

From Data to Deals:

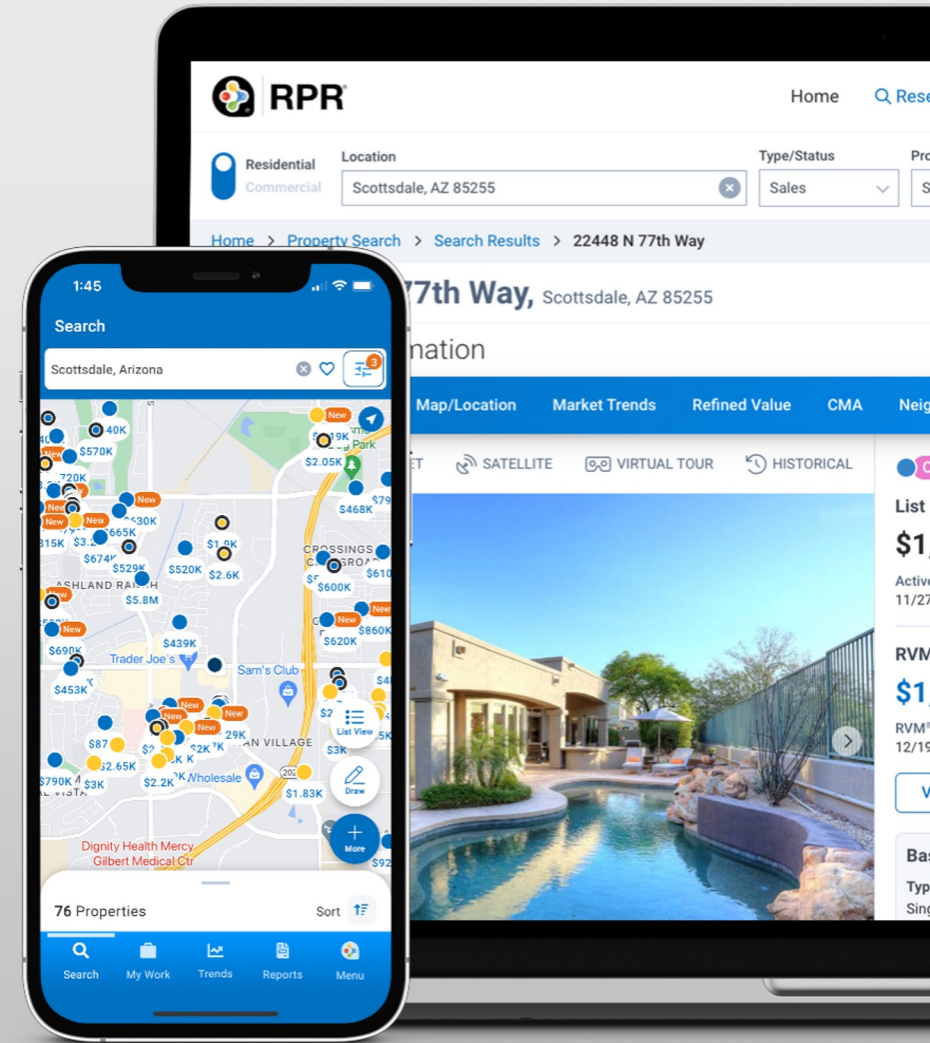
Serving Clients with Targeted Property and Market Research

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





RPR[®]

Realtors Property Resource

CERTIFICATE OF COMPLETION

This certificate is proudly awarded to

Janelle Vann

for completing 'From Data to Deals
Serving Clients with Targeted Property and Market Research'

January 5, 2024

DATE

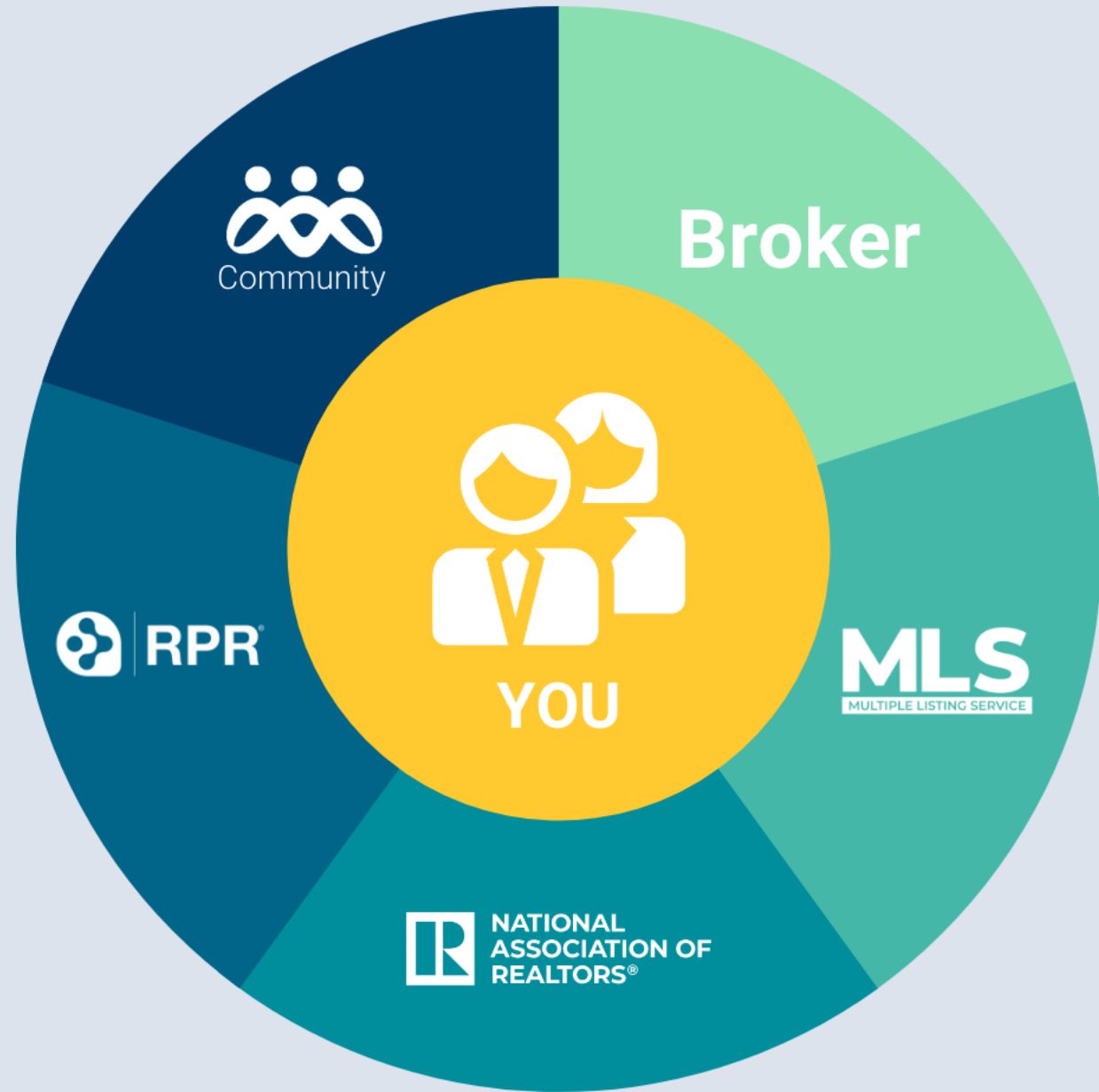
Valerie Rivers

**Vice President,
Training & Programs**



RPR

Where does RPR fit into your real estate business model?



Agenda

- Use Search Filters to refine your property searches
- Review the details of a property's history
- Utilize advanced mapping tools to create custom area searches:
 - By neighborhood
 - Driving time or distance
 - Drawing tools to create custom area searches
- Identify Points of Interest on the map
- Research flood zones
- Review recent pricing trends
- Research schools and neighborhoods

The Need for Research

- Property History
- Neighborhood Insights
- School Data
- Identifying Market Trends
- Consumer Outreach
- Value to Clients and Customers

Neighborhood Insights

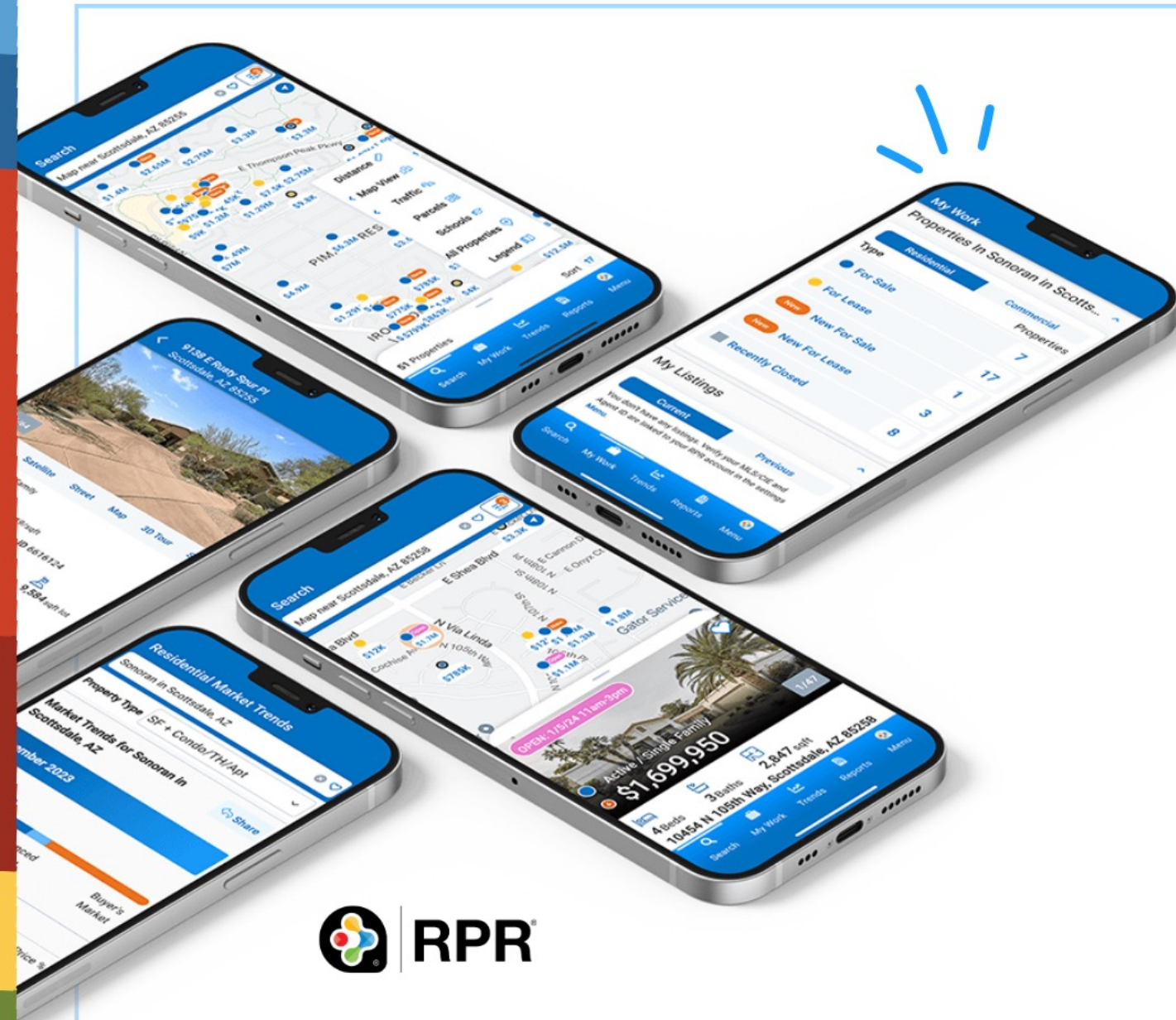


- **Search for neighborhoods in an area**
 - 60% of 2023 Buyers: Quality of Neighborhood is a top priority
 - Compare nearby neighborhoods
- **Reviewing housing metrics**
- **People, Economic and Quality of Life snapshots**

<https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers#sellingexperience>



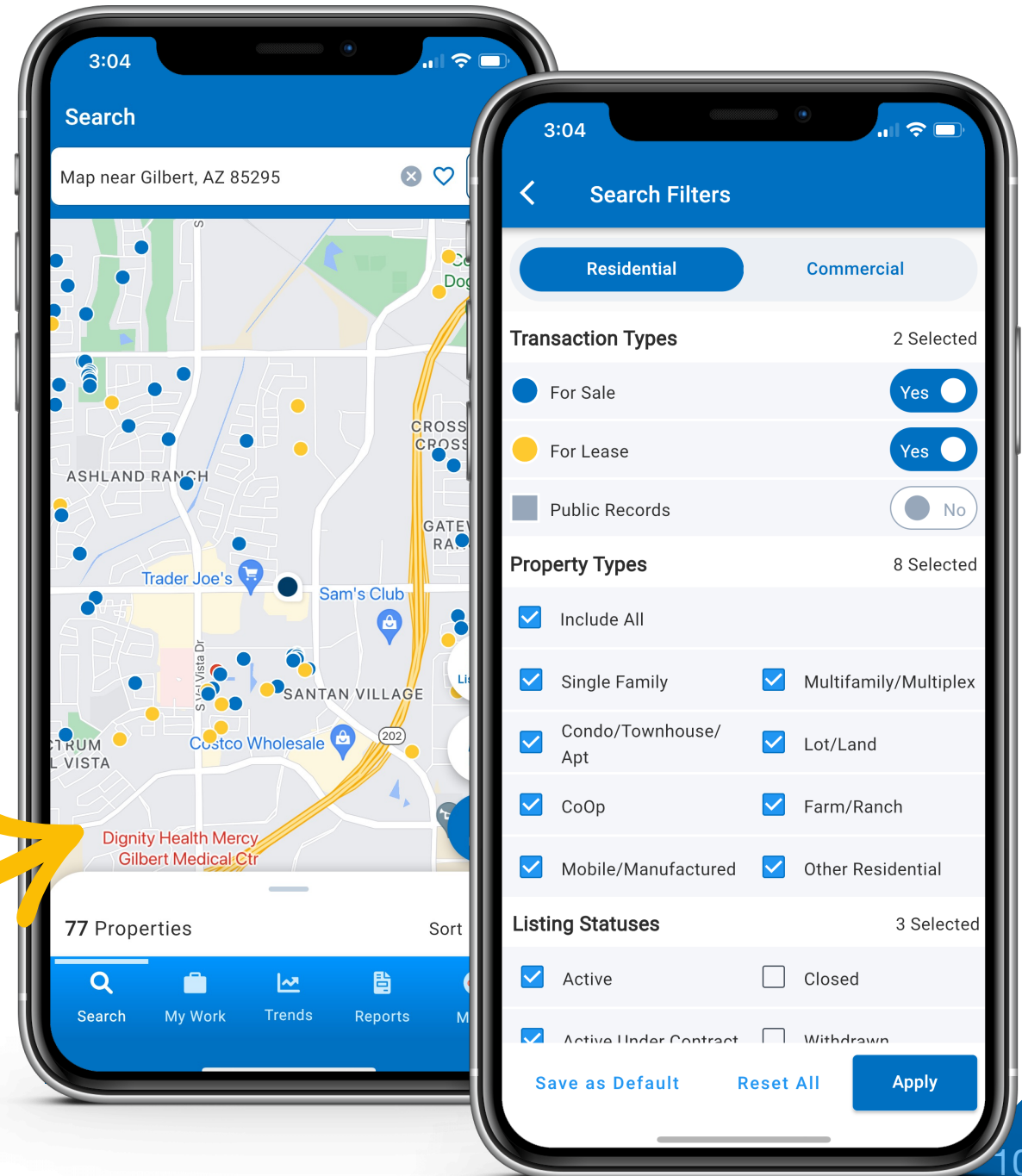
Let's Take a Look



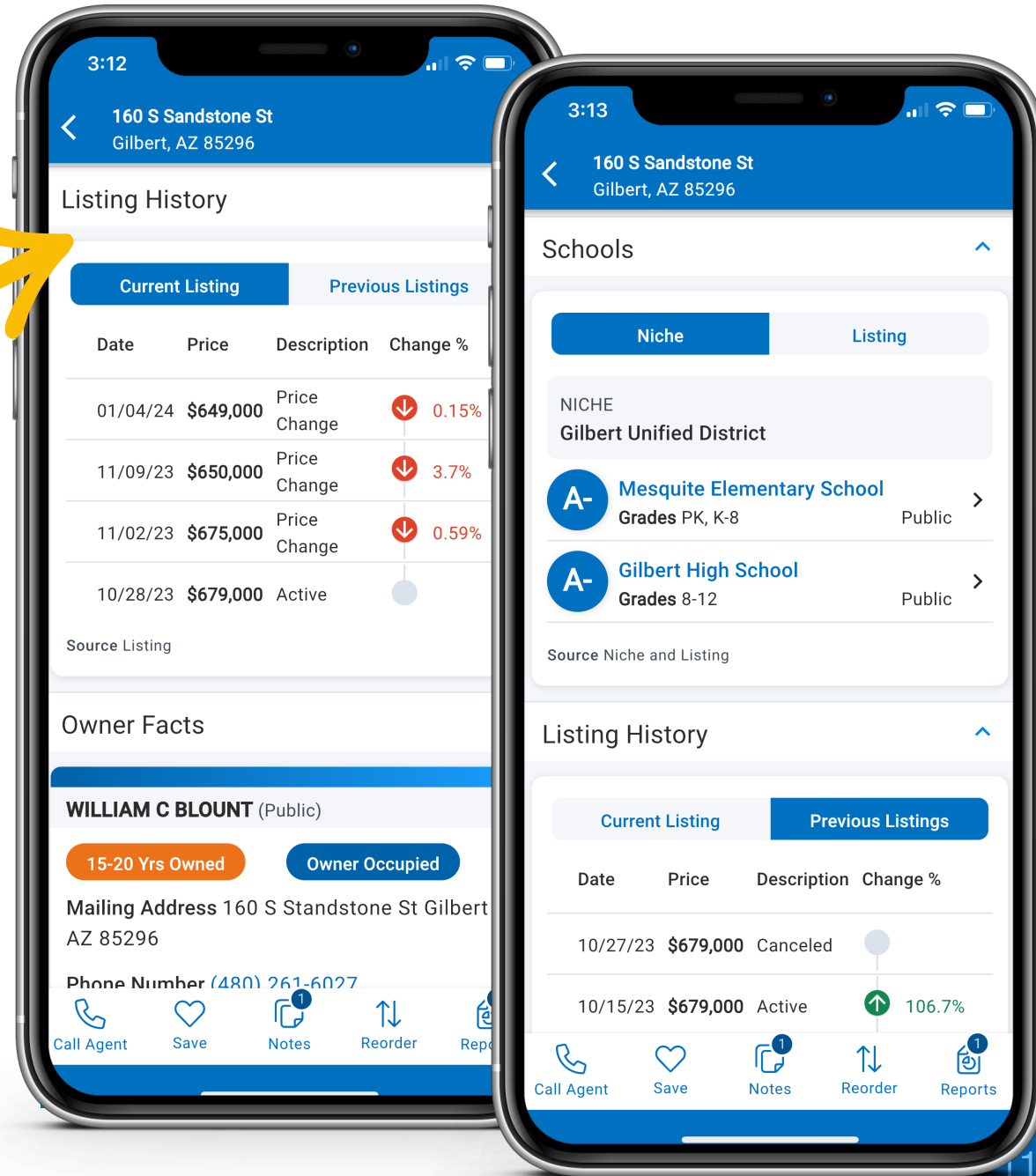
Download the RPR
Mobile™ app.



RPR Mobile™ App: Search for Nearby Properties & Use Enhanced Search Filters



RPR Mobile™ App: Property Details Including Schools and Listing History



What's Next?



- Complete your worksheet for your certificate
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Thank you

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