Printable: **Market Trends ScriptWriter**

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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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.

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