



RPR®

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Months of Inventory

6.88

↓ -3.64% Month Over Month

Market Type

Seller's
Market

Balanced
Market

List to Sold Price

97.3%

↑ 0.28% Month

to Sold Price %

7.3%

0.28% Month Over

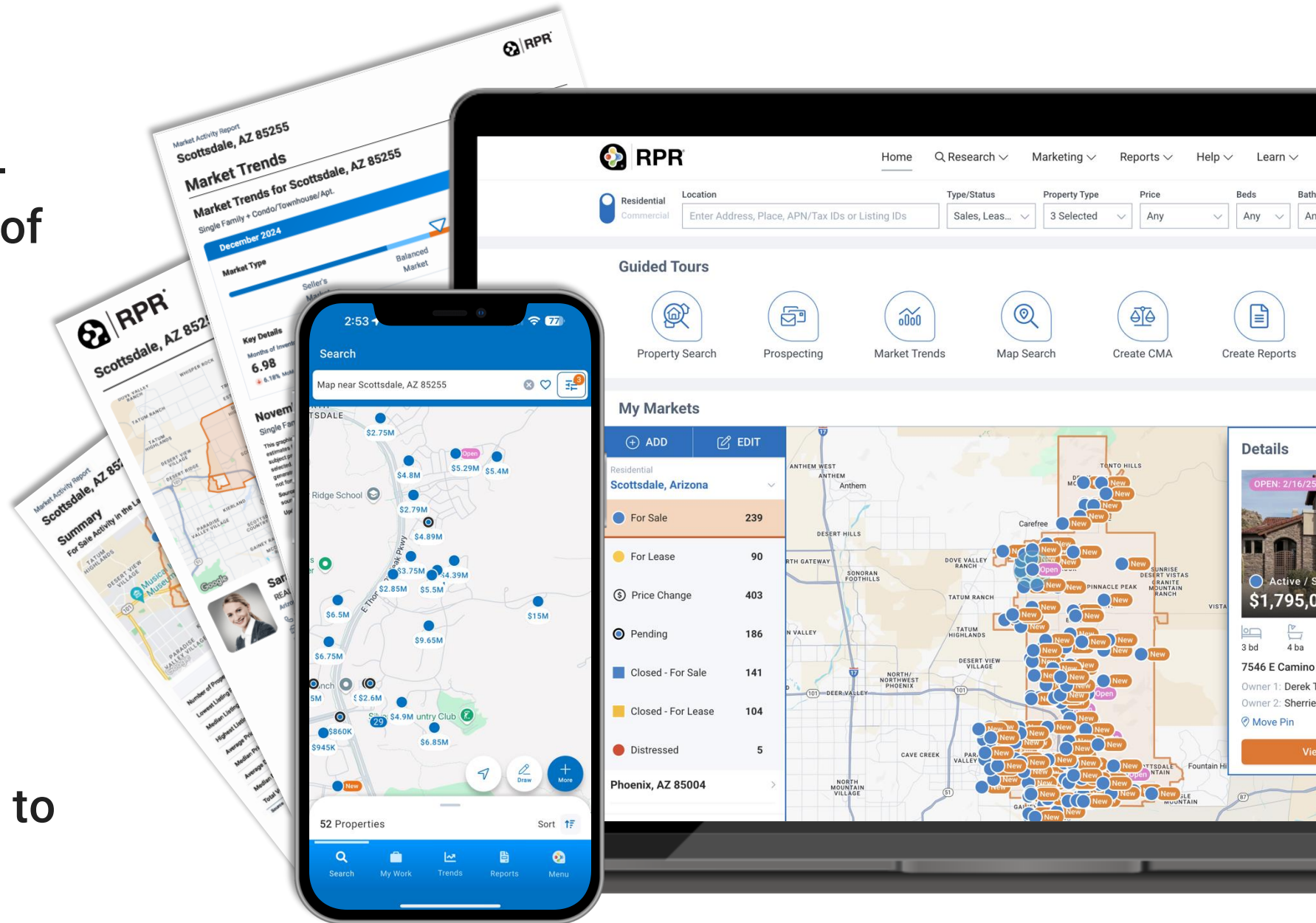
RPR Mobile™ AI CMA:

Where Data Drives Decisions

RPR Webinar Series

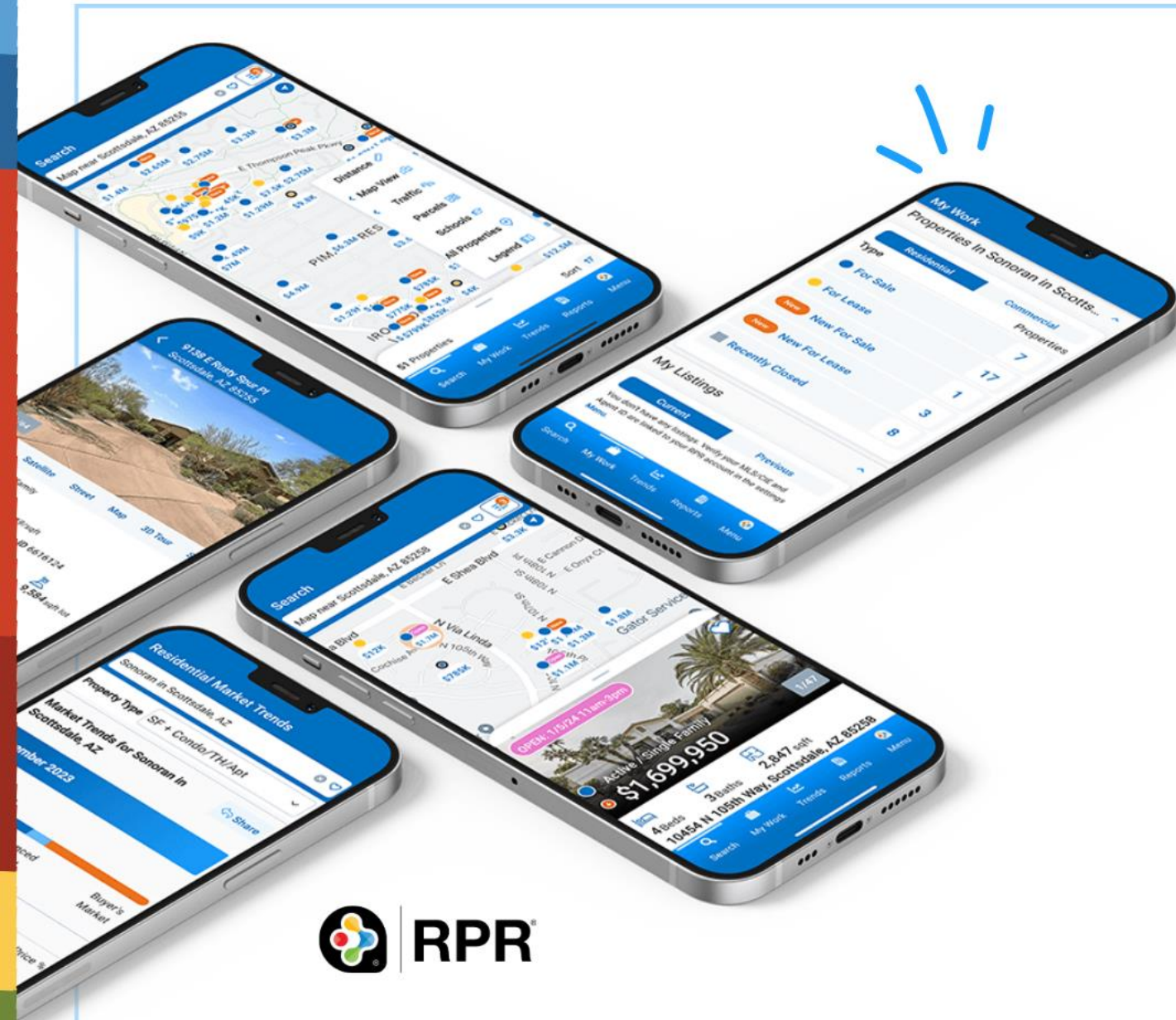
RPR is ...

- A national parcel-centric database of residential and commercial properties
- Built for REALTORS®
- No consumer access
- Offered at no additional charge to REALTORS®



Agenda

- Workflow of the AI CMA
 - Buyer CMA
 - Seller CMA
- Review and Select Comps
- Add Properties or Adjust
- Choose from Multi-tier Pricing Strategies
- Share Branded CMA Report
- Beta Feedback



Download the RPR
Mobile™ app.



AI Expansion Mobile CMA

Fast analysis

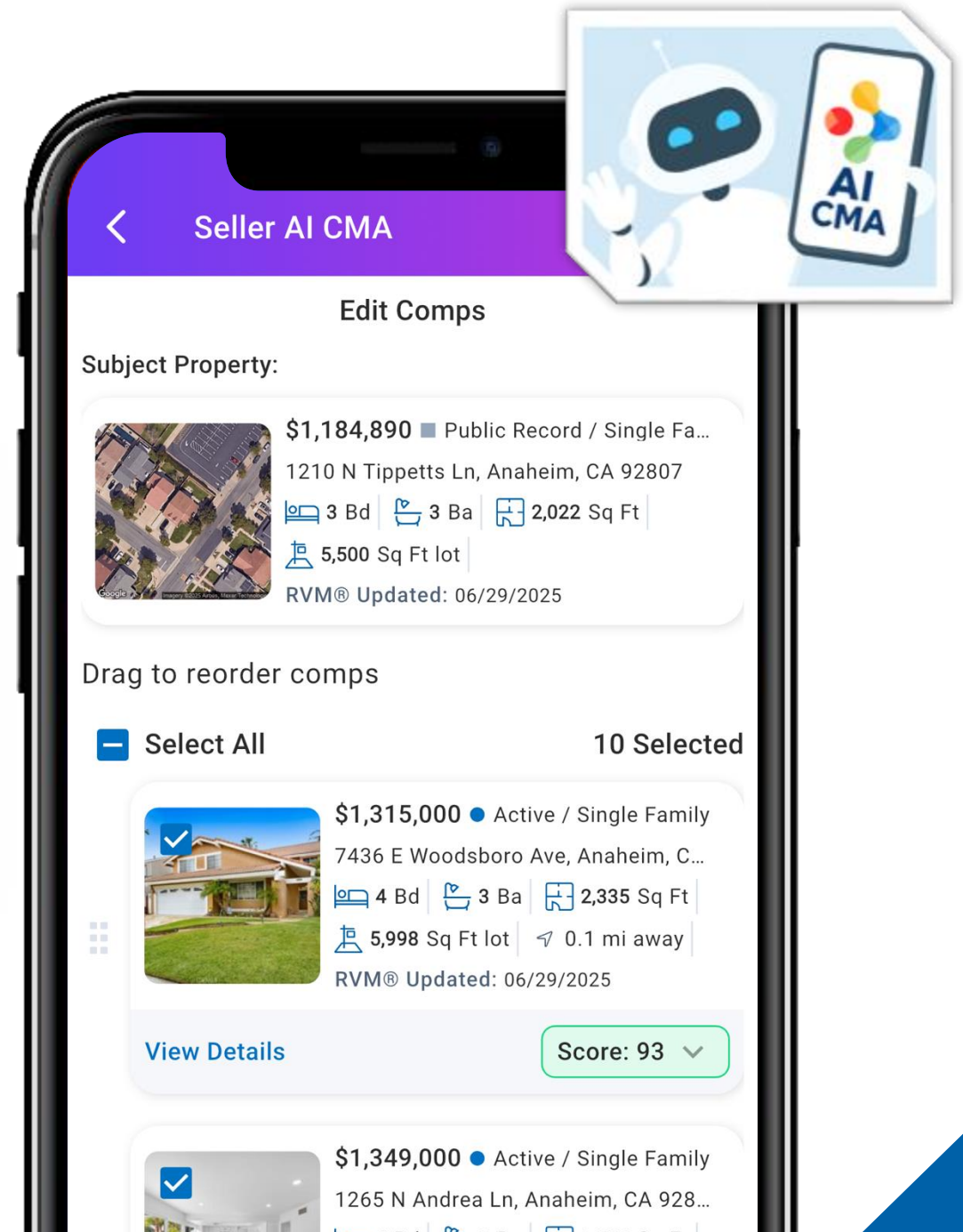
Built-in AI chooses and rates comps, plus suggests a pricing strategy for REALTOR® to validate.

Trusted resource

Full agent control and visibility into the underlying data and comparable properties.

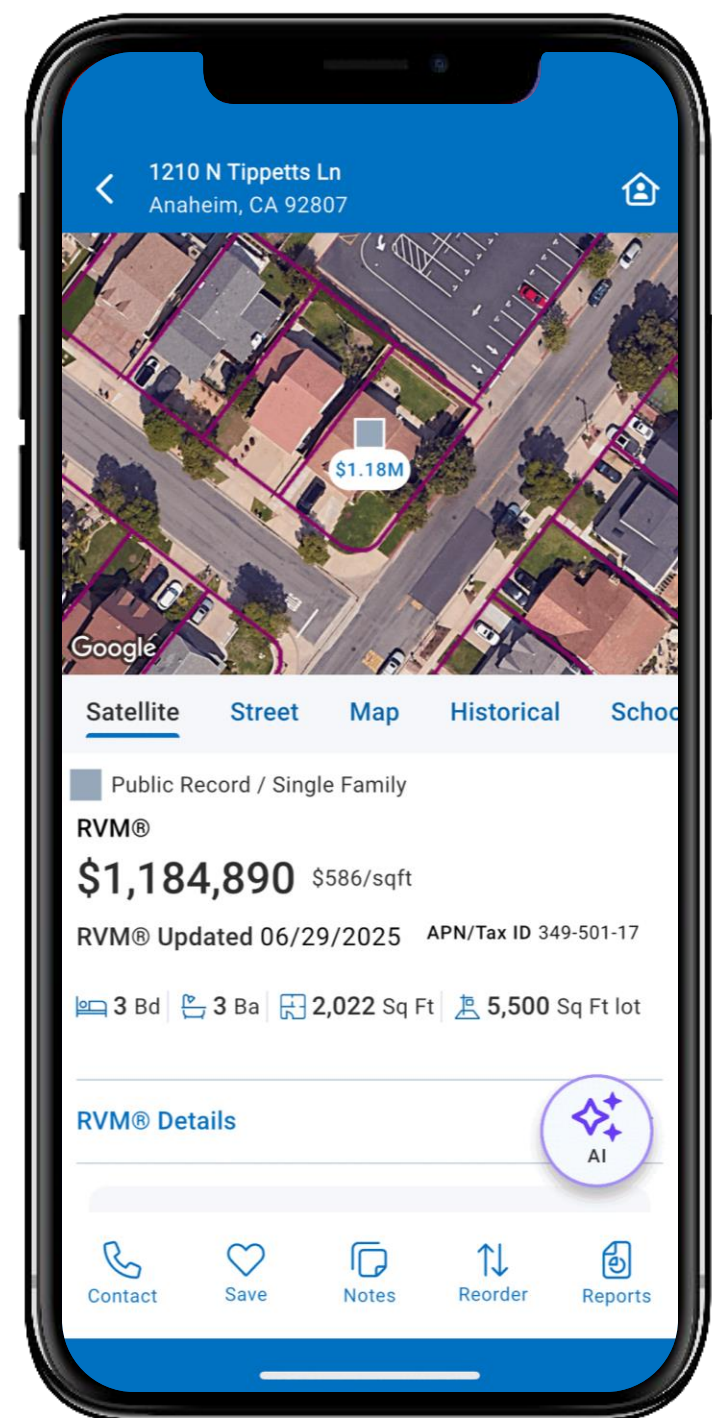
★ Wow factor

Industry-leading AI implementation



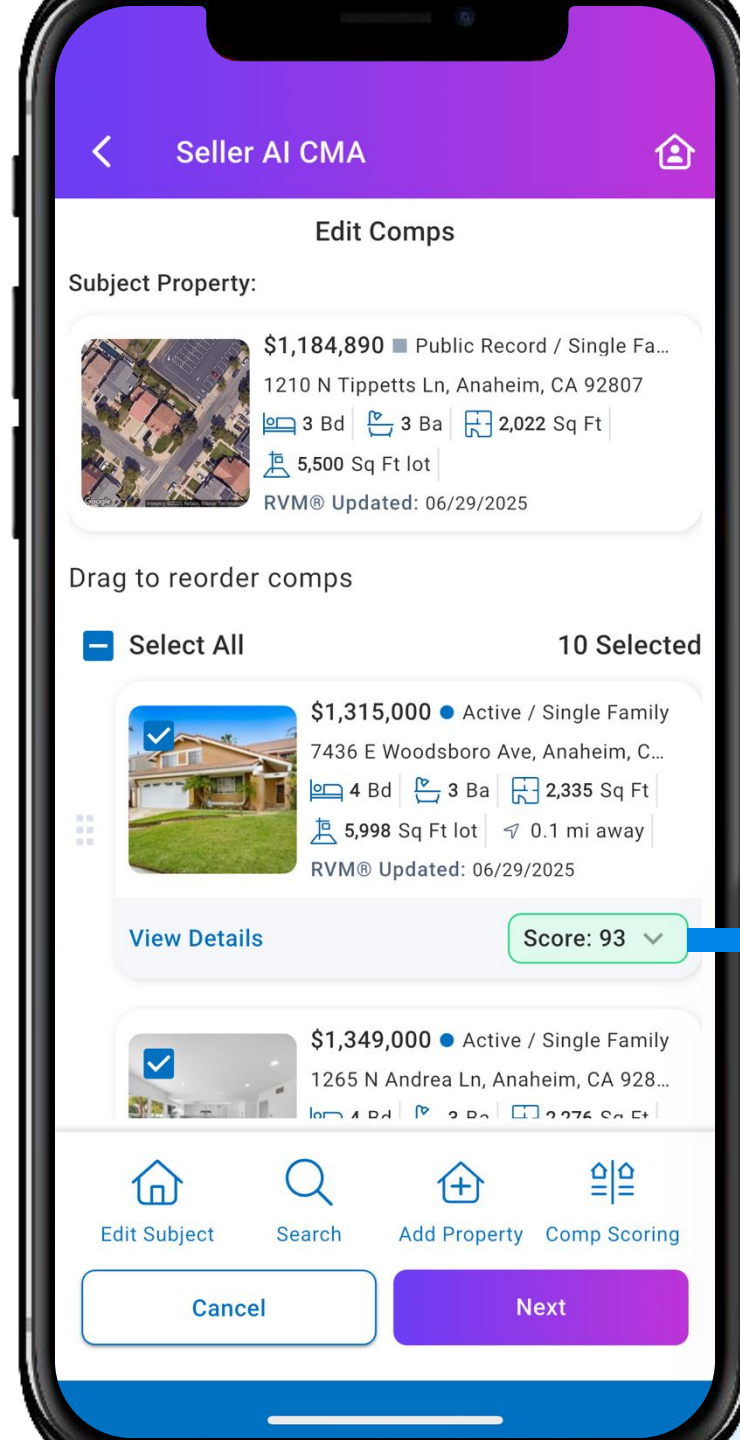
Key Features

- Seller & Buyer CMAs
- Comp Scoring
- Comp Property Details
- Pricing/Offer Strategies
- In-depth Price/Offer Analysis
- CMA Summary View
- Next Gen Report



Comp Scoring

- 0-100 range
- Similarities
- Differences
- Additional notes



Score Details

Similarities

Very close proximity (0.1 mi), similar year built (1976 vs 1977), same number of bathrooms, similar lot size, both single family homes.

Differences

Comp is 313 sq ft larger, has one more bedroom.

Additional Notes

Most similar overall due to location, year, and bath count. Slightly larger and 1 more bedroom.

Pricing Strategies

- AI Recommendation
- Below Market
- Market Aligned
- High Market
- Custom Price

Seller AI CMA

Seller Pricing Strategies

Select a pricing strategy that best fits the property based on its condition, location and comps or enter a custom price. Tapping a price will provide data-backed details that support each price.

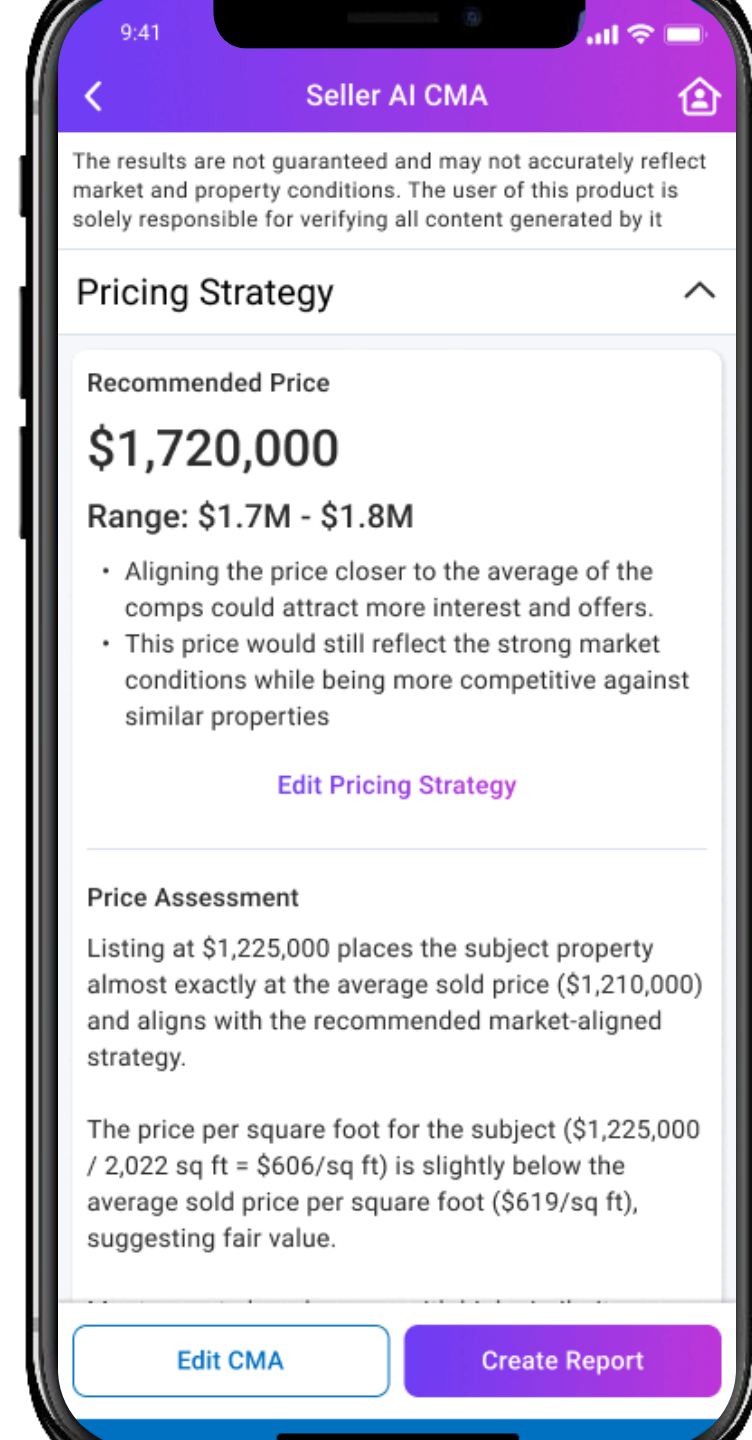
- ☐ **AI Recommendation**
\$1,300,000
Priced at the lower end of comparable properties, making it attractive to buyers...
[View More](#)
- ☐ **Below Market**
\$1,200,000
List at \$1,200,000 to spark strong buyer interest and potentially generate multiple offers...
[View More](#)
- ☐ **Market Aligned**
\$1,380,000
List at \$1,380,000, which is in line with the most recent high-quality comps and market...
[View More](#)
- ☐ **Top of the Market**
\$1,405,000
List at \$1,405,000 if the property is exceptionally upgraded or staged, target...
[View More](#)
- ☐ **Custom Price**
Enter a custom price and AI will analyze

[Previous](#) [Next](#)

- ☐ **Below Market**
\$1,200,000
- List at \$1,200,000 to spark strong buyer interest and potentially generate multiple offers. This price is below the most recent similar sales and reflects a competitive approach in a market with slightly increasing inventory.
- Most similar sold comp (4353 Tuller Ave, 4bd/2ba, 1450 sq ft) closed at \$1,225,000 after listing at \$1,250,000, with a sold-to-list ratio of 0.99.
 - The subject property is larger than several comps and matches the best locations and layouts.
 - Recent actives at \$1,355/sq ft (10841 Wagner St, 26 DOM) and \$1,290 sq ft (10728 Barman Ave, 82 DOM) are sitting on the market, suggesting buyers are price-sensitive.
 - A below-market price should drive traffic and offers, especially as inventory is rising slightly and average sold-to-list is slightly negative.
- [View Less](#)



Price Analysis

- Strategy Summary
- Price Analysis
- Buyer / Seller Psychology
- Potential Outcomes
- AI Opinion



CMA Summary

- Comp Summary
- Side by Side Comp Comparison
- Comp Stats
- CTA to Create a Report

Seller AI CMA

The results are not guaranteed and may not accurately reflect market and property conditions. The user of this product is solely responsible for verifying all content generated by it

Pricing Strategy

Recommended Price

\$1,720,000

Range: \$1.7M - \$1.8M

- Aligning the price closer to the average of the comps could attract more interest and offers.
- This price would still reflect the strong market conditions while being more competitive against similar properties

[Edit Pricing Strategy](#)

Price Assessment

Listing at \$1,225,000 places the subject property almost exactly at the average sold price (\$1,210,000) and aligns with the recommended market-aligned strategy.

The subject property is priced at \$1,225,000.

AI CMA Report | CMA Section

1:04

Customize

View CMA →

Seller AI CMA

\$1,149,000

Range: \$1M – \$1.21M

☒ All Section Elements

☒ Comp Property Summary

☒ Property Comparison

☒ Comp Property Details

☒ Comp Property Stats

☒ Price Strategy Options

☒ Pricing Strategy

☒ AI Summary

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Neighborhood0 / 1

Market Price Comparison0 / 2

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Pricing Analysis Report

1522 E San Alano Ave, Orange, CA 92865

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Price Strategy Options

AI Recommendation

\$1,149,000

Recommended strategy is to list at \$1,149,000 to balance capturing full market value and generating buyer urgency. This price sits just below the recent \$1.175M-\$1.199M list price cluster, avoids the psychological \$1.2M barrier, and reflects strong, consistent values in the better comps. Given current inventory is constrained and average sale-to-list ratios are at 99%, this provides the best mix of market exposure and value realization.

- Ensures subject property is seen as a value relative to higher active/closed comps, but not underpriced.
- Balances between rapid sale and maximizing net proceeds.
- Low inventory, steady demand, and tight comp clustering support this price; avoids sitting on the market like homes that were priced high and took longer to sell.
- Based on \$664/sqft (mid-high shown comp per sqft range) x 1,730 sqft = ~\$1.15M.

Below Market

\$1,075,000

A below market strategy is set at \$1,075,000, based on the recent sale at 3186 N Hartman St (\$1,055,000) and the lower end of the market from similar 4-bedroom, 2-bath homes nearby. This price point is expected to generate strong buyer interest, potentially inciting multiple offers and a quicker sale.

- Recent sales between \$950,000-\$1,050,000 went pending quickly, suggesting buyer demand at this level.
- \$1,075,000 is slightly above the lowest recent closed sales, offering a competitive price without undervaluing the property.
- With low months of inventory (1.25), a sharp price can spark a bidding war.

Market Aligned

\$1,150,000

Aligned with the market, this strategy recommends a list price of \$1,150,000, using the most comparable recent sales at 3112 N Hearshide (\$1,162,000, 25 DOM) and 1528 E San Alano Ave (\$1,175,000, 33 DOM). This price reflects the size and location match and is consistent with the current average sale prices in the area.

- Average comp sold price per sqft is \$643, subject's 1,730 sqft x \$643 = ~\$1.11M, but adjusting upward for size and location.
- Recent similar homes closed in the \$1.15M to \$1.175M range with reasonable market times.
- Sold-to-list ratios remain strong (0.99%-1.0) at this tier.

Above Market

\$1,200,000

This strategy sets list price at \$1,200,000, reserved for a subject property that is exceptionally upgraded or staged, to test the upper limit. This aligns with the top of the market, just below the \$1.25M closed sale at 1525 E Baldwin (slightly larger home), but would require superior presentation and finishes.

- Strategic if the property shows better than competing supply and is turnkey.
- Nearby closed sale at \$1.25M was for a slightly larger, well-matched home.
- Days on market for over-priced homes tend to increase, riskier in a slightly cooling market.

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10/31/2025

Pricing Analysis Report

1522 E San Alano Ave, Orange, CA 92865

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Pricing Strategy

Recommended Price

\$1,149,000

CMA Range

\$1M\$1.21M

Last Edited 10/31/2025 Price per Sq Ft \$664

Range of Comparable Properties

Compares the estimated value of the subject property with the comps selected in the CMA.

\$4.5\$5.6\$11.7\$1.12M\$9.2\$1\$#10

\$910K\$1.03M\$1.16M\$1.28M\$1.4M

Subject PropertyActiveActive Under ContractPendingSoldOff Market, Canceled, Hold, Withdrawn, or ExpiredGrouped

Price Rationale

Recommended strategy is to list at \$1,149,000 to balance capturing full market value and generating buyer urgency. This price sits just below the recent \$1.175M-\$1.199M list price cluster, avoids the psychological \$1.2M barrier, and reflects strong, consistent values in the better comps. Given current inventory is constrained and average sale-to-list ratios are at 99%, this provides the best mix of market exposure and value realization.

- Ensures subject property is seen as a value relative to higher active/closed comps, but not underpriced.
- Balances between rapid sale and maximizing net proceeds.
- Low inventory, steady demand, and tight comp clustering support this price; avoids sitting on the market like homes that were priced high and took longer to sell.
- Based on \$664/sqft (mid-high shown comp per sqft range) x 1,730 sqft = ~\$1.15M.

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10/31/2025

Pricing Analysis Report

1522 E San Alano Ave, Orange, CA 92865

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AI Summary

Pricing Assessment

The subject property is being listed at \$1,149,000, which is in line with the 'market-aligned' and 'suggested list price' pricing strategies provided. This price position is just beneath the critical \$1.15M threshold, strategically avoiding the \$1.2M psychological barrier, and is supported by recent nearby sales in the \$1.15M-\$1.18M range.

Closest comps with high similarity scores (Baldwin, San Alano Ave, Hearshide) have closed at \$1.162M, \$1.175M, and \$1.250M, with the average of the top three being ~\$1.199M, though days on market range from 25-33 days at these higher prices.

The subject has 1,730 sqft—matching well with recent high-rental comps like 3112 N Hearshide (1,738 sqft, \$1,162,000) and 1528 E San Alano (1,881 sqft, \$1,175,000).

Pricing is above the average comp stats (\$1,106,889) but justified by subject's similarity to the top-tier recent sales.

Buyer Psychology

Pros

- Listing at \$1,149,000 puts the property just below a psychological price point—\$1.15M—making the asking price seem more approachable and less intimidating to buyers searching up to that threshold in online portals.
- Compared to active, under-contract, and recently sold similar properties, buyers will see this as a fair ask and perceive it as a credible, market-corrected value.
- Low inventory (1.25 months) creates a sense of urgency for buyers, especially for well-priced homes in sought-after neighborhoods like this.

Cons

- Buyers may note that higher square footage homes (Baldwin at 1,848 sqft) closed not far above this ask, which could prompt more aggressive negotiation.
- Price-sensitive buyers comparing to lower-end comps (e.g., San Alano Pl at \$930K or Butterfield at \$850K) may see less perceived value, especially if the subject does not have upgrades or unique features to justify the price.
- The property is slightly above the area's average sold price (\$1.109M), and buyers may expect more in terms of features or finishes at this level.

Potential Outcome Scenarios

Solid Buyer Interest, Offer(s) within 2-4 Weeks

With constrained inventory and in alignment with top-market comps, the home is likely to attract multiple showings and offers within 14-30 days, especially if it shows well and is marketed proactively. Sale is likely in the \$1.13M-\$1.15M range.

Subject to Scrutiny from Value-Oriented Buyers

Some potential buyers may try to compare to lower-priced recent sales and present lower initial offers, expecting the seller to negotiate. Final sale may settle closer to the listing price if seller holds firm and demand remains stable.

Longer Days on Market if Overlooked or Lacking Upgrades

If the property lacks upgrades that are present in the top comps, or if there are subpar marketing efforts, it could linger past 30 days and ultimately require a minor price adjustment downward.

AI Opinion

Listing at \$1,149,000 is a sound and market-aligned strategy for 1522 E San Alano Ave. It's well justified by the most relevant comps (both in similarity and data), sits comfortably below the next psychological price tier, and leverages the current low inventory dynamics in 92865. Buyer psychology works in your favor at this price—it's perceived as fair and actionable, given recent sales and list prices. You might need to justify value if buyers focus on slightly lower comps, but overall, expect healthy market interest and a likely sale near list within a normal timeframe if the property is properly prepared and promoted.

This pricing analysis was generated using AI to assist in evaluating market data and comparable properties. While it offers data-driven insights to help guide your pricing strategy, it may not account for every unique aspect of your home or the current market. We recommend reviewing this report with your real estate professional to make the most informed decision.

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Thank you

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