

Motion for TAR to provide membership data to HAR to be used only on [HAR.com](http://HAR.com) "Homes And Realtors" so consumers may have access to all Texas Realtors not just those members who have a current listing.

Rationale:

- TAR has the ability to produce a list that could be exported to a file on a daily basis at no cost to TAR. HAR would pay any cost associated with delivering the file to HAR.
- TAR currently provides contact information of all TAR members to Member Benefit Partners under contract. Promotion of all TAR Members on HAR.com (The #2 Real Estate Website in Texas) would be a true Member Benefit, and HAR.com would like to be a TAR Member Benefit Partner.
- HAR.com will provide on every agent profile, a link to TexasRealEstate.com showing TAR as the source of the agent contact information.
- It is the same TAR membership data that currently appears on [Texasrealestate.com](http://Texasrealestate.com) and [Realtor.com](http://Realtor.com) so the public already has access to the member contact information and it is not confidential.
- [HAR.com](http://HAR.com) is not an association and is the only MLS public website effectively competing with Zillow and Trulia.
- Unlike other portals, with [HAR.com](http://HAR.com) all leads go to the listing agent and broker at no cost and there are no competitors shown on their listings.
- All RE/MAX, REALOGY and Keller Williams listing agents will appear and the independent agents and buyer agents will be at a disadvantage if they are not included on HAR.com.
- HAR will not use the list to solicit TAR members to join HAR or its MLS.
- HAR wants to help drive business to all Texas Realtors
- HAR was named by Inman News as the 2014 "Most Innovative MLS/Real Estate Trade Association" for its efforts in taking HAR.com statewide.