



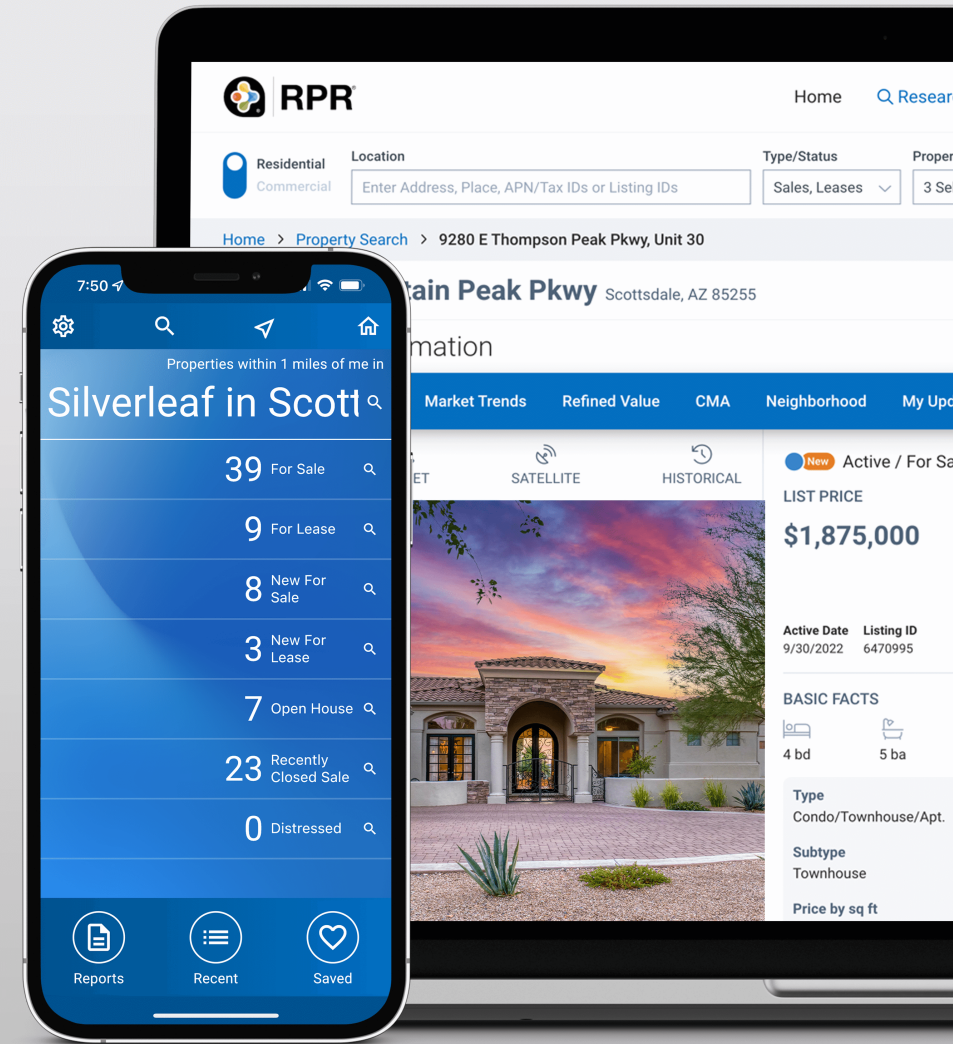
RPR® | Webinar

Maintaining a Social Media Presence With Current Market Statistics

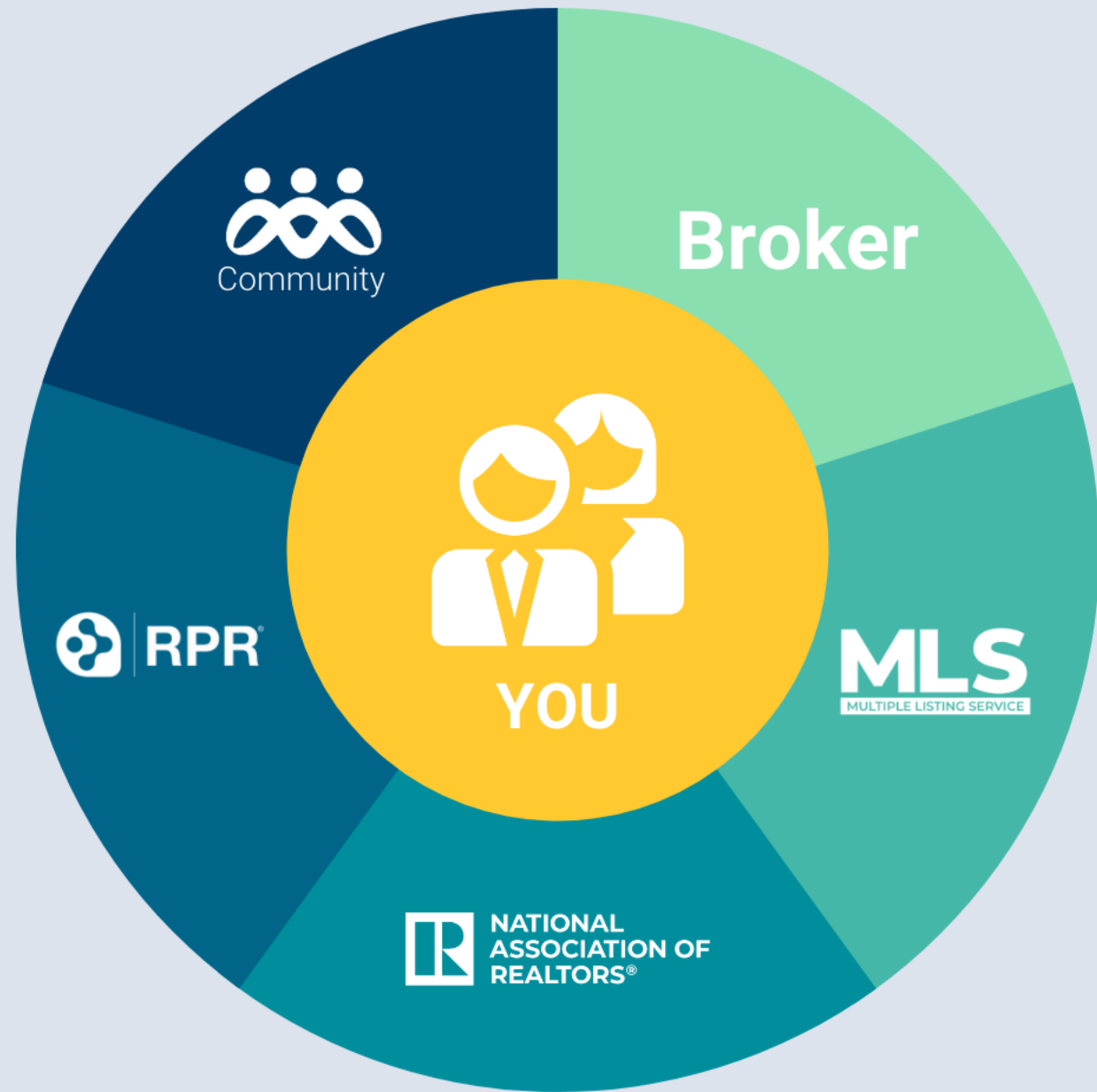
narrpr.com

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



Where does RPR fit into your real estate business model?



Agenda

- Market Trends from any Property
- Neighborhood Research
- Identify Key Trends
- Screen Shots
- Create Content
- Sharing Information

Identifying Market Trends



- Market Type
- List to Sold Price
- Home Value Trends
- Listing Inventory Snapshot
- Comp Statistics

Windows | Snipping Tool

● Open Start

- Search for Snipping Tool; click the matching result to open the app

● Select a screen capture modes:

- **Rectangle mode** — creates a rectangle screenshot using the mouse.
- **Window mode** — saves a screenshot of a window.
- **Full-screen mode** — takes a screenshot of the entire screen.
- **Free-form mode** — allows you to use the mouse to select any form you want

Mac | Screenshot Tool

- Press and hold these three keys together: Shift, Command, and 4
 - Drag the crosshair to select the area of the screen to capture.
 - To take the screenshot, release your mouse or trackpad button.
- The screenshot will be saved to your desktop

Snagit | Screen Capture and Recording Software

- Paid software: \$50
- Turn screen captures into a video
- For screen capture how-to: rpr.me/snag



Let's Go Live

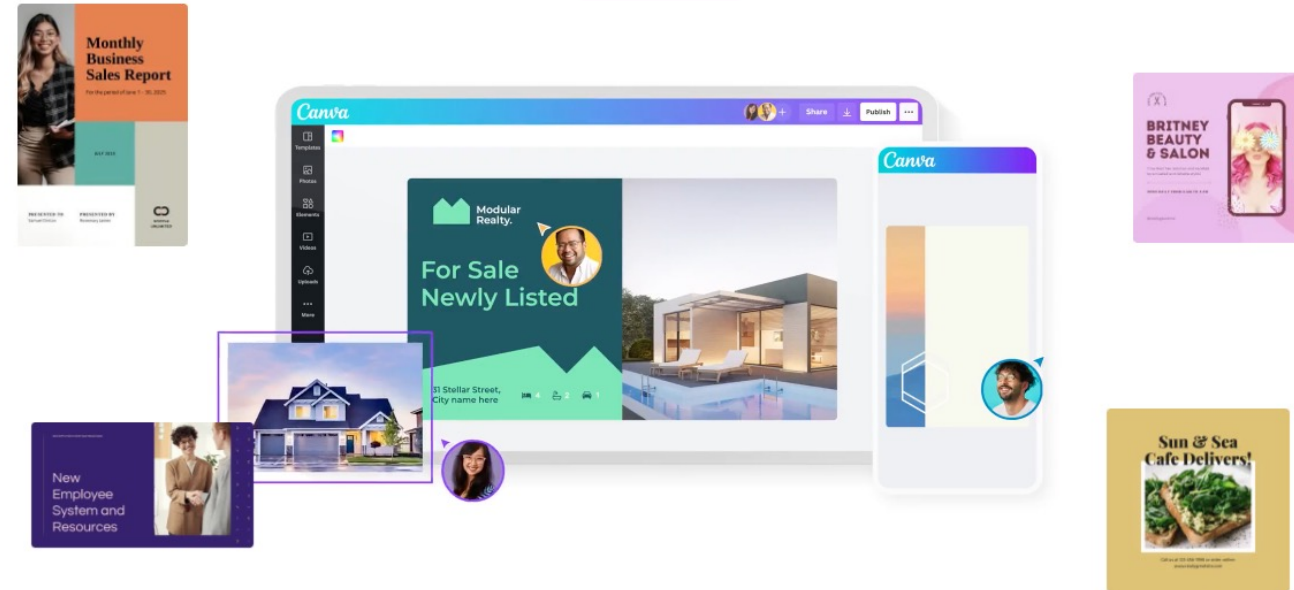
Canva.com

Create social media graphics, presentations, posters, documents and other visual content.

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Sign up for free



A perfect fit for everyone

Canva Free

For anyone wanting to design anything, on your own or with others. No design experience required, and it's free forever.

Get Canva Free

Canva Pro

For individuals wanting unlimited access to premium content, with special tools to grow your brand or passion project.

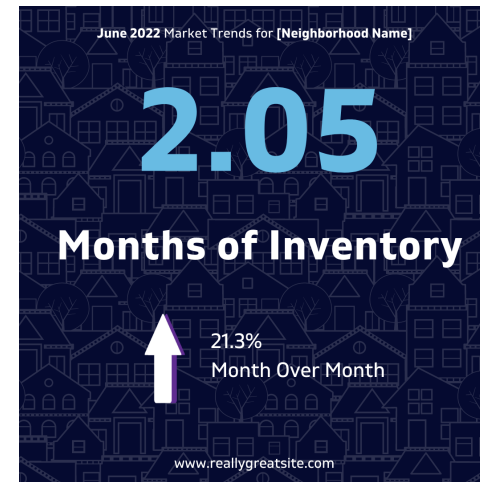
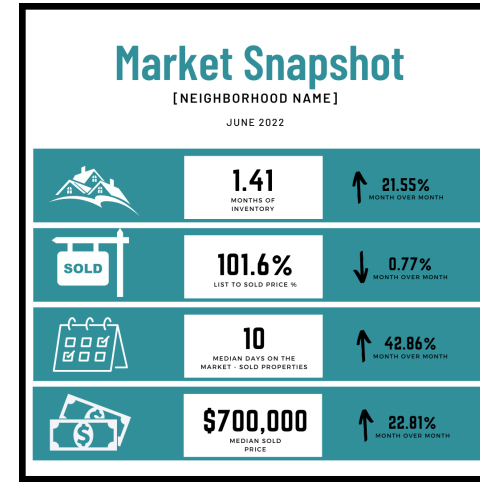
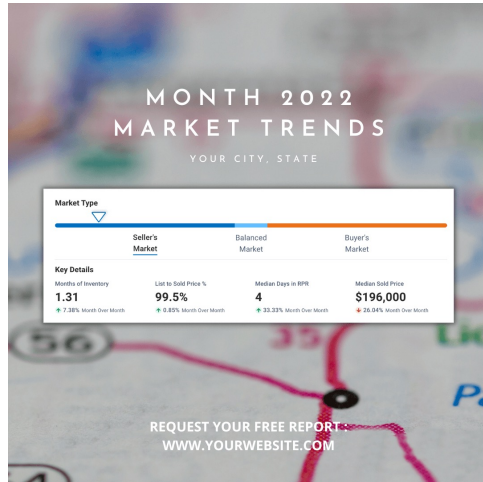
Start your free Pro trial

Canva for Teams

For teams of all sizes wanting to create together, with premium workplace tools and approval flows.

Start your free Teams trial

Use these templates



RPR did the work for you

- Free templates
- Easy to edit
- Add your local Market Trends
- Publish & Share
- rpr.me/social-market-updates

Facebook



- Create an Engaging Profile (Photo, bio, and contact information)
- Focus on posting quality content that is relevant to your target audience
- Go Live on Facebook to connect with your audience in real-time and build relationships
- Engage with your network by responding quickly to comments, creating polls, hosting Q&A sessions

Instagram



- Use photos and videos to make your posts standout
- Use the link sticker on stories to add your clickable URL
- Use hashtags to expand your audience and get more reach
- Experiment with Stories and Reels

TikTok



- Turn on your video camera because TikTok is all about video
- Use the link sticker on stories to add your clickable URL
- Show what you do! Can be behind the scenes, real estate tips or answering top customer questions.
- Explore apps to help with TikTok videos (i.e. Funimate, Vizmato)



Download the
RPR Mobile™ App.

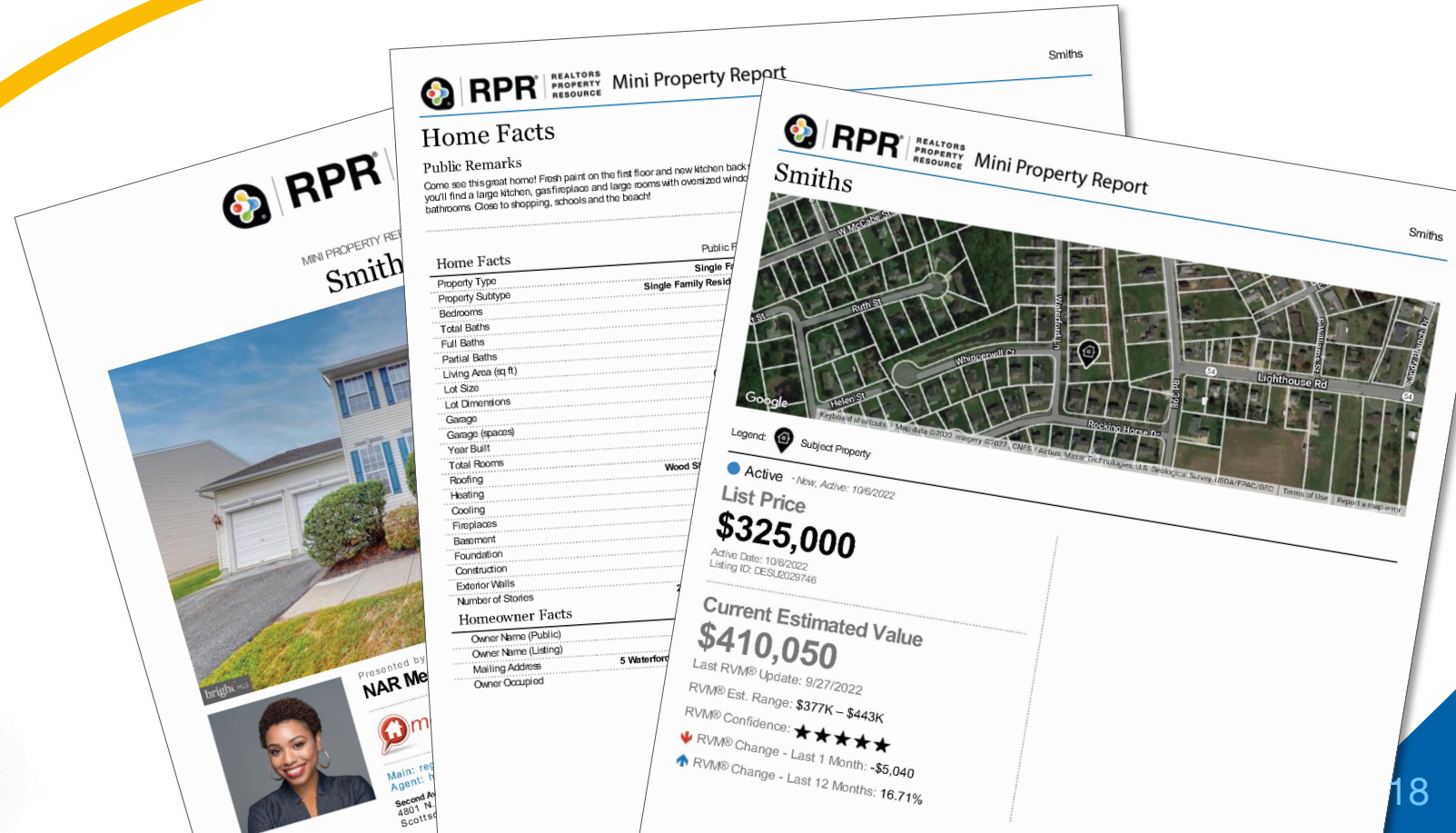
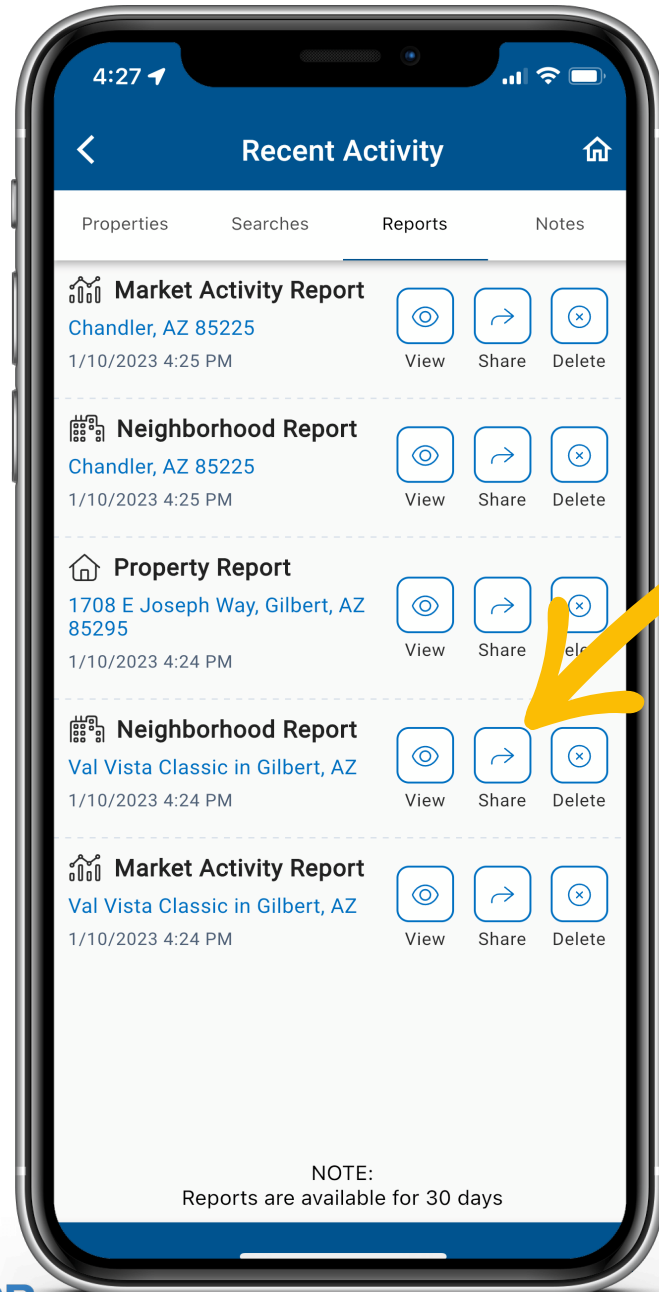


RPR Mobile™ App:

- View Nearby Inventory
- Market Conditions
- Property Search
- Syncs with Desktop



RPR Mobile™ App: Instantly Create & Share Client Friendly Reports



What's Next?

- **Focus on your business needs**
 - Try out Canva
 - Screen Shot your Market Trends
 - Share a Report via Facebook



Your Resources!

Log in to RPR at:
narrpr.com

RPR Blog
blog.narrpr.com

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





Type/Stat

Tax IDs or Listing IDs

Sales, L


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

Viewing 45 of 45 properties



TROON NORTH



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

- ☐ eBook
- ☐ Printable
- ☐ Tutorial
- ☒ Webinar

Webinars by date

Audience

- ☐ Broker
- ☐ Commercial
- ☐ Residential

Topics

- ☐ Broker Tools
- ☐ CMA
- ☐ Farming
- ☐ Getting Started
- ☐ Investment Analysis
- ☐ Mailing Labels
- ☐ Map Tools
- ☐ Market Trends
- ☐ Mobile App
- ☐ Prospecting



Maintaining a Social Media Presence with Current Market Statistics

Next Date: January 17, 2023



Track the Market With RPR Housing Data

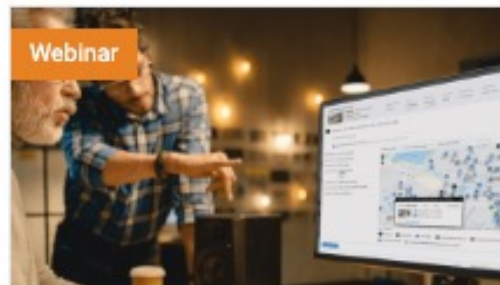
Topics: Market Trends

Next Date: January 12, 2023



Looking for Land in All the Right Places with RPR

Topics: Site Selection



Accurate Property Pricing with RPR CMA Tools



How a CMA can Guide Buyers in a Tight Market



RPR for New NAR Members

Tue
Jan 31

RPR for New NAR Members

Tue
Feb 07

Kickstart Your Business - An Introduction to RPR Residential

Wed
Feb 08

Track the Market With RPR Housing Data

Thu
Feb 09

Maintaining a Social Media Presence with Current Market Statistics

Tue
Feb 14

Build a Winning Listing Presentation with RPR

Wed
Feb 15

Accurate Property Pricing with RPR CMA Tools

Thu
Feb 16

Do Some Digging! Research Properties, Neighborhoods and More With RPR

Tue
Feb 21

Power Up Your Prospecting Efforts with RPR

Wed
Feb 22

RPR Commercial: Your Secret Weapon to Commercial Success

What Do You Want to Learn?

Everyone has different learning styles. We have everything covered.

The RPR Learning Center has everything you need to get started and learning type:

Learning Types

- ☐ eBook
- ☐ Printable
- ☐ Tutorial
- ☐ Webinar

Webinars by date

Audience

- ☐ Broker
- ☐ Commercial
- ☐ Residential

Skill Levels

- ☐ Advanced
- ☐ Beginner

CONNECT WITH RPR

See you online!



FACEBOOK



INSTAGRAM



LINKEDIN



Thank you
narrpr.com