



The screenshot shows the RPR website interface. At the top, the navigation bar includes 'Research', 'Marketing', 'Reports', 'Help', 'Learn', and 'My Work'. A dropdown menu for 'Research' is open, showing options like 'Property Search', 'Map Search', 'Residential Market Trends', 'Neighborhood Search', 'School Search', 'Residential Market Activity Search', 'Commercial Site Selection', 'Commercial Map Insights', and 'How to Research'. The main content area is titled 'Kansas City, Kansas' and 'Market Trends'. It features a 'February 2025' header, a 'Market Type' indicator with a bar chart showing 'Seller's Market', 'Balanced Market', and 'Buyer's Market'. Below this is a 'Key Details' table with metrics like 'Months of Inventory', 'Sold to List Price %', 'Median Days in RPR', and 'Median Sold Price'. A map of the area is shown on the right. Callouts 1-7 and 'a' point to specific UI elements: 1. Research dropdown, 2. Location search bar, 3. Search magnifying glass, 4. Market Type indicator, 5. Property Type dropdown, 6. Market Trends indicator, 7. Print button, and 'a' (three dots) for collapsing charts.

## How do I find Market Trends in RPR?

- 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 Indicator* along with a variety of dynamic charts representing different statuses, including *New Listings*, *Active Listings*, *New Pending Listings*, *Pending Listings*, *Sold Listings*, and a chart for *Sold Public Records*. Each chart features tabs showcasing essential metrics such as *Median List or Sold Price*, *Number of Properties*, *List-to-Sold Price Percentage*, *Median Days in RPR*, among others. Additionally, the *Months Supply of Inventory* is presented in a dedicated chart for your convenience.
  - 5 Select *Property Type* to change the table metrics. Apply to only one chart or all charts.
  - 6 Select the ⓘ to see how the market types are defined, as well as the *Source* and *Update Frequency*.
  - 7 Select *Print* to print the page of market charts.
- a** Select (three dots) to collapse a chart. Collapsed charts will not print. To show a specific tab from one of the charts, select the tab before choosing *Print*.



### PRO TIP

Select *Create Script* to generate video scripts, social campaigns and analyze market trends data using RPR's AI Market Trends ScriptWriter.



### PRO TIP

Market Trends are now included in RPR's Next Gen Reports! Select *Create Report* from any property or search results, choose one of the Beta Templates, and view Market Trends in your report.



- 

### PRO TIP

Share directly to Instagram using the RPR Mobile App.

