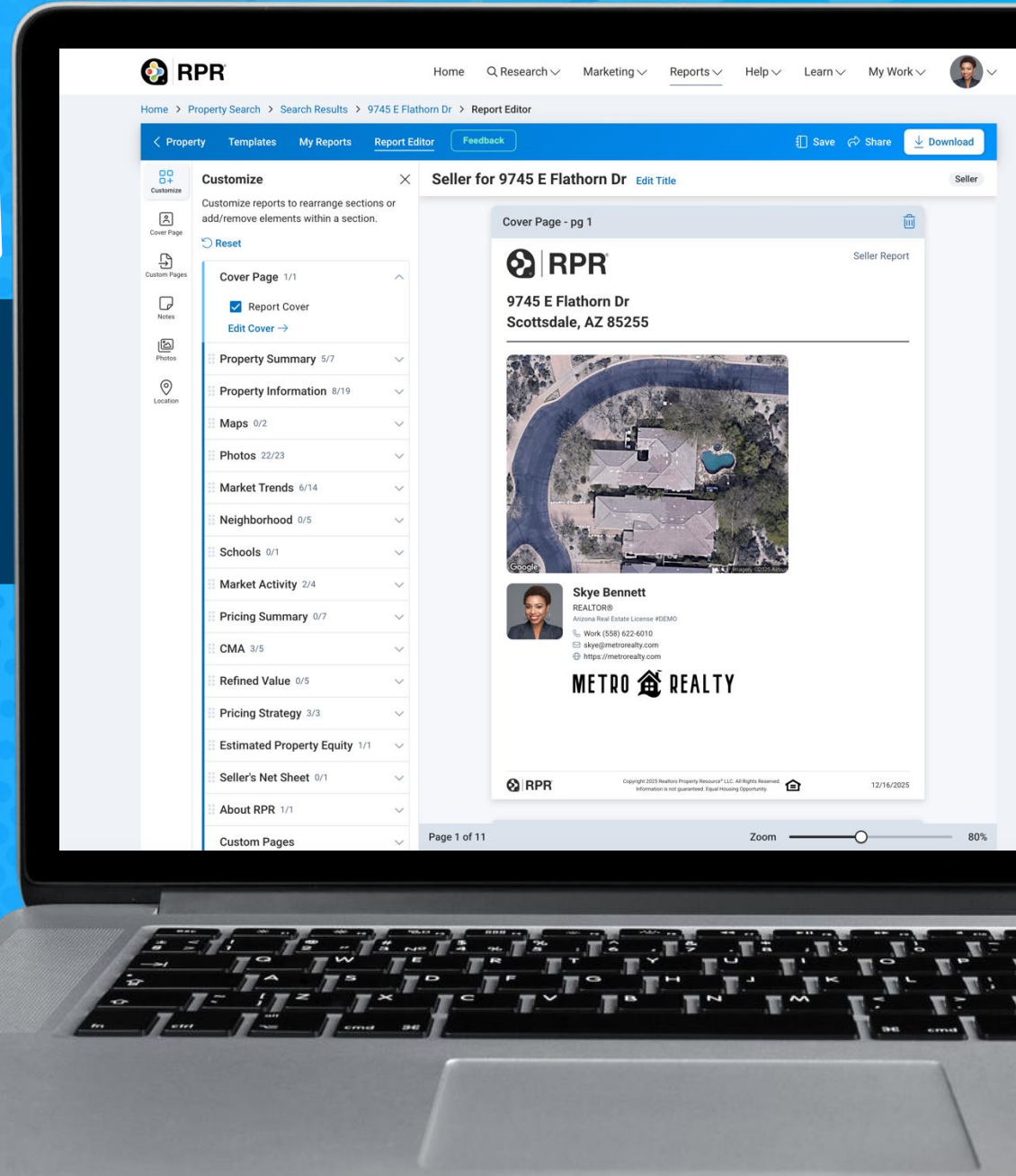


# How to List Like a Pro!

# Win Sellers

## with RPR's Presentation Tools

RPR Webinar Series



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

- ✓ **Personalize reports with custom pages, branding and photos**
- ✓ **Review full property history, including listings and public records**
- ✓ **Evaluate seller equity and net proceeds**
- ✓ **Use market trends to support pricing conversations**
- ✓ **Assess neighborhood, school, flood, and climate factors**

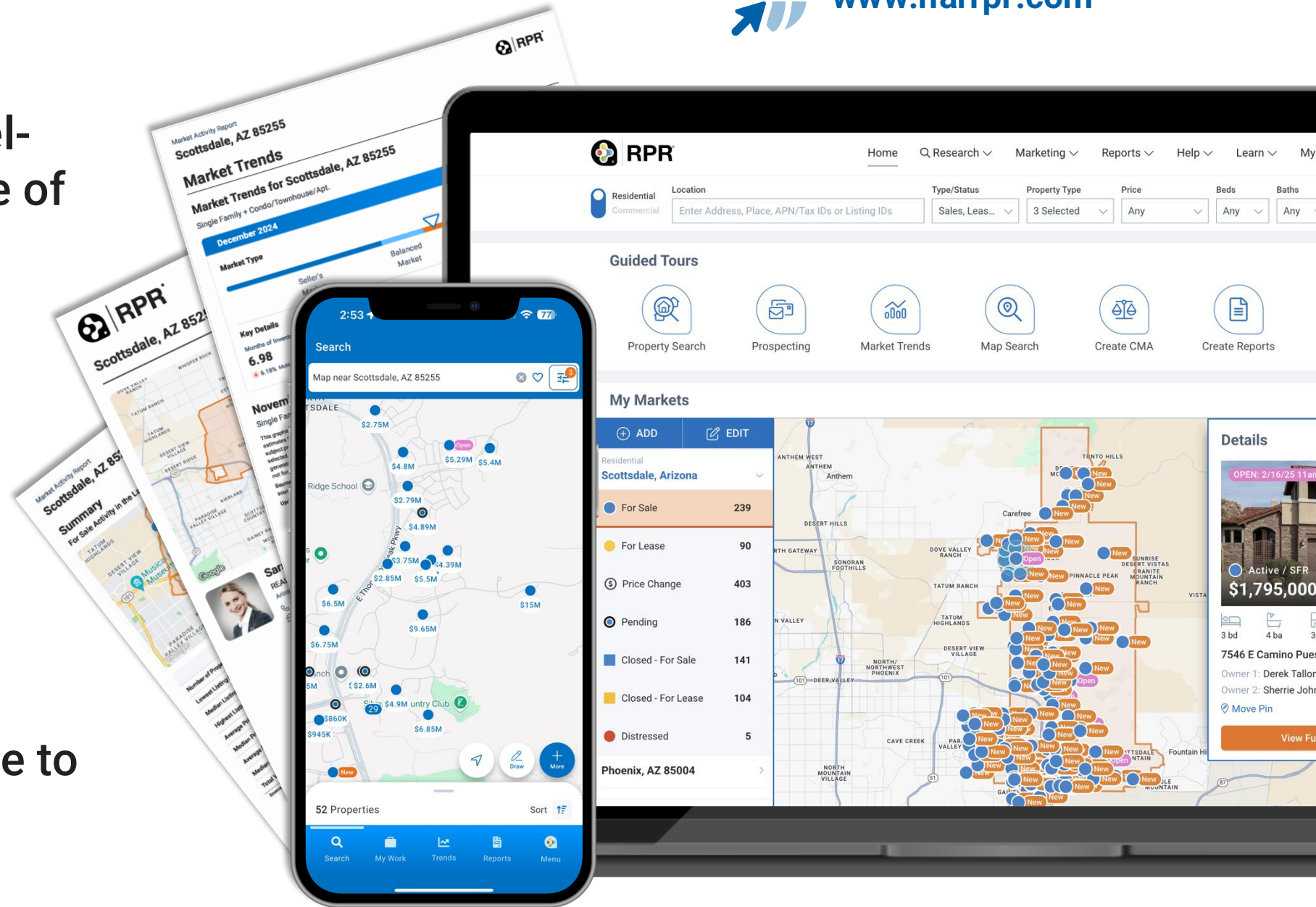


# RPR is ...



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

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



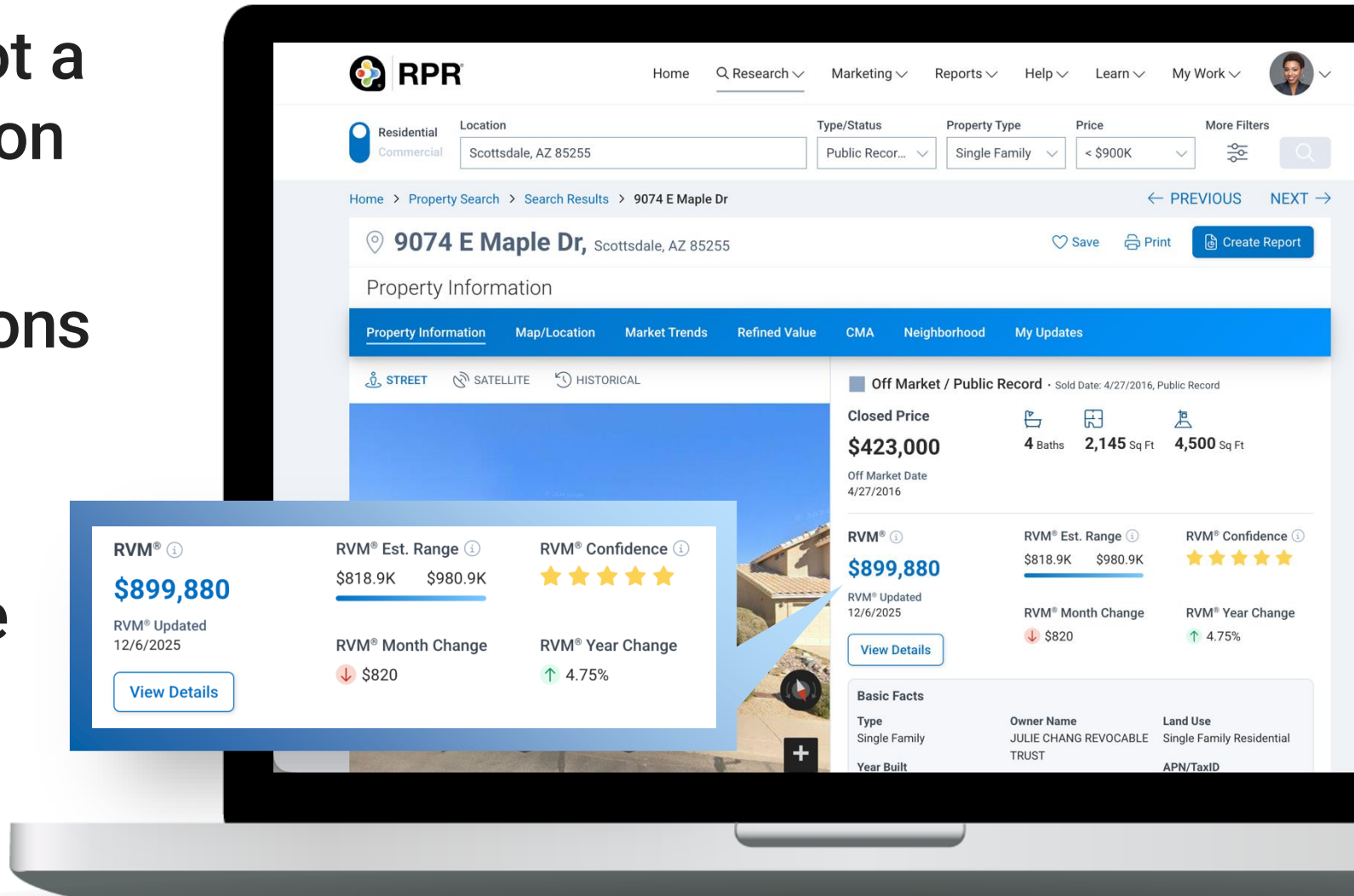
# RPR Fits Everywhere Your Business Touches the Market





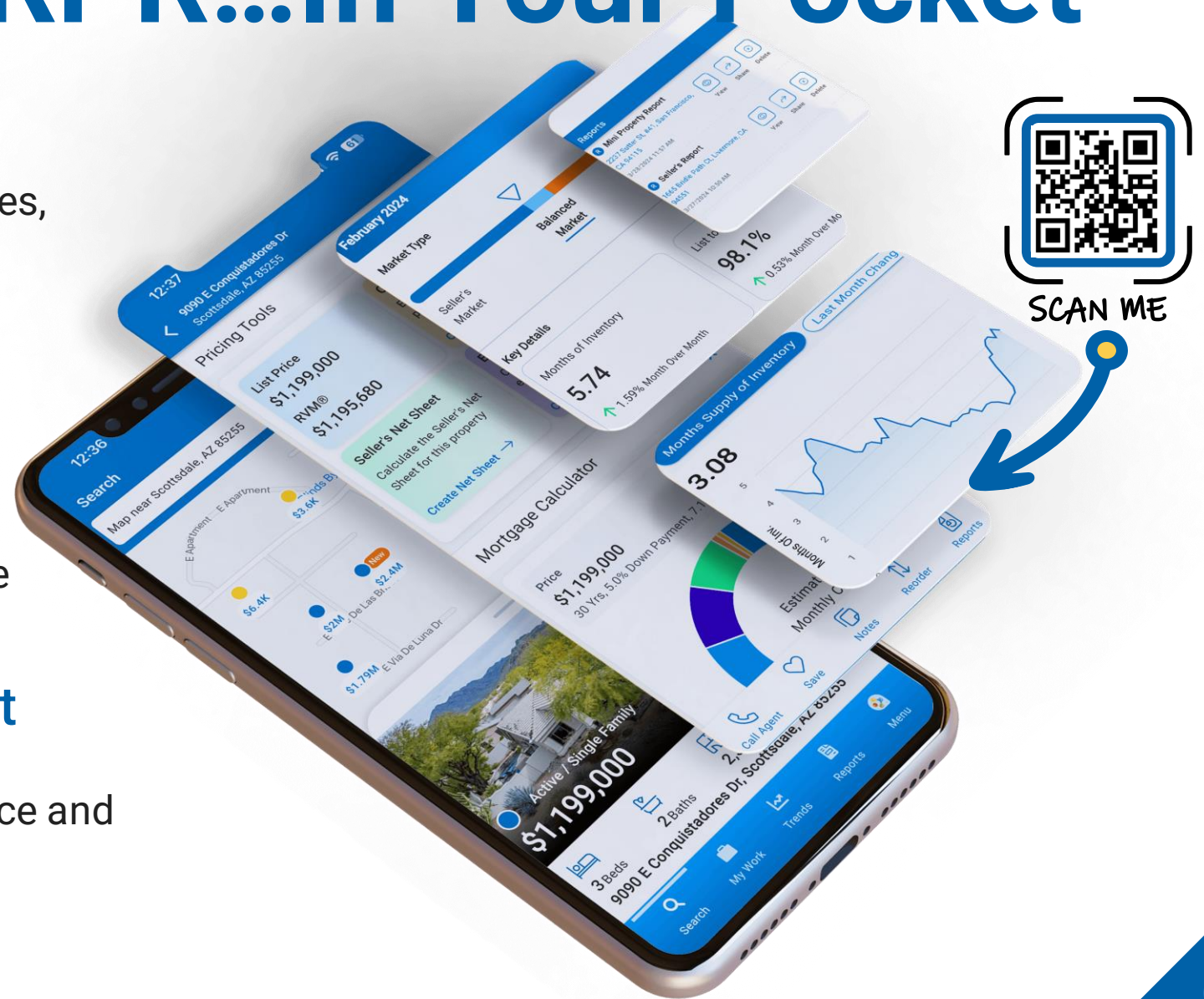
# Realtors Valuation Model<sup>®</sup> (RVM)

- A starting point, not a final pricing decision
- High accuracy automated valuations
  - Refinable
- Not a replacement for agent expertise



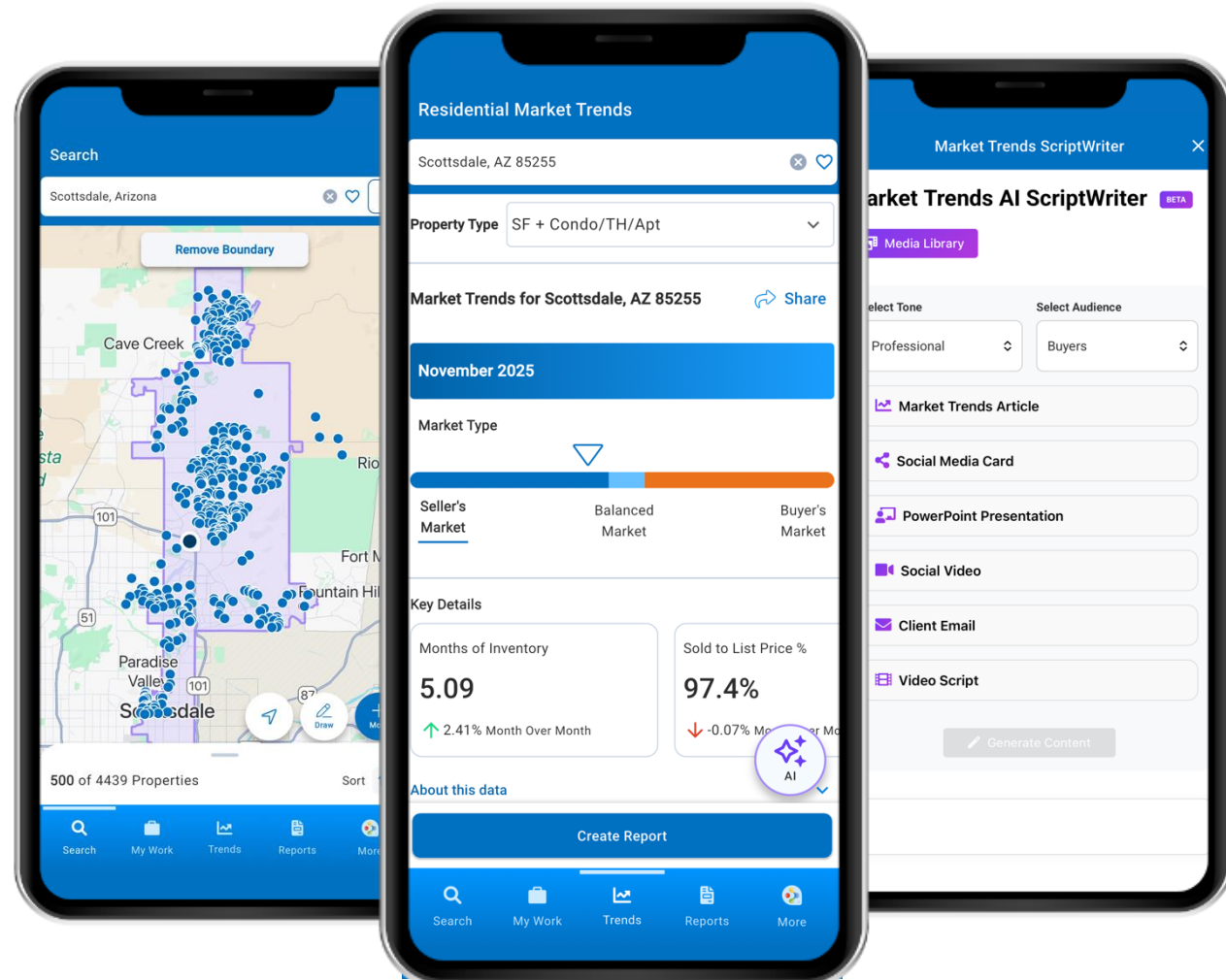
# The Power of RPR...In Your Pocket

- **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.



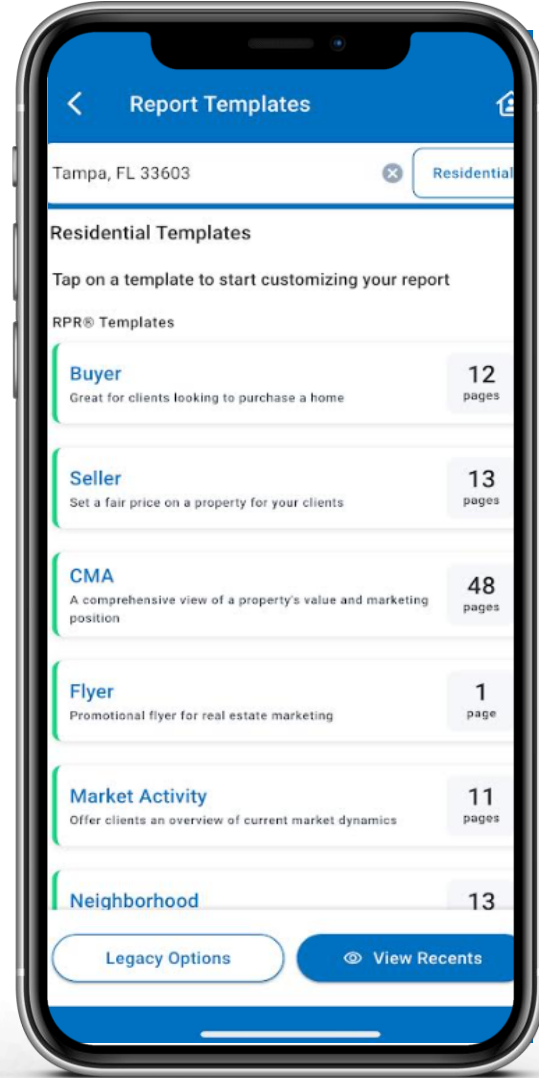
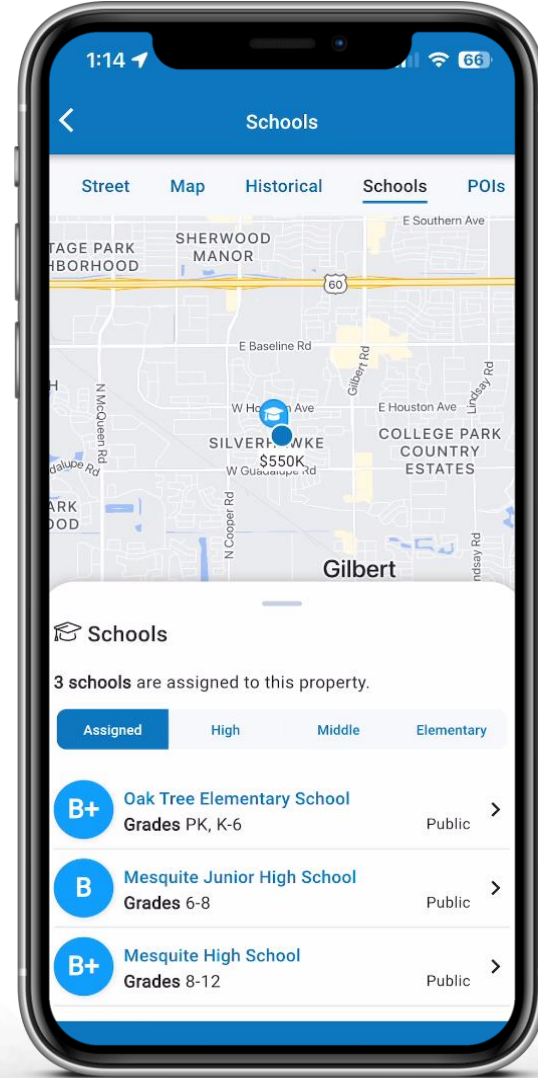
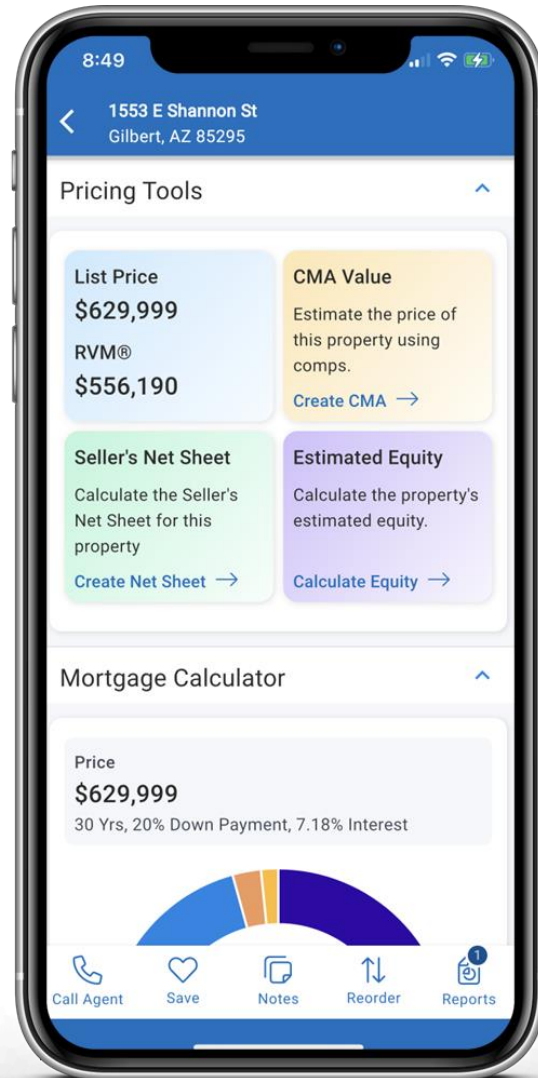
# The Power of RPR...In Your Pocket

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





# Analyze a Subject Property





# Estimated Equity & Net Sheet

The image displays four smartphone screens showing a real estate application interface. The first screen, titled 'Pricing Tools', shows the address '1553 E Shannon St, Gilbert, AZ 85295' and lists 'List Price' at \$629,999 and 'RVM®' at \$556,190. It also features a 'Seller's Net Sheet' and 'Estimated Equity' section. The second screen, 'Equity Calculator', prompts the user to enter 'Property Value' (\$599,760) and 'First Loan Payoff Amount' (\$0). The third screen, 'Add a Loan', shows a list of 'Mortgage & Loan Records' with details like 'Loan Date: 07/05/2024', 'Loan Amount: \$166,000', and 'Borrower: CHRISTY D MEEK'. The fourth screen, 'Seller's Net Sheet', displays the 'Price' (\$599,760), 'Encumbrances' (First Loan Payoff Amount: \$164,616), and 'Estimated Closing Costs' (Commissions: \$0, Escrow Fees: \$5,998), resulting in a 'Net Cash to Seller' of \$426,147.

**Screen 1: Pricing Tools**

1553 E Shannon St  
Gilbert, AZ 85295

**Pricing Tools**

List Price  
\$629,999

RVM®  
\$556,190

**CMA Value**  
Estimate the price of this property using comps.  
Create CMA →

**Seller's Net Sheet**  
Calculate the Seller's Net Sheet for this property  
Create Net Sheet →

**Estimated Equity**  
Calculate the property's estimated equity.  
Calculate Equity →

**Mortgage Calculator**

Price  
\$629,999  
30 Yrs, 20% Down Payment, 7.18% Interest

Call Agent Save Notes Reorder Reports

**Screen 2: Equity Calculator**

Calculate the property's equity by entering the property's value and estimated outstanding loan balances.

Property Value  
\$599,760

First Loan Payoff Amount (estimated)  
\$0 Add Loan

Second Loan Payoff Amount (estimated)  
\$0 Add Loan

Estimated Equity  
Delete Create Report Save

**Screen 3: Add a Loan**

Add a loan from an existing loan associated with this property or manually enter loan information.

Add an existing loan (optional)  
7/5/2024 - \$166,000 - Credit Line (Revolvi... ▼

**Mortgage & Loan Records**

- ☐ None
- ☒ Loan Date: 07/05/2024  
Loan Amount: \$166,000  
Loan Type: Credit Line (Revolving) / HELOC  
Borrower: CHRISTY D MEEK
- ☐ Loan Date: 09/07/2023  
Loan Amount: \$40,000  
Loan Type: Commercial  
Borrower: CHRISTY D MEEK
- ☐ Loan Date: 02/23/2022  
Loan Amount: \$351,800  
Loan Type: Conventional

**Screen 4: Seller's Net Sheet**

Price  
\$599,760

**Encumbrances**

First Loan Payoff Amount (estimated)  
\$164,616 Edit Loan

Second Loan Payoff Amount (estimated)  
\$0 Add Loan

**Estimated Closing Costs**

Commissions  
% \$0

Escrow Fees  
1.00% \$5,998

**Net Cash to Seller**  
\$426,147

Delete Create Report Save



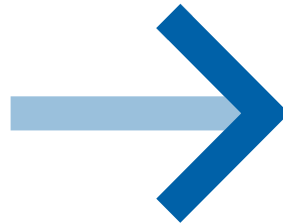
# Subject Property

- 2234 Cypress Hollow Ct 34695
- 4 bedrooms, 3.5 bathrooms
- 2,686 sq/ft
- Last sold \$390,000 in 2013
- RVM \$894,580 updated 01/04/2026



# Let's Take a Look

How agents prepare smarter, more confident listing presentations with RPR





## 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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Webinars by date

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- ☐ 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



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Topics: Mailing Labels, Prospecting  
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# What's Next?

- Set up your profile
- Pull up an off market property in RPR
- Review the property's history and all related detail
  - Create a Seller's Net Sheet
  - Access Equity Calculator
- Generate a Market Activity Report



# 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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