

# Search Smarter with RPR

# Deliver Wins for Your Clients



RPR Webinar Series

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

- ✓ **Searching with advanced filters**
- ✓ **Create custom search areas**  
(neighborhood, drive time or distance)
- ✓ **Draw and save custom geographies on the map**
- ✓ **Identify nearby points of interest**
- ✓ **Evaluate flood zones and area risks**
- ✓ **Review recent pricing trends**
- ✓ **Search by school zones and school-specific criteria**



# RPR is ...



www.narrpr.com

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

Market	For Sale	For Lease	Price Change	Pending	Closed - For Sale	Closed - For Lease	Distressed
Residential Scottsdale, Arizona	239	90	403	186	141	104	5
Phoenix, AZ 85004							

# RPR Fits Everywhere Your Business Touches the Market

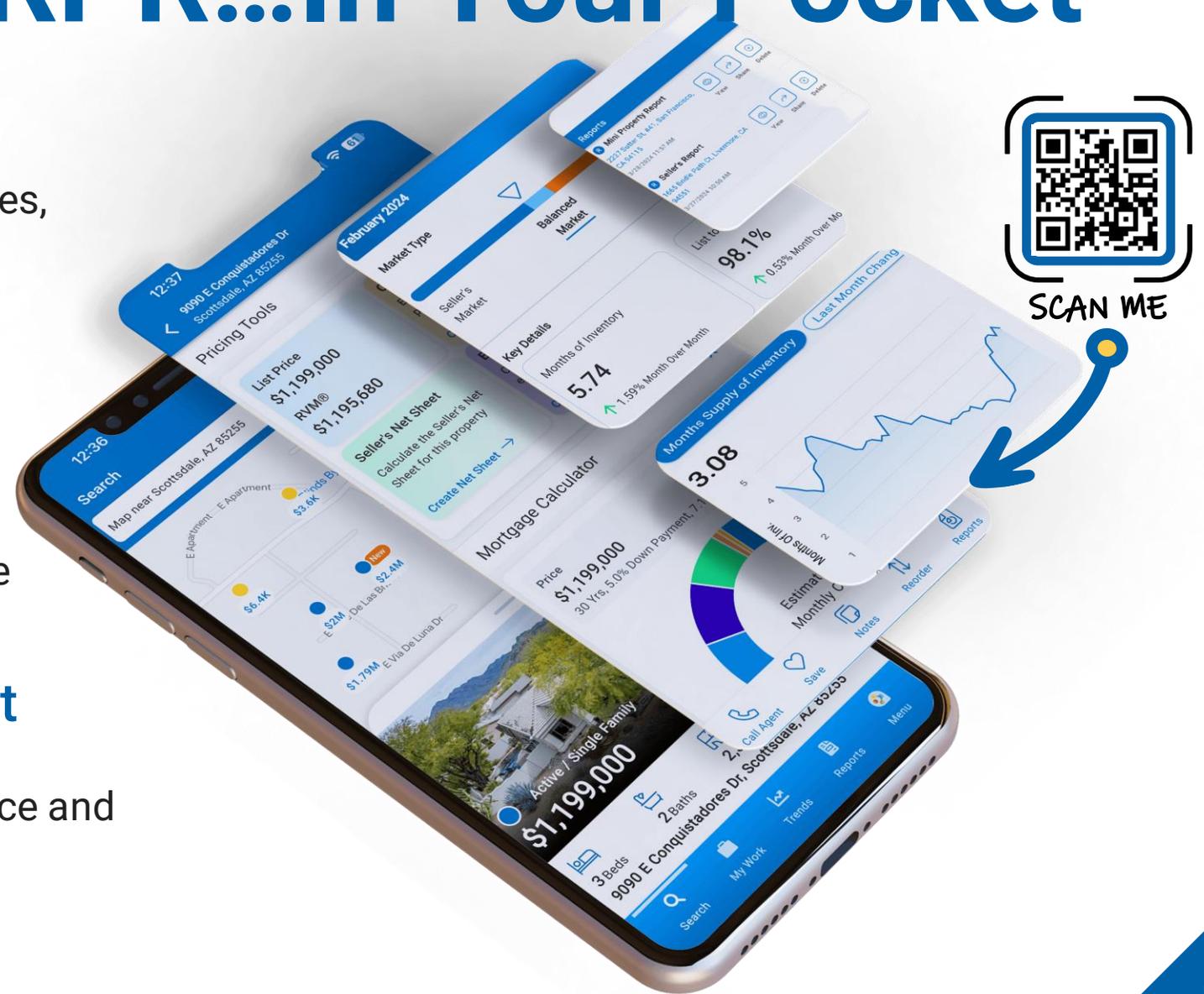


# Research helps everyone:

- Property History
- Neighborhood Insights
- School Data
- Identifying Market Trends
- Consumer Outreach

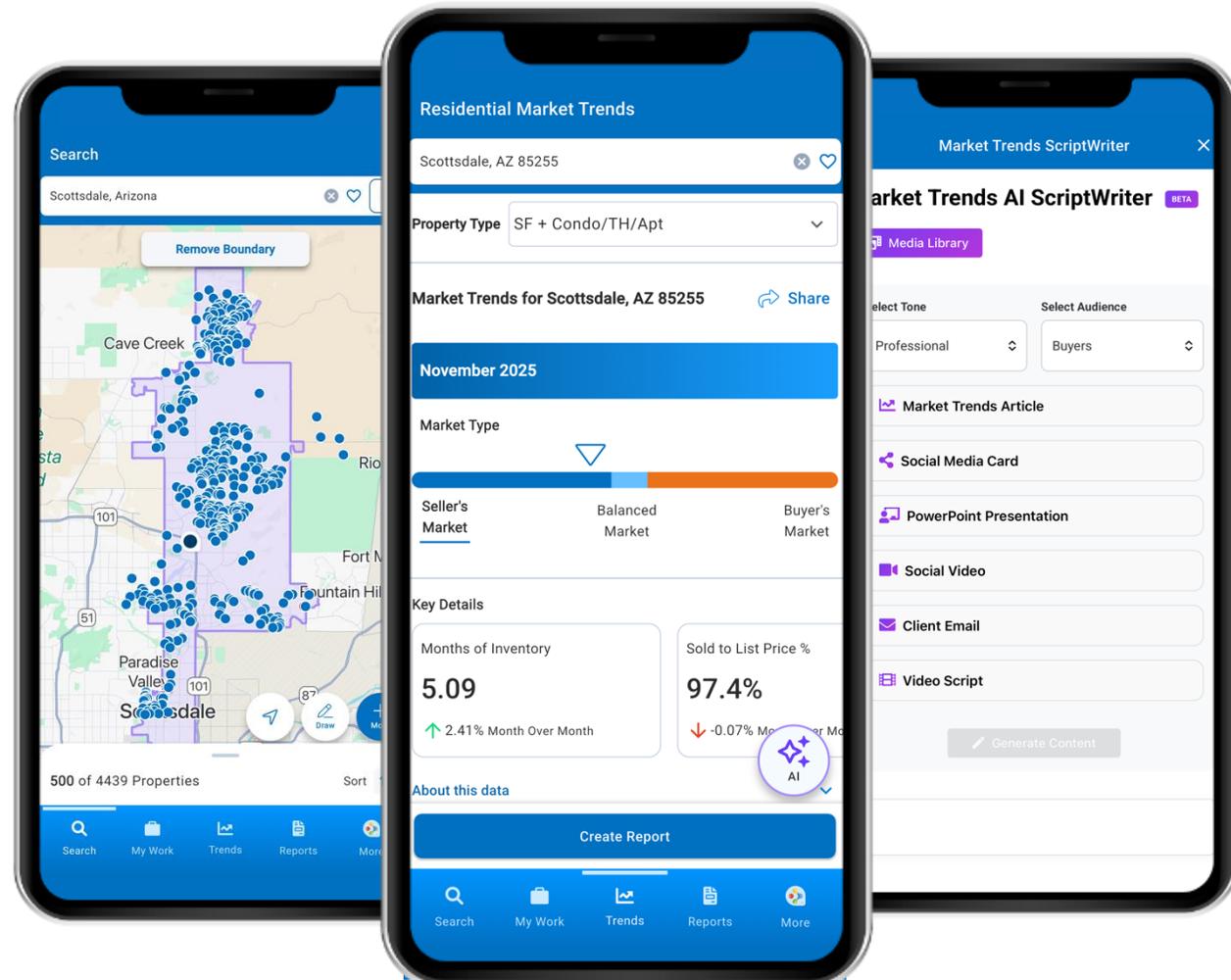
# The Power of RPR...In Your Pocket

- **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.



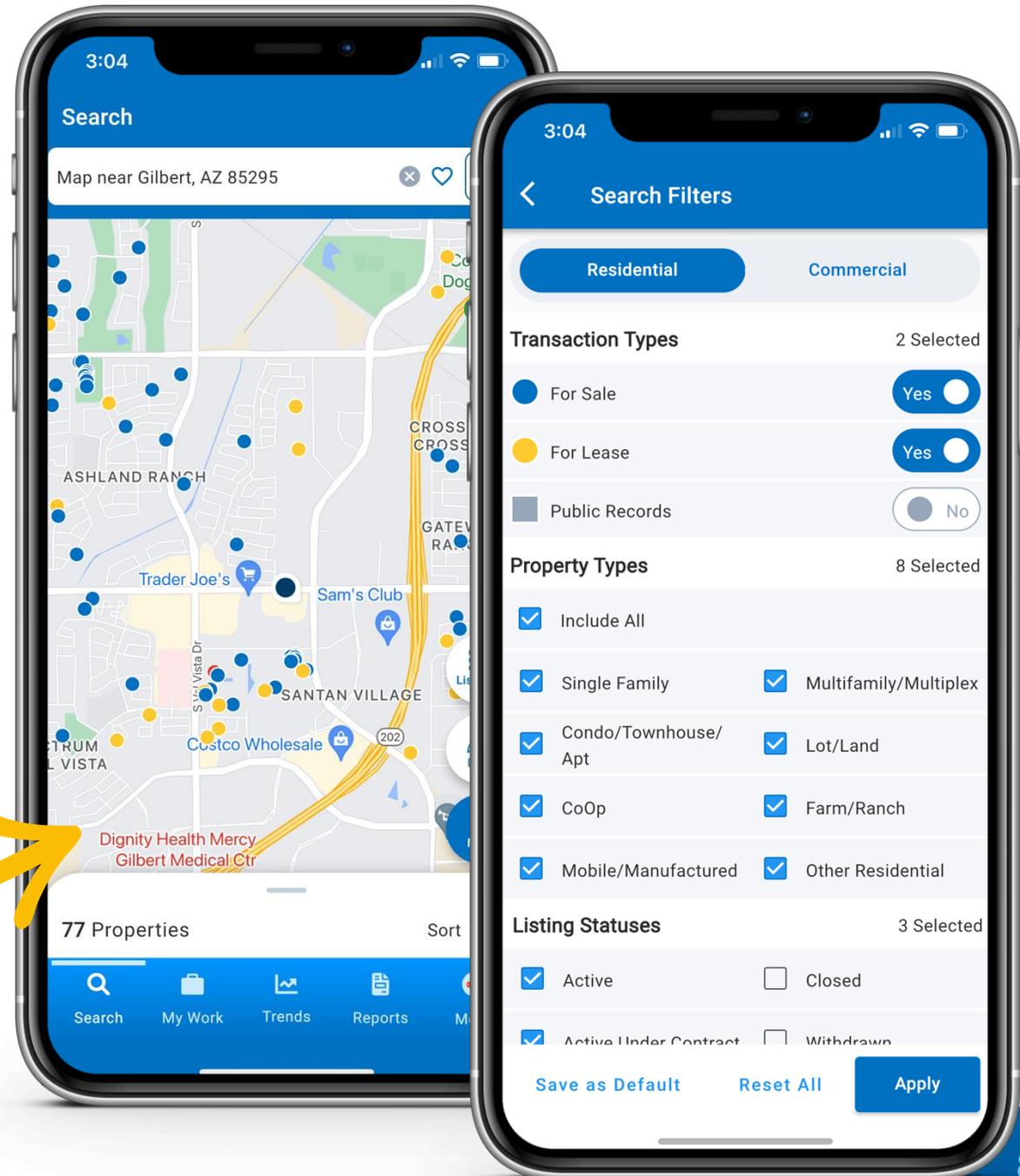
# The Power of RPR...In Your Pocket

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

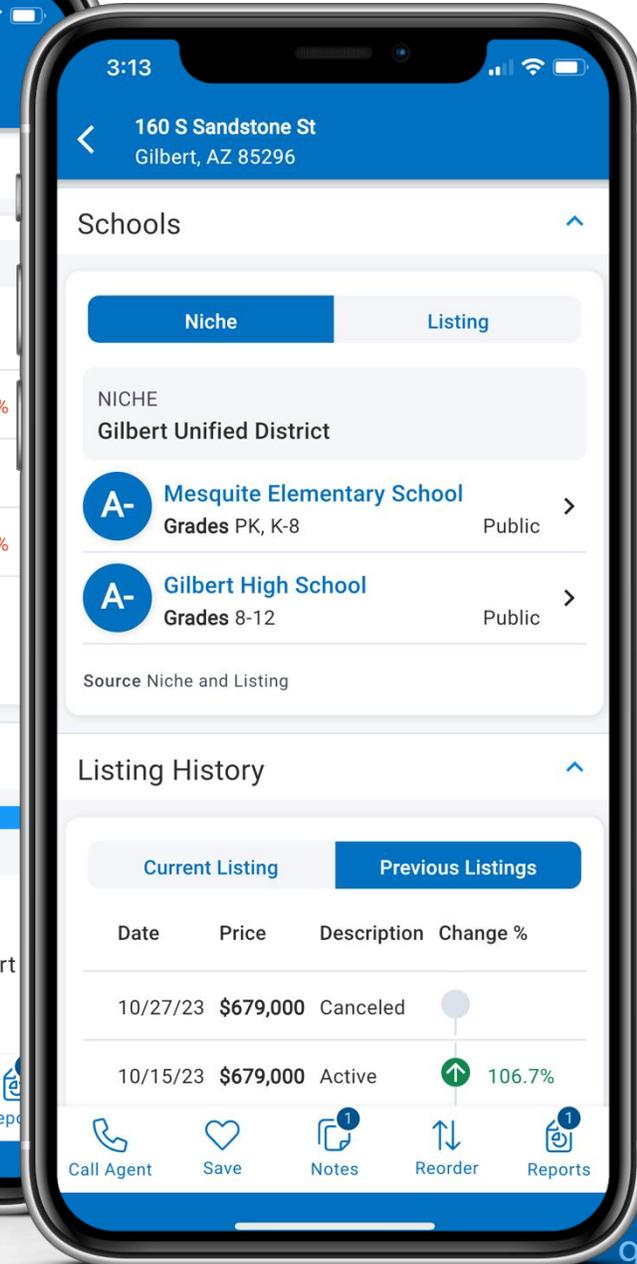
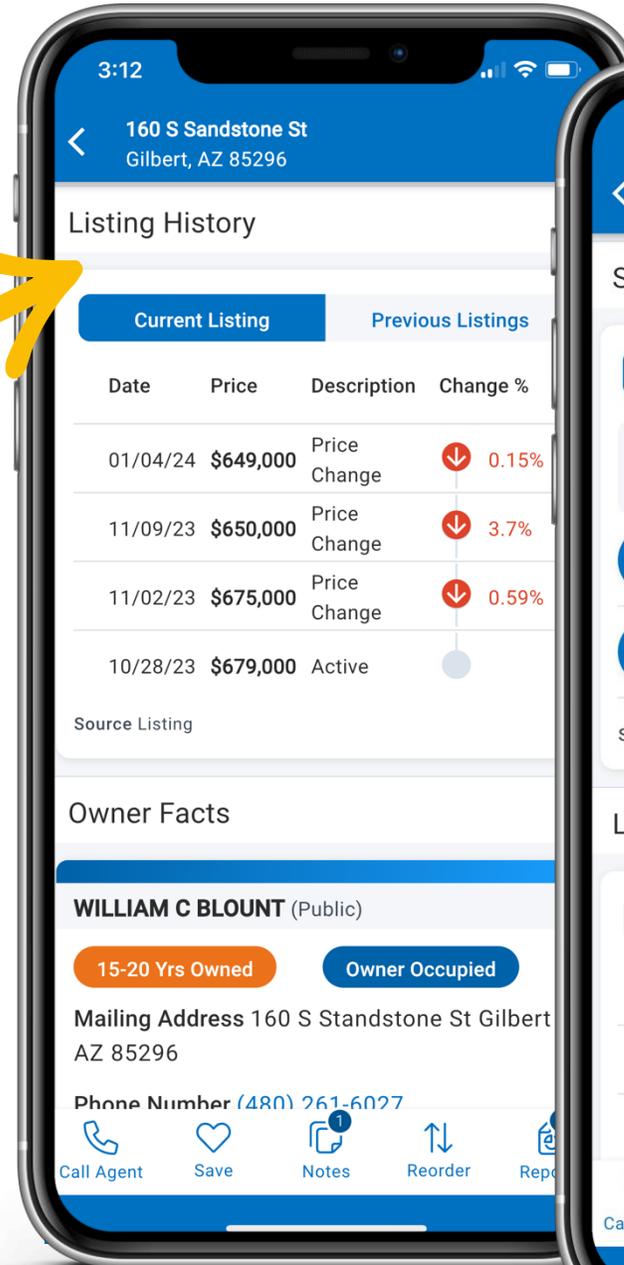


SCAN ME

# RPR Mobile™ App: Search for Nearby Properties & Use Enhanced Search Filters



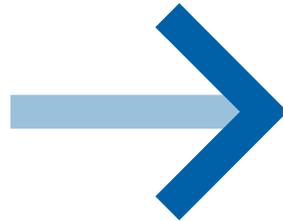
# RPR Mobile™ App: Property Details Including Schools and Listing History





# Let's Take a Look

How agents think beyond basic search to find the right property 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.

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



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



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## Printable Handouts and eBooks

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

# Turn Learning Into Doing



**RPR Webinars**

Hi Donna,  
Thank you for registering for "Welcome to RPR! Tools, Tips & Skills Every Agent Needs." Whether you attended live or want to catch up, we've got everything you need.

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**FOUNDATION BUILDER**  
KNOWLEDGE CHECK  
RPR

Show it off. Share it. Or just take a second to celebrate—you've earned it. Thanks for putting your RPR skills into action!

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**RPR**

Home Q Research Marketing Reports Help Learn My Work

Residential Commercial Location Type/Status Property Type Price Beds Baths More Filters

Enter Address, Place, APN/Tax IDs or Listing IDs Sales, Leas... 3 Selected Any Any Any

**Guided Tours**

- Property Search
- Prospecting
- Market Trends
- Map Search
- Create CMA
- Create Reports
- RPR Mobile™

**My Markets**

Viewing 37 of 37 properties

Category	Count
For Sale	37
For Lease	19
Price Change	88
Pending	24
Closed - For Sale	29
Closed - For Lease	10
Distressed	0

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

Complete this quick checklist of items to prove your knowledge.

20%

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

**RPR Knowledge Check** 4

Earn a badge.  
Build your skills

Apply what you learned.

# What's Next?



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**Thank you**  
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