



RPR®

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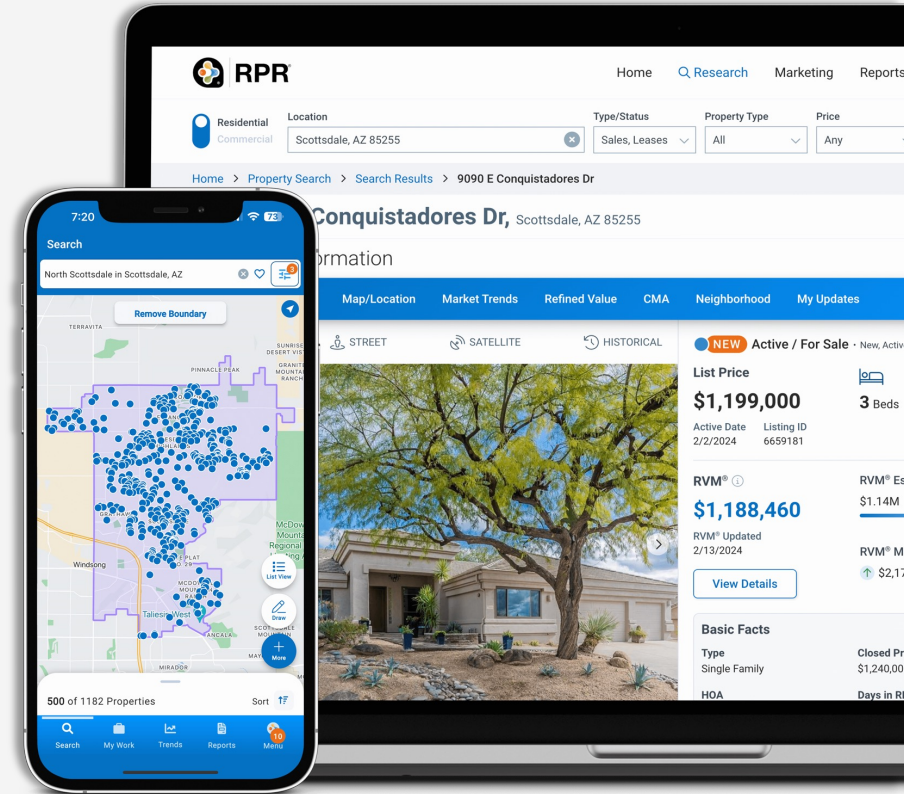
Exploring Advanced RPR Commercial Tools

Site Selection, Comps and Valuation Strategies

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

- **Site Selection tools that allow users to search for consumers in a defined area**
 - Find the best location for a business
- **Accessing CompStak to research leased and sold commercial comparables**
 - Get comps, share comps
- **Utilizing Valuate for investment analysis scenarios**
 - Long-term hold or flip
- **Accessing Climate Check and First Street for risk assessments**
 - Evaluate storm, drought, heat, flood, wind fire risks, and more

Commercial Data

Partners

On-Market
Commercial
Properties

864,000+

Off-Market
Commercial
Properties

56,000,000+

RPR Commercial Data Partners

For Sale/For Lease Data Partners

CREXI  BREVITAS 

officespace.com  biproxi 

 COMPSTAK 

 Total
Commercial.com

 ICSC

MOODY'S

LANDBROKER
COOP

Off-Market Properties

 Ice

Site Selection Data

 esri

Financial Analysis

 valueat

Traffic Counts

 Kalibrate

Tenant Data

 SMR
Research

Climate Risk Assessment and Mitigation

 ClimateCheck

 First Street

Existing Businesses (POIs)

United States
Census
Bureau

 esri

precisely

With RPR Commercial...

- Search On & Off Market Properties
- Perform Strategic Site Selection
- Pull Custom Trade Area Reports
- Perform Investment Analysis
- Find New Clients

...And much, much

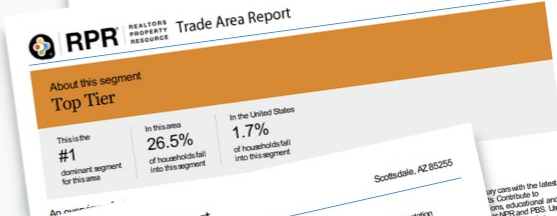
Esri Tapestry Segmentation

- 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



Get Your Complete Guide to Consumer Segmentation Data

rpr.me/esri



RPR REALTORS PROPERTY RESOURCE Trade Area Report
Scottsdale, AZ 85255

Criteria Used for Analysis

2021 Income (Est.) Median Household Income: **\$140,431**

2021 Age: 5 Year Increments (Est.) Median Age: **48.9**

2021 Key Demographic Indicators (Est.) Total Population: **45,987**

2021 Tapestry Market Segmentation (Households) **1st Dominant Segment Top Tier**

Consumer Segmentation

Life Mode: What are the people like that live in this area?

Affluent Estates: Classier wealth-educated, well-travelled married couples

Professional Pride: Urban Chic

Golden Years: Urban Chic

Suburban Periphery: Affluence in the suburbs, married couple-families, longer commutes

Silver and Gold

Top Tapestry Segments	Top Tier	Professional Pride	Golden Years	Urban Chic	Silver and Gold
% of Households	5,048 (26.2%)	4,561 (26.0%)	2,634 (13.8%)	2,285 (12.0%)	2,048 (10.7%)
% of Scottsdale	14,550 (12.4%)	7,074 (6.0%)	9,804 (8.4%)	4,218 (3.6%)	10,587 (9.0%)
Lifestyle Group	Affluent Estates	Affluent Estates	Senior Styles	Urban Avenues	Senior Styles
Litization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family Multi-Units	Singles	Married Couples	Married Couples Without Kids
Household Type	Married Couples	Married Couples	204	238	202
Average Household Size	2.82	3.11	53.5	43.6	44.6
Median Age	48.2	47.2	46	90.3	25.9
Diversity Index	\$181,000	\$154,400	\$80,200	\$123,800	\$81,100
Median Household Income	\$1,460,200	\$938,800	\$245,700	\$204,700	\$397,800
Median Net Worth	\$881,000	\$479,100	\$388,300	\$751,000	\$434,200
Median Home Value	90.4%	91.5%	64.4%	67.4%	66.1%
Homeownership	Professional or Mgr/Bu/Financial	Professional or Mgr/Bu/Financial	Professional or Mgr/Bu/Financial	Professional or Mgr/Bu/Financial	Professional or Mgr/Bu/Financial
Employment	Own latest tablet, smartphone and laptop. Upgrade that spans no expense.	Own latest tablet, smartphone and laptop. Upgrade that spans no expense.	Active social lives include traveling abroad. Good health (a priority).	Active social lives include traveling abroad. Good health (a priority).	Active social lives include traveling abroad. Good health (a priority).
Education	Shop at high-end retailers. Frequent, socialize that spans no expense.	Shop at high-end retailers. Frequent, socialize that spans no expense.	Shop at high-end retailers. Frequent, socialize that spans no expense.	Shop at high-end retailers. Frequent, socialize that spans no expense.	Shop at high-end retailers. Frequent, socialize that spans no expense.
Preferred Activities	His financial advisers	H4D 401k and IRA plans/retirees	H4D 401k and IRA plans/retirees	H4D 401k and IRA plans/retirees	H4D 401k and IRA plans/retirees
Financial	Consider the Internet, radio, and newspapers as key media sources	Aid reader, opinion, sports, home and auto magazines	Own 3 or more	Internet is used for everything, and mobile is well	Internet is used for everything, and mobile is well
Media					

any cars with the latest % contribute to and one, educational and in RPR and PES. Use party and garden national housekeeping improvement or Commerce spend they frequently visit stay cleaning services, and the Near or far. If they regularly visit of sub brand dates, they drivers, classical all high-end retailers (paving list open), as 40% and Best Buy & Amazon. At their expense to own an use several domestic (airline and pay for a room with a cars are part of the

1/18/2023

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RPR Mobile™

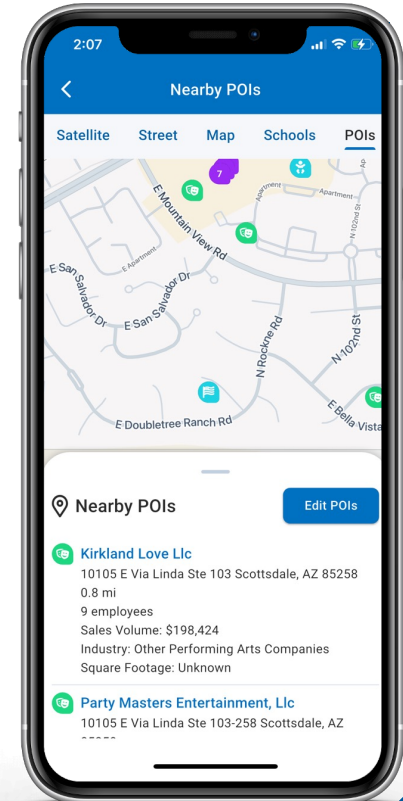
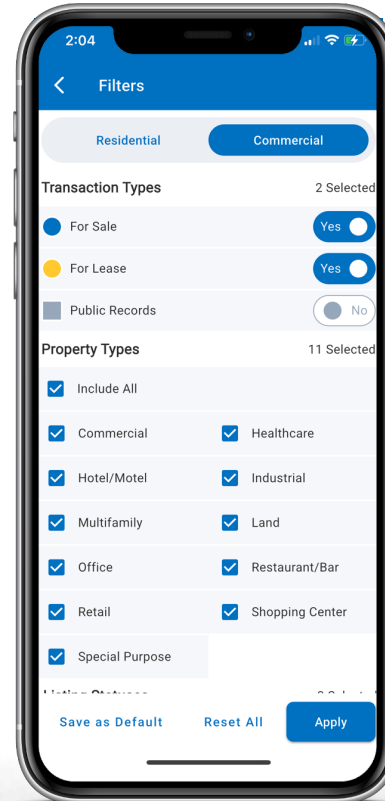
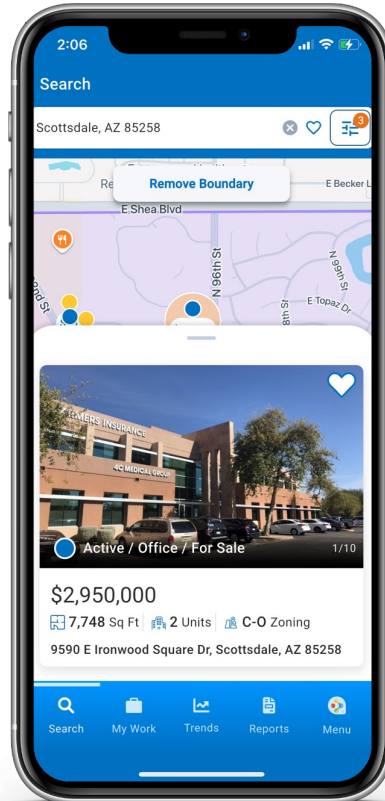


- **Instant Access**
Quickly access commercial property data, trade area info, POIs, and more.
- **Powerful Search**
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**
Generate and share personalized reports with clients while out in the field.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

SCAN ME

RPR Mobile™

- Searches
- Advanced Filters
- Property Details
- Trade Area Info
- Nearby POIs
- Next Gen Reports











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	Topics			
<input type="checkbox"/> eBook	<input type="checkbox"/> Broker Tools	Sentrilock and RPR Team up to Offer Easier Property Access	Canva and RPR Market Trends: Easy Marketing Tips for the Spring Market	Become a Prospecting Powerhouse! Use RPR to Find Your Next Client!
<input type="checkbox"/> Printable	<input type="checkbox"/> Buyer Tour	Topics: Sentrilock Next Date: April 30, 2024	Topics: Market Trends	Topics: Mailing Labels, Prospecting Next Date: April 18, 2024
<input type="checkbox"/> Tutorial	<input type="checkbox"/> Buyers			
<input type="checkbox"/> Webinar	<input type="checkbox"/> CMA			
<input checked="" type="checkbox"/> Webinars by date	<input type="checkbox"/> CompStak			
Audience	<input type="checkbox"/> Crexi			
<input type="checkbox"/> Desktop	<input type="checkbox"/> Farming			

Elevate Your Expertise

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What's Next?

- **Conduct a Site Selection**
- **Generate a Trade Area Analysis Report**
- **Location Additional Resources**
Link – Compstak, Valuate, Climate Check, First Street



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Thank you
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