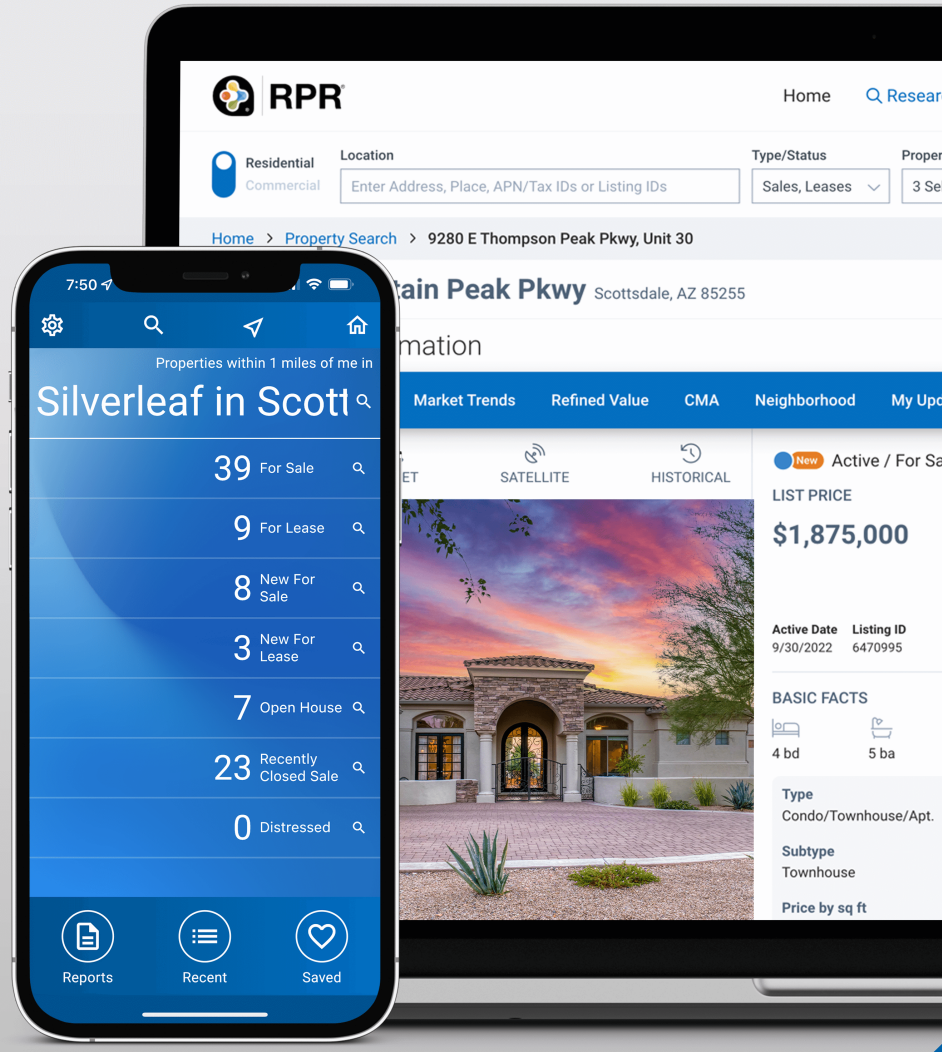
RPR® | Webinar

RPR's Hyper-Local Shareable Market Trends

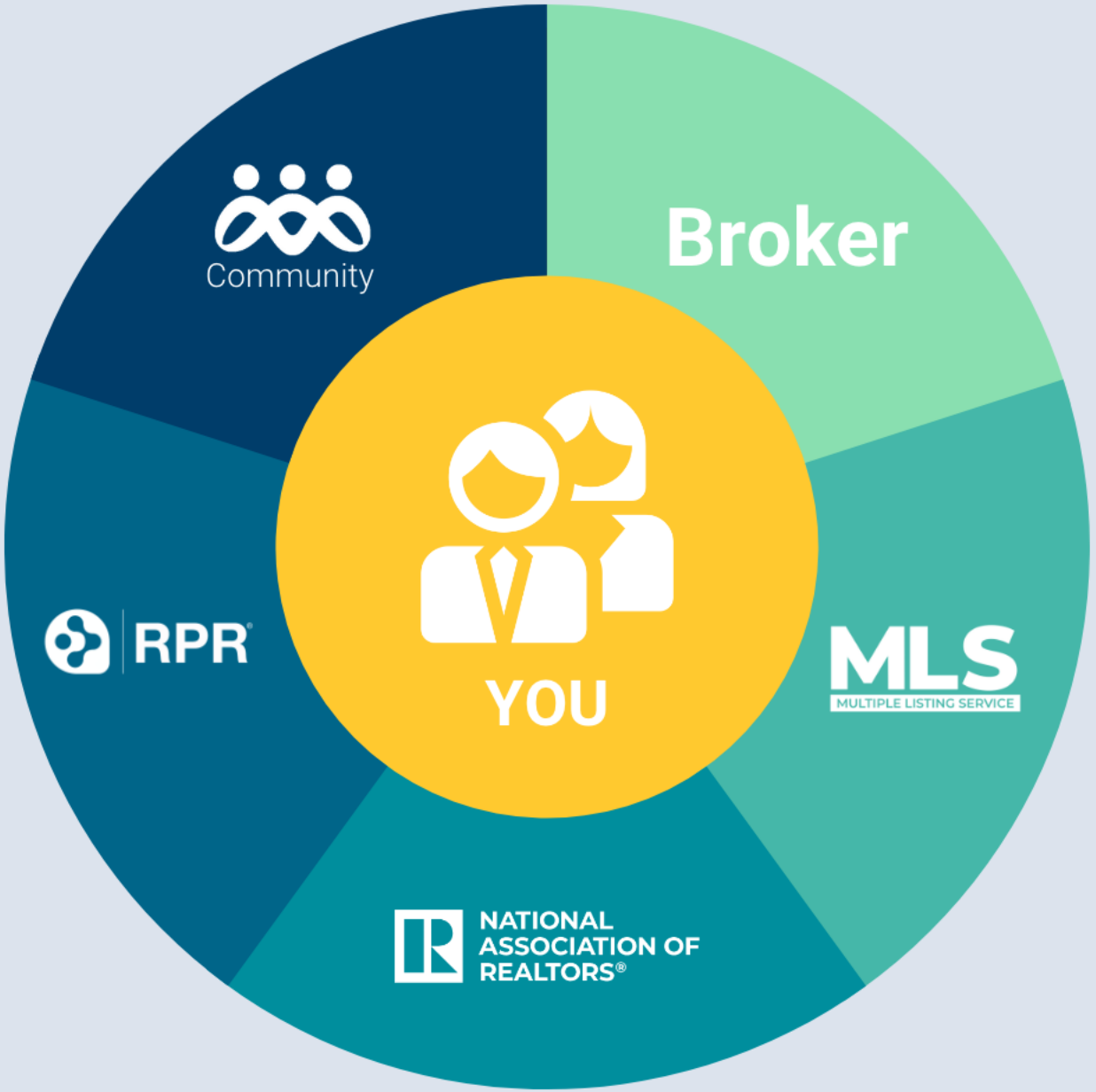
narrpr.com

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

- **Shareable Market Trends!**
  - Prospect for new clients
  - Keep in touch with previous clients
  - Solidify your position as a local neighborhood expert
  - Mobile app sharing
  - Shareables
    - Market Trends
    - Neighborhood Summary
    - Reports

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The Need for Research

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

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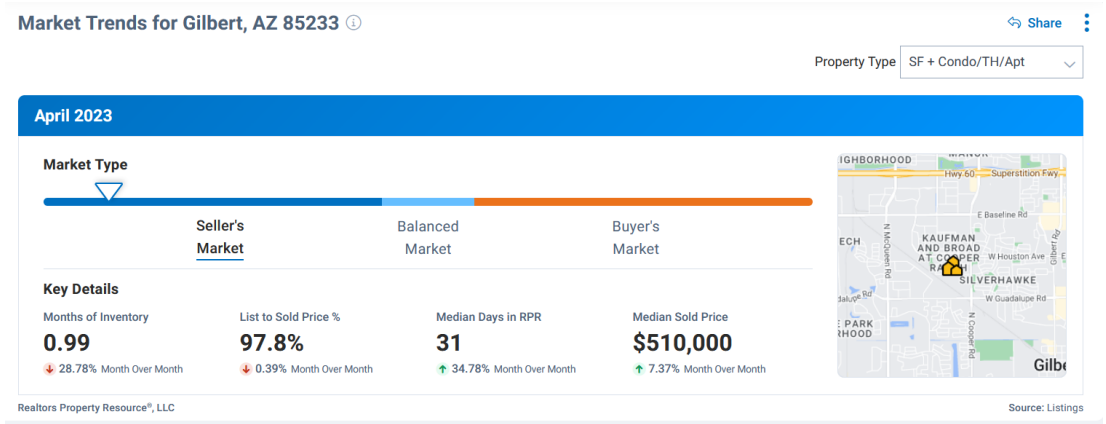
Value to Clients & Customers

- **Historical Knowledge**
  - Puts you in a position for providing guidance on listing and offer prices
- **Market Awareness**
  - Demonstrates the currency of your market acumen

Identifying Market Trends

- Property Type analysis
- Home Value vs Median Listing Price
- Listing Inventory snapshot
- Distressed inventory



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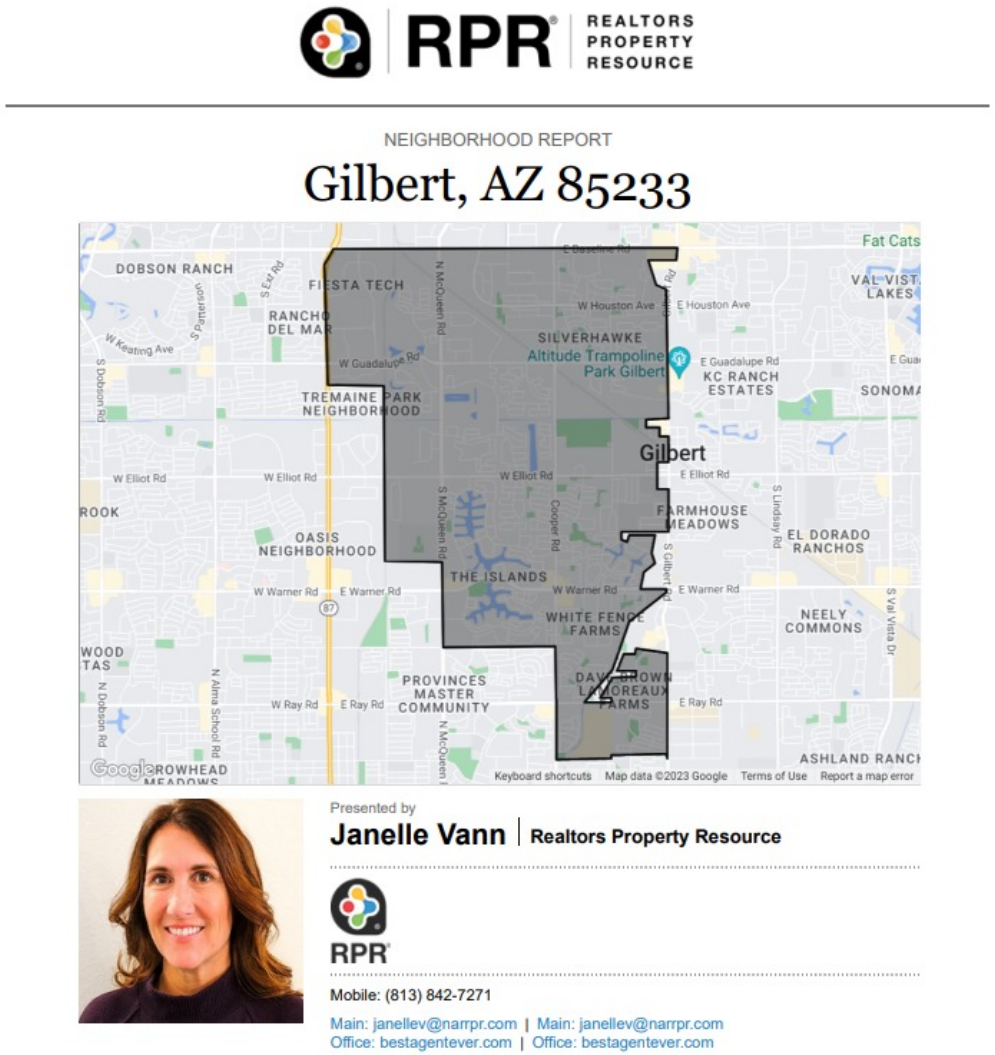
Neighborhood Insights


RPR REALTORS PROPERTY RESOURCE

NEIGHBORHOOD REPORT

Gilbert, AZ 85233

Presented by
Janelle Vann | Realtors Property Resource

RPR

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Office: bestagentever.com | Office: bestagentever.com

- Housing Stats
- People
- Economy
- Quality of Life
- Compare nearby neighborhoods

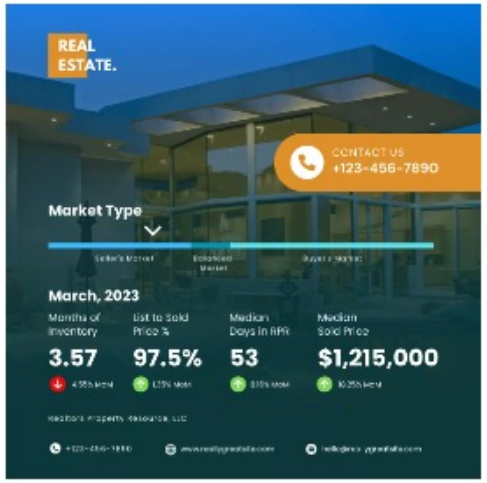
RPR did the work for you

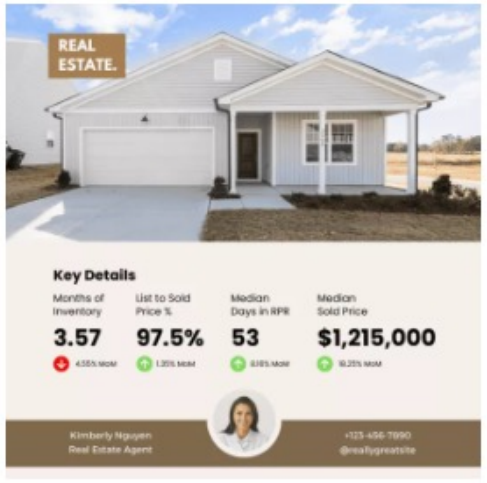
- Free templates
- Easy to edit
- Add your local Market Trends
- Publish & Share
- rpr.me/social-market-updates

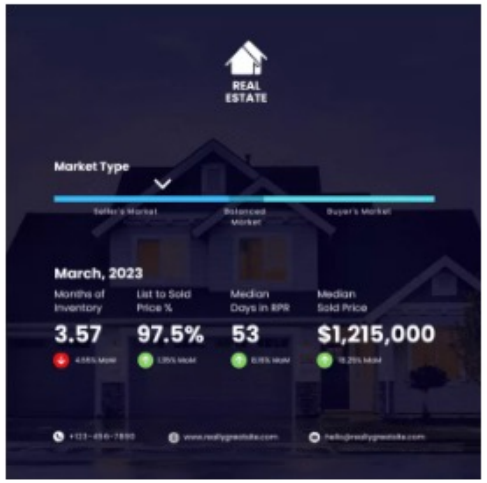
Canva.com

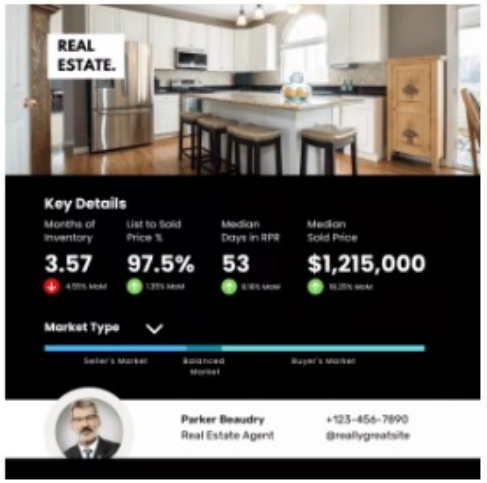
- ✓ social media
- ✓ graphics
- ✓ presentations
- ✓ posters
- ✓ documents
- ✓ Videos
- ✓ Logos

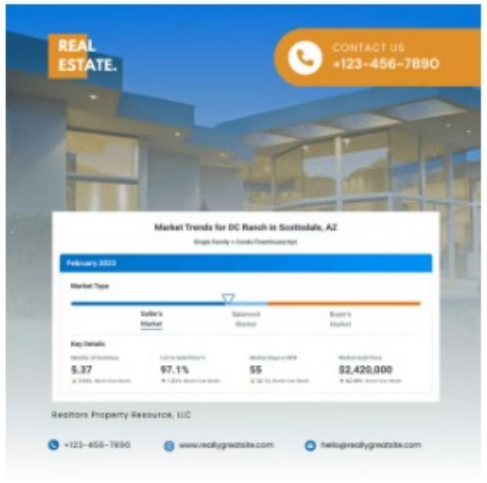
All | Instagram / Facebook | Postcard | Presentation











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Let’s Take a Look

Download the RPR Mobile™ App.

GET IT ON Google Play

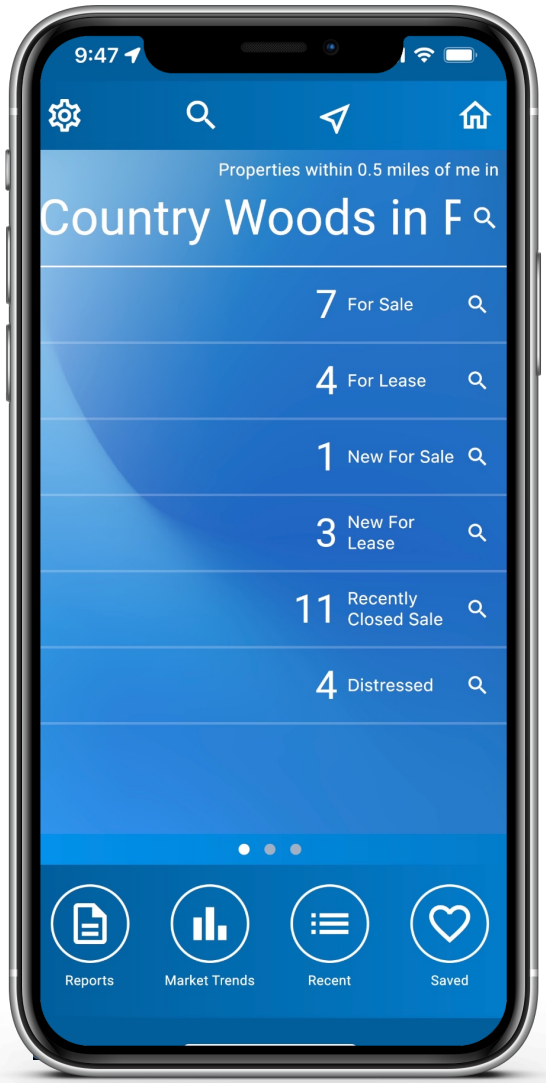
Download on the App Store

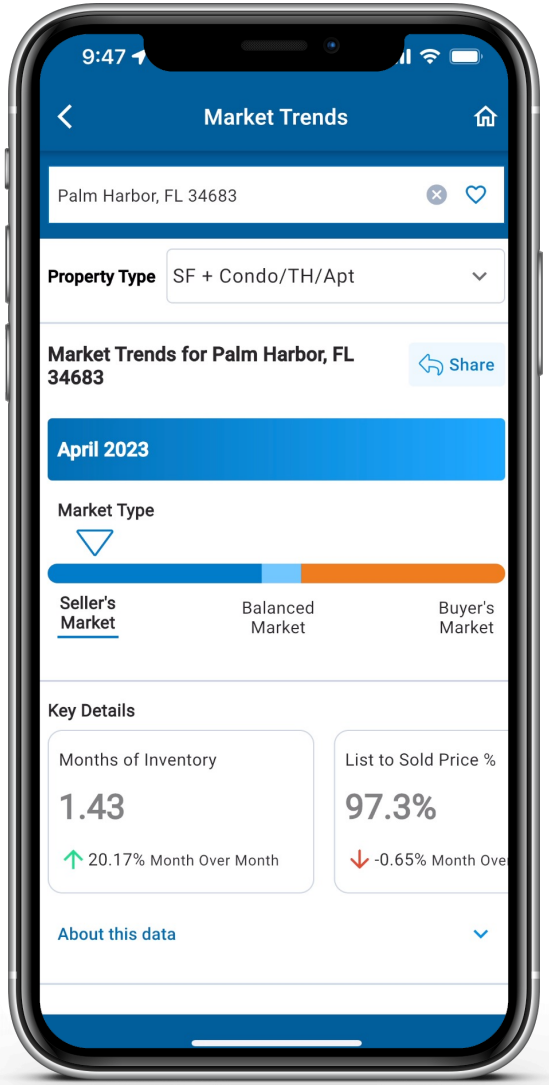
RPR Mobile™

- Market Trends
- By Location
- By Defined Area
- Sharable
  - Facebook
  - Instagram
  - And more…

View Trends

- By Location
  - Home Page
  - Market Trends





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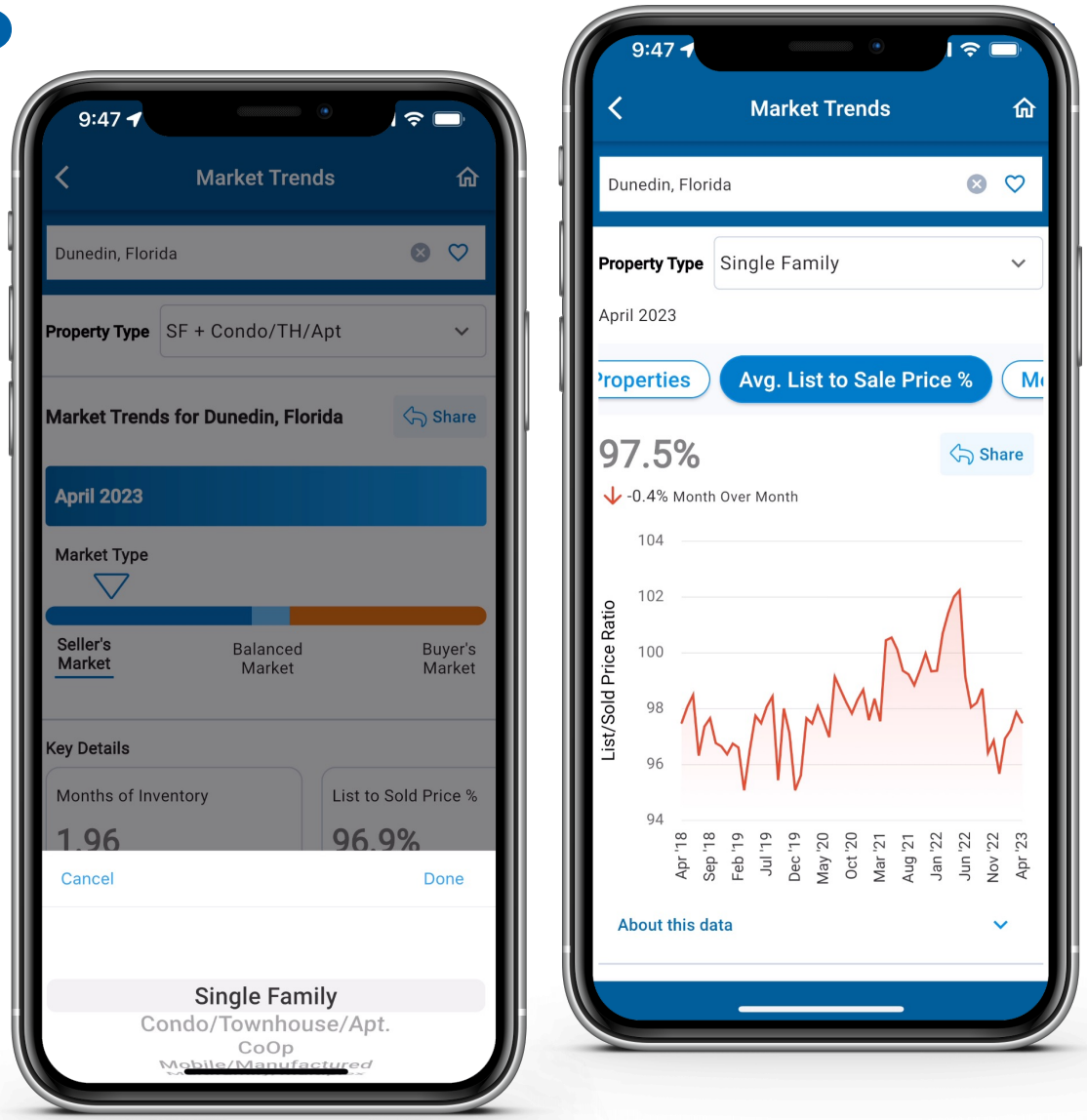
View Trends

- By Defined Area
  - Home Page
  - Market Trends
  - Enter City, Zip, or Neighborhood in top bar
  - Search

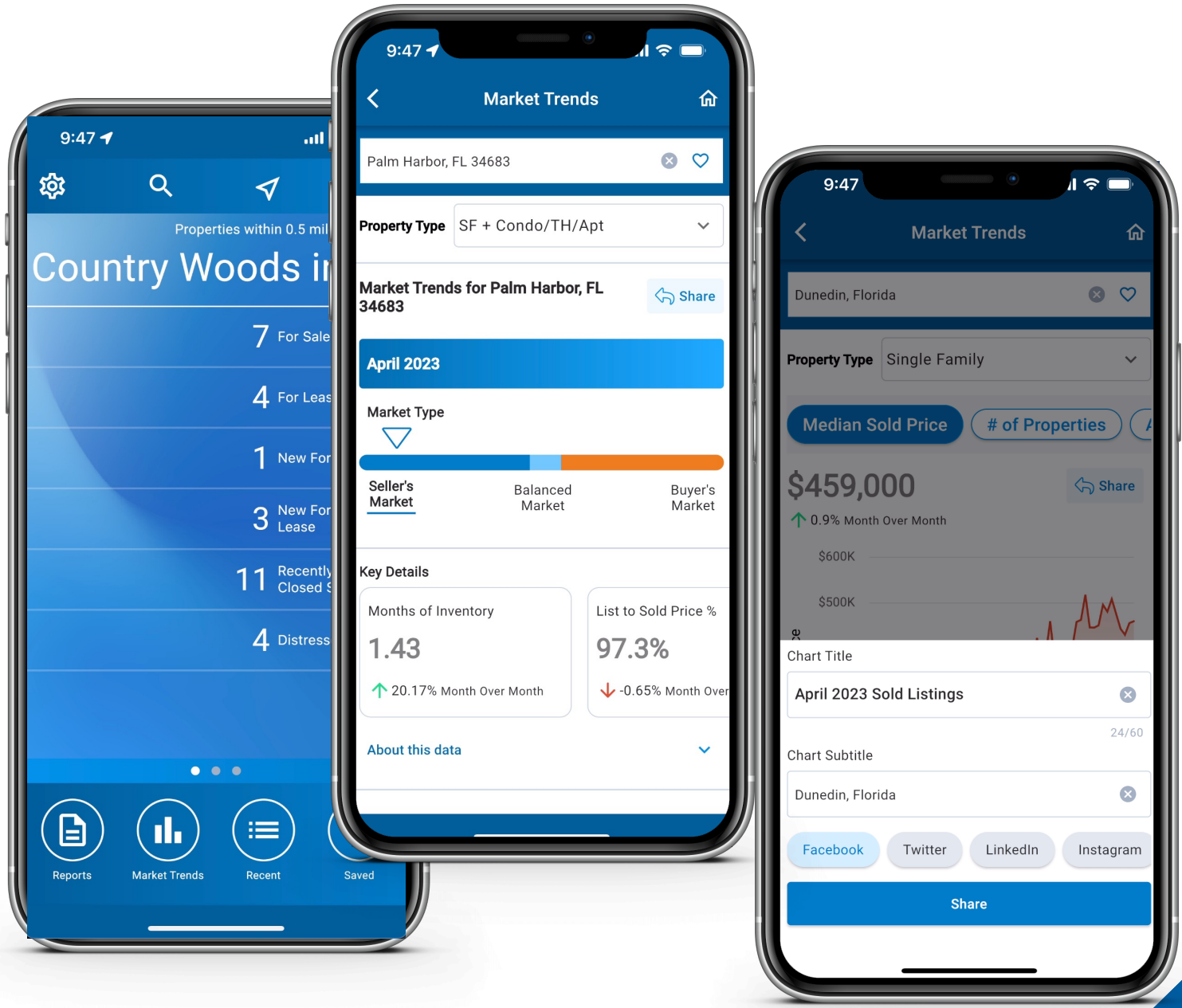
Market Trends

- **Customize**
  - Property Type
  - Graph Trend
    - Inventory
    - Sales Data
    - Public Record Sales
    - Property Values



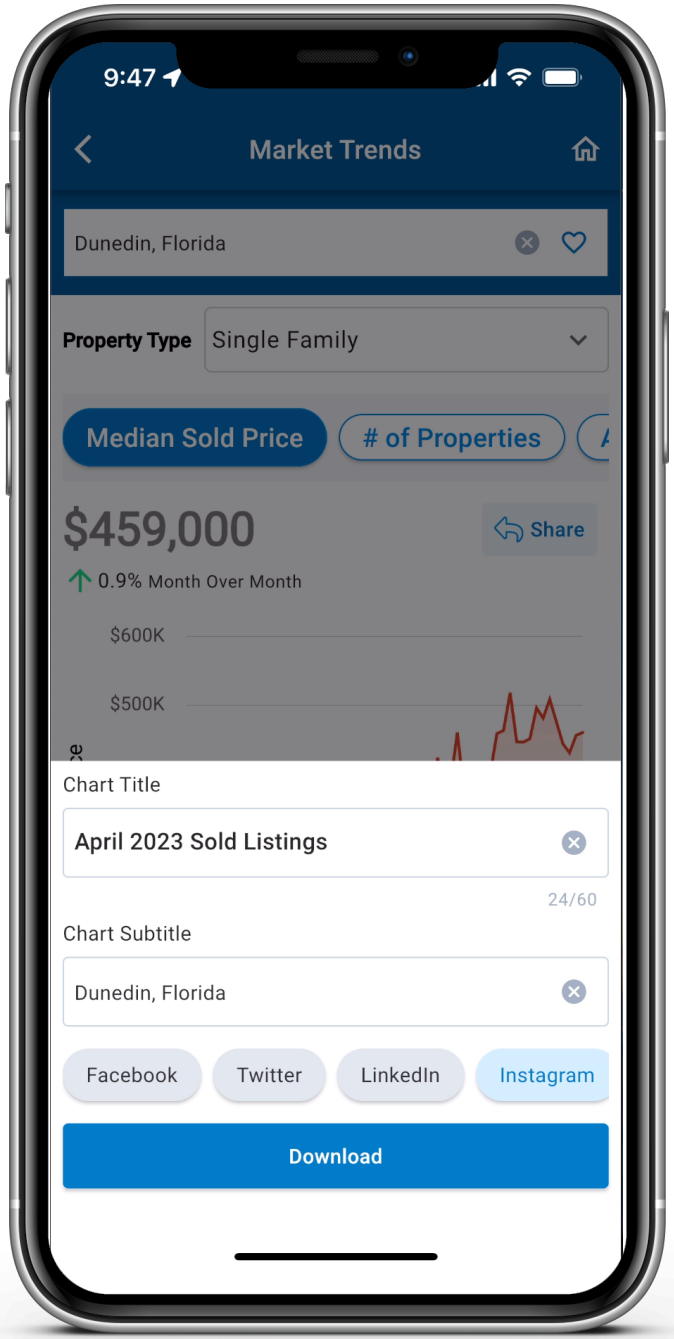
Share Trends

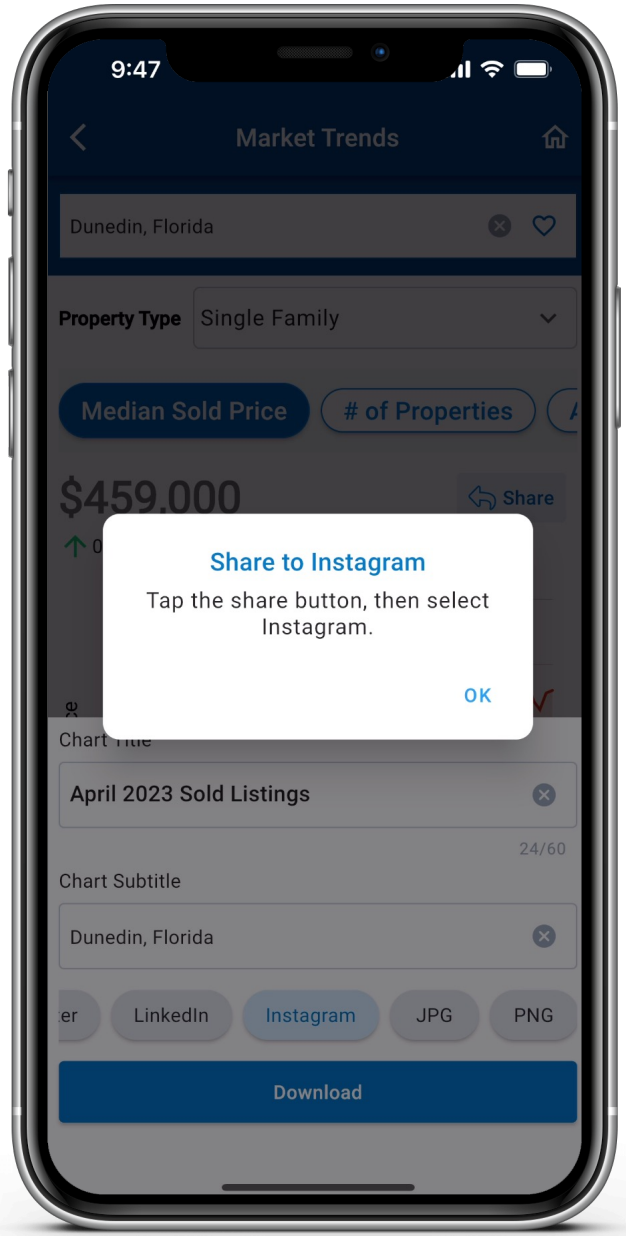
- Select Graph
- Click Share
- Customize Title
- Customize Subtitle
- Select Media
- Post!



Instagram

- Select Graph
- Click Share
- Customize Title
- Customize Subtitle
- Select Instagram
- Download





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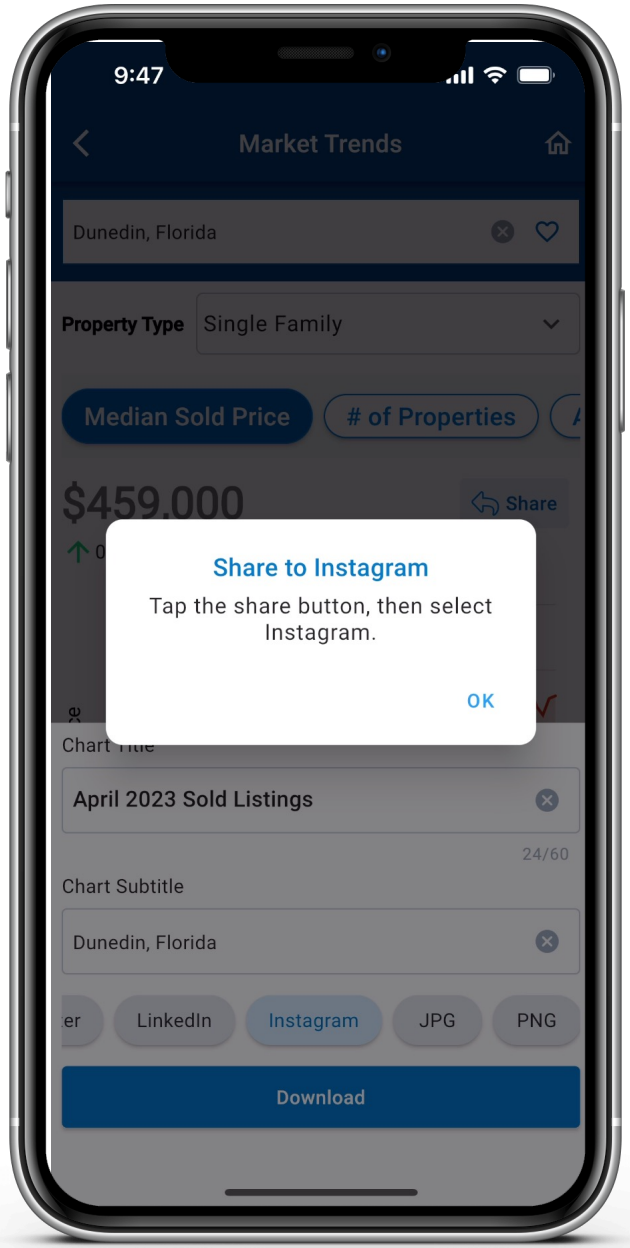
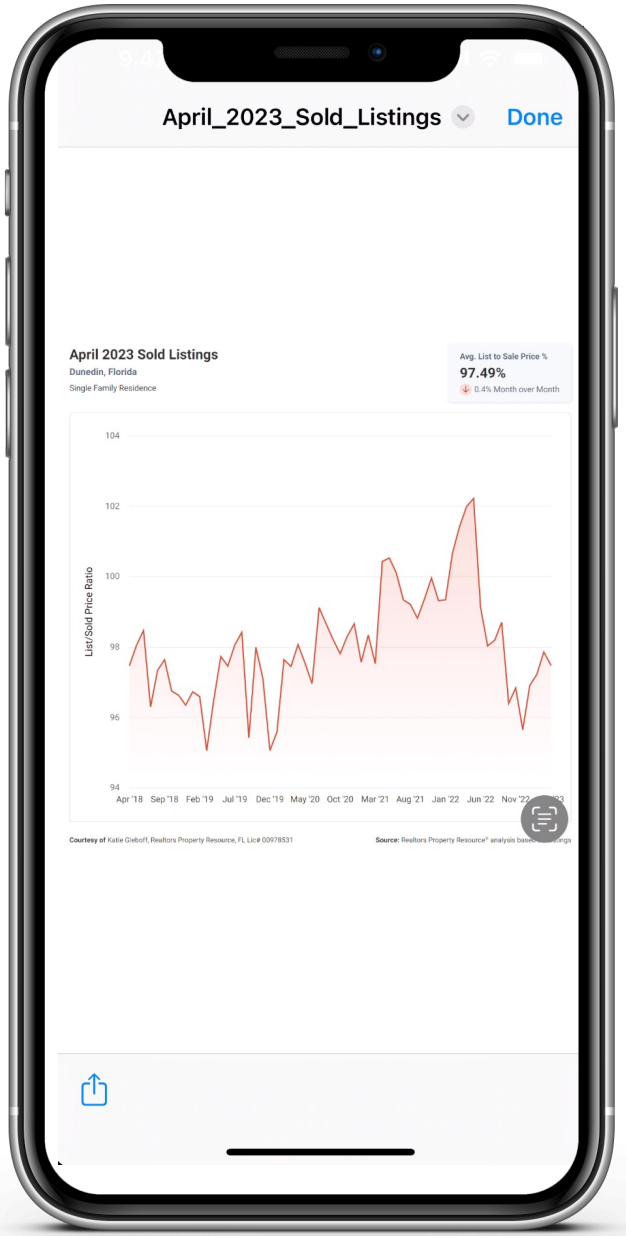
Instagram

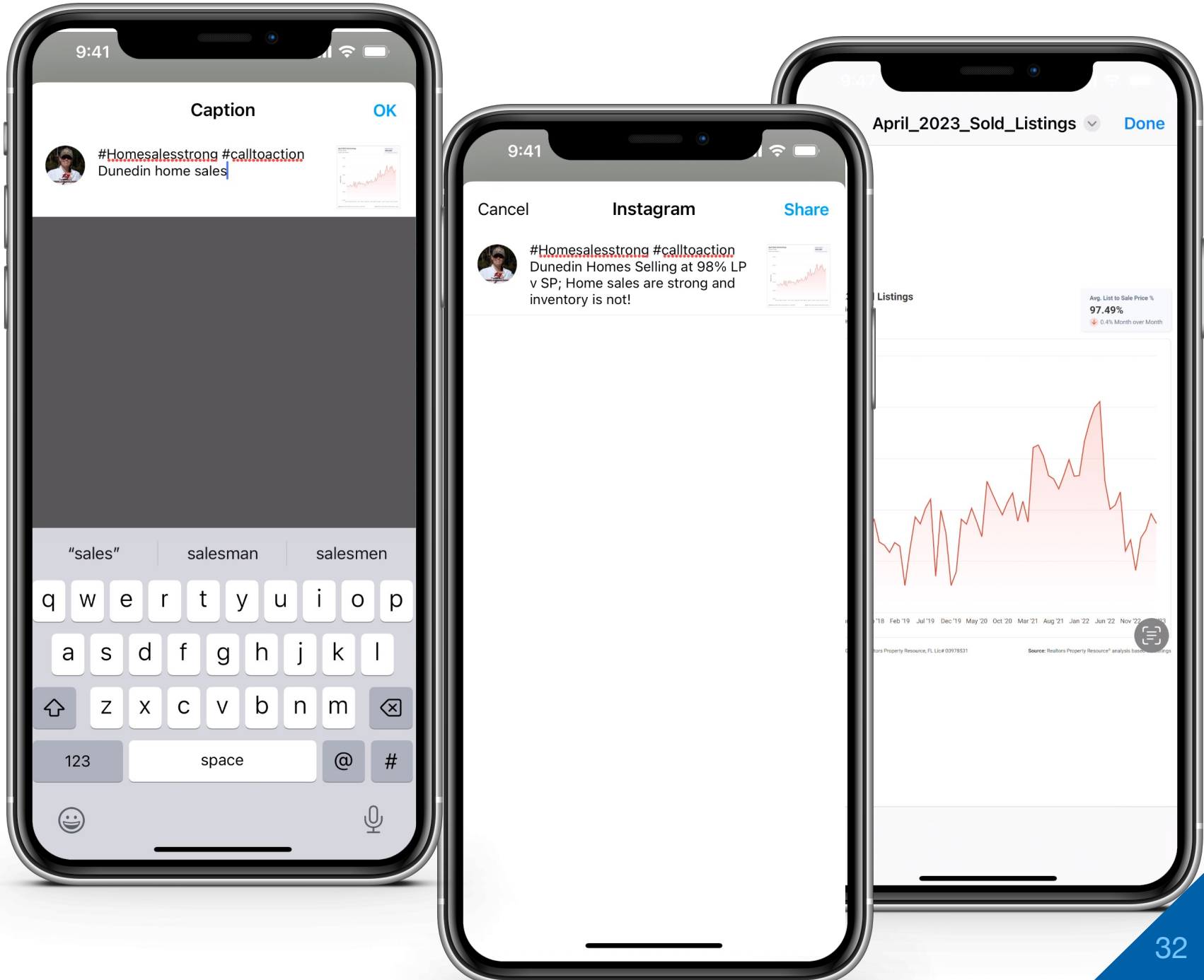
- Click – OK
- Select Share





Instagram

- Type Caption
- Click “Ok”
- Share
- Done



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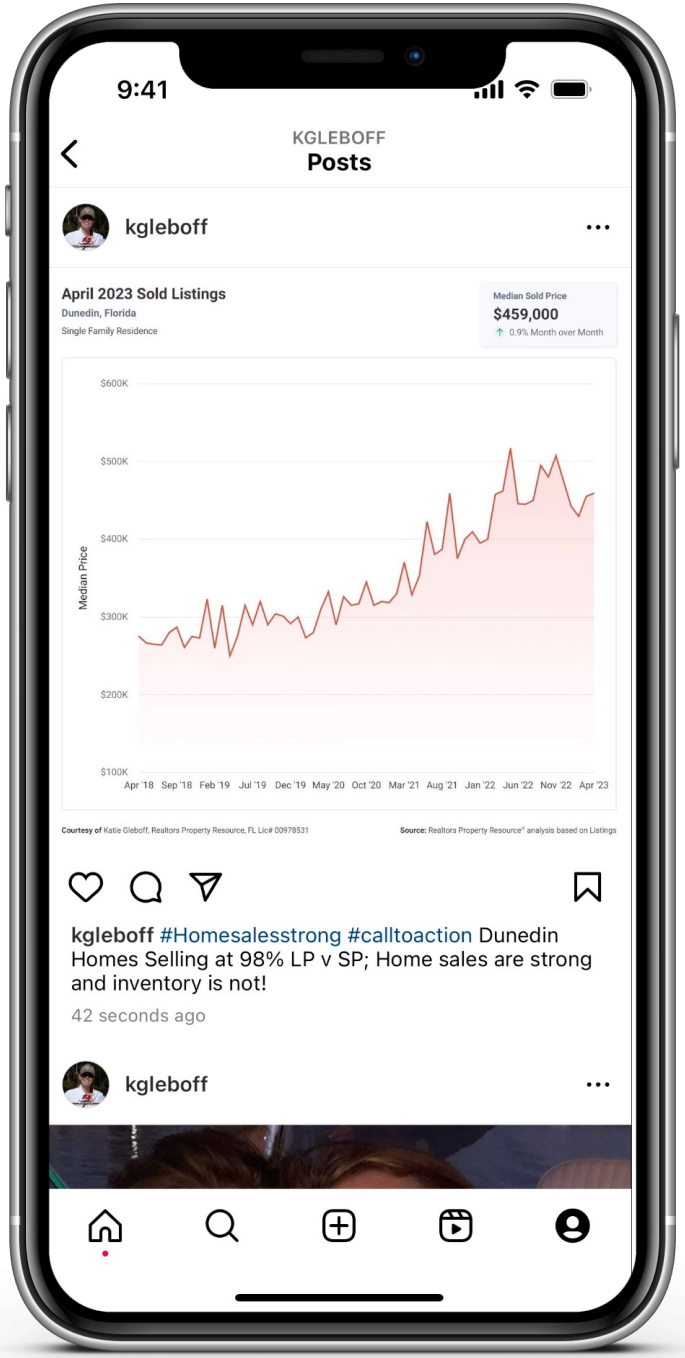
Instagram

- Open Instagram
- Go to Feed
- Check Post!



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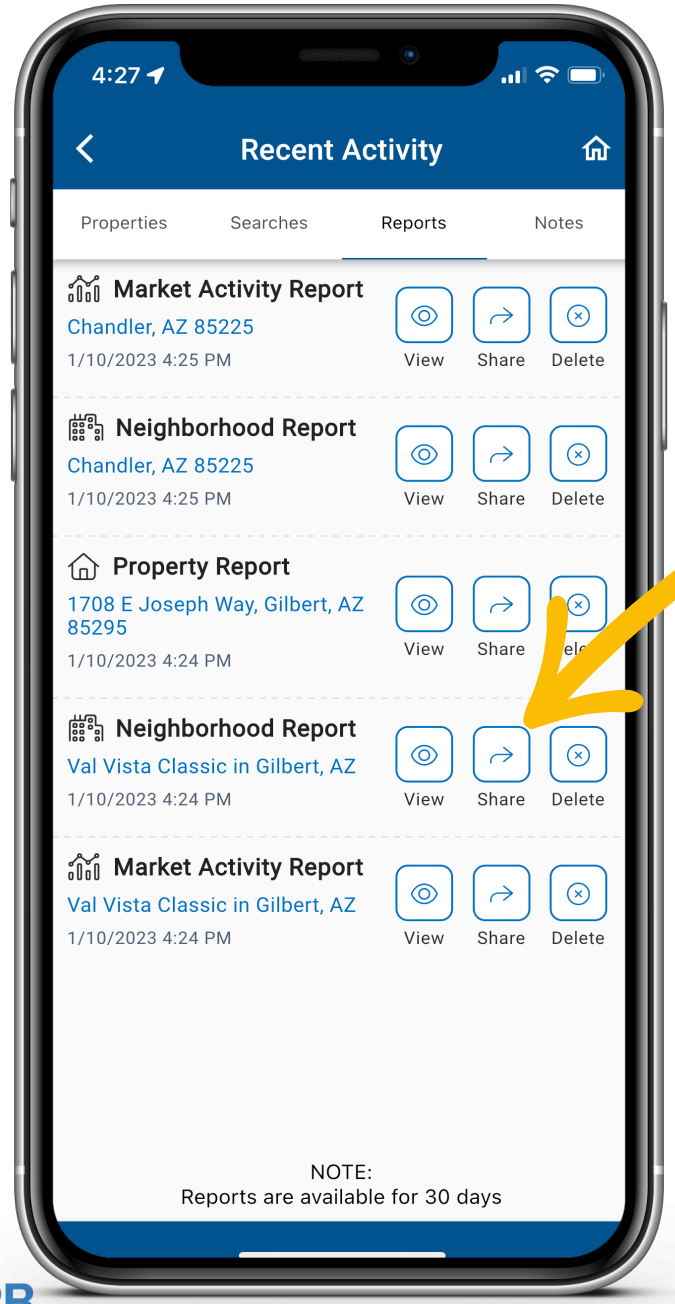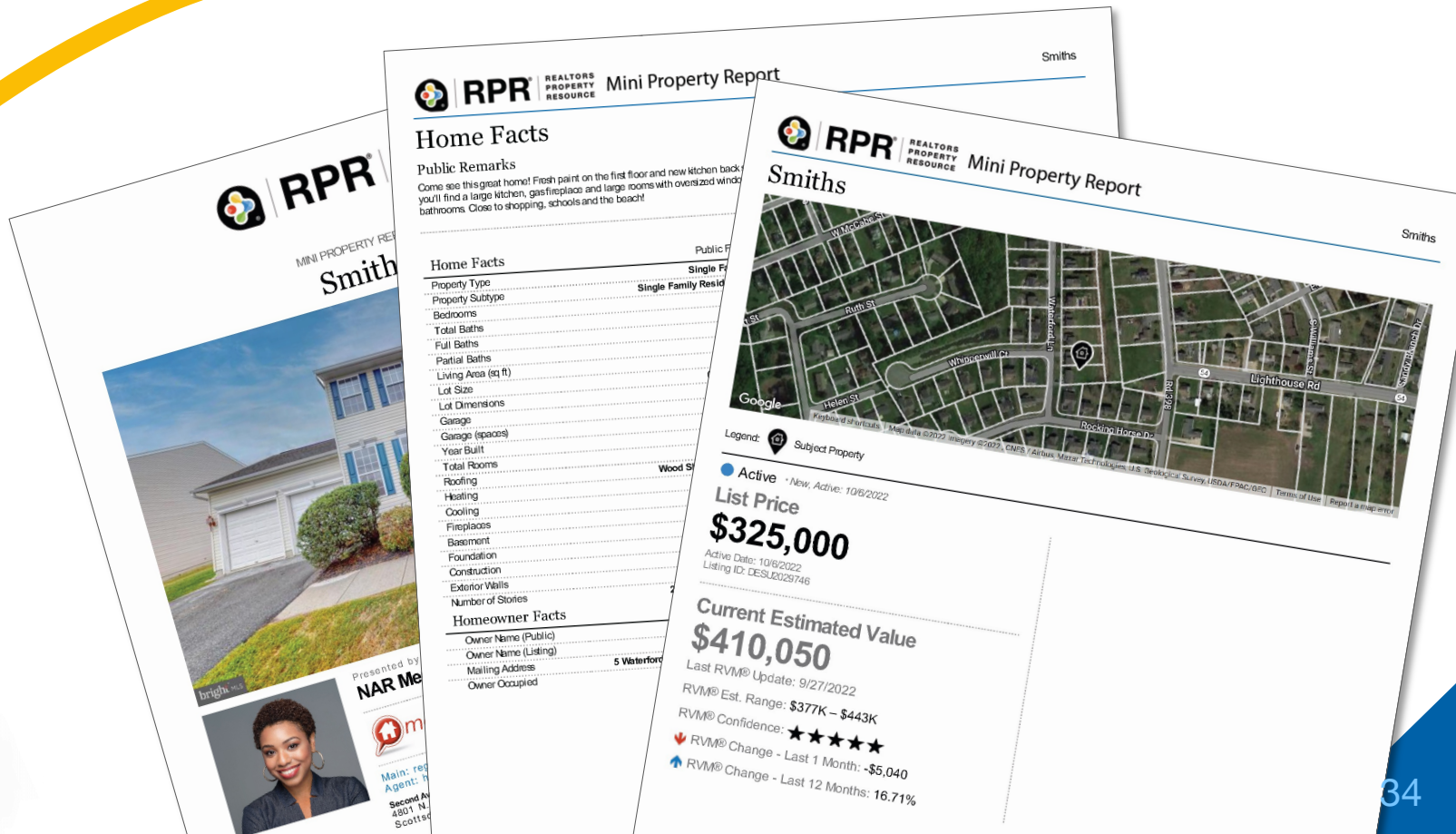
RPR Mobile™ App:
Instantly Create & Share Client Friendly Reports