



RPR

Ask the Expert Series:

RPR Reports: How to Stand Out in a Crowded Market

What is RPR?



- **RPR is NAR's technology company**
- **Wholly owned subsidiary corporation**
- **National database parcel-centric property information – over 166 million U.S. properties**
- **Exclusively for REALTORS®**
- **No additional charge to REALTORS®**
- **No consumer or public access**

What we will cover:

- **Hear what other agents are saying about our reports!**
- **We will explain how to choose the right report for each situation**
- **Demonstrate how to customize, publish and save reports**
- **Provide tips on how to entice clients and customers with the data they need**
- **And we'll show you how to ensure your name, photo, brokerage and contact information are always front and center**



Estimate of Value: RVM[®]

- Realtors[®] Valuation Model
- Estimate calculated using public available information
- Adds in MLS active, sold & off market data
- Highest accuracy of any valuation product available

8 Residential Reports

- Property Report
- Sellers Report
- Property Flyer
- Mini Property Report
- Valuation Workbook
- Market Activity Report
- Neighborhood Report
- School Report

3 Commercial Reports

- **Property Report**
- **Trade Area Report**
- **Trade Area Analysis**



CLIENT
TESTIMONIALS





I love the Market Activity Report! The trade area report is also outstanding depicting the area and its inhabitants to the tee... oh I Just love RPR!

Connie Nieto, Sr Instructor of Technology Services, Miami Association of REALTORS®



Reports Menu

Realtors Property Resource®

Market Activity Report

/report/

- A profile of market changes based on listing information and MLS data, including active, pending, sold, expired and distressed properties.

About this Data: Estimated home values are generated by a valuation model and are not formal appraisals. Valuations are based on public records and MLS data where licensed. The metrics shown here reflect All Residential Properties data.



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RPR has changed how I do open houses! I print a property flyer with the listing info, then I print the neighborhood report which people love but I don't give it to them, I email only. Oh, and they love the school reports too!

Peter Williams, eXp Realty, Bernardsville, NJ



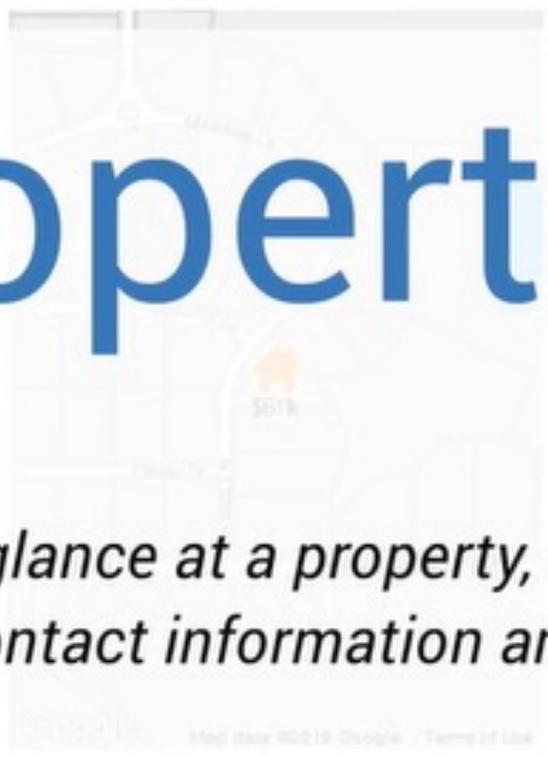
OFF MARKET: Estimated at \$611,360
4725 N 130th St, Kansas City, KS 66109

Beautiful Victorian Home

Property Flyer

/report/

- A quick glance at a property, including a photo, property information, a map, and your contact information and branding.



Single Family Residence

Bedrooms:	4
Total Baths:	6
Living Area:	4,712 sq ft
Lot Size:	1.14 acres

Description

UNBELIEVABLE LOCATION in the Mission area. Light and bright 4 bed 6 bath home shows like new. Close fwy access and nearby Bridgeport Village. Backyard gets lots of sun and backs to greenspace. **THIS IS A MUST SEE.** Call for details.



Reports Menu

Realtors Property Resource®

School Report

/report/

- This report summarizes student populations, testing outcomes, parental reviews, ratings, and contact information about a public or private school and will even display homes for sale in that school district.

... this data: Facts and proficiency scores are provided by Niche, which compiles scores, community reviews and other data about schools across the United States. Ratings for this school are based on the most recent available facts for each school and district. Data compiled from Niche's National Education, Private School Universe Survey, Common Core Data.
Source: Niche Update Frequency: Quarterly



RPR Neighborhood Reports are magical! At least cool enough for a stat nerd such as myself. Hoping to share with some nosey neighbors at my open house today that the estimated 12 month home value change in this neighborhood is up over 40% I may have to get out my megaphone

Amber Hendrickson, HomeSmart, Gilbert, AZ



I like that each report is unique and stand-alone. I find when I want to establish my value and create a relationship “The Neighborhood Report” is the best.

Joseph Petrie, Joseph & Company, Houston, TX

Picking the Right Report



Reports Menu

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Neighborhood Report

/report/

- A summary of economic, housing, demographic and quality of life information about an area.



RPR is my “go to” to search for properties on the go and must definitely be the one to go to send CMA’s to prospective clients..

Didi Collins, LoKation Real Estate,
Pompano Beach, FL



My favorite report is the Seller's report. Clients love it and it provides great information in a great way.

Liz Berry, Weichert REALTORS®,
Atlanta, Georgia

I create a seller's report, bind it, and mail it out to prospective sellers in a personally addressed envelope.



I like RPR because it is easier to pull up rural comps. The way I do this is not easy, takes time and I do it every day, seven days a week. I send out 5 reports a day. I also add a few pages from other sources (tax record, flood map, etc). I have gotten to where it is 10-12 pages and costs \$1.60 to mail.

Bruce Inman, Better Homes and Garden Real Estate, Gary Greene, Houston, TX



Reports Menu

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Sellers Report

/report/

- A review of the subject property that shows local market conditions, comparable properties, recommends pricing strategies and estimated seller proceeds.



I honestly love the CMA reports. I feel like they are better than others in the industry.

Hunter MacDonald, Red Realty,
Murfreesboro, TN



Reports Menu

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Valuation Workbook

/report/

- An in-depth value of a property used as backup material for a lender or client.



VALUATION WORKBOOK
Lake Oswego, OR 97035

It's super helpful using the view details report for the off market sold properties when running comps for a seller!!!

Tamisha Lane, Coldwell Banker
Howard Perry and Walston, Raleigh,
NC





I love using the RVM in areas where I am referring clients. So helpful to give them a sense of the values!

Barbara Lewis, KW Premier Properties,
Summit, NJ



Reports Menu

Realtors Property Resource®

Property Report

/report/

- A summary of property characteristics, such as values, foreclosure activity, market statistics, demographics, history, taxes and school information, as well as before-and-after photos.

Mini property Simple and fast!



Donovan Wilkins, RE/MAX Revolution,
Evansville, IN



Reports Menu

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Mini Property Report

/report/

- A slimmed down version of the Property Report that includes the property's estimated value; home facts like bedrooms, baths and square footage; and photos.

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My Favorite RPR Report: Trade Area Report The report is a showstopper because it sparks interaction, interest, and it is versatile. Yes, It is an excellent commercial report, which it is intended to be! Yet, it can also service as a fantastic social media tool.

The Miami trainers have used it to help real estate agents identify their ideal customer based on location and farming area. The report can serve as a guide to identify customer interests, and how they absorb their media. We can use this information to create a marketing campaign, and create social media content that will engage, and attract these potential customers.

Christy Denys, Instructor of Technology Services, Miami Association of REALTORS®



My favorite RPR report is the Trade Area report. Although it is meant to allow agents to research market segmentation for their commercial clients/customers, I always recommend it to residential agents as well for their marketing. By understanding the tapestry segments, the residential agents can tailor their marketing pieces to better appeal to the sellers/buyers in that area. I liken the detailed tapestry segments to the marketing persona used by advertisers (basically the same thing).

Melanie Molina Wood, Education Program
Coordinator, SunBelt Title



Reports Menu

Realtors Property Resource®

Trade Area Report

/report/

- A summary of the demographics, economics and tapestry segments for the trade area the user has defined.

RPR REALTORS PROPERTY RESOURCE Trade Area Report

Denver, Colorado

About this segment
Emerald City

This is the #2 in this area

RPR REALTORS PROPERTY RESOURCE Trade Area Report

Denver, Colorado

Criteria Used for Analysis

RPR REALTORS PROPERTY RESOURCE Trade Area Report

Colorado: Economic Comparison

Median Household Income

Per Capita Income

Average Disposable Income

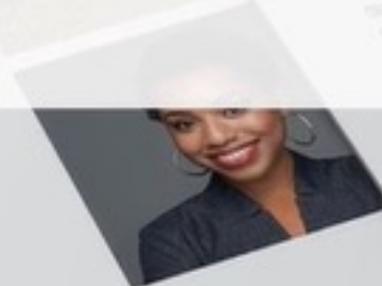
Denver	\$73,825
Denver County	\$72,825
Colorado	\$77,398



Commercial Property Report

/report/

- A comprehensive look at an individual property, including detailed property information, photos, property history and listing activity, and trade area information such as traffic counts.



Year	2010	2002	2010	2009	2007	2008
ADT	29,952	37,369	35,767	32,000	39,200	
CAC						

NOTE: Daily Traffic Counts are a mixture of actual and Estimated



Reports Menu

Realtors Property Resource®

COMMERCIAL TRADE AREA ANALYSIS
Best Places to Find Your Customers Within
Denver, Colorado



Trade Area Analysis

/report/

- Allows you to identify the optimal location to search for properties based on the user selected attributes that will drive the success of a business.

RPR

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\$28,145

All Dining Out
Dollars
\$4,323

Englewood

Cherry Hills Village

Southwest Park

Littleton



I have 2, the Neighborhood report and the Seller's Report. I use the Seller's report more regularly (1) for every CMA and I teach to it, most of my associates use it. (2) it is also a great report to target expired and FSBO listings.

I tell a true story about an expired mailer I did a years ago, I mail a cover letter, NJRealtor stat page, a 2 marketing brochures and a Seller's report with 1 or 2 comps NO VALUES ON ANYTHING, and place it all in a custom folder.

It was a month or so later that I received a call from the seller who stated "I was really impressed with your presentation and I am ready to list". Not knowing what part of the presentation impressed him, I made the appointment. When I arrived he opened his kitchen drawer and out came the RPR Seller's Report. Of all the pretty marketing items, including a custom pen, the report is what he saved. It turned into a \$730k listing/sale

Donna Spinetta, Weichert, REALTORS®, Randolph, NJ



All of them are my favorite! They are very detailed and give agents the option to include or exclude certain information.

*Brittany Shelton, MLS/Education
Director, Greater DentonWise County
Association of REALTORS®, Denton, TX*

Welcome Brittany Shelton



Brittany Shelton has been with Greater Denton Wise as an MLS and Education Director for two years and an RPR Instructor for a year and a half.

Brittany is active in her hometown community with school drives and anything education to reflect the importance of investing in knowledge because it always pays the best interest.

She is also an enrollment specialist for a local secondary school offering trade opportunities. As you can see, education is what drives Brittany and why she is here today to make sure you are using all of the resources available to you.



RPR

Let's Take a Look



What's Next?

- **Focus on your business needs**
 - Select a property
 - Create a Report
 - Send to yourself – review pages included

What's Next?

- Log in RPR at www.narrpr.com
 - Or connect directly through your MLS
- Remember the Learn and Help features
- RPR Resource Center: blog.narrpr.com
- Have a question? Contact RPR Member Support at 877.977.7576 or support@narrpr.com



[Blog.narrpr.com](https://blog.narrpr.com)

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:

Audience

- Commercial
- Residential

Skill Levels

- Beginner
- Intermediate

Learning Types

- Printable
- Tutorial
- Webinar

Webinars by date

Course Length

- 31-59 minutes
- One hour or longer

Topics

- CMA
- Getting Started
- Investment Analysis
- Map Tools
- Prospecting
- RPR Mobile
- Search
- zipForm

Printable

Printable Guides: RPR Residential
Topics: Getting Started

Webinar

How to Follow RPR Maps to Success
Topics: Map Tools, Prospecting
Next Date: March 23, 2021

Webinar

RPR: Your Tool for Maximizing your Commercial Real Estate

Tutorial

Basics & Beyond: Commercial Series
Topics: Getting Started

Tutorial

Basics & Beyond: Residential Series
Topics: Getting Started

Webinar

RPR: Your Tool for Maximizing your Commercial Real Estate

Webinar

Projecting the Best Return Scenario for Multifamily Investments
Topics: Investment Analysis

Webinar

RPR Works Everywhere—Just Like You
Topics: RPR Mobile
Next Date: March 25, 2021

Webinar

RPR & Transactions

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 Live chat with Member Support

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[Training Area](#)

 Send us an email at support@narrpr.com



Thank you
www.narrpr.com