



RPR

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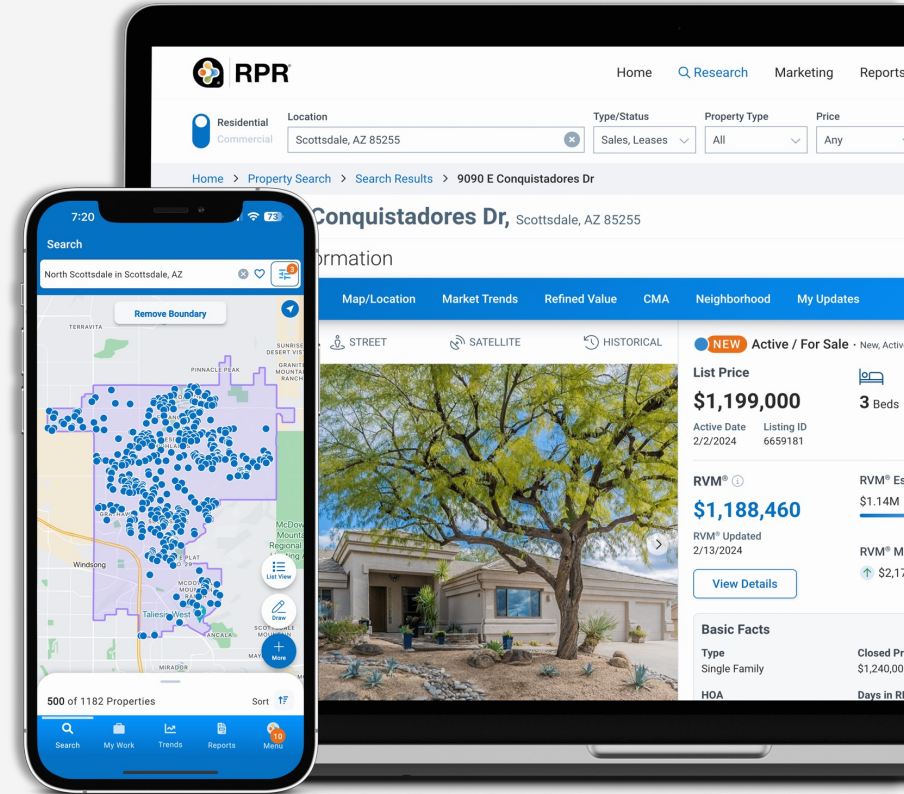
Crack the Code of Pricing

How to Nail CMAs with RPR's Data-Driven Tools

RPR Webinar Series

What is RPR?

- National parcel-centric database of residential and commercial properties
- Built exclusively for Real Estate Professionals
- Included in NAR member dues
- No consumer access



Agenda

- The Automated Valuation Model (AVM) and Realtor Valuation Models® (RVM®) estimates in RPR
- The Refined Value Tool, which allows you to adjust the RVM as you see fit
- RPR's easy 5 step CMA tool, the Comparative Analysis
- Advanced searching for comparable properties by custom geographic areas, specific timeframes and more
- Summarizing pricing considerations
- Creating a nicely packaged report to share with clients

RPR Pricing Tools



- **Mobile App CMA**
- **Refining the RVM[®]**
- **Comparative Analysis**
 - Buyers / Sellers Reports & Templates
 - 5-Step Process
 - Comprehensive & Professional CMA

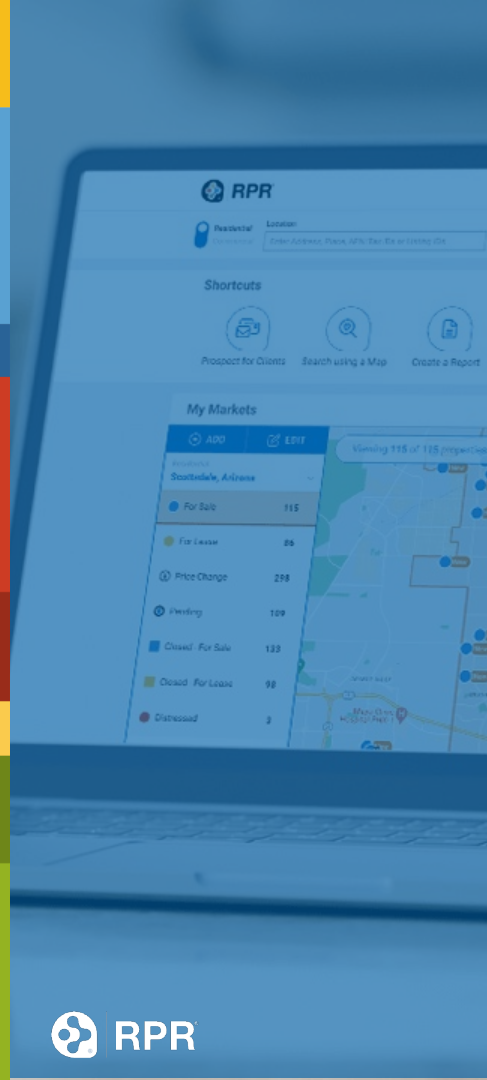
Estimates of Value

● RVM[®] = Realtors Valuation Model[®]

- Value estimate includes MLS Active, Sold & Off Market Data
- Highest accuracy of any valuation tool
- Refinable
- Great starting point for pricing

● AVM = Automated Valuation Model

- Value estimate calculated using public records only

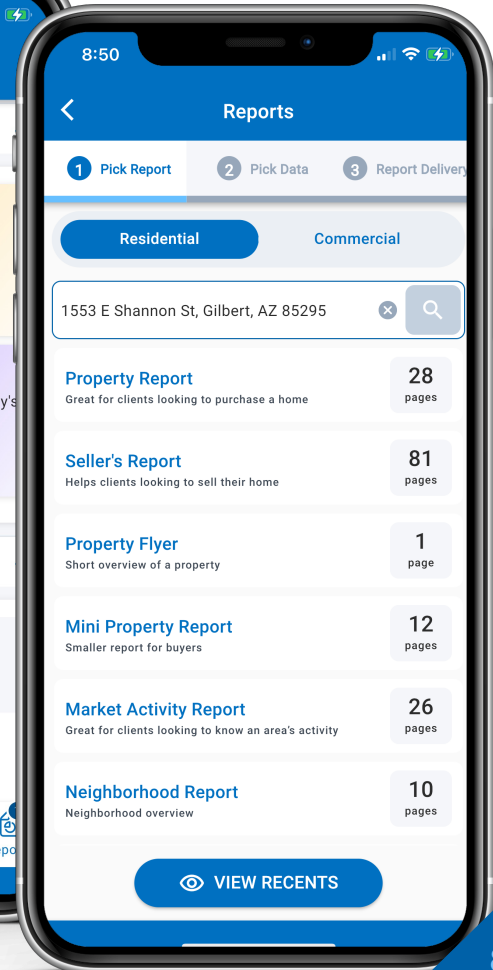
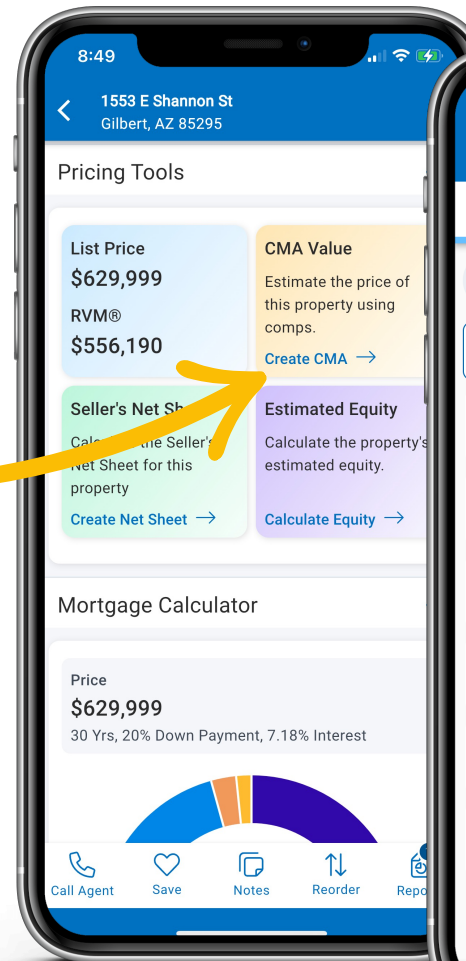


RPR Mobile™

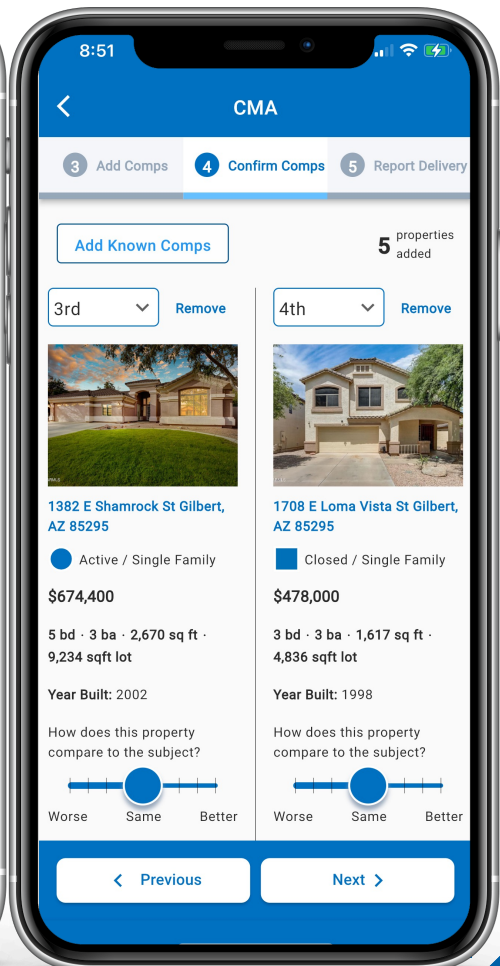
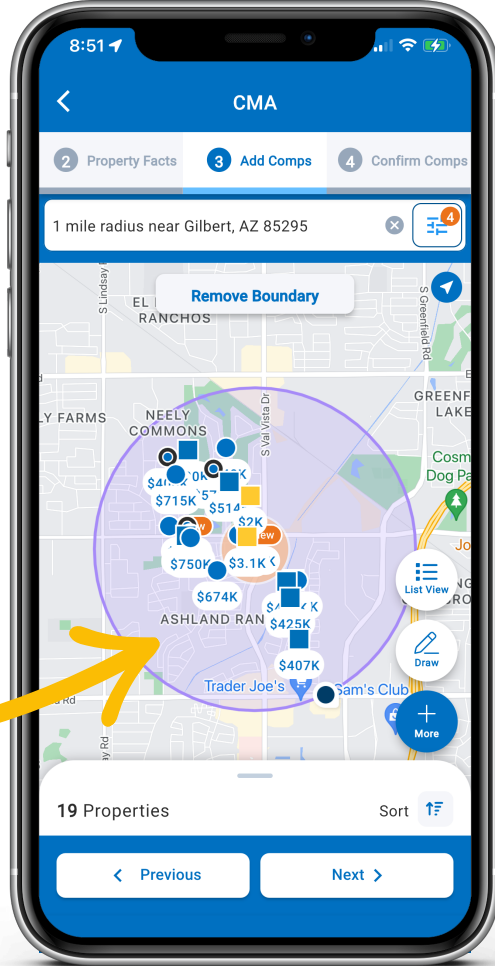


- **Instant Access**
Quickly access property data, CMA, equity assessments, market trends, and more.
- **Powerful Search**
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**
Generate and share personalized reports with clients while out in the field.
- **Client Engagement**
Keep clients engaged with instant property information and updates.
- **Location-Based Services**
Use GPS for efficient location-based property searches.

RPR Mobile™ App: Create a Seller's Report & CMA



RPR Mobile™ App: Create a CMA, Add Comps & Adjust Value





Subject Property

- 2234 Cypress Hollow Court 34695
- 4 bedrooms, 3.5 bathrooms
- 2,686 sq/ft
- Last sold \$390,000 1/2/2014
- RVM \$852,320 1/12/2025

SELLER'S REPORT

2234 Cypress Hollow Ct, Safety Harbor, FL 34695







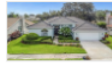





Photo from Janelle Vann


 Presented by
Janelle Vann | Best Agent Ever!

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 Main: janellev@narpr.com

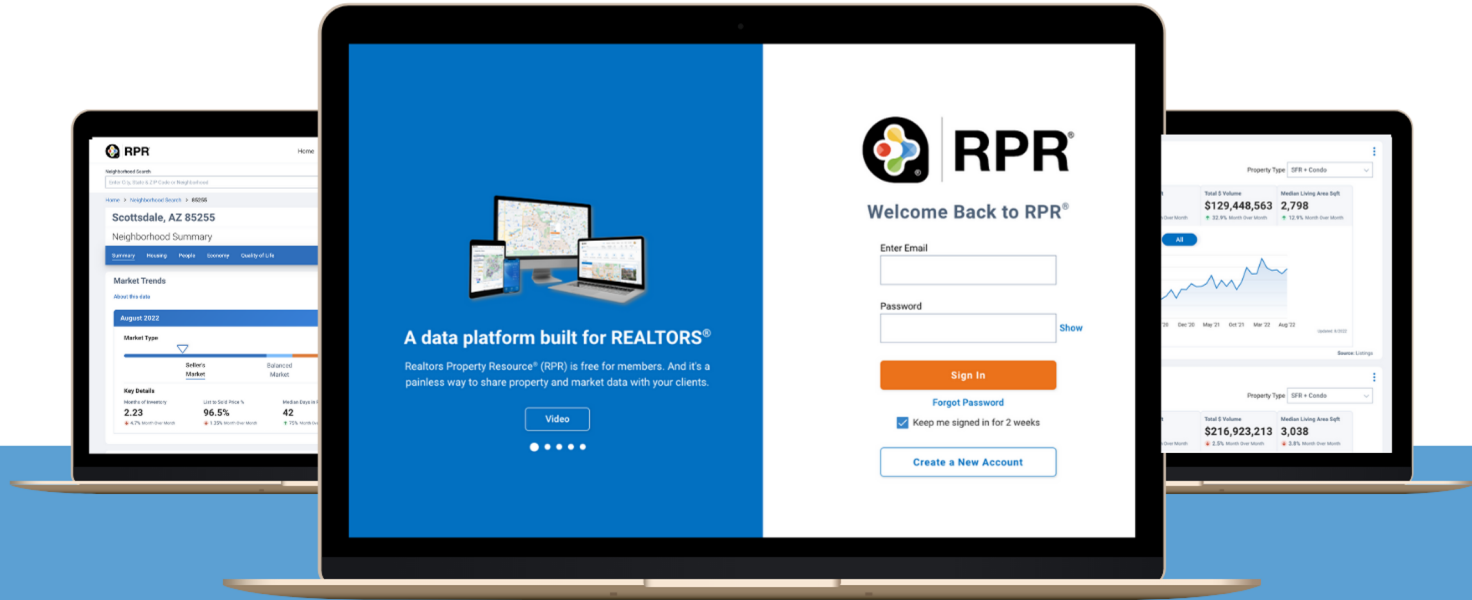
 RPR
 430 N. Michigan Ave
 IL 60611

 Comps
Selected by
Agent

					
Address	2234 Cypress Hollow Ct, Safety Harbor, FL 34695	535 Harbor Grove Cir Safety Harbor, FL 34695	2429 Dana Dr Safety Harbor, FL 34695	1217 Huntington Ln Safety Harbor, FL 34695	1106 Glenn Ln Safety Harbor, FL 34695
Status	 Subject Property	1  Active	2  Active	3  Closed	4  Closed
Amount	\$914,300 <small>Refined Value</small>	\$795,000 <small>List Price</small>	\$650,000 <small>List Price</small>	\$868,000 <small>Closed Price</small>	\$892,000 <small>Closed Price</small>
Recording Date	1/2/2014	-	-	11/20/2024	11/1/2024
Days in RPR	-	217	61	21	56
Price Per Sq. Ft.	\$329	\$282	\$300	\$382	\$346
Bedrooms	4	4	3	4	4
Total Baths	4	3	3	4	3
Partial Baths	1	1	1	1	-
Total Rooms	-	-	-	-	-
Living Area	2,686	2,824	2,168	2,273	2,579
Building Area	2,686	2,824	2,913	3,416	3,504
Lot Size	9,649 sq ft	7,196 sq ft	9,810 sq ft	0.27 acres	10,489 sq ft
Year Built	2001	2003	1997	1994	1993
Property Type	Single Family	Single Family	Single Family	Single Family	Single Family
Property Subtype	Single Family Residential	Single Family Residence	Single Family Residence	Single Family Residence	Single Family Residence
Proximity	-	1.74 MI.	1.32 MI.	.57 MI.	.84 MI.
MLS ID	-	TB832929	TB831588	TB8316270	TB8300273
Listing Broker	-	<i>Listing Courtesy of FLAT FEE MLS REALTY</i>	<i>Listing Courtesy of COASTAL PROPERTIES GROUP INTERNATIONAL</i>	<i>Courtesy of KELLER WILLIAMS REALTY-PALM H</i>	<i>Courtesy of REHM REALTY GROUP LLC</i>
Note from Janelle Vann	-	3 Car Garage	Older No pool!	-	-
Description	-	Are you looking for the perfect home in a prime neighborhood in safety harbor-look no further! this house features 4 bedrooms, 2 1/2 bathrooms, a bonus room, an office, and a 3-car garage. It has a spacious 2,824 square feet of living space, this property is perfect for families or individuals looking for extra room to grow. The house has undergone numerous upgrades, including a brand new air conditioning units/ led lights, a saltwater pool and spa, high end luxury flooring upstairs, impact windows - plantation shutters throughout and a roof!...	This charming home in safety harbor is a perfect blend of comfort, privacy, and convenience. Inside, you'll find a spacious and open floor plan, featuring high ceilings that add to the sense of space. The large kitchen has lots of counter space and comes with a generous pantry that has a raised countertop ideal for casual dining. The primary bedroom is a bright and airy retreat, featuring dual closets, including a sizable walk-in, en-suite bathroom with a soaker tub, and separate shower. The home boasts a split bedroom layout, ensuring privacy...	This 4 bedroom, 3 full bath, 3 car garage salt water pool home resides in the sought after huntington trails. All new and waiting for you! completely remodeled and updated! newer luxury plank vinyl throughout that looks like driftwood. The entire house is tropical and has the beach vibe. Newer interior paint in the soft soothing beach tones, this home boasts, a 3 way split plan for lots of privacy, kitchen/family room is an open and spacious entertainer's delight!	Situated within safety harbor's desirable chevy chase subdivision, this beautifully updated 4-bedroom, plus office, 3-full bath, and oversized 2-car garage, pool home is golf-cart accessible to historic downtown safety harbor and its renowned safety harbor spa and resort, the city's pier, waterfront park, and a plethora of shops and restaurants. This well maintained block constructed residence, built in 1993, boasts 2,579sf heated and 3,504sf under roof, including an oversized 588sf garage that provides plenty of room to accommodate 2 cars and...



Access RPR



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Let's Take a Look

What Do You Want To Learn Today?

Everyone has different learning styles. Some want to watch a quick video, others want to print out a guide and read every detail, step-by-step. Well, we've got you covered.

The RPR Learning Center lets you choose how and what you want to brush up on when it comes to RPR features and capabilities. Choose by time, skill level, topics and learning type:

Learning Types

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Webinars by date

Audience

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Topics

- Broker Tools
- Buyer Tour
- Buyers
- CMA
- CompStak
- Credi
- Farming



Sentrilock and RPR Team up to Offer Easier Property Access

Topics: Sentrilock
Next Date: April 30, 2024



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

Topics: Market Trends



Become a Prospecting Powerhouse! Use RPR to Find Your Next Client!

Topics: Mailing Labels, Prospecting
Next Date: April 18, 2024



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What's Next?

- Locate the CMA tab on a property page
- Look for comps and make adjustments
- Create a CMA report for a client



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Thank you
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