

**Memorandum**

**To: Travis Kessler**

**From: Lori Levy**

**Re: Sharing of TAR Membership Data**

**Date: July 9, 2014**

**TAR Policy**

TAR has no written policy related to sharing of member lists. TAR operational policy has been to release membership list information to member benefit partners and to local boards who request their own membership lists.

**Historical Information**

There a couple of documented actions related to sharing information we find in the compiled TAR policies (1999-2008):

1. During the early 2000’s, the TAR board took action to prohibit the release of member email addresses in conjunction with the federal Canned SPAM Act and growing concern among members that TAR was selling their email addresses.
2. The TAR board took action in September 2002 to “support and be an active participant in the Texas Amber Alert System and will encourage the local REALTOR® associations and the REALTORS® of Texas to become involved in the program, which entails TAR providing Beyond Missing with e-mail and fax numbers of the TAR membership.” Taking action here assumes a board-approved policy to not release member lists.

Ron Walker indicated that there was not an official policy when he was here. The only entities requesting a member list member benefit partners and those requests were (and still are) handled contractually.

**Technological Information**

Sharing the data can easily be done, but no current web service exists now for this type of data feed. Currently, a list can be exported to a file, but this would become stale quickly and it is highly doubtful this is how HAR intended to receive the information. To create a data feed, TAR IT staff estimates 2-3 weeks programming and working with HAR, which could be scheduled with 1-2 weeks advance notice. Estimated labor/salary/man hours cost for TAR would be in the $3-4.5K range. This would result in a data feed that would allow HAR (only) to have access to the information electronically so that they may program around it for their website. It is direct data access. No metrics or traffic would benefit TAR under this type of data feed.

**Alternative Solution**

TAR IT staff is already looking in to producing “universal widgets” specifically for Texas REALTOR search functions to appear on numerous other websites.

Widgets can be integrated easily on many member, Local Association, and MLS websites if desired.  HAR and any other entity could display the same information on their website. The metrics additionally benefit TAR through traffic back to our website.

See example images below that could be placed on any website that would show the results in a new (separate) window on [www.texasrealestate.com](http://www.texasrealestate.com).

These widgets would be available in plain text (for a website such as [www.har.com](http://www.har.com) to customize and style to fit the individual site’s needs) or an approved TAR style.

Widget – Standard REALTOR Search:



This solution is a one stop shop for all websites and partners, rather than benefiting only one association and further customizes the membership database requirements for each request. It is my understanding that using widgets is NOT sharing membership information with other entities, it is instead allowing for the public to search for Texas REALTORS from any third party website that wanted to provide that search, the search results being provided through [www.texasrealestate.com](http://www.texasrealestate.com).