RPR Printable Guides

These printer-friendly how-to guides are helpful for anyone looking to have step-by-step instructions on a specific topic in RPR (Realtors Property Resource®). Each is laser-focused, easy to follow and apply. They also make great handouts at a training, or as something you can use to follow along or keep handy for reference.

RPR Resources

Realtors Property Resource®: narrpr.com

Articles, News & FAQs: blog.narrpr.com

Online Training: learn.narrpr.com

Member Support: 877.977.7576

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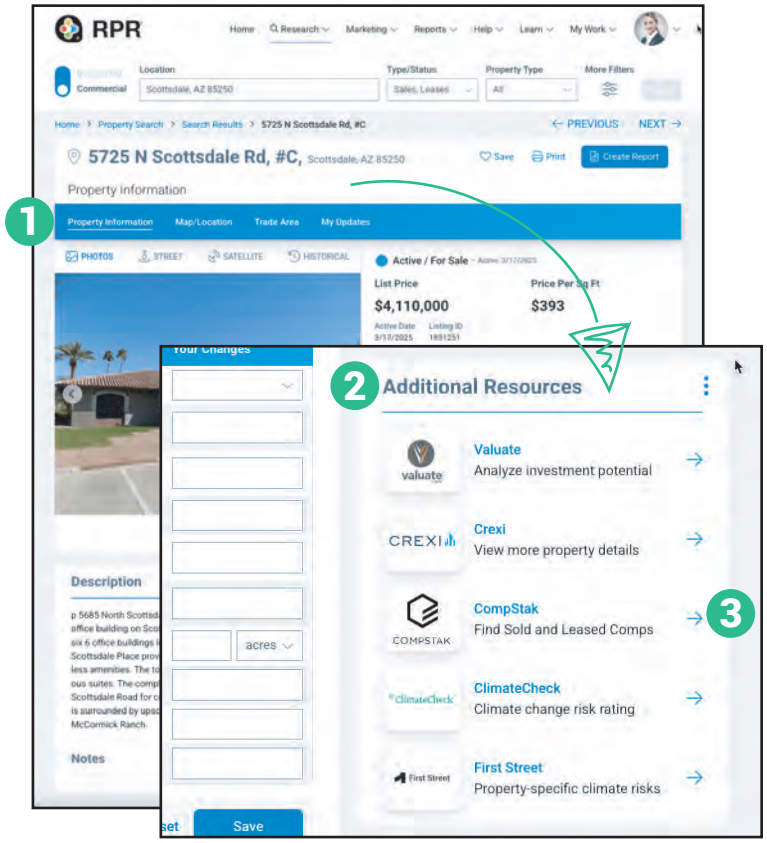
RPR® | Commercial Additional Resources

How do I find integrations within RPR?

1. Go to the commercial subject's *Property Details* page at narrpr.com.
2. Scroll down to *Additional Resources* on the right side of the property details.
3. Click on the name of the integration to redirect to their site.



What integrations will I find in the Additional Resources section?

Valuate: Analyze a property to see if it would be a good investment as a flip or as a long term hold using a real estate investment tool provided by Valuate.

CompStak: A free database of lease and sales comps for commercial brokers/agents and appraisers. They provide millions of vetted, granular comps via their Exchange platform to third-party brokers and fee appraisers, with no fees or contracts.

Transactions zipForm Edition: REALTORS® who use zipForm® can go directly from RPR's Property Details page to zipForm®, and vice versa—all by way of one simple click. This integration allows select public records data fields from RPR to flow directly into the forms REALTORS® use in zipForm®.

ClimateCheck: ClimateCheck is a climate risk data provider that combines real estate, science and technology experience. Its goal is to empower all commercial and residential stakeholders – buyers, owners, brokers, investors and lenders by exposing and quantifying the risks related to the climate crisis.

First Street: Also available in the RPR "Additional Resources", First Street provides climate and environmental risk data for real estate properties, helping REALTORS® understand and communicate potential risks related to climate change.

Who are our national data partners?

Brevitas: Brevitas is a national commercial listing platform that is integrated into RPR. Their real estate marketplace provides REALTORS® a turn-key marketing solution and an instant competitive edge by offering a robust collection of property search and marketing tools.

CREXi: CREXi offers a database of commercial listings, including more than 48 million property records. It also provides RPR with daily updated data, which helps commercial real estate professionals quickly manage deals and close them faster.

TotalCommercial: TotalCommercial.com has been providing commercial real estate listing information online since 1995. TotalCommercial.com shares its listing information through RPR to offer REALTORS® more listings and more property research resources.

Land Broker COOP: LandBrokerMLS.com (which now goes by Land Broker COOP) was formed in 2018 by real estate brokers and agents to assist rural real estate professionals in their ability to view land listings. LandBroker COOP contributes listing data to RPR's commercial platform.

Biproxi: Biproxi's new public marketplace is called Officespace.com and it provides powerful listing capabilities for "for sale" and "for lease" properties. Biproxi's Officespace.com provides listing information for RPR's commercial real estate users.

RESimplifi: Resimplifi Associate™ is a modern Commercial Information Exchange (CIE), created by brokers for brokers. Associate™ streamlines listing management and syndication while integrating directly with RPR to provide high-quality market data and robust tools for participating organizations.

MOODY'S: Moody's Analytics offers a commercial property listing and marketing solution to numerous REALTOR® Associations and CIEs (Commercial Information Exchanges). It helps RPR receive licensed commercial listing content from many markets across the country.

CompStak: CompStak is a nationwide crowdsourced commercial comp database that offers RPR users to receive 500 free credits to search and share commercial comparables. Get started by clicking on the CompStak logo in the Additional Resources section of any RPR commercial property page.

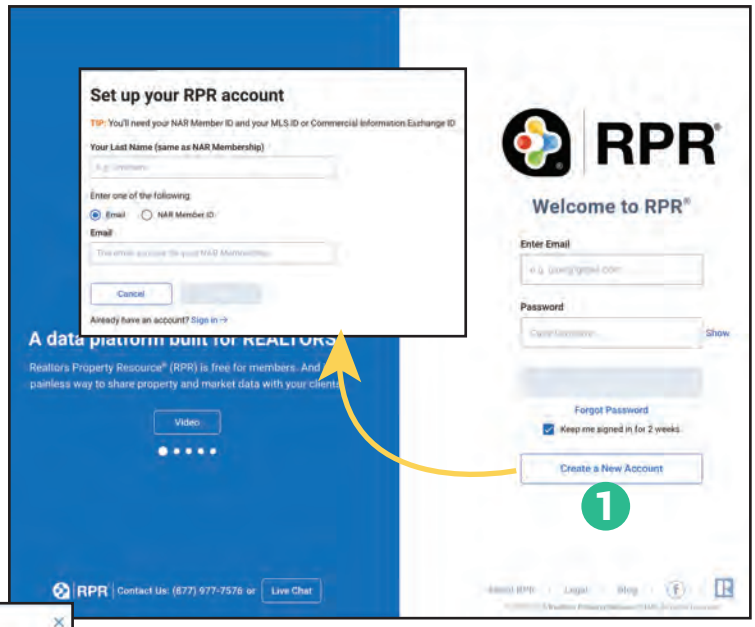
Officespace.com: See BiProxi above.

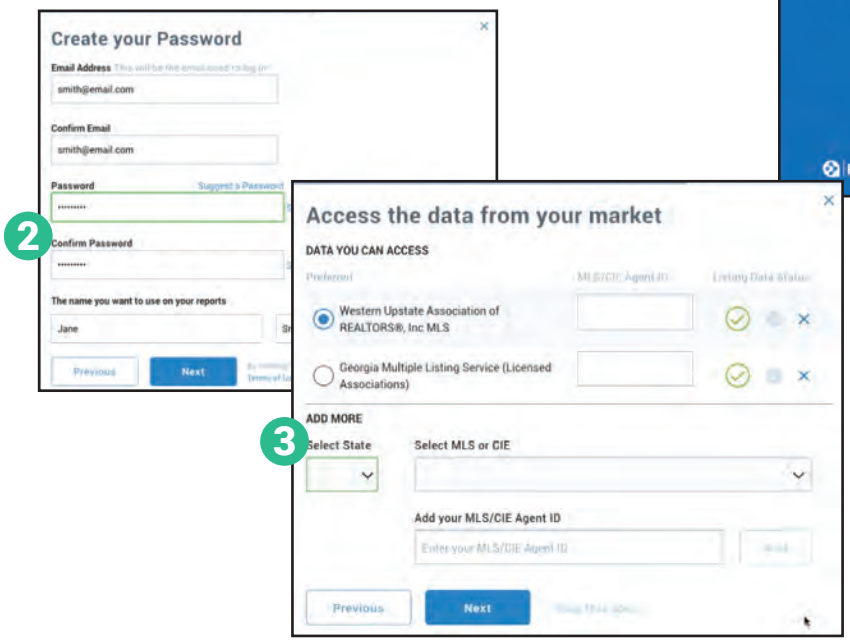
RPR® | Create Your Account

How do I create my RPR account?

- Visit www.narrpr.com.
- 1 Click *Create a New Account*.
- Enter your last name and email address or NAR Member ID, select *Next*.

  Note: An activation email will be sent to you to complete your account set up. You have 3 hours to click "Activate my Account" before you need to redo the setup process.



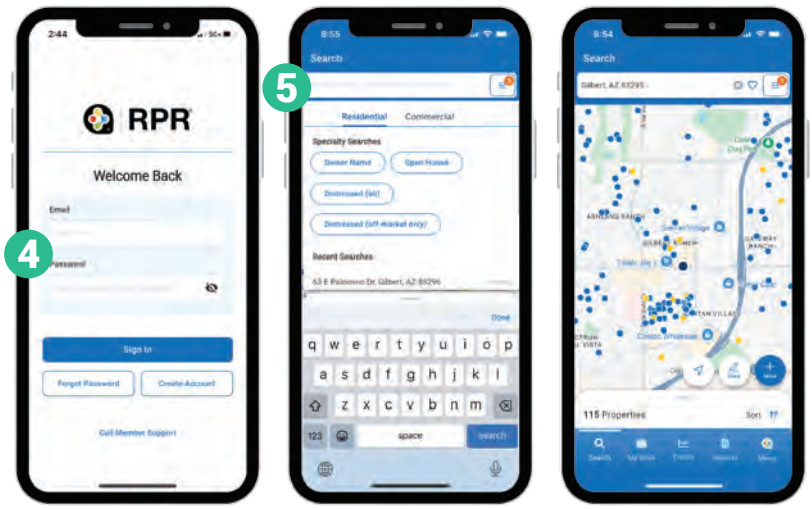


- 2 Create your Password.
- 3 Link your MLS or CIE information.

  Note: Your information may be auto-populated from your NRDS account. If you belong to more than one MLS or CIE, link memberships here. You can access this information in your profile.

How do I access RPR Mobile™?

- Download RPR from the App Store or Google Play for your phone.
- 4 Use your RPR login and password to access your account.
- 5 Tap Search to toggle between Commercial and Residential.
- Access Residential and Commercial properties and reports... anywhere, anytime.



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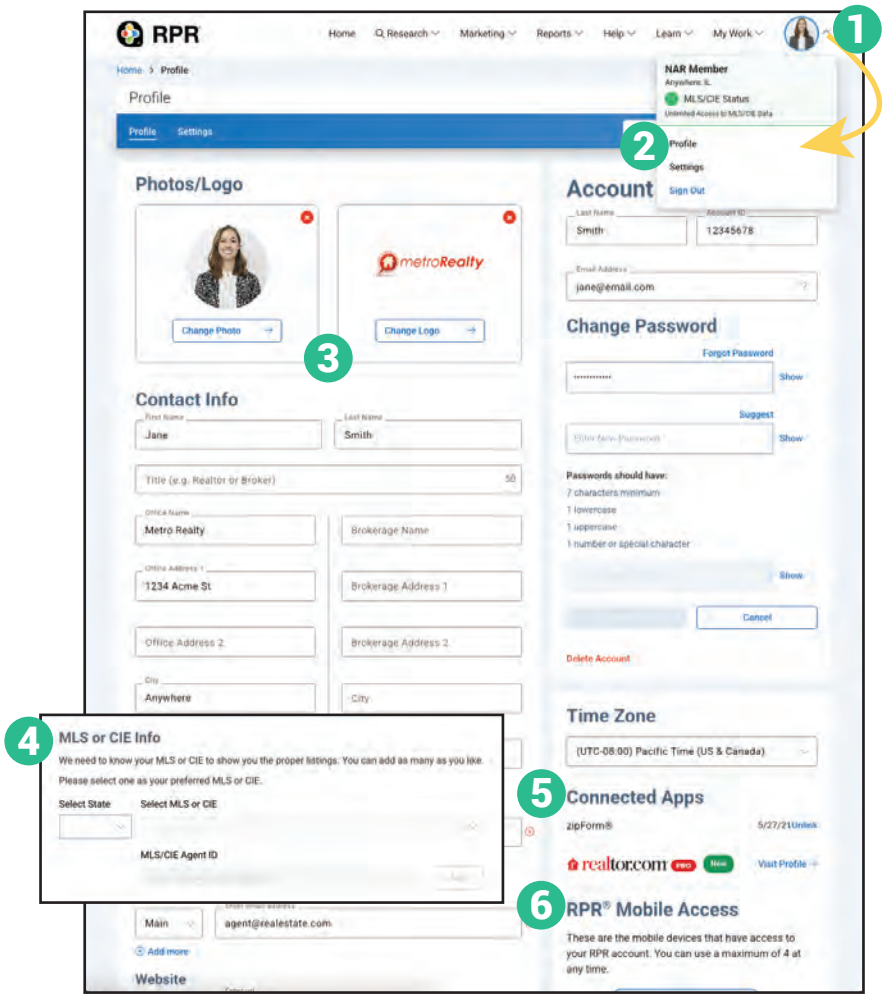
RPR® | Update Your Profile & Settings



How do I update my profile?

1. Click your photo or initials on the upper right corner of the screen.
2. Select *Profile*.
3. Add your photo and/or logo, and contact information for all report covers.
4. Confirm you've added your MLS or CIE info.
5. Link your account to zipForm and your realtor.com profile.
6. View mobile devices with access to RPR.
7. Always click *Save* when making changes to your account.

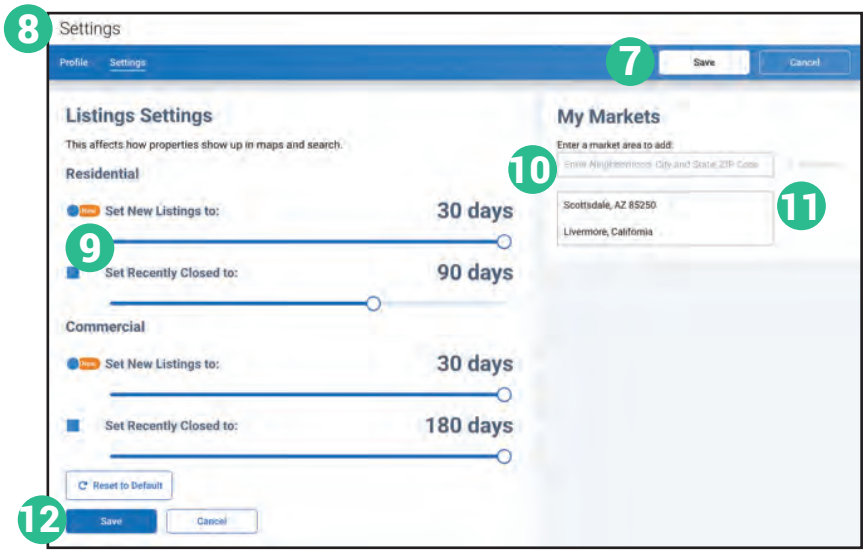
How do I update My Markets and Listing Settings?

8. Select *Settings*.
9. Move sliders to update New Listings or Recently Closed time frame for both Residential and Commercial flags.

To add to My Markets on the Homepage:

10. Enter a geographic area, such as Zip code or City.
11. Select *Add more*.
12. Click *Save*.

- View your *My Markets* on your homepage map.



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RPR® | Homepage

Research Menu: Access RPR's search options, including Market Trends, *Neighborhood, School* and *Market Activity.*

Help: Access to our Member Support and Training Area.

My Work: Direct links to *My Markets*, recent listings, saved properties, recent activity, notes, and saved searches.

Marketing Menu: Guided shortcuts for prospecting or create a customized, branded marketing piece for any property.

Learn & Help: Videos, articles and FAQs to help you navigate RPR.

Your Profile: Update your picture, add your company logo, or change your settings.

PRO TIPS

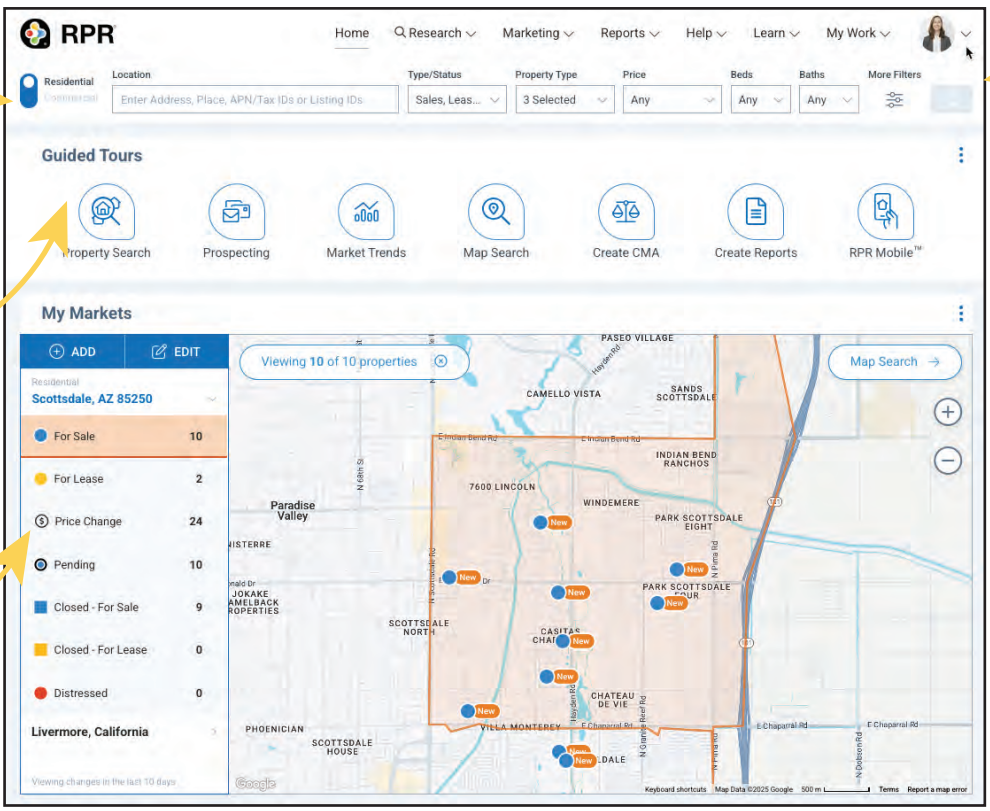
Toggle your search bar to *Residential* or *Commercial* to change your *My Markets* property view.

More Filters: Access to advanced search fields.

Search Bar: Begin your property searches on the homepage. Toggle between Residential & Commercial search.

Guided Tours: Step-by-step journeys to the most powerful and most used features in RPR.

My Markets: Monitor market activity for specific areas.



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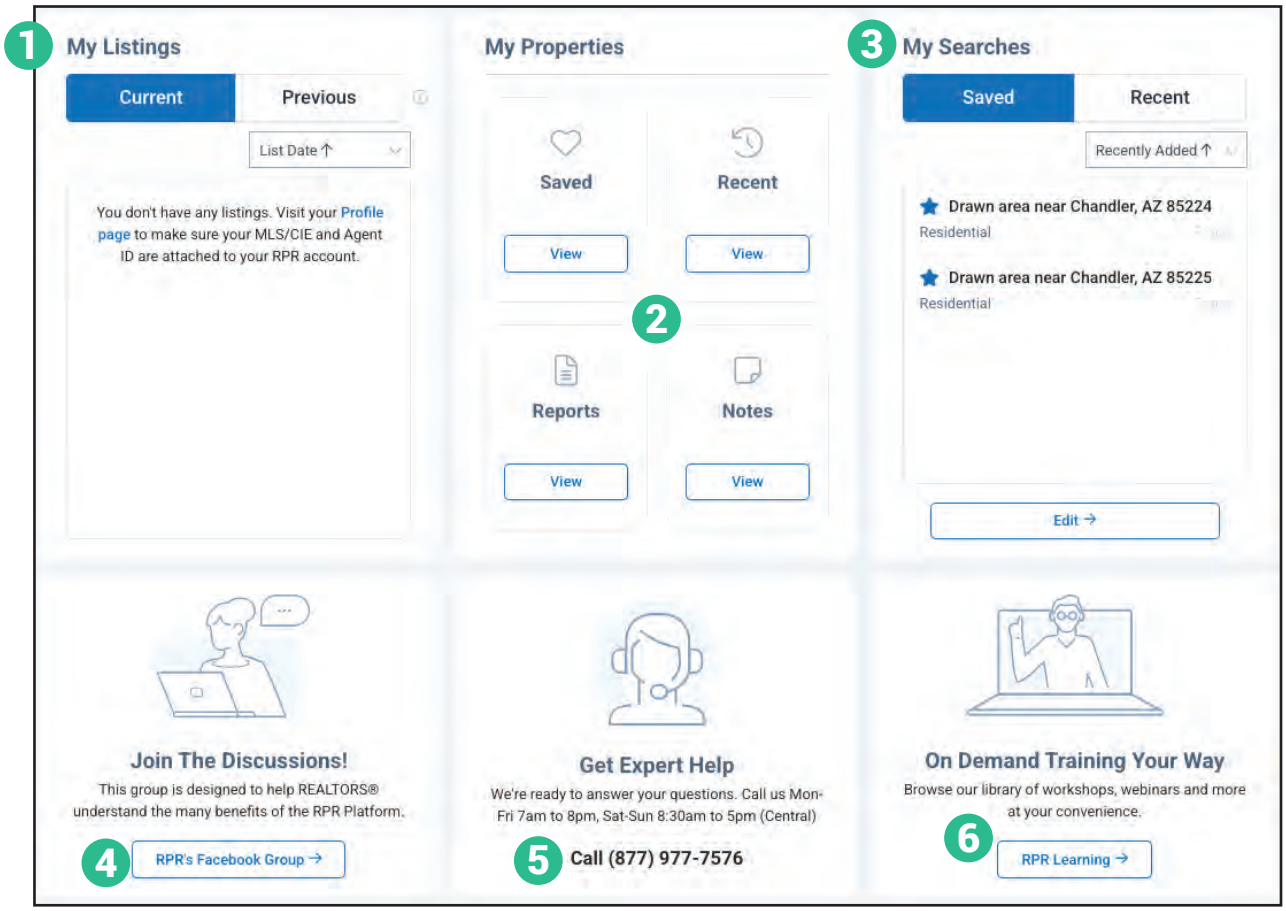
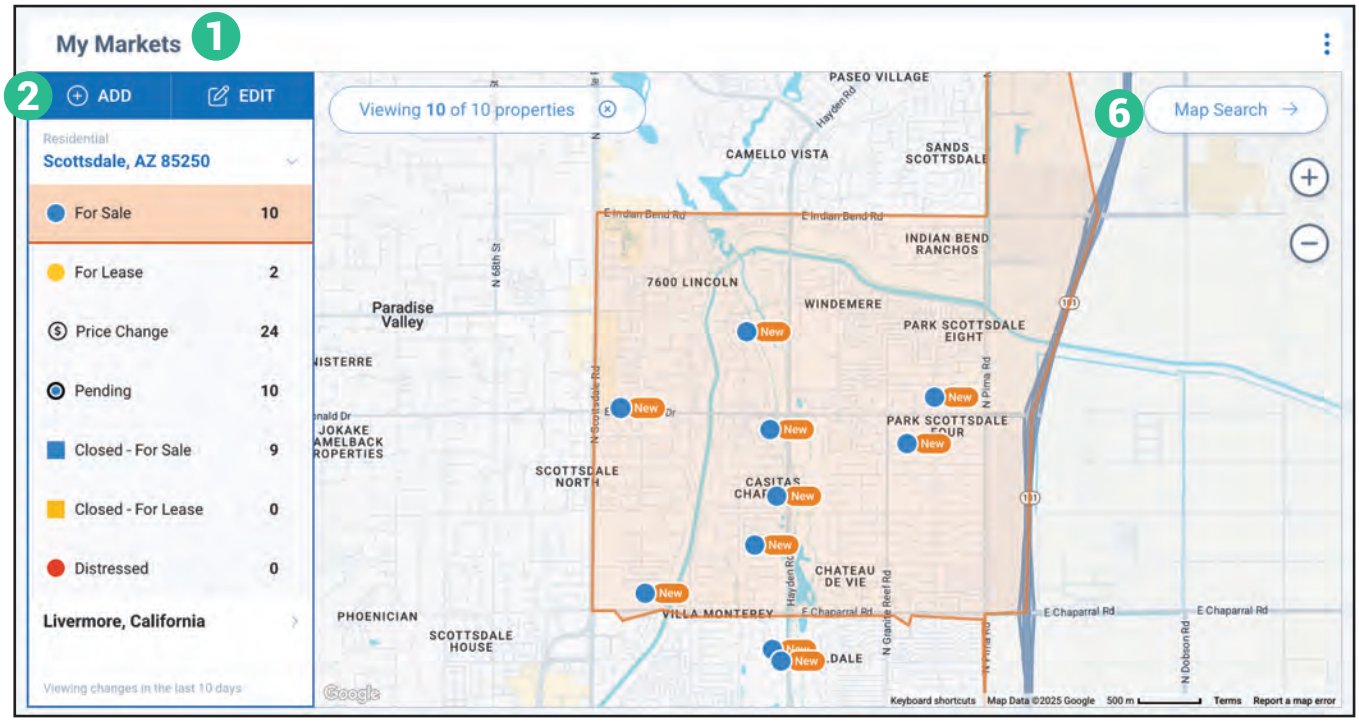
RPR® | Homepage



1. **Your Listings:** View your current and previous listings.
2. **Your Properties:** View saved properties, recent activity, reports run and notes taken.
3. **Your Searches:** Access both saved and recently run searches.
4. Join our Facebook group: **facebook.com/groups/rpr.connect**
5. Contact RPR's Member Support: **877.977.7576**
6. Access learning resources: **learn.narrpr.com**

RPR® | My Markets

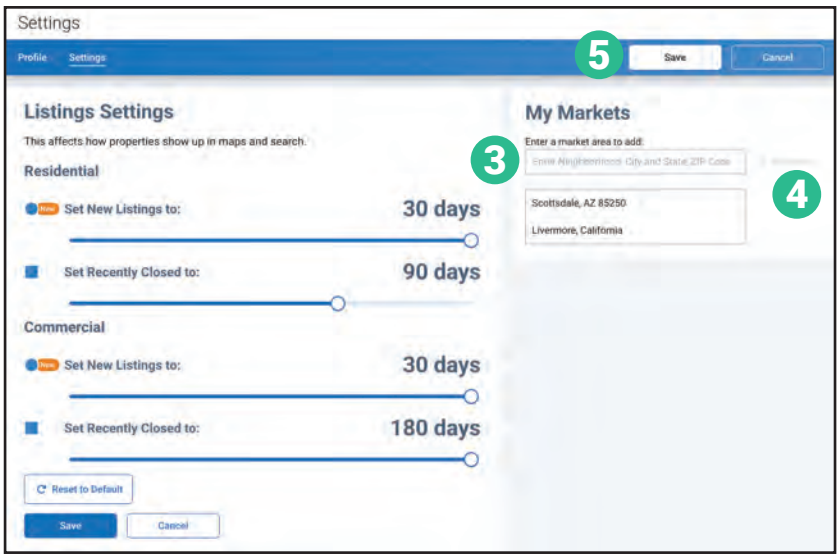


How do I set up *My Markets*?

1. Scroll to *My Markets* on your homepage.
2. Select *Add*.
3. From the *Settings* page, enter a Neighborhood, City and State or Zip Code.
4. Click *Add more*.
- To remove a market area, highlight and select *Remove*.
5. Select *Save* on the top right of your page.
- Choose *Homepage* from the prompt.
6. Select *Map Search* to use the map drawing tools and overlays in your market area.

PRO TIPS

Toggle your search bar to *Residential* or *Commercial* to change your *My Markets* property view.



"My Markets" displays changes made in the last 10 days.

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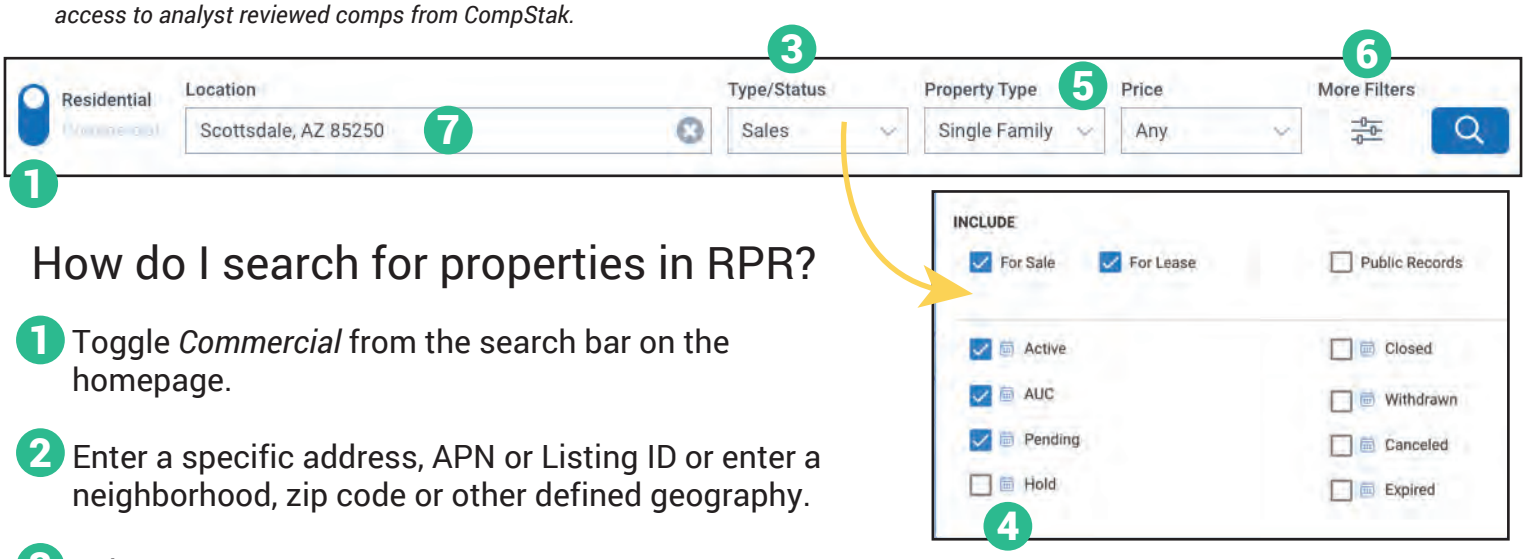
RPR® | Commercial Search & Results

With RPR search, you'll have instant access to more than 850,000 active listings from partnered sites such as Biproxi/OfficeSpace.com, Brevitas, CREXi, Catylist, Land Broker Co-op and TotalCommercial.com. Plus, the ability to search 56 million off-market properties and access to analyst reviewed comps from CompStak.



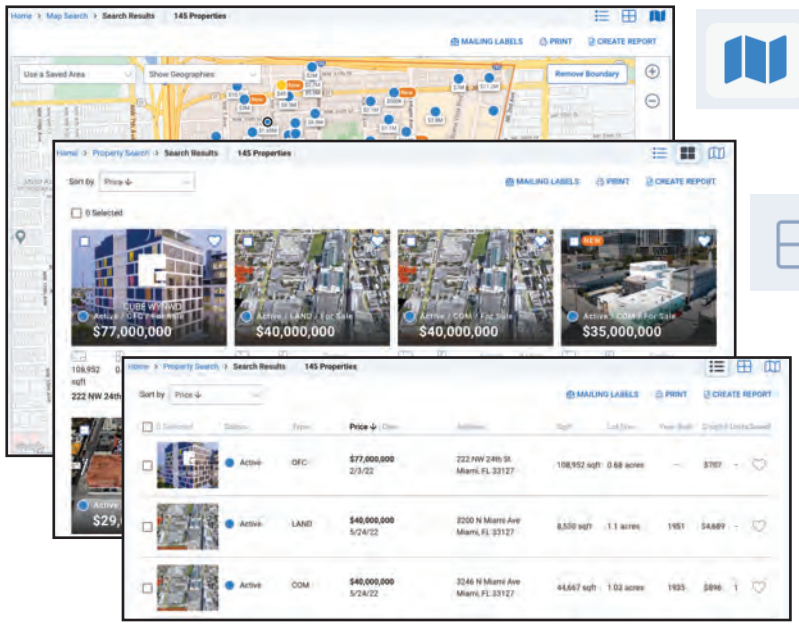
How do I search for properties in RPR?

1. Toggle *Commercial* from the search bar on the homepage.
2. Enter a specific address, APN or Listing ID or enter a neighborhood, zip code or other defined geography.
3. Select your *Type/Status*.
4. Select the Calendar icon to set date parameters to your search.
5. Select your *Property Type, Price, Building* and *LOT*.
6. Click *More Filters* to access advanced search options.
7. Click the to search.

PRO TIP

Under Property Type, keep the *Commercial* property checked as this is a catchall property type and can house a mixture of properties that you may be interested in.

What options do I have to view my search results?



Map View

Photo Grid View

List View

PRO TIP

Create *Mailing Labels*, print selected properties or create a report right from your Map, List or Photo Grid views.

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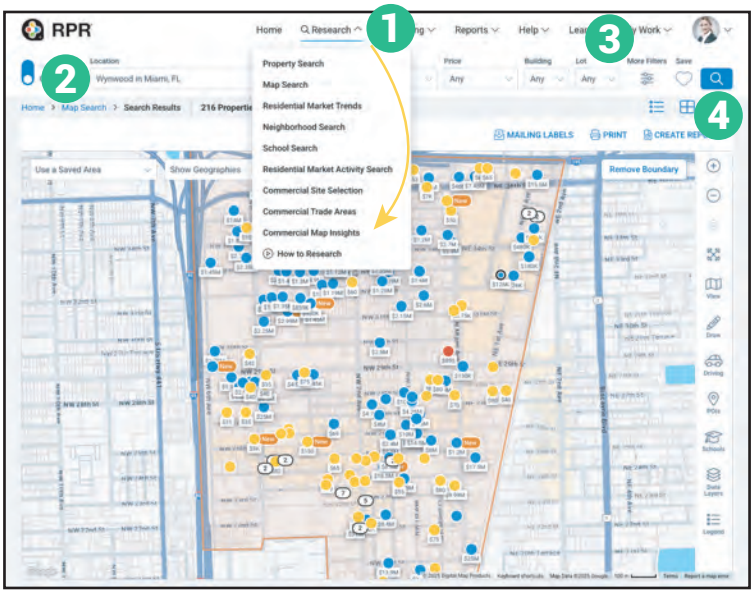
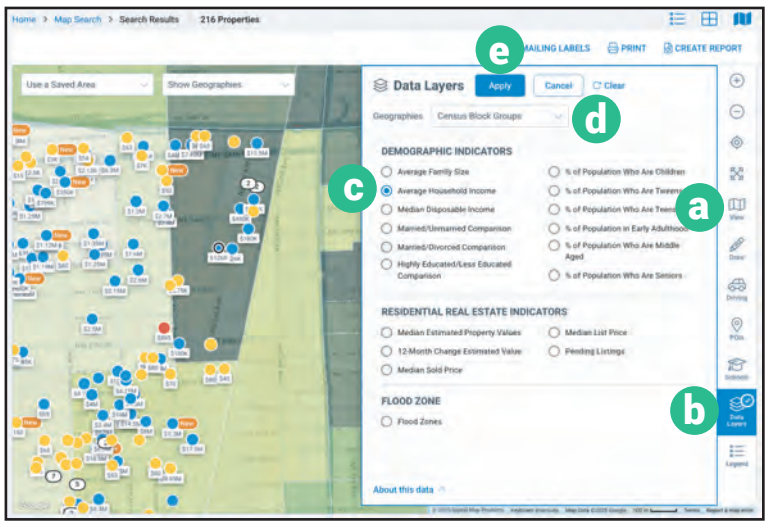
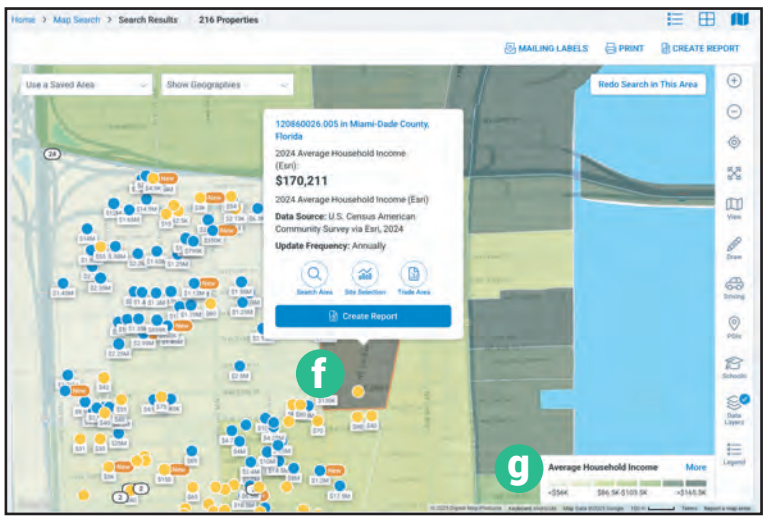
RPR® | Commercial Map Insights



How do I start a map search?

1. Click *Research*, select *Commercial Map Insights*.
2. Enter a geographic area into the search bar.
3. Use the *Filters* and advanced filters to narrow down your search.
4. Select the magnifying glass.





Data Layers:

a. Choose *View* and then *Road* view to better visualize the data.

b. Select *Data Layers*.

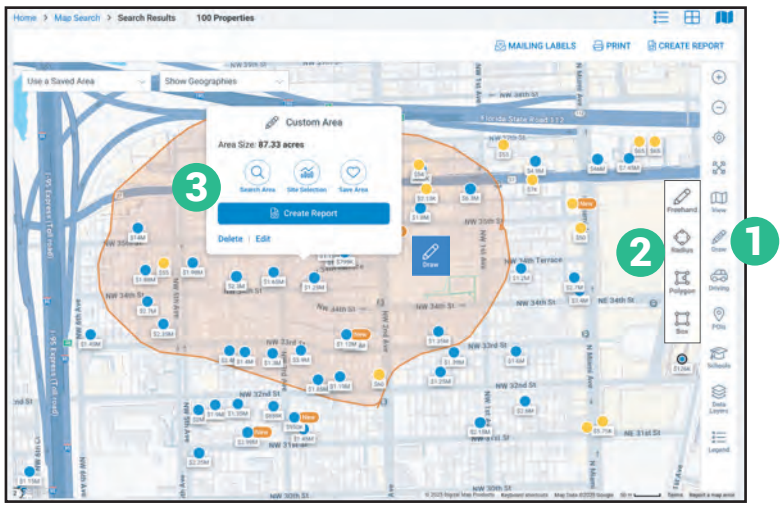
c. Select the indicator you want to display. Choose from *Demographic Indicators*, *Residential Real Estate Indicators* or *Flood Zones* and their corresponding selections.

d. If choosing a *Demographic Indicator*, select the geography from the dropdown.

e. Select *Apply*.

f. Click on a shaded area. A pop up will offer options to search, conduct a site selection, view trade area details, create a report, or save the area.

g. A legend to help interpret the data is displayed on the bottom right of the map.

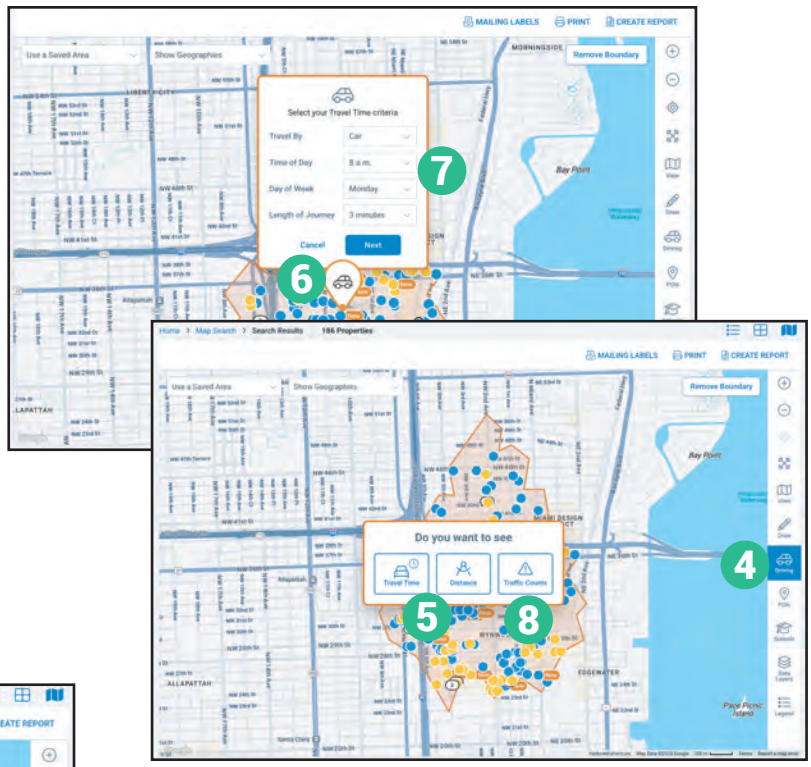


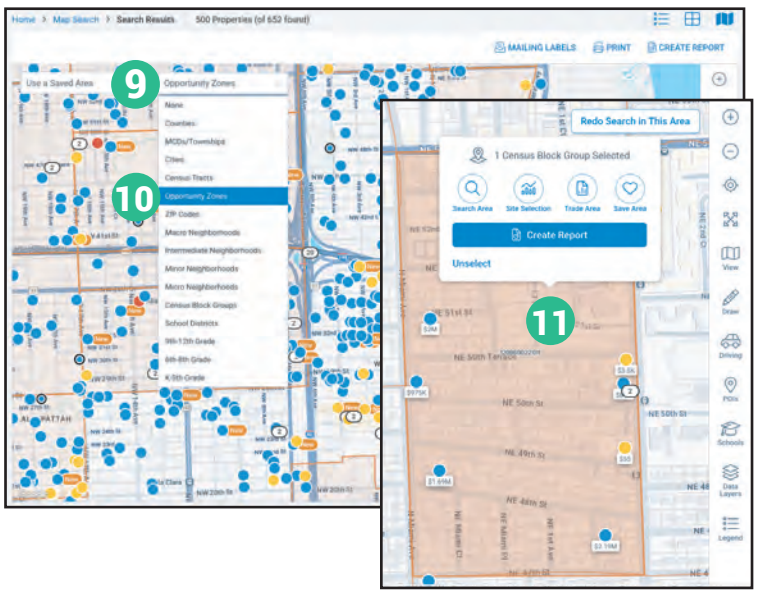
Draw:

1. Click *Draw*.
2. Select *Freehand, Box, Radius*, or *Polygon*.
   - Each option operates differently but is also intuitive, i.e., holding down the mouse to draw your map.
   - Release the mouse to complete the search shape.
3. A pop up will offer options to search, *Conduct a Site Selection, Create a Trade Area Report*, save or edit the area.

Drive & Traffic Counts:

4. Click *Driving*.
5. Select *Travel Time* or *Distance*.
6. Move the map pin or enter an address in the search bar.
   - Click *Next*.
7. Set your travel time criteria from the map overlay.
   - A pop up will offer options to search, conduct a site selection, create a report, save or edit the area.
8. Select *Traffic Counts* to view current and historical traffic counts on the map.





Show Geographies:

9. On the upper left of the map, select *Show Geographies*.
10. Choose a geography listed in the dropdown.
    - Zoom level on the map will change depending on the selection.
11. With geographies displayed, select a boundary for search options.

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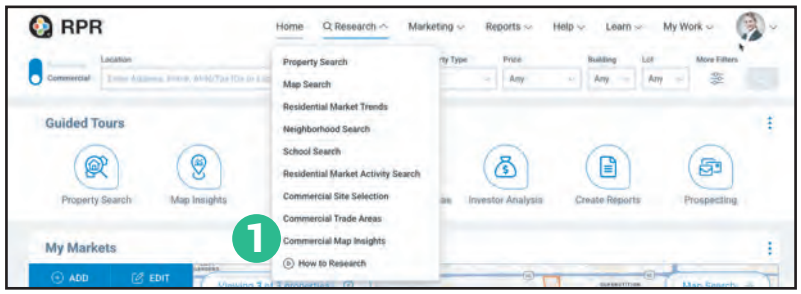
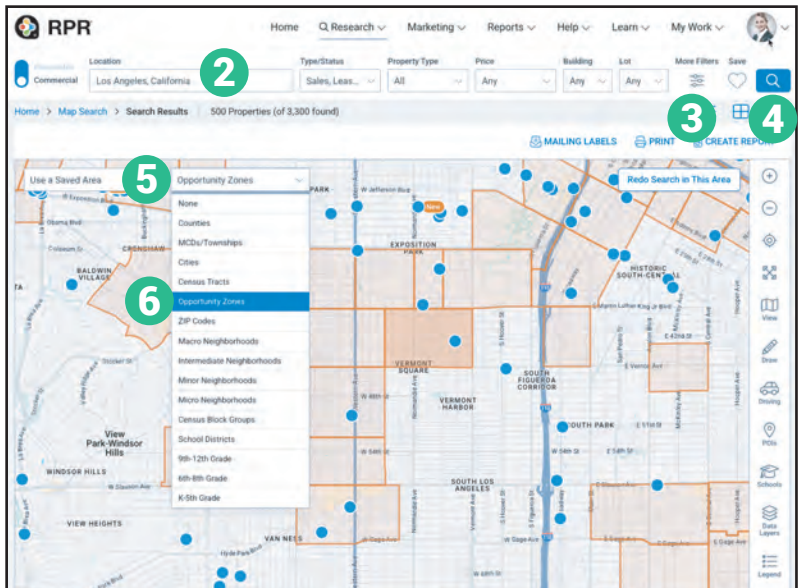
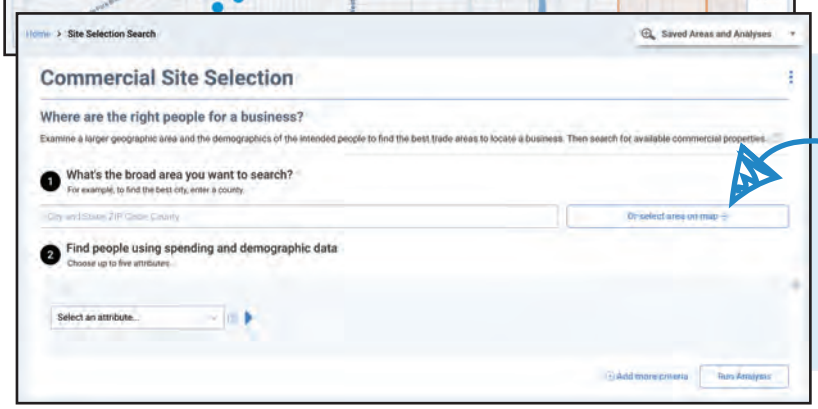
RPR® | Commercial Opportunity Zones

What is an Opportunity Zone?

Created in 2017 as part of the Tax Cuts and Jobs Act, the purpose of the federal government's Qualified Opportunity Zone (QOZ) program is to drive economic growth through long-term investments in economically disadvantaged communities. Designated as "Opportunity Zones", these areas present opportunities for real estate investment and development by offering tax incentives to investors.







How do I show the Opportunity Zone layer?

1. Click *Research*, select *Commercial Map Insights*.
2. Enter a geographic area into the search bar.
3. Use the filters to narrow down your search.
4. Select the magnifying glass.
5. Near the top of the map, select *Show Geographies*.
6. Select *Opportunity Zones*.

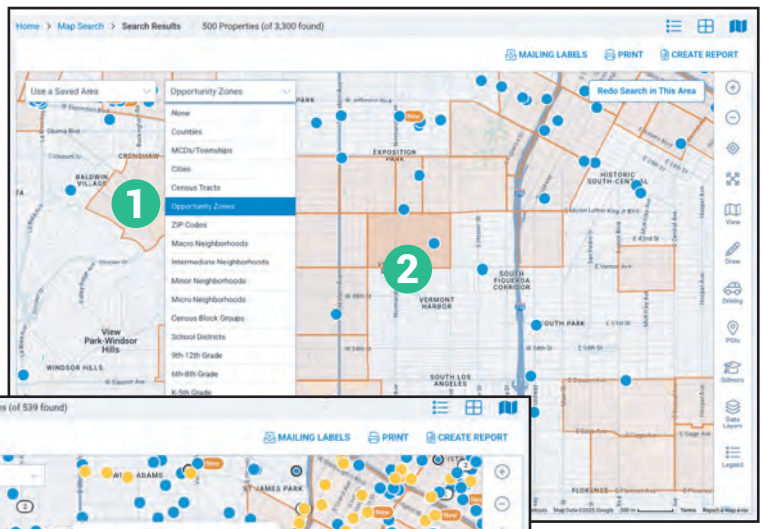
- Look for shaded areas on the map. Then select one and a pop up will offer options to search, conduct a Site Selection, Create a Report, or save the area.

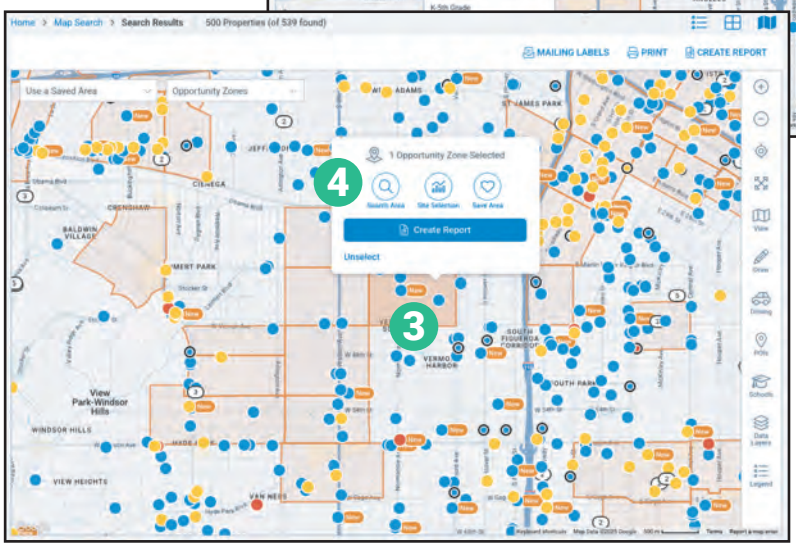
PRO TIP

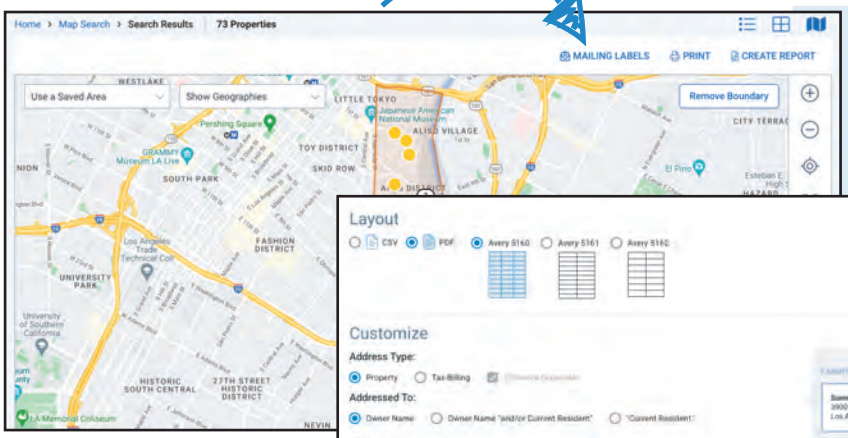
The *Commercial Site Selection* search can also use Opportunity Zones. Try for yourself! Instead of typing a geography, click on the link "*Or select area on a map*" to search.

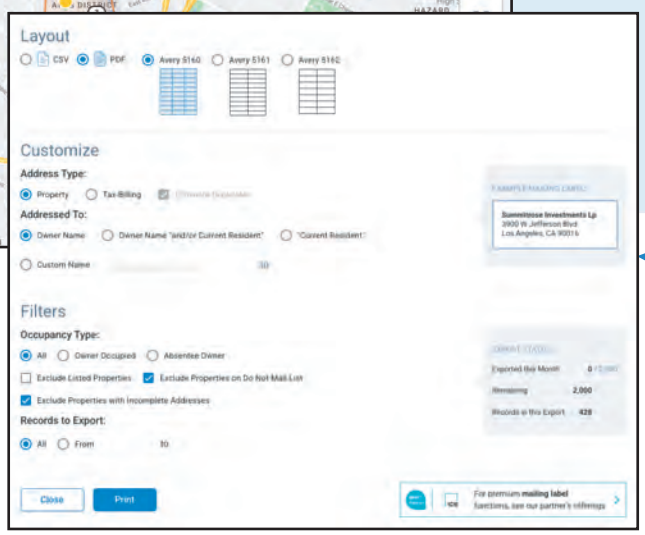
How do I search within an Opportunity Zone?

1. Select *Opportunity Zones* from *Show Geographies* on the map.
2. Census Tract boundaries display on the map, with Opportunity Zones shaded orange.
3. Click on the *Opportunity Zone* or *Zones* that you want to search. The area(s) will highlight darker orange once selected.
4. Choose *Search Area*. Your results are now properties that fall within that Opportunity Zone.







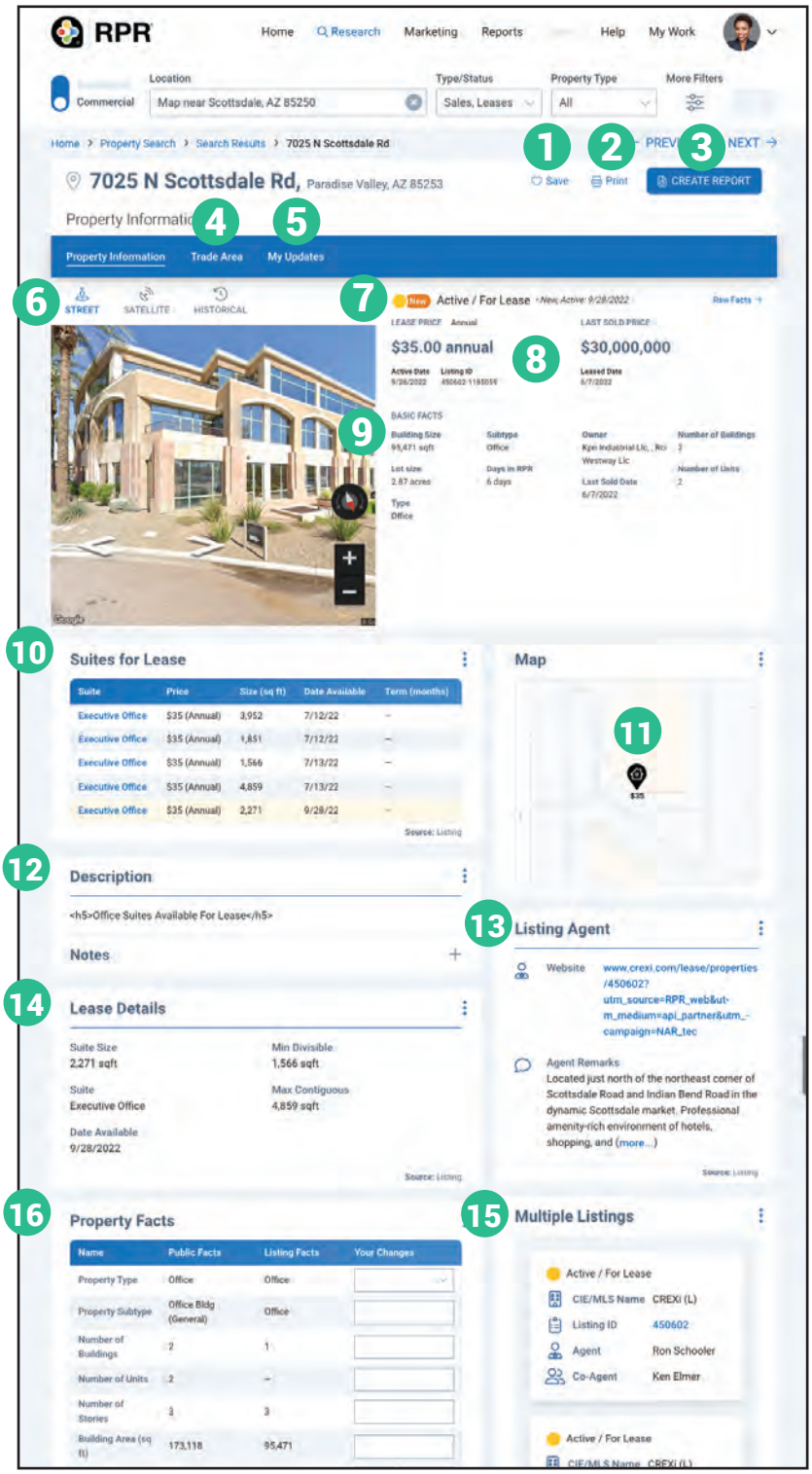


PRO TIP: Create Mailing Labels

Once you've searched for properties in your *Opportunity Zone*, select *Mailing Labels*. Now you can create a mailing campaign directed to only those properties within the defined area. See our Mailing Labels Printable for more info.

RPR® | Commercial Property Details

With this handy step-by-step guide, you can explore the full power of the RPR Commercial Property Details page. This quick two-page document walks you through each section so you can research and get the full scoop on any commercial property with confidence and efficiency.



1. Save and Rename Subject Property
2. Print Property Details
3. Create a Report
4. View Trade Area Information
5. MyUpdates (Add Photos & Notes)
6. Toggle Map Types
7. Property Status
8. Pricing Info
9. Basic Property Facts
10. Suites for Lease (if applicable)
11. Click to View Interactive Map
12. Property Description
13. View Listing Agent Information (if For Sale)
14. Lease Details (if applicable)
15. View Multiple Listings
16. Property Facts

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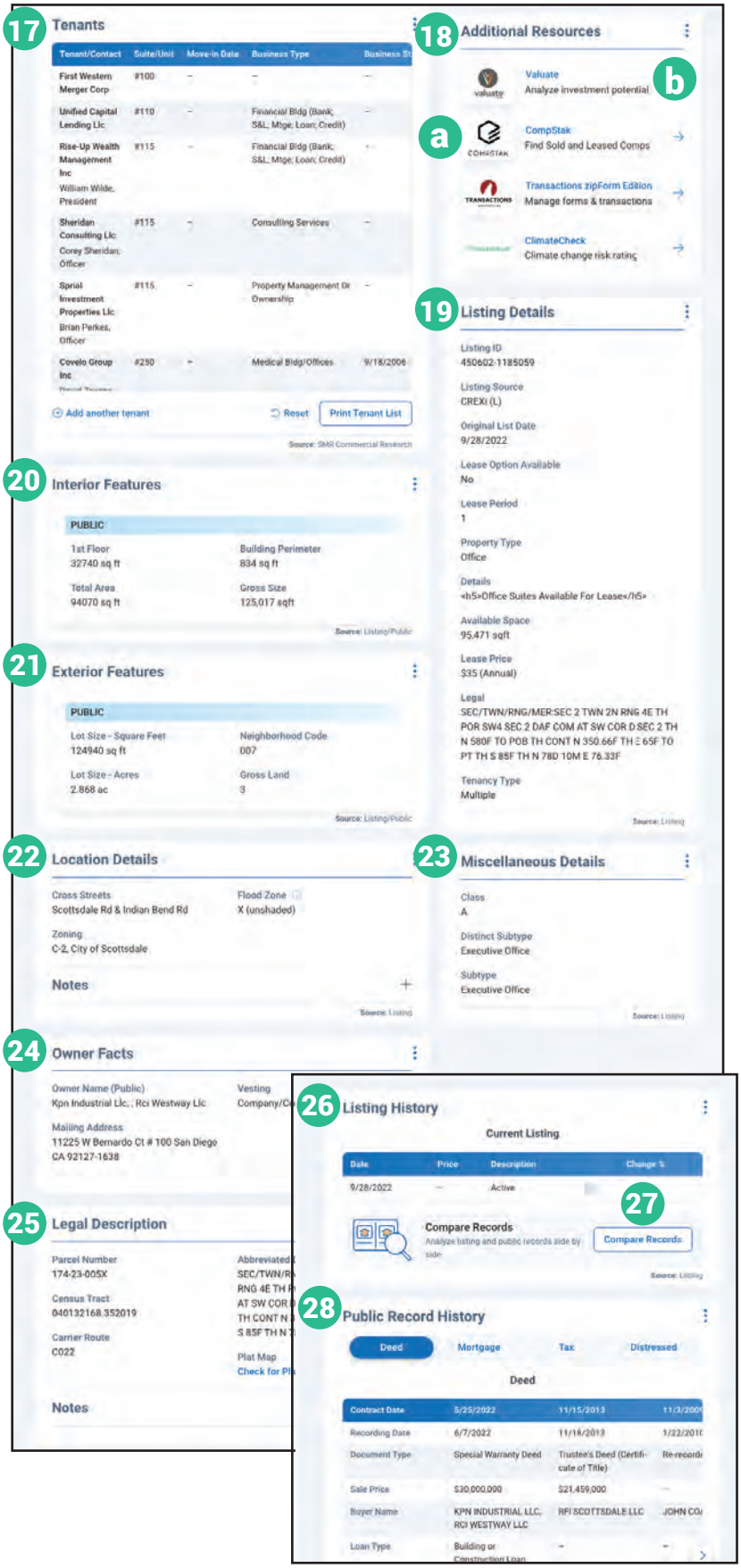


17 Tenant Data

18 Additional Resources

- a Data Partnerships
- b Property Analysis for Investors link

19 Listing Details

20 Interior Features

21 Exterior Features

22 Location Details

23 Miscellaneous Details

24 Owner Facts

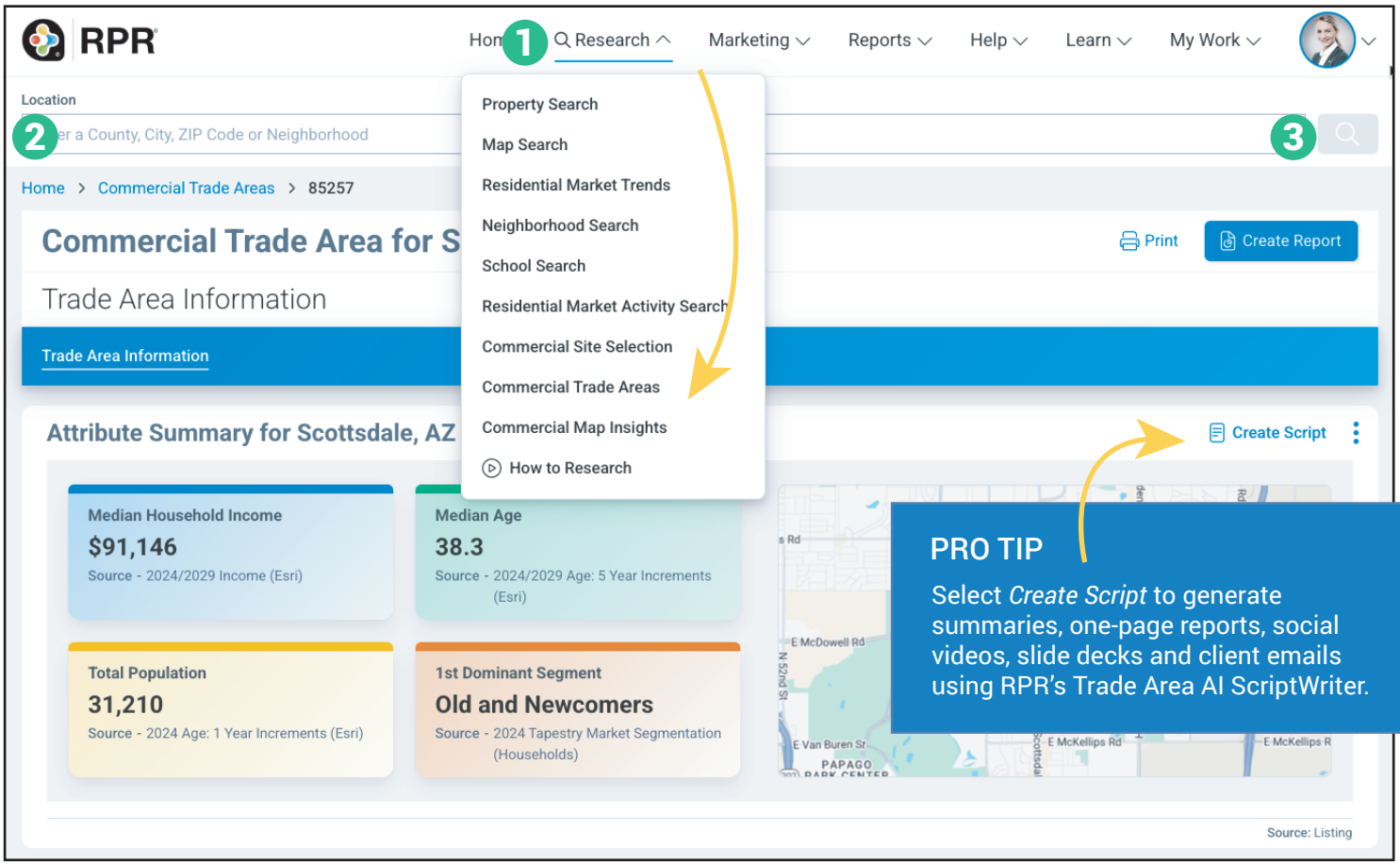
25 Legal Description

26 Listing History

27 Compare Listing & Public Records

28 Public Record History (Deed, Mortgage, Tax & Distressed)

RPR® | Commercial Trade Area



PRO TIP

Select *Create Script* to generate summaries, one-page reports, social videos, slide decks and client emails using RPR's Trade Area AI ScriptWriter.

How do I find Trade Area in RPR?

1. Click *Research*, select *Commercial Trade Areas.*
2. Enter a county, city, zip code or neighborhood.
3. Select the magnifying glass to search.

PRO TIP

Trade Area Templates are now available in RPR's Reports! Select *Create Report*, choose the Trade Area Template, and customize your report the way you want it.

About the data you'll find in the Trade Area Report

Tapestry is a data product developed by Esri, an RPR partner and the leader in GIS software. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics. For a broader market view, Tapestry also consolidates segments into LifeMode (life cycle) groups and Urbanization (location) groups.

Trade Area Information will help you understand the general economic and demographics such as age, daytime population and disposable income. Also included is a deep dive into each tapestry segment to help you understand more deeply the preferences and behaviors of the community so that you can help your client appeal to them.

An Overview of the Trade Area Details

1. Median Household Income
2. Median Age
3. Total Population
4. Dominant Tapestry Segment
5. Demographic Facts & Stats
   - a Population
   - b Age
   - c Married
   - d Income
   - e Education
   - f Economy
   - g Commute to Work
   - h Home Values
6. Consumer Segmentation
7. Trade Areas Nearby
8. Link to properties in Trade Areas
9. Print (this page)
10. Create Report

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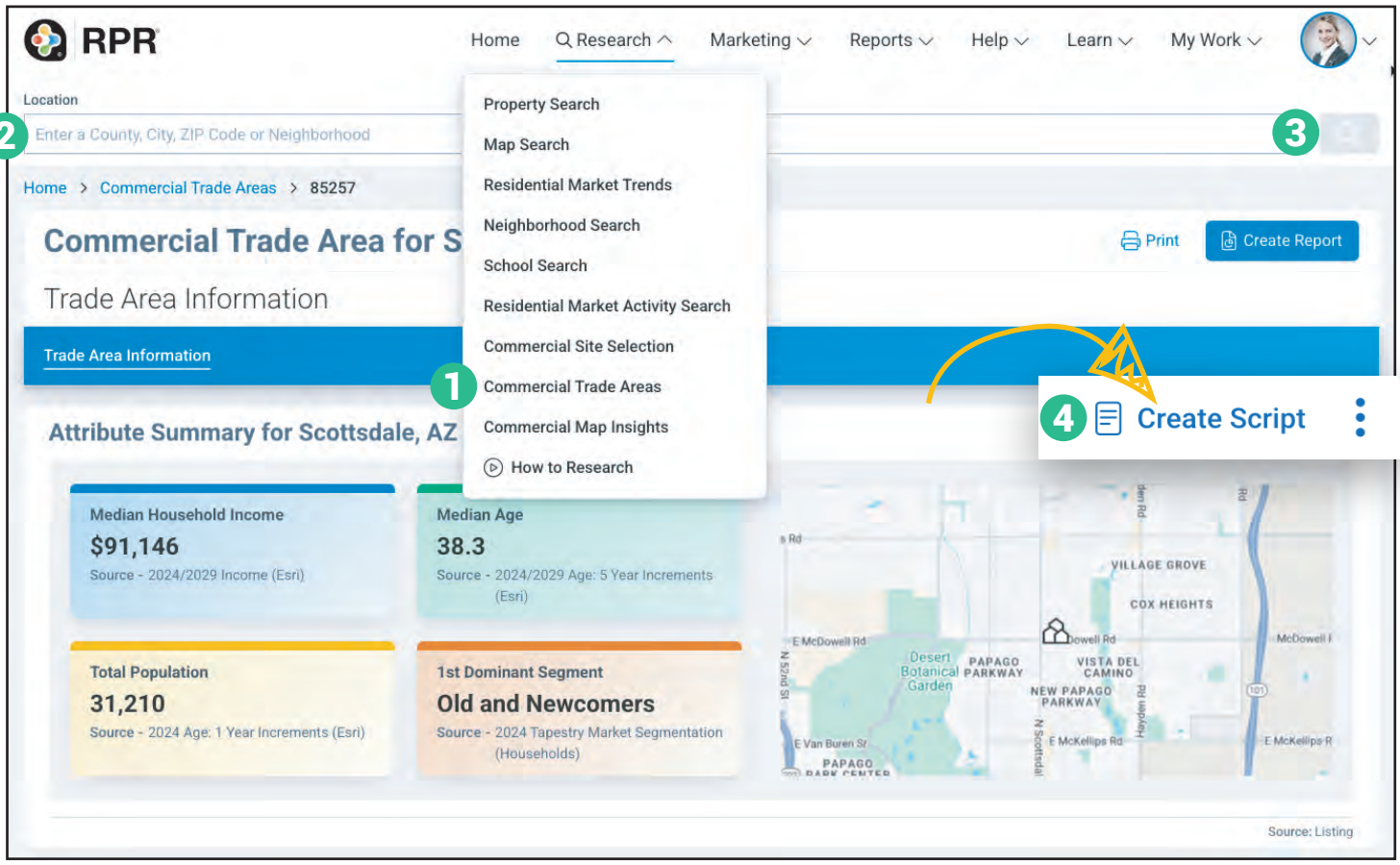
RPR® | Trade Area AI ScriptWriter



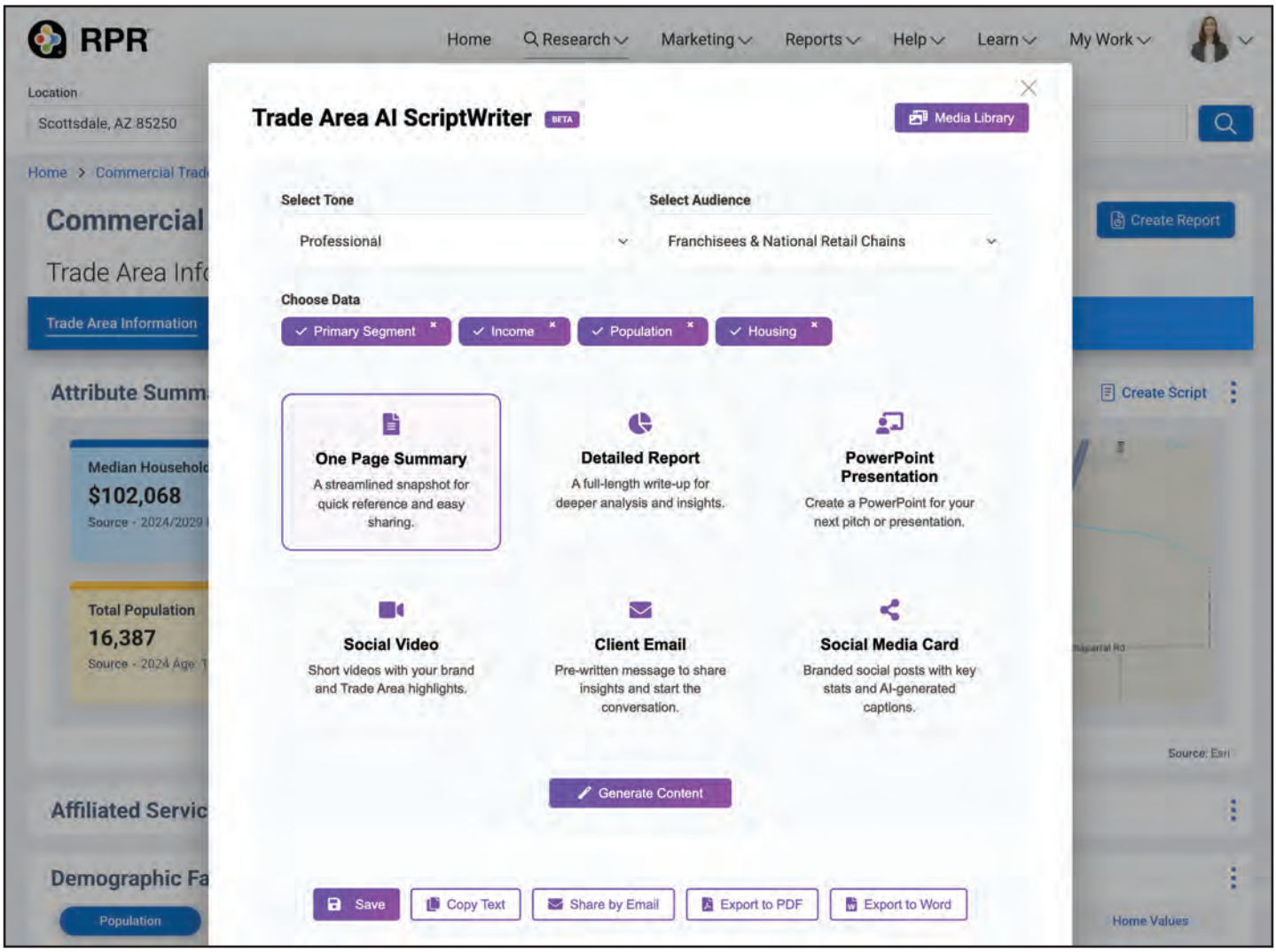
How do I find RPR's Trade Area AI ScriptWriter?

1. Click *Research*, select *Commercial Trade Areas.*
2. Enter a county, city, zip code or neighborhood.
3. Select the magnifying glass to search.
4. Select *Create Script*.

About the data you'll find in the Trade Area Report

Tapestry, developed by Esri, an RPR partner and the leader in GIS software. Tapestry segments U.S. neighborhoods into unique socioeconomic and demographic characteristics. The classification offers insights into resident's lifestyles, preferences and behaviors.Trade Area Information provides an overview of key demographics—such as age, daytime population and disposable income--and dives deeper into each tapestry segment. This helps you identify community preferences, so you can tailor your approach to resonate better with clients.

RPR® | Trade Area AI ScriptWriter



What kinds of content can I generate with the ScriptWriter?

1. Choose your tone: *Professional, Engaging, Conversational, etc.*
2. Choose your audience: *Investors & Developers, Tenants & Business Owners, Property Managers, etc.*
3. Select content to generate:
   - a. *One Page Summary:* Streamlined snapshot for quick reference and easy sharing.
   - b. *Detailed Report:* A full length write-up for deeper analysis and insights.
   - c. *PowerPoint Presentation:* Ready-to-use slide decks with trade area insights.
   - d. *Social Video:* Short trade area insights videos in seconds.
   - e. *Client Email:* A ready-to-send update you can personalize.
   - f. *Social Media Card:* Branded social cards with key trends and AI captions.
4. Follow the prompts and select how you want to export your content.

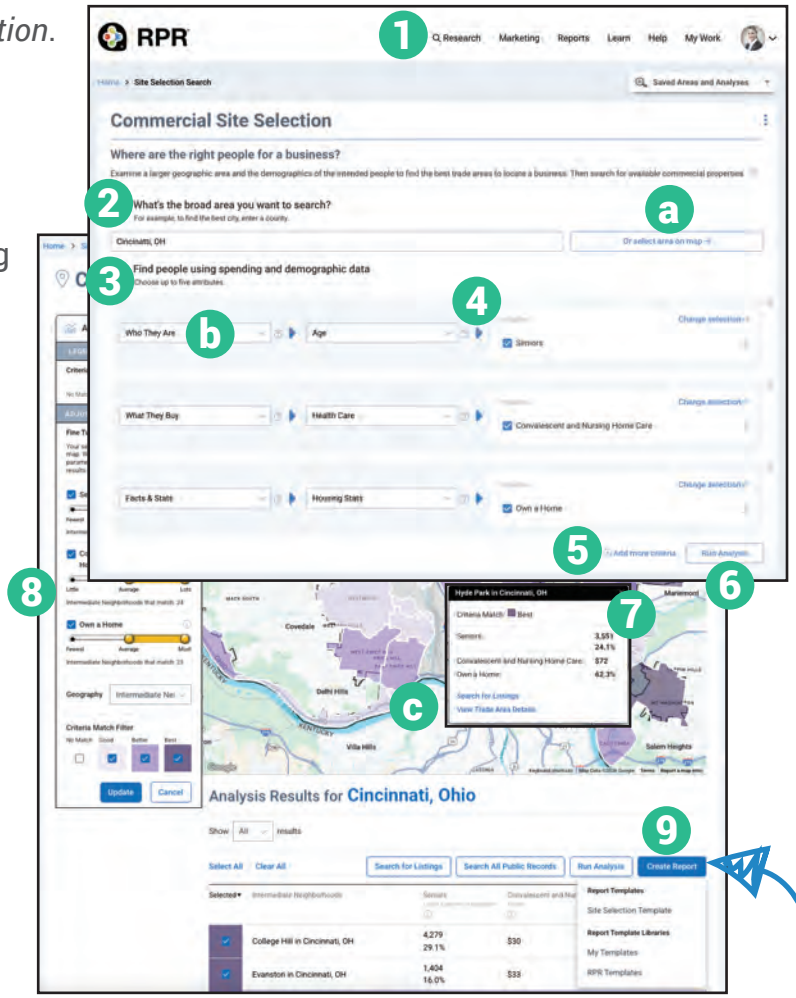
PRO TIP

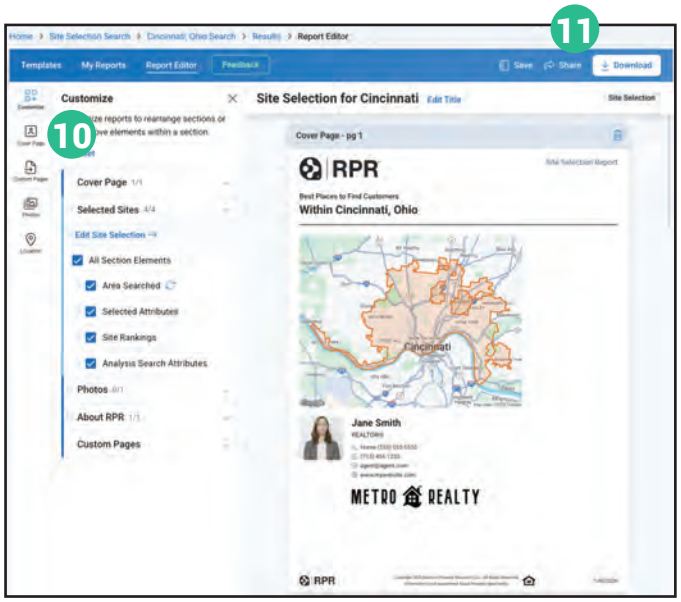
Remember to always review, edit and personalize the content to reflect your brand identity.

RPR® | Commercial Site Selection

How do I run a Commercial Site Selection in RPR?

1. Click *Research*, select *Commercial Site Selection*.
2. Enter a *City and State; Zip Code, or County*.
   - a. *Or select an area on the map* to access map search tools.
3. Select an attribute from one of the following categories:
   - b. *Who They Are, What They Do, Where They Live, What They Buy, Facts & Stats*
4. Follow the prompts to select attributes using spending and demographic data.
- Select *OK*.
5. Choose *Add more criteria* to select additional attributes.
6. Select *Run Analysis*.
7. From the results page, select one of the best geographic matches and:
   - c. *Search for Listings or View Trade Area Details.*
8. Adjust your findings in the Analysis Panel.





How do I create a Site Selection Report?

- From your *Site Selection* results page, scroll to your *Analysis Results*.
9. Select *Create Report*, choose *Site Selection Template*, title your report and select *Continue*.
10. Choose the report's cover elements and update your cover photo.
11. Select *Save* to save your report. Select *Share* to copy a dynamic link, email or share your report to social. Select *Download* to immediately download a PDF of your report.

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RPR® | Commercial Reports

Build, Customize and Preview With Ease!

The new, templated, fully customizable reports are a game-changer, empowering REALTORS® to create impactful, data-driven presentations that build trust and drive successful transactions.

Customize: Drag and drop individual sections; add, move or rearrange individual elements per section. Watch your changes update in real time.

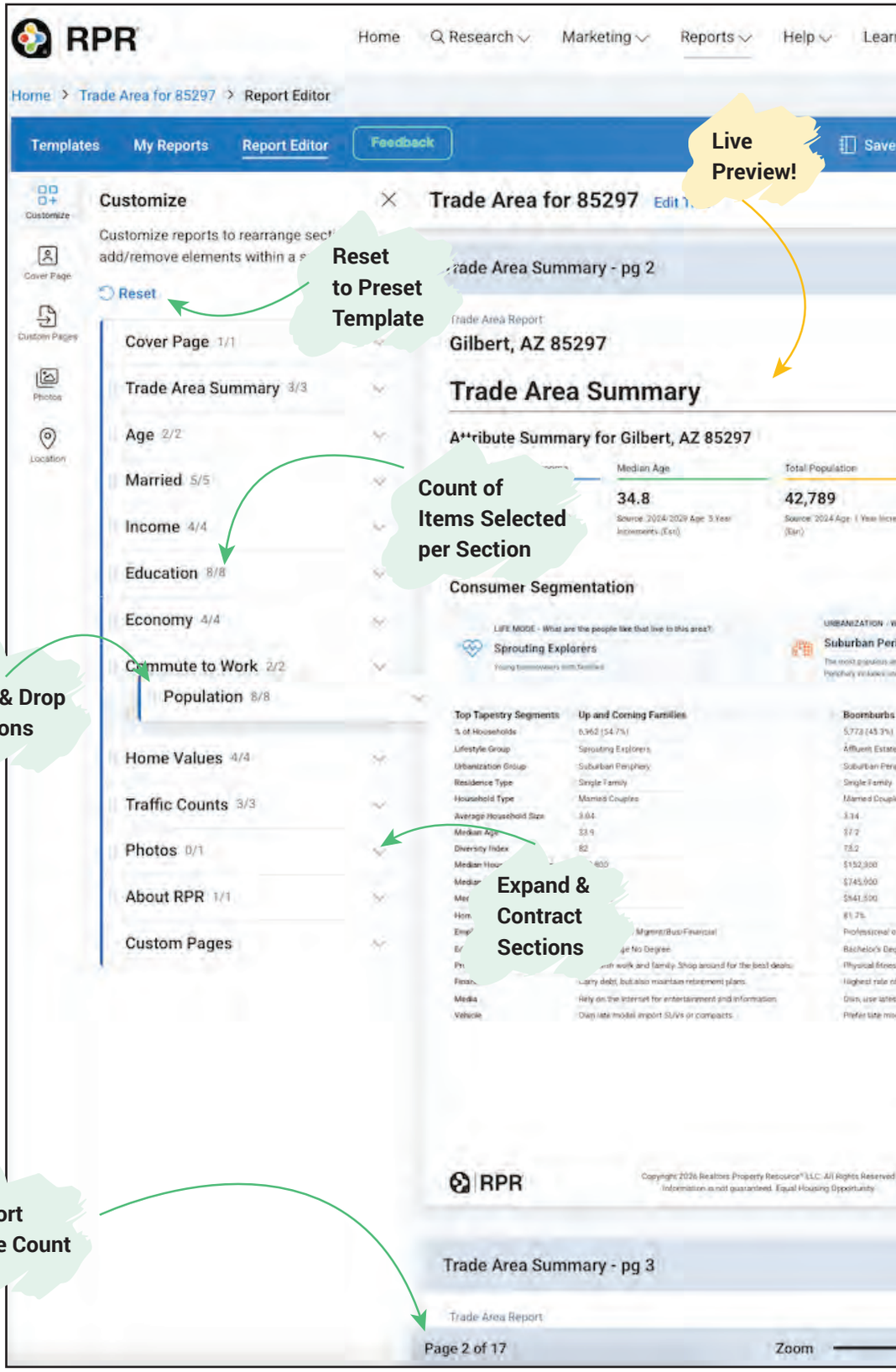
Cover Page: Customize your cover photo, profile information, and include a personal message directly on the report.

Custom Pages: Add your biography, client testimonials or marketing plan sheets to your reports. RPR has created free Canva templates for you to customize your own. Find them at rpr.me/canva-pages.

Notes: Showcase any notes you've added to the report from the Property Details page or RPR app. Simply check or uncheck what you want shown on the report.

Photos: Determine which photos you want to include or exclude from the report.

Location: Update your report location.



Member Support:
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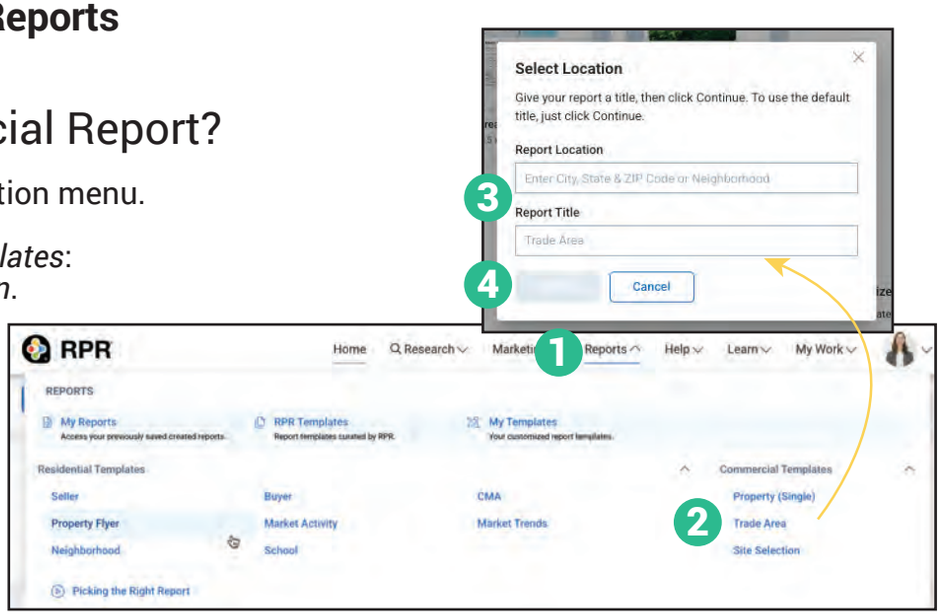
RPR® | Commercial Reports

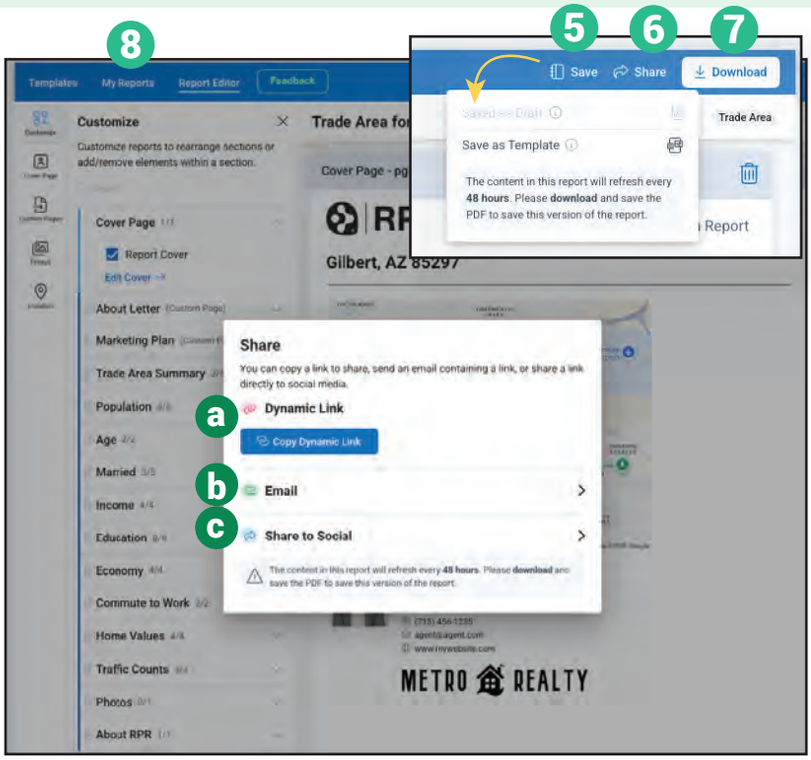
How do I create a Commercial Report?

1. Select *Reports* from the top navigation menu.
2. Select one of the *Commercial Templates*: *Property, Trade Area* or *Site Selection*.

   -or- From a *Property Details* page, select *Create Report*.
3. Enter in a *Report Location* and *Report Title*.
4. Select *Continue*.



RPR's Dynamic Link! Once the report is generated and shared via a link, that link will produce a PDF report every time it's clicked. If 48 hours have passed since the last click, the report will be re-generated with the latest data instead of displaying the previously generated PDF. This ensures clients are always seeing the most up-to-date information without the need to manually refresh or send new links.



How do save, share, or download a report?

5. Select *Save* from the upper right of the Report Editor to save a draft of your report or save your report as a template.
6. Select *Share* for the following options:
   - a. **Dynamic Link:** Copy a link to the report that will update every 48 hours when clicked.
   - b. **Email:** Send an email to your client with a link (that will update every 48 hours) to the report.
   - c. **Share to Social:** Share your report to Facebook, LinkedIn or X.
7. Select *Download* to download a PDF file of the report.
8. Select *My Reports* to access all saved and run reports (from both website & mobile.)

PRO TIP

Crafted the perfect report? Save it as your own custom template, so you don't have to start from scratch again! Select *Save* and *Save as Template* and follow the prompts.

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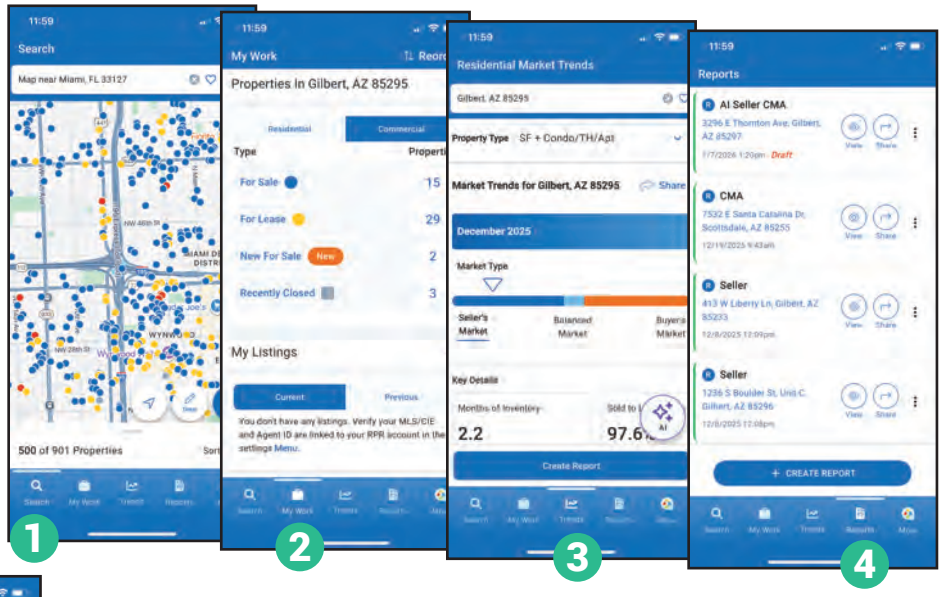
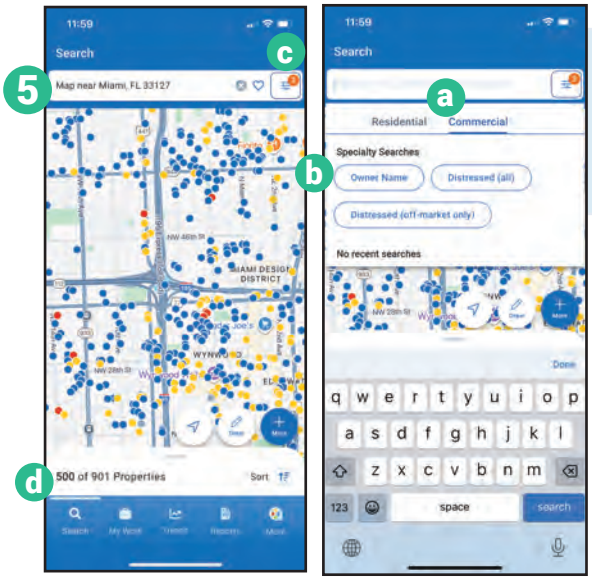
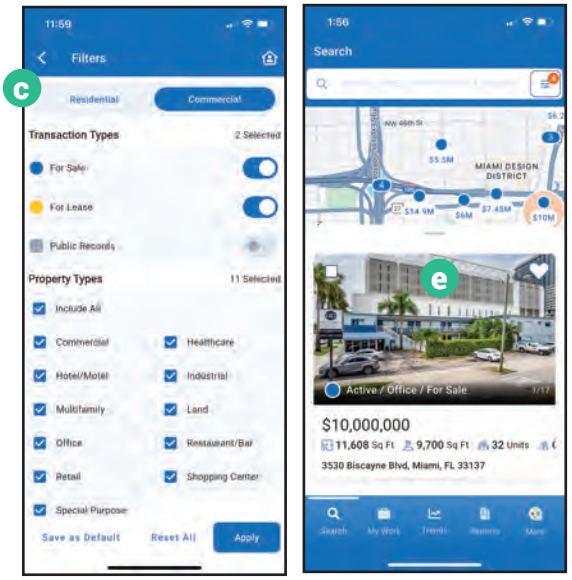
RPR® | Mobile App - Commercial

What's available on the RPR app home screen?

1. **Search** - The home screen welcomes you with an interactive map, ready for search.
2. **My Work** - View Residential and Commercial properties within the city you are located in. View current and previous listings, saved properties, searches and notes as well as recent properties and searches.
3. **Trends** - View Residential Market Trends for any area.
4. **Reports** - Create, Share and View reports.







PRO TIP

Download the RPR app on your phone through the Google Play or App Store.

How do I search for a Commercial property on the app?

5. From the Search screen, tap the search field and enter an area.
   - a. Choose *Commercial.*
   - b. Use the *Specialty Searches* to quickly filter by *Owner Name* or *Distressed*.
   - c. Select to filter down your results.
   - Pinch and zoom on the map to close in on your area.
   - d. Swipe up to view properties in a list.
   - e. Tap on a map pin to view a property. Tap again to view the full property details.

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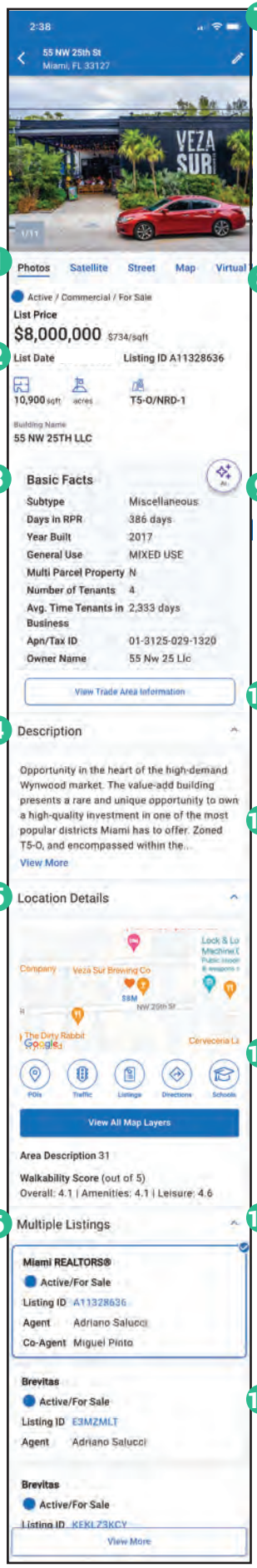
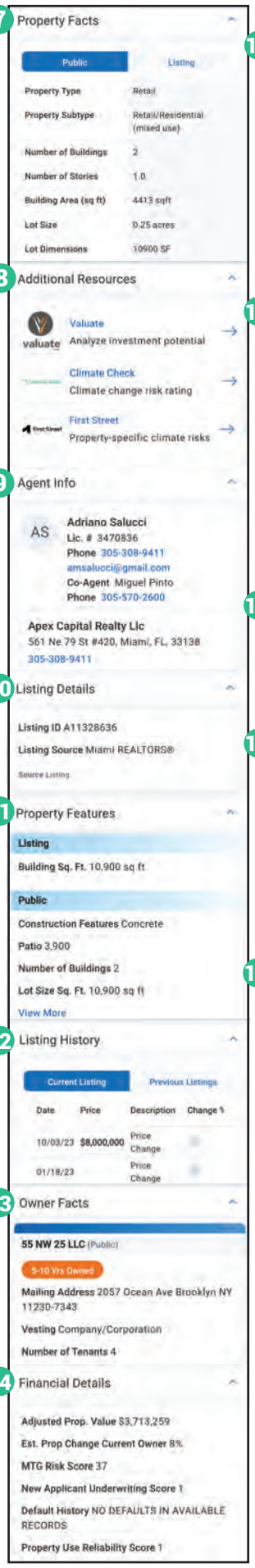
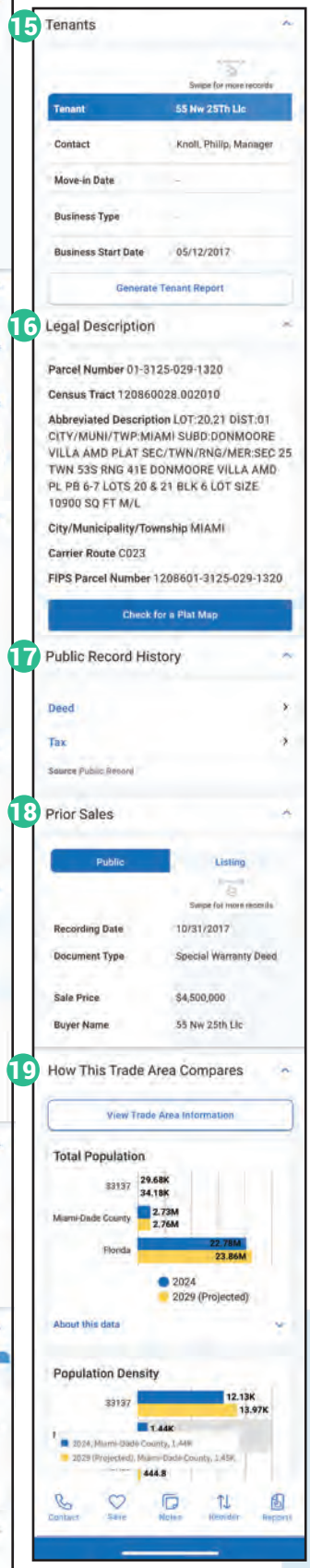
What Property Details can I view on the RPR app?







1 Listing photos (swipe through to see all photos, click in to scroll through on media viewer):
- Satellite, Street, & Map View
- Virtual Tour
- Historical Photos
- Schools
- POIs

2 Property Status & List Price
3 Basic Facts
4 Description
5 Location Details:
- View All Map Layers
- Flood Zone
- Walkability Score

6 Multiple Listings
- Available Spaces

7 Property Facts
8 Additional Resources:
- Valuate - Investor Analysis
- Data Partners

9 Agent Info:
- Phone / Email Address
- Office Address
- Agent Remarks

10 Listing Details:
- Listing ID
- Listing Source

- Additional Info
- Lease Details
- Finance Info

11 Property Features
- Schools

12 Listing History
13 Owner Facts
14 Financial Details
15 Tenants
16 Legal Description
17 Public Records History:
- Deed
- Mortgage
- Tax

18 Prior Sales Transactions
19 How This Trade Area Compares

Access Properties Anywhere

When you save a property on the narrpr.com website, it also appears in your saved properties in the RPR app, and vice-versa. Access your saved properties from any device.

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