



**RPR**® | Webinar

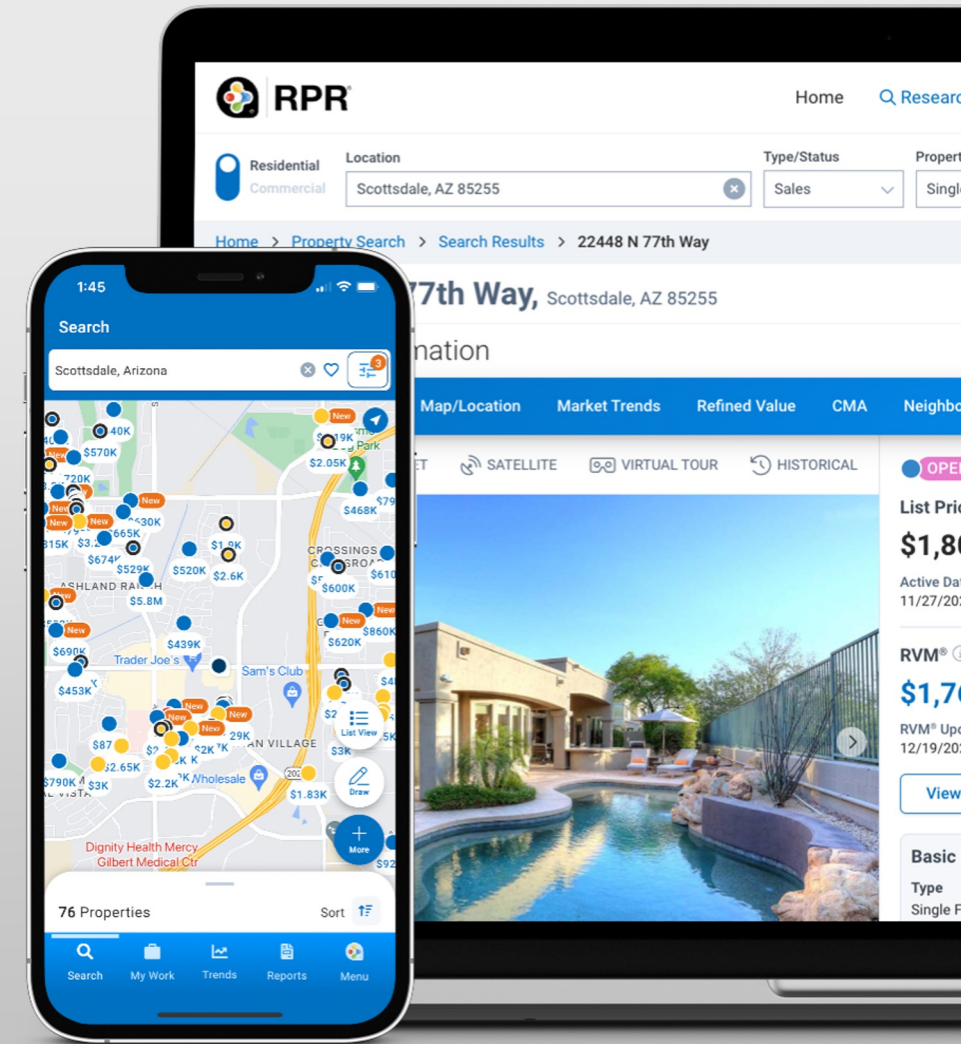
The Magic of RPR Commercial:

# Search, Site Selection and Prospecting

[narrpr.com](http://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**<sup>®</sup>

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**



**RPR**

# Agenda

- Review RPR Commercial partnerships
- Use RPR map tools to identify points of interest such as traffic counts and more
- Generate three unique commercial reports

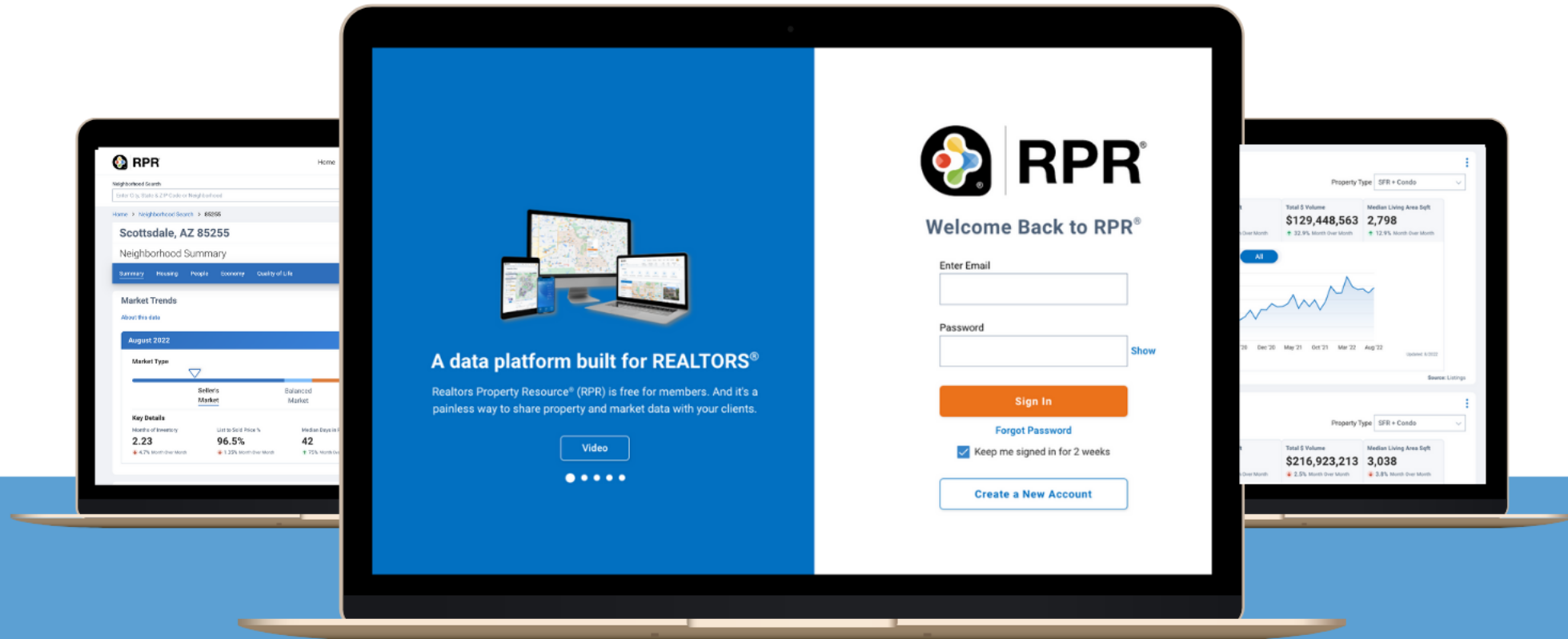


# Agenda

- Accessing CompStak to research leased and sold commercial comparables
- Generate a mailing and farming list for commercial prospecting
- Site Selection Tools
  - *Drill down to demographic variables such as age, gender, income and more*
  - *Search for listings or off market properties in selected locations*



# Access RPR



[www.narrpr.com](http://www.narrpr.com)



# Commercial Data Partners

**On-Market  
Commercial  
Properties**

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**864,000+**

**Off-Market  
Commercial  
Properties**

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**56,000,000+**

# RPR® Commercial Data Partners

## For Sale/For Lease Data Partners

CREXI 

 BREVITAS

officespace  
.com

biproxi

 COMPSTAK

  
Total  
Commercial.com

 ICSC

 Catylist  
A Moody's Analytics Company

LANDBROKER  
COOP

## Off-Market Properties

BLACK  KNIGHT®  
FINANCIAL SERVICES

## Site Selection Data

 esri®

## Financial Analysis

 valueat®  
by REPM

## Traffic Counts

 Kalibrate

## Tenant Data

 SMR  
Research

## Climate Risk Assessment and Mitigation

 ClimateCheck®

## Existing Businesses (POIs)

United States™  
Census  
Bureau

 esri®

infoUSA®



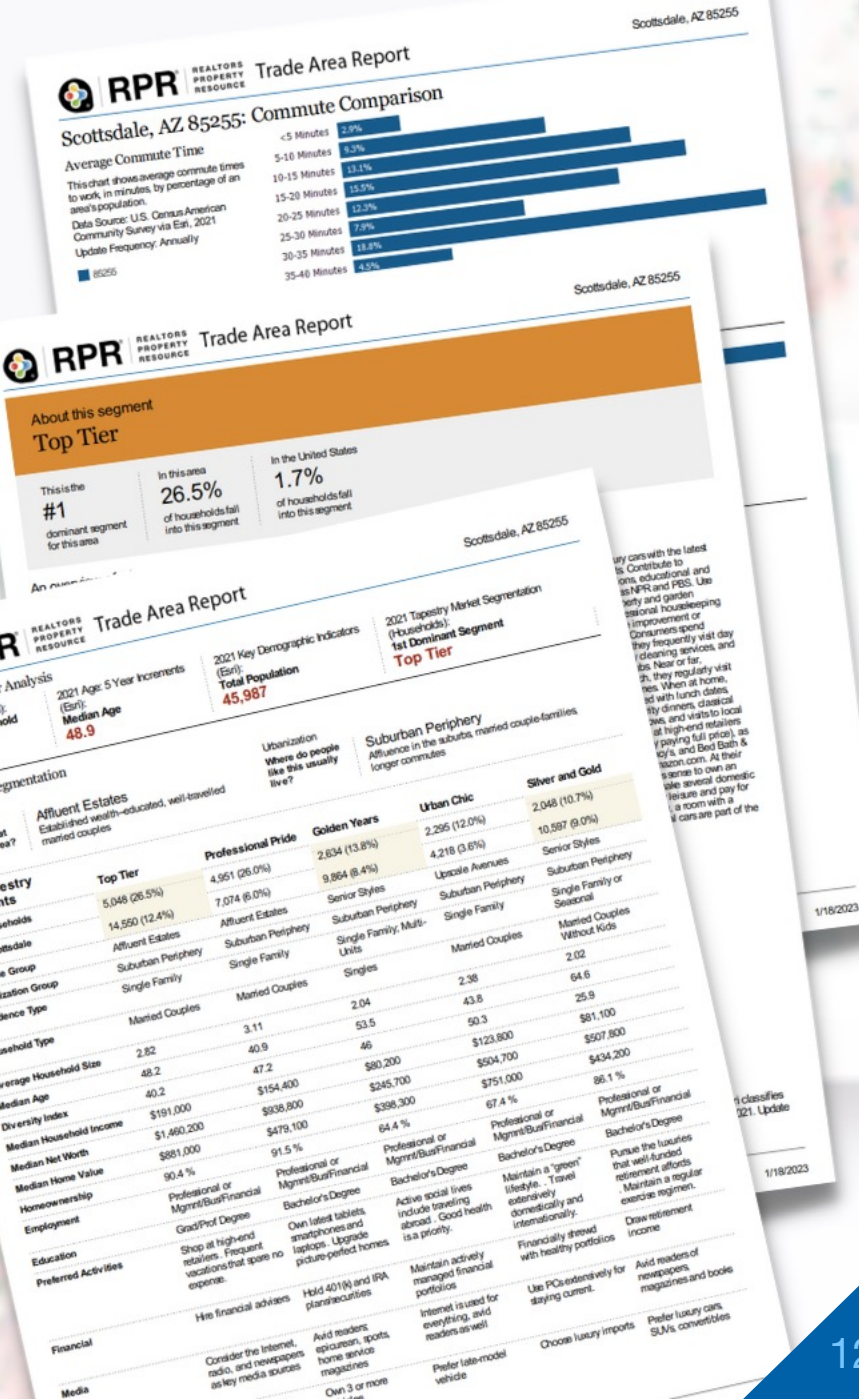
# Esri Tapestry Segmentation

- Offers users detailed descriptions of America's neighborhoods
- Divided into distinct segments based on their socioeconomic and demographic composition
- Tapestry's include:
  - 67 distinct market segments
  - 14 LifeMode groups
  - 6 Urbanization groups

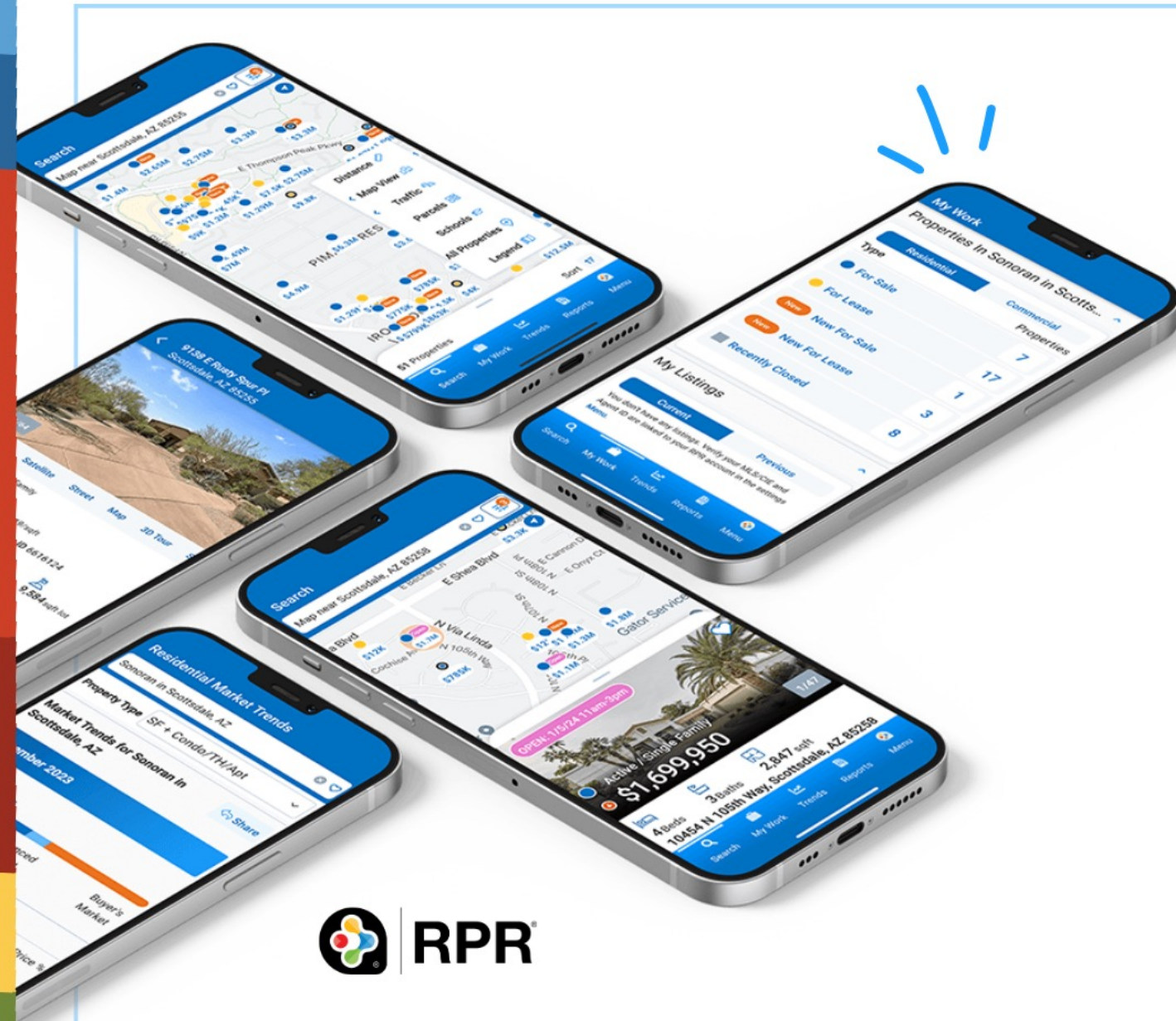


# Get Your Complete Guide to Consumer Segmentation Data

[rpr.me/esri](https://rpr.me/esri)



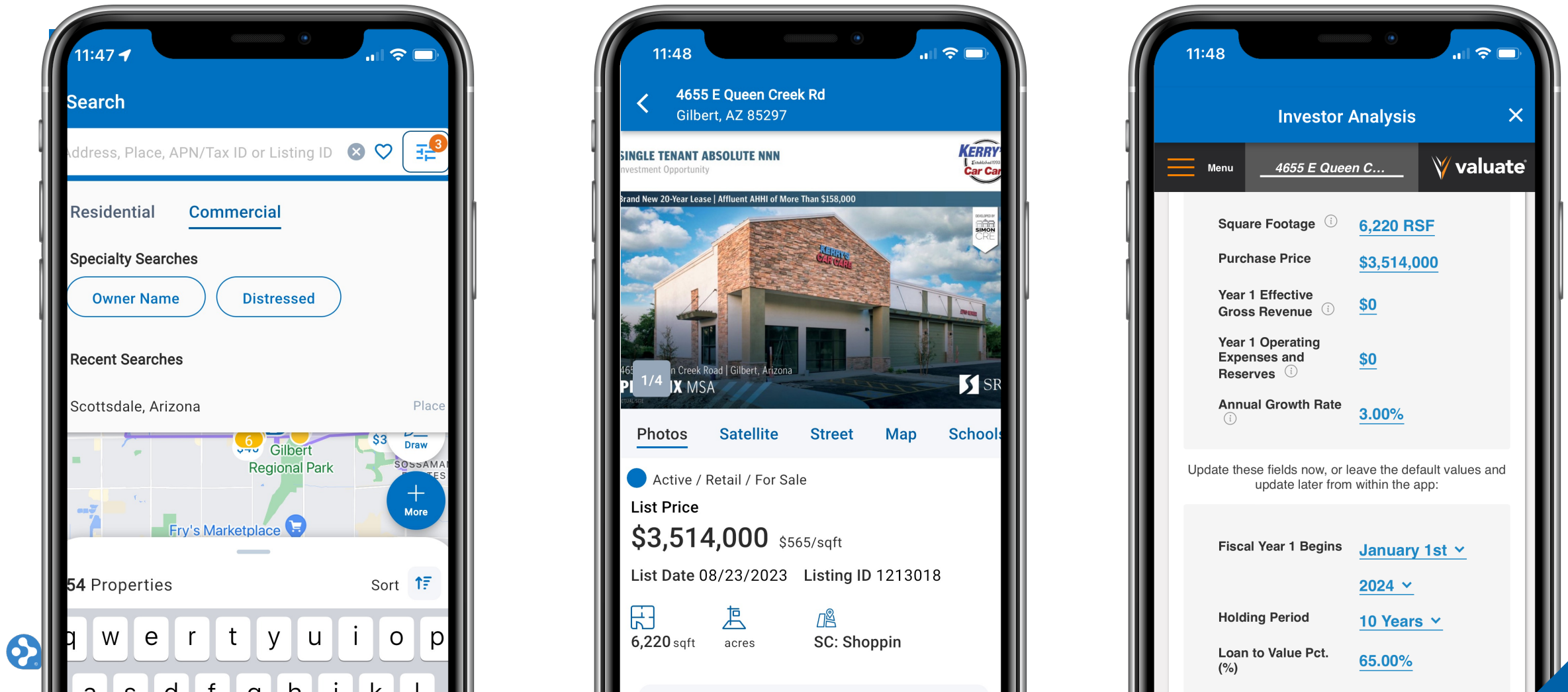




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# Med Spa

- Females
- Middle Aged
- High Disposable Income
- Spend lots of money on personal care products

PROPERTY REPORT

8593 W Linebaugh Ave, Tampa, FL 33625



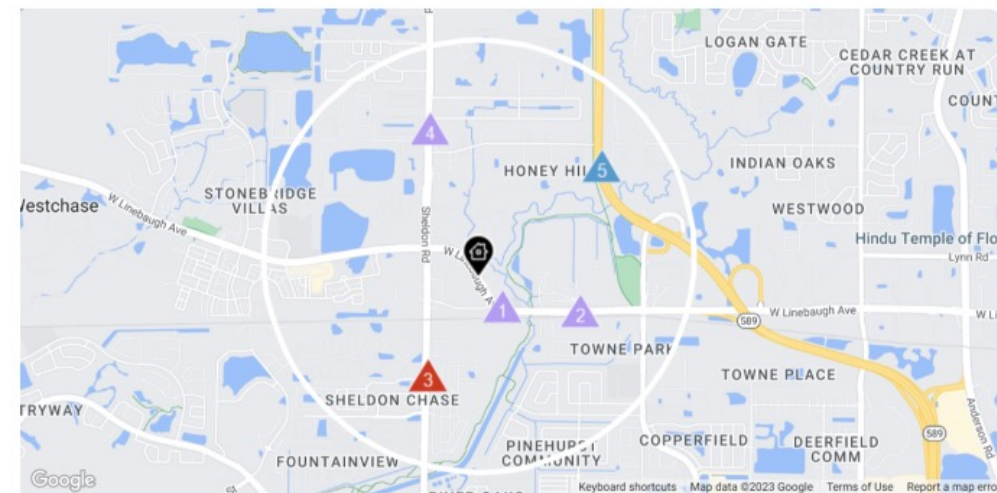
Presented by  
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Traffic Counts



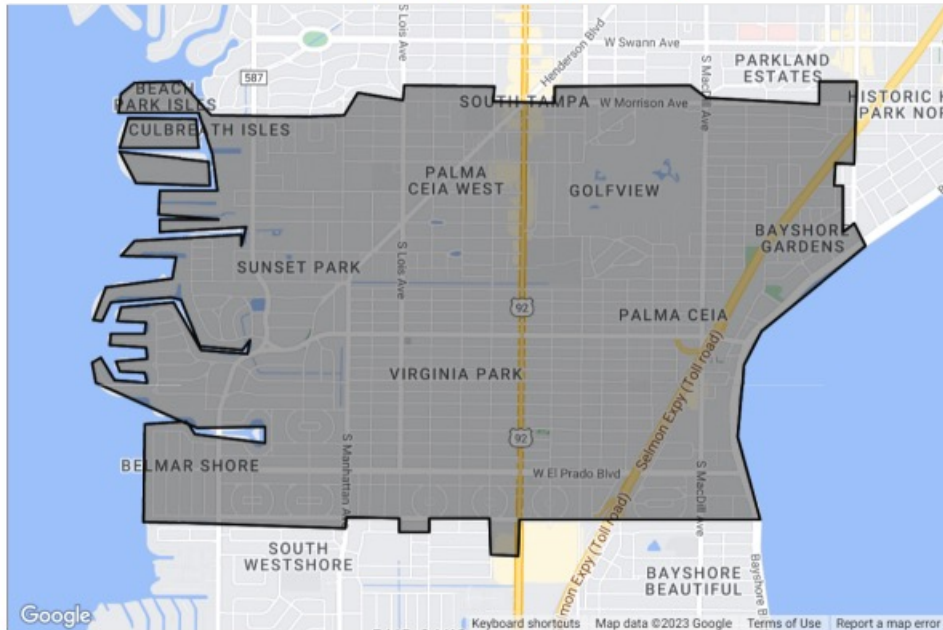
Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1	2	3	4	5
<b>31,870</b>	<b>36,342</b>	<b>29,898</b>	<b>37,809</b>	<b>55,601</b>
2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts
Street: W Linebaugh Ave Cross: Old Linebaugh Ave Cross Dir: NW Dist: 0.05 miles	Street: W Linebaugh Ave Cross: Angus Dr Cross Dir: W Dist: 0.18 miles	Street: Sheldon Road Cross: Camino Villa Blv Cross Dir: S Dist: 0.02 miles	Street: Sheldon Rd Cross: Royal Enclave Blvd Cross Dir: N Dist: 0.05 miles	Street: Veterans Expy Cross: Gardner Rd Cross Dir: N Dist: 0.1 miles
Historical counts	Historical counts	Historical counts	Historical counts	Historical counts
Year	Year	Year	Year	Year
Count	Count	Count	Count	Count
Type	Type	Type	Type	Type
2016 <span style="color: blue;">▲</span> 34,500 AADT	2017 <span style="color: blue;">▲</span> 39,912 AADT	2021 <span style="color: blue;">▲</span> 30,500 AADT	2017 <span style="color: blue;">▲</span> 37,703 AADT	2015 <span style="color: blue;">▲</span> 57,200 AADT
2015 <span style="color: blue;">▲</span> 33,500 AADT	2014 <span style="color: blue;">▲</span> 32,712 AADT	2020 <span style="color: red;">▲</span> 29,000 AADT	2014 <span style="color: blue;">▲</span> 38,187 AADT	2014 <span style="color: blue;">▲</span> 54,000 AADT
2012 <span style="color: blue;">▲</span> 31,000 AADT	2011 <span style="color: blue;">▲</span> 36,992 AADT	2019 <span style="color: red;">▲</span> 30,000 AADT	2011 <span style="color: blue;">▲</span> 36,535 AADT	2012 <span style="color: blue;">▲</span> 52,000 ADT
2011 <span style="color: red;">▲</span> 25,000 ADT	2010 <span style="color: blue;">▲</span> 36,626 ADT	2018 <span style="color: red;">▲</span> 29,500 AADT	2010 <span style="color: blue;">▲</span> 36,173 ADT	2011 <span style="color: blue;">▲</span> 52,000 AADT
	2008 <span style="color: blue;">▲</span> 30,763 AADT		2008 <span style="color: blue;">▲</span> 39,263 AADT	



## TRADE AREA REPORT

# Tampa, FL 33629



Presented by  
**Janelle Vann** | Realtors Property Resource



**RPR**

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Office: bestagentever.com | Office: bestagentever.com



### Criteria Used for Analysis

**Median Household Income**  
**\$134,390**

**Median Age**  
**45.0**

**Total Population**  
**26,627**

**1st Dominant Segment**  
**Urban Chic**

### Consumer Segmentation

#### Life Mode

What are the people like that live in this area?

#### Upscale Avenues

Prosperous married couples living in older suburban enclaves

#### Urbanization

Where do people like this usually live?

#### Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

### Top Tapestry Segments

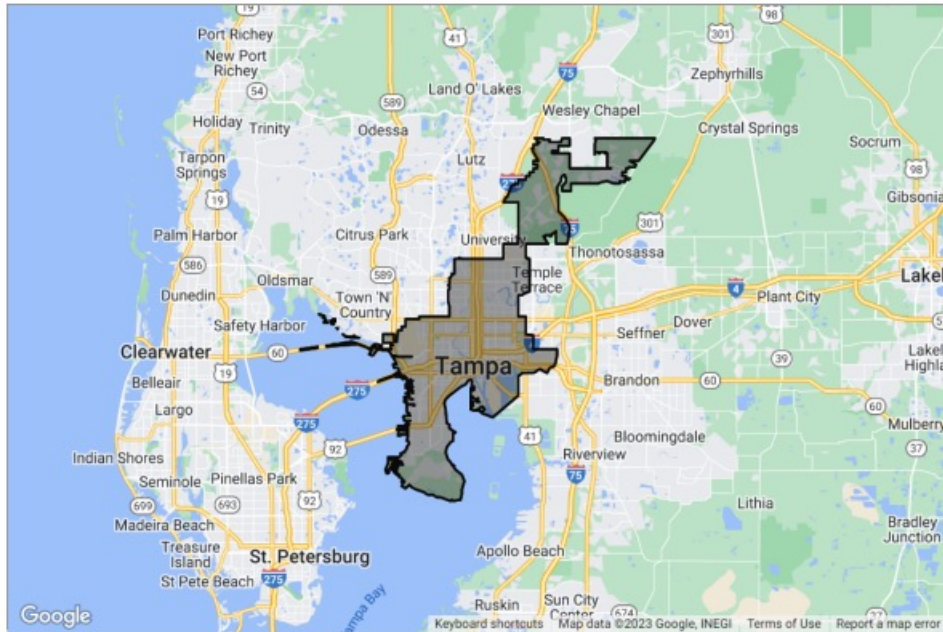
	Urban Chic	Golden Years	Top Tier	In Style	Laptops and Lattes
% of Households	3,710 (34.1%)	2,521 (23.2%)	2,278 (21.0%)	1,029 (9.5%)	488 (4.5%)
% of Tampa	8,805 (5.5%)	3,053 (1.9%)	4,145 (2.6%)	3,158 (2.0%)	488 (0.3%)
Lifestyle Group	Upscale Avenues	Senior Styles	Affluent Estates	GenXurban	Uptown Individuals
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities	Principal Urban Centers
Residence Type	Single Family	Single Family; Multi-Units	Single Family	Single Family	High-Density Apartments
Household Type	Married Couples	Singles	Married Couples	Married Couples Without Kids	Singles
Average Household Size	2.43	2.11	2.85	2.33	1.92
Median Age	43.9	53.4	48.2	42.8	38.2
Diversity Index	57.8	54.9	49.3	49.9	59.2
Median Household Income	\$137,300	\$89,000	\$200,000	\$88,900	\$151,600
Median Net Worth	\$551,200	\$267,900	\$1,552,600	\$241,500	\$189,200
Median Home Value	\$743,100	\$418,800	\$836,500	\$319,300	\$922,600
Homeownership	69.5 %	65.6 %	90.9 %	70.5 %	40.3 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Grad/Prof Degree	Bachelor's Degree	Grad/Prof Degree
Preferred Activities	Maintain a "green" lifestyle. Travel extensively domestically and internationally.	Active social lives include traveling abroad. Good health is a priority.	Shop at high-end retailers. Frequent vacations that spare no expense.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Exercise regularly and pay attention to nutrition. Support environmental groups, recycle faithfully.
Financial	Financially shrewd with healthy portfolios	Maintain actively managed financial portfolios	Hire financial advisers	Variety of investments often managed by a financial planner	Maintain retirement savings plans
Media	Use PCs extensively for staying current.	Internet is used for everything, avid readers as well	Consider the Internet, radio, and newspapers as key media sources	Connected and knowledgeable via smartphones	Listen to classic rock, pop, reggae, blues, folk, and alternative music.
Vehicle	Choose luxury imports	Prefer late-model vehicle	Purchase or lease luxury cars, preferably imports.	Partial to late model SUVs and compact SUVs	Majority of households own no vehicle



# TRADE AREA ANALYSIS

Best Places to Find Your Customers Within

## Tampa, Florida



Presented by

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## Ranking of Search Results

This grid ranks your analysis results. The trade areas with the best matches to your criteria are shown first. The results include the name of the trade area and how the area scored for each of the selected criteria.

No Match   Good   Better   Best

Rank	Intermediate Neighborhoods	Females Count and percent of people	Middle Aged Count & percent of population	High Disposable Income, by percent Percent of households	Personal Care Products Dollars
1	Ballast Point in Tampa, FL	3,390 51.3%	1,852 28.0%	75%	\$1,580
2	Bayshore Beautiful in Tampa, FL	3,236 50.4%	1,909 29.7%	85%	\$2,019
3	Beach Park in Tampa, FL	2,294 50.5%	1,287 28.3%	72.9%	\$1,838
4	Davis Islands in Tampa, FL	2,793 50.7%	1,639 29.8%	77.3%	\$1,670
5	Harbour Island in Tampa, FL	2,557 49.3%	1,415 27.3%	80.2%	\$1,828
6	Hunters Green in Tampa, FL	2,602 51.9%	1,428 28.5%	74.7%	\$1,470
7	Palma Ceia in Tampa, FL	3,245 52.3%	1,937 31.2%	79.3%	\$1,840
8	Port Tampa City in Tampa, FL	2,787 49.6%	1,581 28.2%	72.7%	\$1,168
9	Sunset Park in Tampa, FL	1,892 49.9%	1,165 30.7%	87.2%	\$2,439
10	Tampa Palms in Tampa, FL	8,991 50.8%	3,791 21.4%	65.9%	\$1,229
11	Virginia Park in Tampa, FL	2,190 50.7%	1,334 30.9%	81.3%	\$1,768
12	West Meadows in Tampa, FL	4,939 52.3%	2,467 26.1%	76.8%	\$1,341
13	Arbor Green in Tampa, FL	1,768 51.8%	1,042 30.5%	83.5%	\$1,708
14	Channel District in Tampa, FL	1,981 44.1%	871 19.4%	77.3%	\$1,449
15	Downtown Tampa in Tampa, FL	2,262 47.1%	1,030 21.4%	57%	\$984
16	Fairoaks - Manhattan Manor in Tampa, FL	2,406 54.0%	1,183 26.6%	60.5%	\$1,004
17	Gandy - Sun Bay South in Tampa, FL	10,449 49.7%	5,517 26.3%	58.3%	\$973





# Let's Check it Out

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# What's Next?



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Viewing 45 of 45 properties



TROON NORTH





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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

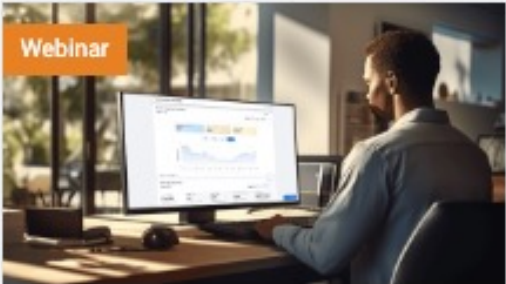
### Topics

- ☐ 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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- ☒ Webinar

Webinars by date

### Audience

- ☐ Broker
- ☐ Commercial
- ☐ Residential

### Skill Levels

- ☐ Advanced
- ☐ Beginner

**Wed**  
Jan 10

From Data to Deals: Serving Clients with Targeted Property and Market Research

**Thu**  
Jan 11

RPR Masterclass: Transform Your Listing Presentations

**Tue**  
Jan 16

RPR's Advanced Valuation and CMA Tools

**Tue**  
Jan 16

Pricing With Precision: Create Data-Driven CMAs with RPR

**Wed**  
Jan 17

Track the Market with RPR Market Trends

**Thu**  
Jan 18

From Tech to Text! The AI-Powered RPR Market Trends ScriptWriter

**Mon**  
Jan 22

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

**Tue**  
Jan 23

Deliver Data Without Delay: Serving Buyers with RPR Mobile™

**Wed**

On the Go? Stay on Track With Sellers Using RPR Mobile™



### RPR's Advanced Valuation and CMA Tools

CMA  
Date: January 16, 2024



### Start Your Business with RPR

Getting Started  
Date: February 1, 2024

☐ Map Tools

Webinar

Webinar

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# Thank you

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