



Brokers



database



mobile



reports



tools



RPR

REALTORS PROPERTY RESOURCE

Launch kit
...for Brokers



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RPR Product Overview

The Realtors Property Resource (RPR) is an NAR initiative to support the core competence of its members by creating a REALTOR® only, parcel-centric database of nationwide property information. The RPR database was launched to NAR members in September 2010 and contains advanced search, mapping and reporting features as well as a robust, parcel-centric database representing all 147 million parcel of property in the United States.

RPR National Property Data Sets include:

- Public records and tax assessment data
- Liens, and Stand Alone Mortgages
- Foreclosures and pre-foreclosure, REO properties and Notice of Default
- School information
- FEMA flood maps
- Neighborhood and demographic information
- Aerial flyover and satellite imagery
- Local market active and off market MLS data, including historical photos
- Plat maps
- Demographic, psychographic, census and lifestyle information



Advanced Reporting Features include:

- Comprehensive property history
- Valuation and pricing
- Market Activity Report personalized to the agent, designed for consumers
- Seller's Report personalized to the agent, designed for consumers
- Property Report personalized for the agent, designed for consumers
- Neighborhood information
- Tools to refine the value of a property

Advanced Search and Valuation Features

RPR contains advanced search tools to enhance an agent's ability to provide timely and relevant information to their clients and customers on current market conditions and accurate property valuations, including:

- Home improvement calculator/remodel return-on-investment tools.
- Public record and tax assessments data integrated with localized MLS data to create the Realtors Valuation Model
- Realtors Valuation Model™ (RVM™), RPR's premier automated valuation tool with real-time and historical data.
- Refine value features available to each user, allowing users to add their market knowledge into the value calculation, making the RVM™ the most accurate street-level automated valuation model available.
- Nation-wide market-to-market comparisons, which can be important tools for relocating clients.

Broker Tool Sets Overview

RPR began development of a series of products to create specific value for Brokers in 2010. Under the guidance of a national Work Group of Brokers, IT and Marketing staff to create the Broker Tool Sets. These tools include:

- Company Branding**
 Available for RPR application display and agent generated report for consumers
- Affiliated Services Support**
 Mortgage, Title, Home Warranty, Insurance, etc
- Chart Service**
 Importable graphic charts for use in company intranet, website or marketing
- Data Tool**
 Market share reports, trends and forecasting- across multiple MLS's, in one format



Link

Visit our website for more information.
<http://blog.narrpr.com/info>

Broker Tool Set Features

The RPR Broker Tool Sets (BTS) are designed to Brokers real estate firms by providing high value tools to brokers and managers in order to leverage the powerful RPR database across their entire market area. To facilitate the BTS RPR has developed an extensive back-office infrastructure, with management functions that include a set of four powerful tools: Company Branding, Affiliated Service Support Modules, RPR Chart Service and Data Tool. Let's take a look:



Company Branding

RPR understands the investment and importance of your company's brand. At the heart of the Broker Tool Sets is the ability for your brand identity to be displayed on the RPR website and consumer reports. We've built-in the ability to brand at each level of your organization; from corporate, to franchise and even at the office level. As agents access the RPR application, generate reports and send RPR generated emails; they'll be branded back to your brokerage.

Affiliated Services Support Modules

The average REALTOR® visiting RPR spends 20 minutes per session, 3-times per week. With BTS, you can easily display modules of your affiliated or core services companies, such as: Mortgage, Title, Home Warranty, Insurance and Concierge to your agents, which allows brokers to stay primary to their agent’s attention while on RPR.

For example, use the Mortgage module to display current rates, and contact information for the correct mortgage originator for each office. That module is then assigned to an office, groups of offices or to the entire brokerage with rates...in real-time. The core service companies will also be included in the RPR reports created for clients and customers.

▼ METRO REALTY MORTGAGE - EASTSIDE



Mortgage Type:	Rate APR		Last week:
30 yr fixed	6.43%	▲	6.43%
15 yr fixed	5.96%	▲	5.96%
30 yr fixed jumbo	7.06%	▼	7.06%
7/1 ARM	5.9%	▼	5.9%
5/1 ARM	6.1%	▲	6.1%

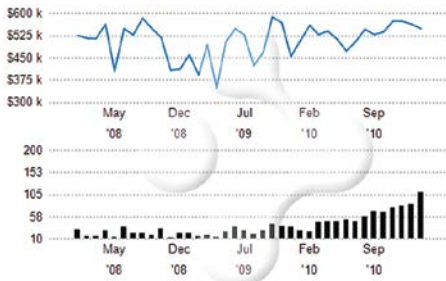
[More Rates](#)



Contact:
Jane Smithereen
✉ E-mail
Phone: (888) 123-456

Metro Mortgage - East
430 N. Michigan Ave.
Chicago, IL 60611
www.metro mortgage.com

Internal message that shows on modules for agent, up to 160 characters



Powerful Chart Service

Also included in the BTS is the ability for a Broker to extract (import) specific charts as images that can be embedded in your company’s marketing materials, including their company website. The data set requested based upon custom criteria, and then include RPR chart imagery on their company internal

marketing programs or other print products. Currently, Brokers can choose from up to 12 different charts, helping to communicate market trends and forecasting for your consumers.

RPR Data Tool

The RPR Data Tool provides a business intelligence (BI) overlay to the RPR database, and allows the Broker and Managers to run custom pre-defined or ad hoc queries against a version of the RPR database which has been optimized for analytics. Potential uses include forecasting, trending, marketing strategies, such as analysis of properties by foreclosure status or mortgage type, market share, pin studies. Results can be sorted by



geography or branch or even multiple MLS's. Output is in the form of viewable reports on screen, exportable, spreadsheets, charts and maps. This tool also gives you the ability to set up a daily dashboard of key activity drivers.

Broker Tools Sets (BTS) FAQs

What are the RPR Broker Tool Sets?

RPR offers a set of tools to meet brokers' unique needs. The Broker Tool Sets leverage RPR's database of property information and report capabilities, helping brokers provide valuable services to their agents that work in tandem with brokers' existing technologies and branding.

The BTS contains four distinct elements, two of which, Broker Branding and Affiliated Service Modules appear to the agents on the RPR website and reports, while other elements such as the Chart Service and Data Tool are for manager and authorized staff access only. The Broker Tool Sets include the following components;

Company Branding: BTS allows you to add your logo to the RPR website and provide links back to critical content on your website in our footer. Your branding also appears on RPR Reports and emails that your agents send create in RPR for their consumers.

Affiliated Service Modules: Service Modules are promotional widgets that highlight your company's business services to your agents via the RPR website and RPR Branded Reports. Each service module can include a logo, contact information for the servicing agent and a brief description. Service modules can be associated with all offices, or any defined subset of offices. Individual offices and agents can opt out of display of the service modules, with company authorization. Service modules include:

- **Mortgage:** This module allows you, at your option, to display current and historical mortgage rates and provide links to get more information. A custom portal controls a mortgage rate upload tool, so you can load the appropriate information.
- **Title, Home Warranty, Insurance and Concierge**



Chart Service: The Chart Service allows your company to display select chart imagery from RPR direct on your own web pages and reports, or internal company marketing resources. An easy to use token allows manipulation of the chart results based upon twelve select criteria and defined geographies by zip code.

Data Tool: Analyze and visualize RPR data using a reporting and querying tool designed specifically and exclusively for company staff and managers. Download market trends in a variety of segments, and evaluate company and office performance against market performance. RPR Data Tool allows custom defined geographies which will cross MLS boundaries and give companies a view of the entire market area

RPR also has a dynamic de-duplication tool which allows a high level of statistical accuracy for those companies where properties are listed in multiple MLSs.

Reference: <http://rpr.me/nENGiD>

When will the BTS be available?

BTS is currently in Beta Testing, we expect that BTS will be available for open registration by Q4 2011.

How do I get started?

If you are interested in receiving more information on Broker Tool Sets, please fill out the form located at <http://blog.narrpr.com/broker-tool-sets-queue>.

What information is needed to set up my company?

To begin the implementation process, the brokerage must provide the following to the RPR BTS Implementation Team:

- A complete office roster including all active office names, addresses, phone numbers and MLS affiliation(s), and associated MLS office id(s).
- Affiliate Service Modules information, including contact information, photos, links and logos for brokerage core services such as Title, Insurance, Mortgage (with or without rates), Warranty, etc. - if applicable.



- Branding information, including main company logo and links.
- Company authorized users list. Broker corporate staff and their branch office management can be designated authorized users. These users will have access to the Data Tool to run reports and/or the ability to manage mortgage rates if applicable.

Once the Implementation team receives all information, your company will be placed into the Implementation queue to process. Timeframes may vary depending on the complexity of the organization.

What is the Chart Service?

RPR allows brokers to display select RPR chart imagery on their own website, or in PDF reports, through the use of our Chart Service. This is a lightweight, easy-to-implement service that allows you to obtain either a chart image or HTML. Brokers can currently choose from 12 charts, all of which are very similar to the trend analysis and graphs that display on the RPR website but are designed to be easily inserted in a Broker website, CMA or other print product. The charts are watermarked, and we have developed a security model that allows us to authorize chart generation to companies participating in the BTS program.

Reference- <http://rpr.me/o0m7Qk>

How do I update the mortgage rates in the Affiliated Service Module?

You can update the mortgage rates displayed in the Affiliated Service Module for mortgages through your broker or authorized support staff. Brokers will have the ability to designate up to three additional users as mortgage rate administrators. Once RPR sets up the appropriate permissions for those users, they will see a “Customer Portal” link in the header of the RPR website at www.narrpr.com. From there, they can access the Mortgage Rate Management tool.



Some companies may choose to utilize the RPR Rate Feed service. This is an automated service that ingests XML-based mortgage rates into our database every 15 minutes. This is an advanced option that requires some development by the broker.

Reference- <http://rpr.me/qgsQHv>

How do I edit my Affiliated Services Modules?

Changes to the Affiliated Services Modules should be sent to the RPR BTS Implementation Team.

Who in my company will have access to BTS?

Each Brokerage will be allowed to identify office, brokerage or franchise staff who can be granted access under the broker's authorization. Access levels to the licensed MLS data will need to be granted by the MLS for each tier of staff access.

Individual agents will not have access to the mortgage rate portal, Chart Service or the Data Tool. However, they will see company branding and modules on the site and on reports generated using RPR.

How is my roster updated?

Changes to the agent rosters will be automatically updated via the MLS data feeds. Any issues or errors in the agent rosters should be reported to the BTS Implementation Team to rectify with the MLS. Any changes to your office roster or logos should be sent to RPR. RPR will proactively update your roster every 6 months in addition to any requested changes from your brokerage.

Can an agents/offices Opt-Out of BTS?

Any offices or agents that wish to Opt Out of the Broker Affiliated service modules will need to be approved by the Broker.



If RPR receives requests to Opt Out by individual agents or offices via our Help Desk, we will direct the user to their office manager. The office managers will then roll up only approved requests to a single point of contact within their company who can communicate the changes to RPR.

How do I remove Affiliated Services data from printing on reports?

You can choose to have or NOT have the affiliated services data print on RPR generated reports. This option can be changed at any time through RPR.

How do I correct an office that is not showing correctly on an Agent Profile Page?

To make corrections to the office information or associated agents for an office please contact RPR at brokers@narrpr.com or call **1-800-971-1921**.

Why aren't all of our MLS affiliations displaying in the MLS Info dropdown menu?

RPR has created a national map to show which MLS organizations have partnered with RPR. The MLS map is updated weekly and can be viewed on the RPR Blog: <http://blog.narrpr.com/rpr-partners> Once an MLS is live with RPR, it will appear in the dropdown menu.

Please be aware that coverage and availability of MLS data can vary by organization due to access rules. If you have questions about which MLS data you can access, contact us at brokers@narrpr.com.

How do I get a hold of my Implementation Rep, or find out where we are in the implementation process?

Please email us questions at brokers@narrpr.com

Broker/Manager Resource Center

RPR has created a resource center specifically for broker and manager support related to training, communication with offices and agents, and modules for use in weekly sales meetings. The RPR Broker/Manager Resource Center includes:

- Live manager specific training classes covering areas of RPR such as an overview of how RPR can create value for your agents and companies, an explanation of the Broker Tool Sets, and dedicated classes to help you utilize manager only tools such as the RPR Chart Service and Data Tool.
- Archived videos of each class for download and viewing at your convenience.
- Pre-set communications pieces to promote your company’s registration and involvement with RPR Broker Tool Sets, specific RPR features which can enhance your agent’s efficiency, training opportunities for agents, and valuable tips to save time and money.
- Sales Meeting Modules allow brokers and managers to utilize the Resource Center for a week-by-week pre-recorded video and supporting print material for use in company sales meetings. Short but incisive videos will help you guide your agents on how to gain market advantage by using RPR advanced features such as search, reporting, mapping, valuation tools and more.



Link

Learn more by visiting:
<http://blog.narrpr.com/broker>



RPR Business Model Overview

Key Points

- NAR was charged with delivering a Proof of Concept prototype for the RPR system through funding from the Second Century Initiatives at the NAR Mid-year meetings in Washington D.C. in May, 2008.
- In September 2008, the RPR Advisory Board was formed under the direction of the REALTORS® Information Networks (RIN) Board of Directors, which began work on the front-end system development.
- In November 2009 an asset purchase was executed with LPS Real Estate Group and the Realtors Property Resource, LLC was formed under the direction of the RPR, LLC Board of Directors.
- Dale Stinton, NAR CEO, serves as Chairman of the Board. The Board is made up of Residential and Commercial Brokers, State and Local AE's and MLS Executives.
- RPR is headquartered in Chicago, IL, with offices in Washington D.C and Irvine, CA.
- Dale Ross, co-founder of MRIS (Metropolitan Regional Information System) the country's largest regional MLS, serves as CEO. The RPR staff includes a Management Team consisting of President Marty Frame, SVP of Industry Relations Mona Steen, and SVP of Operations Jeff Young, as well as twenty-six full time employees.
- The Realtors Property Resource, LLC is not a technology vendor. It is a wholly owned subsidiary corporation of the National Association of REALTORS®. Any and all returns from NAR's investment in RPR's technologies, including any revenues, are intended to be for the benefit of NAR's members.

- The RPR business model includes the sale of analytics from the RPR™. LPS was chosen as a Strategic Alliance Partner for the marketing of the analytic products, within their existing contracts and relationships with lending institutions, governmental agencies and third party segments of the industry.
- RPR will is available only to REALTORS®. No consumer or third party access is permitted
- No listing level data other than the list price of an active property will be sold to third parties. Information related to the property specific features, agent contact information or seller data will not be released. No access into or feeds from the RPR system will be allowed.
- The RPR system creates the Realtors Valuation Model, (RVM) the industry gold standard in automated property valuations. By creating a single, agreed-upon valuation for a property which is used by REALTORS®, lending institutions and governmental agencies, RPR has the potential to remove much of the friction from the marketplace, thus improving the quality and speed of the real estate transaction, to the ultimate benefit of the consumer.
- RPR is a business-business model, not a business-consumer model.

RPR System Launch

- The RPR system launched on September 16, 2010 to multiple MLSs around the country. RPR's current launch strategies are to REALTORS® in contracted MLSs which allow RPR to work within a defined geography and offer training, communication and 24/7, 365 day a year Customer Support. As of 6/1/11 over 300 MLSs representing over 515,000 REALTORS® were represented through contracts. RPR will continue to create access for REALTORS® through these MLS contracts through 2011.
- Beginning in 2012 all REALTORS® will be given access to RPR regardless of their MLS contract status. The RPR system will only include local market data from the MLS if they have licensed that data to RPR.

[Link](#)

For information on the status of your local market and RPR go to:
<http://blog.narrpr.com/rpr-partners>

[Link](#)

Fact sheets are available for download on the RPR blog.
<http://blog.narrpr.com/broker>