RPR

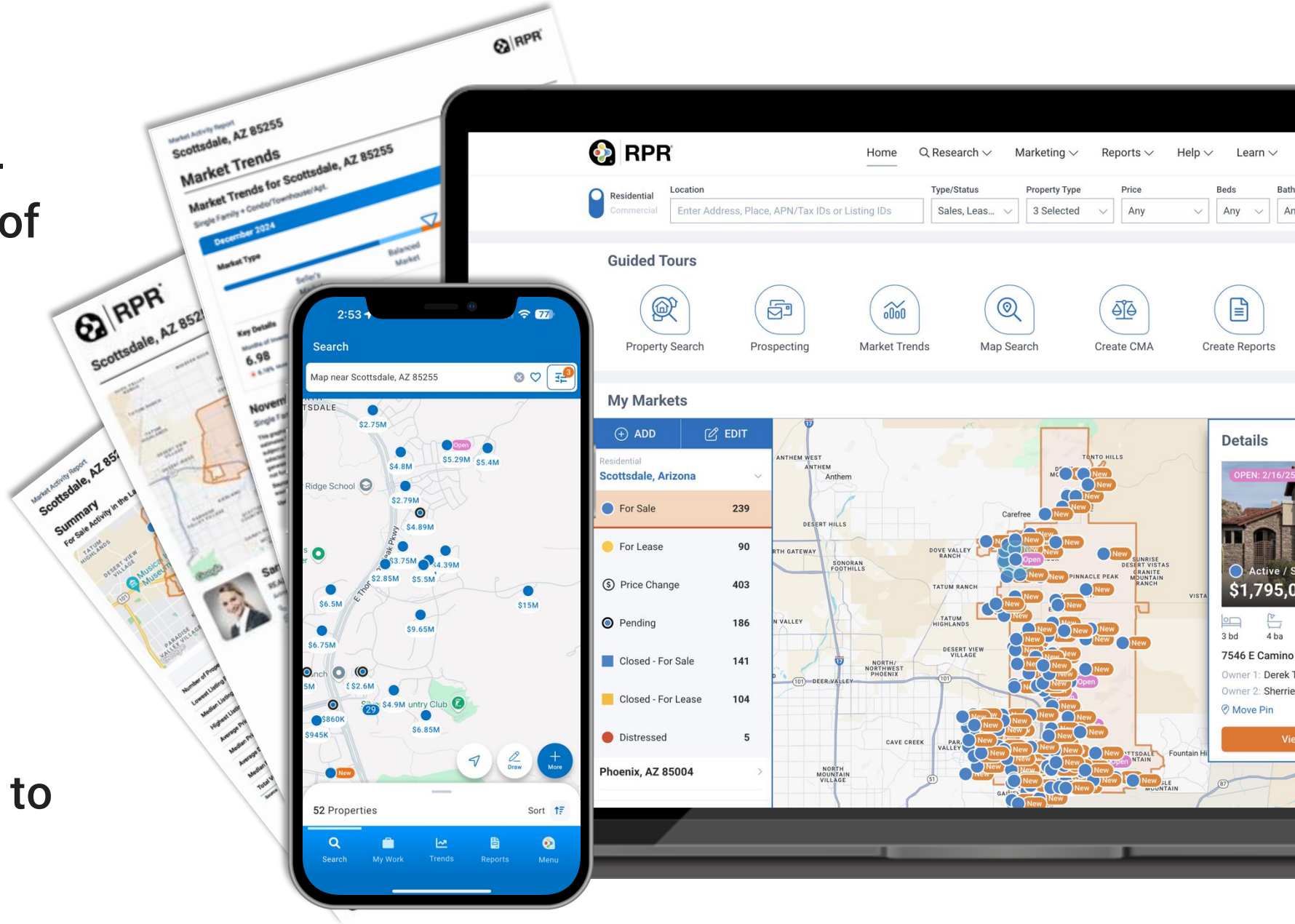
Do More Business with Next Gen Reports

Lisa Turner

Director, Broker Services

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

Trade Area & Economic Stats

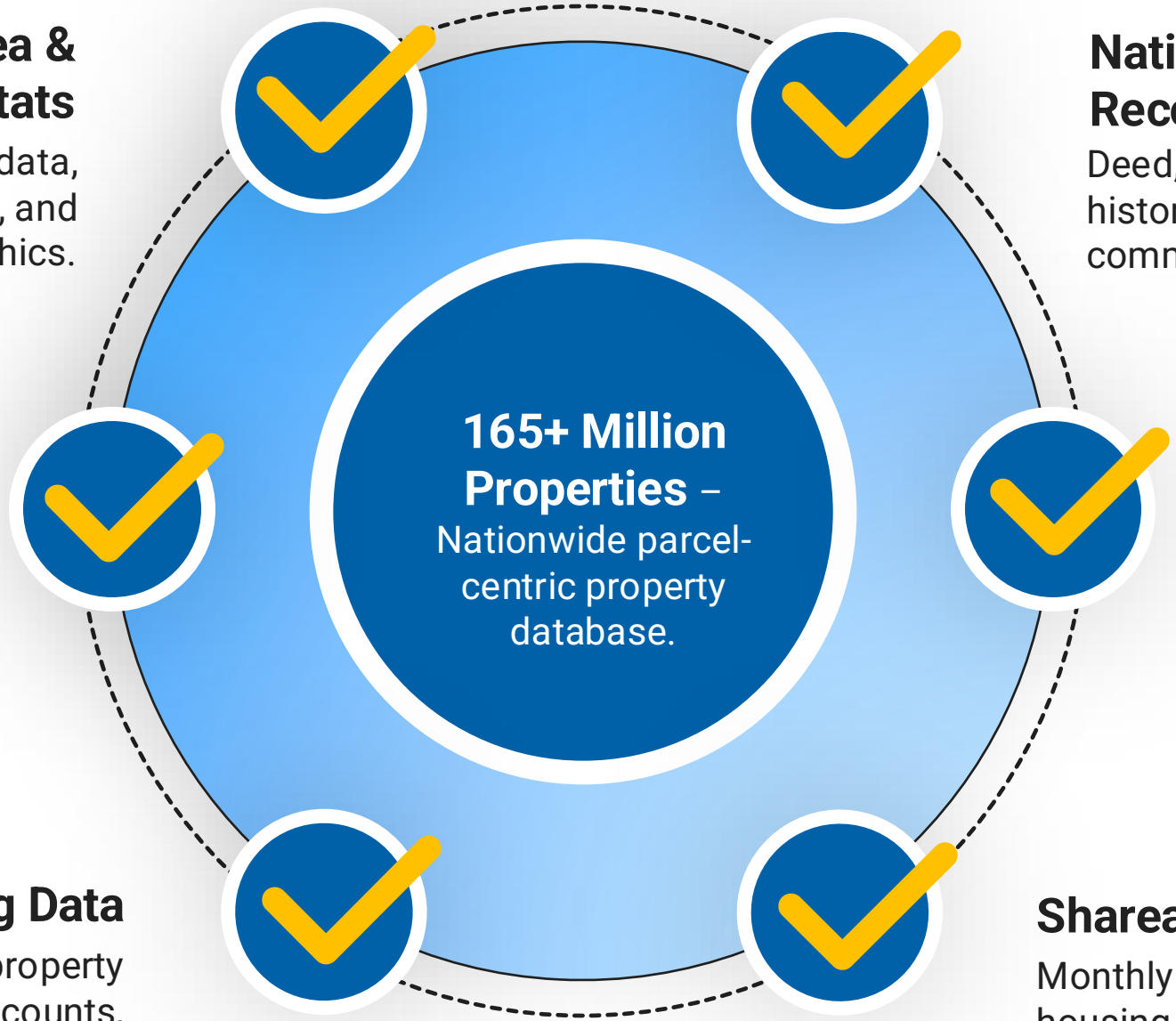
Commercial tenant data, consumer spending, and market demographics.

School & Neighborhood Insights

Key factors influencing homebuyer decisions.

Mapping Data

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



Nationwide Public Records

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

Listing Data

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

Shareable Market Trends

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

RPR

How are REALTORS® using RPR?

- Property Search
- Integrated MLS Listing Data
- Public Records / Tax Data
- Map Search
- Points of Interest (POIs)
- Heatmaps
- Plat Maps
- Library of Customizable Reports
- Market Activity & Trending
- Market Trends & Charts
- CMA / Seller Report
- Realtor Valuation Model® (RVM®)
- Refined Value Calculator
- Historical Listing Comparisons
- Census & Demographics Data
- Mortgage Information/History
- FEMA Flood Maps
- Foreclosure/Distressed/REO Info
- Opportunity Zones
- Investment Analysis Tool
- Trade Area Analysis
- Commercial Site Selection
- School Attendance Zones
- School Reports
- RPR Mobile™ app
- Estimated Equity (Mobile)

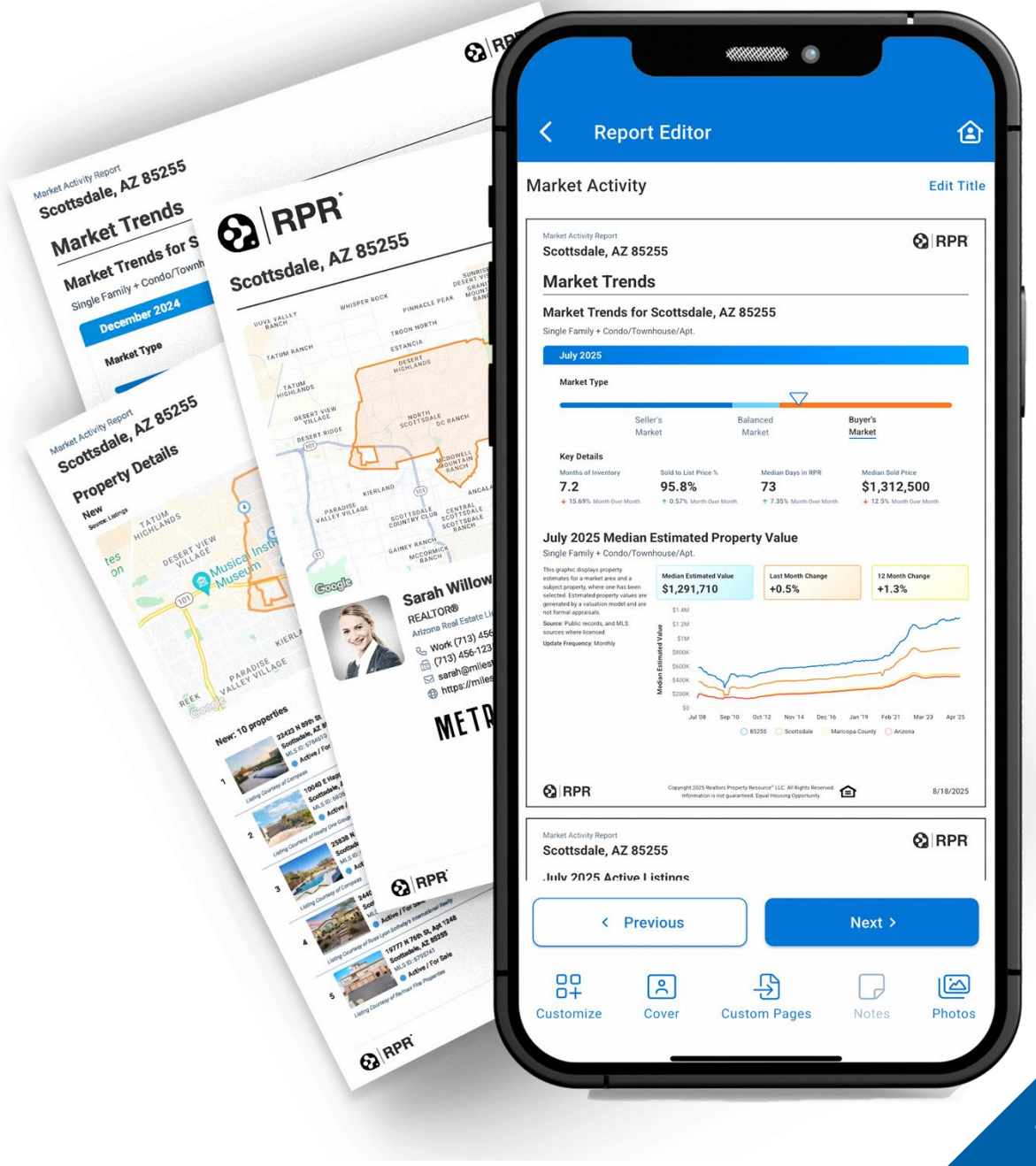
50 Ways to Use RPR

The Stakes | Turn Every Question Into Trust

- **Every client interaction is a test of your professionalism.**
- **Can you deliver clarity in the moment?**
  - Clients expect instant, tailored answers.
  - Every extra step = lost trust and potentially lost business.

The Advantage
Next Gen Reports

- **Built from years of member feedback.**
  - **Live Preview** = edit once, see it live.
  - **Templates** = consistency and repeatable wins
  - **Dynamic Links** = reports that live on, drive leads

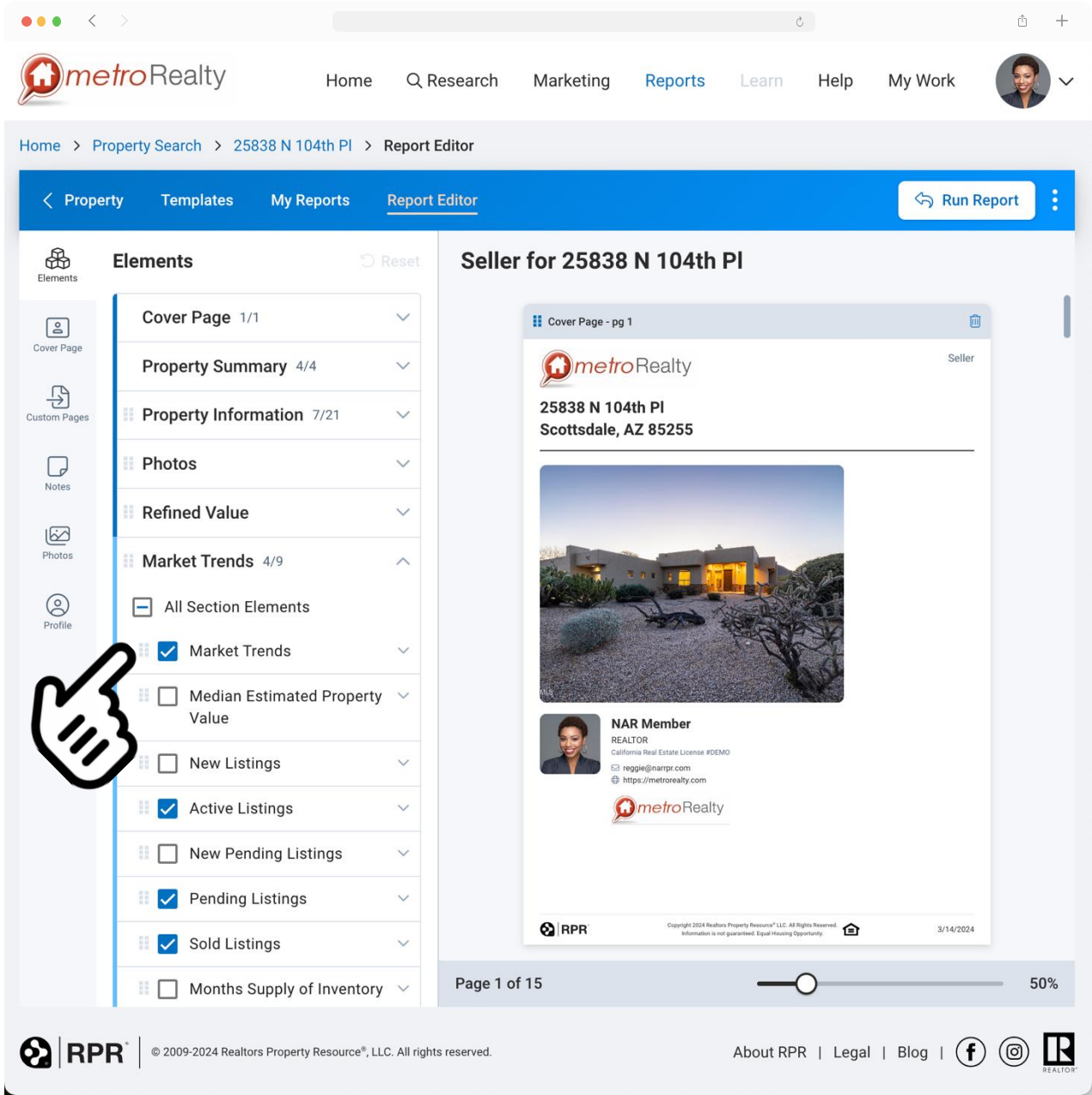


Business Impact

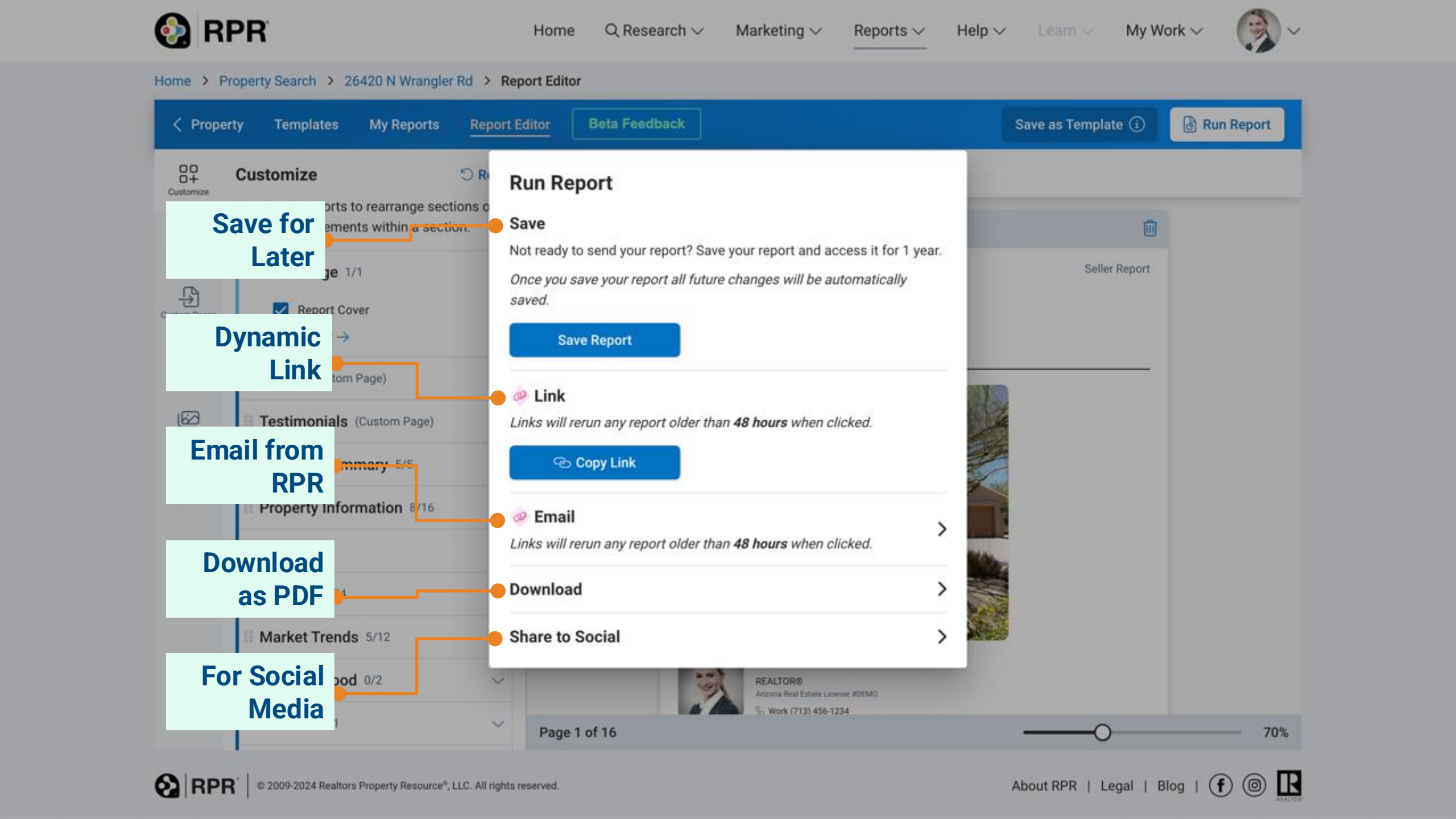
- **For Agents:** Faster answers → higher trust → more deals.
- **For Clients:** Dynamic reports that feel current and credible.
- **For Brokers:** Consistent, professional experience across every agent.

What's New?

- Refreshed Layouts
- Customizable Templates
- Drag-and-Drop Interface
- Live Preview
- Dynamic Updates
- Multiple Sharing Options
- Mobile-Friendly



RPR


RPR
Home
Research
Marketing
Reports
Help
Learn
My Work
Home > Property Search > 26420 N Wrangler Rd > Report Editor
Property
Templates
My Reports
Report Editor
Beta Feedback
Save as Template
Run Report
Customize
Save for Later
Dynamic Link
Email from RPR
Download as PDF
For Social Media
Run Report
Save
Not ready to send your report? Save your report and access it for 1 year.
Once you save your report all future changes will be automatically saved.
Save Report
Link
Links will rerun any report older than 48 hours when clicked.
Copy Link
Email
Links will rerun any report older than 48 hours when clicked.
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Market Trends 5/12
Seller Report
REALTOR®
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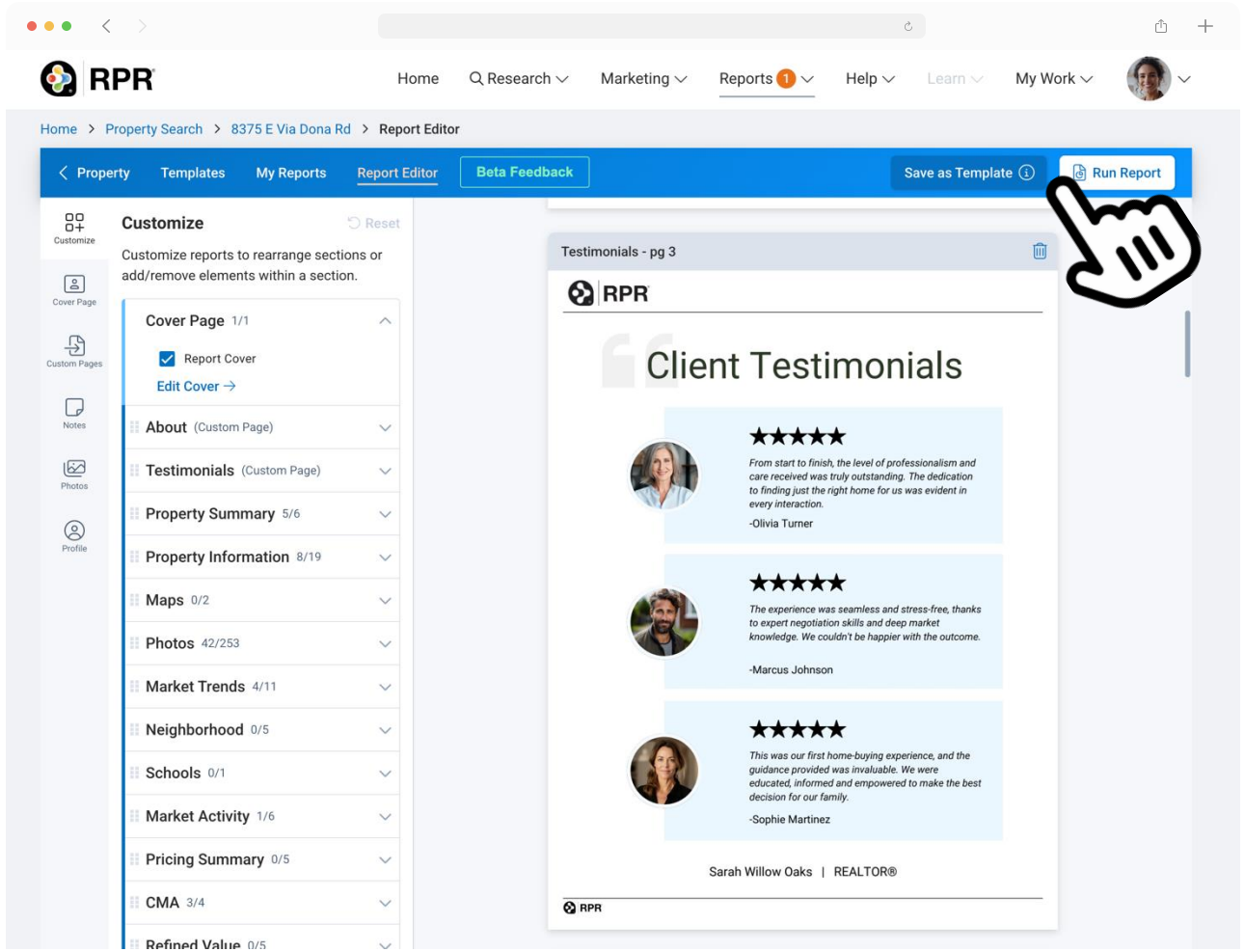
Templates | Save Once. Use Anytime.

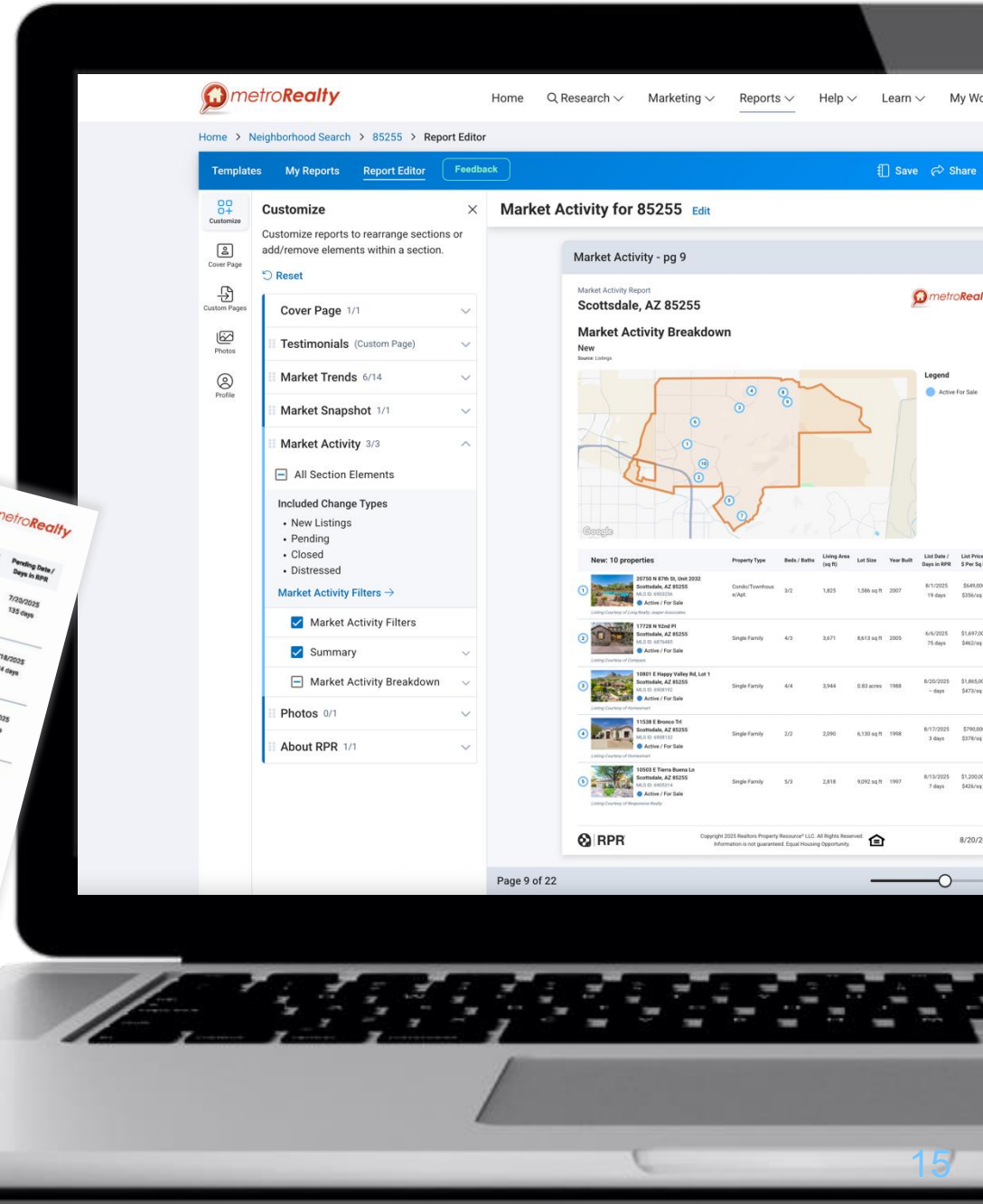
- **Client-ready in minutes**
- **Save & reuse layouts**
- **Works anywhere**



Custom Pages

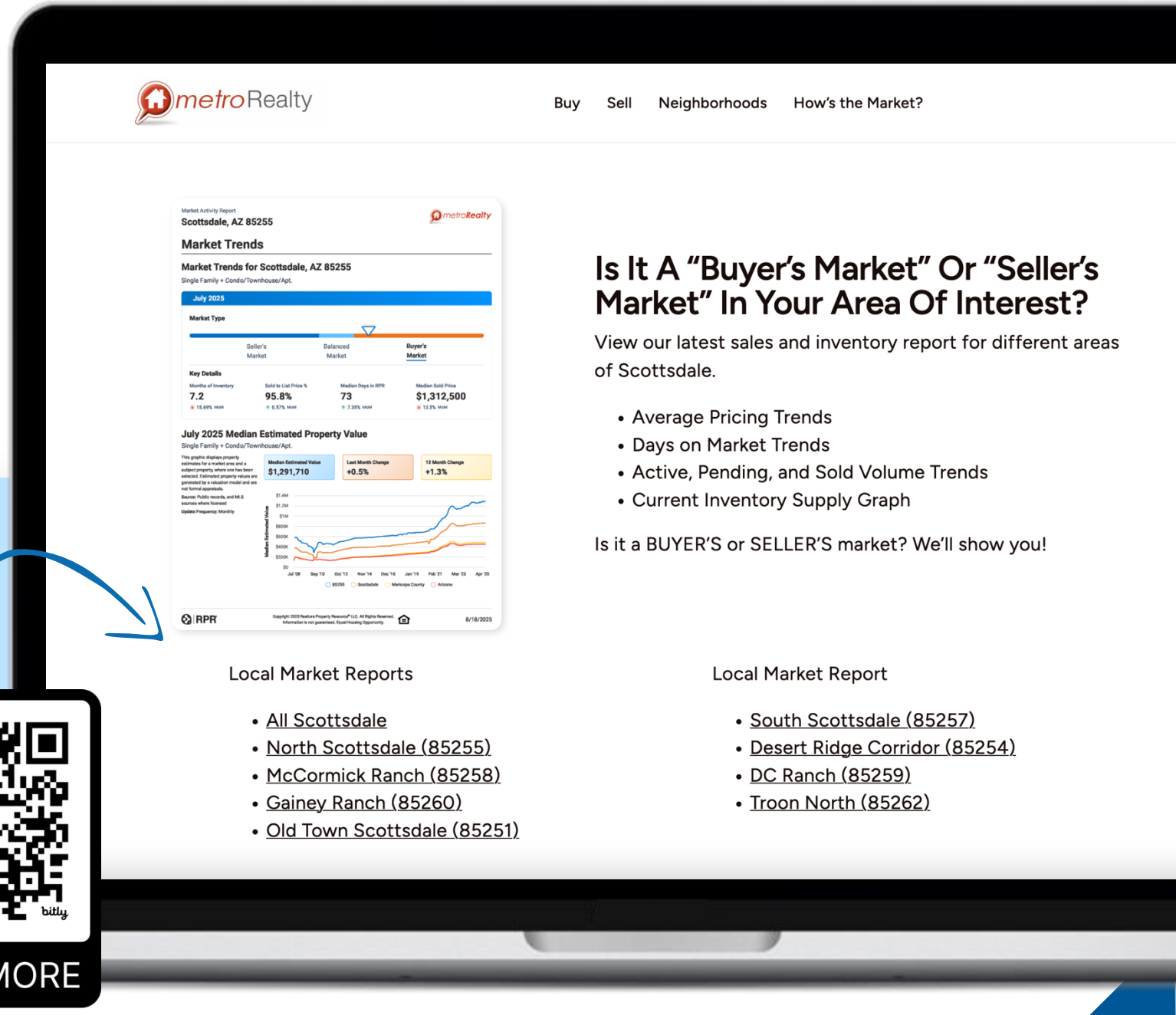
Agents can customize their reports

Company Custom Pages



Custom pages. Dynamic links. Always branded.

Reports that refresh automatically — no upkeep required.



LEARN MORE

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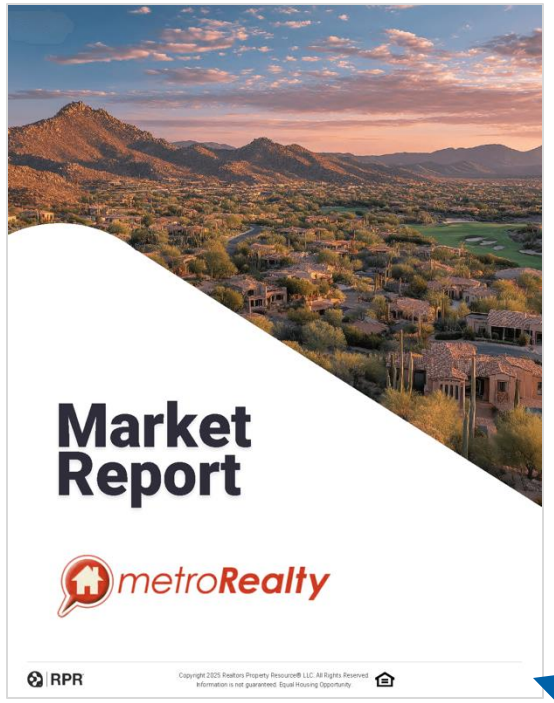
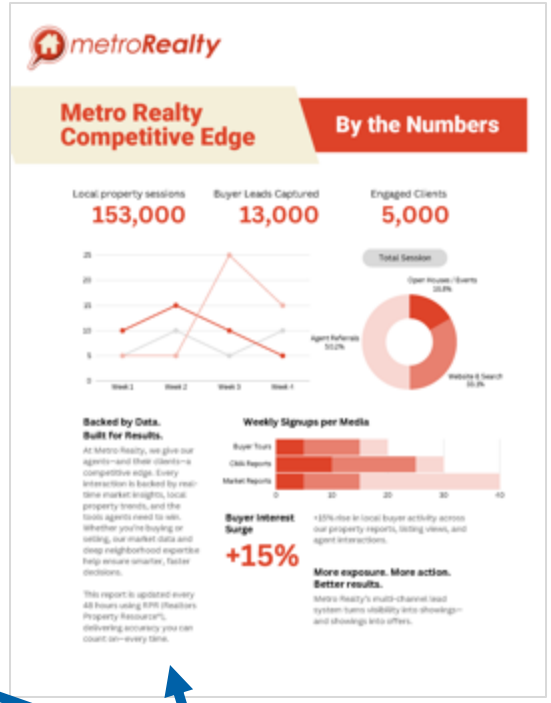
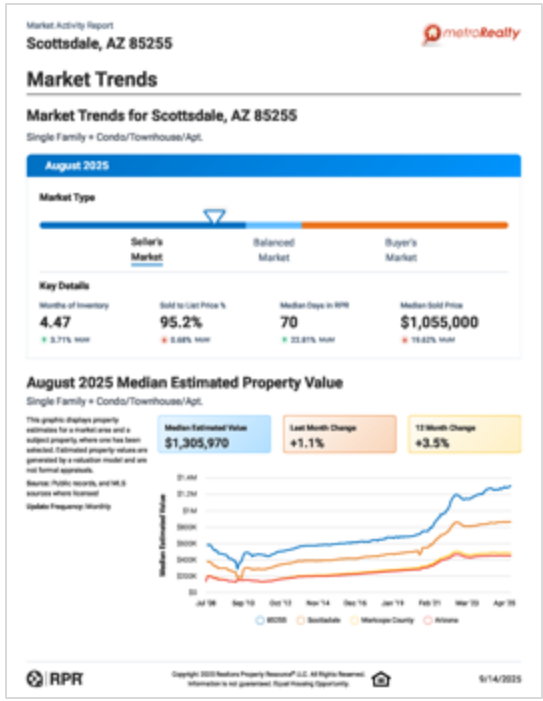
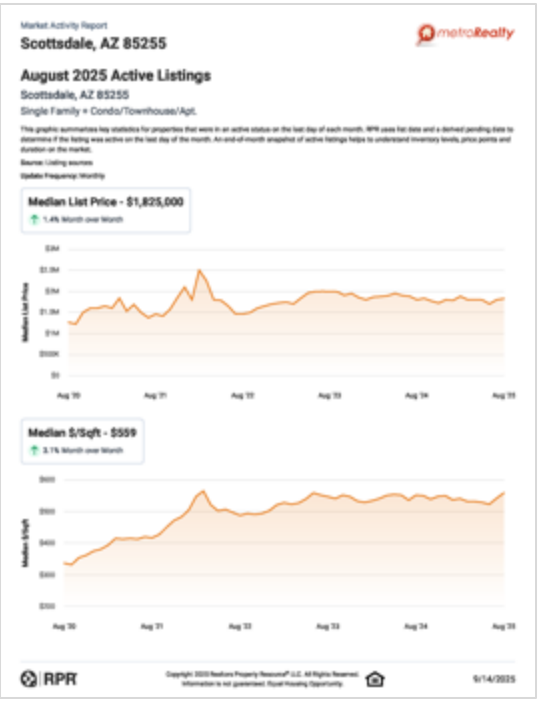
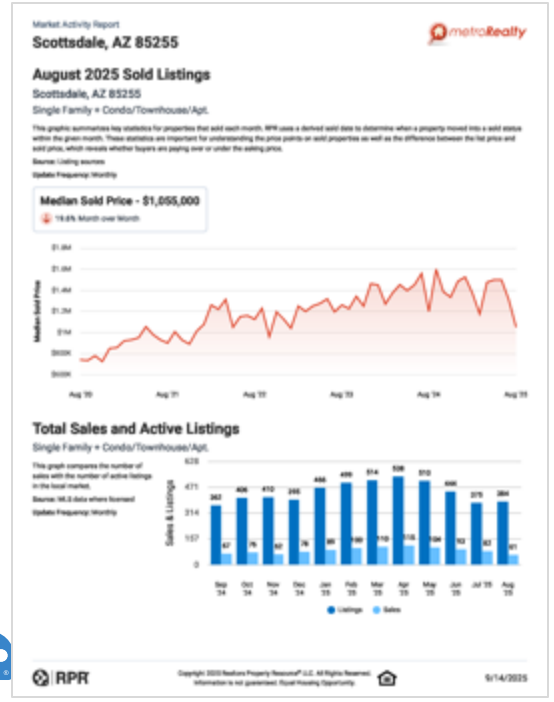


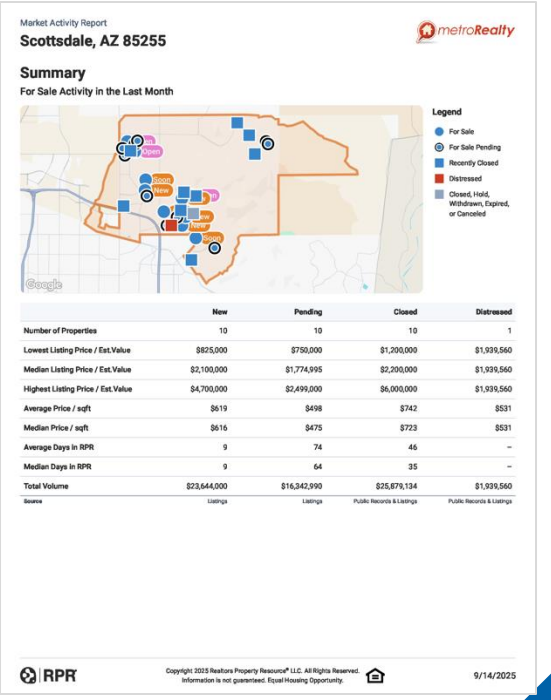


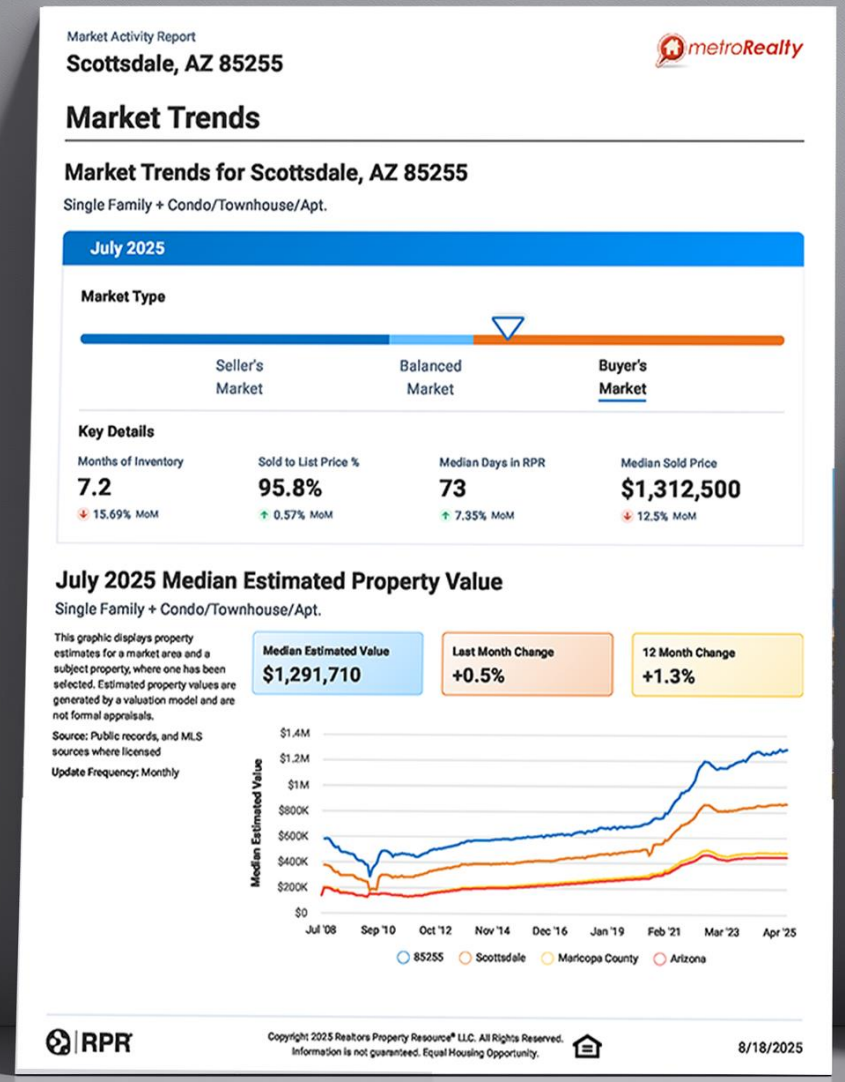




Company Custom Pages






Market Activity Report
Scottsdale, AZ 85255
metroRealty
Market Trends
Market Trends for Scottsdale, AZ 85255
Single Family + Condo/Townhouse/Apt.
July 2025
Market Type
Seller's Market
Balanced Market
Buyer's Market
Key Details
Months of Inventory
7.2
15.69% MoM
Sold to List Price %
95.8%
0.57% MoM
Median Days in RPR
73
7.35% MoM
Median Sold Price
$1,312,500
12.5% MoM
July 2025 Median Estimated Property Value
Single Family + Condo/Townhouse/Apt.
This graphic displays property estimates for a market area and a subject property, where one has been selected. Estimated property values are generated by a valuation model and are not formal appraisals.
Source: Public records, and MLS sources where licensed
Update Frequency: Monthly
Median Estimated Value
$1,291,710
Last Month Change
+0.5%
12 Month Change
+1.3%
Median Estimated Value
$1.4M
$1.2M
$1M
$800K
$600K
$400K
$200K
$0
Jul '08
Sep '10
Oct '12
Nov '14
Dec '16
Jan '19
Feb '21
Mar '23
Apr '25
85255
Scottsdale
Maricopa County
Arizona
RPR
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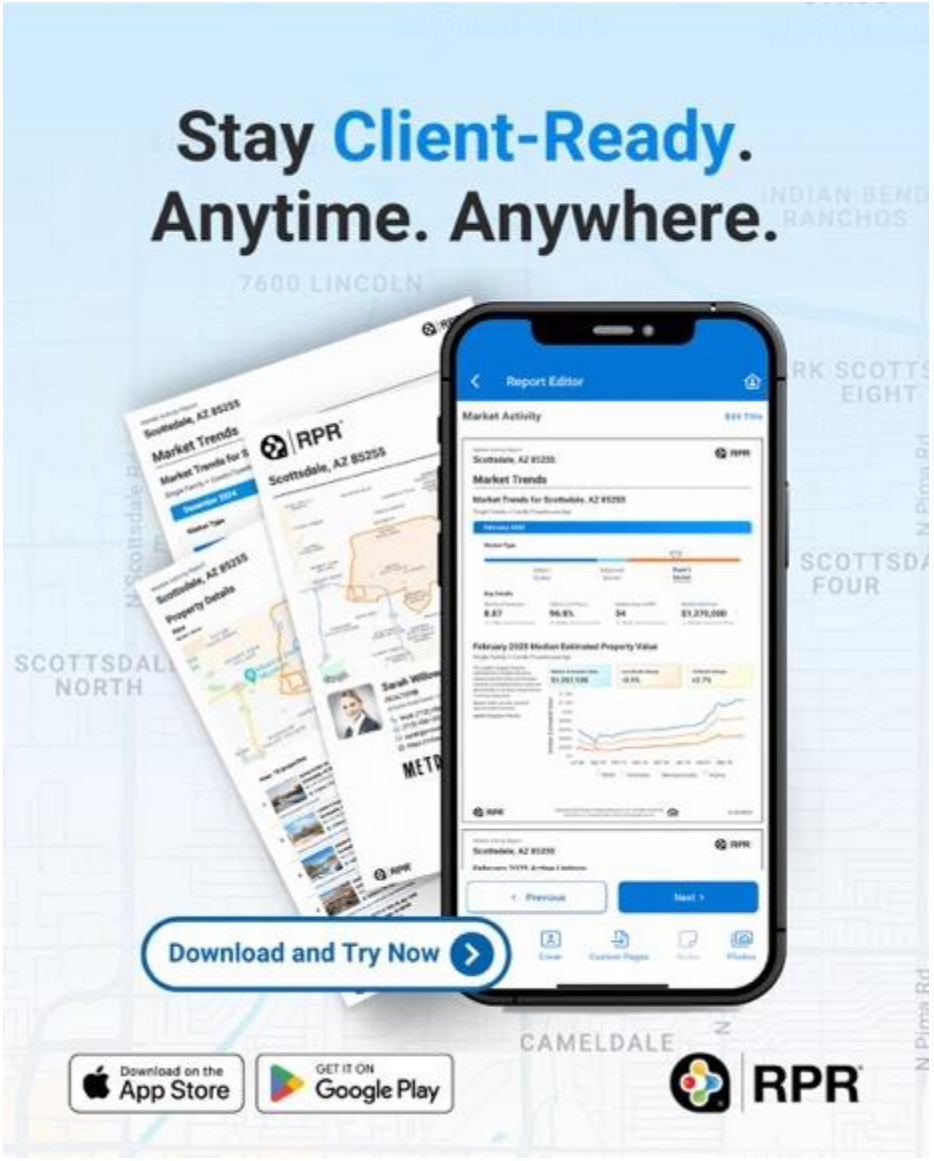
8/18/2025

What's Changing and When?

- Legacy Reports Retire on November 4th.
- Next Gen Becomes the Standard.

Enter To Win

1. Create a Next Gen Report
2. Stop by Booth
3. Scan QR Code and enter to win!

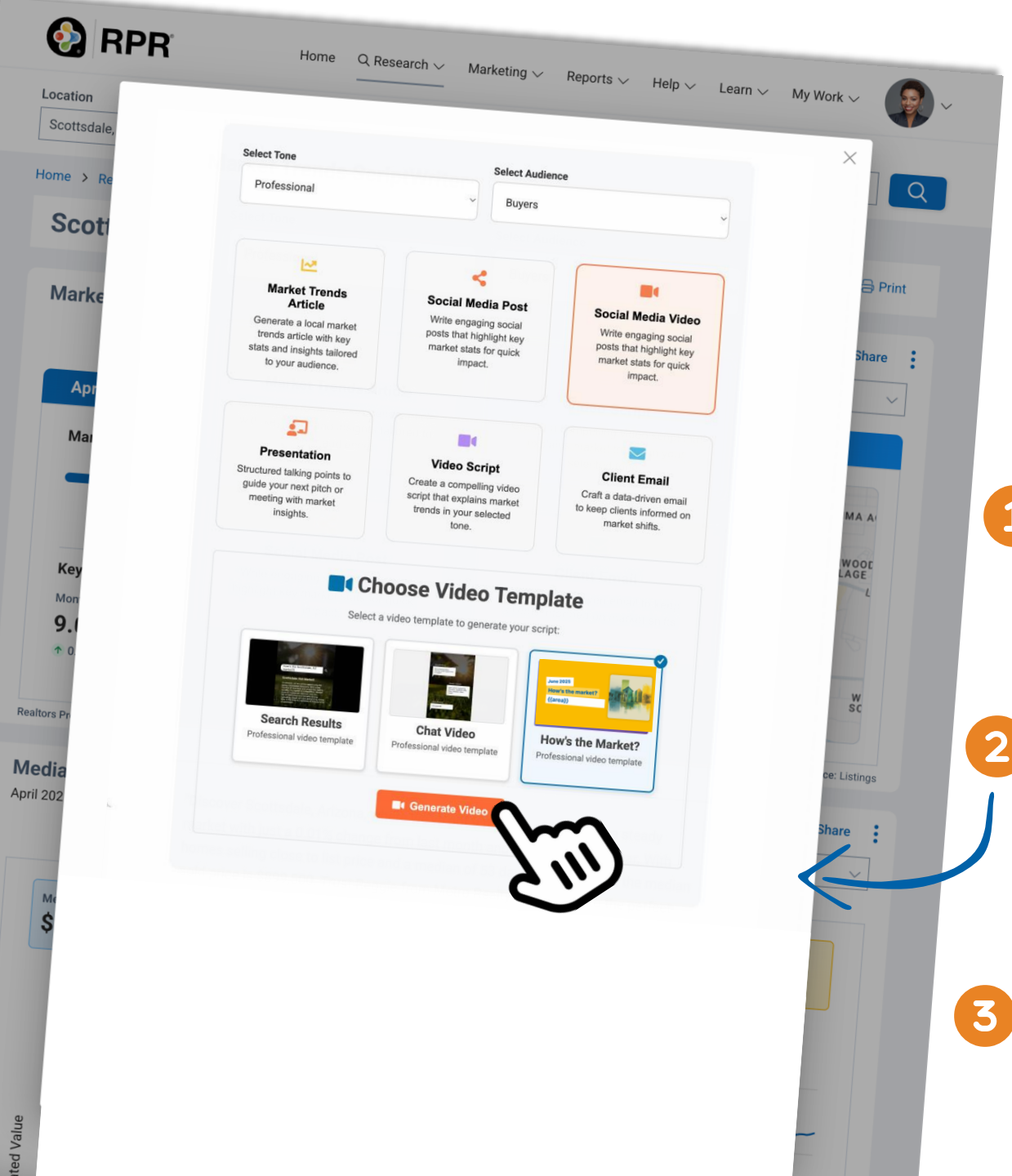


Next Gen Reports

Promotional and Learning Resources

Sneak Peek (coming soon)

Turn Market Data into Client-Ready Videos *with AI*

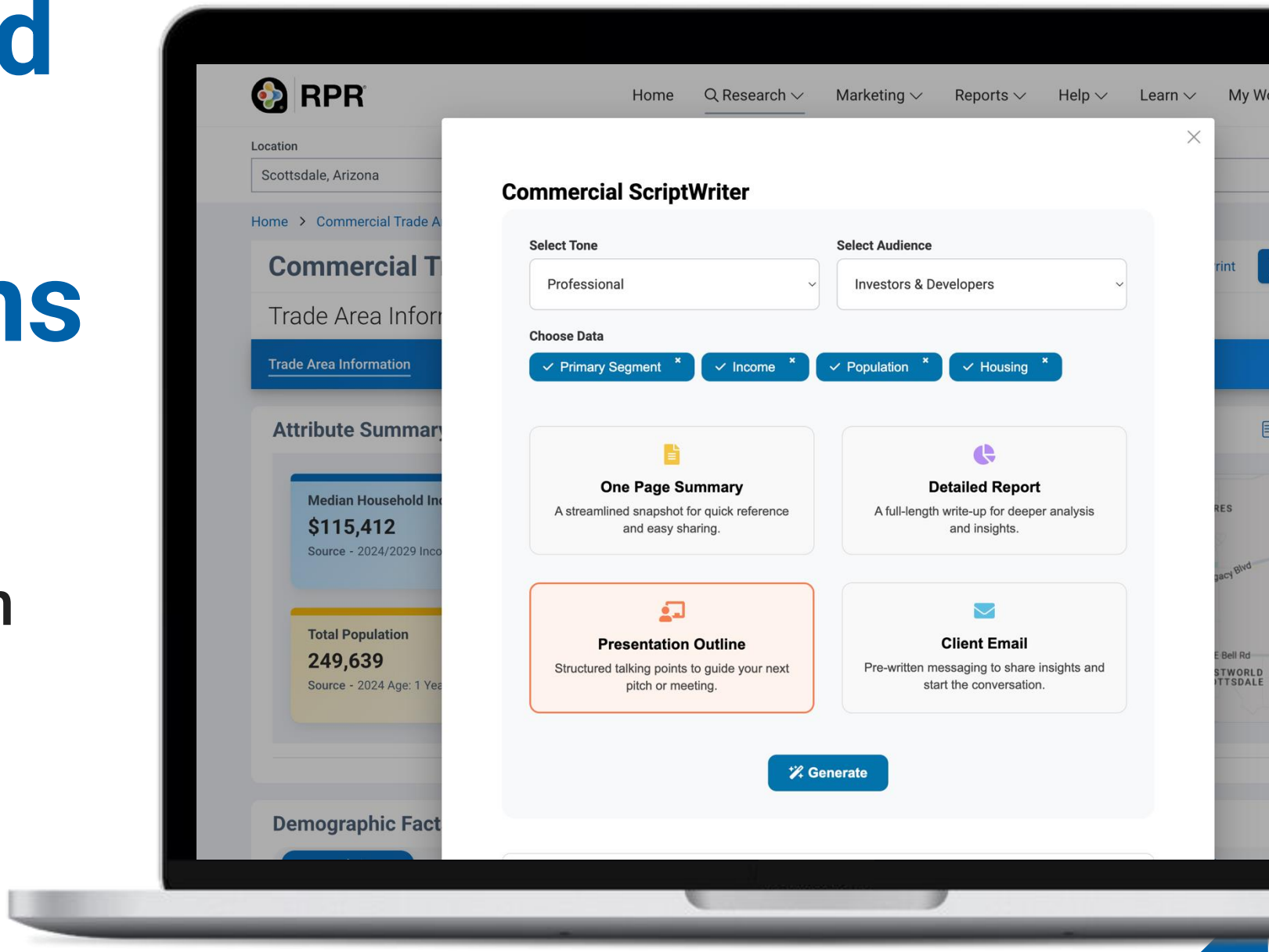


1. Start with trusted market data
2. AI generates short-form video
3. Download or Share

SCAN ME

AI-Generated Scripts for Presentations

- AI crafts a clear, professional narrative to explain the data or an outline for PowerPoint.



RPR

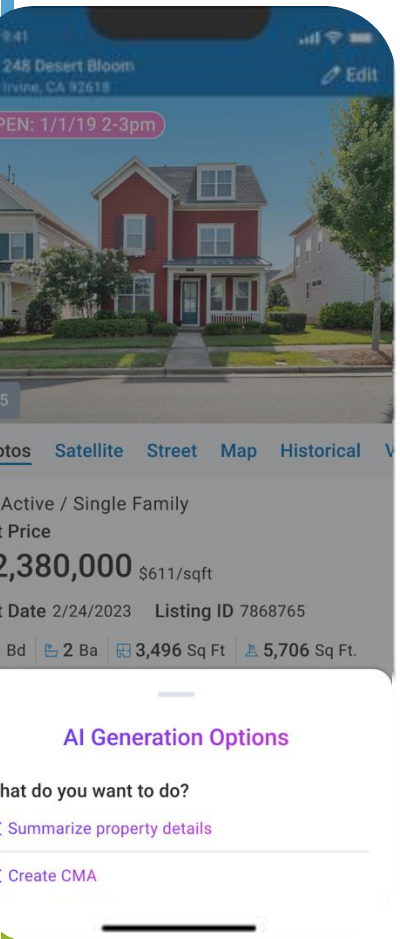
AI Expansion
Mobile CMA

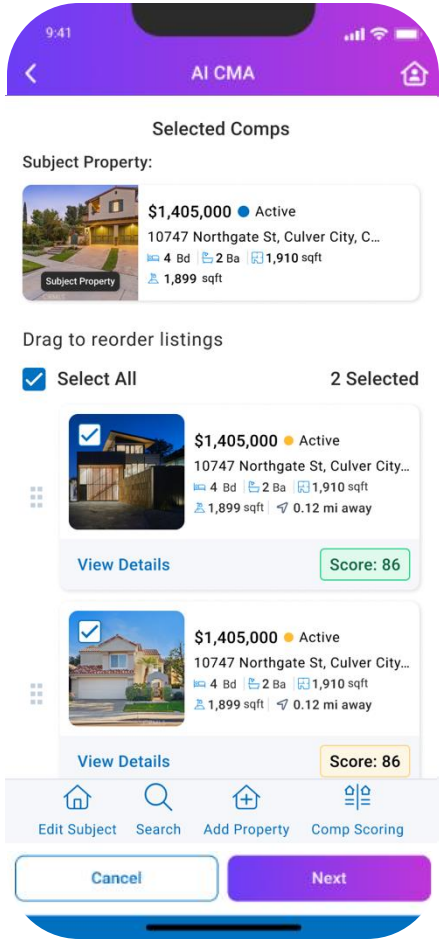
Trusted resource
Dialed-up version of our on-the-go pricing and client tool

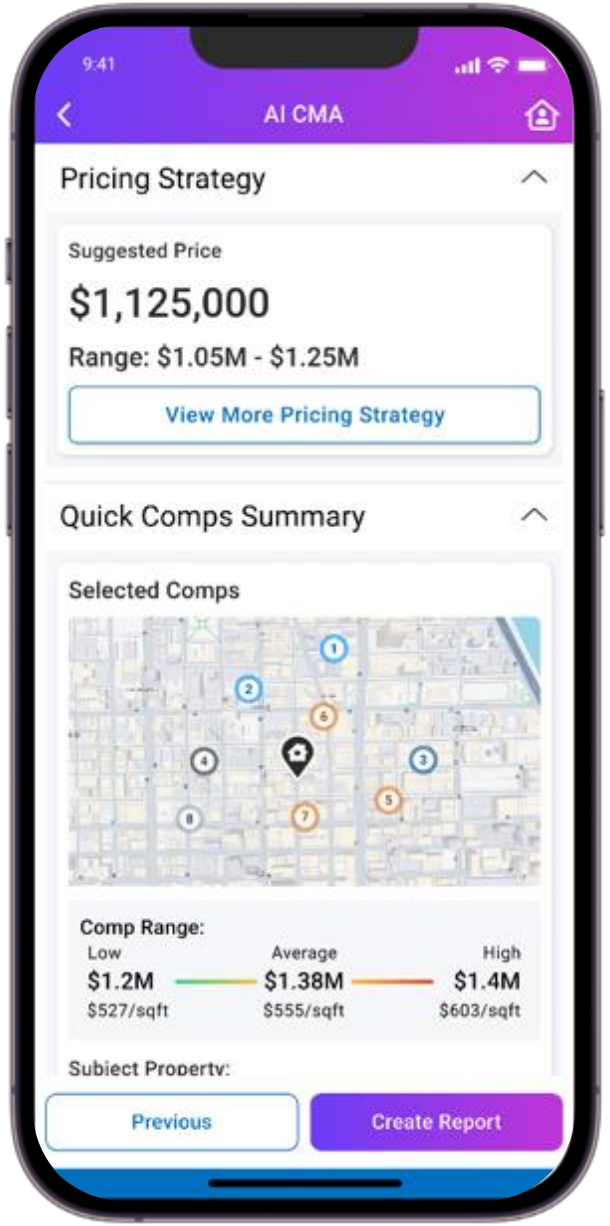
Get smart quick
Built-in AI chooses and rates comps, plus suggests a pricing strategy for REALTOR® to validate

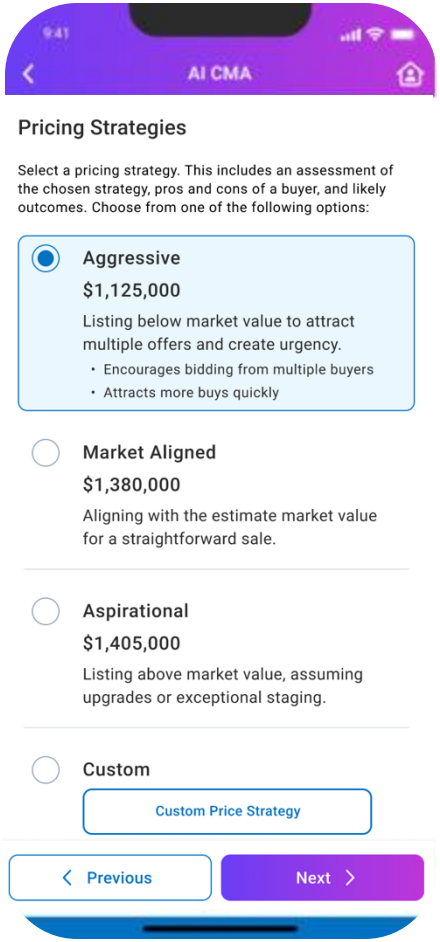
Wow factor
Industry-leading AI implementation

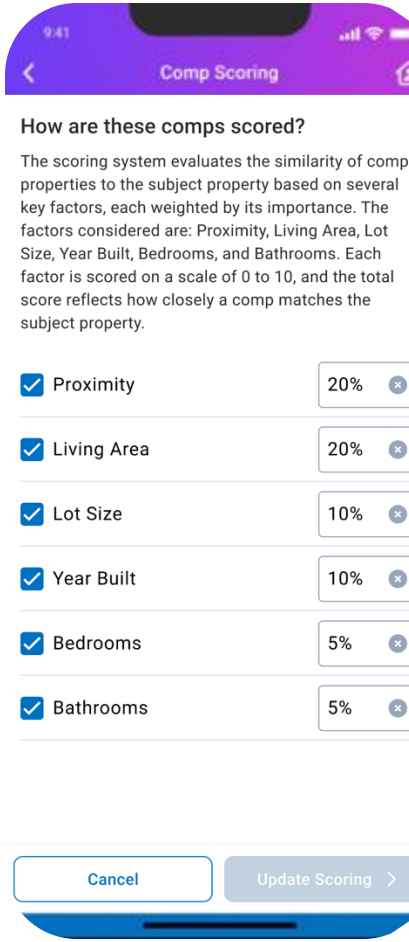
RPR


248 Desert Bloom
Edit
PEN: 1/1/19 2-3pm
otos
Satellite
Street
Map
Historical
Active / Single Family
Price
2,380,000 $611/sqft
Date 2/24/2023
Listing ID 7868765
Bd
2 Ba
3,496 Sq Ft
5,706 Sq Ft.
AI Generation Options
hat do you want to do?
Summarize property details
Create CMA

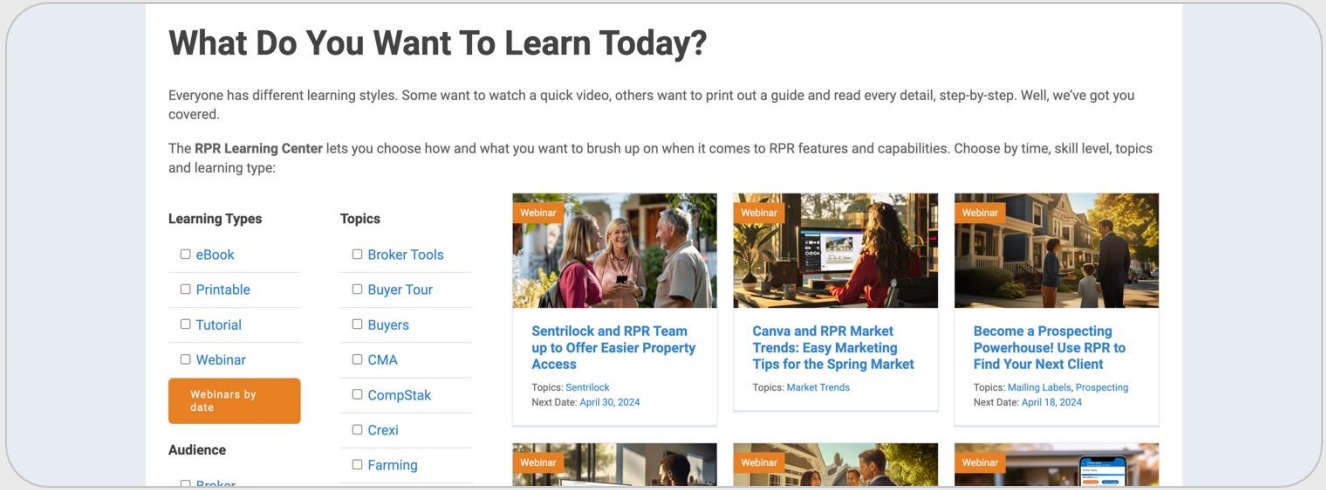

AI CMA
Selected Comps
Subject Property:
$1,405,000 Active
10747 Northgate St, Culver City, C...
4 Bd
2 Ba
1,910 sqft
1,899 sqft
Subject Property
Drag to reorder listings
Select All
2 Selected
$1,405,000 Active
10747 Northgate St, Culver City...
4 Bd
2 Ba
1,910 sqft
1,899 sqft
0.12 mi away
View Details
Score: 86
$1,405,000 Active
10747 Northgate St, Culver City...
4 Bd
2 Ba
1,910 sqft
1,899 sqft
0.12 mi away
View Details
Score: 86
Edit Subject
Search
Add Property
Comp Scoring
Cancel
Next


9:41
AI CMA
Pricing Strategy
Suggested Price
$1,125,000
Range: $1.05M - $1.25M
View More Pricing Strategy
Quick Comps Summary
Selected Comps
Comp Range:
Low
Average
High
$1.2M
$1.38M
$1.4M
$527/sqft
$555/sqft
$603/sqft
Subject Property:
Previous
Create Report


AI CMA
Pricing Strategies
Select a pricing strategy. This includes an assessment of the chosen strategy, pros and cons of a buyer, and likely outcomes. Choose from one of the following options:
Aggressive
$1,125,000
Listing below market value to attract multiple offers and create urgency.
Encourages bidding from multiple buyers
Attracts more buys quickly
Market Aligned
$1,380,000
Aligning with the estimate market value for a straightforward sale.
Aspirational
$1,405,000
Listing above market value, assuming upgrades or exceptional staging.
Custom
Custom Price Strategy
Previous
Next


Comp Scoring
How are these comps scored?
The scoring system evaluates the similarity of comp properties to the subject property based on several key factors, each weighted by its importance. The factors considered are: Proximity, Living Area, Lot Size, Year Built, Bedrooms, and Bathrooms. Each factor is scored on a scale of 0 to 10, and the total score reflects how closely a comp matches the subject property.
Proximity
20%
Living Area
20%
Lot Size
10%
Year Built
10%
Bedrooms
5%
Bathrooms
5%
Cancel
Update Scoring

RPR



Elevate Your Expertise

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.

Thank You