Use RPR to Create CMAs That Amaze

(Formerly Called: Perfect Pricing with Easy, Accurate CMAs form RPR)
REALTORS® have a variety of CMA options and you may wonder which one is best for you. We want to provide you with a CMA tool that simplifies things for you. But you still need the flexibility to customize your analysis for each and every potential client.

RPR’s CMA tool choices can help you stand out to home sellers and ace that next listing presentation.
Pricing with RPR

- Valuation & Analytic Tools
- AVMs vs RVMs
- Refining Values
- Comp Analysis – Seller’s Report
- Sales Comp Analysis – Valuation Workbook
Estimates of Value

- **AVM = Automated Valuation Model**
  - Value estimate calculated using public records only

- **RVM® = Realtors Valuation Model®**
  - Value estimate includes MLS Active, Sold & Off Market Data
  - Highest accuracy of any valuation tool
Types of AVM’s

- Hedonic
- Indexed
- Blended
Hedonic AVMs

- Sq. Ft.
- Bedrooms
- Pool? Garage?
- Baths
Indexed AVMs

Figure 20: Comparison of Home Price Indices

<table>
<thead>
<tr>
<th>Region</th>
<th>OFHEO Overall</th>
<th>OFHEO Purchase</th>
<th>S&amp;P Case-Shiller</th>
<th>Diff (CS-POFHEO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>-4.1%</td>
<td>-4.2%</td>
<td>-7.3%</td>
<td>-3.1%</td>
</tr>
<tr>
<td>CA</td>
<td>-8.4%</td>
<td>-7.7%</td>
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</tr>
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<td>FL</td>
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<td>-0.6%</td>
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<tr>
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<tr>
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Chart 4
Percentage of Values by System that Undervalued Actual Sales by More Than 10%
Blended AVMs

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Limitations of AVMs

- Assumes structure exists
- Assumes average condition
- Advertiser Based Sites
RVM®

- Realtor Valuation Model®
- Blended Valuation
- Realtor Owned
- Starting Point for YOU
Confidence Score

- 5 stars = sales price likely to be within 10% of the AVM/RVM
- 4 stars = sales price likely to be within 15% of the AVM/RVM
- 3 stars = sales price likely to be within 20% of the AVM/RVM
- 2 stars = sales price likely to be within 25% of the AVM/RVM
- 1 star = sales price likely to be within 30% of the AVM/RVM
Refine Value

- Public Record Error/Omissions
- Home Improvements
- Need Improvements
- Home and Market Conditions
RPR Mobile™

- Access RPR’s
  - Property info
  - Reports
  - Tools
- Fast, convenient
- Essential
- Apple & Android
Go For it!

- Identify challenging property, run a Sales Comparison analysis, run report
- Practice - Webinar Worksheet
- All things RPR: blog.narrpr.com
- Need Help? 24/7 877.977.7576
- Support Links at the bottom of every page
- On Facebook: RPR Connect
Thank you

www.narrpr.com