



RPR® | Webinar

From Tech to Text:

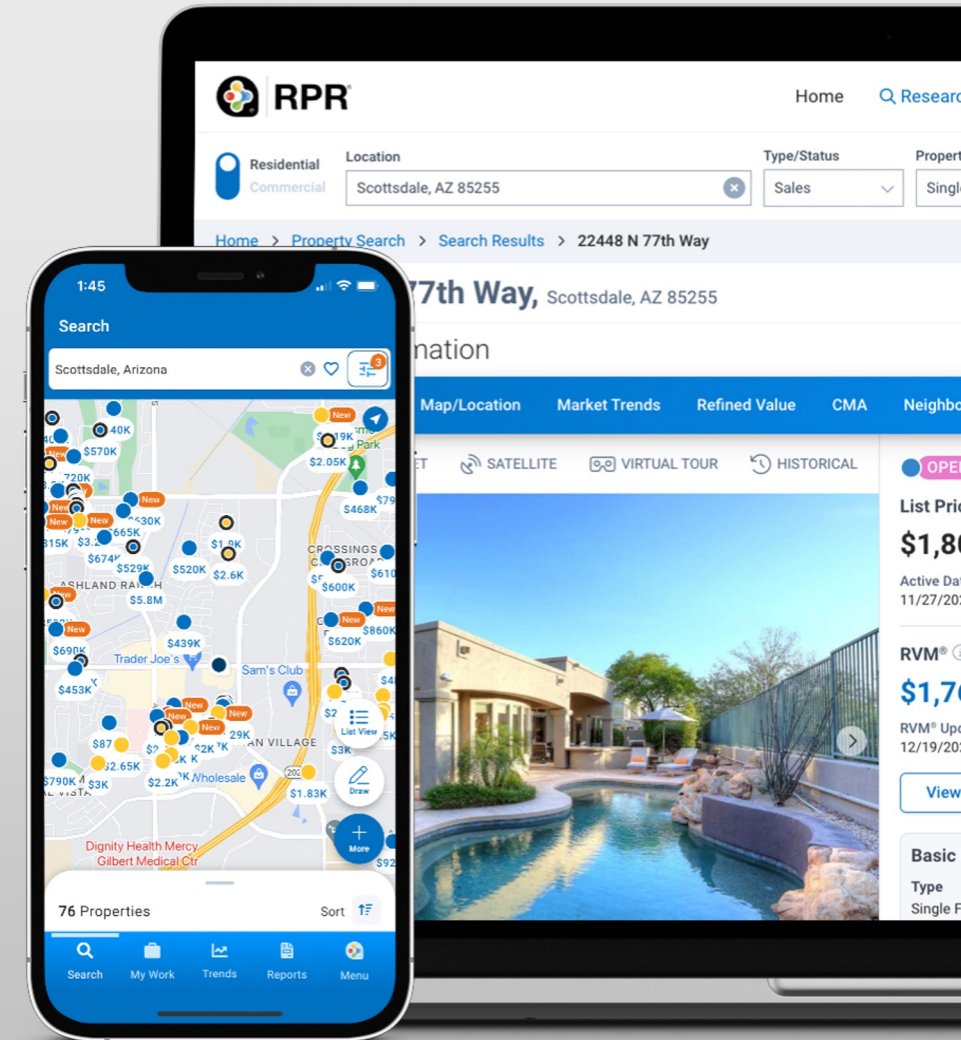
The AI-Powered RPR Market Trends ScriptWriter

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**

Where does RPR fit into your real estate business model?



Agenda

- Use RPR's Market Trends ScriptWriter feature to automatically generate market summaries for a variety of audiences
- Quickly provide context and correlation to statistics
 - Month's Supply of Inventory and 12-month change
 - List-to-Sold Price Ratio
 - Median Days on the Market within RPR
 - Median Sold Price

Agenda

- Choose messaging tailored for buyers, sellers or both
- Select from three different tones of speech (Professional, Engaging or Conversational)
- Easily create content for a social media post, video or email
- Share Market Trends from the RPR Mobile™ App
- We'll review how to create a campaign that puts you at the center of the information and solidifies you as the “local market expert.

Experience AI Today



- Use AI to quickly write blog and social media posts
- Create imagery
- Analyze metrics
- Put together a business plan
- Marketing & Prospecting



“One thing is certain: AI use in business is not going away. “It took Facebook 10 months to get a million users. ChatGPT had a million users in five days. By January, there were 100 million users,” (Marki Lemons) Ryhal said. If you’re not one of them, you need to be, she warned: “AI will not replace you. A person using AI will replace you.”

[Credit: Stacey Moncrieff](#)

Executive Editor, Publications

Stacey is executive editor of publications for the National Association of REALTORS® and editor in chief of REALTOR® Magazine.

The Challenge of Content Creation for REALTORS®

- Creating engaging scripts for client updates may be time-consuming and mentally draining
- Data Overload can be overwhelming

Market Trends ScriptWriter: The Solution

- Automating content creation based on carefully-analyzed market data.
- REALTORS® can focus more on their core tasks – helping clients purchase/sell properties while letting AI handle the task of content creation.

Top ScriptWriter Use Cases



- Turning data into dialogue
- Educating sellers on pricing strategies
- Preparing a buyer to present an offer
- Guiding Investors
- Prospecting for buyers and sellers

It's not just about giving an opinion, but about providing evidence-based recommendations that foster trust and credibility.

Market Trends ScriptWriter

1. Accessible from Market Trends

 Create Script  Share

2. Choose your Tone

- Professional
- Engaging
- Conversational

3. Choose your Audience

- Buyers
- Sellers
- Both

4. Decide what you would like to do

- Create a Video Script
- Social Campaign
- Analyze Metrics



MASTER THE MARKET:



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rpr.me/smt-video-ebook





Let's Take a Look

What's Next?



- Complete your worksheet for your certificate
- Explore additional RPR Learning Opportunities and Resources at blog.narrpr.com
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- Join us on Facebook, Instagram and LinkedIn
- Have a question? Contact RPR Member Support at 877.977.7576 or support@narrpr.com

Your Resources!



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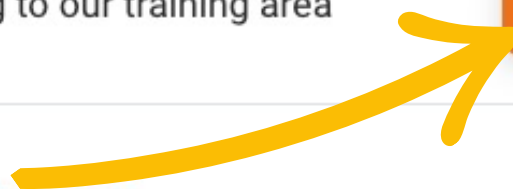
Live chat with Member Support

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

Buyer Tools

Buyers

CMA

CompStak

Crexi

Farming

Getting Started

Investment Analysis



Become a Prospecting Powerhouse! Use RPR to Find Your Next Client

Next Date: January 22, 2024



Track the Market with RPR Market Trends

Topics: Market Trends
Next Date: January 17, 2024



RPR's Advanced Valuation and CMA Tools

Topics: CMA
Next Date: January 16, 2024



On the Go? Stay on Track With Sellers Using RPR



The Magic of RPR Commercial: Search Site



Jumpstart Your Business with RPR

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See you online!



FACEBOOK



INSTAGRAM



LINKEDIN



Thank you
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