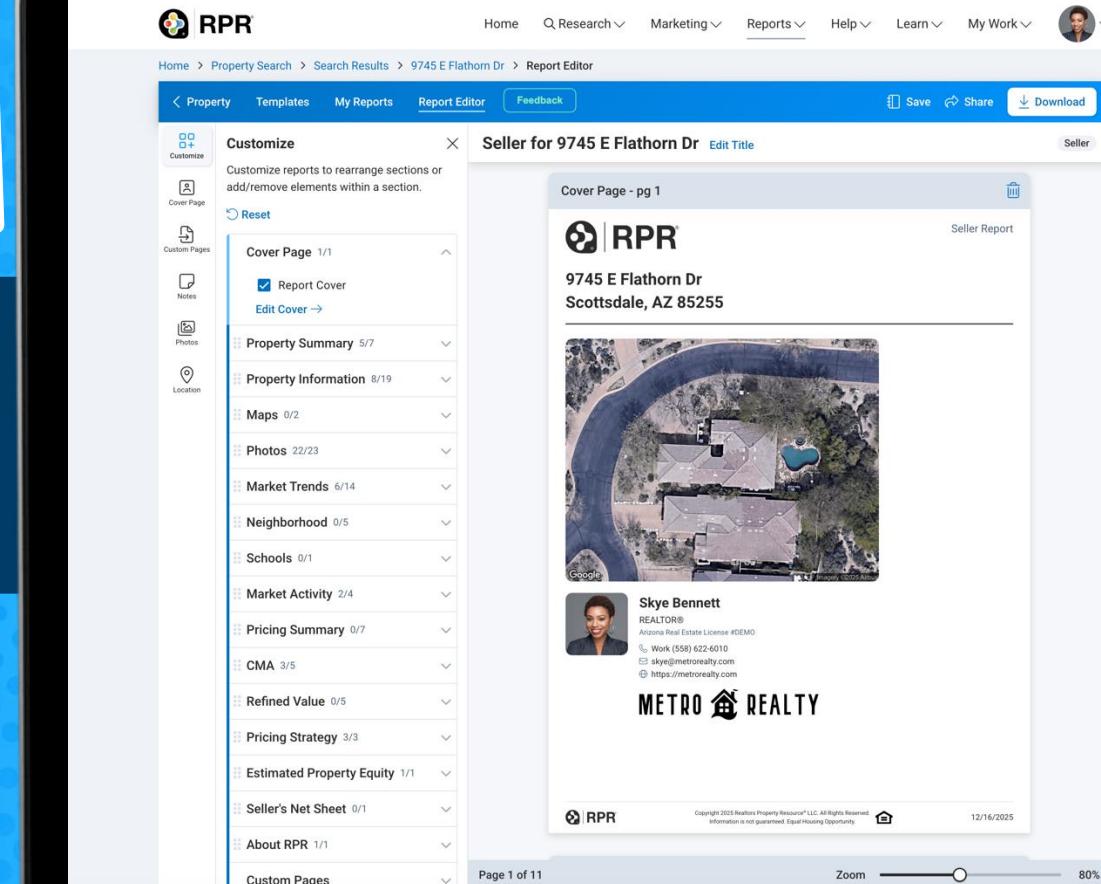


How to List Like a Pro!

Win Sellers

with RPR's Presentation Tools

RPR Webinar Series



The screenshot shows the RPR software interface on a laptop screen. The top navigation bar includes links for Home, Research, Marketing, Reports, Help, Learn, and My Work. The main content area is titled "Seller for 9745 E Flathorn Dr" and shows a "Cover Page - pg 1". The cover page includes the RPR logo, the property address (9745 E Flathorn Dr, Scottsdale, AZ 85255), an aerial photo of the property, and contact information for Skye Bennett, REALTOR. The contact info includes a phone number (558-622-6010), an email (skye@metrorealty.com), and a website (https://metrorealty.com). The page is branded with the "METRO REALTY" logo. On the left, a sidebar titled "Customize" lists various report sections: Property Summary (5/7), Property Information (8/19), Maps (0/2), Photos (22/23), Market Trends (6/14), Neighborhood (0/5), Schools (0/1), Market Activity (2/4), Pricing Summary (0/7), CMA (3/5), Refined Value (0/5), Pricing Strategy (3/3), Estimated Property Equity (1/1), Seller's Net Sheet (0/1), and About RPR (1/1). The bottom of the screen shows a zoom control set to 80%.

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



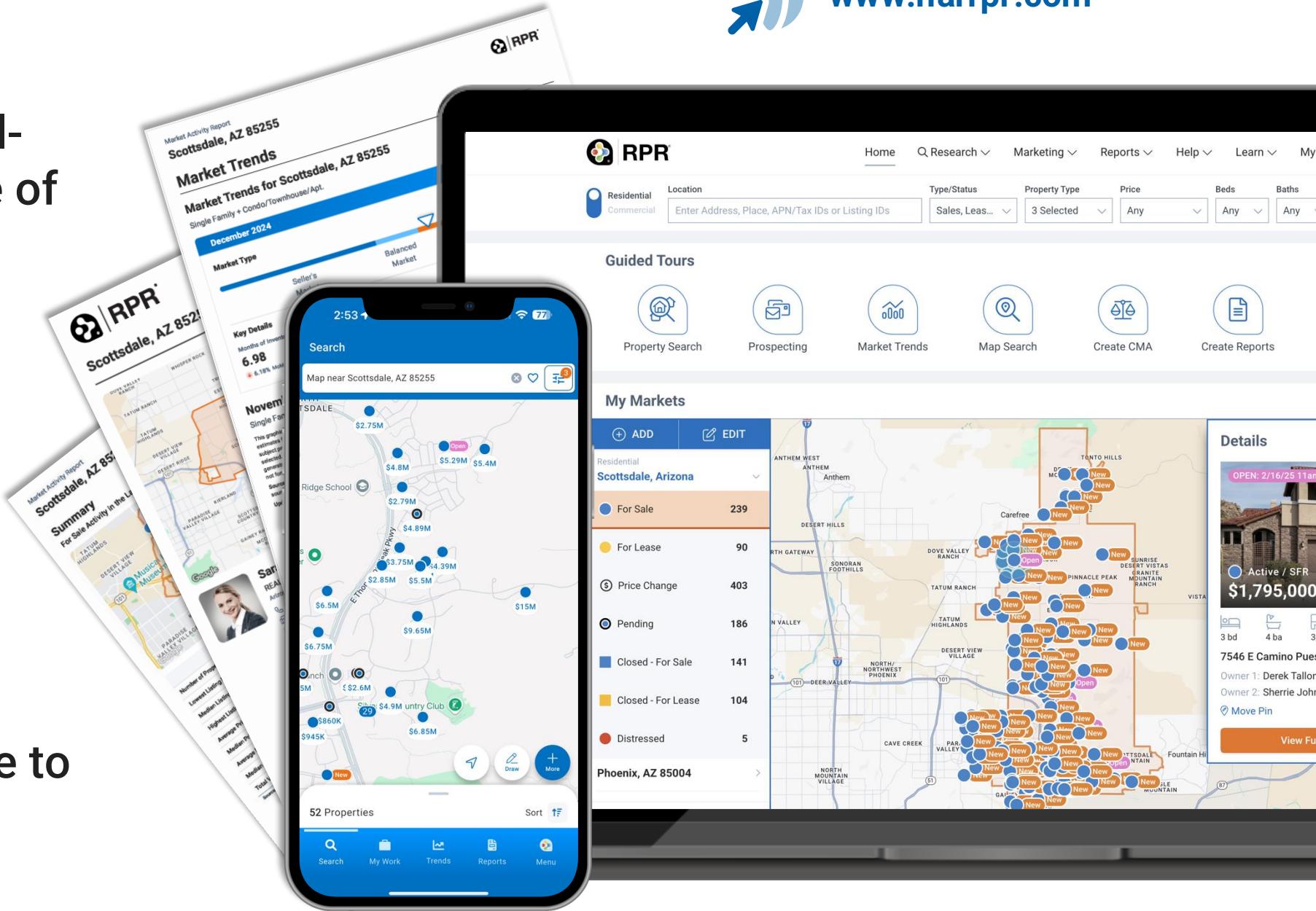
RPR is ...

- 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® (RVM)

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

9074 E Maple Dr, Scottsdale, AZ 85255

Property Information

RVM® Updated 12/6/2025

RVM® Est. Range \$818.9K - \$980.9K

RVM® Confidence 5 stars

RVM® Month Change -\$820

RVM® Year Change +4.75%

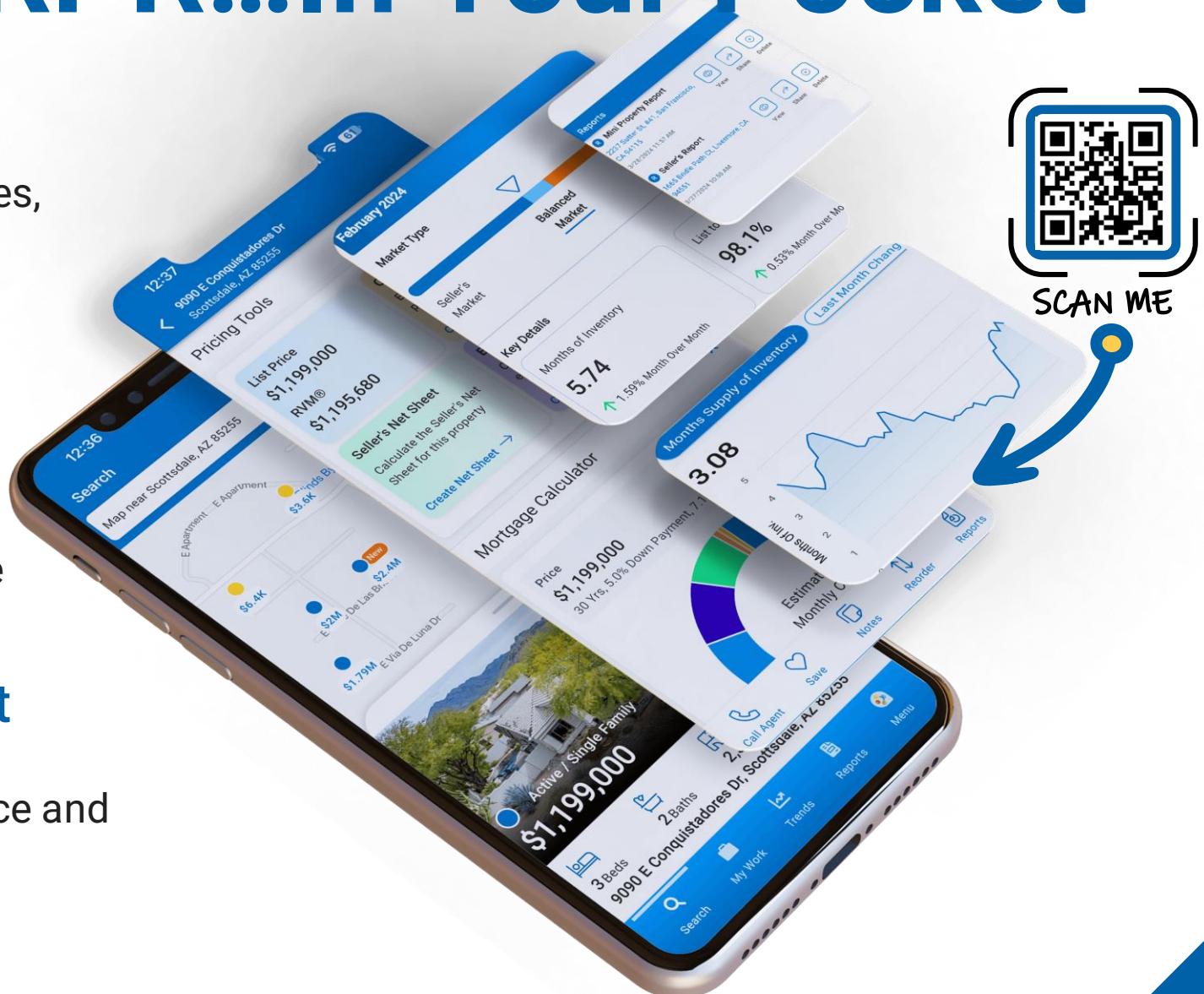
Basic Facts

Type	Owner Name	Land Use
Single Family	JULIE CHANG REVOCABLE TRUST	Single Family Residential
Year Built		APN/TaxID

The Power of RPR...In Your Pocket

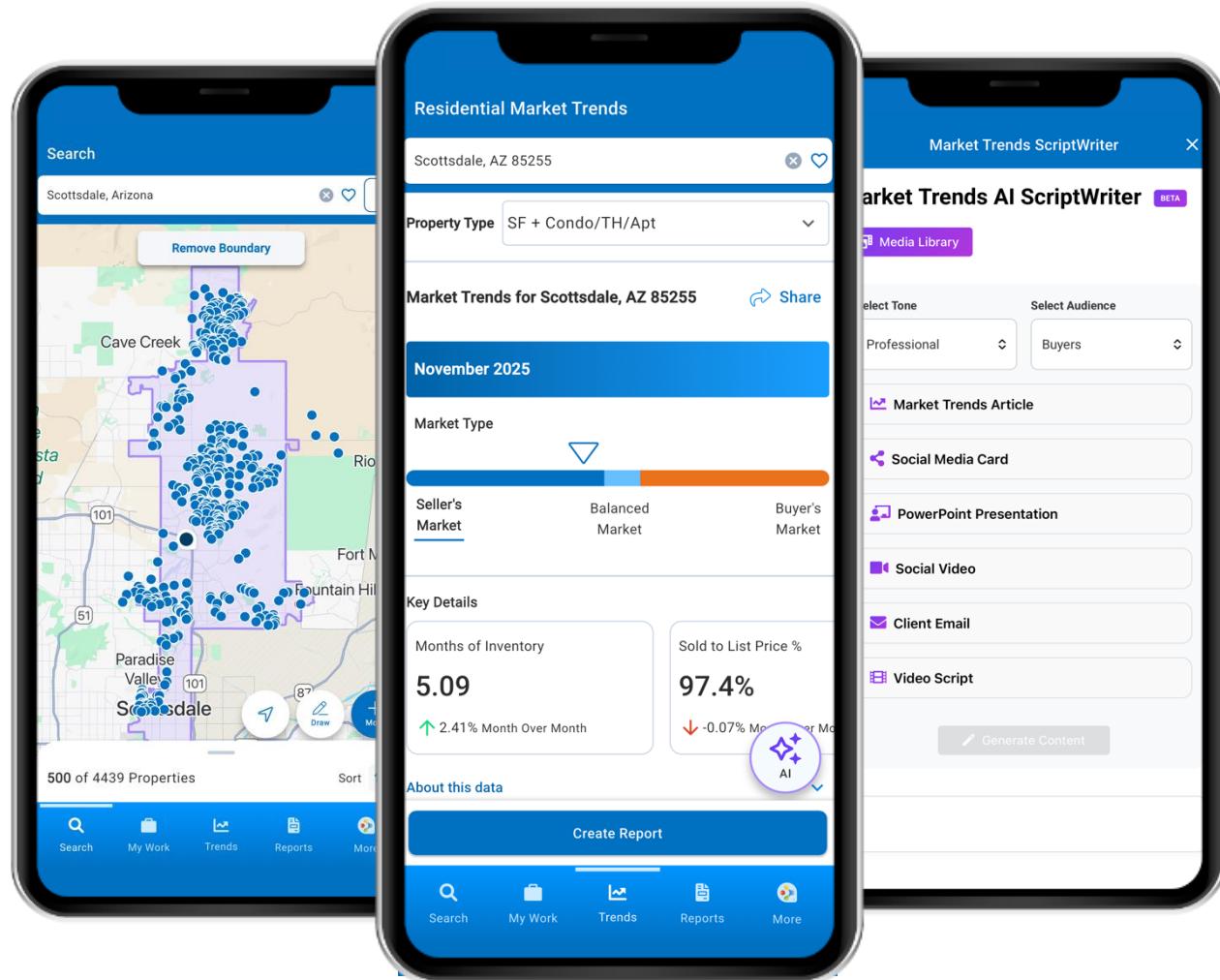
- **On-the-go Access**
View property details, equity estimates, CMAs, and market trends.
- **Powerful property search**
Find residential and commercial properties, review key details
- **Client-ready reports**
Create and share clear, customizable reports with clients.
- **Stronger client engagement**
Answer questions in real time with property insights that build confidence and trust.



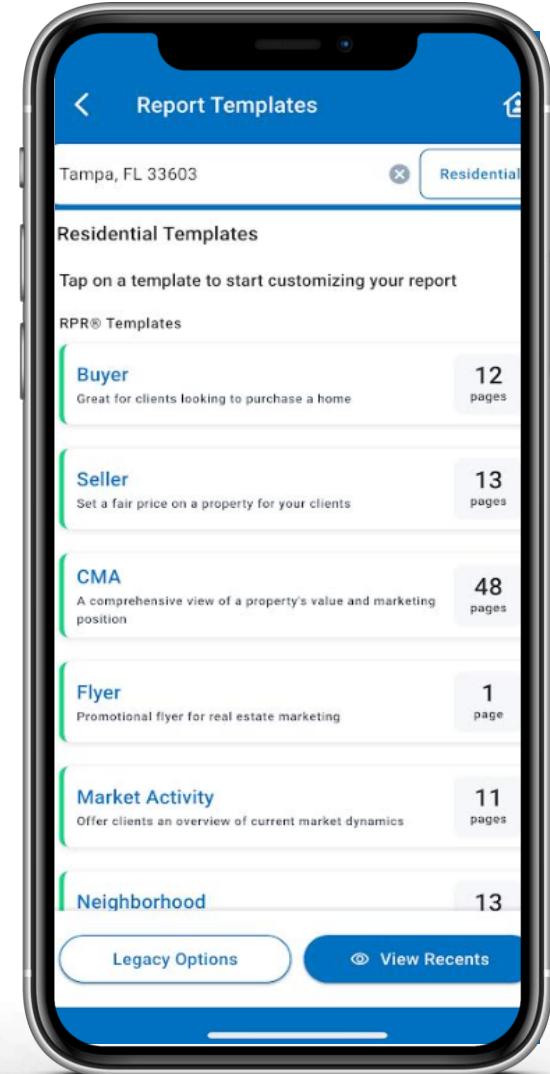
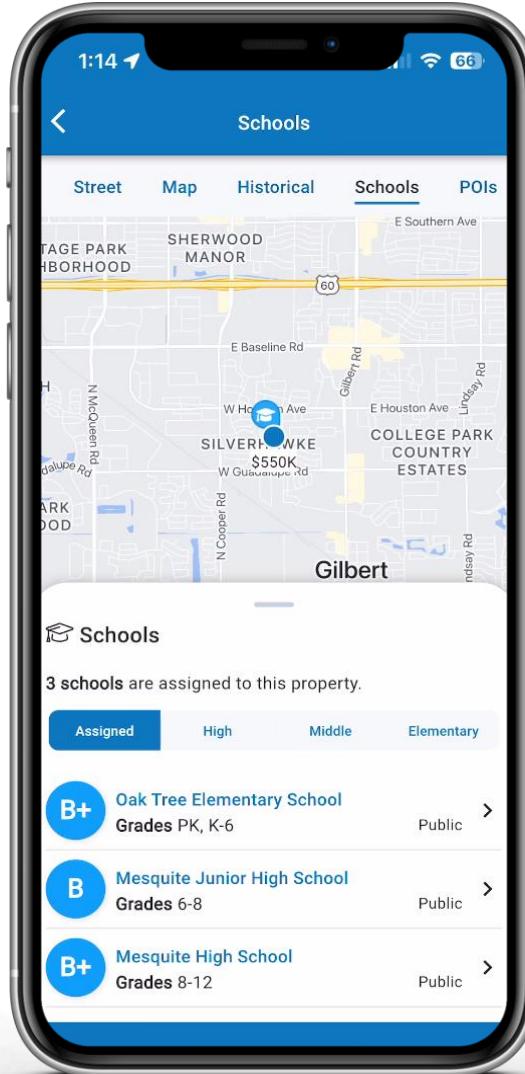
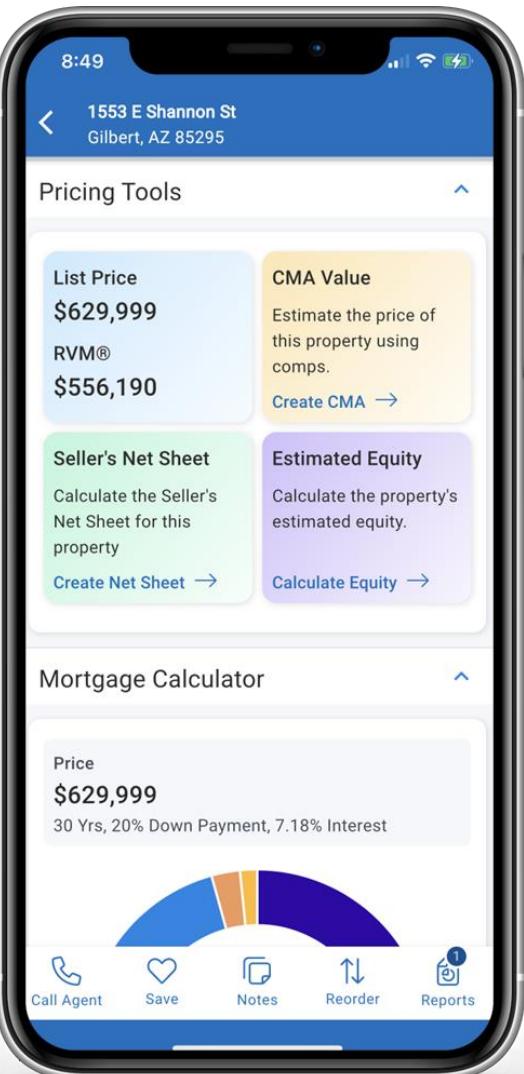


The Power of RPR...In Your Pocket

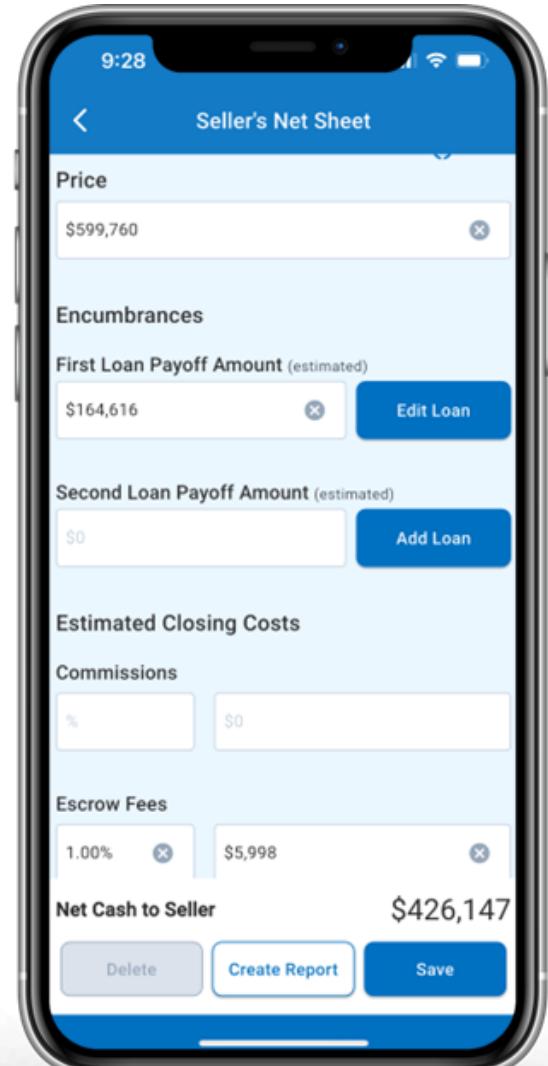
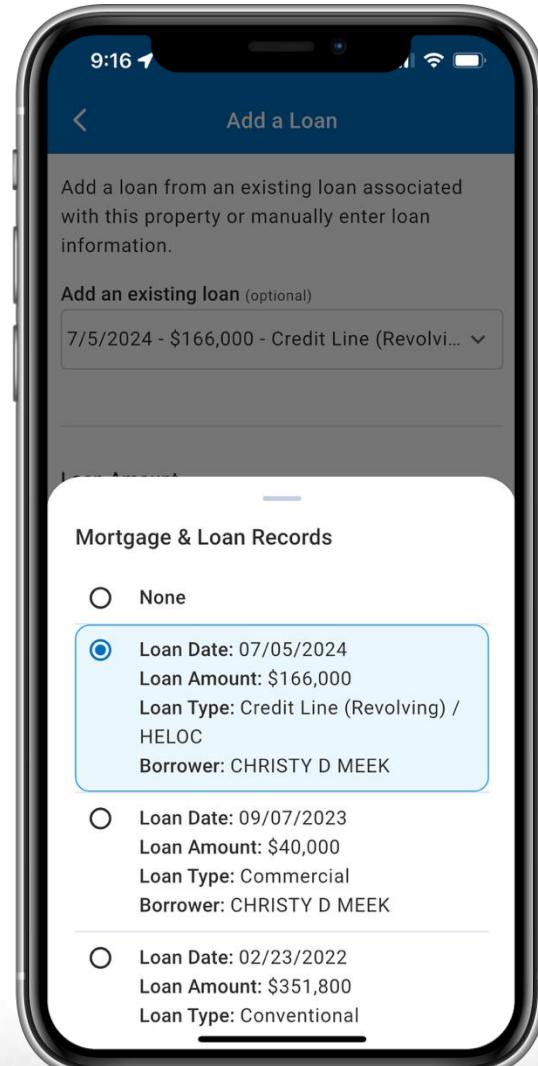
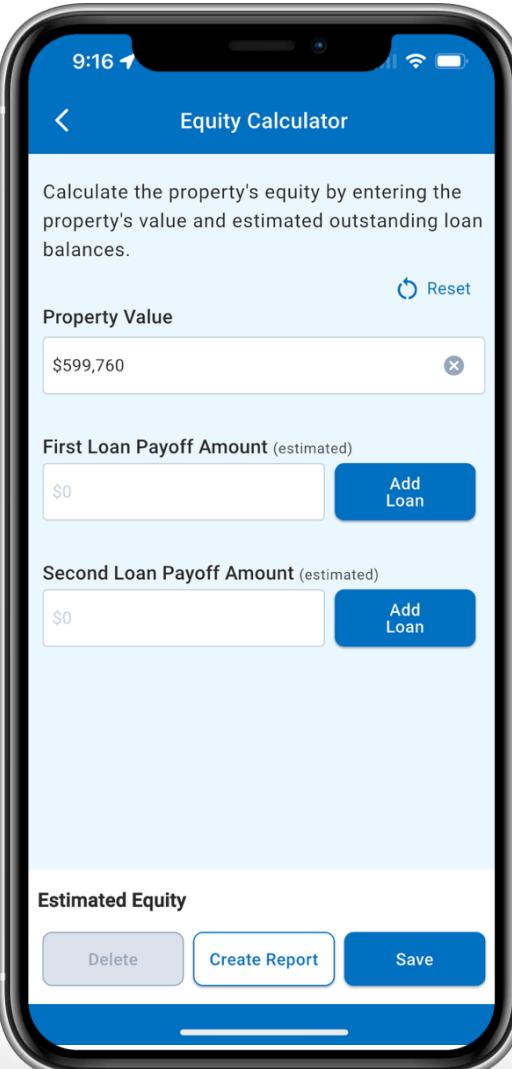
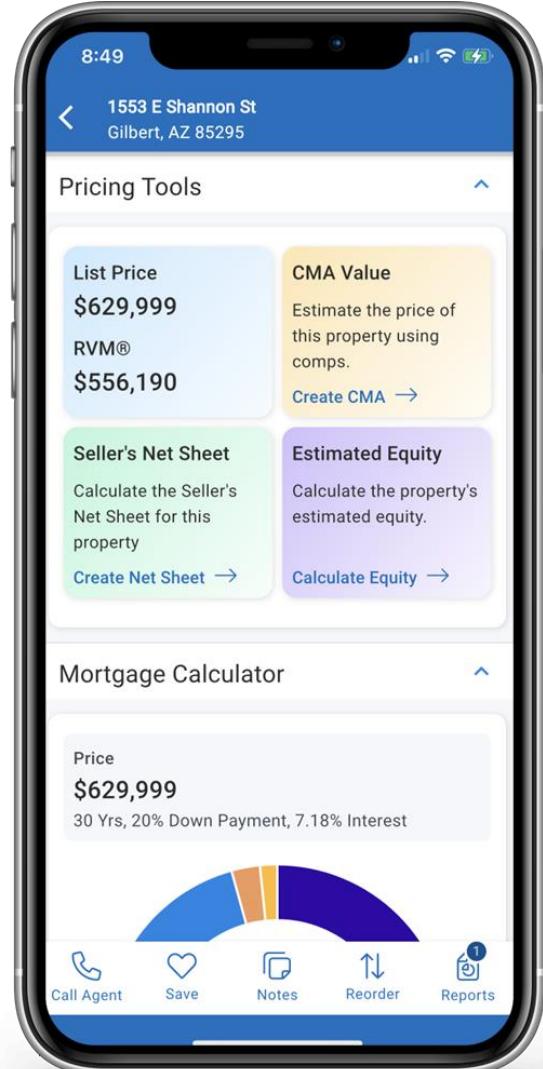
- Searches
- Buyer Tour
- Market Trends
- ScriptWriter
- Shareable
 - Facebook
 - Instagram
 - And more...



Analyze a Subject Property



Estimated Equity & Net Sheet





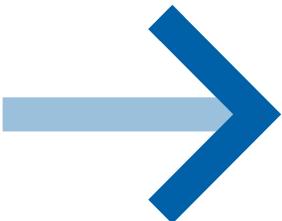
Subject Property

- 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

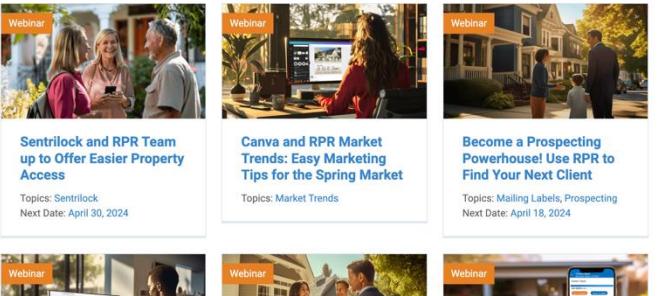


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<input type="checkbox"/> eBook	<input type="checkbox"/> Broker Tools
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What's Next?

- 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



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Thank you
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