From Numbers to Narratives

# AI Tools for Real Estate Storytelling

METRO REALTY

**Skye Bennett**
**Metro Realty**

## Livermore, California

October 2025

**1.88**
▼ 3% MoM
**Months of Inventory**

**98.94%**
▼ 0% MoM
**Sold to List Price %**

**18**
▼ 45% MoM
**Median Days on Market**

**$1,188,000**
▲ 17% MoM
**Median Sold Price**

Source: Realtors Property Resource

✉ reggie@narrpr.com

RPR Webinar Series

# Today's class will cover how-to...

- ☑ Generate AI-powered market trend summaries

- ☑ Add context to key market metrics (inventory, pricing, days on market and trends)

- ☑ Tailor messaging for different audiences

- ☑ Add AI scripts directly to RPR reports

- ☑ Create content for social posts, videos and emails

RPR

# 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®
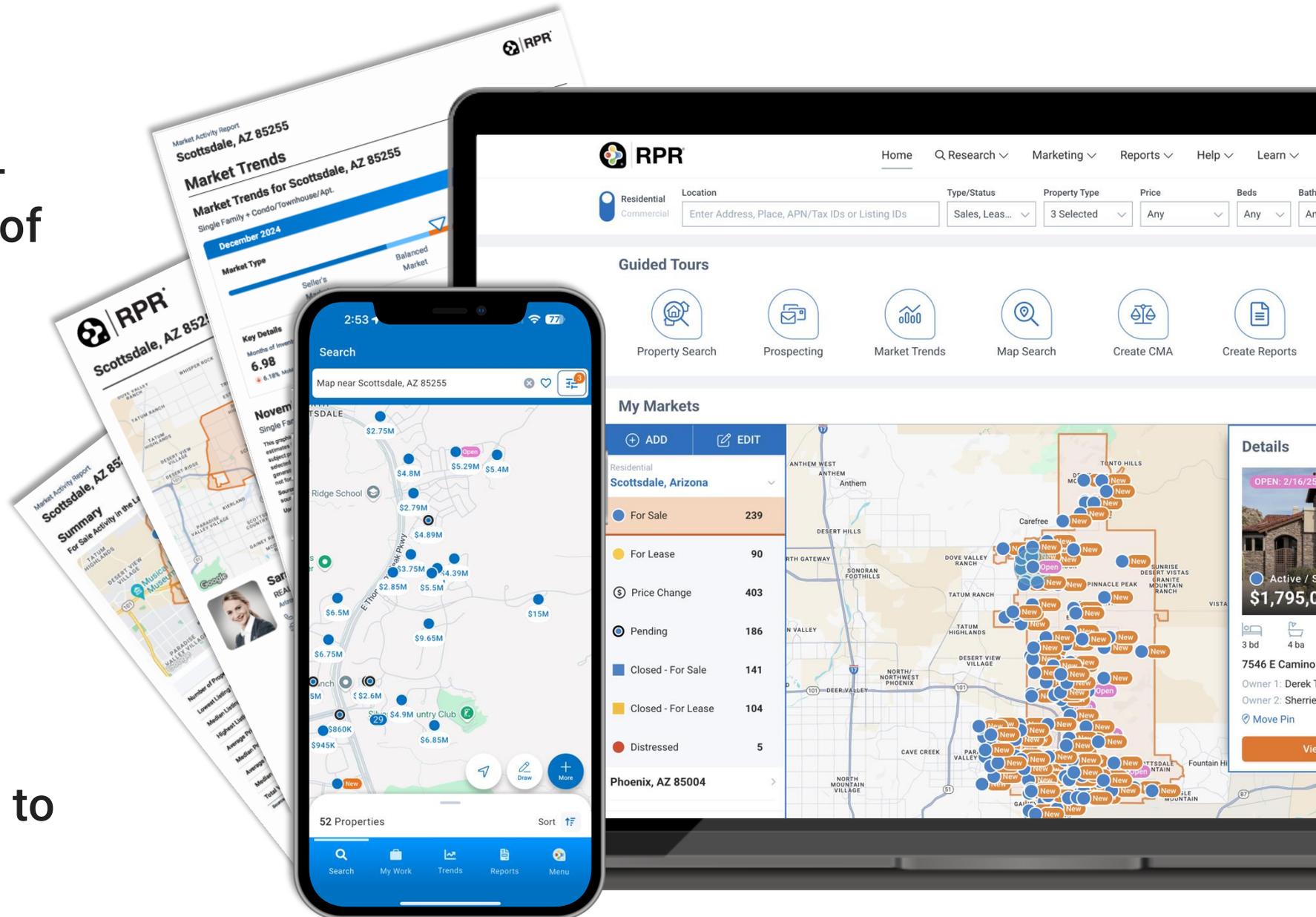
# RPR Fits **Everywhere** Your Business Touches the Market



- Community
- Broker
- MLS
- NATIONAL ASSOCIATION OF REALTORS®
- RPR
- YOU

RPR

# The Power of RPR…In Your Pocket

### On-the-go Access
View property details, equity estimates, CMAs, and market trends.

### Powerful property search
Find residential and commercial properties, review key details

### Client-ready reports
Create and share clear, customizable reports with clients.

### Stronger client engagement
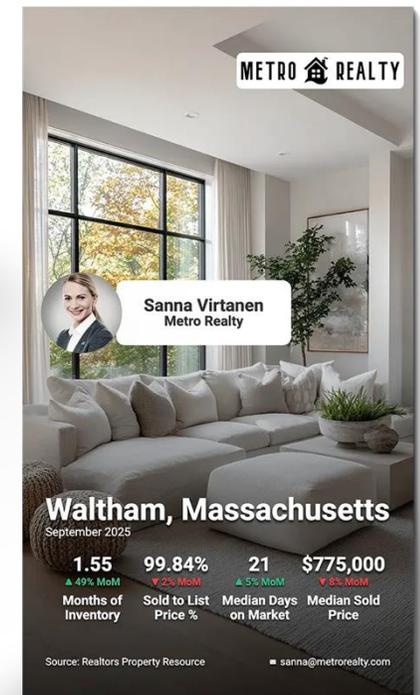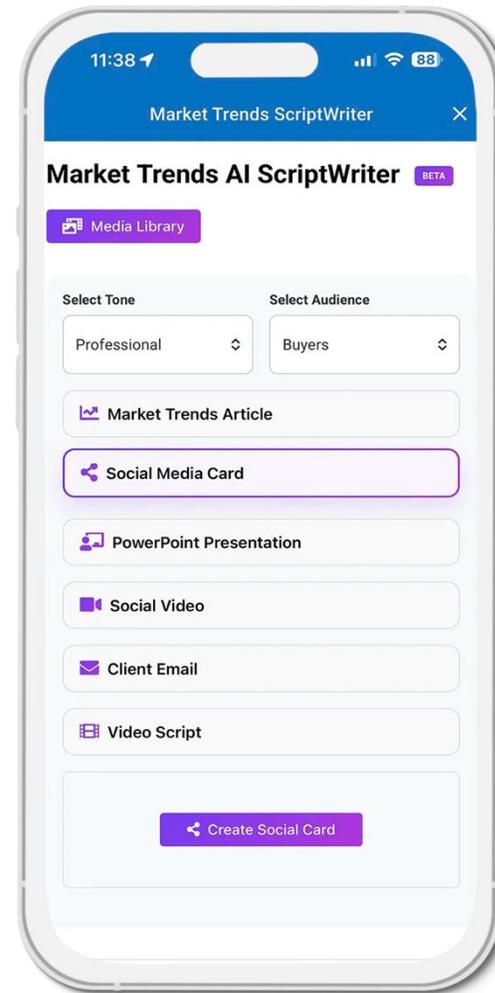Answer questions in real time with property insights that build confidence and trust.



SCAN ME

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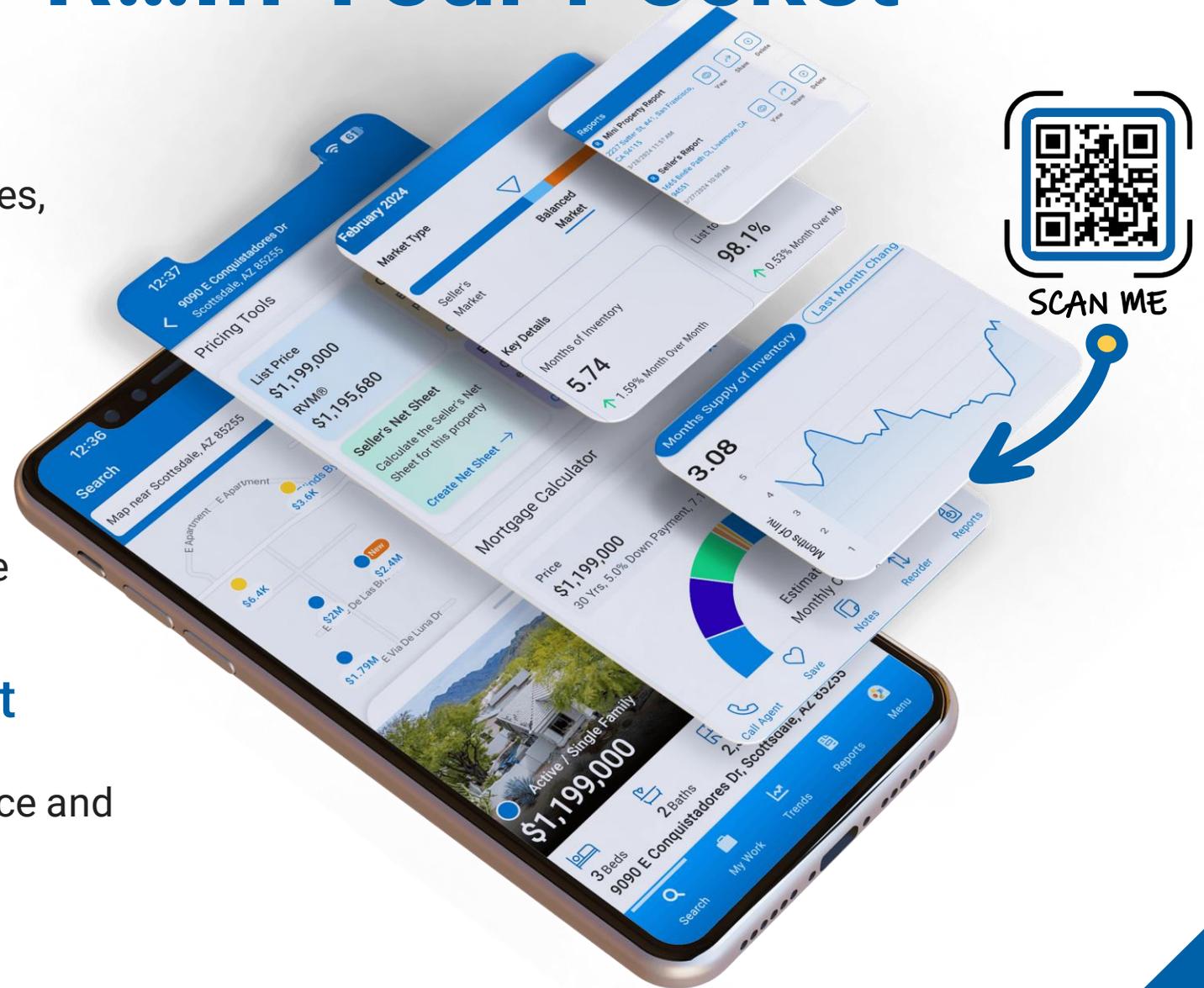
# The Power of RPR...In Your Pocket

- **Searches**
- **Buyer Tour**
- **Market Trends**
- **AI ScriptWriter**
- **Shareable**
  - Facebook
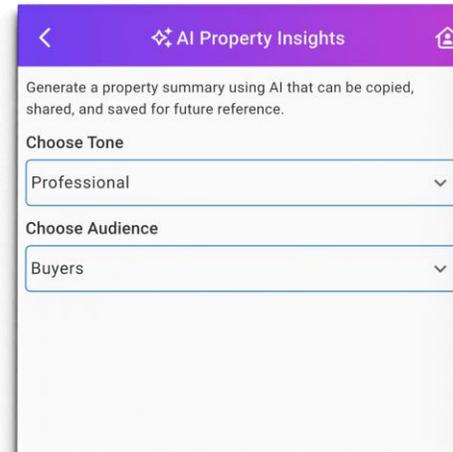  - Instagram
  - And more...

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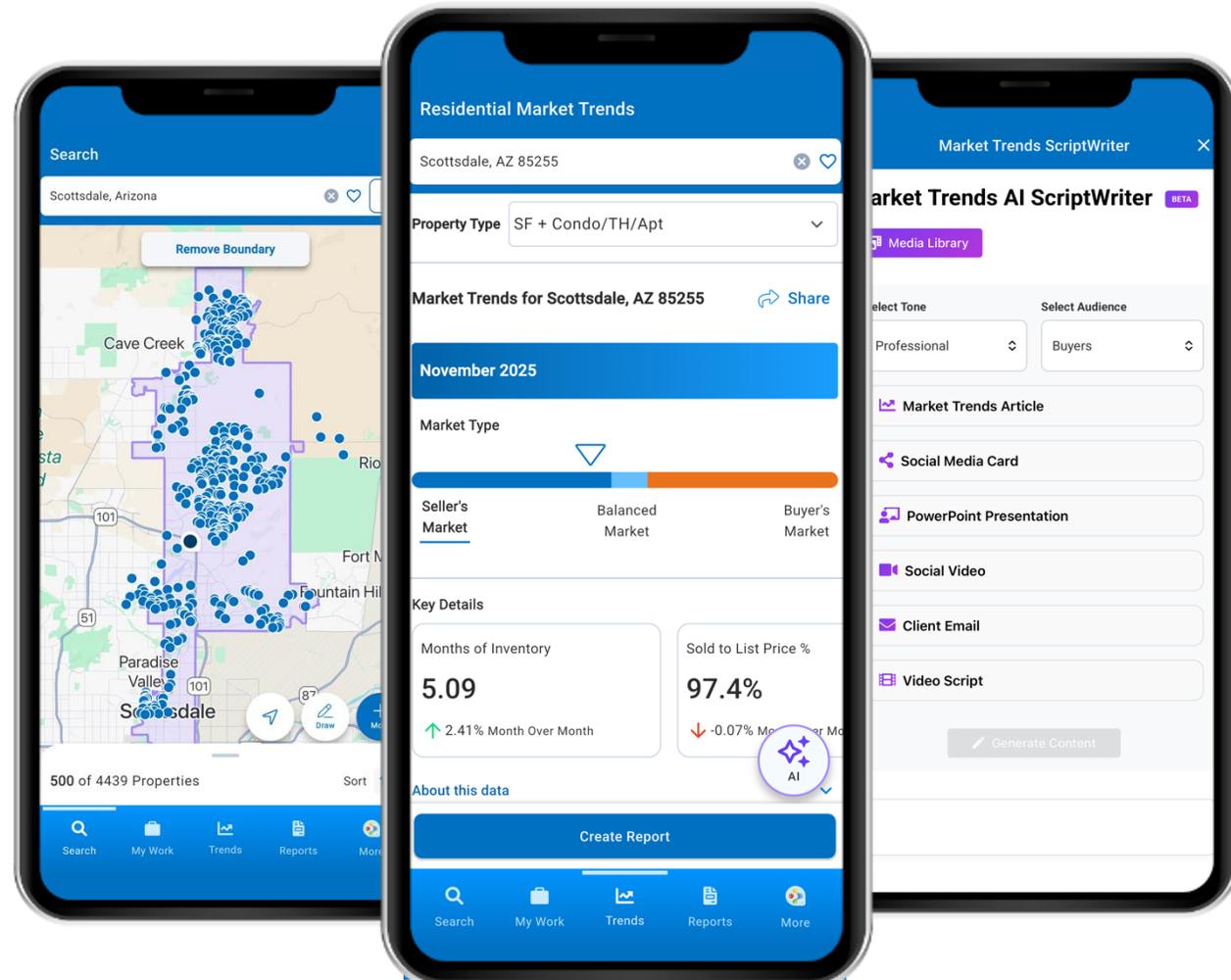
# Market Trends AI ScriptWriter

1. Video Scripts
2. Articles
3. Email Campaigns
4. Animated Videos
5. **Social Graphics**
6. PowerPoint Decks

# RPR Mobile | Property Insights

- **Generate property summaries in seconds—customized for your audience.**

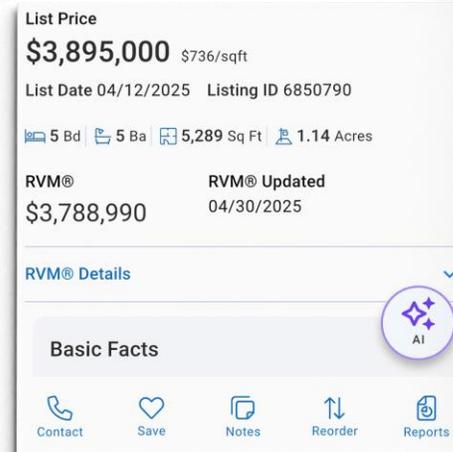- **Available for on-market properties**
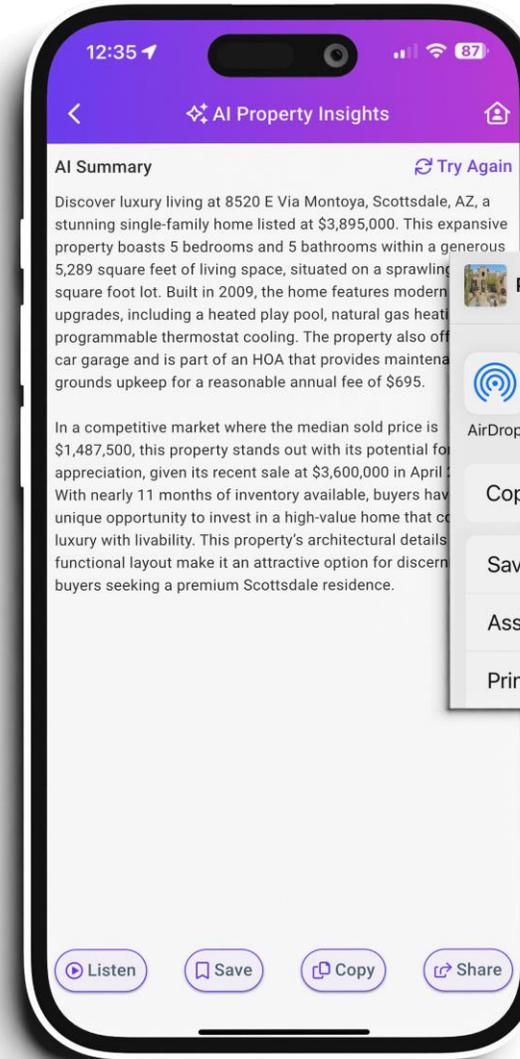
# AI Expansion Mobile CMA

## 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



Seller AI CMA

Edit Comps

Subject Property:

$1,184,890 ▪ Public Record / Single Fa...
1210 N Tippetts Ln, Anaheim, CA 92807
🛏 3 Bd  🛁 3 Ba  ▦ 2,022 Sq Ft
△ 5,500 Sq Ft lot
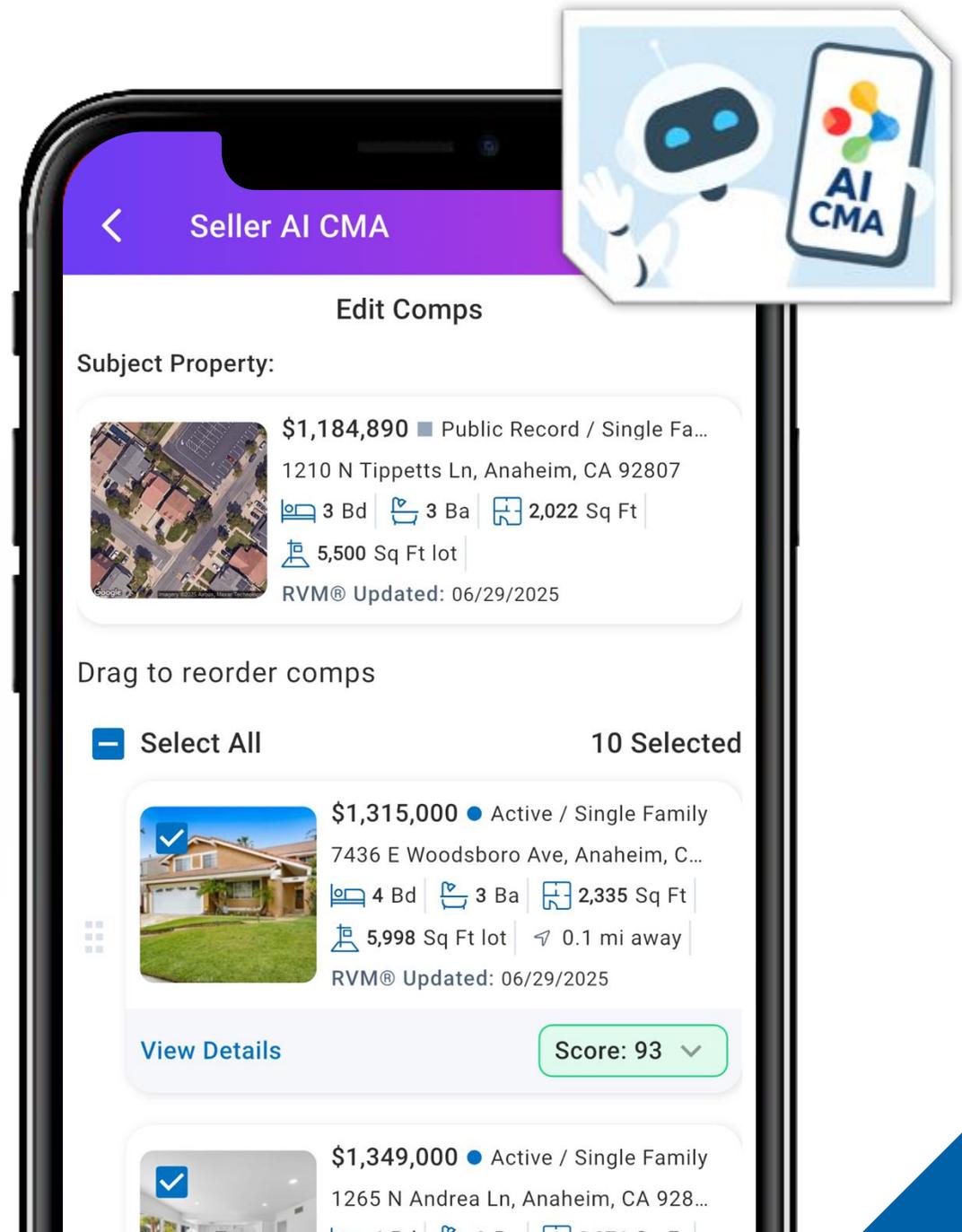RVM® Updated: 06/29/2025

Drag to reorder comps

☐ Select All                          10 Selected

$1,315,000 ● Active / Single Family
7436 E Woodsboro Ave, Anaheim, C...
🛏 4 Bd  🛁 3 Ba  ▦ 2,335 Sq Ft
△ 5,998 Sq Ft lot  ⌖ 0.1 mi away
RVM® Updated: 06/29/2025

View Details                    Score: 93 ⌄

$1,349,000 ● Active / Single Family
1265 N Andrea Ln, Anaheim, CA 928...

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# Top ScriptWriter Use Cases

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

## ✓ Content Creation

Turn market data into clear, engaging dialogue for social media posts and blog content.

## ✓ Seller Education

Explain pricing strategies using data-backed insights that build confidence and trust.

## ✓ Buyer Preparation

Help buyers understand the market and feel prepared when it's time to present an offer.

## ✓ Smart Prospecting

Use data-driven scripts to start meaningful conversations with buyers and sellers.



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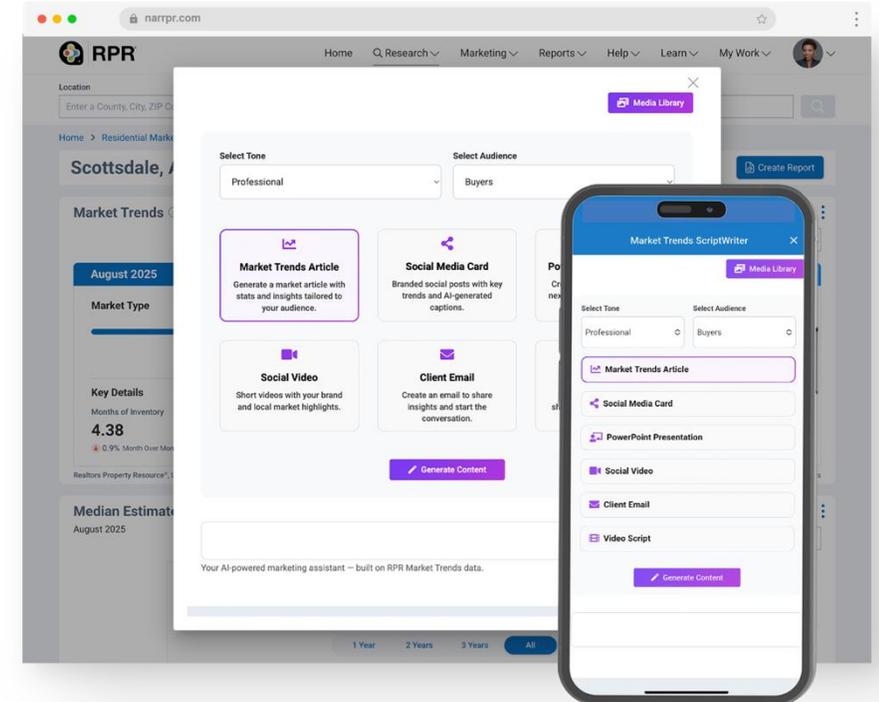
Master the Market Book

# How to Turn RPR Market Trends into Pro "How's the Market?" Videos
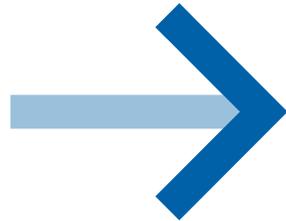
rpr.me/video-market-update

# Let's Take a Look

How RPR's AI turns market data into clear, client-ready stories

→

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**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.

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**Topics**
- ☐ Broker Tools
- ☐ Buyer Tour
- ☐ Buyers
- ☐ CMA
- ☐ CompStak
- ☐ Crexi
- ☐ Farming

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Topics: Sentrilock
Next Date: April 30, 2024

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

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

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# What's Next?

- Locate Residential Market Trends

- Locate Create Script Icon

- Explore various tones and audiences

- Share an analysis

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# Stay Connected with RPR

Get practical insights, product updates, and real-world use cases—delivered where you already spend your time.

# Thank you

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