1,399,999	0	0	6	6	1	1	0	1
\$1,400,000-\$1,499,999	0	0	1	1	1	0	0	3
\$1,500,000-\$1,599,999	0	0	1	1	1	0	1	1
\$1,600,000-\$1,699,999	0	0	0	0	3	1	0	1
\$1,700,000-\$1,799,999	0	0	1	1	0	1	0	0
\$1,800,000-\$1,899,999	0	0	1	1	0	0	0	0
\$1,900,000-\$1,999,999	0	0	0	0	0	1	0	2
\$2,000,000 & over	0	0	1	1	5	3	3	6

Total Units	6	29	155	190	52	58	17	90
Average Price	237,750	412,021	717,185	655,467	1,069,269	809,550	1,463,635	911,897
Volume (in 1000's)	1,427	11,949	111,164	124,539	55,602	46,954	24,882	82,071

<u>Days on Market</u>	<u>Units</u>	<u>Financing</u>	<u>Units</u>
0-30	137	Not Set	407
31-60	19		
61-90	15		
91-120	5		
121-180	8		
181-365	2		
366+	4		



Presets Customize Save

Search Chart Data

- System Presets**
- ADOM vs List Price Median
 - Historic Count of Active Listings
 - Historic Sales by Year
 - Historic Sales Price Trend
 - Historic Sales x Price Range
 - List Price / Sqft Ratios
 - Original Price vs Sold Price
 - Sale Price / List Price Ratios
- My Presets**
- Copy of Historic Sales x Price Range
 - Copy of Original Price vs Sold Price
 - Copy of Sale Price / List Price Ratios
 - Copy of ADOM vs List Price Median
 - Inventory Last 12 Months

Generate

Map Search: No Map Selected

Within miles of My Location

Area

- 1
- 2
- 3
- 4
- 5

Or Not

City/Location

Or Not

Subdivision

Legal Subdivision

School District

- 1 - Aldine
- 2 - Alief
- 3 - Alvin
- 4 - Anahuac
- 5 - Angleton

Or Not

Master Planned Community

- Aliana
- Artavia

Geo Market Area

- 1960/Cypress
- 1960/Cypress Creek North
- 1960/Cypress Creek South
- Aldine Area
- Alief

Or Not

Zip Code

Section #

Key Map

County

- Brazoria
- Fort Bend
- Galveston
- Harris
- Montgomery

Or Not

MLS

- HAR
- SABOR

Property Type

- Single-Family
- Townhouse/Condo
- Lots
- Multi-Family
- Country Homes/Acreage

Or Not

Price

(000s)

Beds

Full Baths

Half Baths

Sq Foot

Lot Size

Year Built

Acreage

DOM

CDOM

List or Sell Agent

Members Only Portal Tools



- **Market Area Videos (updated monthly based on Geo Markets)**
- **MarketInsight Reports (must have a subject property)**
 - **Subdivision**
 - **Geo Market area**
 - **0.5 – 2 mile radius**
 - **Zip code**
- **Landing Pages**



Events, Announcements and Professional Development

- The Global Hotline (quarterly)
- CIPS Designation
- CommGate (commercial)
- Upcoming Classes and Webinars
- Enhanced HAR Education Website



Have Your Global Real Estate Questions Answered



The GLOBAL **HOTLINE**

Log on and ask your global real estate related questions to our panel of professionals.

Next Session: June 16

Registration is not required.



10 - 11 a.m. via Zoom | www.har.com/GlobalHotline

The Global Hotline is available quarterly. Any member is welcome to join.



Expand Your Horizons

and launch your global career

June 14, 15, 16, 20, 21
8:30 a.m. - 5 p.m.
KW Memorial

1220 Augusta Dr., Ste. 300, Houston, TX 77057

- Day 1** - Global Real Estate: Local Markets - #35821
- Day 2** - Global Real Estate: Transaction Tools - #35820
- Day 3** - The Americas & International Real Estate - #35819
- Day 4** - Europe & International Real Estate - #35732
- Day 5** - Asia/Pacific & International Real Estate - #35733

Earn 40 hours of CE credits.



Earn Your CIPS Today!

REGISTER ONLINE.
www.har.com/edu



CommGate: HAR's Commercial Division

05.31 | CommGate Hotsheet May 31

A brief overview of properties newly listed or recently revised on CommGate.com. [hotsheet id=142]

05.24 | CommGate Hotsheet May 24

A brief overview of properties newly listed or recently revised on CommGate.com. [hotsheet id=141]

05.17 | CommGate Hotsheet May 17

A brief overview of properties newly listed or recently revised on CommGate.com. [hotsheet id=140]

05.10 | CommGate Hotsheet May 10

A brief overview of properties newly listed or recently revised on CommGate.com. [hotsheet id=139]



properties for sale or for lease in Texas.

LOGIN



Commercial Information Exchange (CIE).

JOIN NOW

BER

Commercial Real Estate
CommGate's

CommGate: HAR's Commercial Division

Commercial Leasing 101	CE	3	43897
Commercial Leasing Boot Camp	CE	11	TREC Approved
Commercial Leasing Contracts 101	CE	3	43896
Commercial-Focused Legal Update I & II	CE	8	#42039 & #42040
CommGate Training Session	0	0	



TACS : TEXAS
ACCREDITED
COMMERCIAL SPECIALIST

54 AGENTS

Non-NAR Designation



CCIM : CERTIFIED
COMMERCIAL
INVESTMENT MEMBER®

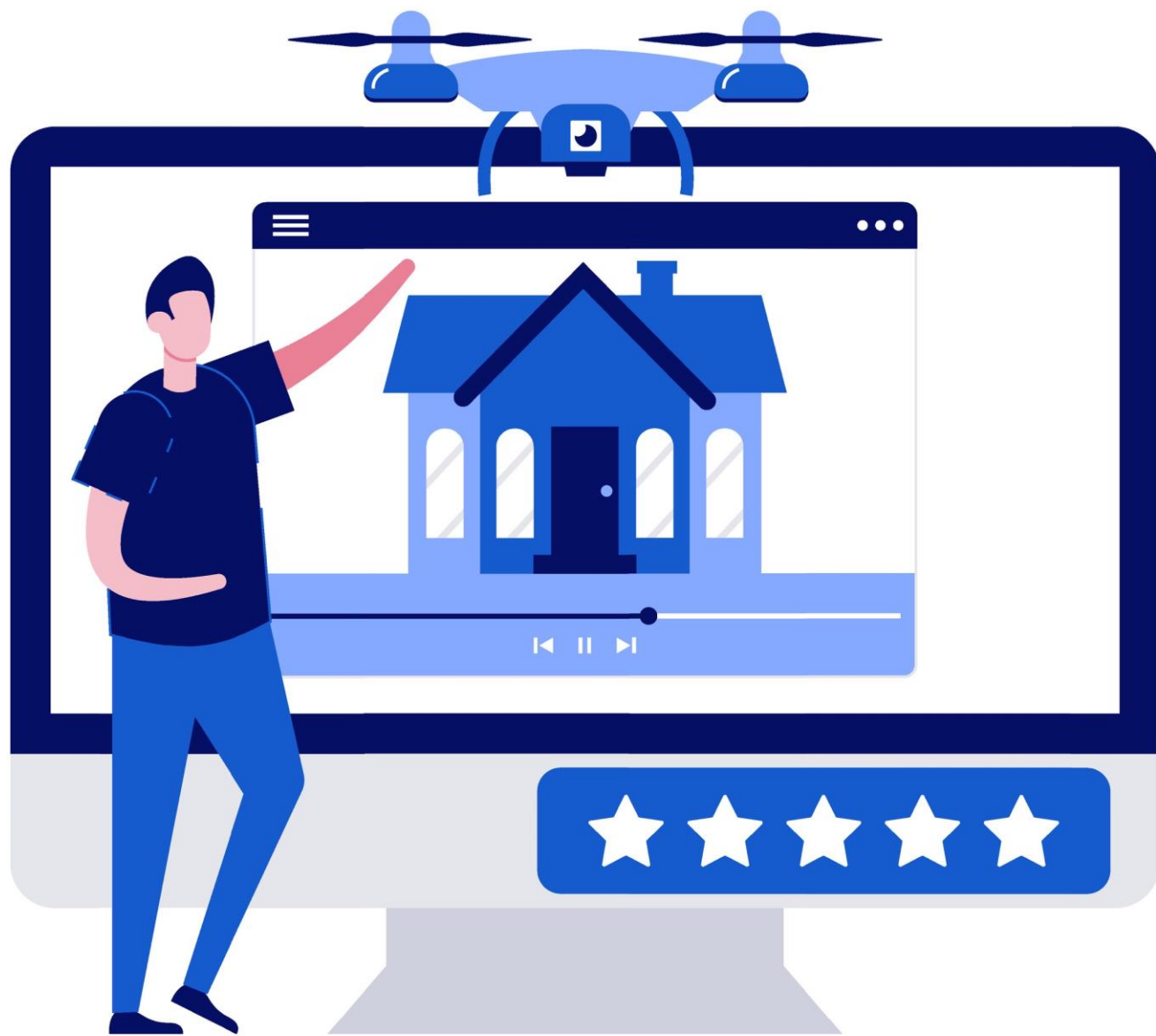
76 AGENTS

Recognized by NAR

Lean Into Learning with HAR's Education Offerings



- **HAR Technology Tools & MLS classes (free)**
 - In-person & virtual
 - Weekend & evening classes
 - Some classes offered in Spanish
- **Sales & marketing classes**
 - In-person and virtual
- **Leadership/Professional Development classes**
- **Tool of the Month webinar**
- **Designation classes**
- **Live webinars on current topics**
- **Online Tutorial videos**
- **Remote training for your office**
- **Home Buying Education & Affordable Housing Programs**
- **Interactive Video Conference**
- **Live events**
 - Area networking
 - Affiliate/alliance meetings
 - TREPAC-sponsored
 - Engage conference
 - Housing Symposium
 - YPN
- **Commercial real estate-focused open forum Zoom Fridays from 9:00 – 10:00**



In-Person Class

HAR 3D & VIRTUAL TOURS

JUNE 21
1 - 4 p.m.

Old Republic Title - Sugar Land
4690 Sweetwater Blvd



Top 5 Pre-Listing Updates in Houston

JUNE 27

12-1:30 p.m.

Sponsored by

curbio

har.com/edu

HAR
com

SHIFTING for
SUCCESS

Webinar Series



DIVERSITY & INCLUSION

Webinar

Opening the Doors of Equity:

*Empowering LGBTQ+
Communities in the
Path to Homeownership*

JUNE 28 | 12 - 1:30 p.m.

har.com/webinars



AFFORDABLE HOUSING

har.com/edu



WEBINAR

JUNE 29

12 - 1:30 p.m.

“Let's Talk Down
Payment Resources”

Speaker: LaTisha Grant



HOT Summer SAVINGS



**\$20
OFF**
ANY HAR CLASS

COUPON CODE:
SUMMER2023

VALID:
June 1 - August 31

HAR
com

Dive into Knowledge *and Make a Splash!*

HAR Classes



- **Platinum Lead Generation Tools**
- **HAR Tech Tools & Platinum Enhancements**
- **MOBILE MLS – Using the HAR App Effectively**
- **Social Media Platforms: Building Your Brand**
- **Braving the Video Marketing World**
- **Value Proposition for Realtors® (Turning Your Message Into a Magnet that Attracts Buyers and Sellers)**
- **ShowingSmart**
- **HAR 3D & Virtual Tours**
- **Matrix 1 – Overview***
- **Matrix 2 – Customization***
- **CMA “Price it Right”***

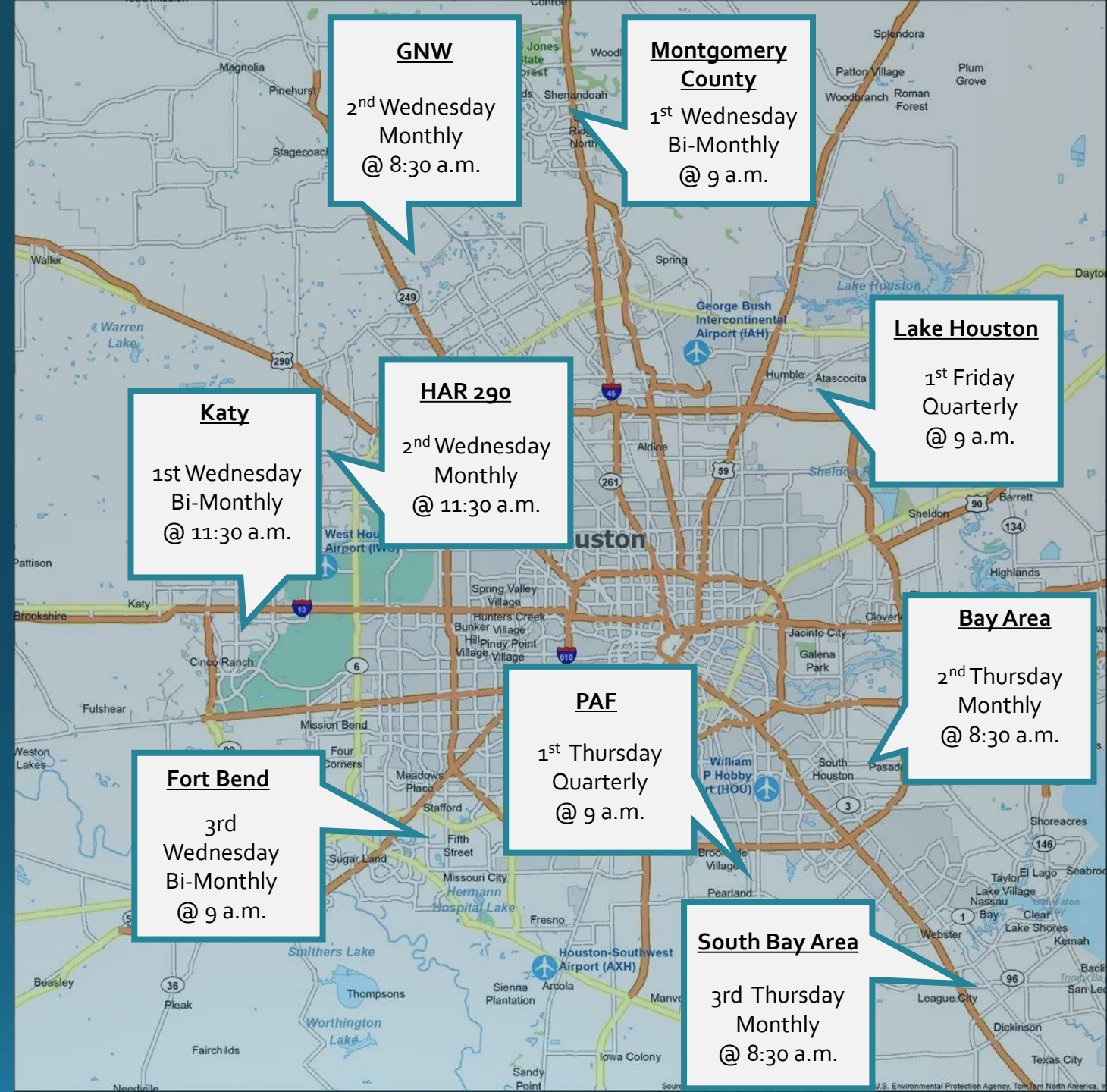
***Offered in Spanish**



Area Networking Meetings

9 total groups across the Greater Houston Area

You can find out more online at www.har.com/areanetworking



GNW
2nd Wednesday Monthly
@ 8:30 a.m.

Montgomery County
1st Wednesday Bi-Monthly
@ 9 a.m.

Lake Houston
1st Friday Quarterly
@ 9 a.m.

Katy
1st Wednesday Bi-Monthly
@ 11:30 a.m.

HAR 290
2nd Wednesday Monthly
@ 11:30 a.m.

Bay Area
2nd Thursday Monthly
@ 8:30 a.m.

PAF
1st Thursday Quarterly
@ 9 a.m.

Fort Bend
3rd Wednesday Bi-Monthly
@ 9 a.m.

South Bay Area
3rd Thursday Monthly
@ 8:30 a.m.

Redesign of Professional Development Website



Real Estate Courses > My Classes > Schedules

My Classes

**On the
Horizon!**

Upcoming

Past

Canceled

^ June, 2023

A Guide to Contract Addenda, Amendments, Disclosures & Notices

Enrolled at: Jun 1, 2023

Start Date: **June 6, 2023 (Thu)** ⌚

School: HAR

Credit Type: CE

Total: \$10 [Receipt](#)

Time: 09:30 AM - 5:00 PM

TREC #: 44541

TREC Credit Hours: 3

Add to Calendar

Change Date

Cancel

At Home With Diversity Certification

Enrolled at: Jun 1, 2023

Start Date: **June 21, 2023 (Thu)** ⌚

School: TABB

Credit Type: CE

Total: \$10 [Receipt](#)

Time: 09:30 AM - 5:00 PM

TREC #: 56621

TREC Credit Hours: 12

Add to Calendar

Change Date

Cancel

Questions/Concerns/Feedback



- Feedback is always appreciated from our members!
- All changes and new products come from member input

MLS Quality Assurance

713-629-1900 Ext. 5

mlsqa@har.com

Member Services

713-629-1900 Ext. 4

memberservices@har.com

HAR.com & Mobile Apps

713-629-1900 Ext. 5

support@har.com

ShowingSmart

713-930-0427

support@showingsmart.com