



5 Benefits to Using HAR.com

1 5 Million+ People Visit HAR.com Every Month

Did we mention FIVE MILLION people are on the website every month? HAR.com had 9.3 million unique visitors on our site in July 2023 alone. That's a lot of eyeballs. So, no surprise it's the most frequently visited public Multiple Listing Service (MLS) website in the country!

Top Publishers by Number of Views		
Publisher	Property Views	% of Views
HAR.COM	367,975,998	49%
Zillow Group	298,271,144	39%
realtor.com	89,590,630	12%

Source: ListHub, 1/1/2022-12/31/2022

2 Top Real Estate Website In the Houston Area

There is only one market in the country where a national portal is not the number one real estate website—Houston. Launched in 1997 as a public-facing MLS website, HAR.com is a household name in the Houston area and beyond. HAR.com is also widely recognized across the country and around the globe. Everyone knows about HAR.com, so why wouldn't you want your listing on the website.

3 Listing Feeds From MLSs Across Texas

HAR.com receives the listing feeds from the MLSs across the state of Texas, including NTREIS (Dallas-Fort Worth), SABOR (San Antonio), Unlock MLS (Austin) and others. This means that if you list your home on the MLS in essentially any market in Texas, your listing will be able to utilize the power of HAR.com.

4 Listing Feeds from Major National Real Estate Franchises

The major national real estate franchises view HAR.com as so important that they actually send their own listing feeds to HAR.com to ensure their listings receive the maximum exposure. This includes Better Homes & Gardens Real Estate, Century 21, Coldwell Banker, ERA, Keller Williams, RE/MAX and Sotheby's International Realty.

5 Most Downloaded Real Estate Apps in Houston

The award-winning HAR.com mobile apps have been downloaded in Houston more times than any other real estate app, and the apps are so good that even the Dallas MLS uses our apps for their MLS subscribers. If you know anything about the rivalry between Houston and Dallas, you know that is saying something.

*It is hard to describe HAR.com to people from other markets because there's only one HAR.com.
We hear it time and time again from people who have moved to other cities,
"Why doesn't everyone have an HAR.com?" We don't know. But aren't you glad you do!*