



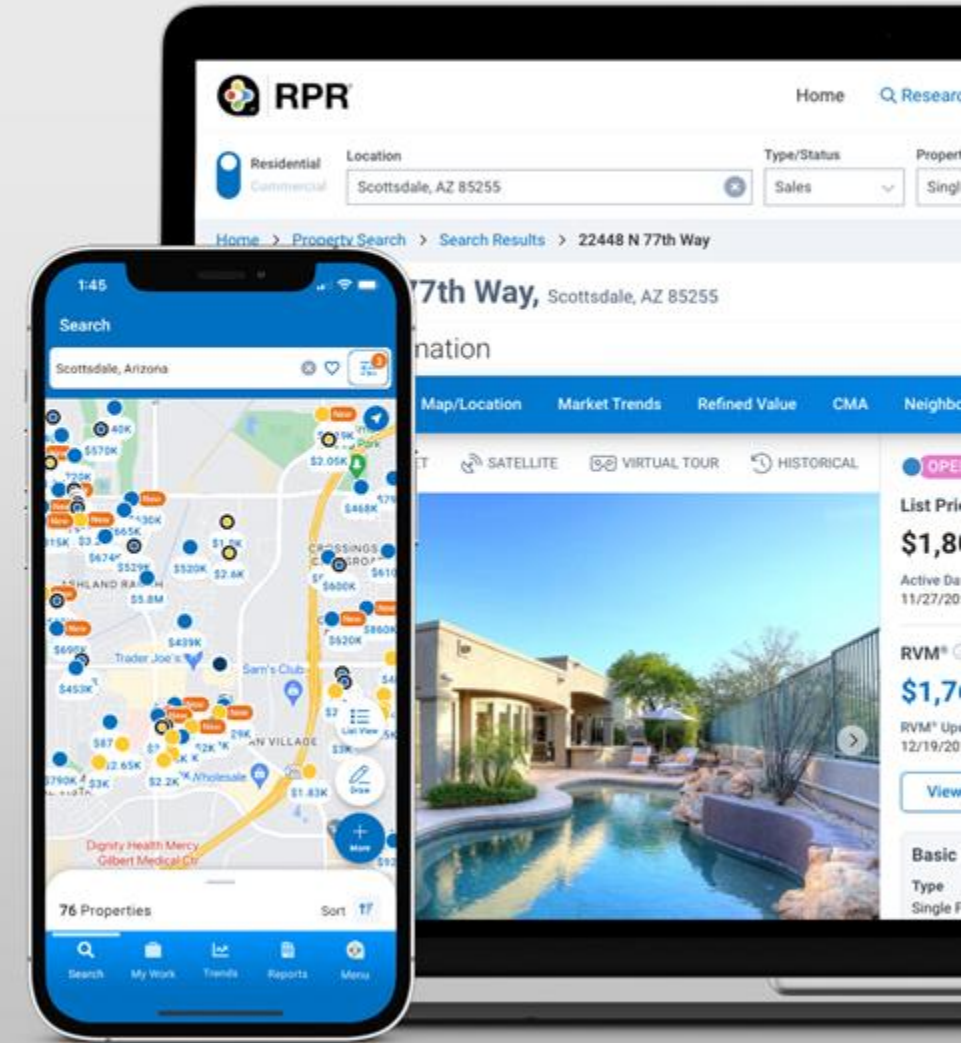
**RPR**® | Webinar

# Craft Commercial Content in Seconds with RPR's Scriptwriter Tool

[narrpr.com](https://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

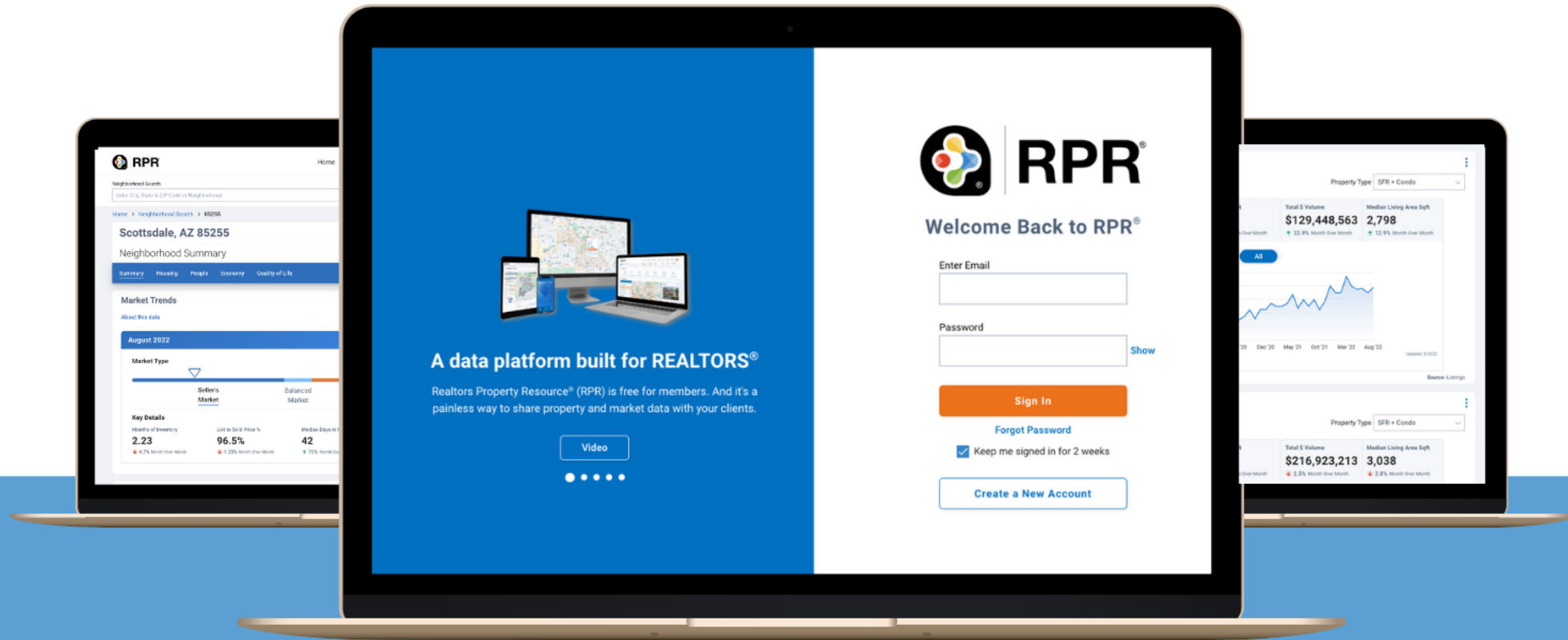


# Agenda

- Review RPR Commercial partnerships
- Generate a Trade Area Report
- Review Attribute Summary
- Review Demographic Facts & Stats
- Review Tapestry Segment Data
- Generate RPR's Commercial AI Scripts



# Access RPR



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# RPR® Commercial Data Partners

## For Sale/For Lease Data Partners

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BREVITAS

officespace.com

biproxi

COMPSTAK

ICSC

Total Commercial.com

Catylist  
A Moody's Analytics Company

LANDBROKER COOP

## Off-Market Properties

ICE

## Site Selection Data

esri

## Financial Analysis

valueate  
by REFM

## Traffic Counts

Kalibrate

## Tenant Data

SMR Research

## Climate Risk Assessment and Mitigation

ClimateCheck®

RISK FACTOR

## Existing Businesses (POIs)

United States Census Bureau

esri

precisely

# Esri Tapestry Segmentation

- Offers users detailed descriptions of America's neighborhoods
- Divided into distinct segments based on their socioeconomic and demographic composition
- Tapestry's include:
  - 67 distinct market segments
  - 14 LifeMode groups
  - 6 Urbanization groups



PROPERTY REPORT

# 8593 W Linebaugh Ave, Tampa, FL 33625



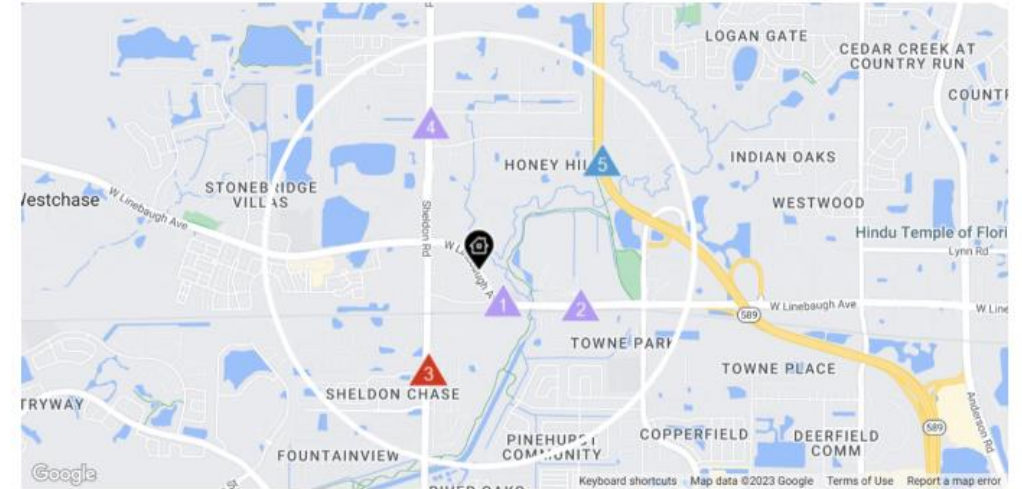
Presented by  
**Janelle Vann** | Realtors Property Resource



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Office: [bestagentever.com](mailto:bestagentever.com) | Office: [bestagentever.com](mailto:bestagentever.com)

## Traffic Counts

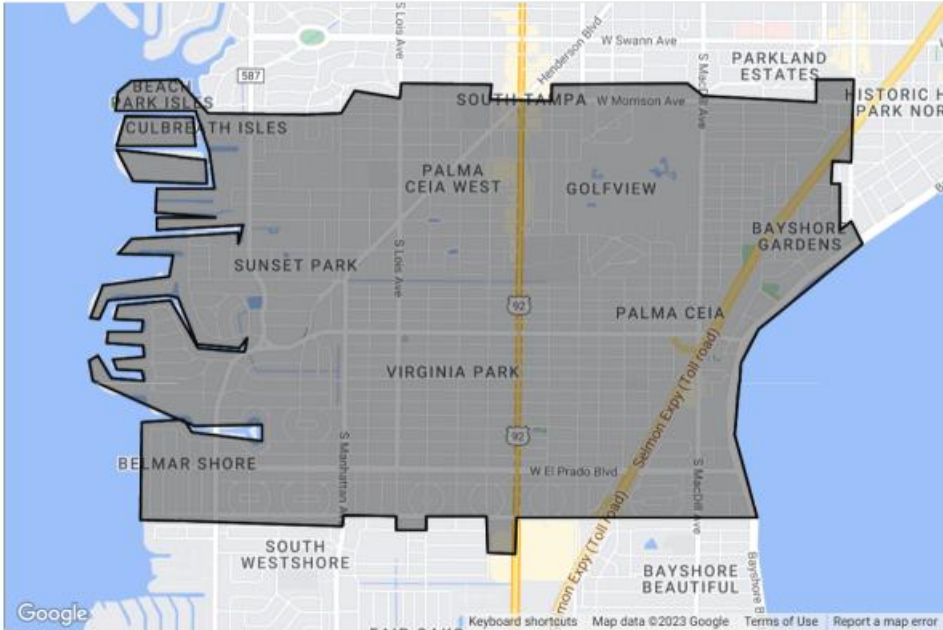


Daily Traffic Counts: Up to 6,000 / day (yellow triangle), 6,001 – 15,000 (orange triangle), 15,001 – 30,000 (red triangle), 30,001 – 50,000 (purple triangle), 50,001 – 100,000 (blue triangle), Over 100,000 / day (dark blue triangle)

1	2	3	4	5
<b>31,870</b>	<b>36,342</b>	<b>29,898</b>	<b>37,809</b>	<b>55,601</b>
2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts
Street: W Linebaugh Ave Cross: Old Linebaugh Ave Cross Dir: NW Dist: 0.05 miles	Street: W Linebaugh Ave Cross: Angus Dr Cross Dir: W Dist: 0.18 miles	Street: Sheldon Road Cross: Camino Villa Blv Cross Dir: S Dist: 0.02 miles	Street: Sheldon Rd Cross: Royal Enclave Blvd Cross Dir: N Dist: 0.05 miles	Street: Veterans Expy Cross: Gardner Rd Cross Dir: N Dist: 0.1 miles
Historical counts	Historical counts	Historical counts	Historical counts	Historical counts
Year   Count   Type	Year   Count   Type	Year   Count   Type	Year   Count   Type	Year   Count   Type
2016   34,500   AADT	2017   39,912   AADT	2021   30,500   AADT	2017   37,703   AADT	2015   57,200   AADT
2015   33,500   AADT	2014   32,712   AADT	2020   29,000   AADT	2014   38,187   AADT	2014   54,000   AADT
2012   31,000   AADT	2011   36,992   AADT	2019   30,000   AADT	2011   36,535   AADT	2012   52,000   ADT
2011   25,000   ADT	2010   36,626   ADT	2018   29,500   AADT	2010   36,173   ADT	2011   52,000   AADT
	2008   30,763   AADT		2008   39,263   AADT	

TRADE AREA REPORT

# Tampa, FL 33629



Presented by  
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Office: [bestagentever.com](mailto:bestagentever.com) | Office: [bestagentever.com](mailto:bestagentever.com)

Criteria Used for Analysis

<b>Median Household Income</b> <b>\$134,390</b>	<b>Median Age</b> <b>45.0</b>	<b>Total Population</b> <b>26,627</b>	<b>1st Dominant Segment</b> <b>Urban Chic</b>
--	----------------------------------	--	--

Consumer Segmentation

<b>Life Mode</b> <b>What are the people like that live in this area?</b>	<b>Upscale Avenues</b> Prosperous married couples living in older suburban enclaves	<b>Urbanization</b> <b>Where do people like this usually live?</b>	<b>Suburban Periphery</b> The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population
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Top Tapestry Segments

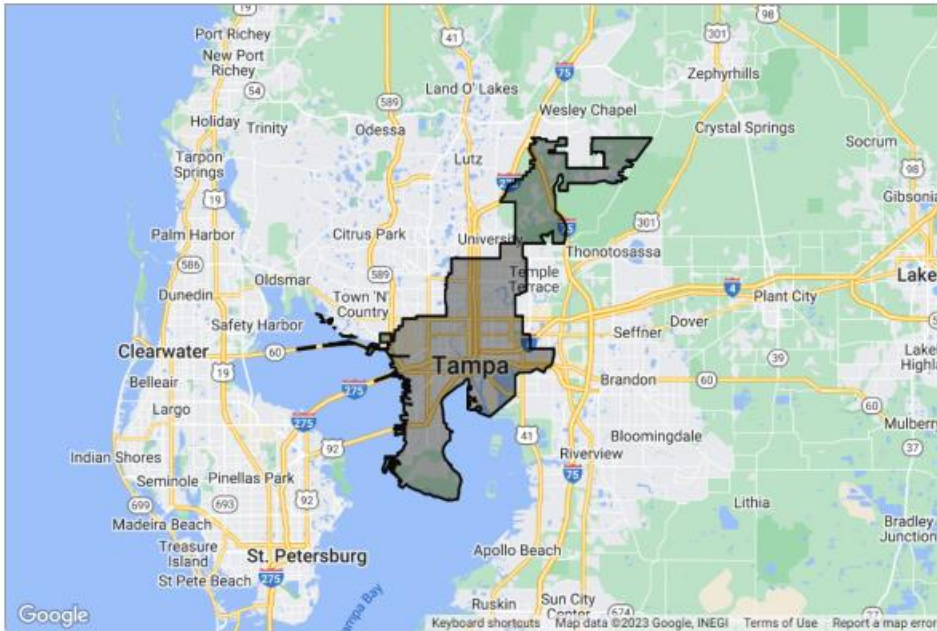
	Urban Chic	Golden Years	Top Tier	In Style	Laptops and Lattes
<b>% of Households</b>	3,710 (34.1%)	2,521 (23.2%)	2,278 (21.0%)	1,029 (9.5%)	488 (4.5%)
<b>% of Tampa</b>	8,805 (5.5%)	3,053 (1.9%)	4,145 (2.6%)	3,158 (2.0%)	488 (0.3%)
<b>Lifestyle Group</b>	Upscale Avenues	Senior Styles	Affluent Estates	GenXurban	Uptown Individuals
<b>Urbanization Group</b>	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities	Principal Urban Centers
<b>Residence Type</b>	Single Family	Single Family; Multi-Units	Single Family	Single Family	High-Density Apartments
<b>Household Type</b>	Married Couples	Singles	Married Couples	Married Couples Without Kids	Singles
<b>Average Household Size</b>	2.43	2.11	2.85	2.33	1.92
<b>Median Age</b>	43.9	53.4	48.2	42.8	38.2
<b>Diversity Index</b>	57.8	54.9	49.3	49.9	59.2
<b>Median Household Income</b>	\$137,300	\$89,000	\$200,000	\$88,900	\$151,600
<b>Median Net Worth</b>	\$551,200	\$267,900	\$1,552,600	\$241,500	\$189,200
<b>Median Home Value</b>	\$743,100	\$418,800	\$836,500	\$319,300	\$922,600
<b>Homeownership</b>	69.5 %	65.6 %	90.9 %	70.5 %	40.3 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	Bachelor's Degree	Grad/Prof Degree	Bachelor's Degree	Grad/Prof Degree
<b>Preferred Activities</b>	Maintain a "green" lifestyle. Travel extensively domestically and internationally.	Active social lives include traveling abroad. Good health is a priority.	Shop at high-end retailers. Frequent vacations that spare no expense.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Exercise regularly and pay attention to nutrition. Support environmental groups, recycle faithfully.
<b>Financial</b>	Financially shrewd with healthy portfolios	Maintain actively managed financial portfolios	Hire financial advisers	Variety of investments often managed by a financial planner	Maintain retirement savings plans
<b>Media</b>	Use PCs extensively for staying current.	Internet is used for everything, avid readers as well	Consider the Internet, radio, and newspapers as key media sources	Connected and knowledgeable via smartphones	Listen to classic rock, pop, reggae, blues, folk, and alternative music.
<b>Vehicle</b>	Choose luxury imports	Prefer late-model vehicle	Purchase or lease luxury cars, preferably imports.	Partial to late model SUVs and compact SUVs	Majority of households own no vehicle



TRADE AREA ANALYSIS

Best Places to Find Your Customers Within

# Tampa, Florida



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**Janelle Vann** | Realtors Property Resource

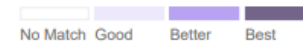


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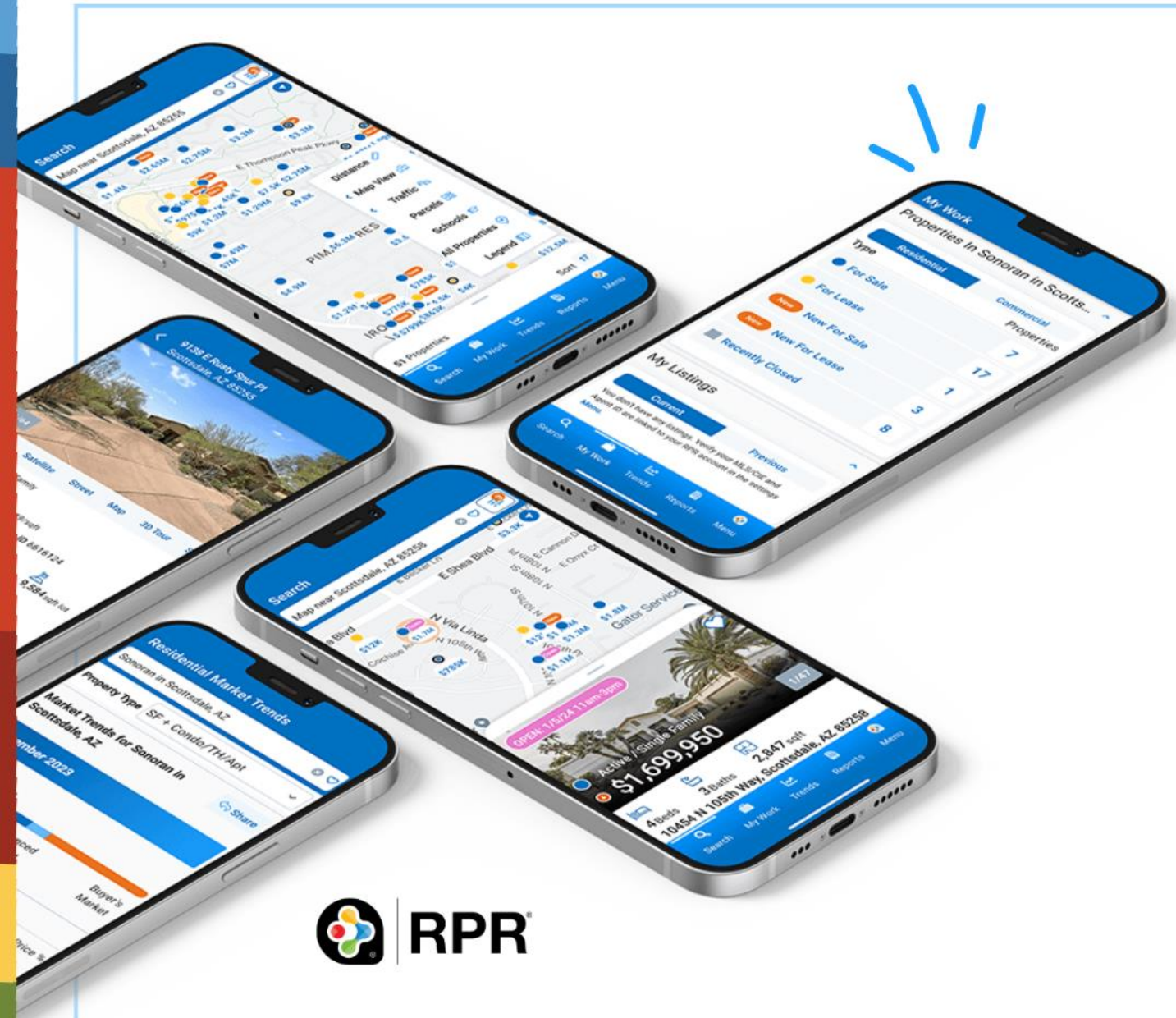
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 Office: [bestagentever.com](http://bestagentever.com) | Office: [bestagentever.com](http://bestagentever.com)

### Ranking of Search Results

This grid ranks your analysis results. The trade areas with the best matches to your criteria are shown first. The results include the name of the trade area and how the area scored for each of the selected criteria.



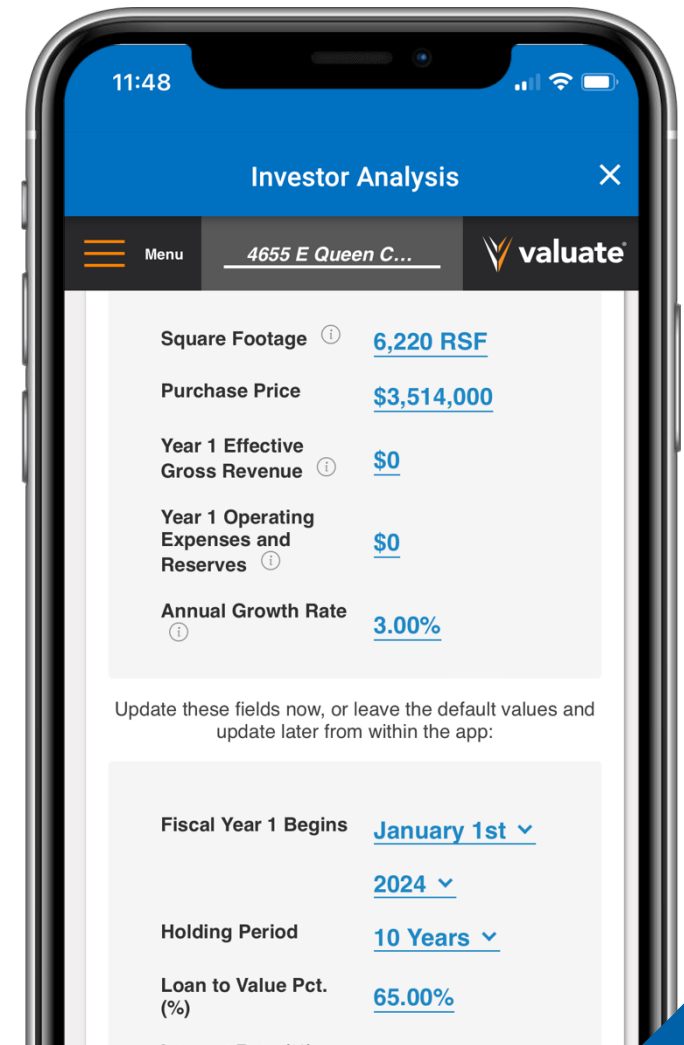
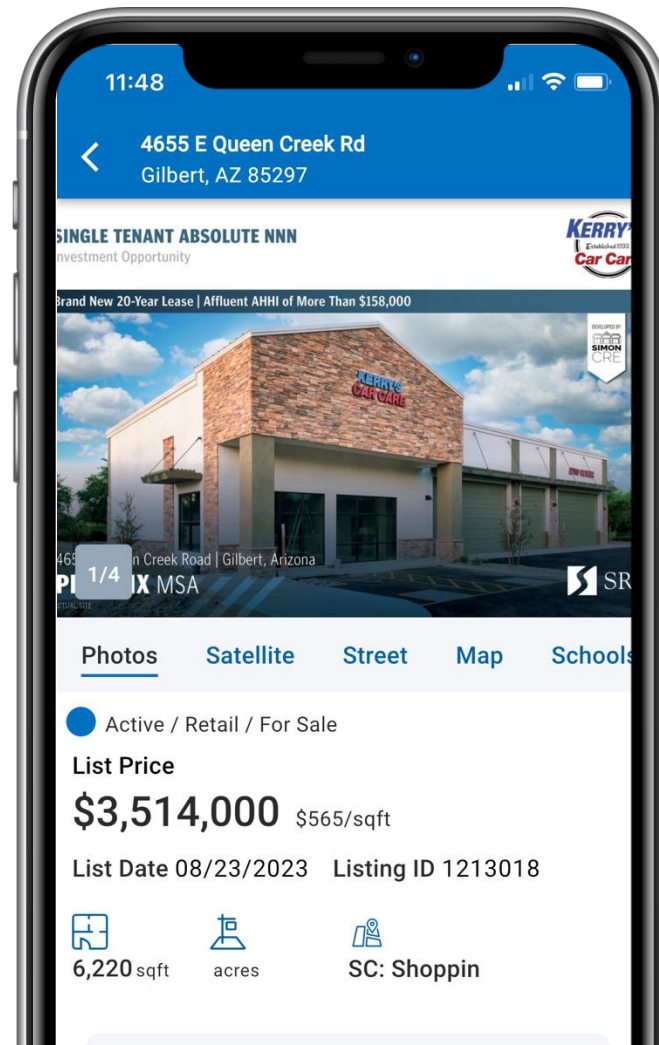
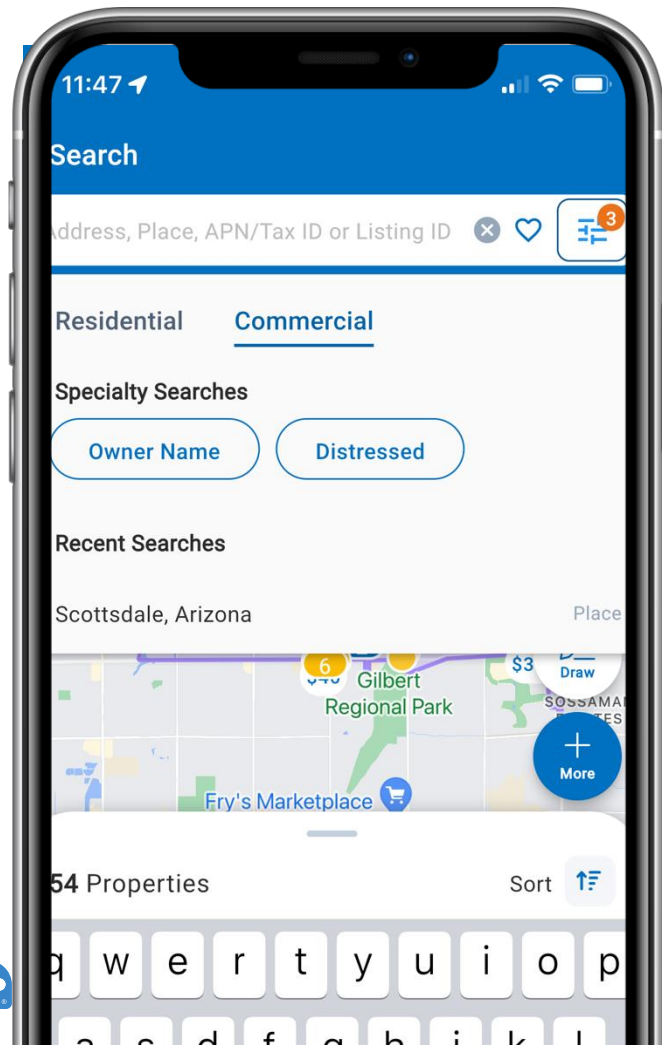
Rank	Intermediate Neighborhoods	Females <i>Count and percent of people</i>	Middle Aged <i>Count &amp; percent of population</i>	High Disposable Income, <i>by percent</i> <i>Percent of households</i>	Personal Care Products <i>Dollars</i>
	<b>Ballast Point in Tampa, FL</b>	3,390 51.3%	1,852 28.0%	75%	\$1,580
	<b>Bayshore Beautiful in Tampa, FL</b>	3,236 50.4%	1,909 29.7%	85%	\$2,019
	<b>Beach Park in Tampa, FL</b>	2,294 50.5%	1,287 28.3%	72.9%	\$1,838
	<b>Davis Islands in Tampa, FL</b>	2,793 50.7%	1,639 29.8%	77.3%	\$1,670
	<b>Harbour Island in Tampa, FL</b>	2,557 49.3%	1,415 27.3%	80.2%	\$1,828
	<b>Hunters Green in Tampa, FL</b>	2,602 51.9%	1,428 28.5%	74.7%	\$1,470
	<b>Palma Ceia in Tampa, FL</b>	3,245 52.3%	1,937 31.2%	79.3%	\$1,840
	<b>Port Tampa City in Tampa, FL</b>	2,787 49.6%	1,581 28.2%	72.7%	\$1,168
	<b>Sunset Park in Tampa, FL</b>	1,892 49.9%	1,165 30.7%	87.2%	\$2,439
	<b>Tampa Palms in Tampa, FL</b>	8,991 50.8%	3,791 21.4%	65.9%	\$1,229
	<b>Virginia Park in Tampa, FL</b>	2,190 50.7%	1,334 30.9%	81.3%	\$1,768
	<b>West Meadows in Tampa, FL</b>	4,939 52.3%	2,467 26.1%	76.8%	\$1,341
	<b>Arbor Green in Tampa, FL</b>	1,768 51.8%	1,042 30.5%	83.5%	\$1,708
	<b>Channel District in Tampa, FL</b>	1,981 44.1%	871 19.4%	77.3%	\$1,449
	<b>Downtown Tampa in Tampa, FL</b>	2,262 47.1%	1,030 21.4%	57%	\$984
	<b>Fairoaks - Manhattan Manor in Tampa, FL</b>	2,406 54.0%	1,183 26.6%	60.5%	\$1,004
	<b>Gandy - Sun Bay South in Tampa, FL</b>	10,449 49.7%	5,517 26.3%	58.3%	\$973



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# Commercial ScriptWriter



Choose Tone *(Required)*

Professional ▼

Choose Audience *(Required)*

City Planners (Economic D ▼

Choose Data *(Required)*

- Primary Segment
- Income
- Population
- Housing

What would you like to do? *(Required)*

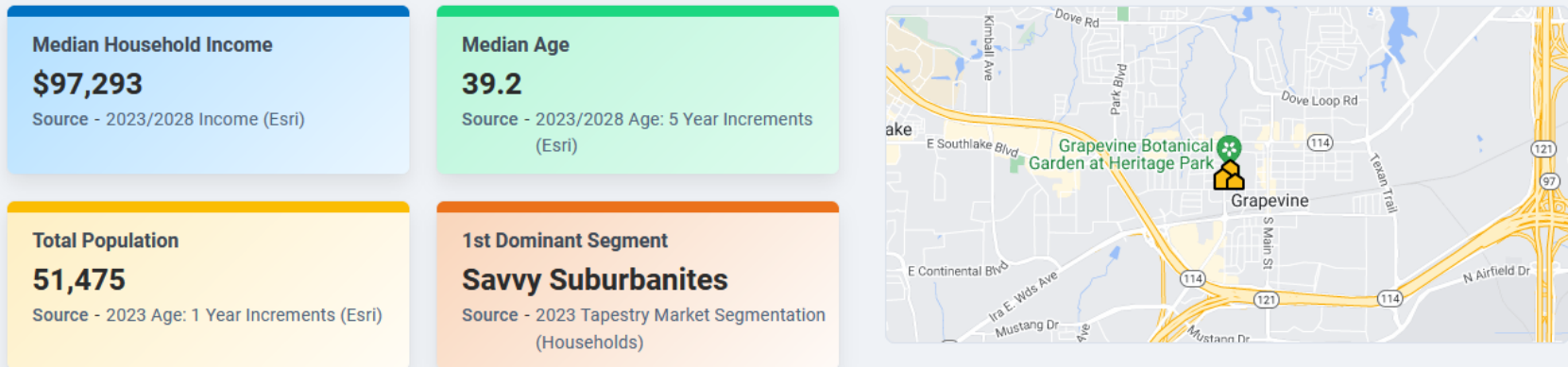
[One-pager Summary](#) [Detailed Report](#) [Presentation Outline](#)

[Copy Text](#) [Send By Email](#)

## Trade Area Information

### Trade Area Information

### Attribute Summary for Grapevine, TX 76051 ⓘ

[Create Script](#)

Welcome to the prosperous commercial trade area of Grapevine, TX 76051, a thriving district of approximately 51,475 residents. This dynamic region has seen a positive population change of +2.91% since the last census, signifying thriving economic health and potential. The median resident age is 39.2, and our area boasts a high population density of 1,953.9, amplifying during the daytime to 2,588.0.



Our primary demographic segment is the Savvy Suburbanites, making up 16.4% of households. With a median age of 45.8, they are predominantly employed in professional or management/business/financial sectors. Homeownership is remarkably high at 91%, with the majority residing in single-family homes.

These sophisticated consumers prefer natural or organic products and enjoy cooking at home, indicating potential for businesses offering such goods and services. With a robust population and affluent consumer base, Grapevine offers an excellent opportunity for commercial growth and development.



# Let's Check it Out

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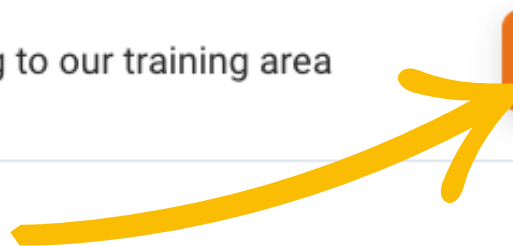
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Viewing 45 of 45 properties

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- Buyers
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- Crexi
- Farming
- Getting Started
- Investment Analysis



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Next Date: January 17, 2024



**RPR's Advanced Valuation and CMA Tools**

Topics: CMA  
Next Date: January 16, 2024



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Webinars by date

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- Residential

### Skill Levels

- Advanced
- Beginner

Wed  
Jan 10

From Data to Deals: Serving Clients with Targeted Property and Market Research

Thu  
Jan 11

RPR Masterclass: Transform Your Listing Presentations

Tue  
Jan 16

RPR's Advanced Valuation and CMA Tools

Tue  
Jan 16

Pricing With Precision: Create Data-Driven CMAs with RPR

Wed  
Jan 17

Track the Market with RPR Market Trends

Thu  
Jan 18

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Wed

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CMA  
Date: January 16, 2024



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Getting Started  
Date: February 1, 2024

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