

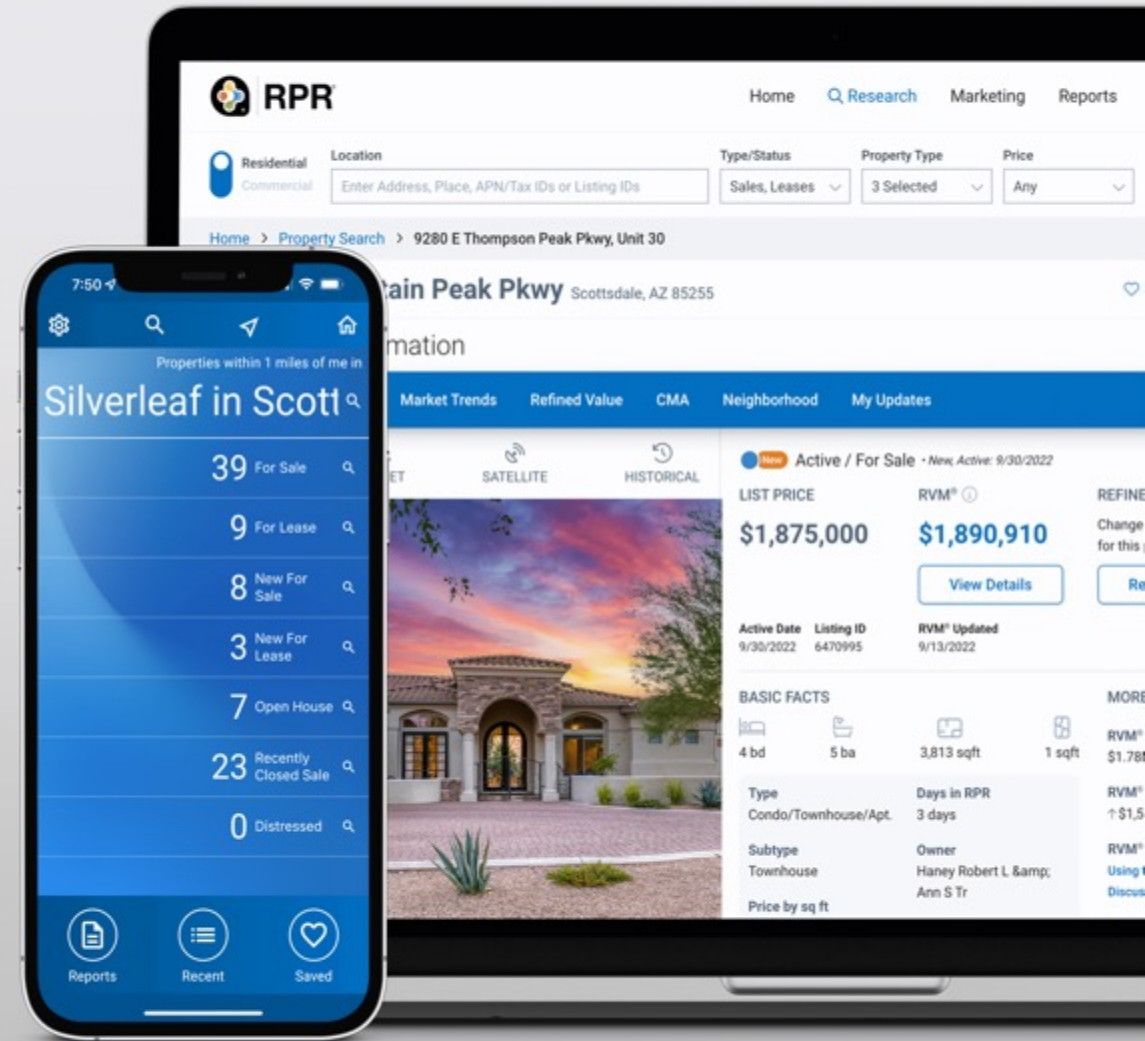


# RPR

## Using ChatGPT, Next Gen Reports and Branding to Tell YOUR Story

# What is RPR?

- National parcel-centric database of residential and commercial properties
- Built exclusively for REALTORS®
- No additional charge to REALTORS®
- No consumer access



# Value Proposition for REALTORS®



## Unparalleled Access

Broad datasets make REALTORS® market experts via MLS collaboration.



## Expert Valuation

RVM® and CMA provide precise valuations, boosting market insight.



## Personalized Reporting

Tailored, visually engaging reports meet client needs, enhancing presentations.



## Hyper-Local Trends

In-depth analysis offers REALTORS® data-driven insights for local market guidance.



## Building Trust

Data-backed communication positions REALTORS® as trusted information sources.



## Efficiency Gains

Optimizes research/reporting, freeing REALTORS® to concentrate on core activities.



# How's the Market?



Residential  
Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters



Home > Property Search > 26100 N 82nd St

26100 N 82nd St, Scottsdale, AZ 85255

Save

Print

CREATE REPORT

Market Trends

Property Information

Market Trends

Refined Value

CMA

Neighborhood

My Updates

Market Trends for Scottsdale, AZ 85255

Share

Property Type

SF + Condo/TH/Apt

May 2023

Market Type

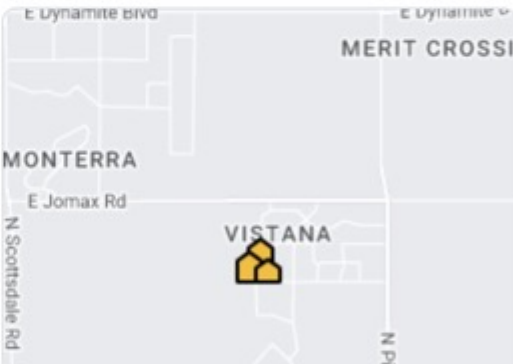


Seller's  
Market

Balanced  
Market

Buyer's  
Market

Key Details



Location

Scottsdale, Arizona



[Home](#) > [Residential Market Trends](#) > [Scottsdale](#)

# Scottsdale, Arizona

 Print

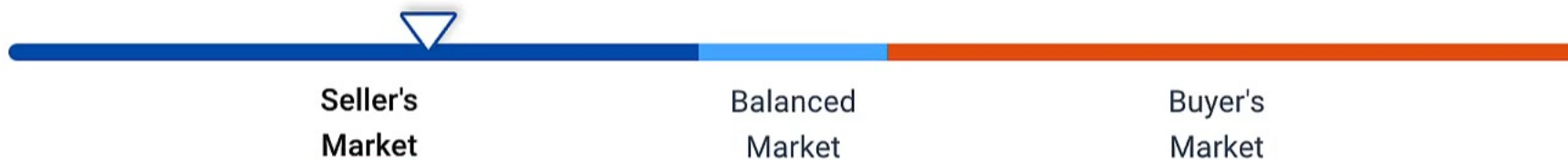
## Market Trends

 Share 

Property Type SF + Condo/TH/Apt 

March 2023

### Market Type



### Key Details

Months of Inventory

**3.18**

 7.02% Month Over Month

List to Sold Price %

**96.9%**

 0.09% Month Over Month

Median Days in RPR

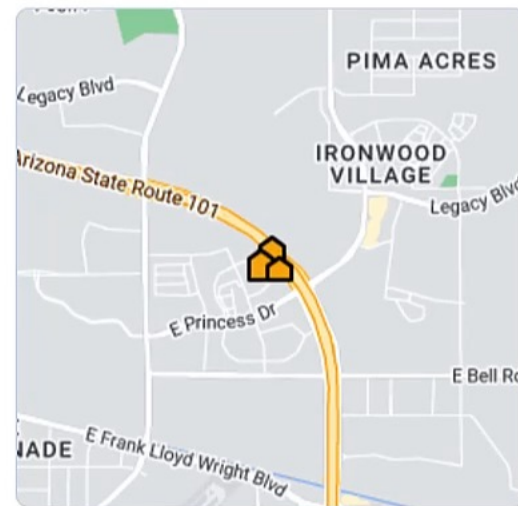
**39**

 29.09% Month Over Month

Median Sold Price

**\$790,000**

 3.36% Month Over Month





# Market Trends Scriptwriter

● ChatGPT

● Data-driven

- Video Scripts
- Social Media Content
- Analyze Metrics

● Desktop and Mobile





Residential  
Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters



### Shortcuts



Prospect for Clients



Search using a Map



Create a Report



Investor Analysis



Opportunity Zones



Create a CMA



Market Trends

### My Markets



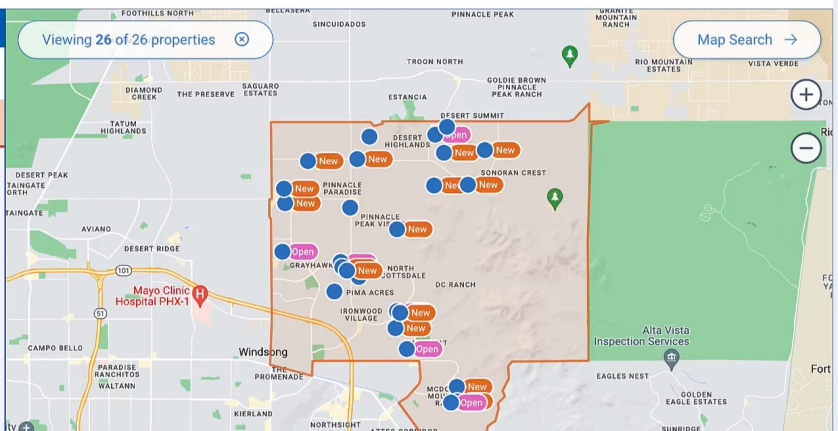
ADD



EDIT

Residential  
Scottsdale, AZ 85255

For Sale	26
For Lease	22
Price Change	54
Pending	27
Closed - For Sale	24
Closed - For Lease	9
Distressed	0







RPR

Home

Research

Marketing

Reports

Learn

Help

My Work



Location

Scottsdale, AZ 85255

Home > Residential Market Trends

Scottsdale, AZ

Market Trends

April 2023

Market Type

Key Details

Months of Inventory

3.04

16.94% Month Over Month

Realtors Property Resource®, LLC

Median Estimated

April 2023

## AI Scriptwriter

Create captivating video scripts and gain insight into market trends with just a few clicks, all powered by ChatGPT-3.5 Turbo.

Choose Tone

Professional



Choose Audience

Buyers and Sellers



What would you like to do?



Create Video Script



Social Campaign



Analyze Metrics

Video Script

Opening shot of Julie in front of a beautiful Scottsdale home.

Julie: Hi everyone, it's Julie Smith, your trusted REALTOR® here in Scottsdale, Arizona. As we head into April 2023, I wanted to give you all an update on the local real estate market. Whether you're a buyer or seller, it's important to stay informed and up-to-date. So, let's dive right in!

Shot of Julie's computer screen with the data displayed.

Julie: Currently, we have a 3.04 months supply of inventory in Scottsdale, which is a slight increase from last month. However, over the last 12-months, we've seen a significant increase of 101.32% in the months supply of inventory. This means there are more homes on the market for buyers to choose from, but also more competition for sellers.

Copy Script

Send By Email

The script generated here is based on RPR's Market Trends data using AI software. The script is intended as a starting point for content that should be validated by the user. The results are not guaranteed and may not accurately reflect the current market or other conditions. The user of this product is solely responsible for verifying all content generated by it.



RPR

Home

Research

Marketing

Reports

Learn

Help

My Work



Location

Scottsdale, AZ 85255

Home > Residential Market Trends

Scottsdale, AZ

Market Trends

April 2023

Market Type

Key Details

Months of Inventory

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Choose Tone

Professional



Choose Audience

Buyers and Sellers



What would you like to do?



Create Video Script



Social Campaign



Analyze Metrics

Social Media Campaign

Facebook:

Looking to buy or sell your home in Scottsdale, AZ 85255? Check out our latest market analysis report! According to our data, the current Months Supply of Inventory is at 3.04 months, with a +101.32% increase over the last 12 months. The List to Sold Price percentage is at 96.6%, with a median days on market of 51. Our median Sold Price is at \$1,250,000. Contact Julie Smith, REALTOR® for more information on how to navigate this market successfully!

LinkedIn:

As we close out the month of April 2023, we wanted to share some important data regarding the Scottsdale, AZ 85255 real estate market. Our latest market analysis report shows that the current Months Supply of Inventory is at 3.04 months, with a +101.32% increase over the last 12 months. The List to Sold Price percentage is at 96.6%, with a

Copy Text

Send By Email

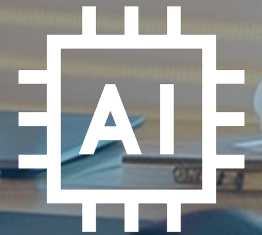
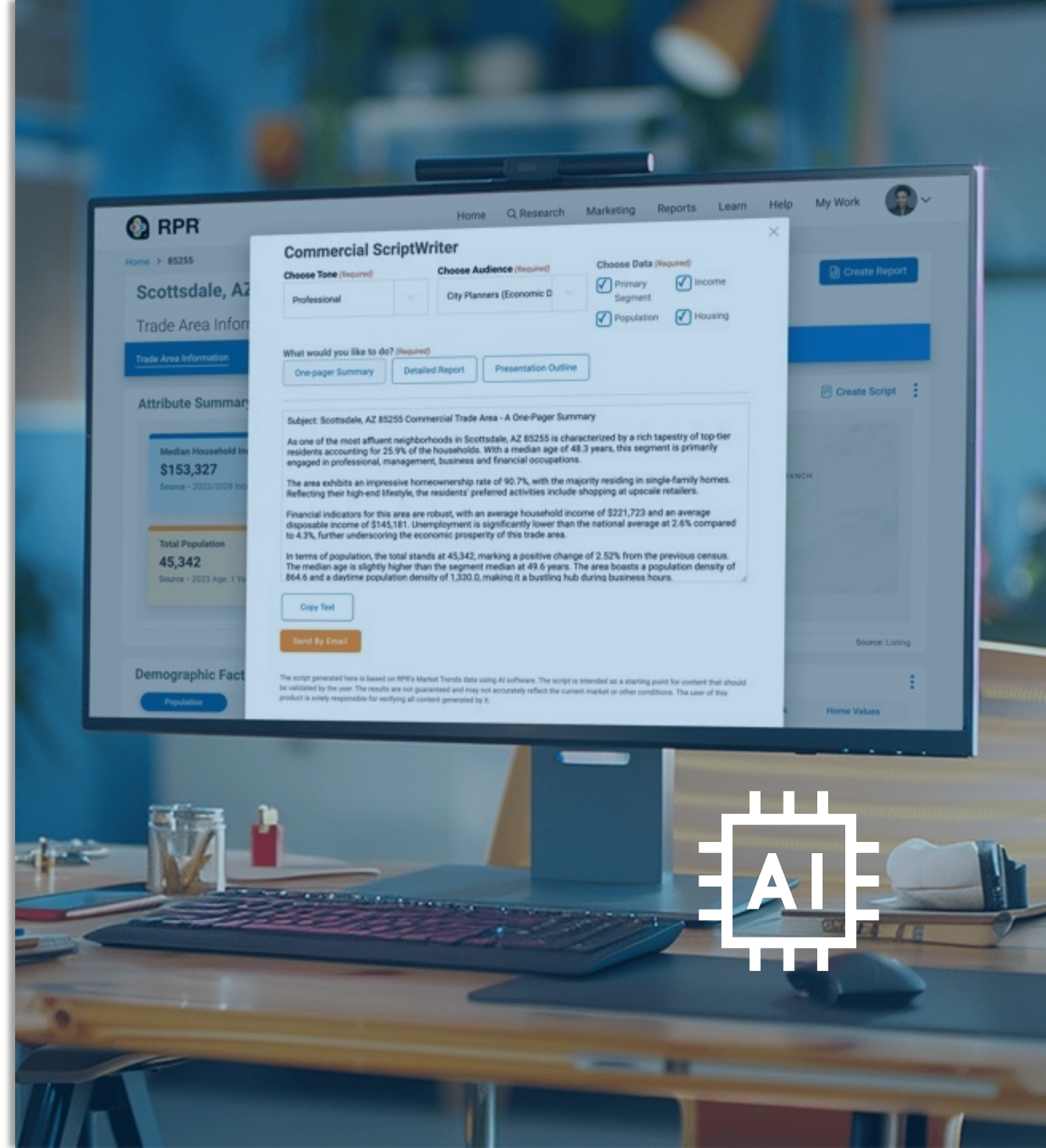
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# Commercial ScriptWriter

- Choose Tone & Audience
- Choose Data Points
- Versatile Formats
  - Presentation outlines for pitches
  - One-pagers for quick summaries
  - Detailed reports for in-depth analysis



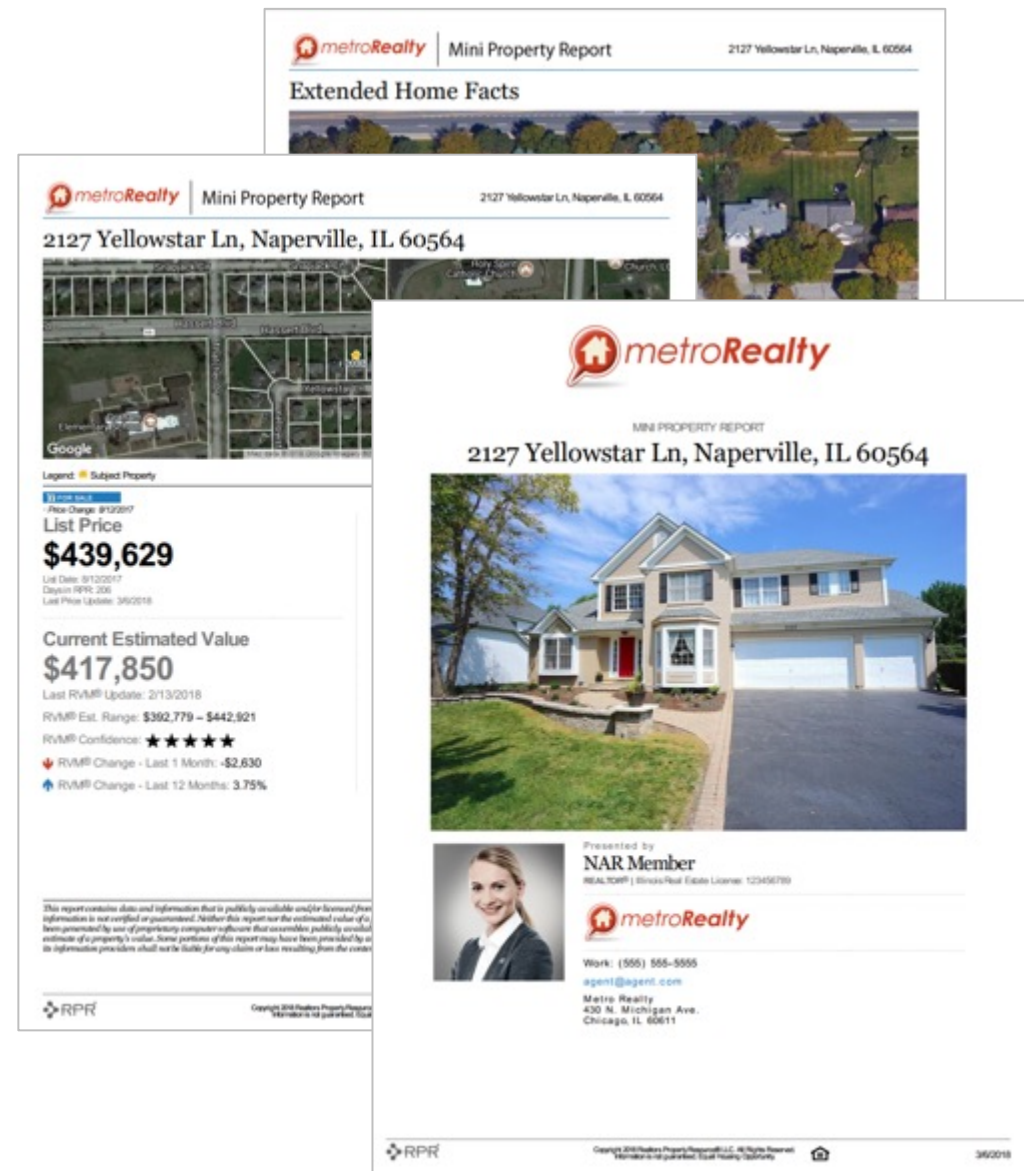


# Next Gen Reports



# RPR Reports

- 8 Different Template Reports
- Customizable
  - Pick and choose criteria to include
  - Include agent and/or broker PDF's
- Download, print email or text
- Personalized with agent photo and contact information
- Reports saved in RPR for 30 days



# Next Gen Reports (Fall 2024)

- **Customizable Templates**

Create and save personalized report templates for repeated use.

- **Intuitive Design Tools**

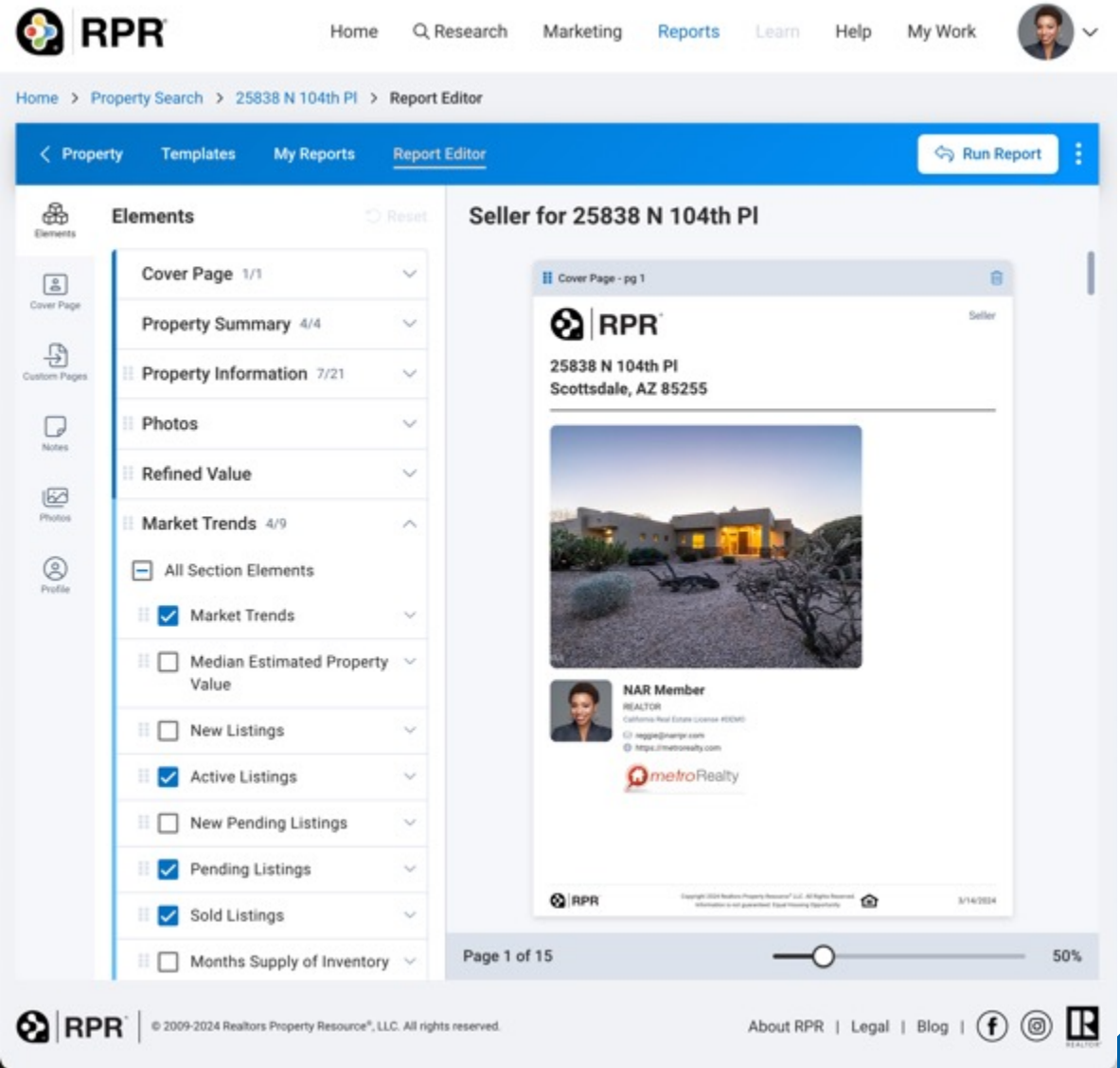
Drag and drop to reorder elements with ease.

- **Live Preview**

Make and view changes instantly for on-the-fly report customization.

- **Streamlined Content Selection**

Default selections are minimized to reduce clutter.





# Branding

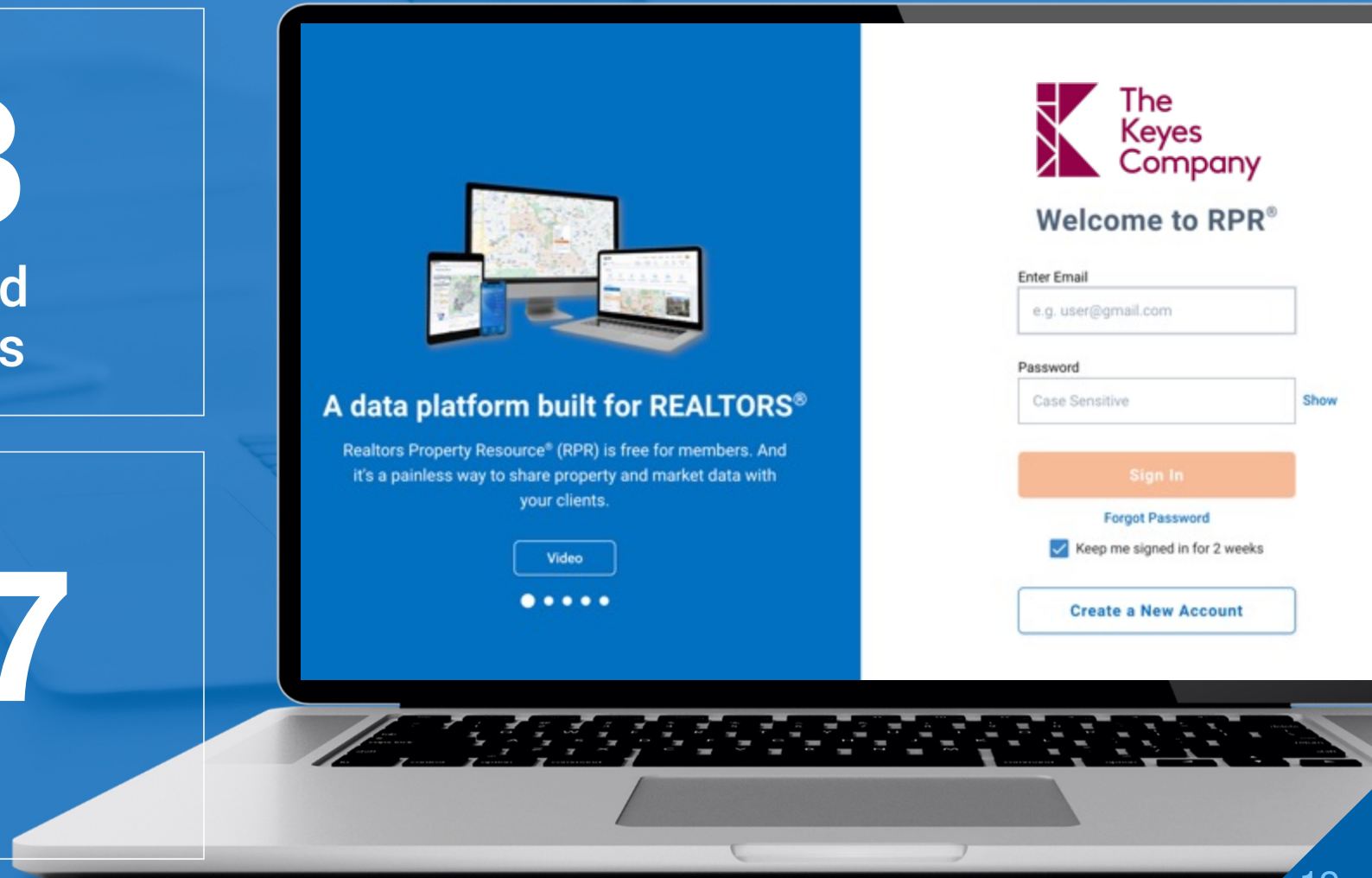
# The Growth of Broker Tools

10,298

Companies Registered  
with RPR Broker Tools

707,747


Branded Agents







Realtors Property Resource x +  
https://www.narpr.com




**metroRealty**

Home Q Research Marketing Reports Learn Help My Work 



**Residential** **Commercial** LOCATION: Enter Address, Place, APN/Tax IDs or Listing IDs 

TYPE/STATUS: Sales, Leas... PROPERTY TYPE: 3 Selected PRICE: Any BEDS: Any BATHS: Any FILTERS 

**Shortcuts**

 Prospect for Clients  Search using a Map  Create a Report

**My Markets**

 ADD  EDIT

Residential **Scottsdale, AZ 85255** 123

- For Sale 18
- For Lease 5
- Price Change 14
- Pending 39
- Closed - For Sale 44
- Closed - For Lease 3
- Distressed 0

**Scottsdale, AZ 85254**

**Phoenix, AZ 85018**

Viewing changes in the last 10 days

**Market Activity Report**

Phoenix, AZ 85018

Market Snapshot: Sales Price

**Phoenix, AZ 85018**

MARKET ACTIVITY REPORT

Phoenix, AZ 85018

**New Listings: 10 (cont.)**

- 4 Active** MLS ID: 6180474  
\$104 N 32nd St, Unit 207  
This one story Phoenix turn key home offers an upgrades. You will love the spacious patio and desirable section of the complex. Meridian is conveniently located just minutes to some of the best shopping and dining in the area.
- 5 Active** MLS ID: 6194857  
\$104 N 32nd St, Unit 207  
Move in ready and very private 2 bed 2 ba townhome. No carpeting here. It's all wood or tile floors. This unit has a private pool, fitness center and manicured grounds. This unit is a popular one for this unit is immediately by the elevators.
- 6 Active** MLS ID: 6162736  
\$133 N 34th Pl  
A beautiful property in the highly sought after Scottsdale area. This property features a shopping, restaurant, theater and a Master Bedroom all with walk-in closets. This property contains 2500 sq ft of living space and is surrounded by well-kept grounds.
- 7 Active** MLS ID: 6198011  
\$831 N 34th St  
This is your chance to live the life you want. This property features a 2 car garage and a 2 car garage.

Presented by  
**NAR Member | REALTOR®**  
Illinois Real Estate License: 123456789

**metroRealty**

Work: (555) 555-5555  
Main: agent@agent.com

**Metro Realty**  
430 N. Michigan Ave.  
Chicago, IL 60611

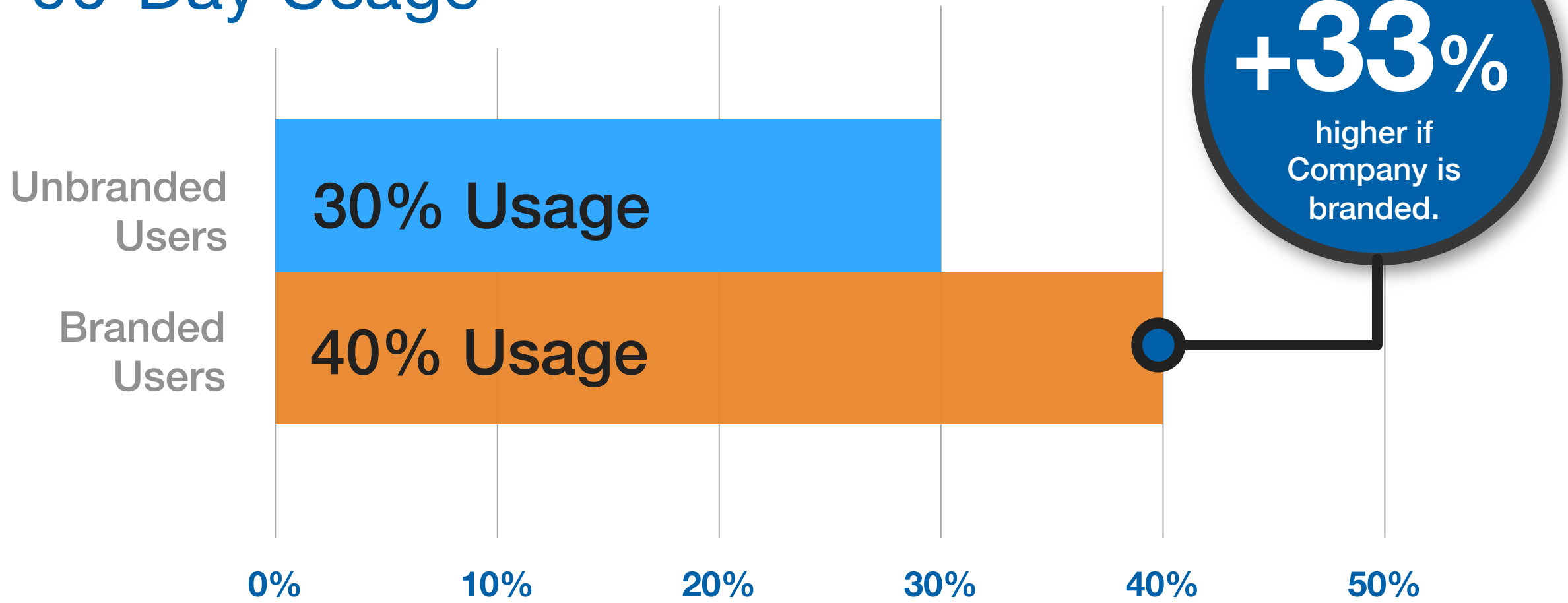


SCAN ME



# Company Branding Matters

## 90-Day Usage



# RPR Broker Tools

- Branding
- Company Custom Pages
- Affiliated Service Modules
- AVM Widget
- Deep Links





# Thank you!