RPR® | Trade Area AI ScriptWriter

How do I find RPR's Trade Area AI ScriptWriter?

1 Click *Research*, select *Commercial Trade Areas.*

2 Enter a county, city, zip code or neighborhood.

3 Select the magnifying glass to search.

4 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.

Trade Area AI ScriptWriter
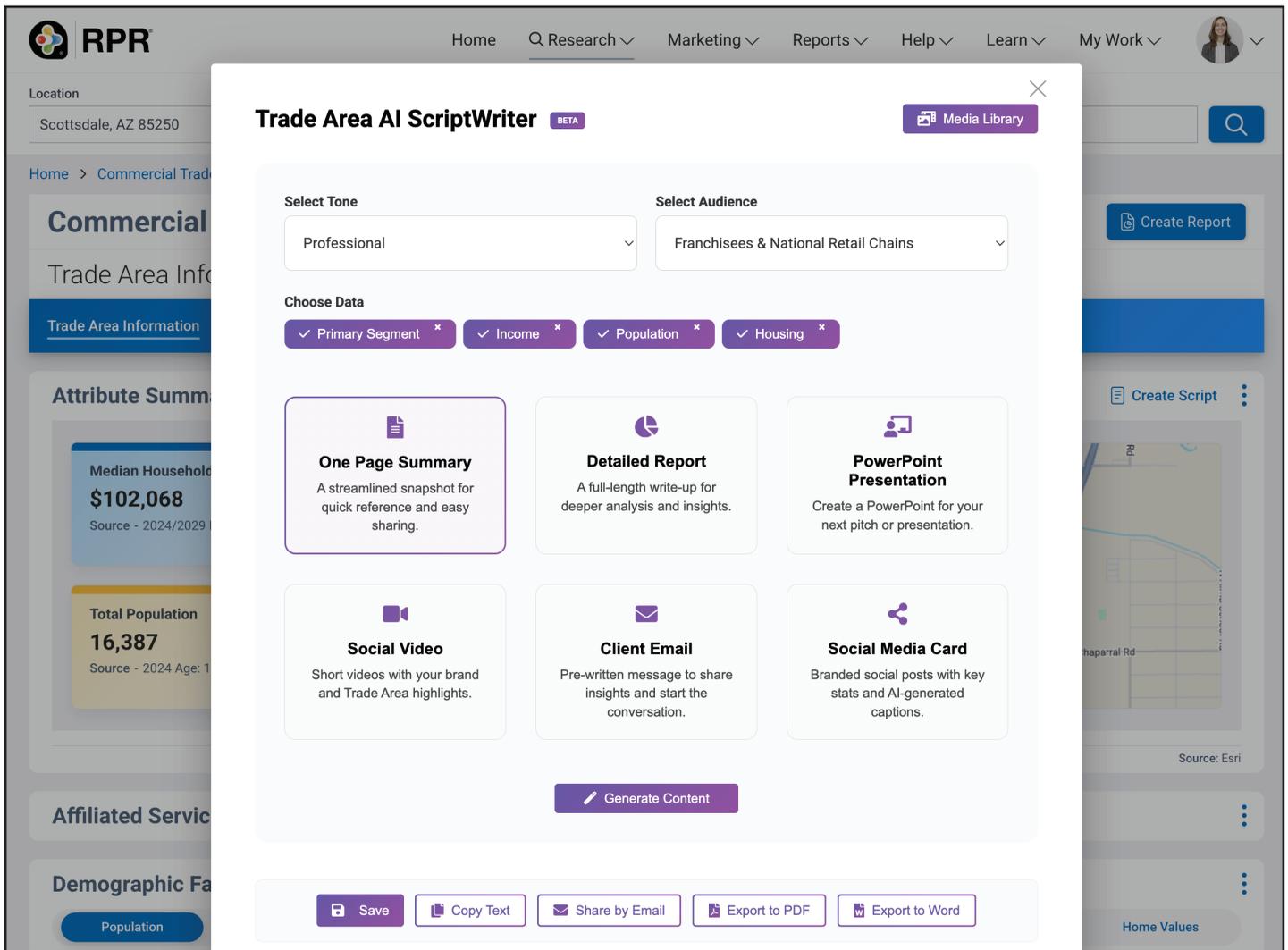
What kinds of content can I generate with the ScriptWriter?

1 Choose your tone: *Professional, Engaging, Conversational, etc.*

2 Choose your audience: *Investors & Developers, Tenants & Business Owners, Property Managers, etc.*

3 Select content to generate:

a *One Page Summary:* Streamlined snapshot for quick reference and easy sharing.

b *Detailed Report:* A full length write-up for deeper analysis and insights.

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

d *Social Video:* Short trade area insights videos in seconds.

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

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

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.

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