

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.



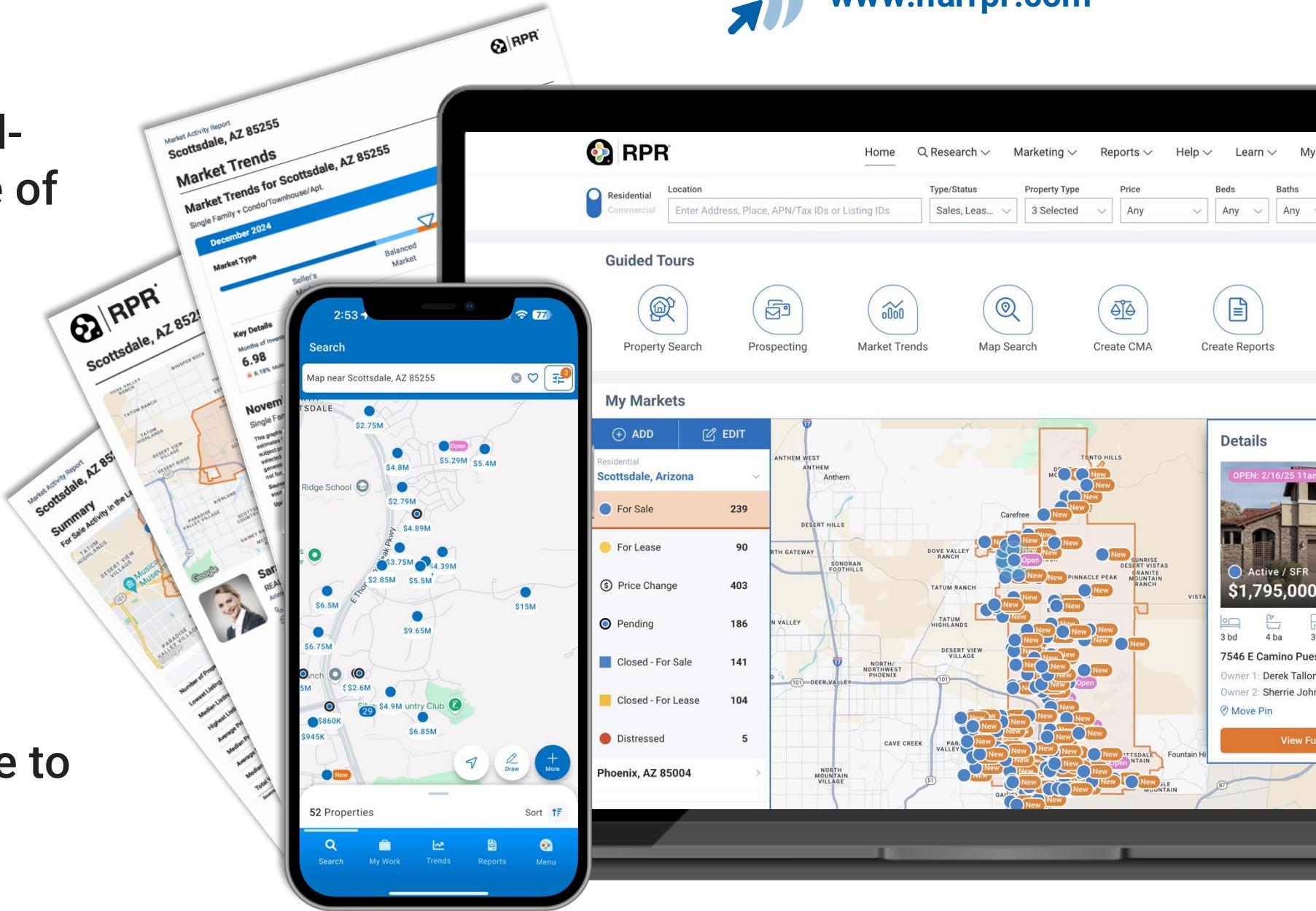
RPR is ...

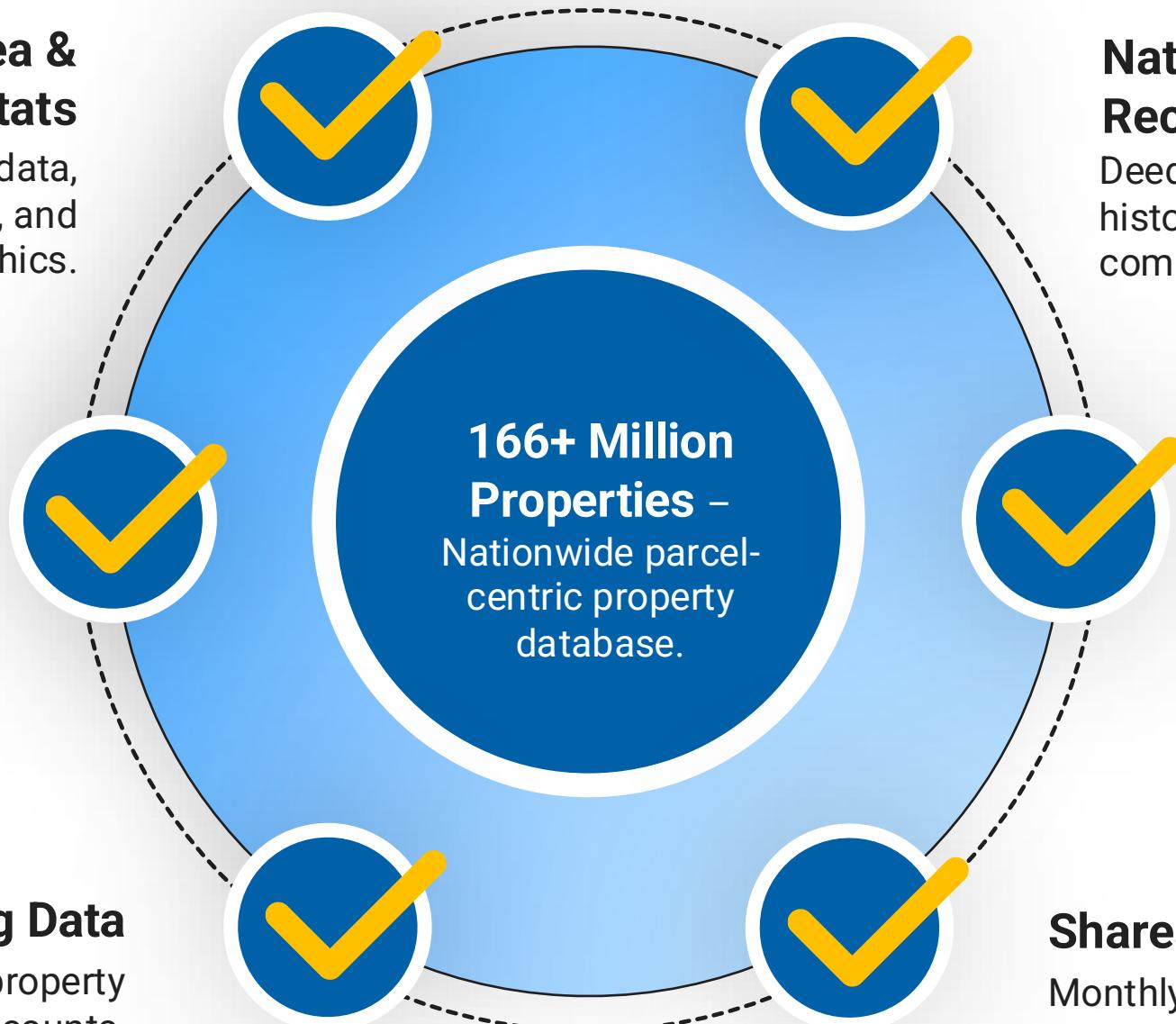
- A national parcel-centric database of residential and commercial properties

- Built for REALTORS®

- No consumer access

- Offered at no additional charge to REALTORS®





Trade Area & Economic Stats

Commercial tenant data, consumer spending, and market demographics.

Nationwide Public Records

Deed, tax, and mortgage history on residential and commercial properties.

School & Neighborhood Insights

Key factors influencing homebuyer decisions.

Listing Data

On-market and off-market properties from participating MLSs, CIEs, and National Commercial Listing Platforms.

Mapping Data

Interactive mapping with property values, flood zones, traffic counts, and points of interest.

Shareable Market Trends

Monthly updates with hyper-local housing trends for agents and clients.

**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



RPR Residential | Data Partners

Public Records Data



Distressed Data



Street / Overhead View



Demographic Data



Financial Analysis



Listing Data



Flood Zones



FEMA

Refined Value tool



School Data



CIE

Commercial Information Exchange

Livability™ Index



Boundaries, POI's, Walkability

precisely

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

RVM® **\$899,880**
RVM® Updated 12/6/2025
RVM® Est. Range **\$818.9K** **\$980.9K**
RVM® Confidence **★★★★★**
RVM® Month Change **-\$820**
RVM® Year Change **+4.75%**

9074 E Maple Dr, Scottsdale, AZ 85255

Property Information

Home | Research | Marketing | Reports | Help | Learn | My Work

Location: Scottsdale, AZ 85255

Type/Status: Public Recor... | Property Type: Single Family | Price: < \$900K

Off Market / Public Record • Sold Date: 4/27/2016, Public Record

Closed Price: \$423,000 | 4 Baths: 4 | 2,145 Sq Ft: 2,145 | 4,500 Sq Ft: 4,500

Off Market Date: 4/27/2016

RVM® **\$899,880**
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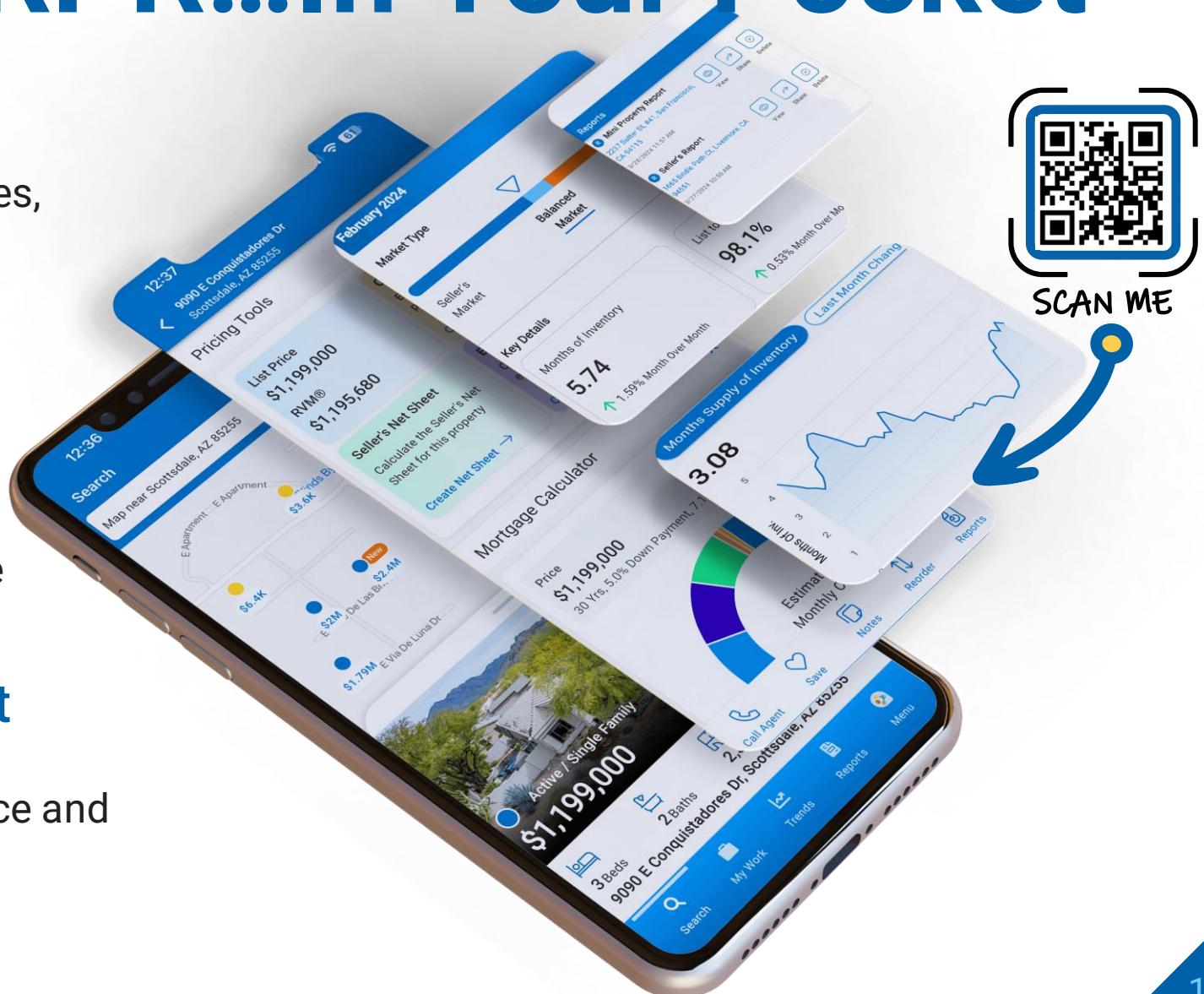
Basic Facts

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

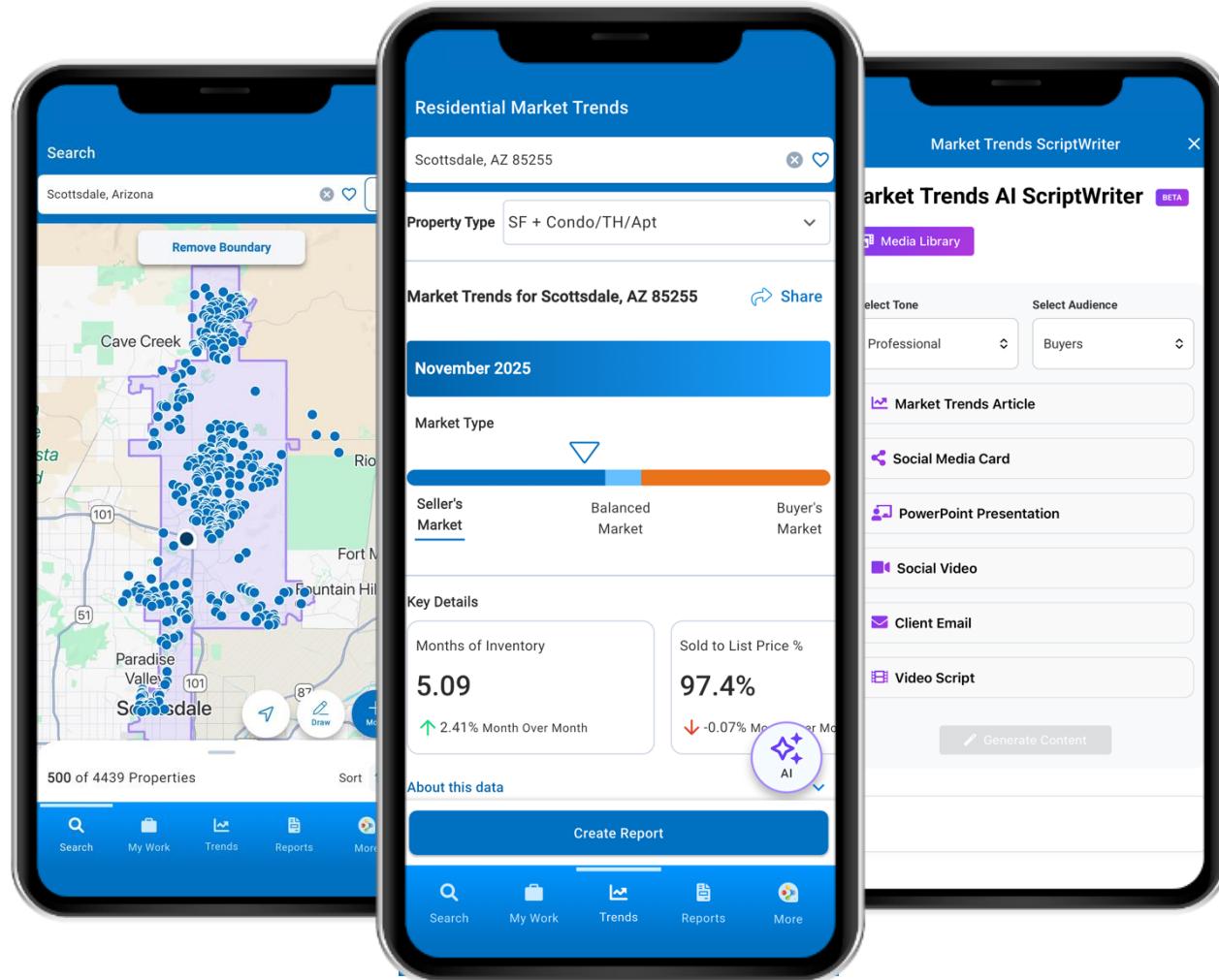
- **On-the-go Access**
View property details, equity estimates, CMAs, and market trends.
- **Powerful property search**
Find residential and commercial properties, review key details
- **Client-ready reports**
Create and share clear, customizable reports with clients.
- **Stronger client engagement**
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...



Mobile AI CMA

Fast analysis

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

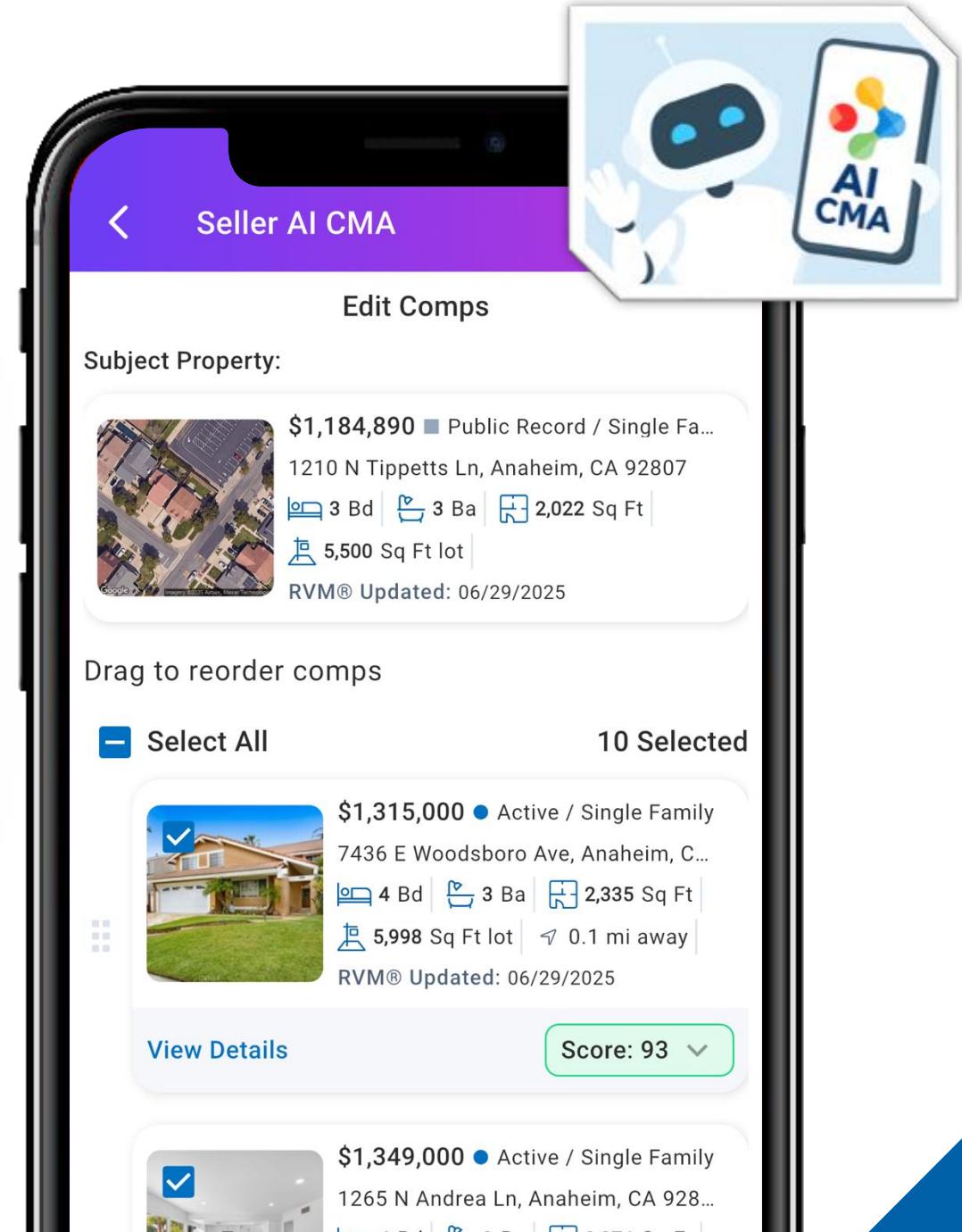
Trusted resource

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



Wow factor

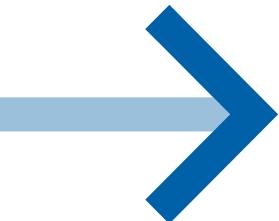
Industry-leading AI implementation





Let's Take a Look

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

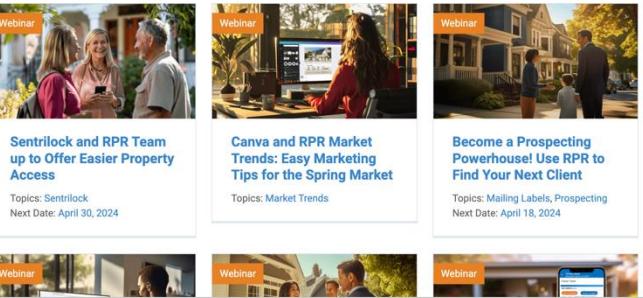


What Do You Want To Learn Today?

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	Topics
<input type="checkbox"/> eBook	<input type="checkbox"/> Broker Tools
<input type="checkbox"/> Printable	<input type="checkbox"/> Buyer Tour
<input type="checkbox"/> Tutorial	<input type="checkbox"/> Buyers
<input type="checkbox"/> Webinar	<input type="checkbox"/> CMA
Webinars by date	<input type="checkbox"/> CompStak
	<input type="checkbox"/> Crexi
Audience	<input type="checkbox"/> Farming
	<input type="checkbox"/> Broker



RPR's Comprehensive Learning Hub

Choose from live webinars, on-demand tutorials, ebooks, and printable handouts to suit your learning style.



blog.narrpr.com/learning



Live and Pre-Recorded Webinars

Engage with experts through live and pre-recorded webinars for real-time learning and Q&A.

On-Demand Video Tutorials

Access a rich library of tutorials anytime to master RPR features at your own pace.

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