![RPR logo] **RPR** | **Market Trends AI ScriptWriter**
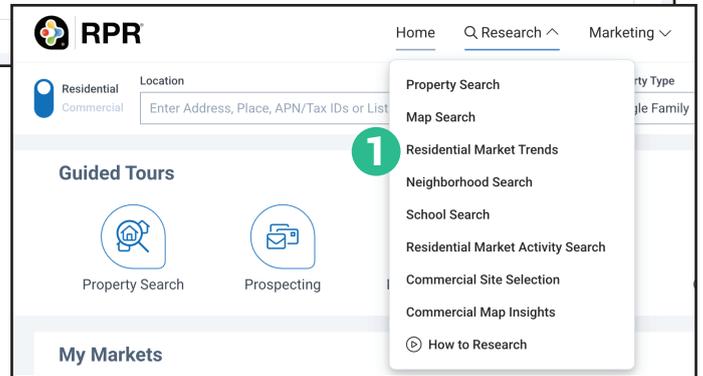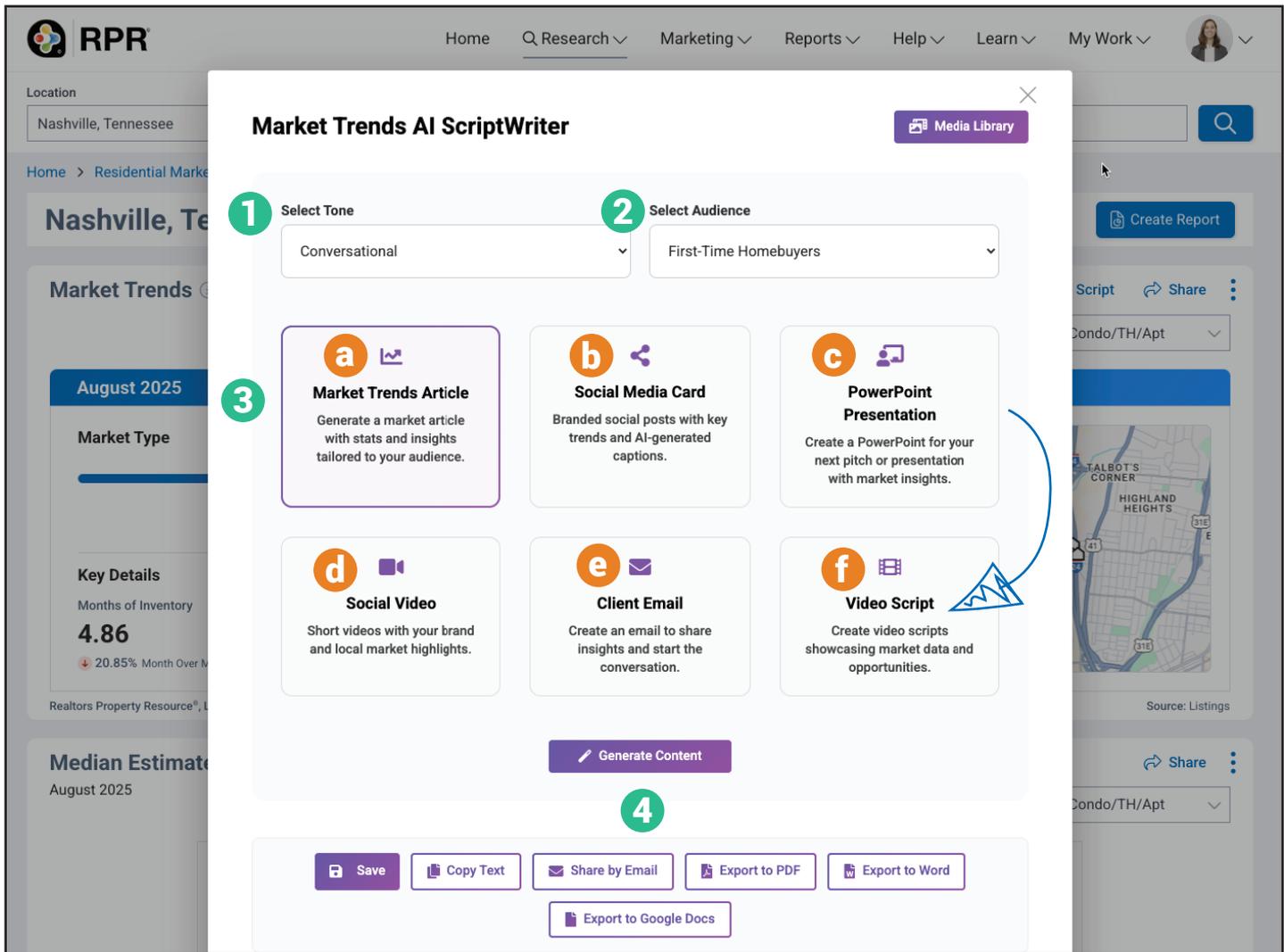


## How do I find RPR's AI-powered Market Trends ScriptWriter?

**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, Sold to List 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, Conversational, etc.*

**2** Choose your audience: *Buyers, Sellers, First Time Homebuyers, Move-Up Buyers, Investors, etc.*

**3** Select content to generate:

**a** *Market Trends Article:* Monthly updates written in easy to understand language.

**b** *Social Media Card:* Branded social cards with key trends and AI captions.

**c** *PowerPoint Presentation:* Ready-to-use slide decks with market insights.

**d** *Social Video:* Short market update videos in seconds.

**e** *Client Email:* A ready-to-send update you can personalize.

**f** *Video Script:* A polished script to record yourself or feed into an AI video tool.

**4** Follow the prompts and select how you want to export your content.

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