



RPR®

narrpr.com

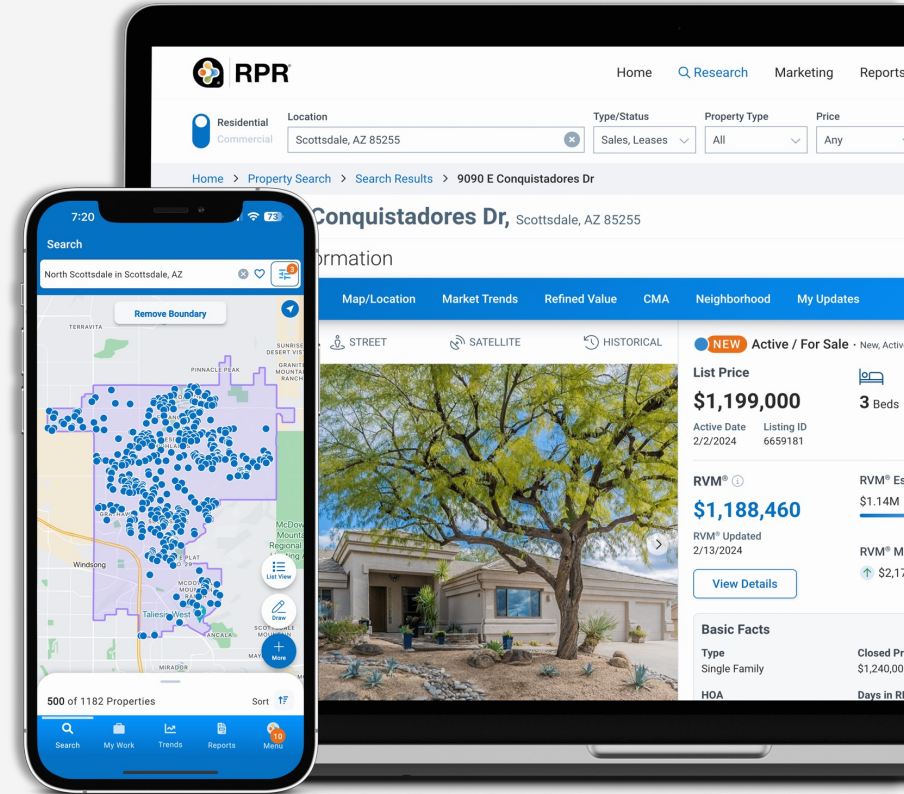
**Turn Neighborhoods Into Goldmines**

RPR's Geo Prospecting Secrets

RPR Webinar Series

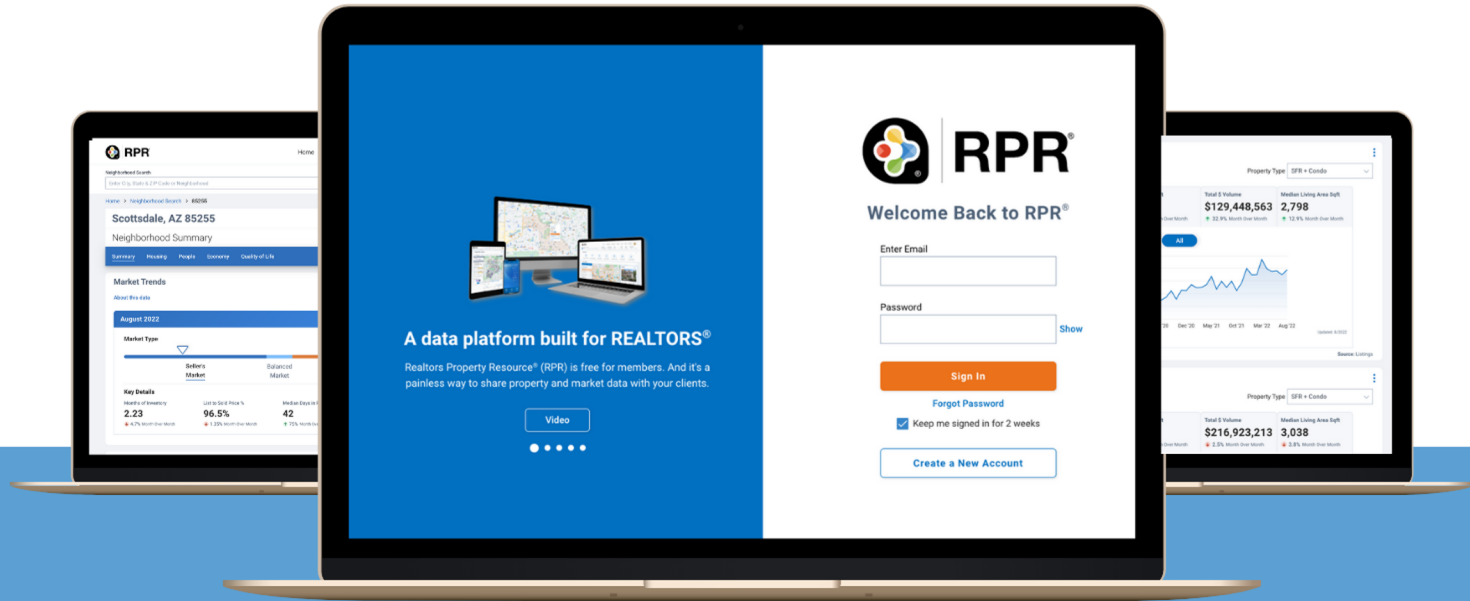
# What is RPR?

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





# Access RPR



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



# RPR Mobile™



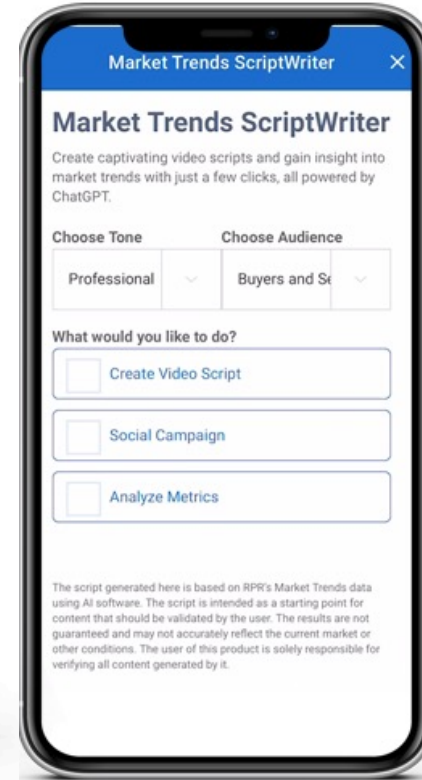
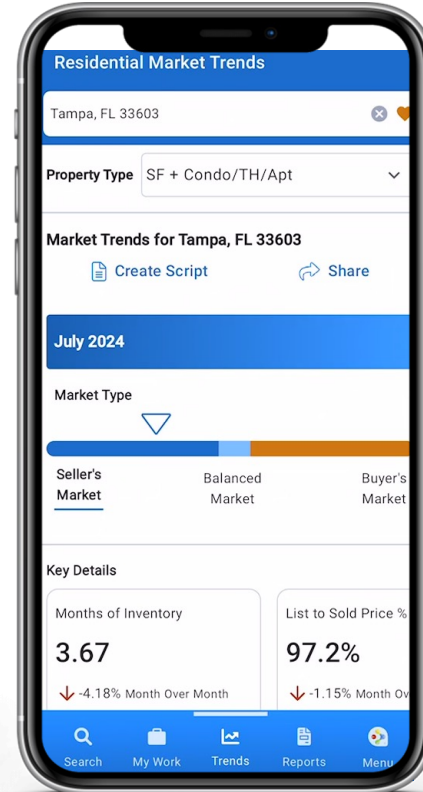
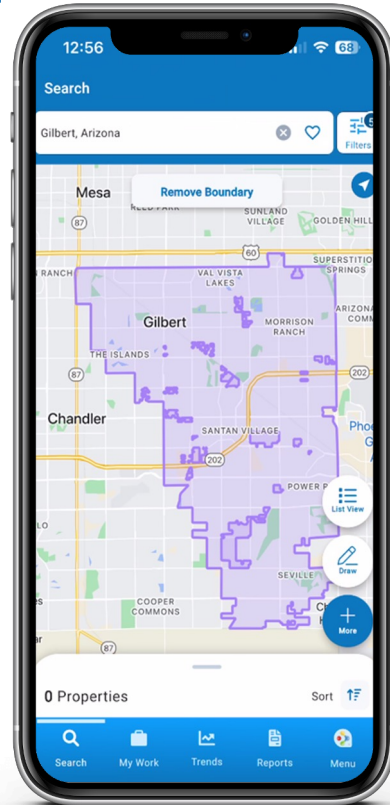
- **Instant Access**  
Quickly access property data, CMA, equity assessments, market trends, and more.
- **Powerful Search**  
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**  
Generate and share personalized reports with clients while out 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...



# Agenda

- Review NAR 2024 Profile of Home Buyers and Sellers Trends
- 4 Prospecting Scenarios
- Apply research and predictive insights to help target buyers and sellers
- Identify absentee owners & how long someone has owned a property
- Create Mailing Labels to prospect
- Share Market Statistics with clients using RPR's ScriptWriter tool and Canva templates



# Four Prospecting Scenarios

1. Looking for a specific buyer and you can't find them the right home that is currently listed, so we look for an off-market match
2. Search expired, withdrawn and cancelled listings
3. Create a farm list using specific criteria and predictive analytics
4. Create an absentee owner farm list to search for tenants that may be interested in buying

# PROFILE OF HOME BUYERS AND SELLERS

2024



REALTORS® are members of the National Association of REALTORS®.



# Sellers by the Numbers

**63** Age of the typical Home Seller

**10** Number of years the typical Seller lived in their home prior to selling

**100%** sales price to list

This continues to be the highest recorded median since 2002.



# Sellers by the Numbers

66%

Found their agent through a referral

87%

Would recommend their agent for future services

90%

Will work with a REALTOR®

Only 6% FSBO



# Buyers by the Numbers

**24%** First Time Home Buyers

This year now marks the lowest share since NAR began collecting the data in 1981

**38** Age of the typical First-time Home Buyer

**5** Median buyer age up from 49 last year

**65%** Purchased a previously owned home



# Buyers by the Numbers

**75%** Purchased Detached Single Family Homes

**15** Number of years Buyers expected to stay in the home

**1900** Most popular square footage

**59%** Quality of the neighborhood (59 percent), convenience to friends and family (45 percent), and overall home affordability (36 percent) remained the most important factors to recent home buyers when choosing a neighborhood









**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:

<b>Learning Types</b>	<b>Topics</b>			
<input type="checkbox"/> eBook	<input type="checkbox"/> Broker Tools	<b>Sentrilock and RPR Team up to Offer Easier Property Access</b>	<b>Canva and RPR Market Trends: Easy Marketing Tips for the Spring Market</b>	<b>Become a Prospecting Powerhouse! Use RPR to Find Your Next Client!</b>
<input type="checkbox"/> Printable	<input type="checkbox"/> Buyer Tour	Topics: Sentrilock Next Date: April 30, 2024	Topics: Market Trends	Topics: Mailing Labels, Prospecting Next Date: April 18, 2024
<input type="checkbox"/> Tutorial	<input type="checkbox"/> Buyers			
<input type="checkbox"/> Webinar	<input type="checkbox"/> CMA			
<input checked="" type="checkbox"/> Webinars by date	<input type="checkbox"/> CompStak			
<b>Audience</b>	<input type="checkbox"/> Crexi			
<input type="checkbox"/> Desktop	<input type="checkbox"/> Farming			

Elevate Your Expertise

# RPR's Comprehensive Learning Hub

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

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# What's Next?

- Review how to do an off market search
- Practice searching with advanced filters
- Create a farm list
- Export mailing labels



# 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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