

Level Up With RPR

Fundamentals

The Platform That Helps Agents Produce

RPR Webinar Series



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

✓ Find the right data, fast

Navigate RPR to quickly research properties, market trends, and local insights without hunting or second-guessing.

✓ Explain the market with confidence

Use market data, neighborhood context, AI and mapping tools to clearly answer client questions and support better decisions.

✓ Create client-ready reports that make sense

Turn data into clear, visual reports clients actually understand and trust.

✓ Use RPR wherever work happens

See how RPR supports your workflow on desktop and in the field—and where to go next to keep building confidence.

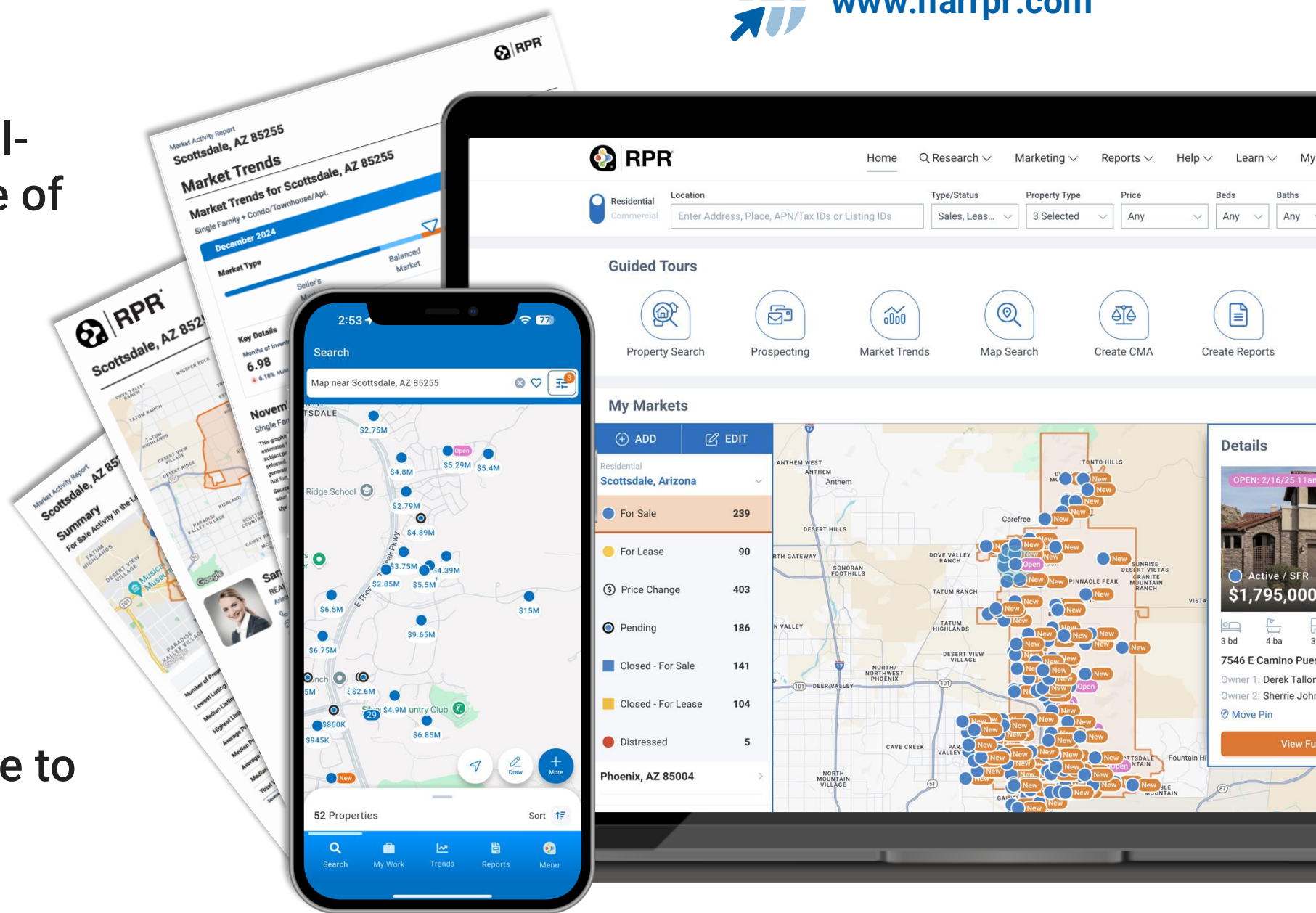


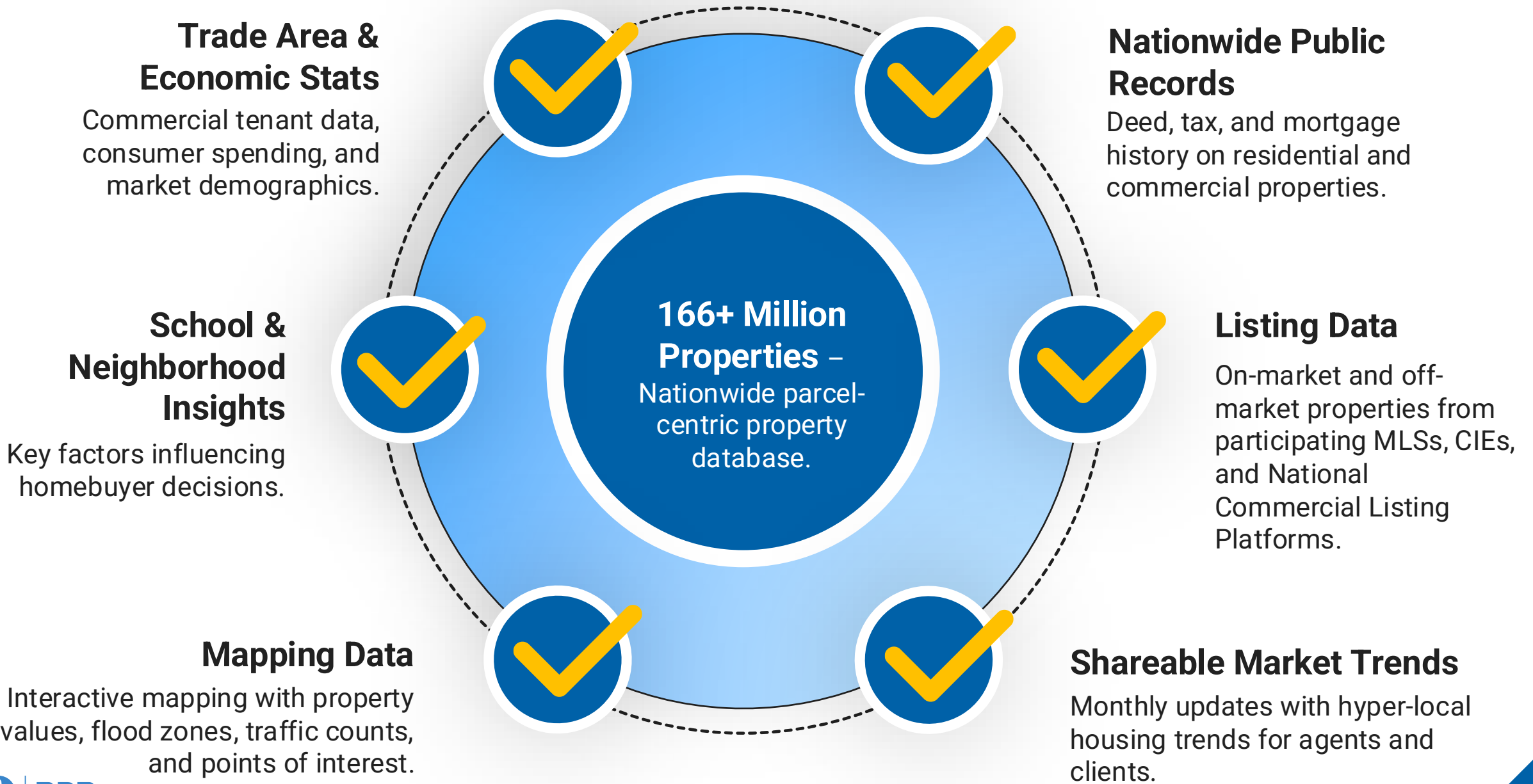
RPR is ...



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



RPR Data, Features & Tools

- Property Search
- Integrated MLS Listing Data
- Public Records / Tax Data
- Library of Customizable Reports
- Market Activity & Trending
- Map Search
- Points of Interest Mapping
- Heatmaps
- Market Trends & Charts
- CMA / Seller's Report
- Refined Value Calculator
- Census & Demographics Data
- Mortgage Information/History
- FEMA Flood Maps
- Foreclosure/Distressed/REO Info
- Historical Listing Comparisons
- Opportunity Zones
- Investment Analysis Tool
- Realtor Valuation Model[®] (RVM[®])
- School Attendance Zones
- School Reports
- Plat Maps
- Commercial Site Selection
- Trade area analysis
- RPR Mobile App



50 Ways to Use RPR

RPR Residential | Data Partners

Public Records Data



Distressed Data



Street / Overhead View



Demographic Data



Financial Analysis



Listing Data



Flood Zones



Refined Value tool



School Data



Boundaries, POI's, Walkability



Livability™ Index



RPR Residential

Additional Resources

Rental



Showing Management



Financial Analysis



Climate Risk



Forms



Livability™ Index

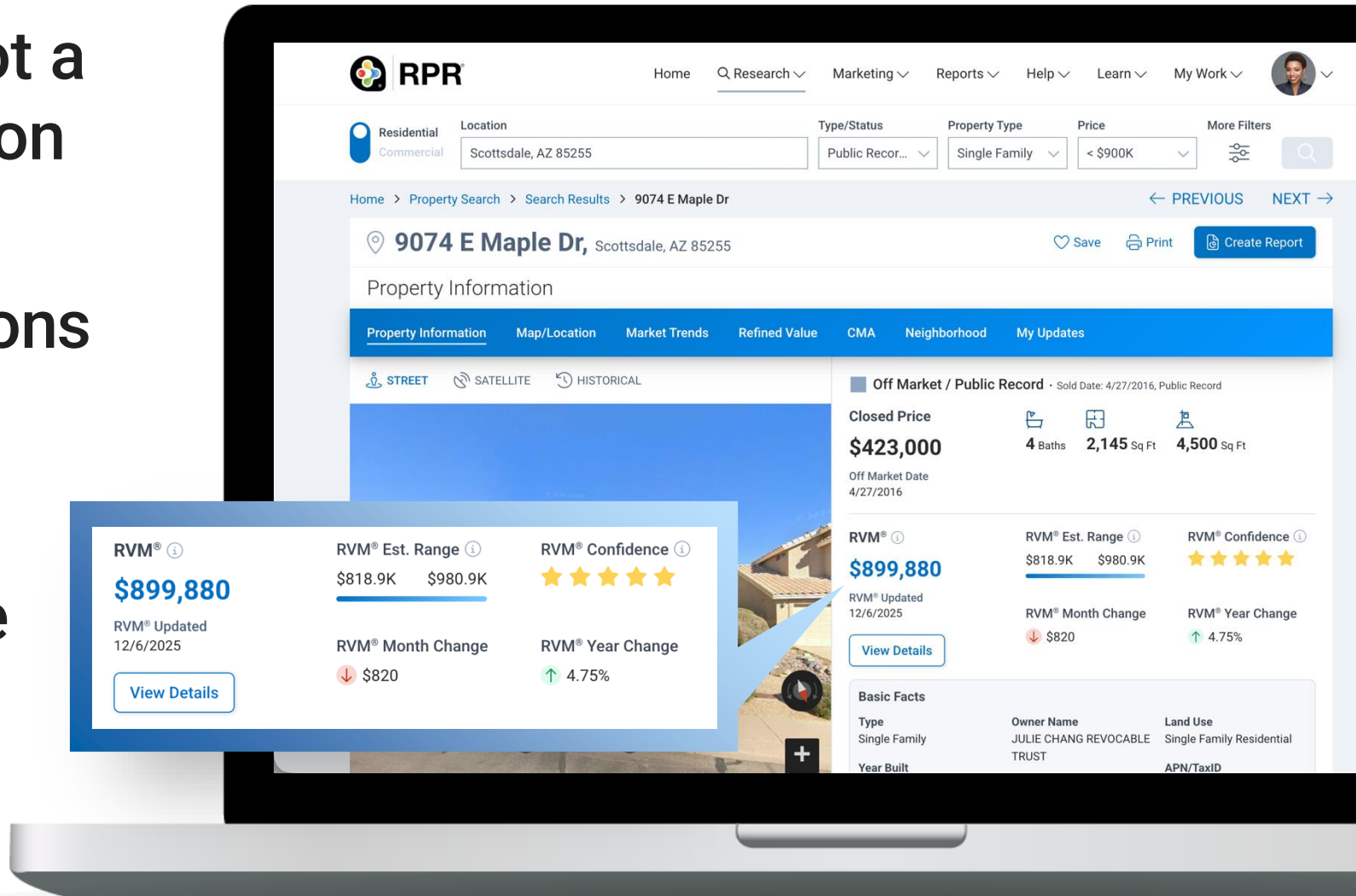


Renovation Estimates



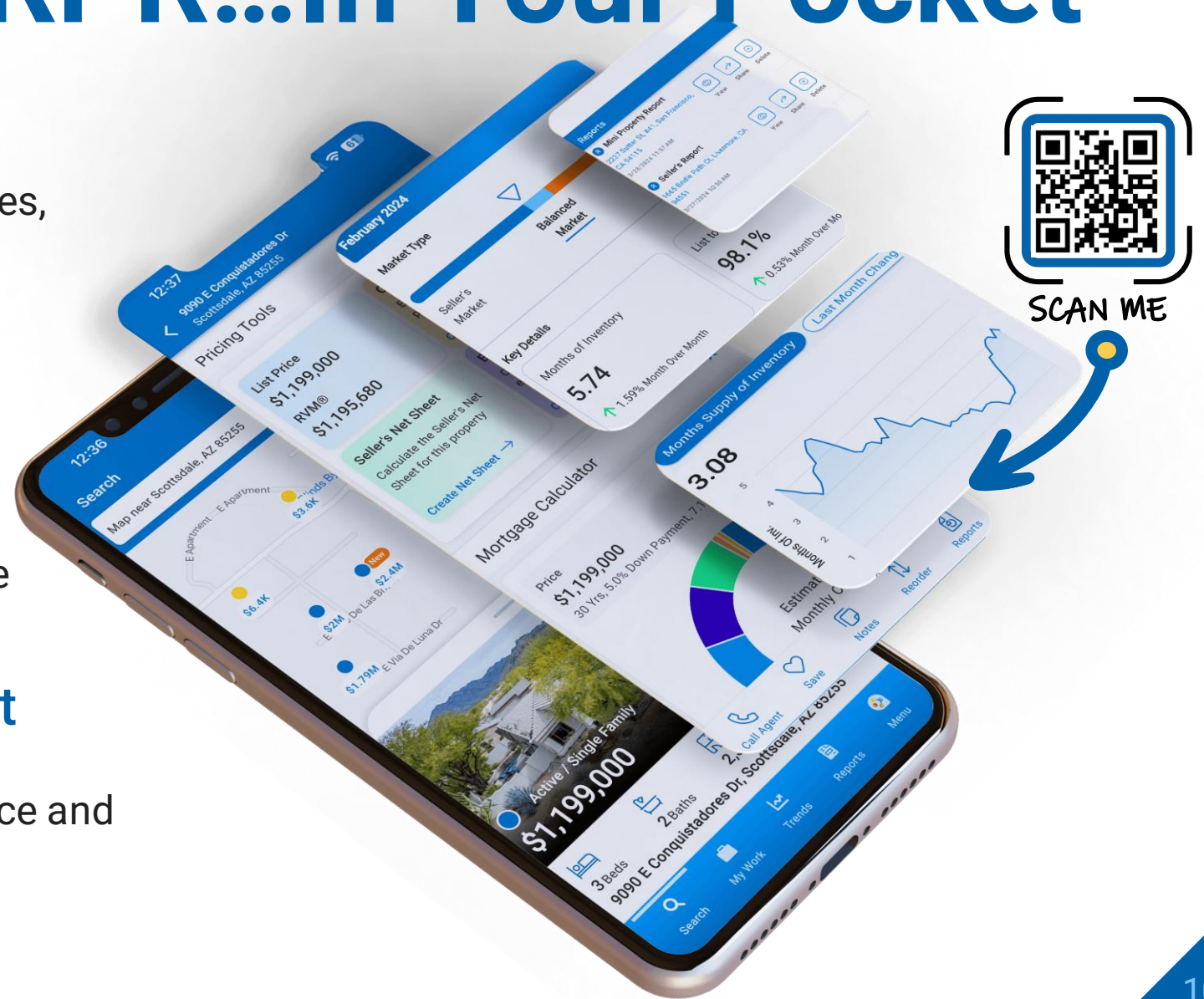
Realtors Valuation Model® (RVM)

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



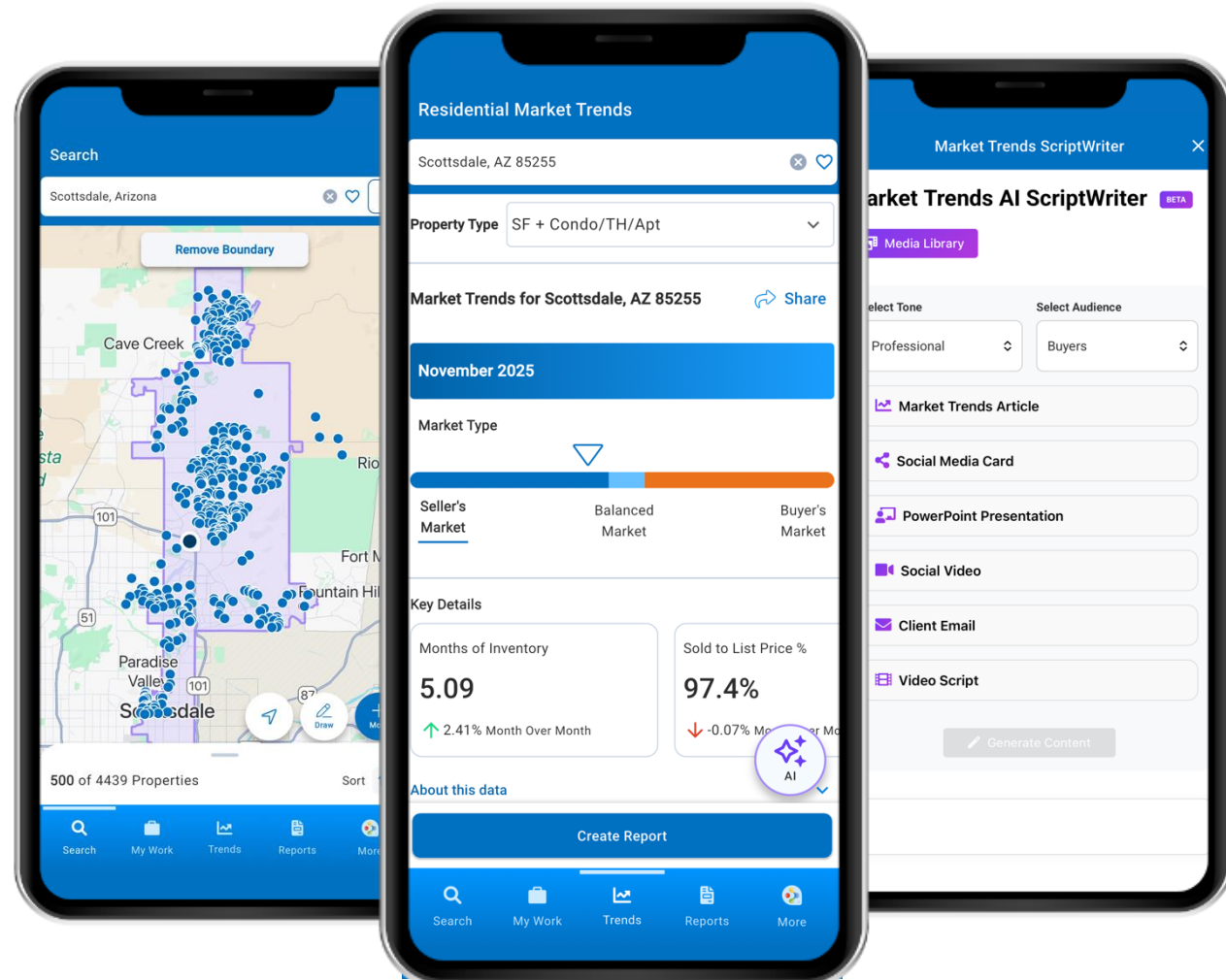
The Power of RPR...In Your Pocket

- **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...



Mobile AI CMA

Fast analysis

Built-in AI selects and rates comps, plus suggests a pricing strategy for REALTOR® to validate.

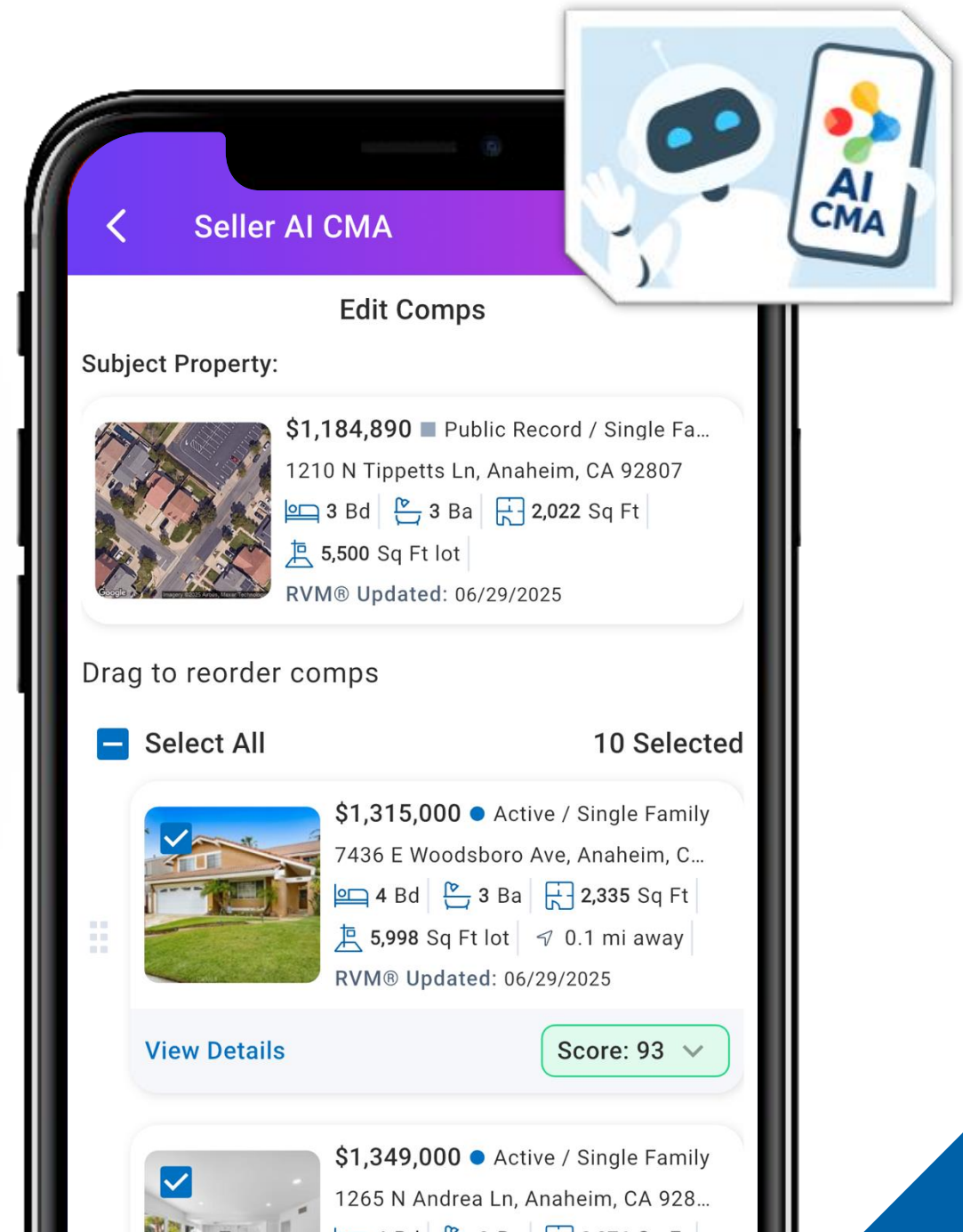
Trusted resource

Full agent control and visibility into the underlying data and comparable properties.



Wow factor

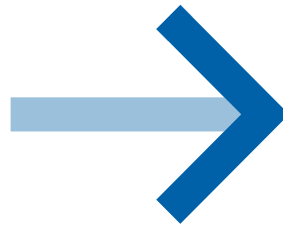
Industry-leading AI implementation





Let's Take a Look

How agents go from a question to a clear answer—using 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.

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:

Learning Types

- ☐ eBook
- ☐ Printable
- ☐ Tutorial
- ☐ Webinar

Webinars by date

Audience

- ☐ Broker

Topics

- ☐ Broker Tools
- ☐ 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



Become a Prospecting Powerhouse! Use RPR to Find Your Next Client

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



RPR's Comprehensive Learning Hub



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blog.narrpr.com/learning

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Printable Handouts and eBooks

eBooks and handouts for deep dives into real estate topics and RPR tools.

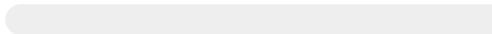
What's Next?

Put RPR to Work

Follow a short, guided checklist to apply what you just learned and build confidence using RPR.

You attended. You learned. Now let's complete the Knowledge Check!

Complete this quick checklist of items to prove your knowledge.

0% 


- ☐ Add Your Photo
- ☐ Add Your Logo
- ☐ Search for Properties
- ☐ View a Property
- ☐ Create a Report

Dismiss



RPR Knowledge Check

5



Stay Connected with RPR

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





Thank you
narrpr.com