

Price It Like a Pro

RPR's CMA

Secrets Unlocked



RPR Webinar Series



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

- ✓ Understand RVM[®] estimates in RPR
- ✓ Using the Refined Value Tool
- ✓ Build a CMA with RPR's 5-step Process
- ✓ Find comps using advanced search and custom geographies
- ✓ Summarize pricing insights for client conversations
- ✓ Deliver a polished CMA report to share with clients

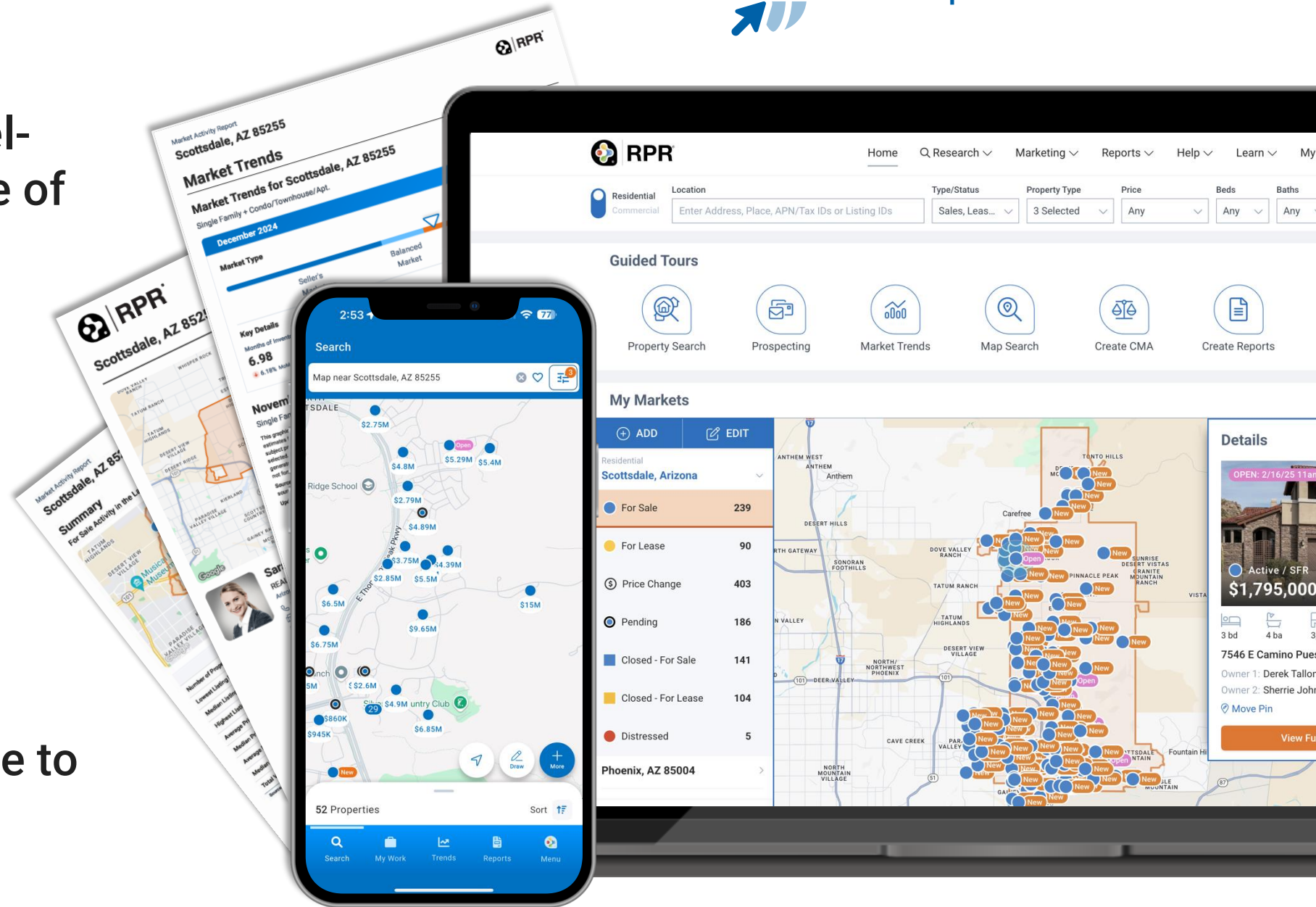


RPR is ...

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



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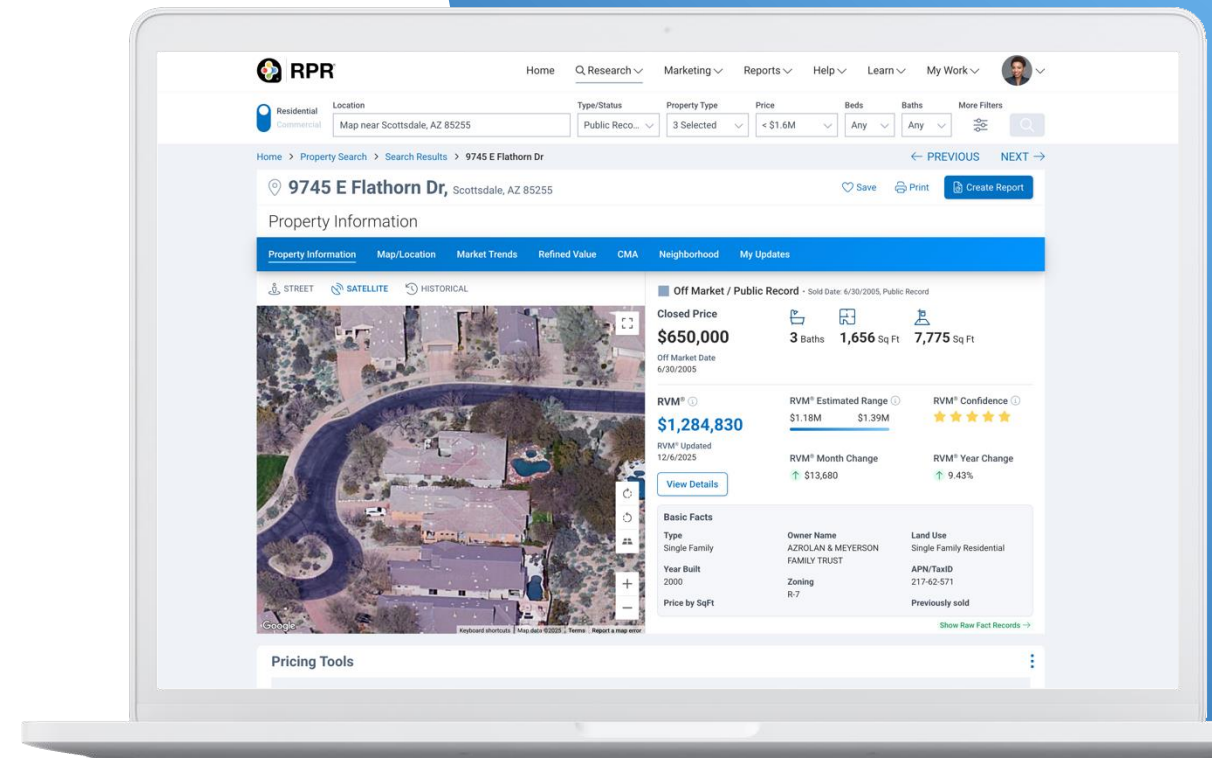
RPR Fits Everywhere Your Business Touches the Market



RPR Pricing Tools

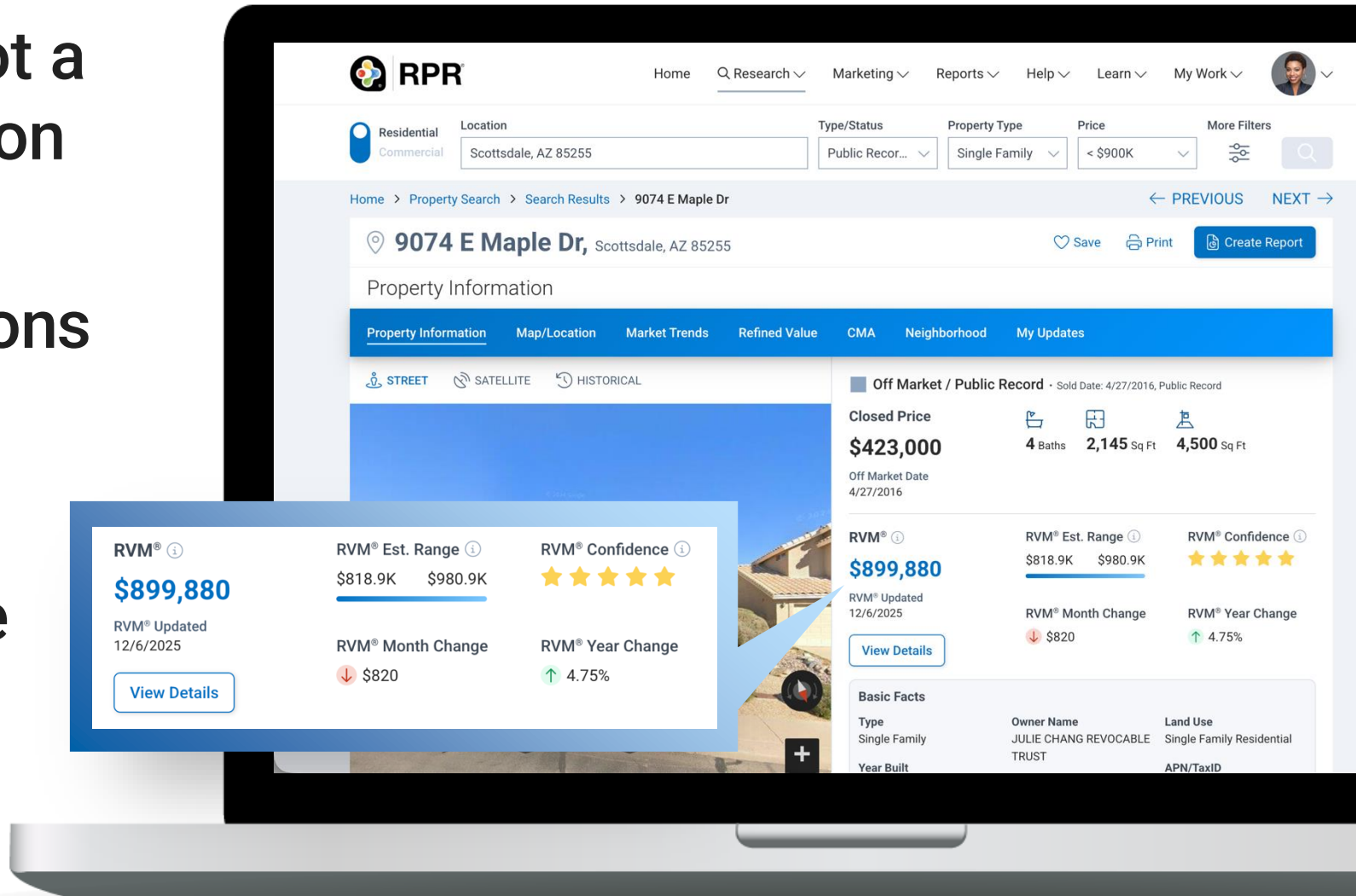
- ☑ **Mobile App CMA**
- ☑ **Refining the RVM[®]**
- ☑ **Comparative Analysis**

1. Buyers / Sellers Reports and Templates
2. Five Step Process
3. Comprehensive & Professional CMA



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**

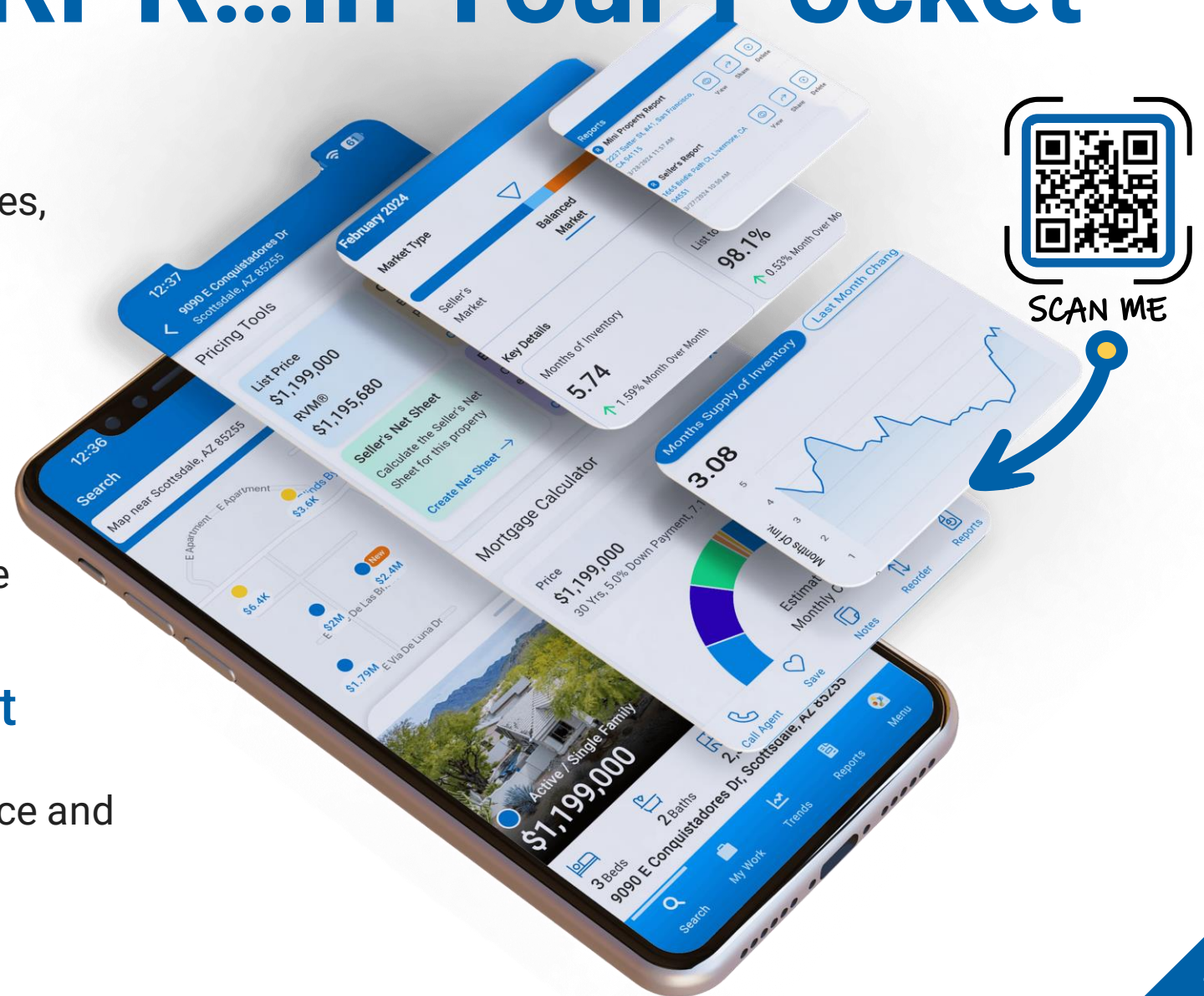
Find residential and commercial properties, review key details

- **Client-ready reports**

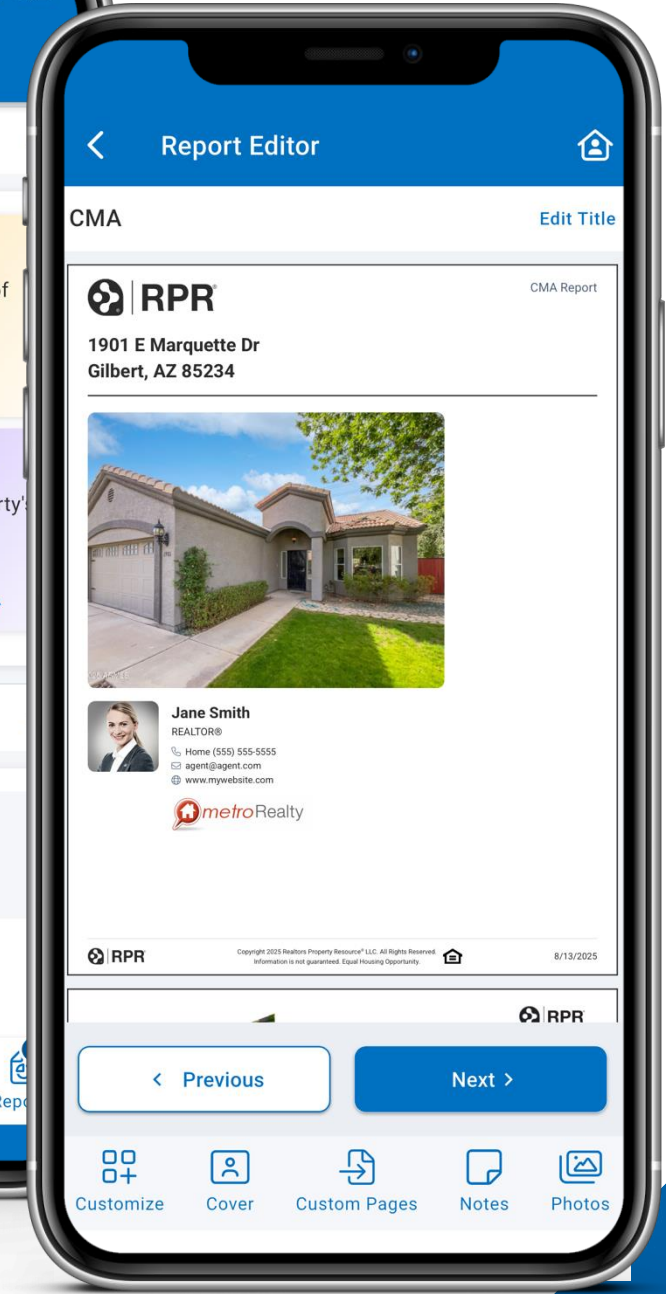
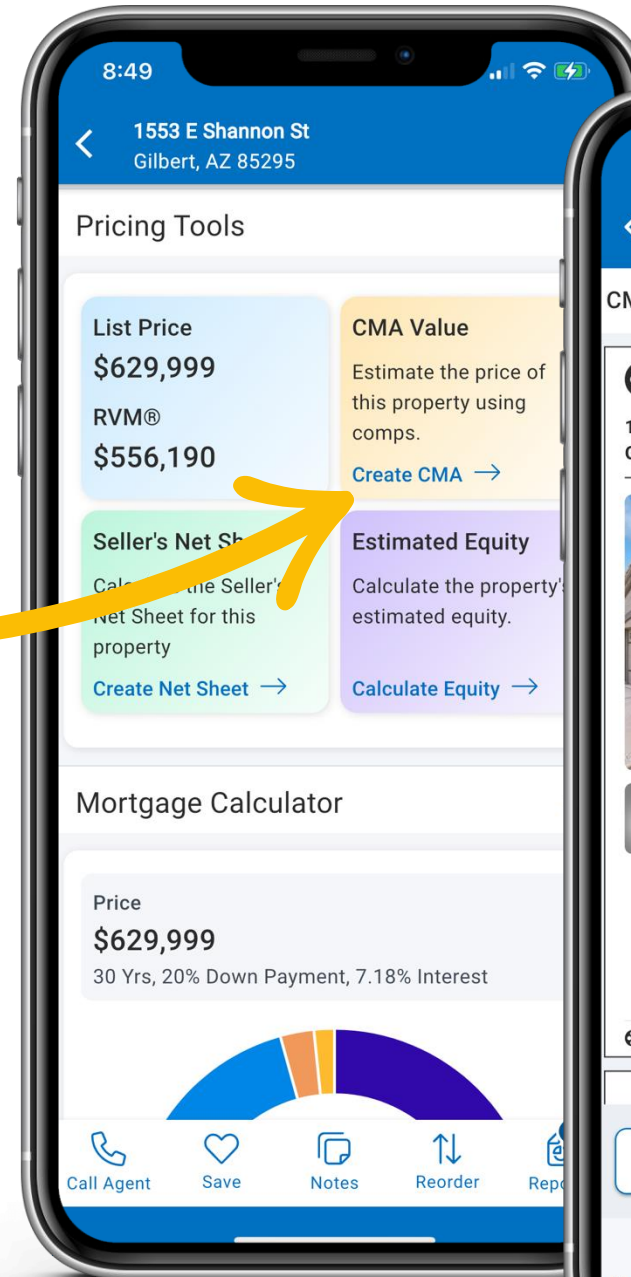
Create and share clear, customizable reports with clients.

- **Stronger client engagement**

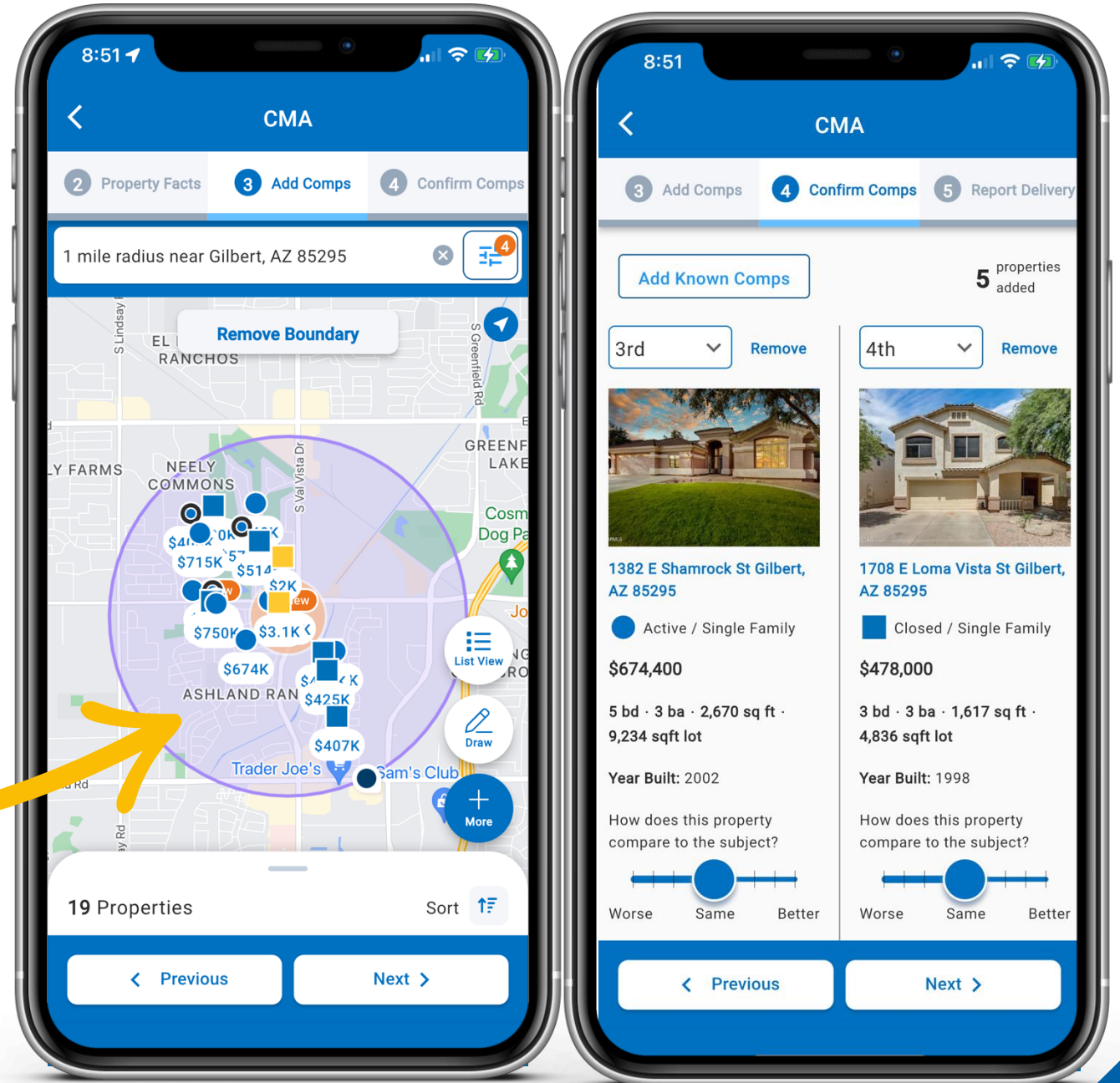
Answer questions in real time with property insights that build confidence and trust.



RPR Mobile™ App: Create a Seller's Report & CMA



RPR Mobile™ App: Create a CMA, Add Comps & Adjust Value





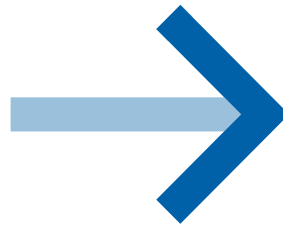
Subject Property

- 2234 Cypress Hollow Court 34695
- 4 bedrooms, 3.5 bathrooms
- 2,686 sq/ft
- Last sold \$390,000 1/2/2014
- RVM \$859,160 09/27/2025



Let's Take a Look

How agents turn prospecting questions into repeatable outreach—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:

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Audience

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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



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Turn Learning Into Doing



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RPR

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Viewing 37 of 37 properties

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

Complete this quick checklist of items to prove your knowledge.

20%

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

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Earn a badge.
Build your skills

Apply what you
learned.

13

What's Next?

- Locate the CMA tab on a property page
- Look for comps and make adjustments
- Create a CMA report for a client





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Thank you
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