

Printable: Commercial Reports



COMMERCIAL PROPERTY REPORT

A comprehensive look at an individual property, including detailed property information, photos, property history and listing activity, and trade area information such as traffic counts.



TRADE AREA REPORT

A summary of the demographics, economics and tapestry segments for the trade area the user has defined.



TRADE AREA ANALYSIS

Allows you to identify the optimal location to search for properties based on the user selected attributes that will drive the success of a business.

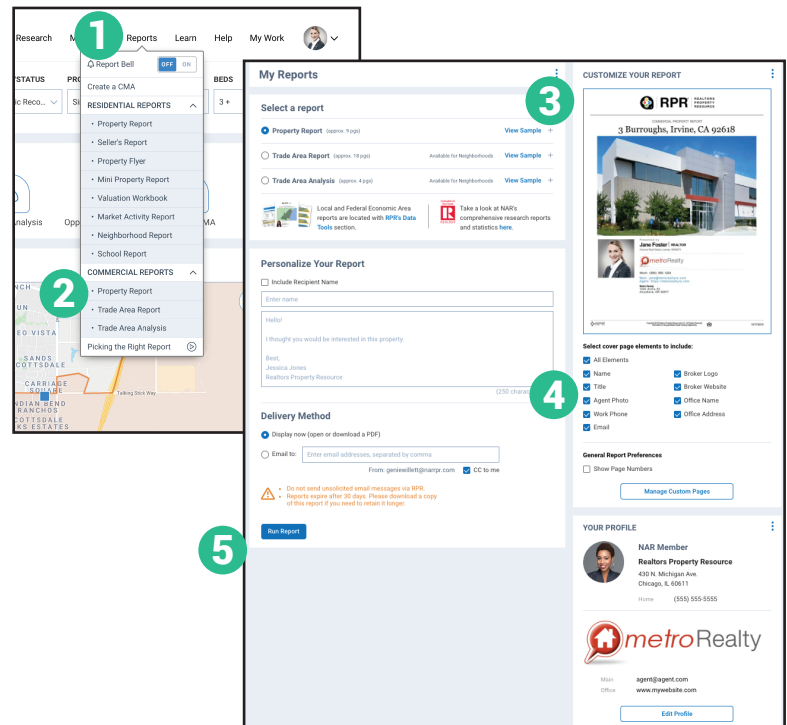


PRO TIP

In addition to these three core reports, you have access to Valuate® which allows you to create an investment analysis and export a corresponding investment analysis report.

How do I create a Commercial Property Report?

- 1 Select *Reports* from the top navigation menu or *Create Report* from any property details summary page .
- 2 Choose the type of report: Commercial - *Property Report*.
- 3 Select the plus sign to choose the elements to include or omit in the report.
- 4 Choose the report's cover elements and whether to show or hide page numbers.
- 5 Personalize the report, choose a delivery method, and press *Run Report*.



How do I create a Trade Area Report?

- 1 Select *Reports* from the top navigation menu or *Create Report* from a Trade Area Details page or from the search results list or photo grid view.
- 2 Choose the type of report: *Trade Area Report*.
- 3 Select the plus sign to choose the elements to include or omit in the report.
- Choose the report's cover elements and whether to show or hide page numbers.
- Personalize the report, choose a delivery method, and press *Run Report*.

The screenshot shows the RPR website interface. At the top, there's a navigation bar with 'Home', 'Q, Research', 'Marketing', 'Reports', 'Learn', 'Help', and 'My Work'. A '1' is placed over the 'CREATE REPORT' button in the top right. Below the navigation bar, there's a 'Property Search' section with a table of properties. A '2' is placed over the 'Trade Area Report' option in the 'Select a report' section. A '3' is placed over the plus sign next to the 'Trade Area Report' option. The main content area shows 'Paradise Valley, AZ 85253' with 'Trade Area Information' and 'Key Details' like '2021 Income (Earl): \$169,046', 'Median Age: 54.4', 'Total Population: 18,559', and '2021 Tapestry Market Segmentation (Households): Top Tier'. A map of the area is also visible.



PRO TIP

We also provide a link to the NAR research reports which you can add to any RPR report via our custom PDF option.

The screenshot shows the RPR website interface for 'Commercial Site Selection'. A '4' is placed over the 'Research' link in the top navigation bar. Below the navigation bar, there's a 'Site Selection Search' section. A '5' is placed over the 'Run Analysis' button. The main content area shows 'Analysis Results for Kansas City, Kansas' with a table of results. A '6' is placed over the 'Get Trade Area Analysis Report' button.

Area	Population	Median Age	Median Income
Central Industrial District in Kansas City, MO	4,75	-	\$1,527
4-459 West Kansas City in Kansas City, KS	2,82	-	\$2,992
Morris in Kansas City, KS	2,81	-	\$1,596
Neuman Hills in Kansas City, KS	2,87	-	\$1,732
Phelan - Piper Leches in Kansas City, KS	2,82	-	\$2,072
Quindlen Bluffs in Kansas City, KS	2,41	-	\$1,457
Santa Fe Industrial in Kansas City, KS	2,88	-	-
Turner in Kansas City, KS	2,81	-	\$1,654
Victory Hills in Kansas City, KS	2,44	-	\$1,710

How do I create a Trade Area Analysis?

- 4 Select *Research* and *Commercial Site Selection*.
- 5 Run a *Site Selection* analysis.
- 6 From your results page, choose *Get Trade Area Analysis Report*.
- Select the plus sign to choose the elements to include or omit in the report.
- Choose the report's cover elements and whether to show or hide page numbers.
- Personalize the report, choose a delivery method, and press *Run Report*.