



RPR®

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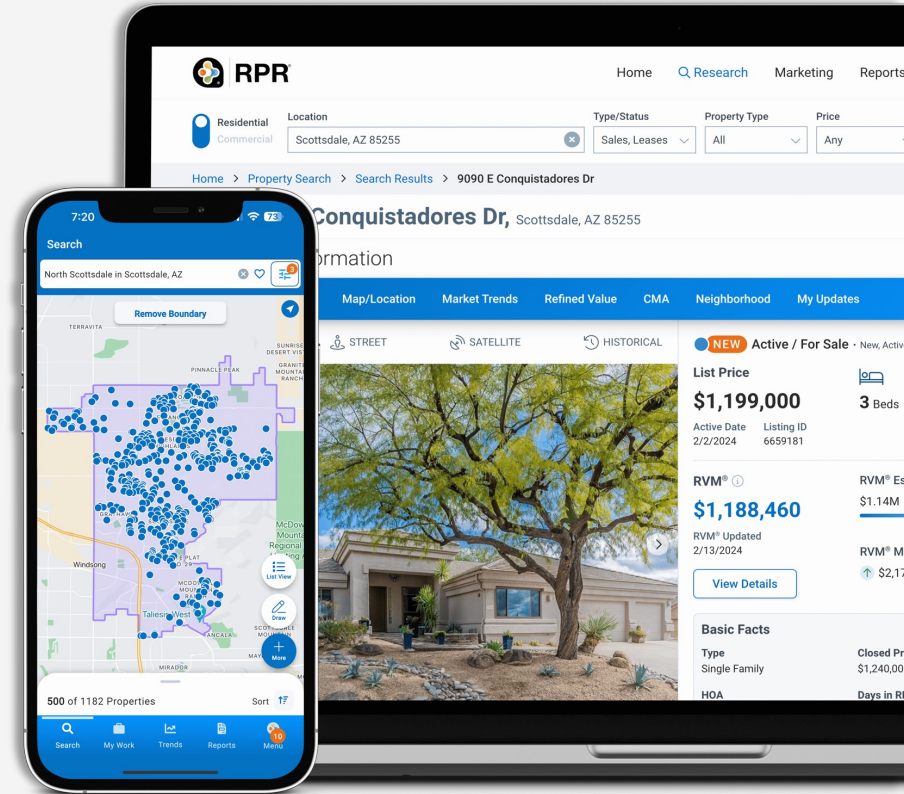
**Prep, Present, Prevail!**

How to Win Listings Using RPR

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

- Insert custom pages into RPR reports to include your biography, testimonials, brokerage info, and more.
- Add custom photos before a meeting with a client
- Conduct a historical review of a property: previous listings, including photos, Deeds, Mortgage, Distressed
- Access an Equity Calculator and Seller's Net Sheet
- Review Market Trends to understand recent listing and sales activity
- Create a Market Activity report to share with clients
- Access Neighborhood, School, Flood, and Climate Risk Data

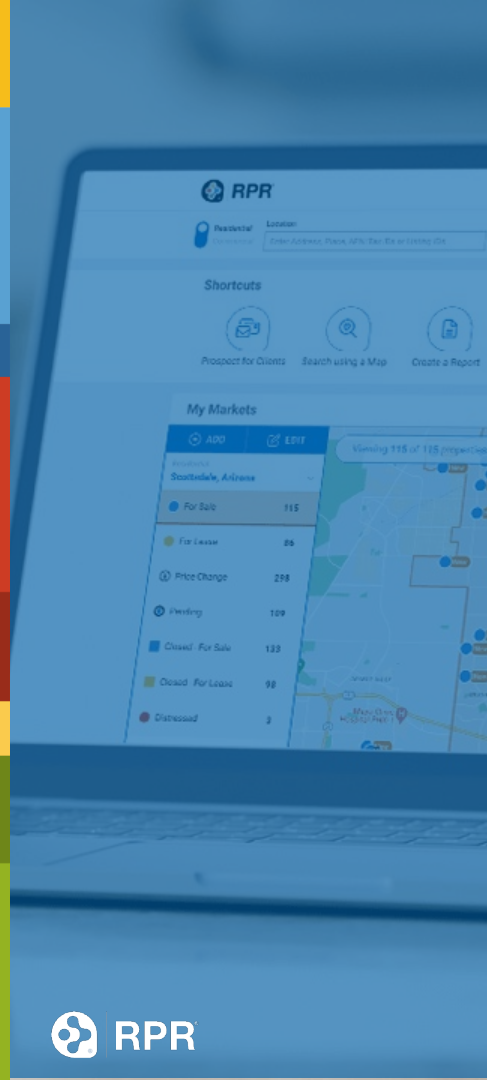
# Estimates of Value

## ● RVM<sup>®</sup> = Realtors Valuation Model<sup>®</sup>

- 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™

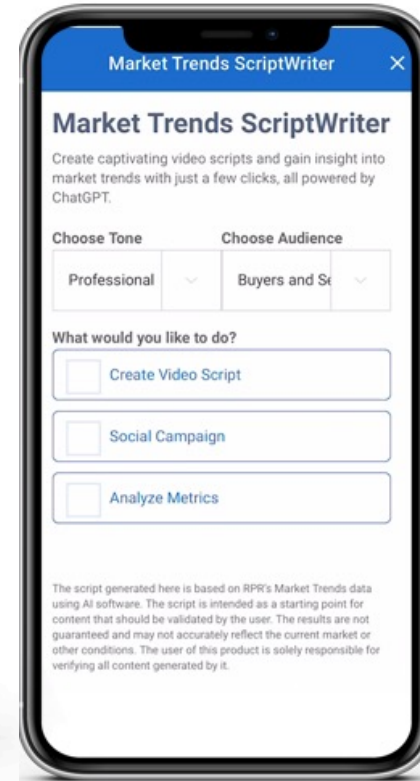
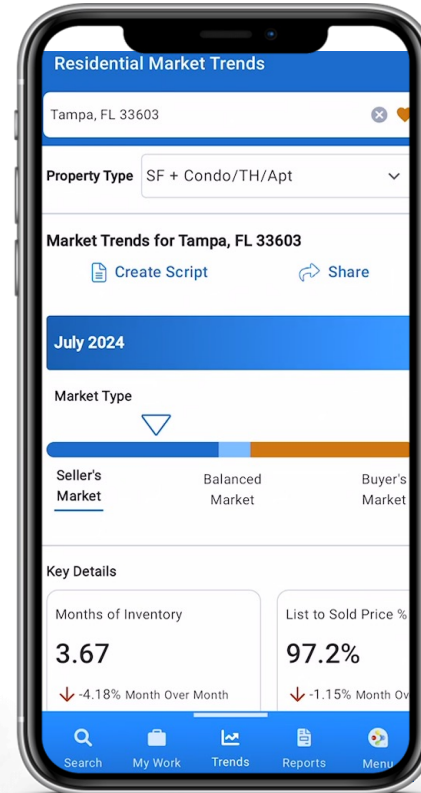
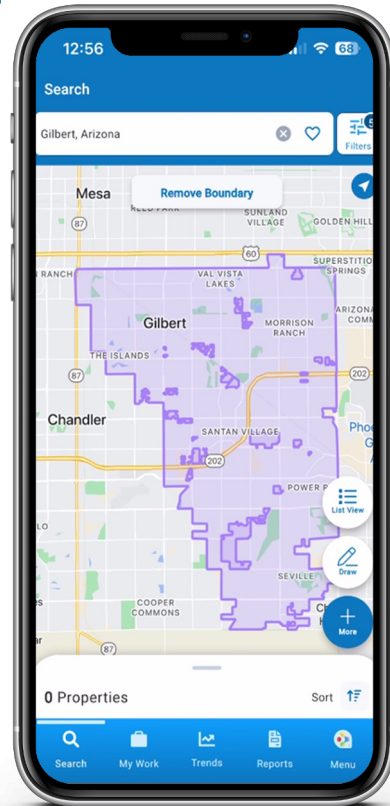


- **Instant Access**  
Quickly access property data, CMA, equity assessments, market trends, and more.
- **Powerful Search**  
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**  
Generate and share personalized reports with clients while out 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.

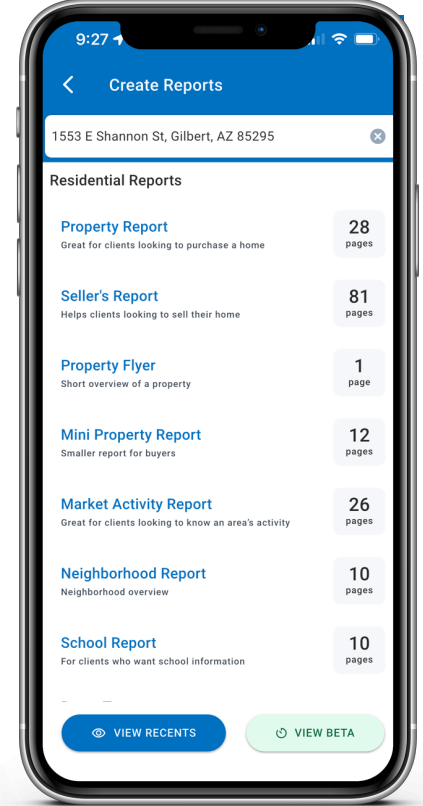
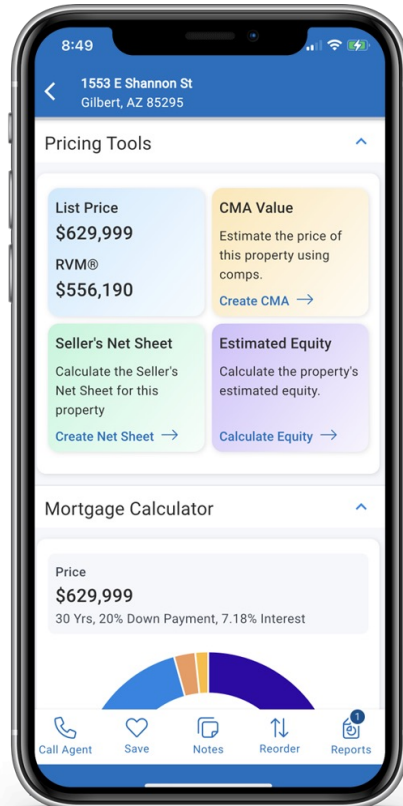
# RPR Mobile™

- Searches
- Buyer Tour
- Market Trends
- ScriptWriter
- Shareable

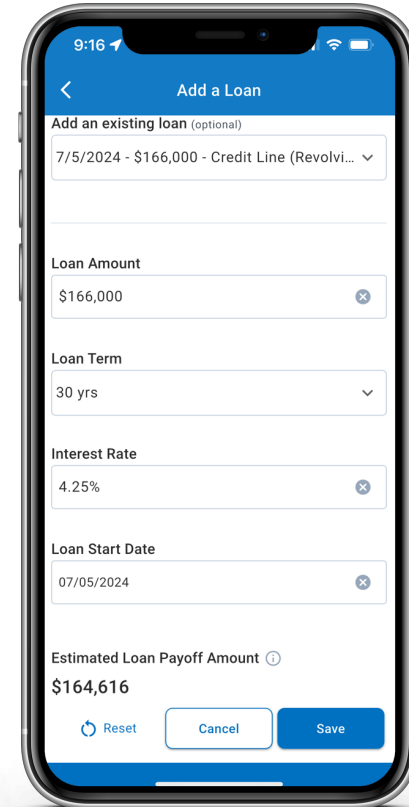
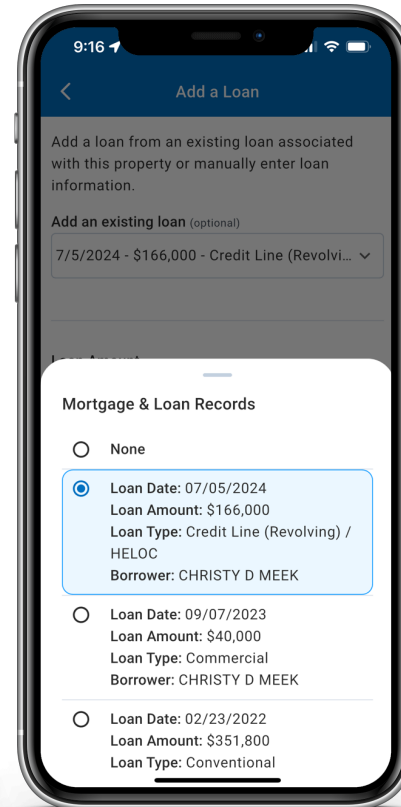
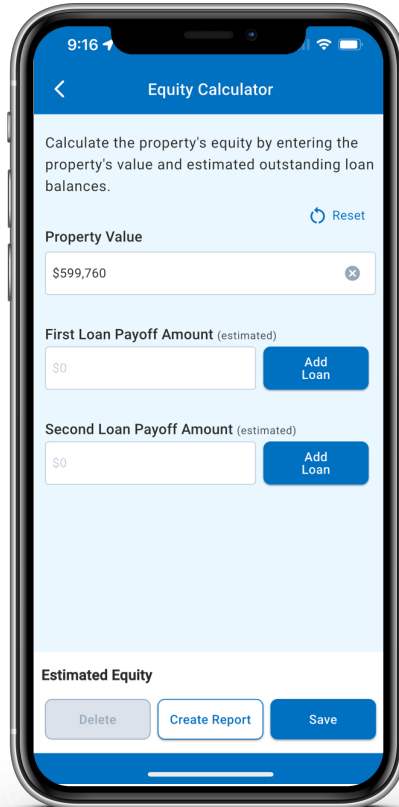
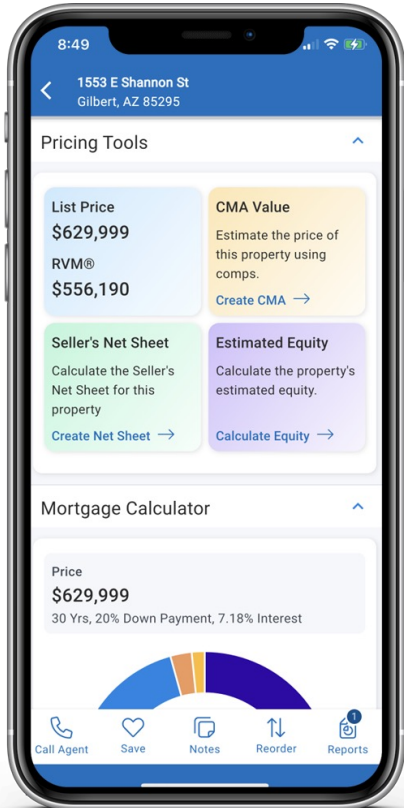
- Facebook
- Instagram
- And more...



# Analyze a Subject Property

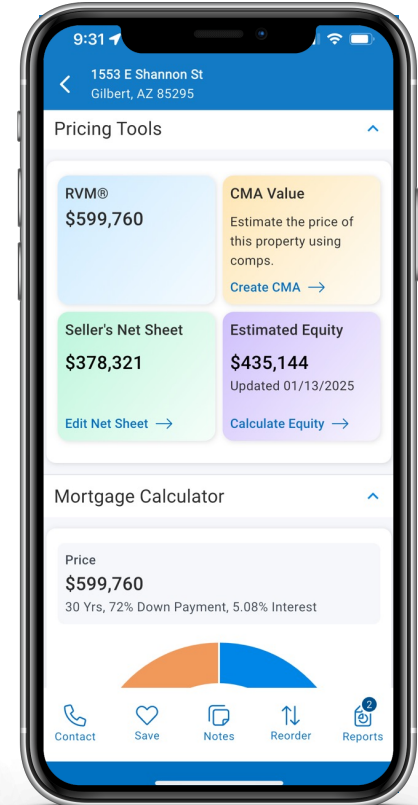
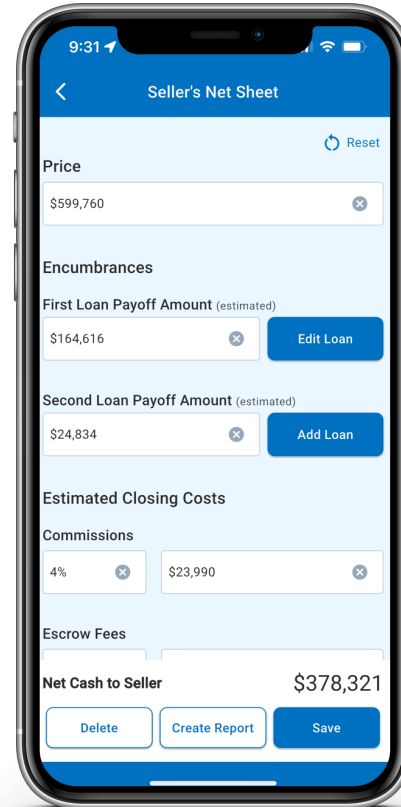
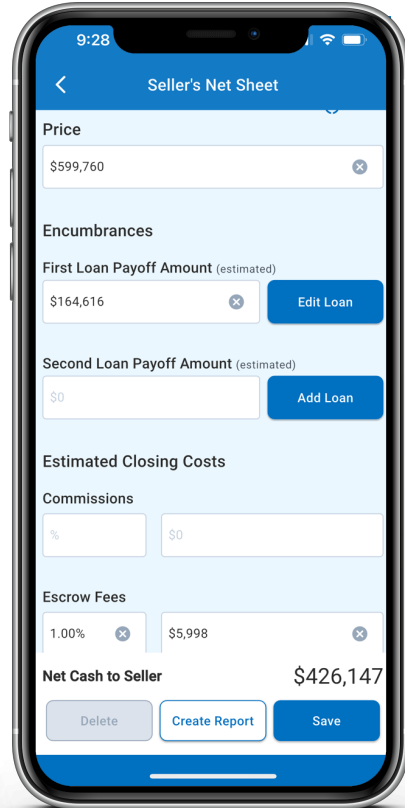
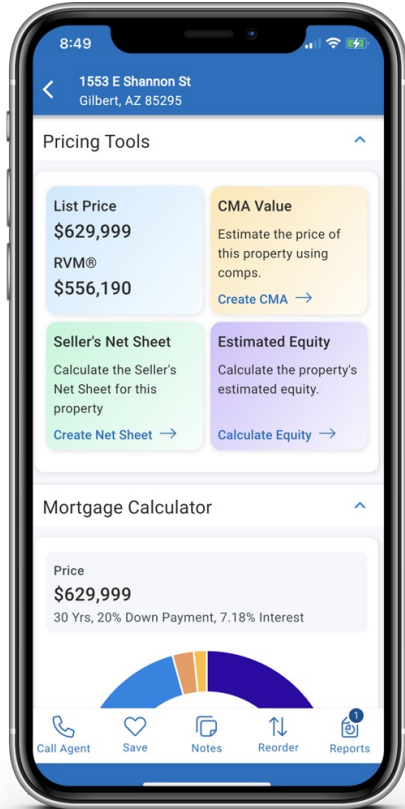


# Estimated Equity





# Seller's Net Sheet



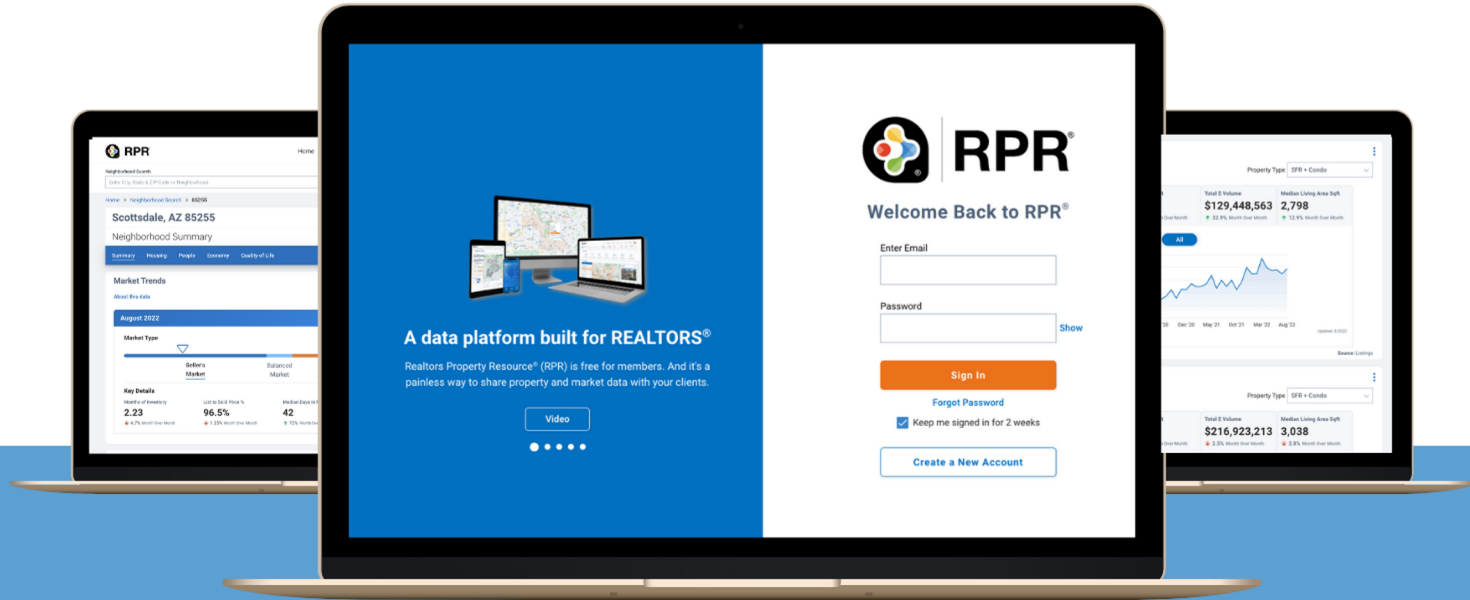


# Subject Property

- 2234 Cypress Hollow Ct, Safety Harbor, FL 34695
- 4 bedrooms, 3.5 bathrooms
- 2,686 sq/ft
- Last sold \$390,000 5/29/2014
- RVM \$852,320 1/12/2025



# Access RPR



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**Let's Take a Look**

## What Do You Want To Learn Today?

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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:

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

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# What's Next?

- Set up your profile
- Pull up an off market property in RPR
- Review the property's history and all related detail
  - Create a Seller's Net Sheet
  - Access Equity Calculator
- Generate a Market Activity Report



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**Thank you**  
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