

The Reports Page

The reports compile all of the information accessible on RPR into a user-friendly and agent-branded format that can be downloaded, printed, and used with your clients.

Three types of reports are available from RPR

The Property Report is best for helping a client who is considering the purchase of a particular property. It can also be used to perform background research on any property of interest to the user or a client.

The Seller's Report is used primarily to help prepare for listing a property, or listing presentation.

The Market Activity Report can be used for examining a local real estate market or neighborhood. It provides more detail about transactions and conditions in a defined geographic area.



The screenshot shows the RPR Reports interface with the following numbered callouts:

- 1:** "Generate a report for:" input field with "Full Property Address" and "Submit" button.
- 2:** "Select type of report:" radio buttons for "Property Report", "Seller's Report", and "Market Activity".
- 3:** Description of the Property Report: "The property report is a complete look at an individual property, including detailed property information, historical listing photos, local market statistics, listing activity, foreclosure activity, neighborhood demographics and more."
- 4:** "Select elements to include in report:" checkboxes for "All elements", "Estimated Value", "Estimated Value Change", "Historical Photos", "Market Activity Summary", "My Refined Estimated Value", "Current Photos", "History", and "Neighborhood".
- 5:** "Personalize the report:" section with "Recipient Name:" and "Message:" fields.
- 6:** "Get Report" button.
- 7:** "MY REPORTS" sidebar showing a report for "5612 E Calle Tuberia, Phoenix, AZ 85018" dated "4/19/2011 5:10 PM".
- 8:** "SAMPLE: Property Report" preview showing a report for "267 Snell Ct., San Jose, CA 95123" prepared for Jane Doe-Hyere.
- 9:** "YOUR PROFILE INFO" section showing "RPR User", "Faux Realty Office", "123 Main St", "Chicago, IL 60640", and a "View Full Profile" button.



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1. **Reports Search Bar** – The address you are preparing a report for will be displayed here. To change the property address you can enter a new address in this field.
2. **Report Types** – Sellers, Property and Market Activity
3. **Report Description** – A description will appear for the currently selected report type.
4. **Report Elements** – The different elements in a report will display all checked elements by default depending on which report type has been selected. Un-checking elements will exclude them from the report.
5. **Report Personalization** – Users can optionally include their client's name in the **Recipient Name** field and type a personal message in the **Message** field with up to 300 characters that will be included on the report cover page. If a user fills in these fields and then decides to switch report types, the text will not clear.
6. **Delivery Method** – Users should choose **Display now** when generating a report if they want to view it immediately after its ready. Users should choose **Email to** when they just want to send a report to a client immediately after it's ready.

Note: If you're sending to more than one email, each email address should be separated by a comma. If you would also like a copy of the report sent to your email, click on the **CC to me** checkbox.

7. **My Reports** – This column displays reports that have been previously generated to view and download. It will also display the current report being generated. Reports will be available under this column for 30 days from the date it was generated before it is automatically deleted.
8. **Report Sample** – Move your mouse over the image to preview sample report pages.
9. **Profile Preview and Link** – This section shows a preview of the information pulled from your profile that will be included on the report cover page.



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