

Printable: Market Trends ScriptWriter

The screenshot displays the RPR website's Market Trends ScriptWriter interface. The top navigation bar includes links for Home, Research, Marketing, Reports, Learn, Help, and My Work, along with a user profile icon. A search bar at the top left is labeled 'Location' and contains the text 'Scottsdale, Arizona'. A magnifying glass icon is next to it. Below the search bar, a breadcrumb trail reads 'Home > Residential Market Trends > Scottsdale'. The main heading is 'Scottsdale, Arizona', with a 'Print' button to its right. A 'Market Trends' section is highlighted with a blue bar. Below this, a 'Market Type' slider shows 'Seller's Market' selected. A 'Key Details' section lists 'Months of Inventory' (3.06), 'List to Sold Price %' (97.3%), and 'Median Days in R' (34). A 'Property Type' dropdown menu is set to 'SF + Condo/TH/Apt'. A 'Create Script' button is visible. An inset window shows the 'Research' dropdown menu with 'Residential Market Trends' selected.

2 Location
Scottsdale, Arizona

Home > Residential Market Trends > Scottsdale

Scottsdale, Arizona

Print

4 Market Trends ⓘ

6 Create Script Share

5 Property Type SF + Condo/TH/Apt

May 2023

Market Type

Seller's Market Balanced Market Buyer's Market

Key Details

Months of Inventory 3.06
List to Sold Price % 97.3%
Median Days in R 34

10.53% Month Over Month 0.12% Month Over Month 12.82% Month Over Month

Realtors Property Resource®, LLC

1 Property Search
Map Search
Residential Market Trends
Neighborhood Search
School Search
Residential Market Activity Search
Commercial Site Selection
Commercial Map Insights
How to Research

How do I find RPR's AI-powered Market Trends ScriptWriter?

- 1 Click *Research*, select *Residential Market Trends*.
- 2 Enter a neighborhood name, city, county or ZIP.
- 3 Select the magnifying glass to search.
- 4 Find the Market Trends with key metrics: *Months of Inventory*, *List to Sold Price*, *Median Days in RPR* and *Median Sold Price*.
- 5 Select the property type to change the table metrics.
- 6 Select *Create Script*.

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The screenshot shows the 'Market Trends ScriptWriter' tool interface. It includes a navigation bar with 'Home', 'Research', 'Marketing', 'Reports', 'Learn', 'Help', and 'My Work'. The tool's purpose is to 'Create captivating video scripts and gain insight into market trends with just a few clicks, all powered by ChatGPT.' The interface has two main sections: 'Choose Tone' and 'Choose Audience'. Under 'Choose Tone', there is a dropdown menu with 'Conversational' selected. Under 'Choose Audience', there is a dropdown menu with 'Buyers and Sellers' selected. Below these, there is a section 'What would you like to do?' with three buttons: 'a Create Video Script', 'b Social Campaign', and 'c Analyze Metrics'. The 'Analyze Metrics' button is selected. Below this, there is a section 'Highlight correlation between metrics' with a text area containing the following text: 'When it comes to the real estate market, there are several key metrics that buyers and sellers should be aware of. Let's take a closer look at some of the most important measures and how they are correlated. First, we can look at the Months Supply of Inventory, which is currently at 3.06. This metric represents how long it would take for all the homes currently on the market to sell, based on the current rate of sales. In general, a lower number indicates a seller's market, while a higher number indicates a buyer's market. The 12-Month Change in Months of Inventory is also important to consider, as it shows how much this metric has changed over the past year. In this case, we see a significant increase of +65.41%. This suggests that there are more homes on the market now compared to a year ago, which could be due to a variety of factors such as increased demand or more new construction.' At the bottom, there are two buttons: '4 Copy Text' and '5 Send By Email'.

What kinds of content can I generate with the ScriptWriter?

- 1 Choose your tone: *Professional, Engaging or Conversational*.
- 2 Choose your audience: *Buyers and Sellers, Buyers or Sellers*.
- 3 Select content to generate:
 - a *Video Script*: create personalized scripts for your market updates videos.
 - b *Social Campaign*: generate tailored content focusing on local market metrics, ensuring that your message remains relevant.
 - c *Analyze Metrics*: review the metrics, and highlight the correlation between them.
- 4 Select *Copy Text* to copy and paste content.
- 5 Select *Send by Email* to email yourself the content.



PRO TIP

Remember to always review, edit and personalize the content to reflect your brand identity.