



RPR

RPR Mobile™ AI CMA & AI
Scriptwriter: From Data to
Decisions and Conversations

Lisa Turner

**Senior Director, Broker &
Specialty Services**



Built to Scale. Designed for You and Your Brokerage.

One platform. Every REALTOR®.
No additional cost.

Included
in NAR membership

\$12.95/yr
per member ~\$1.09/mo

540K+ REALTORS® used RPR in 2025

19.5M Engaged sessions in 2025

166M+ Property records nationwide

629+ Certified Trainers



RPR: ONE PLATFORM

Better Agent Execution

Everything agents need to research, price and present with confidence.



Property & Market Data

Access property, market, school, mapping and public record data in one place.



Pricing & Valuation

Use pricing and valuation tools to support smarter conversations with clients.



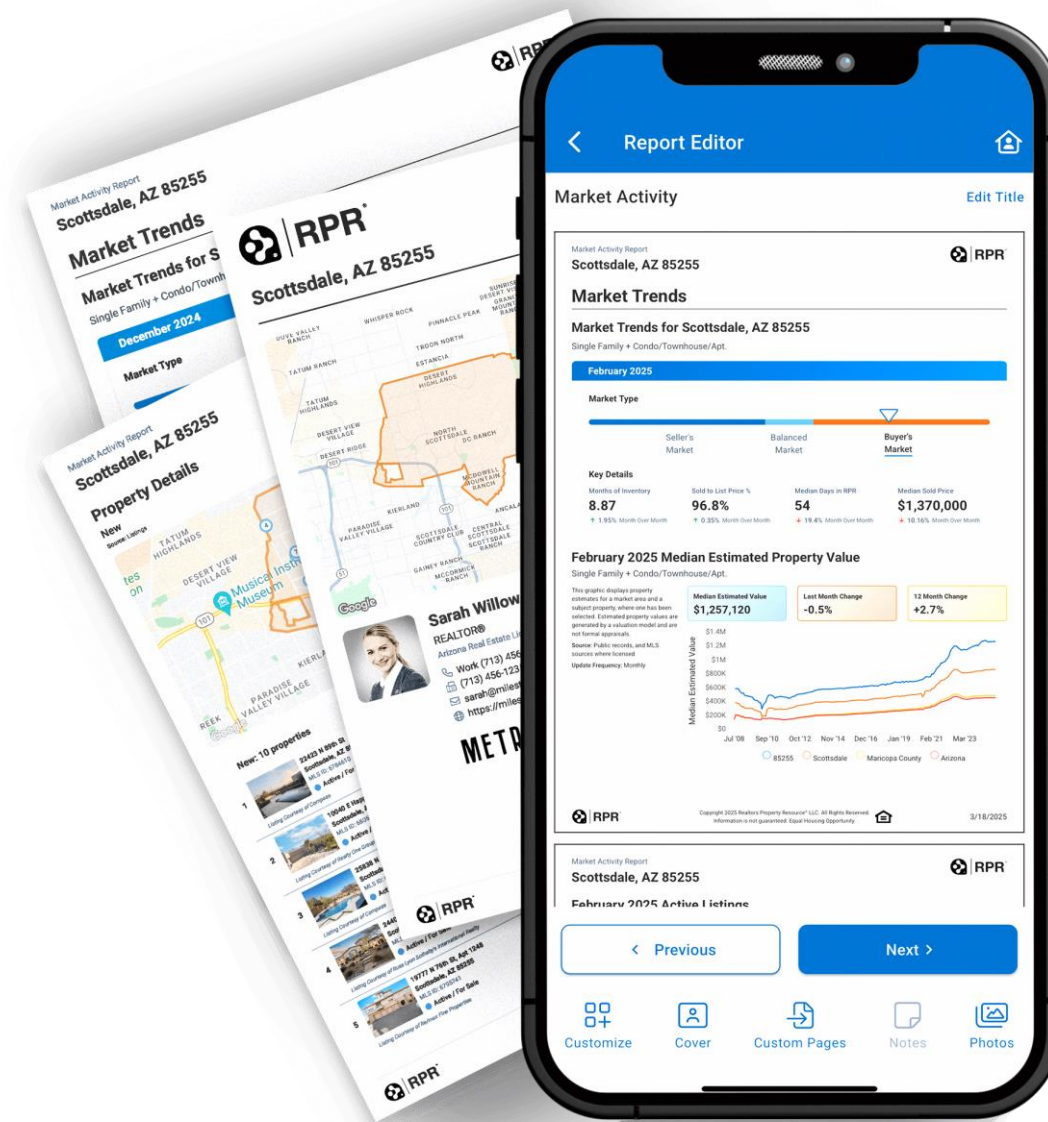
Residential & Commercial

Work across residential and commercial opportunities with dedicated workflows.



Desktop & Mobile

Stay responsive with full access from listing appointments to open houses.



- Nationwide parcel-centric database
- On- and off-market access.
- Residential + Commercial
- Mobile ready

DYNAMIC REPORTS

Reports That Win Trust

Not just reports. Better client conversations.



Drag-and-drop
report design



Reusable
templates



Real-time
previews



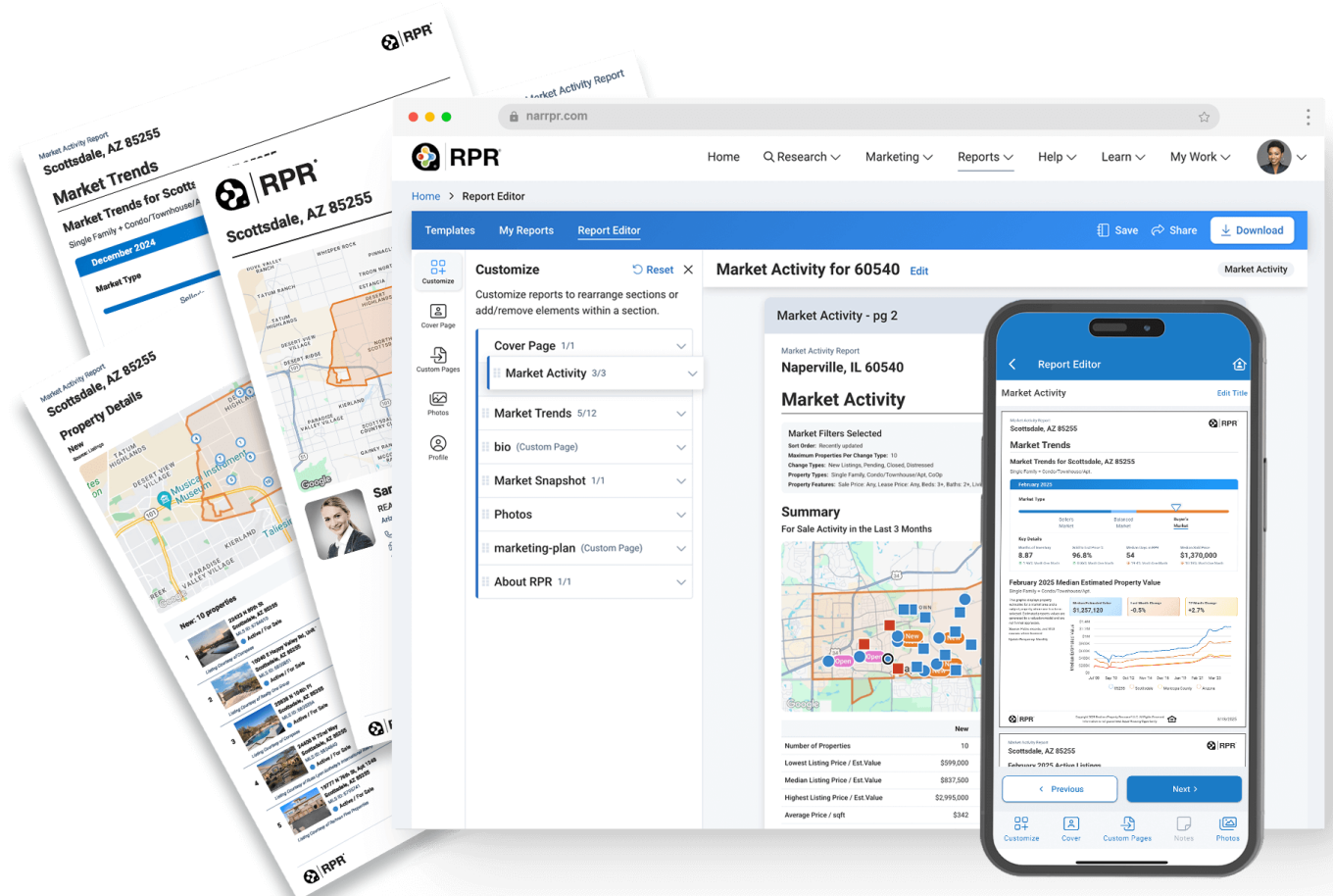
Auto-refreshing links
every 48 hours



Branded, client-
friendly output

Report Types

- ▶ Seller's Report
- ▶ Buyer's Report
- ▶ Property Report
- ▶ Neighborhood Report
- ▶ School Report
- ▶ Market Activity
- ▶ CMA
- ▶ AI CMA
- ▶ Trade Area
- ▶ Buyer Tour
- ▶ Site Selection



This is one of the clearest ways your brokerage can help agents look more prepared and more professional.

MOBILE AI CMA

Turn Forty-Five Minutes of work... into Five.

Professional CMAs. Your brokerage brand.



Local Market Insight

Real data from your market,
not national averages.



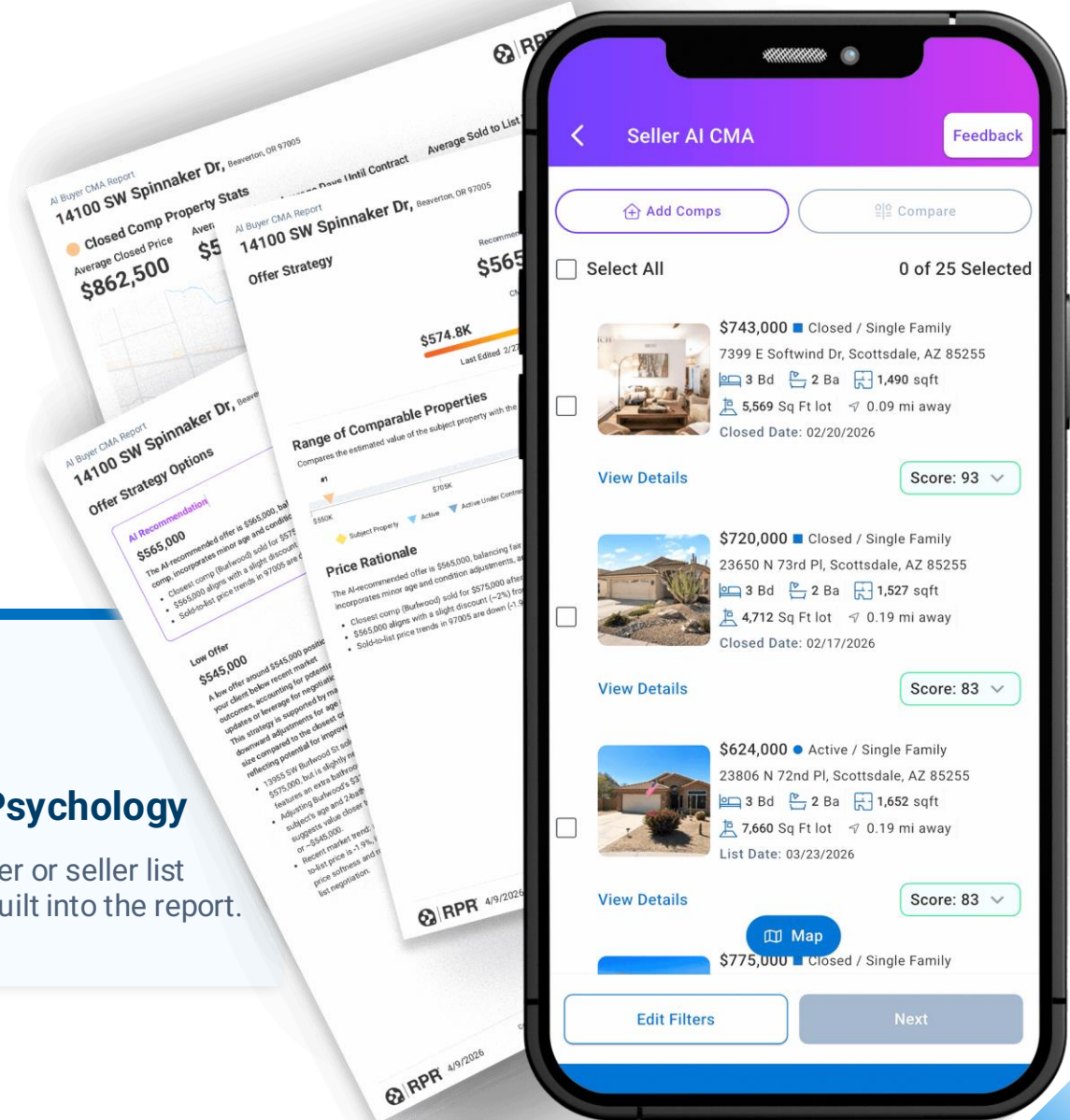
Comp Analysis

AI-driven scored comps
that tell the pricing story.



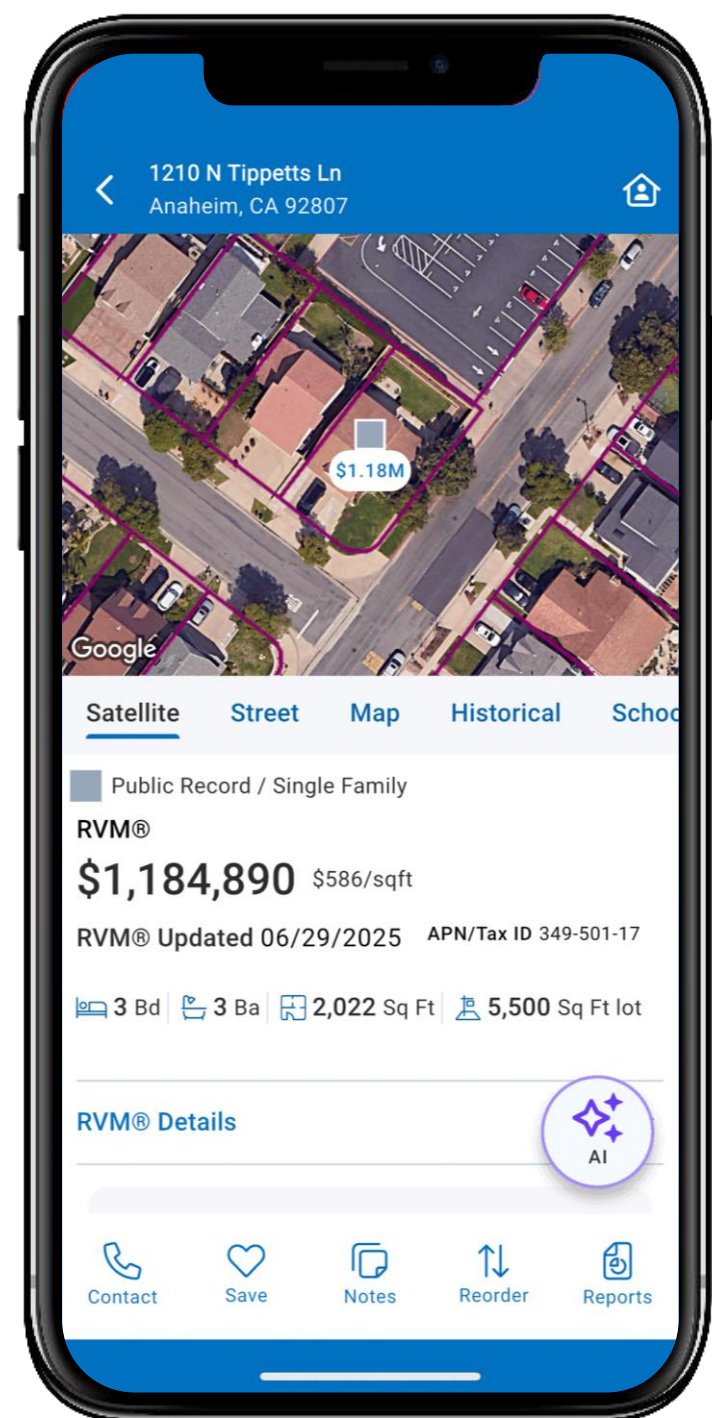
Price Psychology

Buyer offer or seller list
price — built into the report.



Key Features

- Seller & Buyer CMAs
- Comp Scoring
- Comp Property Details
- Pricing/Offer Strategies
- In-depth Price/Offer Analysis
- CMA Summary View
- Next Gen Report



Pricing | Four Strategic Approaches

1 Below Market

- ✓ Quick sale positioning
- ✓ Attracts multiple offers
- ✓ Shows tradeoffs

2 Market-Aligned

- ✓ Balanced, defensible pricing
- ✓ Reflects current reality
- ✓ Strongest comp support

3 Top-of-Market

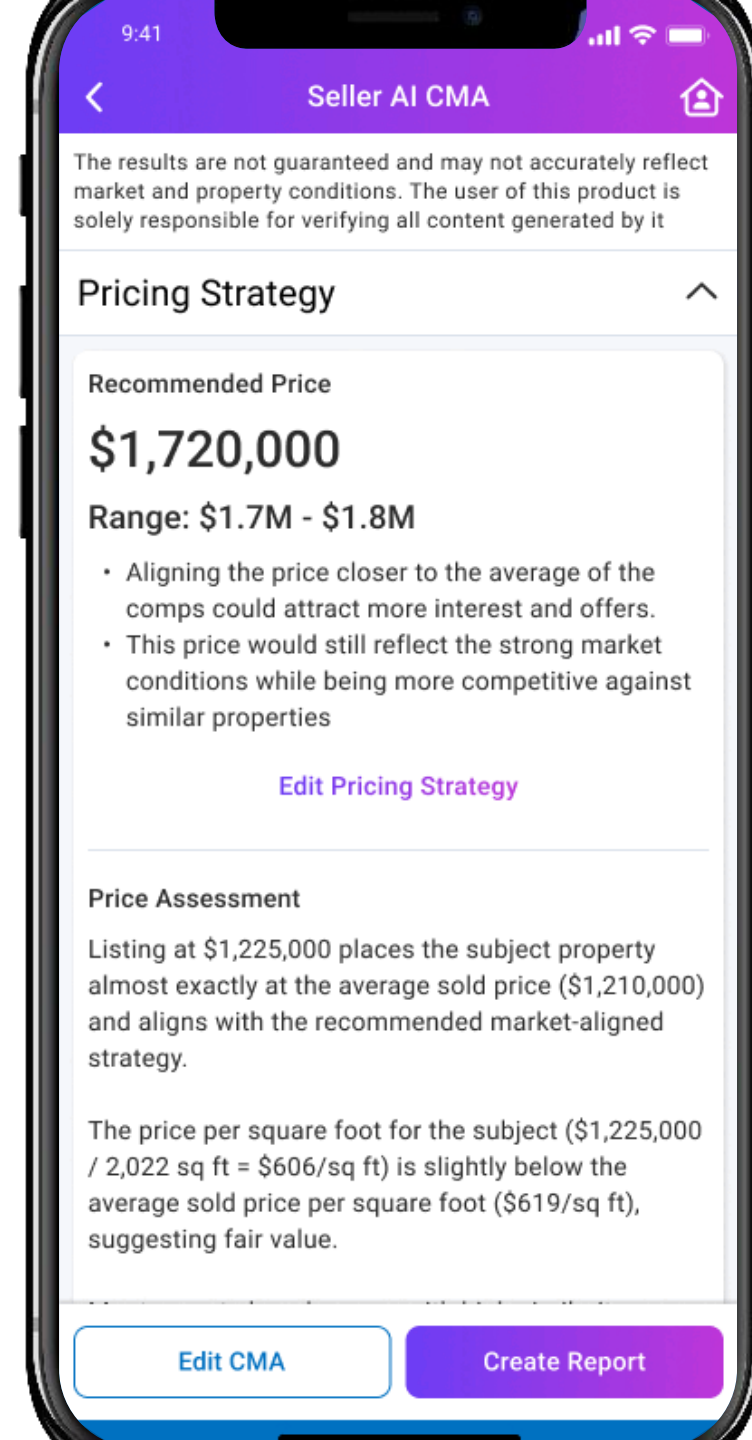
- ✓ Premium positioning
- ✓ Requires right conditions
- ✓ Flags risks to watch

4 Agent

Or enter your own price and AI adapts & shows impact

Price Analysis

- Strategy Summary
- Price Analysis
- Buyer / Seller Psychology
- Potential Outcomes
- Summary



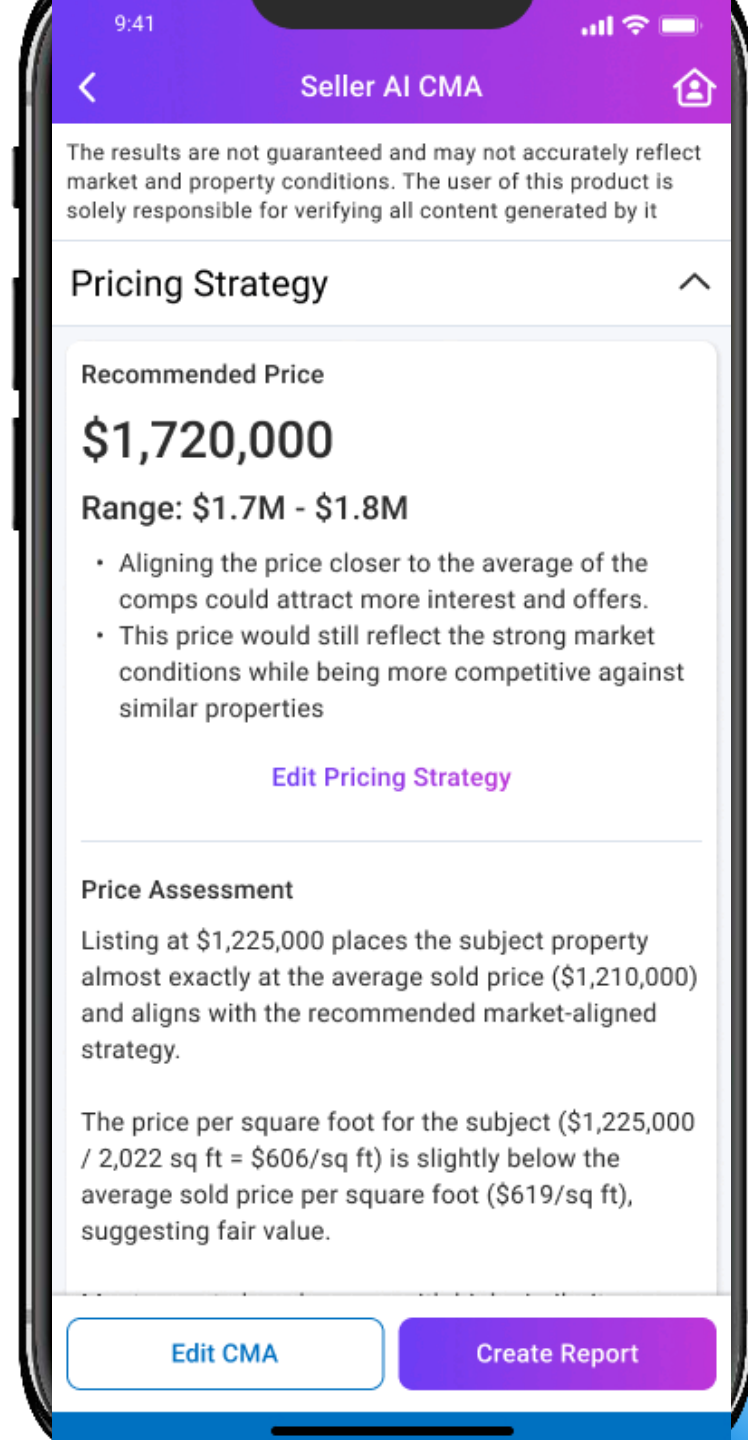
Potential Outcomes

Seller CMA

- ✓ How will buyers perceive this price?
- ✓ Good deal?
- ✓ Overpriced?
- ✓ Fair value?
- ✓ Explained using comps & market dynamics

Buyer CMA

- ✓ How will sellers receive this offer?
- ✓ Seller motivation
- ✓ Strong or weak position?
- ✓ Negotiation strategy
- ✓ Do comps support your approach?



CMA Summary

- Comp Summary
- Side by Side Comp Comparison
- Comp Stats
- CTA to Create a Report

 Seller AI CMA 

The results are not guaranteed and may not accurately reflect market and property conditions. The user of this product is solely responsible for verifying all content generated by it

Pricing Strategy 

Recommended Price

\$1,720,000

Range: \$1.7M - \$1.8M

- Aligning the price closer to the average of the comps could attract more interest and offers.
- This price would still reflect the strong market conditions while being more competitive against similar properties

Edit Pricing Strategy

Price Assessment

Listing at \$1,225,000 places the subject property almost exactly at the average sold price (\$1,210,000) and aligns with the recommended market-aligned strategy.

The subject property is priced at \$1,225,000

MARKET TRENDS

Trusted data. Now in every format your agents actually need.



Articles

Multiple formats,
ready to publish



Social Cards

Branded, shareable,
on-brand



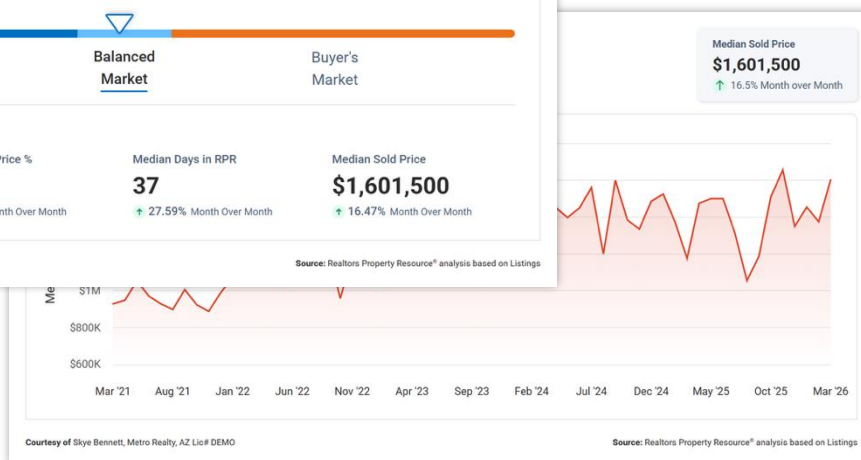
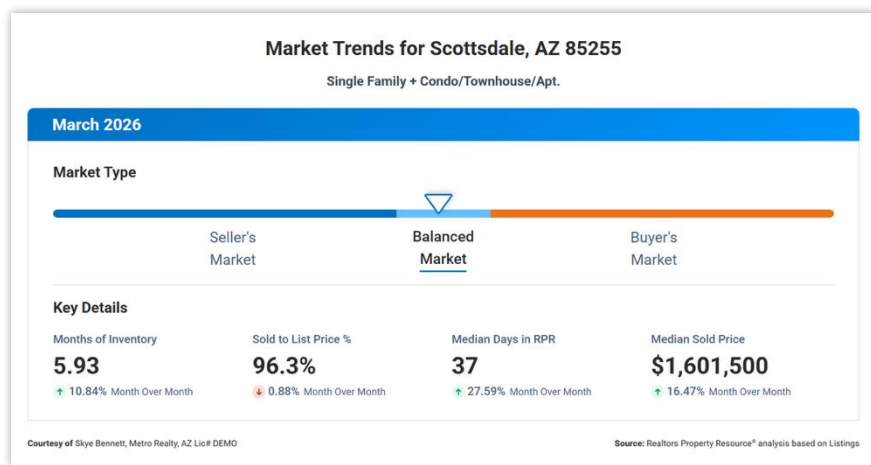
Videos

Animated local
metrics



PowerPoint

Presentation-
ready



MARKET TRENDS SCRIPTWRITER

Video. 30 Seconds.

Create Market Video

Choose a style, then hit Create.


Market Snapshot
Animated counters, gauge rings, and price ladders — the flagship data visualization.


Text Conversation
Animated iMessage-style chat showing market insights between agent and client.


Weekly Market Minute
News-broadcast style with ticker bar. 7 scenes, 60 seconds.


Market Brief
Apple Keynote minimalism. One stat per scene, massive typography. Premium feel.


Social Post
Instagram-style market update with data visualization, spectrum, and engagement.

Video Format

9:16
VERTICAL

16:9
WIDE

1:1
SQUARE

Color Palette

Soundtrack

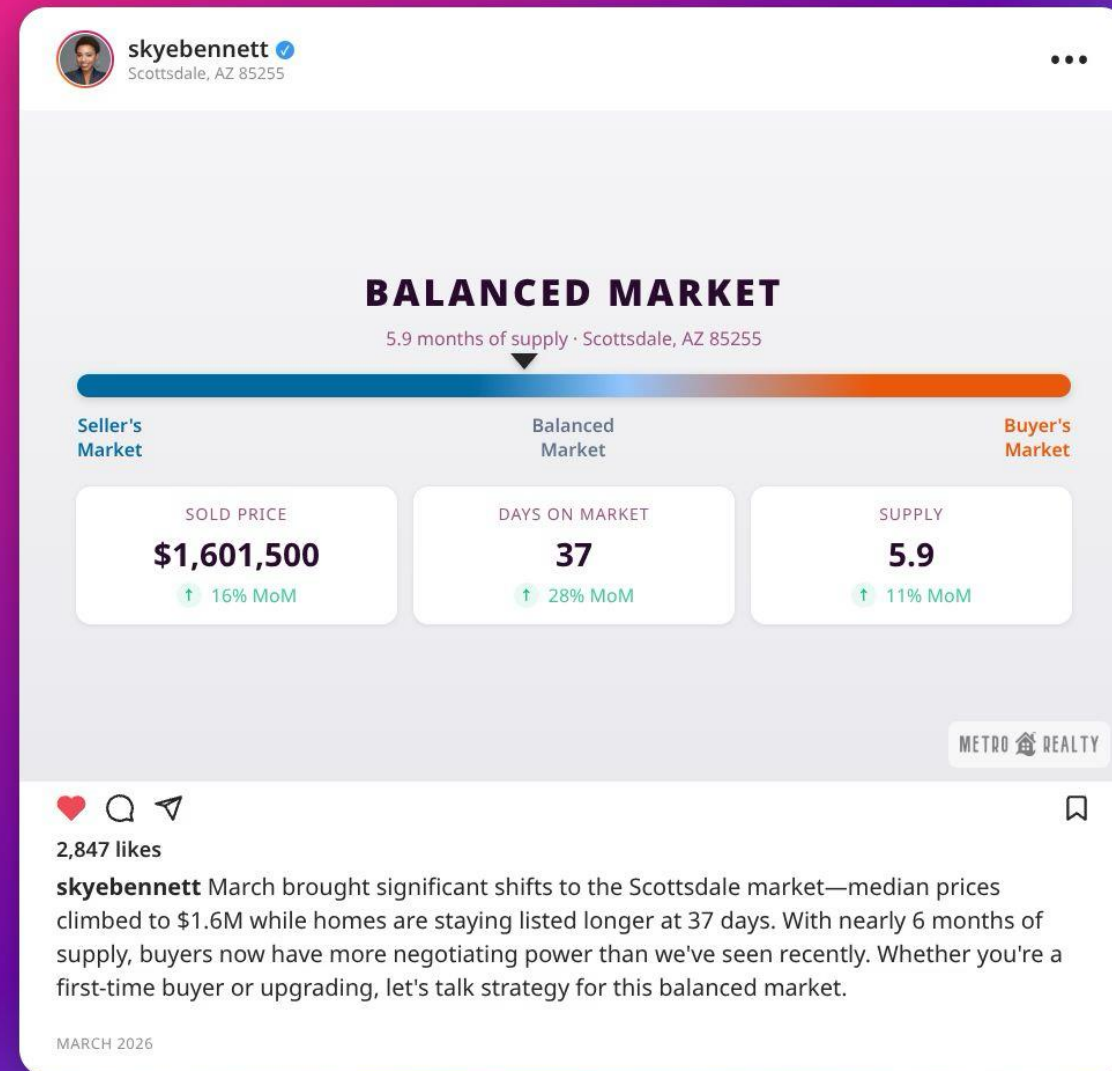

No Music
Silent


Upbeat
Energetic • Positive • Fast


Calm
Ambient • Smooth • Relaxed


Corporate
Professional • Clean • Modern

Create Market Snapshot Video



MARKET TRENDS SCRIPTWRITER

Social Posts. 30 Seconds.



Janet Phillips
Metro Realty

Miami, Florida
September 2025

8.44 ▼ 4.00% MoM Months of Inventory	95.42% Sold to List Price %	57 Median Days on Market	\$557,500 Median Sold Price
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Source: Realtors Property Resource | janet@metrorealty.com



Jerry Cliff
Metro Realty

San Diego, California
September 2025

2.82 ▼ 8.00% MoM Months of Inventory	98.97% Sold to List Price %	24 Median Days on Market	\$899,450 Median Sold Price
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Source: Realtors Property Resource | jerry@metrorealty.com



Michelle Berry
Metro Realty

Houston, Texas
September 2025

4.39 ▼ 8.00% MoM Months of Inventory	96.35% Sold to List Price %	28 Median Days on Market	\$320,000 Median Sold Price
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Source: Realtors Property Resource | michelle@metrorealty.com



Skye Bennett
Metro Realty

Scottsdale, Arizona
September 2025

4.68 ▲ 11.00% MoM Months of Inventory	96.64% Sold to List Price %	63 Median Days on Market	\$870,500 Median Sold Price
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Source: Realtors Property Resource | skye@metrorealty.com | (510) 455-6512



Dan Smith
Metro Realty

Beaverton, Oregon
September 2025

3.65 ▼ 4.00% MoM Months of Inventory	99.5% Sold to List Price %	39 Median Days on Market	\$560,000 Median Sold Price
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Source: Realtors Property Resource | dan@metrorealty.com

Market Trends ScriptWriter

Market Trends AI ScriptWriter BETA

Media Library

 Social Video

 Client Email

 Video Script

Generate Content

MARKET TRENDS SCRIPTWRITER

PowerPoint.
30 Seconds.

Choose Theme

MIDNIGHT

SLATE

FOREST

TERRACOTTA

BERRY

Choose Font

Aa MODERN

Aa CLASSIC

Aa CLEAN

Aa BOLD

0

134

230

R

G

B

Download PowerPoint

METRO REALTY

Scottsdale, AZ 85255

Scottsdale Market Shows Growth

Scottsdale's housing market experiences price increases and longer listing times.

January 2026 | Single Family + Condo/Townhouse/Apt.



Skye Bennett
Metro Realty
reggie@nampr.com

Market Snapshot

Median Sold Price

\$1,455,000

▲ 10%

Days on Market

68

▲ 45%

Months of Supply

5.61

▲ 29%

Active Listings

537

New Listings

245

Pending Listings

82

Source: RPR Market Trends

Scottsdale, AZ 85255 | January 2026

METRO REALTY

Market Type

Where Scottsdale, AZ 85255 sits on the market spectrum

5.61 months

Seller's Market

Balanced Market

Buyer's Market

Months of Inventory

5.61

▲ 29% MoM

Sold to List Price %

96.61%

0% MoM

Median Days in RPR

68

▲ 45% MoM

Median Sold Price

\$1,455,000

▲ 10% MoM

Source: RPR Market Trends

Scottsdale, AZ 85255 | January 2026

METRO REALTY

Pricing Momentum

"The Scottsdale market sees a median sold price of \$1,455,000, marking a significant 10% increase from the previous month."

\$1.46M

Median Sold Price

▲ +10% MoM

The price per square foot remains strong at \$525, indicating robust market conditions.

Metric	Value	Change
Median Sold Price	\$1,455,000	10%
Price per Sq Ft	\$525	-
Sold-to-List Ratio	96.61%	0%

Source: RPR Market Trends

Scottsdale, AZ 85255 | January 2026

METRO REALTY

Inventory & Supply

"With 537 active listings at a median price of \$1,834,900, the market has a months of supply of 5."

5.6mo

Months of Supply

▲ +29% MoM

61, increasing by 29% month-over-month. This suggests a growing inventory that could influence future price trends.

Metric	Value	Change
Months of Supply	5.61	29%
Active Listings	537	\$1,834,900
New Listings	245	\$1,545,000

Source: RPR Market Trends

Scottsdale, AZ 85255 | January 2026

METRO REALTY

Days on Market

"Properties in Scottsdale are taking longer to sell, with the median days on market for sold properties increasing to 68 days, up by 45% from the previous month."

68 days

Median Days on Market (Sold)

▲ +45% MoM

This highlights a shift in buyer behavior or market conditions.

Metric	Value	Change
Median Days (Sold)	68	45%
Median Days (Pending)	39	-
Sold-to-List Ratio	96.61%	0%

Source: RPR Market Trends

Scottsdale, AZ 85255 | January 2026

METRO REALTY

METRO REALTY

Contact Skye Bennett at Metro Realty today to explore opportunities in Scottsdale's dynamic market.



Skye Bennett
Metro Realty
reggie@nampr.com

Source: RPR Market Trends

METRO REALTY

THE BROKERAGE ENGINE

Your brand, built into the workflow.

Every tool. Every output. Every agent. Carrying your brokerage brand into the market.



Brokerage Branding

Your brand front-and-center across the platform and mobile app.

Logo on Reports

Your logo on every agent-generated report ... automatically.

Custom Company PDFs

Upload up to five PDFs for agents to include in their reports.

Affiliated Services

Add affiliated providers to the platform and report back pages.

AVM Widget

Embed the Broker AVM on your site to capture seller leads.

Deep Links

Send agents from your intranet straight into key RPR workflows.

 **Affiliated Service Modules**
ON EVERY PAGE

 **Custom Company Pages**
ADD PDFs

ACTIVATE

Turn Access Into Action

The platform is already there. Now activate it.

Scan: Broker Tools
Enrollment Form
blog.narrpr.com/enroll



1

Enroll

Activate Broker Tools and configure
your brokerage branding at
blog.narrpr.com/enroll

2

Brand

Add your logo, custom company pages
and affiliated services so agents
immediately feel brokerage value

3

Deploy

Launch with reports, CMAs, market
trends and mobile workflows. Support
adoption through webinars, tutorials
and Trainer Resource Hub



RPR

Website: narrpr.com | Training: blog.narrpr.com/training