

STAND OUT WITH MARKET TRENDS



RPR Webinar Series



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

- Review housing charts and local market trends
- Track recent changes using My Markets
- Explore recent activity with the Market Activity Report
- Create shareable visuals using AI ScriptWriter tools
- Distribute insights across reports, social, email, and web



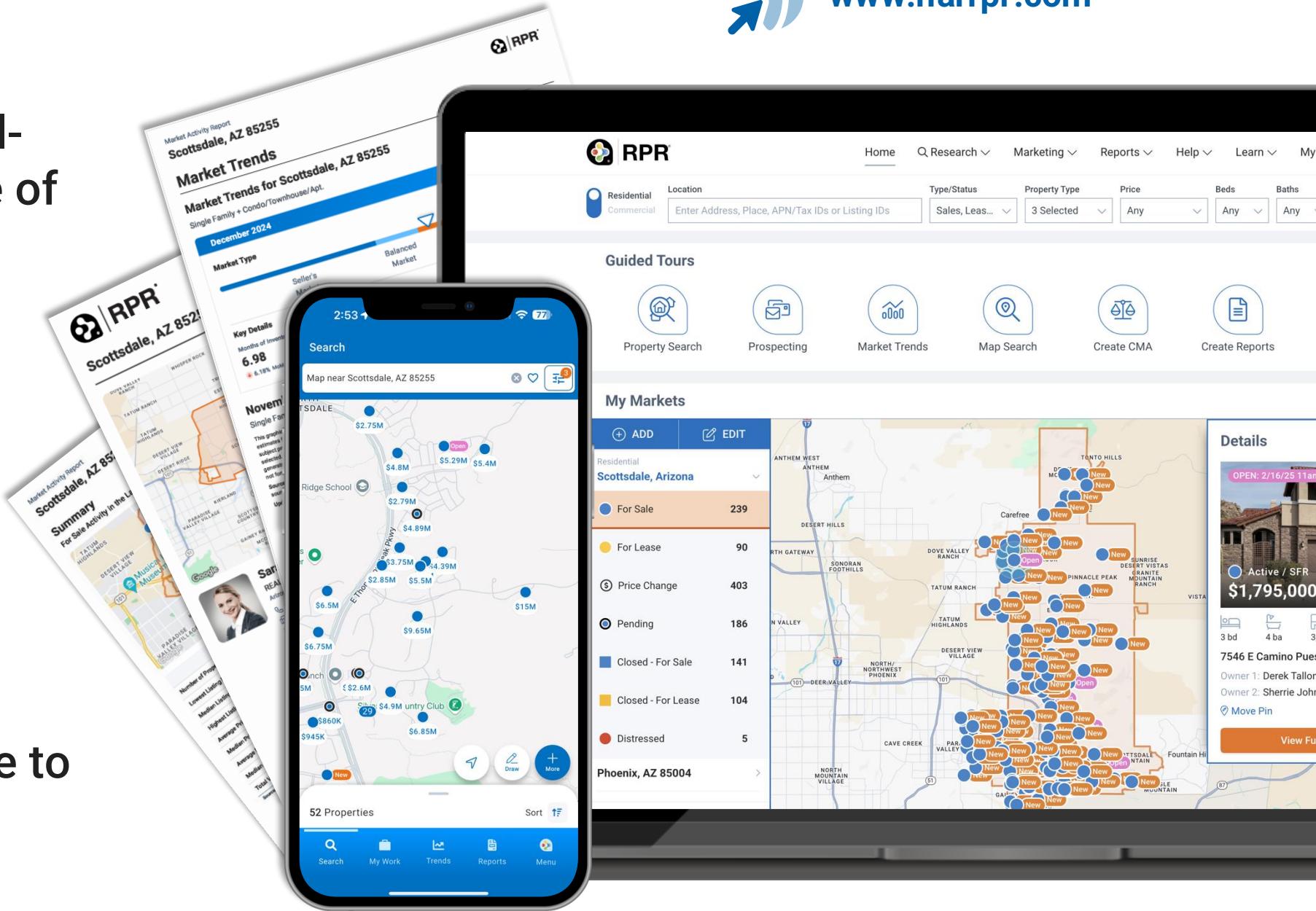
RPR is ...

- 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**





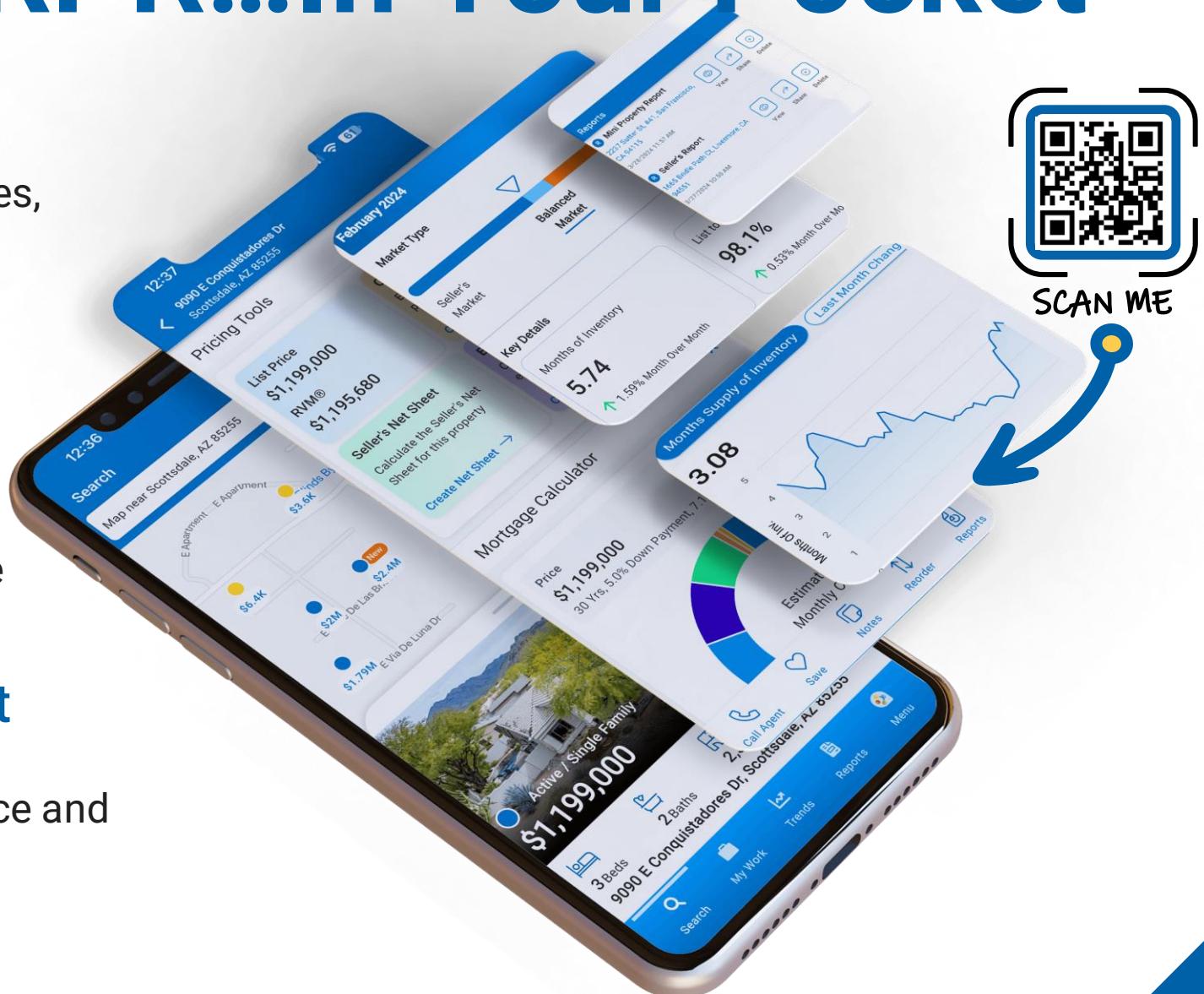
Why Market Trends?

- Property Values
- Neighborhood Insights
- Identifying Market Trends
- Consumer Outreach
- Value to Clients and Customers

The Power of RPR...In Your Pocket

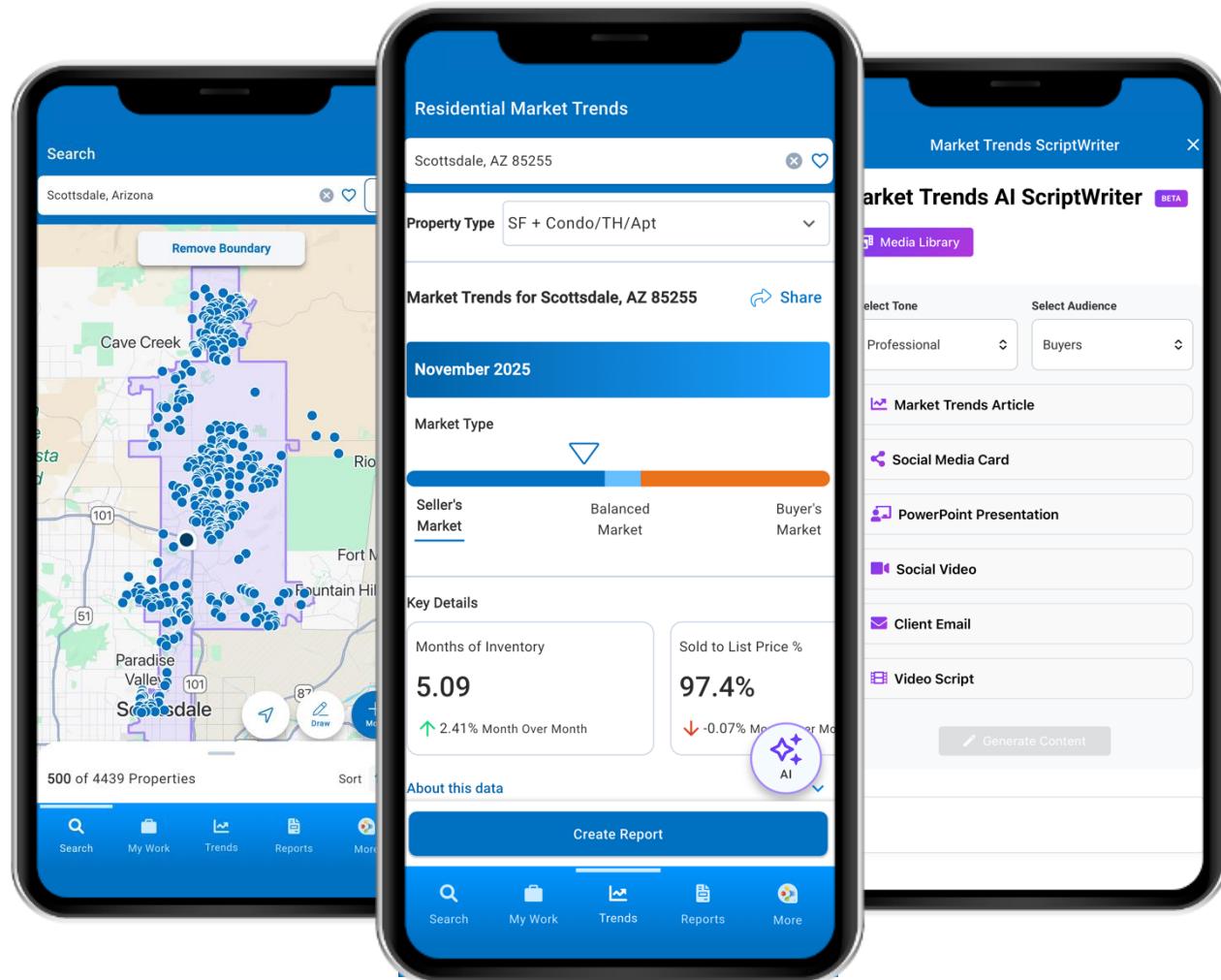
- **On-the-go Access**
View property details, equity estimates, CMAs, and market trends.
- **Powerful property search**
Find residential and commercial properties, review key details
- **Client-ready reports**
Create and share clear, customizable reports with clients.
- **Stronger client engagement**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





The Power of RPR...In Your Pocket

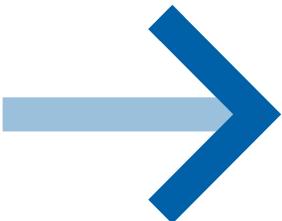
- Searches
- Buyer Tour
- Market Trends
- ScriptWriter
- Shareable
 - Facebook
 - Instagram
 - And more...





Let's Take a Look

How agents use local market stats to lead confident buyer and seller conversations

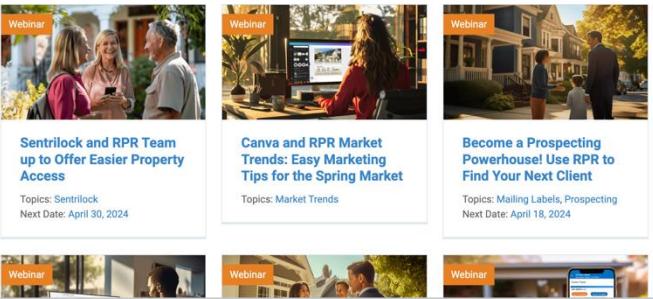


What Do You Want To Learn Today?

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
<input checked="" type="checkbox"/> Webinars by date	<input type="checkbox"/> CompStak
	<input type="checkbox"/> Crex
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eBooks and handouts for deep dives into real estate topics and RPR tools.



What's Next?



- Locate Market Trends from home page and property details
- Explore Various Charts
 - Adjust Property Types
 - View Metrics
- Share a chart with a client



Stay Connected with RPR

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





Thank you
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