



Agents



The goal of Realtors Property Resource (RPR) is to create the most powerful toolkit for REALTORS® in the industry. RPR is an exclusive benefit available to members of the National Association of REALTORS®. RPR provides REALTORS® with advanced, single-source access to detailed information about properties, trends and demographics. RPR delivers the most robust and complete data about every parcel of property in the United States.

Key features

for REALTORS®

- See detailed historical and current views of every property, including public record and assessment information, details of prior transactions and sales history, zoning, permits, mortgage and lien data, neighborhood demographics and schools, as well as the largest database of foreclosure information by county in the industry. RPR merges MLS/CIE - provided information with this robust catalog of publicly available data, while also incorporating psychographic and lifestyle information, all in one place.
- Leverage accurate and advanced search tools. In addition to compiling raw data from a wealth of sources, RPR helps REALTORS® interpret the information. Analyzing listings, sales, defaults and volume trends; along with pricing, mortgage data, forecasting, and valuation history provides REALTORS® a unique and comprehensive interpretation of the dynamics driving the market.
- Conduct nationwide property searches and market-to-market comparisons. An easily interpreted historical chart for each property layers years of listing, sales, default, financing, and valuation activity.
- Advanced geospatial searching yields insightful maps with overlays including market trends and demographics.
- Customize valuable reports to share with clients and customers. Utilize these reports to create a personal library of market information including market forecasts, trends, sales analytics, property details...all branded to you. These reports are an outstanding tool for agents to use in presentations with buyers and sellers.
- High-touch valuation tools allow agents to leverage their personal knowledge of the local market to create the most accurate market analysis available. Refine values further with your knowledge of condition, curb appeal, and distressed or enhanced property features.
- Use the home improvement calculator to create localized return-on-investment analysis of typical and custom remodels.
- Generate market-to-market analyses and demographic reports which can be used with all levels of relocating clients, from anywhere in the country.



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