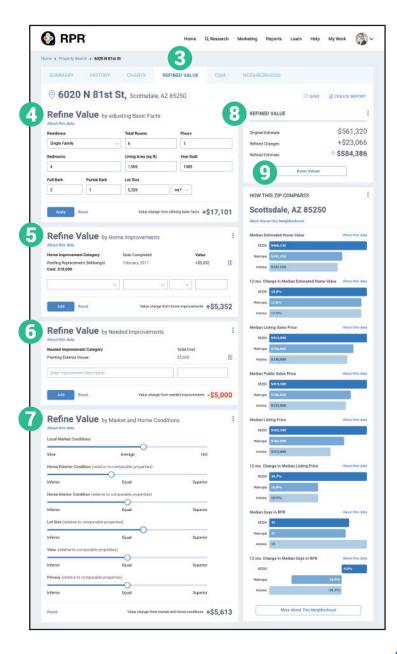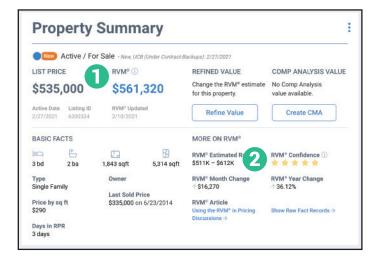# Printable: **Pricing a Property**

## What is the RVM®?

*The RVM® stands for Realtor Valuation Model®. The analytic is a great starting point for pricing discussions with clients. RPR's RVM® incorporates listing and sales data into the equation.*

**1** From the Residential *Property Details Summary page*, locate the RVM®.

**2** View the *RVM® Confidence Score*.

● A 5 indicates that different automated valuation models yield similar estimates for this property.
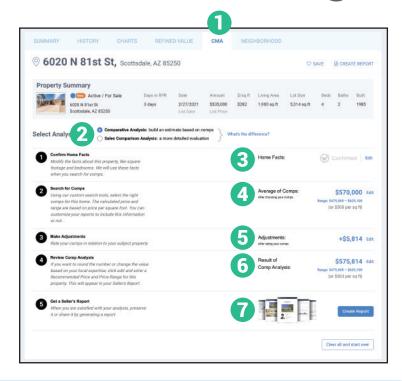
### Property Summary

New — Active / For Sale • *New, UCB (Under Contract-Backups): 2/27/2021*

| LIST PRICE | RVM® ⓘ | REFINED VALUE | COMP ANALYSIS VALUE |
|---|---|---|---|
| **$535,000** | **$561,320** | Change the RVM® estimate for this property. | No Comp Analysis value available. |

| Active Date | Listing ID | RVM® Updated |
|---|---|---|
| 2/27/2021 | 6200324 | 2/10/2021 |

Refine Value    Create CMA

**BASIC FACTS**

| 3 bd | 2 ba | 1,843 sqft | 5,314 sqft |
|---|---|---|---|

Type
Single Family

Owner

Price by sq ft
$290

Last Sold Price
$335,000 on 6/23/2014

Days in RPR
3 days

**MORE ON RVM®**

RVM® Estimated R...   $511K – $612K
RVM® Confidence ⓘ   ★★★★★

RVM® Month Change   ↑$16,270
RVM® Year Change   ↑36.12%

RVM® Article
Using the RVM® in Pricing Discussions →   Show Raw Fact Records →

## How do I refine the value of a property?

**3** From the *Residential Property Details* page, select the tab marked *Refined Value*.

**4** Confirm and adjust the property's basic facts. Select *Apply*.

**5** Add any home improvements completed, including date completed and total cost. Select *Add*.

**6** Add any needed home improvements including estimated total cost. Select *Add*.

**7** Adjust sliders based on local market conditions and how the subject property stacks up against comparable properties.

**8** View adjustments on the upper right column.

**9** Make a mistake? Select *Reset Values*.

**NATIONAL ASSOCIATION OF REALTORS®** | **RPR®**

# Printable: **Pricing a Property**



## How do I run a CMA?

**1** From the *Residential Property Details* page, select the tab marked *CMA*.

**2** Choose *Comparative Analysis* or the more advanced *Sales Comparison Analysis*.

**3** Confirm the home's basic characteristics.

**4** Search for comps using the search tools or add a known property.

**5** Make adjustments to the comp selection.

**6** Review your result. Adjust the recommended price or range if needed.

**7** Select *Create Report*.

---

### PRO TIP
The *Seller's Report* can span over 80 pages. Omit any sections you don't think your client would be interested in at this time to make the report more digestible.

## How do I create a *Seller's Report*?

● Select *Create Report* from step 5 of creating your *CMA*, or the *Create Report* button found on most pages.

**8** Choose the type of report: *Seller's Report*.

**9** Click the plus symbol to choose the elements to include or omit in the report.

**10** Choose the report's cover elements and whether to show or hide page numbers.

**11** Personalize the report cover with a message, choose a delivery method, and press *Run Report*.