



## What kinds of content can I generate with the Commercial ScriptWriter?

- 1 Choose your tone: *Professional, Conservative, Engaging or Conversational.*
- 2 Choose your audience: *City Planners, Investors, Business Owners/Tenant or Investors & Businesses.*
- 3 Choose your data: Select essential data points that resonate with your clients.
- 4 Select content to generate:
  - a *One-pager Summary:* Quick explainer piece that narrates the landscape.
  - b *Detailed Report:* Deeper understanding of an area that can be presented to more data-driven clients or used as the foundation for a feature article to illustrate market knowledge.
  - c *Presentation Outline:* Lay-out for a pitch session.
- 5 Choose your delivery method: *Copy Text, Export to Word, Export to PDF, Export to Google Docs, Export to Text File or Send by Email.*



### PRO TIP

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



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

- 1 Choose *Commercial* on the search toggle.
- 2 Enter the property address for your Trade Area.
- 3 Select *Trade Area* on the top navigation.
- 4 The geography will default to the zip code.
- 5 Select *Create Script*.

## About the data you'll find in the Trade Area Report

Tapestry, developed by Esri, an RPR partner and the leader in GIS software. Tapestry segments U.S. neighborhoods into unique socioeconomic and demographic characteristics. The classification offers insights into resident's lifestyles, preferences and behaviors. Trade Area Information provides an overview of key demographics—such as age, daytime population and disposable income—and dives deeper into each tapestry segment. This helps you identify community preferences, so you can tailor your approach to resonate better with clients.