Turn up the Heat...How to Take Advantage of RPR’s Heat Maps

As the market begins its seasonal increase, you may find yourself looking for new ways to show clients exactly what is going on in the marketplace. Whether it’s trying to convince a buyer the market is picking up and they need to come in with a competitive offer, to showing a seller just how many distressed properties are in their area, and even where the FEMA flood zones are, RPR’s heat maps give you a way to easily convey important data.

Heat maps graphically represent data by using a color scheme to indicate variations in data. RPR has 11 different heat maps that you can include in a report, or simply show on your screen to impress clients with the amount of data you, as a REALTOR®, can provide.

- Estimated Home Values
- 12-month Change in Estimated Value
- Estimated Value per Square Foot
- Concentration of Distressed Properties
- Average Sales Price
- Average Listing Price
- Pending Sales Concentration
- Listing Price vs. Sales Price
- Housing Density
- Year Built
- Flood Zones
To take advantage of the heat maps, first conduct a search in RPR. Heat maps are available on For Sale, Off Market, and Distressed properties. From your search results on the “List View” tab, simply click on the 'HeatMap' dropdown menu located underneath the map on the right of your screen. Want to see a larger map? You can either click on ‘bigger map’ from the map on the List View tab, or simply select the “Map View” tab. Your search results will then display on a larger map and you can turn on one of 11 heat maps.

To impress your clients with these heat maps, you can simply display the heat map on your iPad, or laptop. Want to leave a lasting impression? Include heat maps in a printed report you leave behind. To do so, make sure “Map Layers” is checked to be included in your Property Report. Your clients will definitely be impressed with the level of data you provide.