



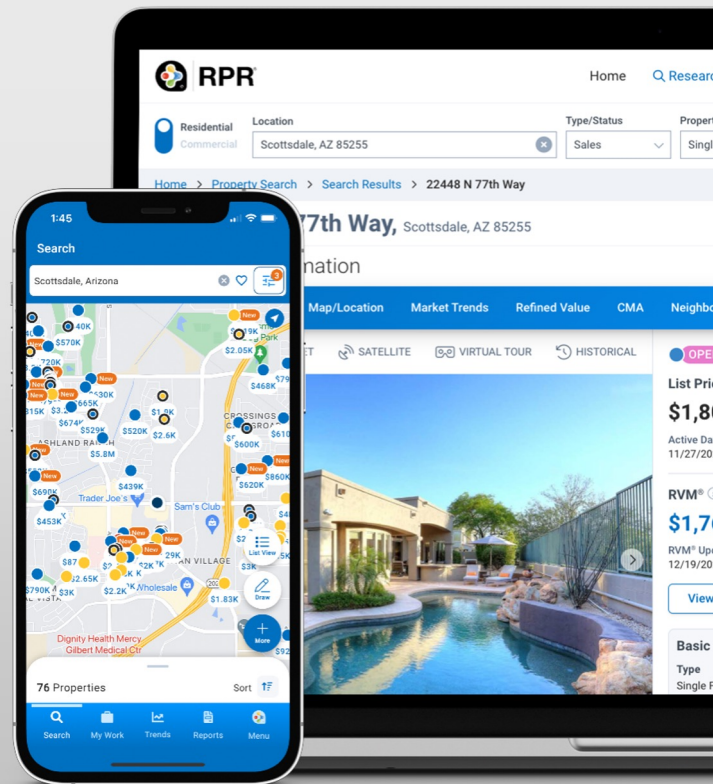
**RPR** | Webinar

# Canva and RPR Market Trends: Easy Marketing Tips for the Spring Market

[narrpr.com](http://narrpr.com)

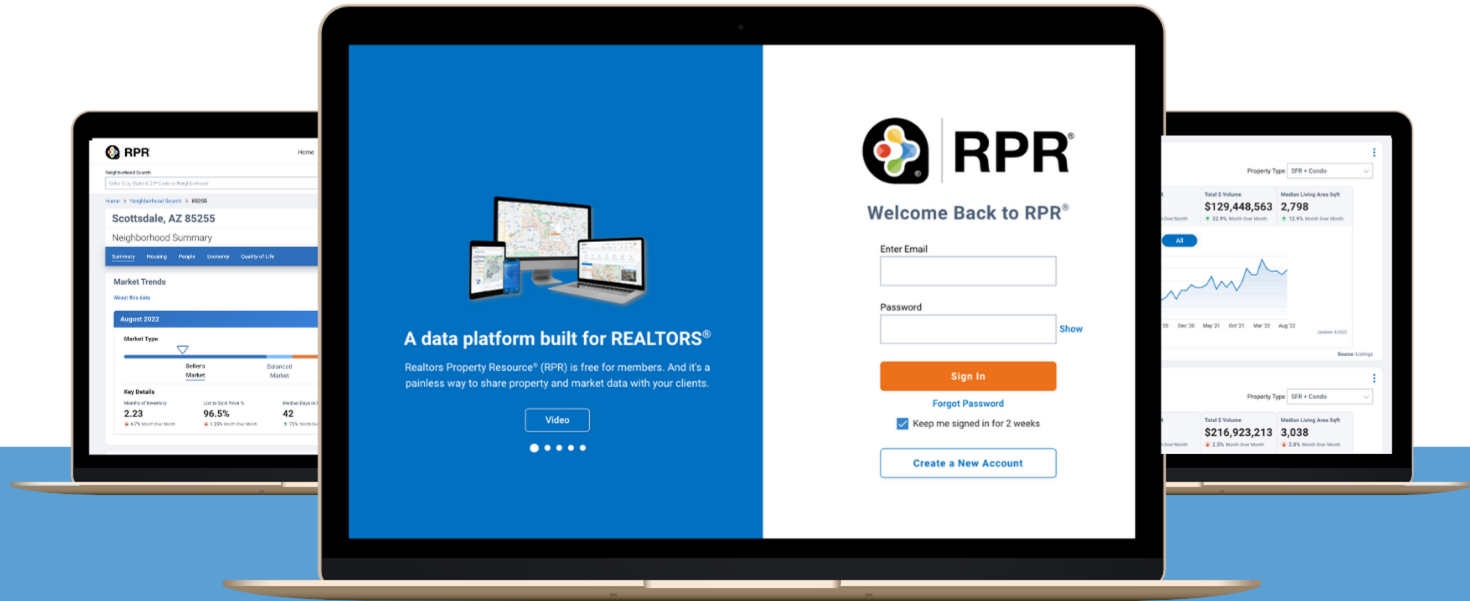
# What is RPR?

- NAR's technology company
- Wholly owned subsidiary
- National parcel-centric database for residential and commercial properties
- Built exclusively for REALTORS®
- No additional charge to REALTORS®
- No consumer access





# Access RPR



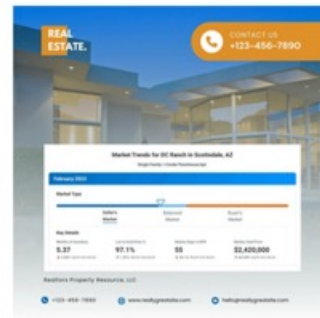
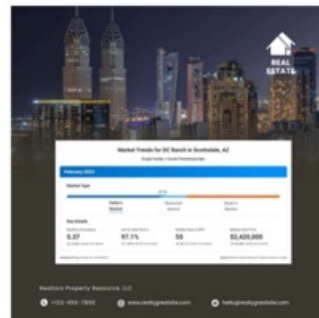
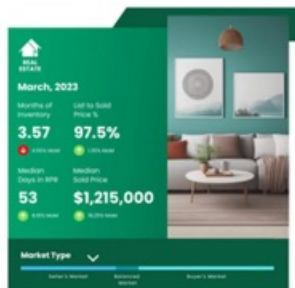
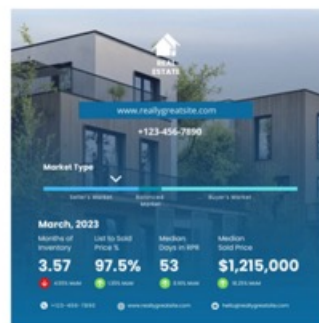
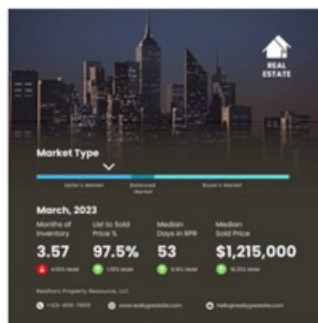
[www.narrpr.com](http://www.narrpr.com)



# Agenda

- Access monthly market trends
- Demonstrate how to share market trends
- Demonstrate how to access Canva templates
- Customize Canva templates
- Add custom pages to RPR reports
- Explore additional learning opportunities

# Custom Canva Templates





# STRATEGIC MARKETING PLAN



We at [Brokerage Name] are dedicated to excellence in real estate marketing, crafting strategies that highlight the distinct value of every property we represent. We promise to deliver outstanding results, whether it's achieving wide visibility, a swift sale or securing the best possible price for our clients.

## Target Audience Identification

Our campaign will focus on attracting [Describe Target Audience, e.g., 'young families,' 'first-time homebuyers,' 'luxury property investors'] through a mix of traditional and digital marketing platforms.

## Unique Selling Points

Spotlighting Property Excellence: Every listing is showcased for its unique qualities, from [General Feature, e.g., 'architectural character'] to [General Feature, e.g., 'modern amenities'] and [General Feature, e.g., 'prime location']. Our strategy ensures the spotlight is always on what makes each property special.

## Key Marketing Channels

- » **Online Listings**  
Featuring [Property Address] on leading real estate websites such as [List Key Websites].
- » **Social Media Campaigns**  
Creating engaging content on [Specify Platforms, e.g., 'Instagram, Facebook, LinkedIn'] to showcase [Property Address].
- » **Direct Mail**  
Sending out [Type of Mail, e.g., 'postcards,' 'flyers'] to [Target Audience or Area].
- » **Open Houses/Viewings**  
Hosting [Number] open houses to directly engage with potential buyers.

## Pre-Listing Checklist

### Exterior & Curb Appeal

- ☐ Landscaping trimmed and tidy
- ☐ Driveway and walkways clear and in good repair
- ☐ Exterior paint touch-ups completed
- ☐ House numbers visible and secure
- ☐ Front door and entryway welcoming and clean

### Bathrooms

- ☐ Landscaping trimmed and tidy
- ☐ Driveway and walkways clear and in good repair
- ☐ Exterior paint touch-ups completed
- ☐ House numbers visible and secure
- ☐ Front door and entryway welcoming and clean

### Kitchen

- ☐ Countertops cleared and cleaned
- ☐ Appliances clean and fully functional
- ☐ Cabinets organized and decluttered
- ☐ Floors swept and mopped
- ☐ Fixtures and hardware polished

### Exterior & Curb Appeal

- ☐ Countertops decluttered and clean
- ☐ Mirrors streak-free and clean
- ☐ Showers and tubs scrubbed and free of mildew
- ☐ Toilets clean and functioning properly
- ☐ Fresh towels and minimal decor

### Bedrooms

- ☐ Personal items minimized and stored away
- ☐ Closets organized and decluttered
- ☐ Bedding clean and neatly arranged
- ☐ Floors vacuumed and free of stains
- ☐ Windows clean and treatments in good condition

### Living Room

- ☐ Furniture arranged to maximize space
- ☐ Clutter removed and surfaces dusted
- ☐ Lighting fixtures working and dust-free
- ☐ Floors cleaned and any rugs vacuumed
- ☐ Electronics organized and cords hidden

### Utilities & Home Systems

- ☐ HVAC system serviced and filters changed
- ☐ Water heater functioning and accessible
- ☐ All outlets and switches functional
- ☐ Plumbing checked for leaks or drips
- ☐ Smoke and carbon monoxide detectors tested

### Final Touches

- ☐ Personal photos and sensitive items stored away
- ☐ Neutralize any pet odors and clean pet areas
- ☐ Replace any burnt out light bulbs
- ☐ Ensure all windows and doors operate smoothly
- ☐ Leave out any manuals or warranties for appliances and systems



# Let's Take a Look



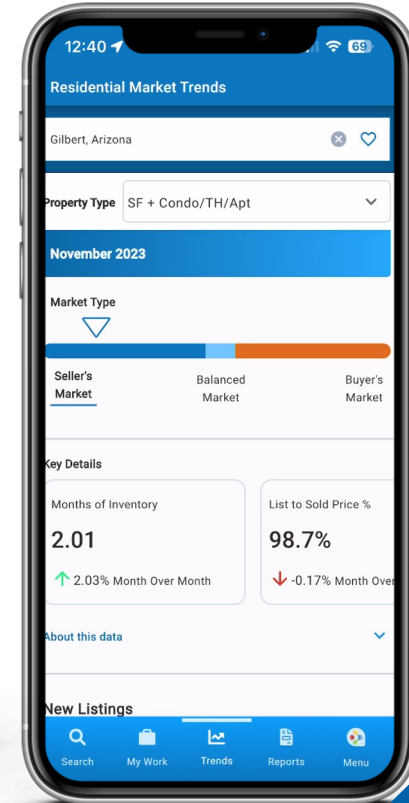
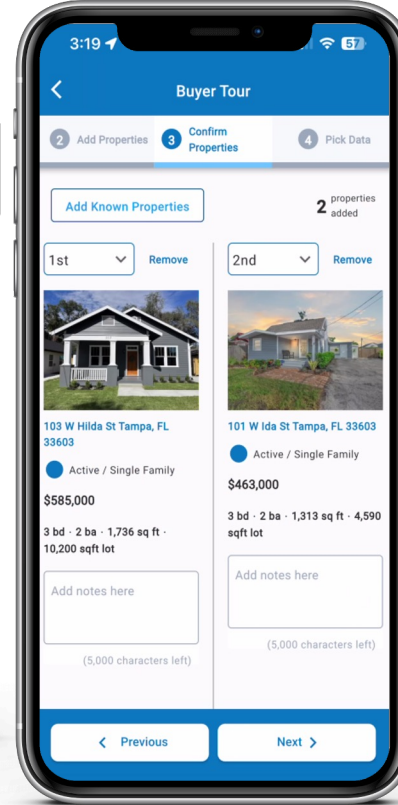
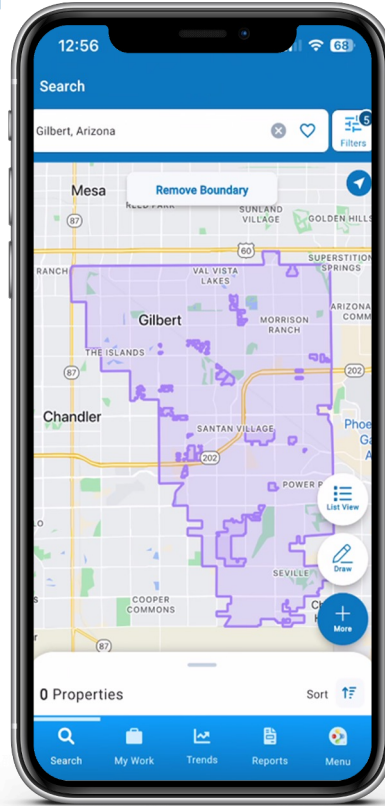
Download the RPR  
Mobile™ app.





# RPR Mobile™

- Searches
- Buyer Tour
- Market Trends
- Shareable
  - Facebook
  - Instagram
  - And more...



# Your Resources!

Log in to RPR at:

[narrpr.com](https://narrpr.com)

RPR Blog

[blog.narrpr.com](https://blog.narrpr.com)

Member Support

[877.977.7576](tel:877.977.7576) or  
[support.narrpr.com](mailto:support.narrpr.com)



# What's Next?




- Run a search
- Identify the RVM®
- Enter a Market Area on the Home Page
- Review Neighborhood Information
- View Market Trends



Type/Stat


## SEARCH OUR LEARNING RESOURCES



 Need more help? Call us **(877) 977-7576** • 24 hours a day, seven days a week

 Live chat with Member Support

[Live Chat](#)

 View more ways to learn by going to our training area

[Training Area](#)

 Send us an email at [support@narrpr.com](mailto:support@narrpr.com)

Viewing 45 of 45 properties

TROON NORTH

# CONNECT WITH RPR

See you online!



**FACEBOOK**



**INSTAGRAM**



**LINKEDIN**



**Thank you**  
narrpr.com





