



RPR®

narrpr.com

RPR

### Market Trends ScriptWriter

Create compelling video scripts and get insight into the market trends with...

Choose Type

Personalized

What would you like to do?

Create Video Script

Social Campaign

Video Script

Opening shot of South Wilson State, a friendly and approachable K-12 school in Scottsdale, Arizona.

Search: This state, having been selected for South Wilson State with different market updates for November 2024 in Scottsdale, Arizona. Let's dive right in!

Start to a chart showing the current monthly supply of housing inventory.

Search: Currently, we have a monthly supply of 12,000 units over the past year. This means we're...

2024

View Script

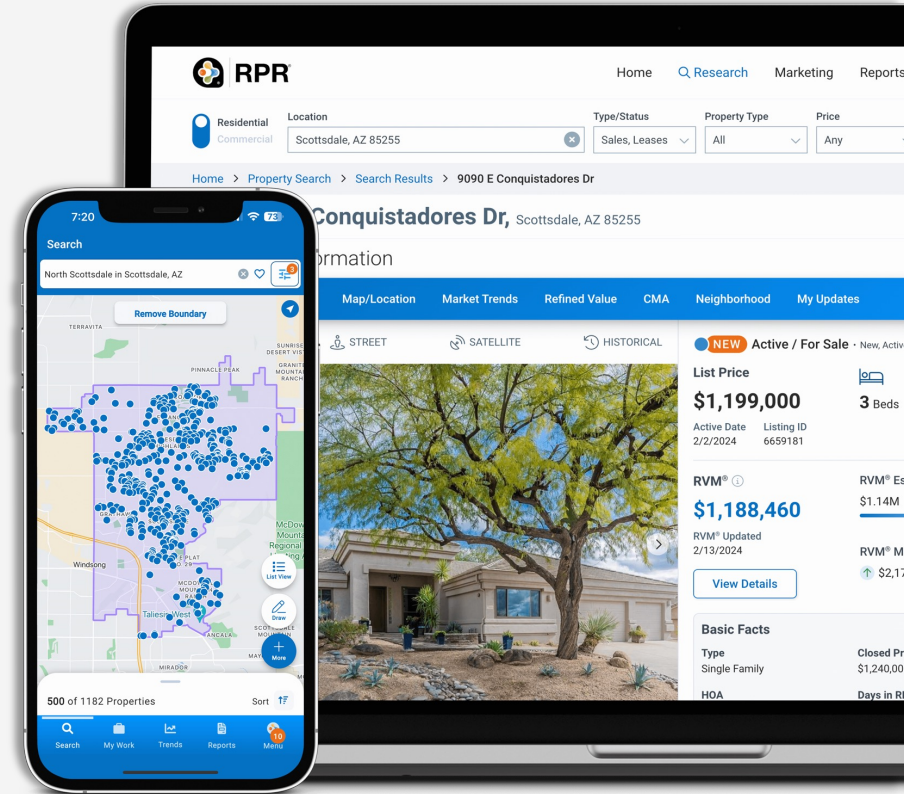
**Transform Local Data Into**

**Social Media Success with the RPR ScriptWriter**

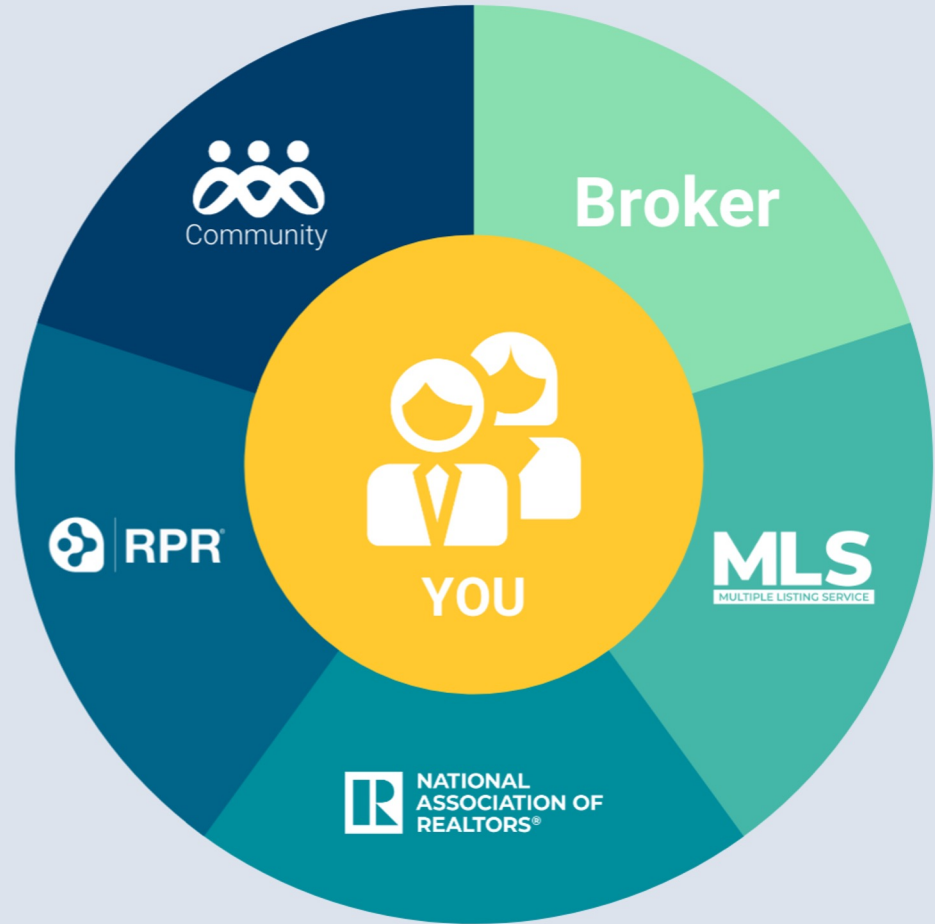
RPR Webinar Series

# What is RPR?

- National parcel-centric database of residential and commercial properties
- Built exclusively for Real Estate Professionals
- Included in NAR member dues
- No consumer access

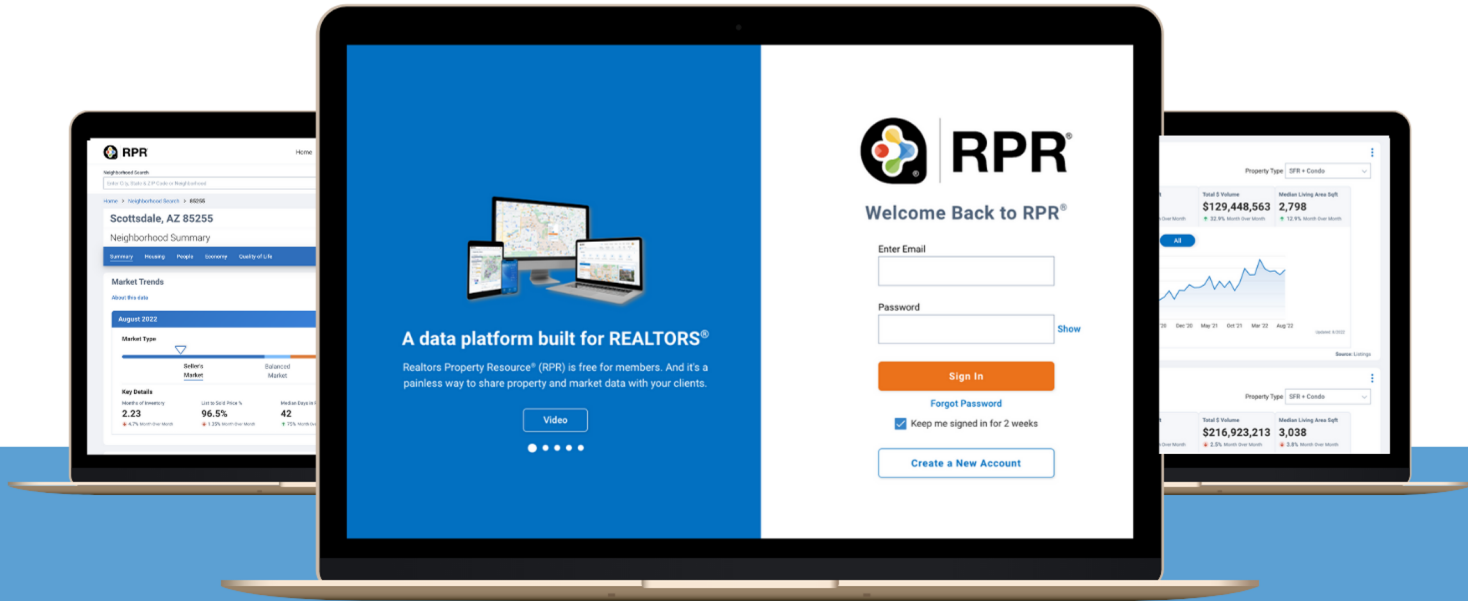


# Where does RPR fit into your real estate business model?





# Access RPR



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



# RPR Mobile™

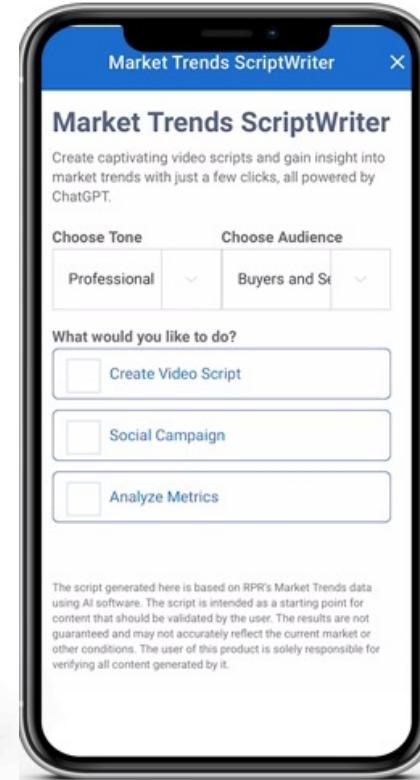
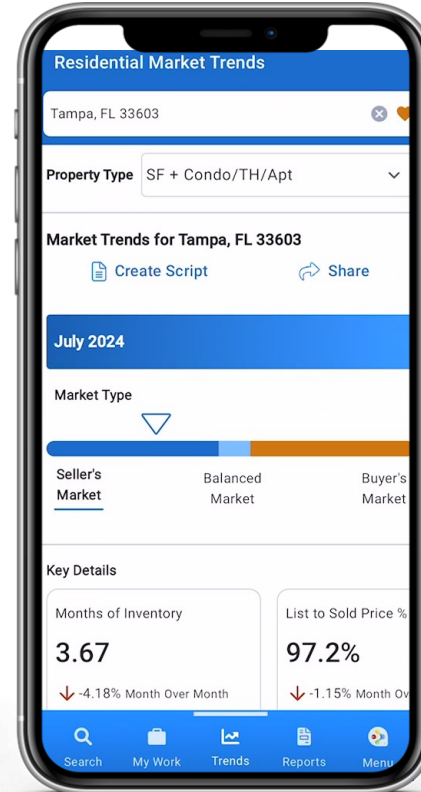
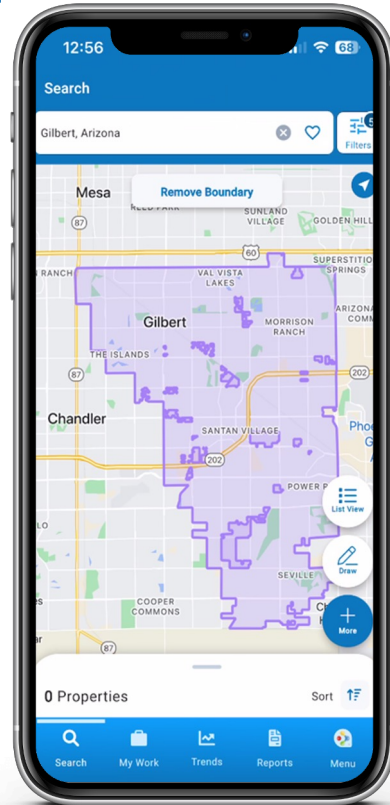


- **Instant Access**  
Quickly access property data, CMA, equity assessments, market trends, and more.
- **Powerful Search**  
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**  
Generate and share personalized reports with clients while out in the field.
- **Client Engagement**  
Keep clients engaged with instant property information and updates.
- **Location-Based Services**  
Use GPS for efficient location-based property searches.

# RPR Mobile™

- Searches
- Buyer Tour
- Market Trends
- ScriptWriter
- Shareable

- Facebook
- Instagram
- And more...



# Top ScriptWriter Use Cases



- Turning data into dialogue for social media and blog posts
- Educating sellers on pricing strategies
- Preparing a buyer to present an offer
- Prospecting for buyers and sellers
- Commercial Trade Area analysis

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

# Agenda

- Automatically generate market trend summaries
- Quickly provide context and correlation to statistics, such as Month's Supply of Inventory and 12-month change, List-to-Sold Price Ratio, Median Days on the Market within RPR and Median Sold Price
- Choose tailored messaging for your clients and customers
- Add scripts to reports using the Custom Pages feature
- Easily create content for a social media post, video, or email



MASTER THE MARKET:



# Lights, Camera, Sold! Captivating Consumers With Market Analysis Videos

Get your copy now!

[rpr.me/smt-video-ebook](https://rpr.me/smt-video-ebook)



# RPR's Estimate of Value

- **RVM<sup>®</sup> = Realtors Valuation Model<sup>®</sup>**
  - Value estimate includes MLS Active, Sold & Off Market Data
  - Highest accuracy of any valuation tool
  - Refinable
  - Great starting point for pricing



**Let's Take a Look**

## 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

### Topics

- Broker Tools
- Buyer Tour
- Buyers
- CMA
- CompStak
- Crexi
- Farming



**Sentrilock and RPR Team up to Offer Easier Property Access**

Topics: Sentrilock  
Next Date: April 30, 2024



**Canva and RPR Market Trends: Easy Marketing Tips for the Spring Market**

Topics: Market Trends



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

Topics: Mailing Labels, Prospecting  
Next Date: April 18, 2024



Elevate Your Expertise

# RPR's Comprehensive Learning Hub

Choose from live webinars, on-demand tutorials, ebooks, and printable handouts to suit your learning style.

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



## Live and Pre-Recorded Webinars

Engage with experts through live and pre-recorded webinars for real-time learning and Q&A.

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Access a rich library of tutorials anytime to master RPR features at your own pace.

## Printable Handouts and eBooks

eBooks and handouts for deep dives into real estate topics and RPR tools.



# What's Next?

- **Locate Residential Market Trends**
- **Locate Create Script Icon**
- **Explore various tones and audiences**
- **Share an analysis**



# Stay Powered Up: Follow RPR on Social!

Unlock daily insights, tips, and tools to keep your real estate superpowers sharp.





**Thank you**  
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