



# RPR

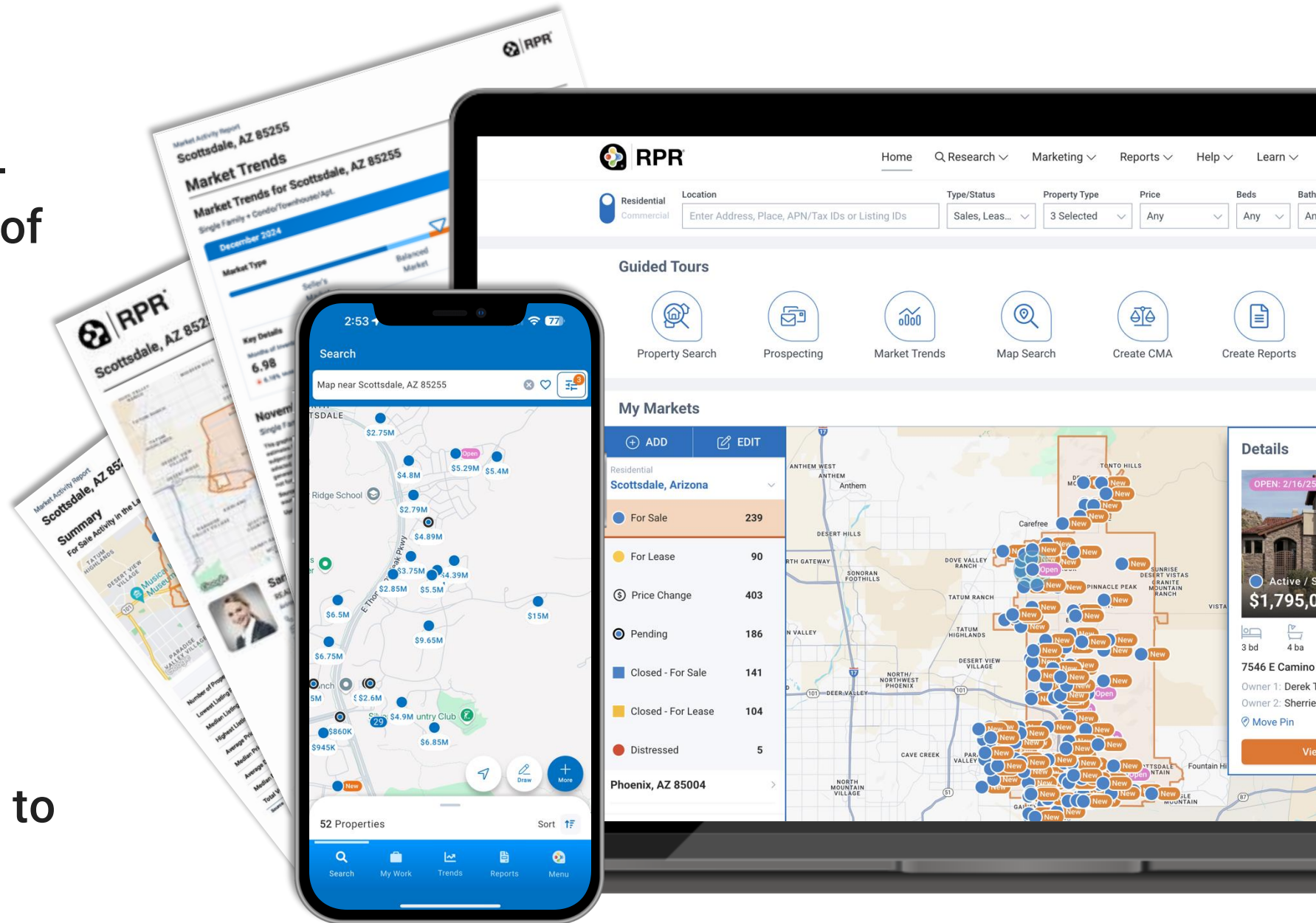
## Do More Business with Next Gen Reports

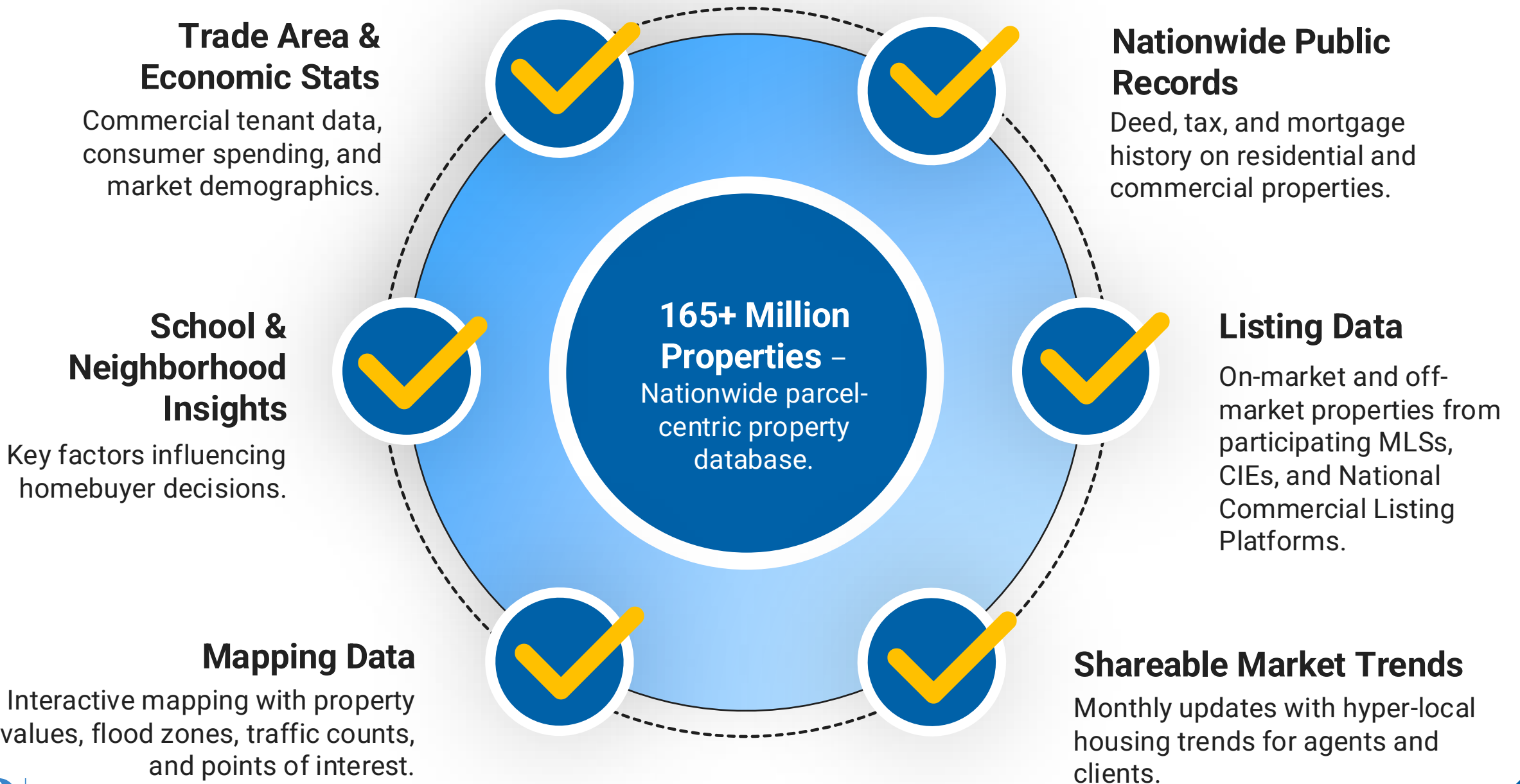
Lisa Turner

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®





# 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



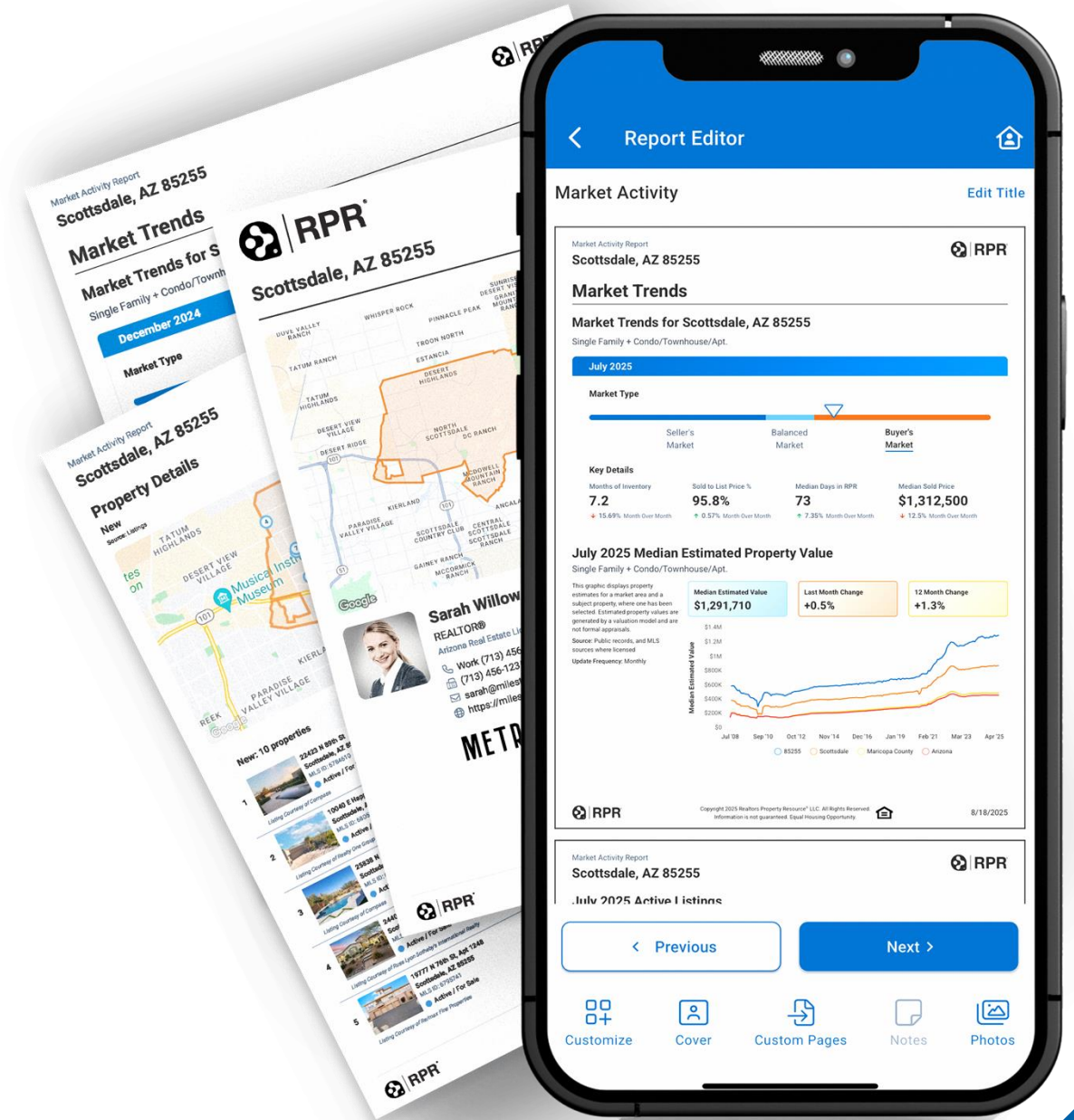
# The Stakes | Turn Every Question Into Trust

- 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

The screenshot displays the metroRealty Report Editor interface. The top navigation bar includes links for Home, Research, Marketing, Reports, Learn, Help, and My Work. The breadcrumb trail shows the path: Home > Property Search > 25838 N 104th PI > Report Editor. The main interface is divided into three sections: a left sidebar with icons for Elements, Cover Page, Custom Pages, Notes, Photos, and Profile; a central 'Elements' panel with a list of report sections and their status; and a right 'Live Preview' window showing the generated report.

**Elements Panel:**

- Cover Page 1/1
- Property Summary 4/4
- Property Information 7/21
- Photos
- Refined Value
- Market Trends 4/9
- All Section Elements
- ☒ Market Trends
- ☐ Median Estimated Property Value
- ☐ New Listings
- ☒ Active Listings
- ☐ New Pending Listings
- ☒ Pending Listings
- ☒ Sold Listings
- ☐ Months Supply of Inventory

**Live Preview:**

**Seller for 25838 N 104th PI**

Cover Page - pg 1

metroRealty

25838 N 104th PI  
Scottsdale, AZ 85255

**NAR Member**  
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California Real Estate License #DEMO  
reggie@narp.com  
https://metrorealty.com

metroRealty

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Page 1 of 15 50%





### 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

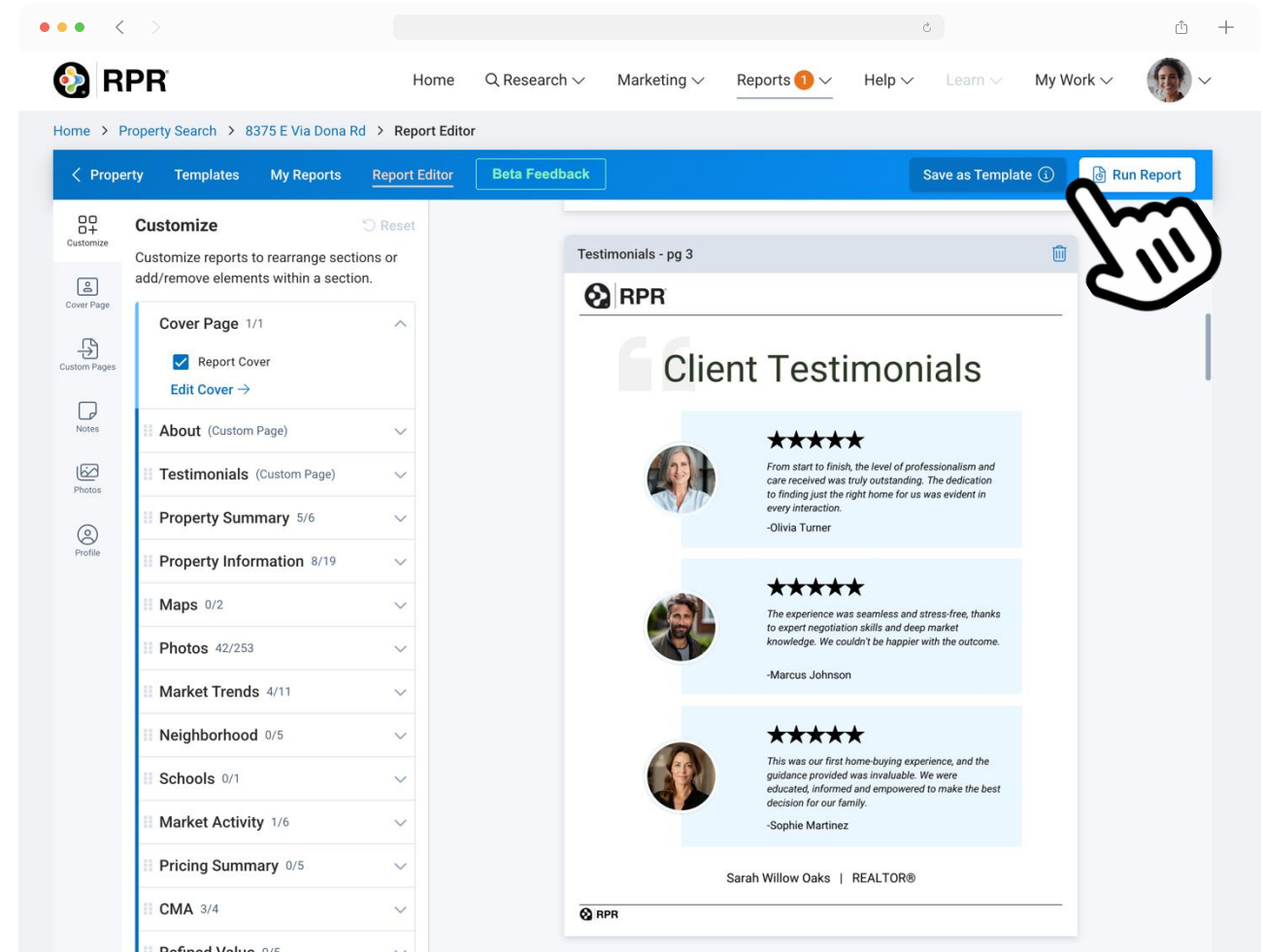
*Links will rerun any report older than 48 hours when clicked.*

#### Download

#### Share to Social

# Templates | Save Once. Use Anytime.

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



# Custom Pages

## Agents can customize their reports

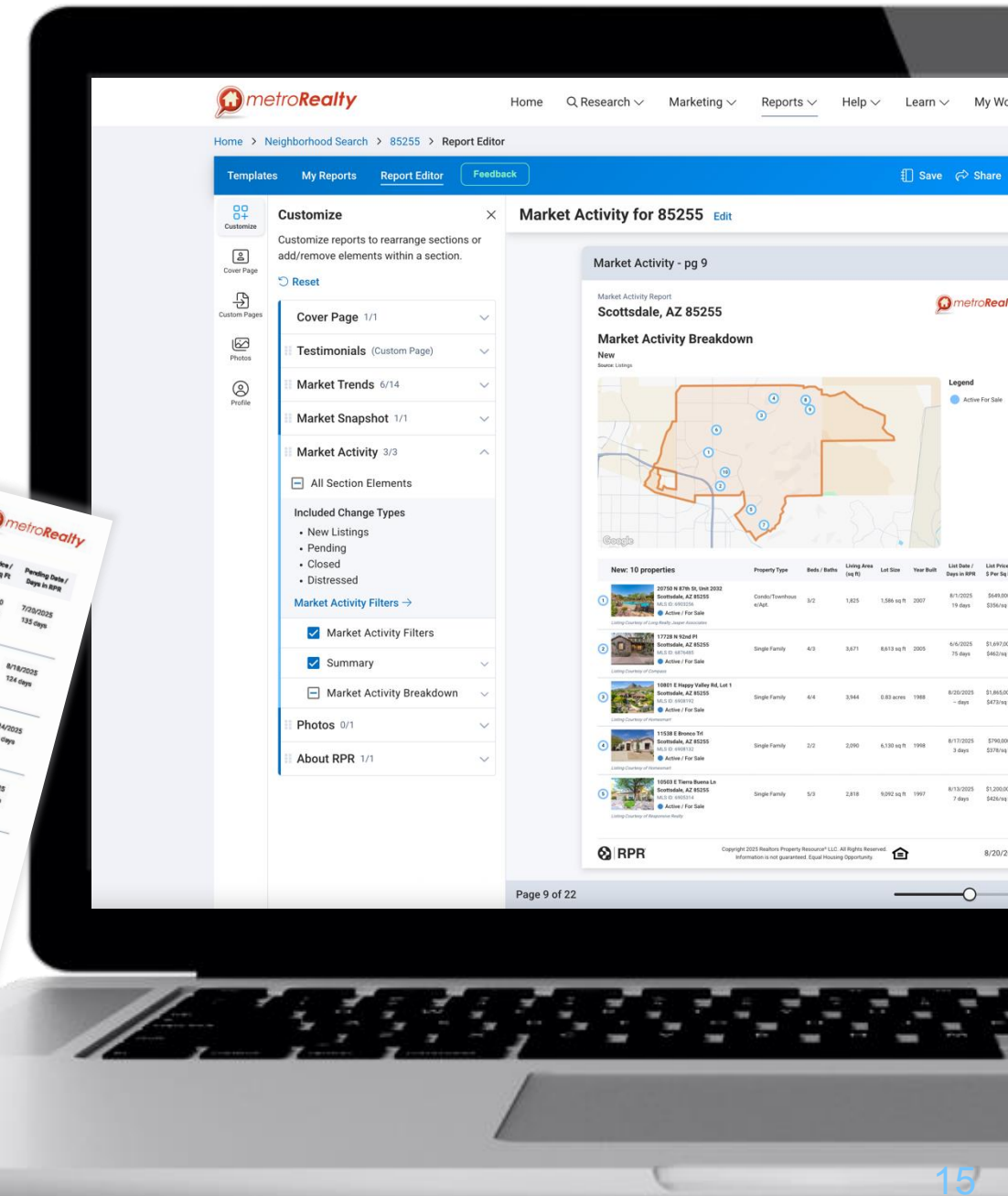
The collage displays several custom report pages from RPR, each featuring a unique design and content tailored to an agent's needs. The pages include:

- Agent Profile Pages:** Featuring agent photos, names (e.g., Jenny Wilson, Tara Harris), and biographies. One page for Jenny Wilson includes a "Targeting the Right Buyers" section with bullet points on professional photography, online presence, and offline marketing.
- Home Buying Checklist:** A table with columns for "PREFERRED FEATURES", "INCLUDED", and "NOT INCLUDED".
- Marketing Strategy Pages:** Titled "STRATEGIC MARKETING PLAN", these pages outline marketing goals, target audience identification, key marketing channels (online listings, social media campaigns, direct mail, open houses/viewings), and selling points.
- Client Testimonials:** Pages featuring star ratings and quotes from satisfied clients, such as "From start to finish, the level of professionalism and care received was truly outstanding." and "This was our first home-buying experience, and the guidance provided was invaluable."
- Sign-In Page:** A form for clients to provide their email and phone number to receive reports.

Each page is branded with the RPR logo and includes contact information for the agent or office.



# Company Custom Pages



# Custom pages. Dynamic links. Always branded.



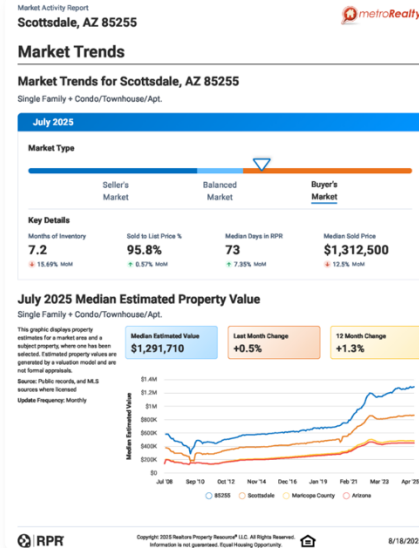
Reports that refresh  
automatically — no upkeep  
required.



LEARN MORE



Buy Sell Neighborhoods How's the Market?



## Local Market Reports

- [All Scottsdale](#)
- [North Scottsdale \(85255\)](#)
- [McCormick Ranch \(85258\)](#)
- [Gainey Ranch \(85260\)](#)
- [Old Town Scottsdale \(85251\)](#)

## Is It A "Buyer's Market" Or "Seller's Market" In Your Area Of Interest?

View our latest sales and inventory report for different areas of Scottsdale.


- Average Pricing Trends
- Days on Market Trends
- Active, Pending, and Sold Volume Trends
- Current Inventory Supply Graph

Is it a BUYER'S or SELLER'S market? We'll show you!


## Local Market Report


- [South Scottsdale \(85257\)](#)
- [Desert Ridge Corridor \(85254\)](#)
- [DC Ranch \(85259\)](#)
- [Troon North \(85262\)](#)







# Market Report





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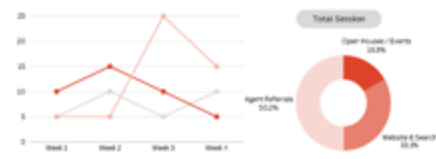
## Metro Realty Competitive Edge

### By the Numbers

Local property sessions  
**153,000**

Buyer Leads Captured  
**13,000**

Engaged Clients  
**5,000**



**Total Sessions**  
Open Houses / Events 33.8%  
Agent Referrals 52.2%  
Website & Tourist 14.0%

**Backed by Data. Built for Results.**  
At Metro Realty, we give our agents—and their clients—a competitive edge. Every interaction is backed by real-time market insights, local property trends, and the tools agents need to win, whether you're buying or selling, our market data and deep neighborhood expertise help ensure smarter, faster decisions.

This report is updated every 48 hours using RPR (Realtors Property Resource®).


**Weekly Signups per Media**

Media Type	Buyer Tours	Club Reports	Market Reports
Buyer Tours	10	15	20
Club Reports	15	20	25
Market Reports	20	25	30

**Buyer Interest Surge**  
**+15%**

More exposure. More action. Better results.

This report is updated every 48 hours using RPR (Realtors Property Resource®).



## Market Trends

### August 2025

Market Type

**Seller's Market** | **Balanced Market** | **Buyer's Market**

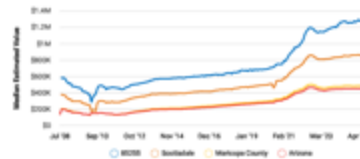
**Key Details**


Metric	Value	Change
Months of Inventory	4.47	+ 3.71% MoM
Sold to List Price %	95.2%	+ 5.05% MoM
Median Days in RPR	70	+ 23.81% MoM
Median Sold Price	\$1,055,000	+ 18.62% MoM

**August 2025 Median Estimated Property Value**

Single Family + Condo/Townhouse/Apt.

Median Estimated Value: **\$1,305,970**  
Last Month Change: **+1.1%**  
12 Month Change: **+3.5%**






## Market Activity Report


### Scottsdale, AZ 85255


**August 2025 Active Listings**  
Scottsdale, AZ 85255  
Single Family + Condo/Townhouse/Apt.

Median List Price - **\$1,825,000**  
+ 1.4% Month-over Month



Median S/Sqft - **\$559**  
+ 3.1% Month-over Month






## Market Activity Report


### Scottsdale, AZ 85255

**August 2025 Sold Listings**  
Scottsdale, AZ 85255  
Single Family + Condo/Townhouse/Apt.

Median Sold Price - **\$1,055,000**  
+ 18.6% Month-over Month



**Total Sales and Active Listings**  
Single Family + Condo/Townhouse/Apt.



## Company Custom Pages



LEARN MORE



## Market Snapshot


### Value and Price Changes

	Current	Last Month	Last 3 Months	Last 12 Months	Last 24 Months	Last 36 Months
Median Est. Property Value	\$1,305,970	\$1,291,710	\$1,279,630	\$1,241,780	\$1,179,680	\$1,194,180
Change		+1.1%	+0.9%	+3.0%	+5.3%	+1.3%
Median Sold Price	\$1,055,000	\$1,071,000	\$1,059,000	\$1,039,000	\$1,049,000	\$1,119,000
Change		+1.5%	+0.9%	-1.9%	-1.0%	-6.3%
Median List Price	\$1,799,000	\$1,767,000	\$1,759,000	\$1,699,000	\$1,699,000	\$1,699,000
Change		+1.8%	+0.5%	+3.5%	+0.0%	+0.0%

**Market Activity**

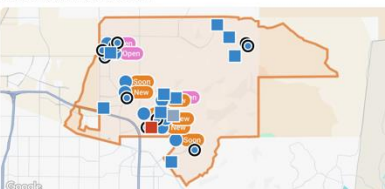
Market Activity Filters

Sort Order: Recently updated  
Maximum Properties Per Page: 10  
Change Type: New Listings, Pending, Closed, Distressed  
Property Type: Single Family  
Property Features: Date Price, Any Lease Price, Any Active, Any Active, Any Listing Active, Any Last View (open), Any, New Home, Any



## Summary

### For Sale Activity in the Last Month



Legend:  
● For Sale  
● For Sale Pending  
● Recently Closed  
● Distressed  
● Closed, Hold, Withdrawn, Expired, or Cancelled

	New	Pending	Closed	Distressed
Number of Properties	10	10	10	1
Lowest Listing Price / Est. Value	\$825,000	\$750,000	\$1,200,000	\$1,939,560
Median Listing Price / Est. Value	\$2,100,000	\$1,774,995	\$2,200,000	\$1,939,560
Highest Listing Price / Est. Value	\$4,700,000	\$2,499,000	\$6,000,000	\$1,939,560
Average Price / sqft	\$619	\$498	\$742	\$531
Median Price / sqft	\$616	\$475	\$723	\$531
Average Days in RPR	9	74	46	—
Median Days in RPR	9	64	35	—
Total Volume	\$23,644,000	\$16,342,990	\$25,679,134	\$1,939,560



# What's Changing and When?

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

Market Activity Report

Scottsdale, AZ 85255



## Market Trends

### Market Trends for Scottsdale, AZ 85255

Single Family + Condo/Townhouse/Apt.

July 2025

#### Market Type



#### Key Details

Months of Inventory	Sold to List Price %	Median Days in RPR	Median Sold Price
7.2	95.8%	73	\$1,312,500
↓ 15.69% MoM	↑ 0.57% MoM	↑ 7.35% MoM	↓ 12.5% MoM

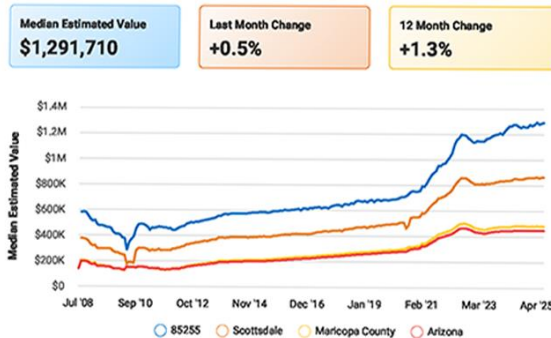
### July 2025 Median Estimated Property Value

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



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8/18/2025

# Enter To Win


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

**Stay Client-Ready.  
Anytime. Anywhere.**



[Download and Try Now](#)

[Download on the App Store](#) [GET IT ON Google Play](#)

 RPR



# 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

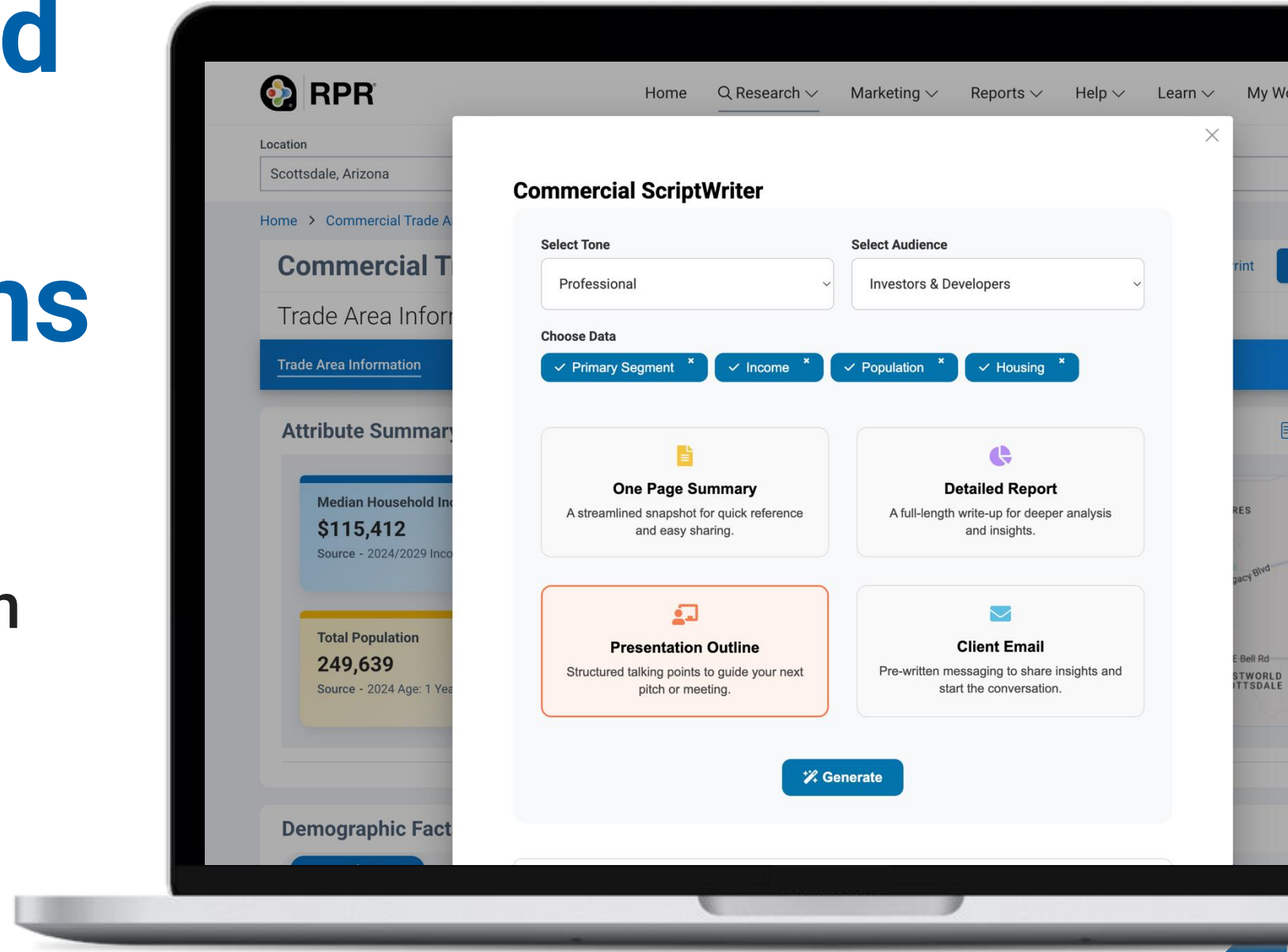
3 Download or Share



SCAN ME

# AI-Generated Scripts for Presentations

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



# 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

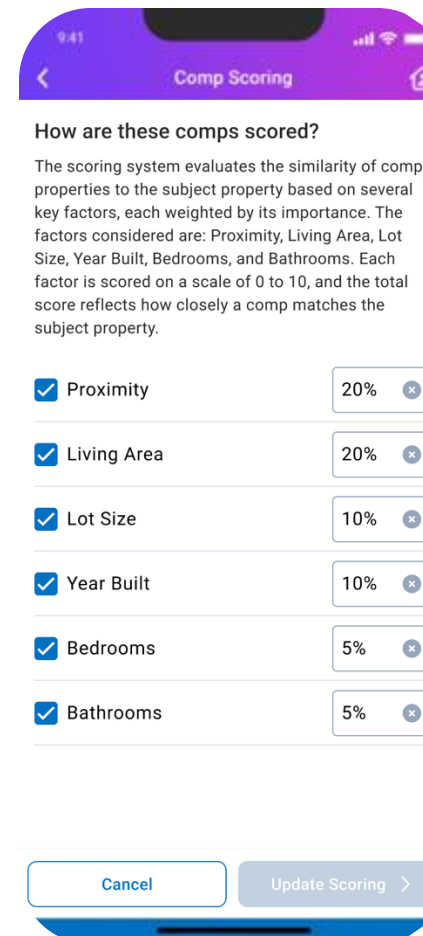
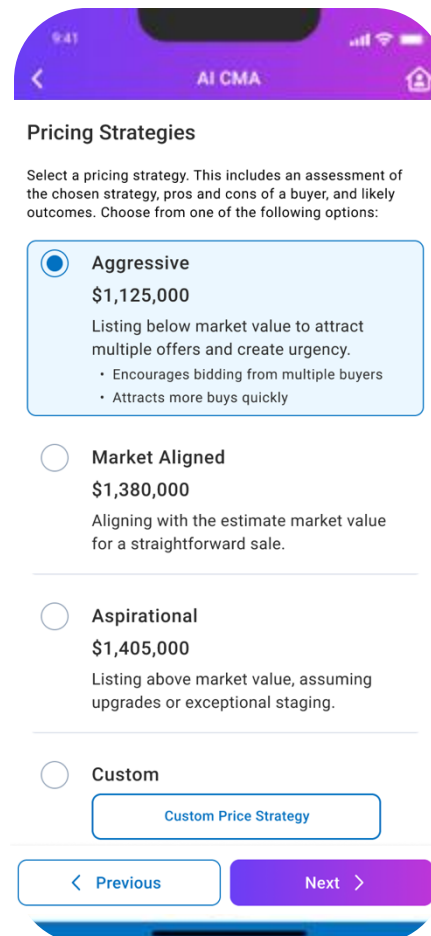
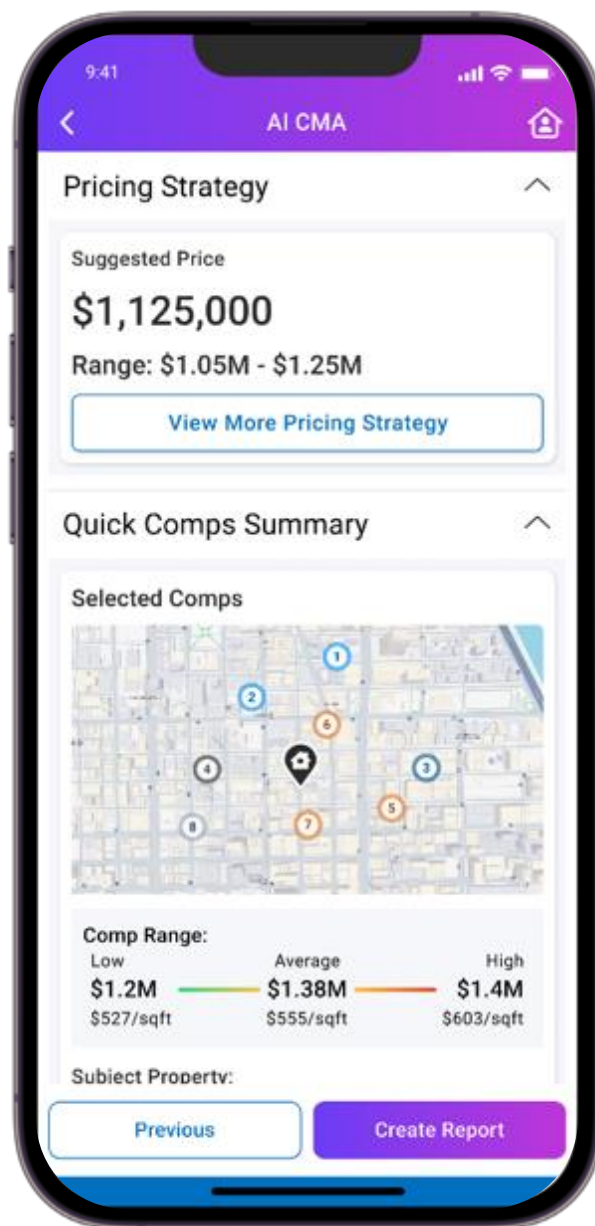
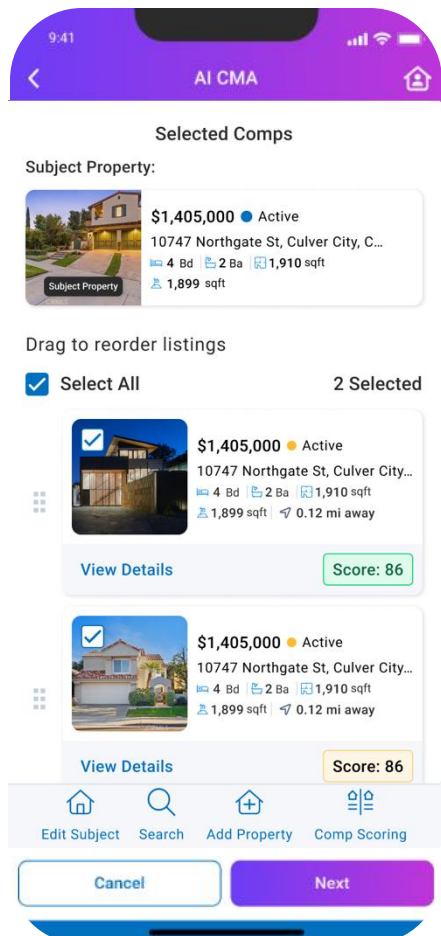
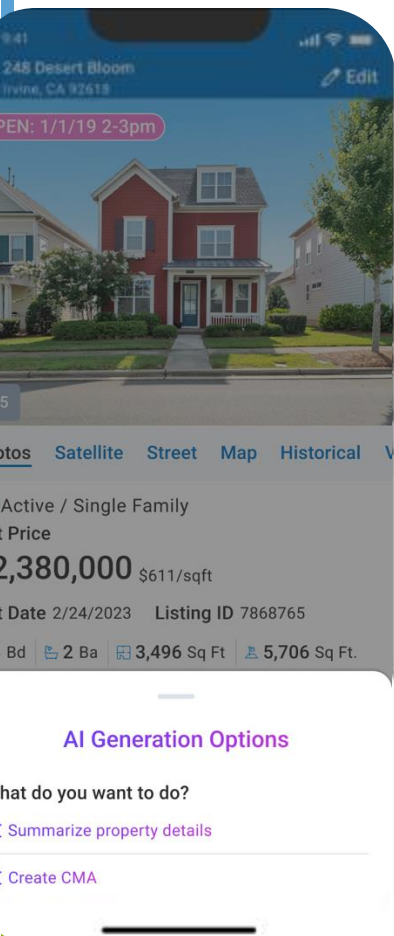


### Wow factor

Industry-leading AI implementation







## 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



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](https://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