

RPR: Showing Consumers the Truth

Welcome

Tameka Bryant

Learning Objectives

- ☐ Real estate market research and valuation tools consumers access online
- ☐ Pros and cons of automated valuation models (AVMs)
- ☐ How RPR[®] tools help buyers and sellers make informed decisions
- ☐ How REALTORS[®] can use RPR[®] data, tools, and reports

Course Structure

1. **How Much Is This House Worth Today?**
2. **Consumers Don't Believe Everything They See on the Internet. Right?**
3. **RPR®—Where Data Becomes Market Knowledge**
4. **A Win for Consumers and REALTORS®**

Trademarks

- ☐ Realtors Property Resource®
- ☐ RPR®
- ☐ Realtors Valuation Model®
- ☐ RVM®

No trademark symbols in course manual for ease of reading

What Is RPR?

- ☐ National database of property information
- ☐ 147 million properties—every property in the United States
- ☐ Integrates local MLS data—real time
- ☐ Reinforces the value of REALTORS®

NOT a national MLS

How Much Is This House Worth Today?

Chapter 1

Sellers and Buyers Want to Know

?




- ☐ Value up or down?
- ☐ Equity?
- ☐ Underwater with mortgage?
- ☐ Buy now or wait?
- ☐ Paying too much or getting a bargain?

What Are AVMs?

- ☐ **Computer software program**
 - **Combines data**
 - **Calculates a value for a property**
 - **Predicts market trends**
- ☐ **Business tool to save operational costs and improve efficiency**
- ☐ **First users—county tax assessors, high-volume lenders, Freddie Mac**

Commercial AVMs

- 
- ☐ Manage portfolios of loans and properties
 - ☐ Keep tabs on asset values
 - ☐ Compare investment values
 - ☐ Save time and money when a full appraisal isn't necessary
 - ☐ Monitor appraisal quality
 - ☐ Detect scams

Government AVMs

☐ Freddie Mac

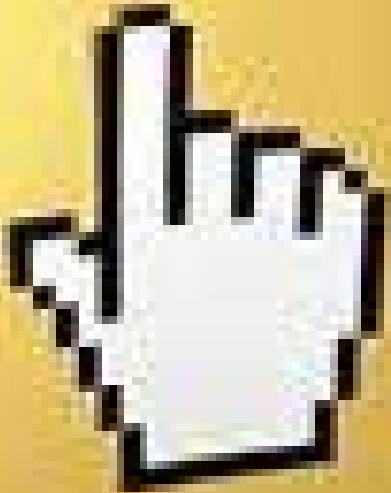
- *Home Value Explorer*
- Hedonic model

☐ Fannie Mae

- Proprietary AVM compares other AVM values
- Risk assessment
- Inspection option recommendations

Consumer AVMs

- ❑ **AVM technology + Internet business model**
- ❑ **Taps into consumer curiosity**
 - Zillow®
 - Trulia
 - Eppraisal
 - Chase Home Value Estimator
 - And others



Sources, Issues, Accuracy

Public records

- ❑ Reported sales, property tax assessments, mortgages and liens
- ❑ Some MLSs license data to commercial AVMs

Issues

- Timeliness
- Availability

Accuracy

- Precision
- Reliability
- Validity

Algorithms

- ☐ **Proprietary**
- ☐ **Trade secret**
- ☐ **Competitive edge**

Model Types



Hedonic

Composite value of the values of components—the sum of the parts



Indexed

Assigns value by comparing sales trends of similar properties



Blended

Combines hedonic and indexed models

The RPR® Model

- ☐ Blended approach
- ☐ Sales history of comparables
- ☐ Real-time MLS pricing information
- ☐ REALTORS® only
- ☐ Consumers benefit

Are AVMS Really Free?

- ❑ “Free” data = multi-million \$\$ enterprise
- ❑ **Commercial AVMs**
 - Subscriptions
 - License fees
 - Per-report fees
- ❑ **Consumer AVMs**
 - Advertising
 - Click-throughs
 - Selling leads back to brokers

How Does RPR® Monetize?

- ❑ RPR licenses a single line of data to lenders and the GSEs for internal use
- ❑ NO MLS, property, listing, seller, and REALTOR®-refined data is ever sold
- ❑ NO leads are ever sold

Do AVMS Benefit Consumers?

Yes

- ☐ Quick, free, convenient, anonymous price estimate
- ☐ Okay for “testing the water”

No

- ☐ Can't replace REALTOR® knowledge and judgment
- ☐ Assumes average property condition
- ☐ Calculates value—not sales price


Realtor Valuation Model®

- ☐ Overcomes data issues
- ☐ Real-time MLS data (where available)
- ☐ Tool sets refine values based on actual conditions and valid comparables
- ☐ Enriches data with lifestyle information
- ☐ Remembers and learns with usage


**Consumers Don't Believe
Everything They See on the
Internet. Right?**

Chapter 2

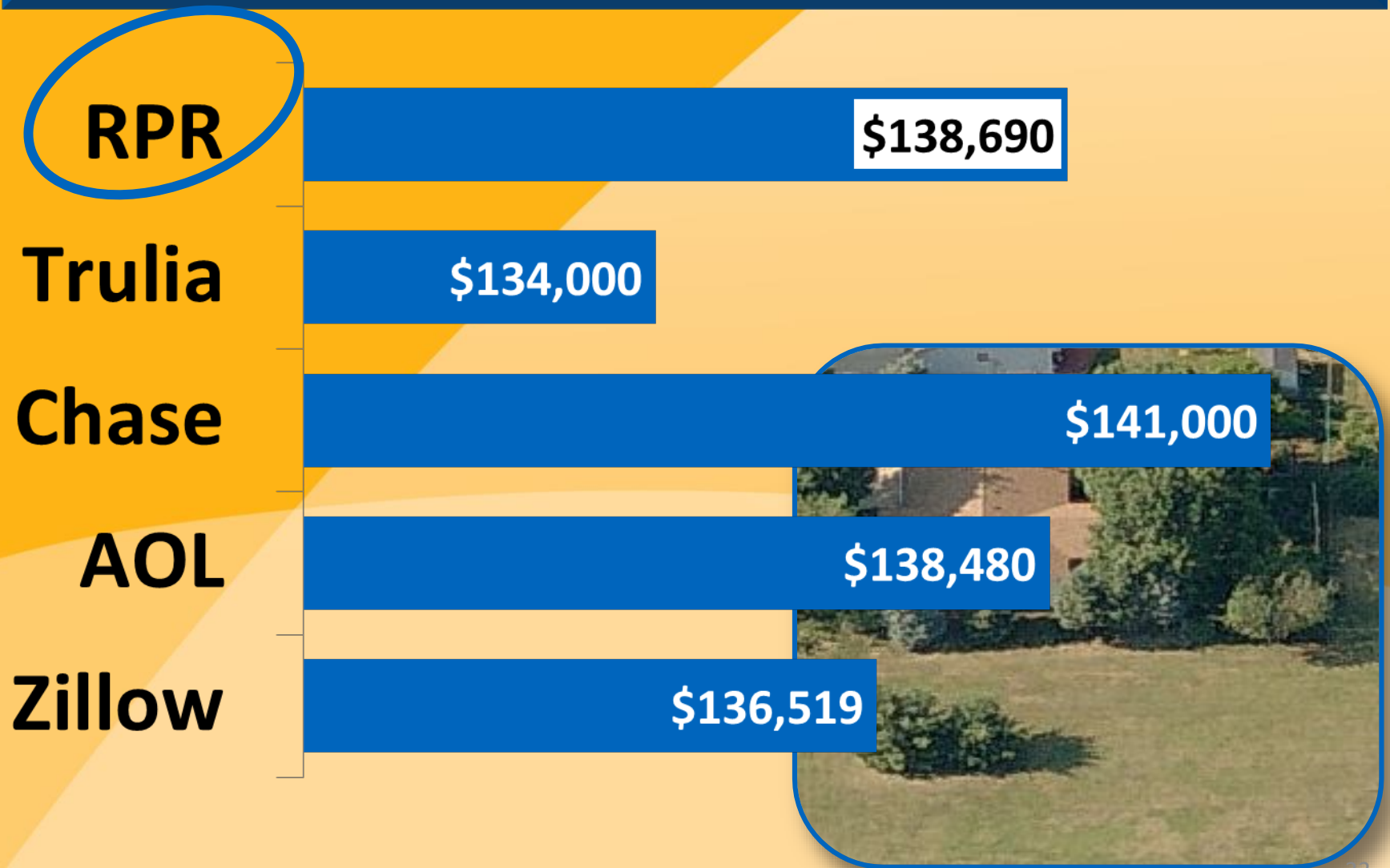
Researching the Market

- 
- ☐ Consumers are more plugged in and informed
 - ☐ More distracted
 - ☐ More sites competing for attention

Gathering (Mis)Information?

- 
- ☐ Hours online form misperceptions
 - ☐ Media coverage distorts market picture
 - ☐ Agents first step with prospects—educate about market realities

Same Data—Different Answers?



How Do They Get Away With It?

- ☐ No risk if off target
 - ☐ Disclaimers
 - ☐ Variable accuracy ratings
 - ☐ Caution—not an appraisal
-

**Consumer AVMs try to estimate today's value
by looking at yesterday's data**

Non-Disclosure States

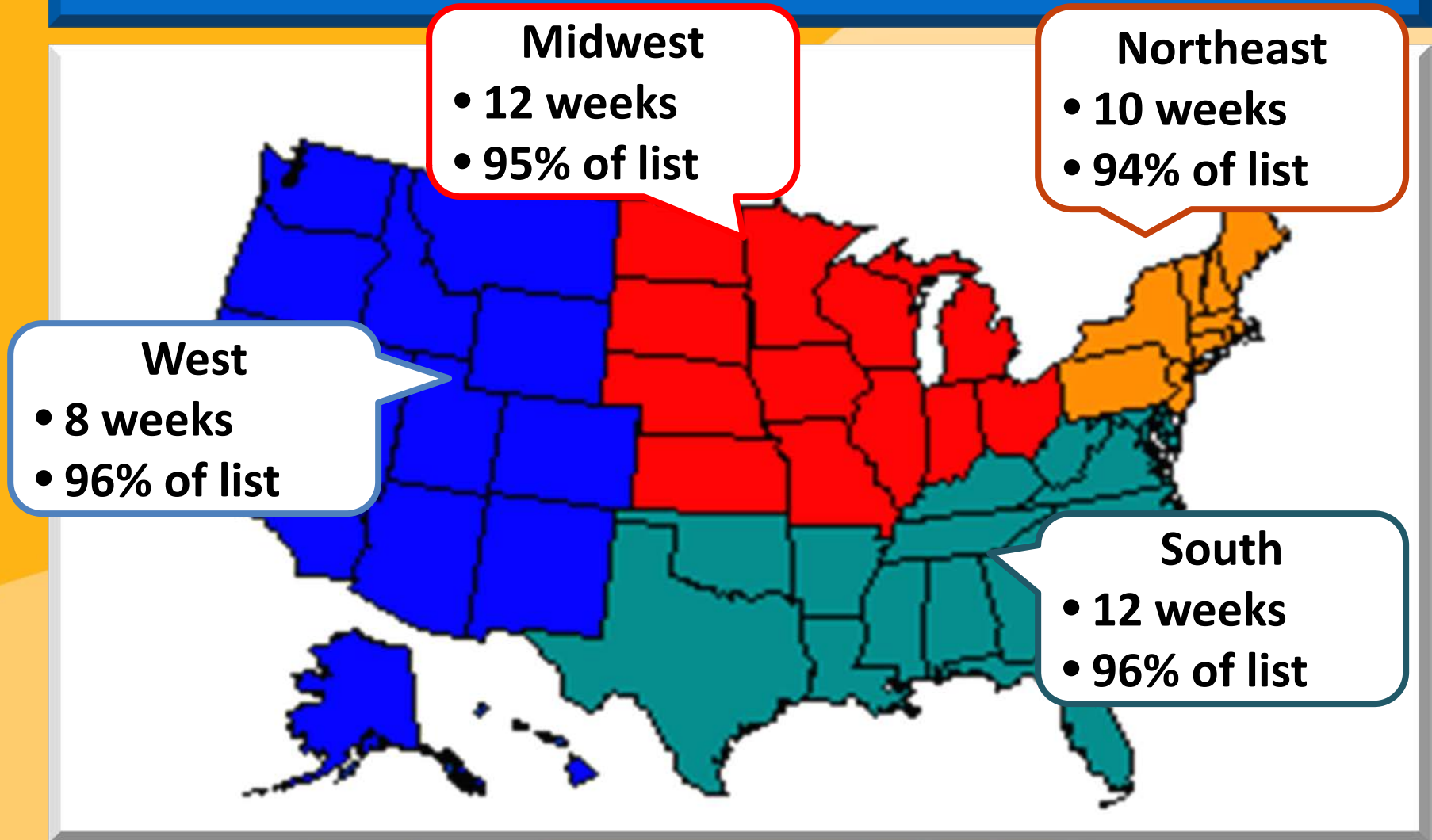
- ☐ Alaska
- ☐ Idaho
- ☐ Indiana
- ☐ Kansas
- ☐ Louisiana
- ☐ Mississippi
- ☐ Montana
- ☐ New Mexico
- ☐ Texas
- ☐ Utah
- ☐ Wyoming

**Sales not
publicly
reported**

Right Pricing

- ☐ #1 problem for sellers
- ☐ Tendency to overestimate
- ☐ The market sets the price

Days on Market? % of List



What Do Buyers Do?



62% Walk through a home viewed online



32% Find the agent



76% Drive by the property

AVMs Meet the Real-World Buyer

- ☐ Price isn't the final determinant
- ☐ AVMS can't replace agents' knowledge and experience
- ☐ AVMs can't communicate the experience of living in the home & neighborhood

AVMs meet the Real-World Seller

- ☐ Agents must clear away the noise of online estimates
- ☐ Educate, or re-educate, the client about market realities
- ☐ Check online AVM estimates before a listing appointment



RPR®—The Data-Supported Reality Check

- ☐ Developed specifically for REALTORS®
- ☐ Combines home information with MLS data and public records
- ☐ Positions REALTORS® ahead of the technology curve
- ☐ Reinforces REALTOR® value as local market expert

Chapter 3

RPR—Where Data Becomes Knowledge

Data Becomes Knowledge

Data + Meaning = Knowledge

- ☐ Why are prices going up or down?
- ☐ Why do some homes sell fast?
- ☐ What's it like to live here?

Free Data, Priceless Knowledge

AVMs
+ Public Records
+ Time Lag
= Old Data

Expertise
+ RPR® Reports
= Informed
Consumer

RPR® + MLS Data = Today's Market

RPR® Reports

Available for a neighborhood —

Available for an address —  

 **P** Property Report [More Details](#) | [Show Sample](#)  

 **S** Seller's Report [More Details](#) | [Show Sample](#)  

 **A** Market Activity Report [More Details](#) | [Show Sample](#)  

 **M** Mini Property Report [More Details](#) | [Show Sample](#)  

 **N** Neighborhood Report [More Details](#) | [Show Sample](#)  

RPR® Report Power

- ☐ MLS data
- ☐ Quick report generation
- ☐ Professional presentation
- ☐ Personal and company branding
- ☐ Delivery options
- ☐ Comprehensive but hyperlocal
- ☐ Add in your own knowledge

The Reports Page

[← Back to Search Results](#)

1

Create a report for

Submit

[Cancel](#)

▼ MY REPORTS

You have not generated any reports in the last 30 days.

Available for a neighborhood —

Available for an address —  

- ☒ **P** Property Report [More Details](#) | [Show Sample](#)  
- ☐ **S** Seller's Report [More Details](#) | [Show Sample](#)  
- ☐ **A** Market Activity Report [More Details](#) | [Show Sample](#)  
- ☐ **M** Mini Property Report [More Details](#) | [Show Sample](#)  
- ☐ **N** Neighborhood Report [More Details](#) | [Show Sample](#)  

3

Personalize your report

☐ Include Recipient Name:

Message:

(300 characters left)

4

Delivery method

☒ Display now (you can open or download as a PDF)

☐ Email to:

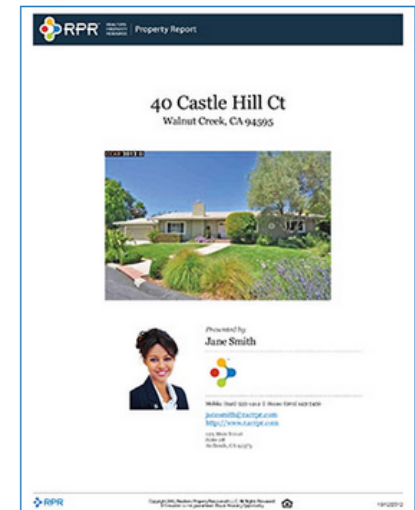
☒ Cc to Me

From: reggie@narrpr.com

☐ I have read and agree with the RPR [Terms of Use](#) and [Privacy Policy](#)

Get Report

▼ YOUR COVER PAGE FOR REPORTS



Select cover page elements to include:

- ☒ All Elements
- ☒ Name ☒ Broker Logo
- ☒ Agent Photo ☒ Office Address
- ☒ License #
- ☒ Email

General Report Preferences

☐ Show Page Numbers

▼ YOUR PROFILE INFO



NAR Member
123 N. Main Street
Gilroy, CA 12345



Main: steve@email.com

Office: <http://www.stevesmith.com>

Knowledge for the REALTOR®



What would you like to know before the listing presentation?

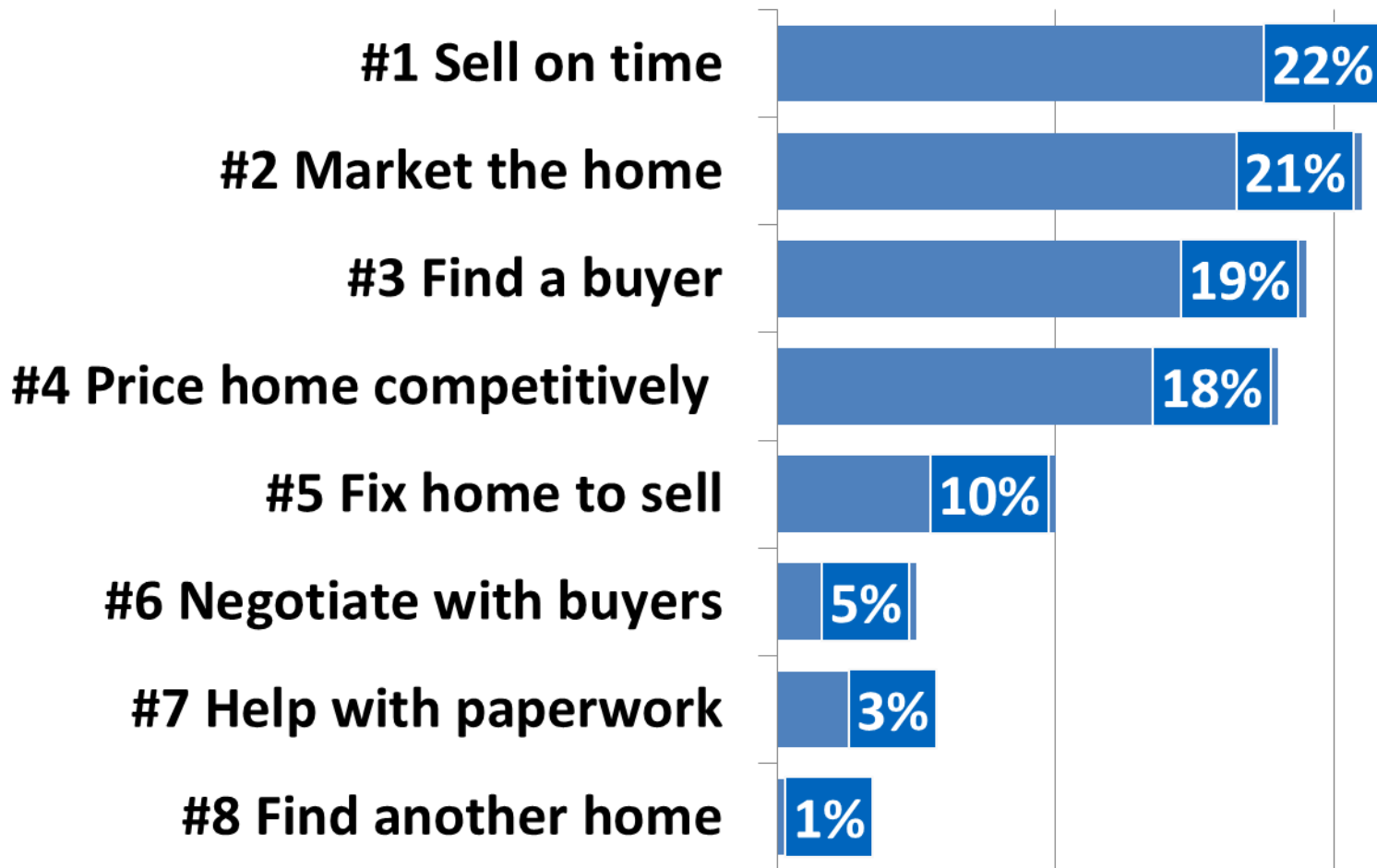


- ☐ Sales and financing?
- ☐ On/off the market?
- ☐ Distressed?
- ☐ Do you want this listing?

The Big ?

- ☐ Price—a tough subject
- ☐ Sellers must be realistic
- ☐ Consider the competition
- ☐ Hyper location, condition, features
- ☐ Is there a demand for this house?
- ☐ Time on market = lost opportunity & \$\$

What Sellers Want



Comps Analysis

- ☐ Comps used to create the RVM or AVM
 - ☐ Other comps generated by the system
 - ☐ Specific comps
 - ☐ Include or exclude foreclosures
-

Your choice—mix and match

Comps Analysis

Property Details for:

Saint Joseph, IL 61873 | [Change Address](#) →

[Save](#)

[← Back to search results](#)

[← Previous](#) | [Next →](#)

Property Summary



OFF MARKET
2247 Woodard Ln
Saint Joseph, IL 61873

Days in System	Date	Amount	\$/sq ft	Living Area	Beds	Baths	Built
—	1/09/2013	\$163,200 Est. Value	\$66	1,800 sq ft	2	2	1979

Create a Comparative Analysis

1 Confirm Home Facts

Modify the facts about this home, like square footage and bedrooms. We will use these facts when you search for comps.

Home Facts:

Updated | [Edit](#)

2 Search for Comps

Comps form the foundation of a Comp Analysis. Using our custom search tools, select the right comps for this home.

Average of Comps:

\$158,442 [Edit](#)
Range: \$138,940 – \$223,944
(or \$73 per sq ft)

3 Make Adjustments

Rate your comps in relation to your subject property.

Adjustments:

+\$1,473 [Edit](#)
Range: \$145,887 – \$223,944
(or \$74 per sq ft)

4 Review Comp Analysis

Review the result of your analysis. If you want to round the number or change the value based on your local expertise, click edit and enter a Recommended Price and Price Range for this property.

Result of
Comp Analysis:

\$159,915 [Edit](#)
Range: \$145,887 – \$223,944
(or \$74 per sq ft)

[Clear All](#)

1 Confirm Home Facts for 2247 Woodard Ln, Saint Joseph, IL 61873

In order to find the right kind of comps in the next step, please confirm or update the property facts.

IMPORTANT NOTE: Any changes you make to these property facts will be reflected throughout your records and reports for this property, so please be as accurate as you can.

[← Used to Find Comps](#)
[← Facts you adjusted](#)

	Public Record Data	Listing Data	Your Changes
Property Type	Single Family Residence	—	Single Family Residence
Bedrooms	2	—	2
Total Baths	2	—	2
Full Baths	2	—	2
Partial Baths	—	—	—
Living Area (sq ft)	1,800	—	1,800
Lot Size	—	—	sq ft
Basement (sq ft)	—	—	—
Garage	Yes	—	—
Garage Size (spaces)	2	—	—
Pool	—	—	—
Year Built	1990	—	1990
Total Rooms	—	—	6
Number of Stories	1	—	1

[Restore Original](#)

[Cancel](#) [Confirm Facts and Close](#)

This Property

2247 Woodard Ln, Saint Joseph, IL 61873

Price: \$163,200 | \$/sq ft: \$66 | Living Area: 1,800 sq ft | Beds: 2 | Baths: 2 | Year Built: 1990

2 Search for the comps you want to use

[Add a known property](#)

[Search an area for several properties](#) (Show price filter when you want to use)

PROPERTY TYPE: ☒ Single Family Residence ☐ Multi-Family ☐ Commercial ☐ Industrial ☐ Other

PROPERTY STATUS: ☒ Active ☐ Pending ☐ Sold ☐ Other

SEARCH FILTERS: ☐ Price Range ☐ Days on Market ☐ Square Footage ☐ Year Built ☐ Lot Size ☐ Bedrooms ☐ Bathrooms

MAP:

13 Sold properties found to use as Comps

Property	Price	\$/sq ft	Living Area	Beds	Baths	Built
2247 Woodard Ln, Saint Joseph, IL 61873	\$163,200	\$66	1,800 sq ft	2	2	1990
2247 Woodard Ln, Saint Joseph, IL 61873	\$163,200	\$66	1,800 sq ft	2	2	1990
2247 Woodard Ln, Saint Joseph, IL 61873	\$163,200	\$66	1,800 sq ft	2	2	1990

Comps Being Used: **\$138,940 – \$223,944**

Range based on these comps: **\$138,940 – \$223,944**

[View Comps and Data](#)

My House Is Worth More!

- ☐ Home improvement estimator
- ☐ Fill in information
- ☐ Home and market condition

Refining Values

▼ Refine the Value by Adjusting the Basic Facts

You can update basic facts about this property that are missing or not correct. Not all modifications will necessarily produce a change in value, which is computed using a variety of factors. Please note that the public records data and listing data for this property may not match. Be advised that when you refine value for this property, you are changing an estimate based on public records facts, not the listing information.

Updates saved.

Residence	<input type="text" value="Single Family Resid"/>	Total Rooms	<input type="text" value="6"/>	# Stories	<input type="text" value="1"/>
Bedrooms	<input type="text" value="2"/>	Living Area	<input type="text" value="1,280"/> sq ft	Year Built	<input type="text" value="1990"/>
Full / Partial Baths	<input type="text" value="2"/> <input type="text"/>	Lot Size	<input type="text" value="2,250"/> sq ft <input type="text"/>	<button>Apply changes</button>	

Value change from refining basic facts **+\$6,639**
[← Restore Original](#)

Start with a search by address.
Adding basic facts—square
footage and lot size—refines
the value.

Home Improvements

▼ Refine the Value Based on Any Home Improvements

Modify details about this property to refine value. Not all modifications will necessarily produce a change in value, which is computed using a variety of factors.

Add a Home Improvement

- ▼
- Attic Bedroom (MID-RANGE)
- Basement Remodel (MID-RANGE)
- Bathroom Addition (MID-RANGE)
- Bathroom Addition (UPSCALE)
- Bathroom Remodel (MID-RANGE)
- Bathroom Remodel (UPSCALE)
- Bedroom Remodel (MID-RANGE)
- Deck Addition (MID-RANGE)
- Family Room Addition (MID-RANGE)
- Home Office Remodel (MID-RANGE)
- Major Kitchen Remodel (MID-RANGE)
- Major Kitchen Remodel (UPSCALE)
- Master Suite Addition (MID-RANGE)
- Master Suite Addition (UPSCALE)
- Minor Kitchen Remodel (MID-RANGE)
- Replace Roof-Asphalt (MID-RANGE)
- Replace Roof-Copper (MID-RANGE)
- Replace Roof-Metal (MID-RANGE)
- Replace Roof-Rubber (MID-RANGE)
- Replace Roof-Slate (MID-RANGE)
- Replace Roof-Tile (MID-RANGE)
- Replace Roof-Wood (MID-RANGE)
- Replace Siding (MID-RANGE)
- Replace Siding (UPSCALE)
- Replace Windows (MID-RANGE)
- Replace Windows (UPSCALE)
- Sunroom Addition (MID-RANGE)
- Two-Story Addition (MID-RANGE)
- Other

Date Completed

Total Cost

Add

Select from the list or add other improvements.

Fill in the date completed and total cost. Add a custom description for "other."

Adds current value of improvements.

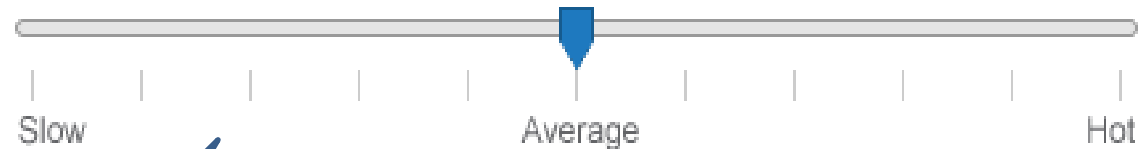
Slider Bars

▼ Refine the Value Based on Market and Home Conditions

Modify details about this property to refine value. Not all modifications will necessarily produce a change in value, which is computed using a variety of factors.

Move the sliders to select a condition.

Local Market Conditions



Exterior Condition (relative to comparable properties)



Interior Condition (relative to comparable properties)



Use the slider bars to refine value for market and home conditions.

Choosing Comps

Check the box to use
as comp



RECENTLY SOLD 1.34 Mi. —
Joseph, IL 61873
APN#: 282211431014
Owner: Wheatley Jason S

2 1996

☐ Add to Comps List



RECENTLY SOLD 1.41 Mi. —
507 N 4th St, Saint Joseph, IL 61873
APN#: 282211378021
Owner: Mcbroom Rogeras

2 1972

☒ Add to Comps List



RECENTLY SOLD 2.36 Mi. —
702 Devon Dr, Saint Joseph, IL 61873
APN#: 282213305006
Owner: Frick Gary L

11/9/2012 \$215,000 \$100 2,140 sq ft 3
Sold Date Sold Amount

3 1987

☐ Add to Comps List

Get Report

SUMMARY HISTORY CHARTS & GRAPHS REFINED VALUE COMP ANALYSIS

Property Details for: [Redacted] Saint Joseph, IL 61873 | [Change Address](#) → [Save](#)

[← Back to search results](#) [← Previous](#) | [Next →](#)

OFF MARKET • Public records

Current RVM®	Your Refined Value	Your Comp Analysis
\$158,000 Last RVM® Update: 9/16/2012 View Details →	\$174,590 Edit →	\$159,915 Last Edited: 1/9/2013 Edit →

— Bedrooms 2 Bathrooms

Home Type: Single Family Residence

Living Area: 2,484 sq ft

Estimate / sq ft: \$66

Owner: Ducey James

RVM® Est. Range: \$140,352 – \$186,048

RVM® Confidence: ★★★★★

↑ RVM® Change - Last 1 Months: \$1,350

↓ RVM® Change - Last 12 Months: -16.3%

Last Sold Amount: \$154,000 on 8/4/2006

[Using the RVM® in Pricing Discussions](#) →

MAPS

Gray Road Aerial Overhead


Property Analysis for Investors

Click on the Summary tab for a detailed recap. Click on Get a Report.


Seller's Report

RPR REALTOR PROPERTIES REPORT
Seller's Report

Edina, MN 55416



Presented by
Jane Smith



Mobile Agent | 954.888.1234
jane.smith@redoxr.com
<http://www.redoxr.com>
1111 Main Street
Redwood, CA 94073

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RPR REALTOR PROPERTIES REPORT
Seller's Report

4716 Lyn Ave
Edina, MN 55416


Property History
Max Estimated Home Value

This chart displays property appreciation for all sales and a subject property. The subject property is highlighted in blue. The chart shows that the subject property has appreciated significantly more than the market average.

Year	Subject Property	Market Average
2006	\$2,000,000	\$1,500,000
2007	\$2,500,000	\$1,800,000
2008	\$3,000,000	\$2,000,000
2009	\$3,500,000	\$2,200,000
2010	\$4,000,000	\$2,500,000
2011	\$4,500,000	\$2,800,000
2012	\$5,000,000	\$3,000,000
2013	\$5,500,000	\$3,200,000
2014	\$6,000,000	\$3,500,000
2015	\$6,500,000	\$3,800,000
2016	\$7,000,000	\$4,000,000

Current Estimated Value
\$7,000,000

Market Activity Over Time for 55416
Estimated Home Values



RPR REALTOR PROPERTIES REPORT
Seller's Report

4716 Lyn Ave
Edina, MN 55416

Market Listing Price vs. Selling Volume

This chart compares the listing price and selling volume for all sales and a subject property. The subject property is highlighted in blue. The chart shows that the subject property has sold at a higher price than the market average.

Year	Subject Property	Market Average
2006	\$2,000,000	\$1,500,000
2007	\$2,500,000	\$1,800,000
2008	\$3,000,000	\$2,000,000
2009	\$3,500,000	\$2,200,000
2010	\$4,000,000	\$2,500,000
2011	\$4,500,000	\$2,800,000
2012	\$5,000,000	\$3,000,000
2013	\$5,500,000	\$3,200,000
2014	\$6,000,000	\$3,500,000
2015	\$6,500,000	\$3,800,000
2016	\$7,000,000	\$4,000,000

Comps Selected by Agent

Address	Listing Price	Selling Price	Days on Market
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10
4716 Lyn Ave, Edina, MN 55416	\$7,000,000	\$7,000,000	10

Price per Bedroom of Homes Sold

This chart shows the distribution of homes sold in the last 12 months at different price points per bedroom. The chart shows that the subject property is in the top 10% of homes sold in the area.

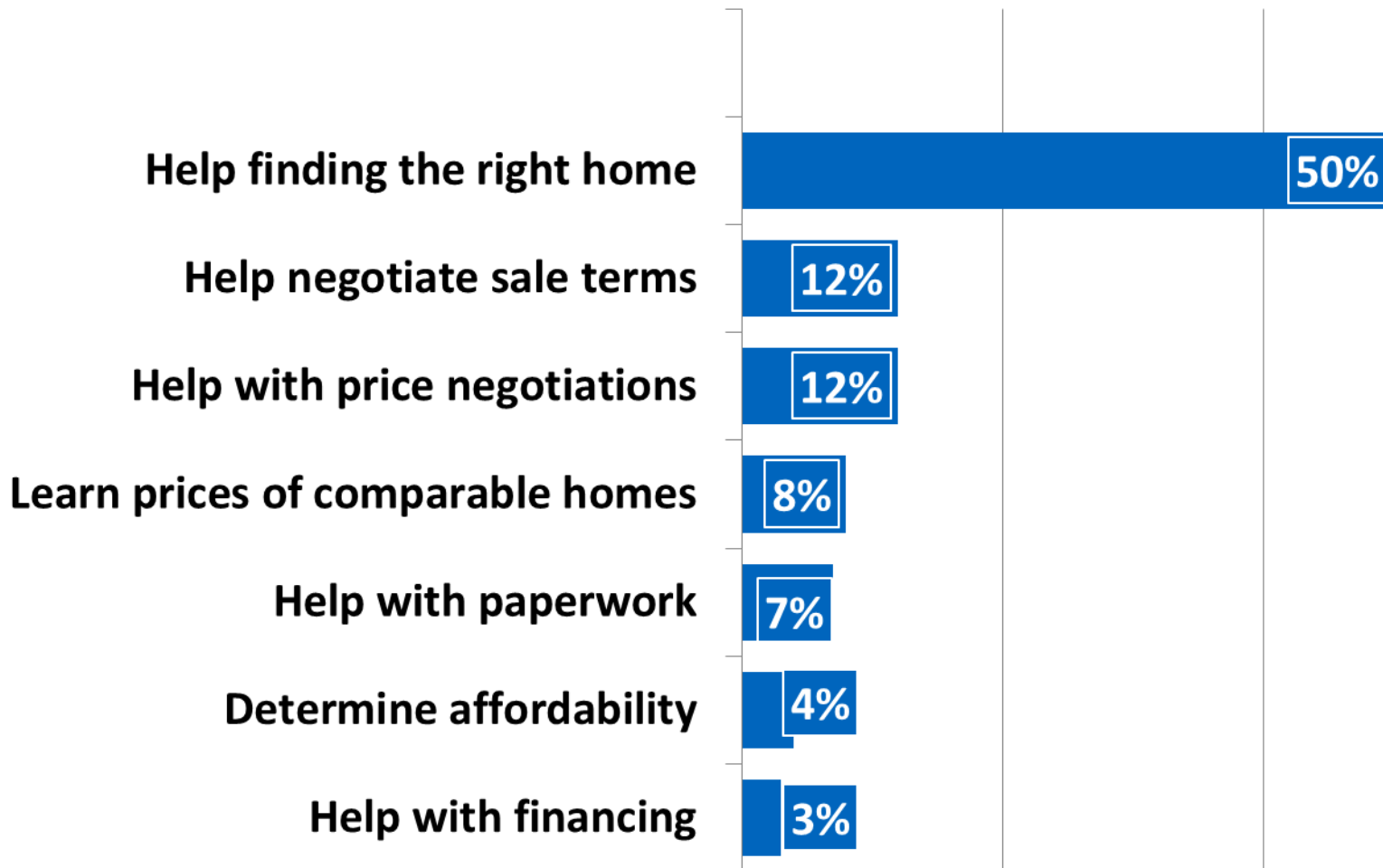
Price per Bedroom	Count
\$1,000 - \$1,200	10
\$1,200 - \$1,400	20
\$1,400 - \$1,600	30
\$1,600 - \$1,800	40
\$1,800 - \$2,000	50
\$2,000 - \$2,200	60
\$2,200 - \$2,400	70
\$2,400 - \$2,600	80
\$2,600 - \$2,800	90
\$2,800 - \$3,000	100

Seller's Report Content

- ☐ What are the basic facts about this property?
- ☐ How much is this house worth?
- ☐ What are the market conditions?
- ☐ Are other homes selling and for how much?



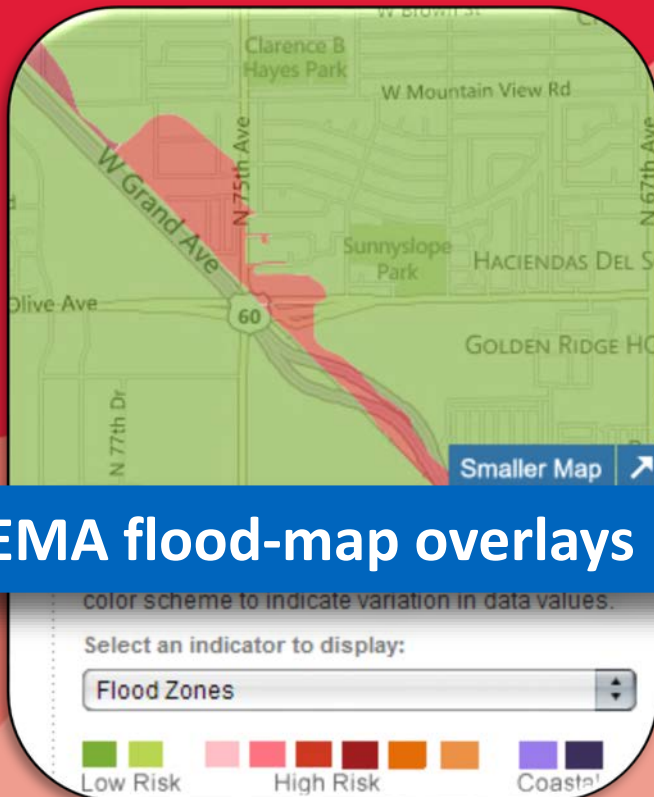
What Buyers Want



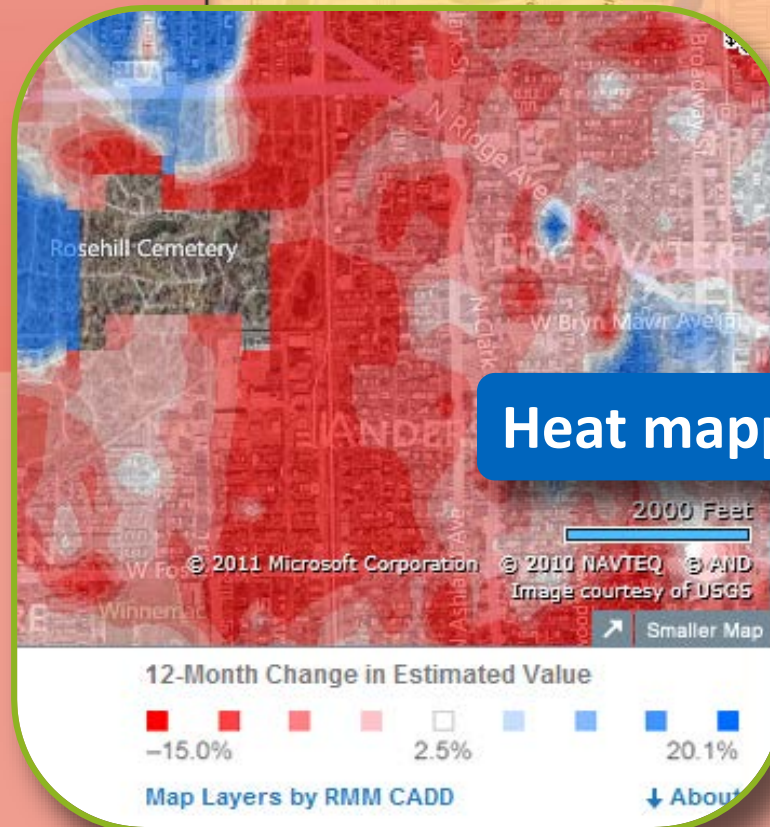
Search & Mapping Options

Geographic , radius , custom

FEMA flood-map overlays



Heat mapping



Property Report

RPR REALTOR PROPERTY REPORTS

Property Report

40 Castle Hill Ct
Walnut Creek, CA 94595

40 Castle Hill Ct, Walnut Creek, CA 94595

List Price
\$849,000
Last Price Update: 7/12/2012

Current Estimated Value
\$828,680
Last RIMS Update: 9/16/2012
RIMS Est. Range: \$702,386 - \$894,974
RIMS Confidence: ★★★★★
▲ RIMS Change - Last 1 Month: \$6,200
▲ RIMS Change - Last 12 Months: 11.38%

Your List Price
\$1,000,000

Your Offer
\$610,000
Last Offer Update: 7/12/2012
Your Cost: \$560,000

RPR

This report contains data collected as available and as a best effort practice. An indicated value of a property is not an opinion of the report. Report has been generated by use of proprietary computer software that accesses publicly available property records and other proprietary information of a home's value.

RPR

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RPR REALTOR PROPERTY REPORTS

Property Report

40 Castle Hill Ct
Walnut Creek, CA 94595

Extended Home Facts

Property Photos

Location Details

Builder
Building Name
Community Features
Description for Property
Location Features
Marketing Area
Market
Neighborhood
Neighborhood
Neighborhood
Neighborhood

RPR

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RPR REALTOR PROPERTY REPORTS

Property Report

40 Castle Hill Ct
Walnut Creek, CA 94595

Sales and Financing Activity

The chart shows a property's sales and financing history. It can be used to compare the value of the property as seen by public records, such as deeds and tax records, with the estimated home value. Actions taken against the owner, such as the issuance of a Notice of Default, are noted. Sales activity, such as listing date and price reductions, are highlighted.

Data Source: Public records and proprietary data from Center Processing Services (CPS) listing data from CoreLogic and other public records sources.

Update Frequency: Values are updated twice monthly; actions on the home, such as listing activity or distressed property notices, are updated daily as made available through public records sources.

Estimated Home Values

The map layer shows the average estimated home values, based on the RIMS and RIMS for properties in an area. (Source: CPS and RIMS, updated Quarterly)

12-Month Change in Estimated Value

The map layer shows the change in estimated home values over the past 12 months, based on the RIMS and RIMS for properties in an area. (Source: CPS and RIMS, updated Quarterly)

RPR

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Property Report Content

- ☐ What are the basic facts about the property?
- ☐ Are there a lot of foreclosure homes on the market?
- ☐ How do comparable properties compare?
- ☐ What are the current market conditions?
- ☐ What is it like to live in the neighborhood?



Never Say “I’ll Get Back To You”






- ☐ Buyer contacts FSBO seller direct?
- ☐ Download Property Report to Smartphone or I-Pad
- ☐ Stay first point of contact

Market Report Content


- ☐ New listings
- ☐ Price changes
- ☐ Pending sales
- ☐ Expired
- ☐ Distressed
- ☐ Open houses





Market Report


A Market Activity Report [Hide Details](#) | [Show Sample](#)   

Uncheck elements you wish to hide:

☒ **Market Activity** 

☒ **Market Snapshot** 

Number of days to report on: 


Residential property types to include: 


☒ Single Family Residence ☒ Condo/Townhouse

☒ Multifamily/Multiplex ☐ Coop

☒ Farm/Ranch ☐ Lot/Land

☒ Mobile/Manufactured ☐ Other

Maximum listings per section: 

Status types to include: 

☒ New Listings ☒ Recent Sales

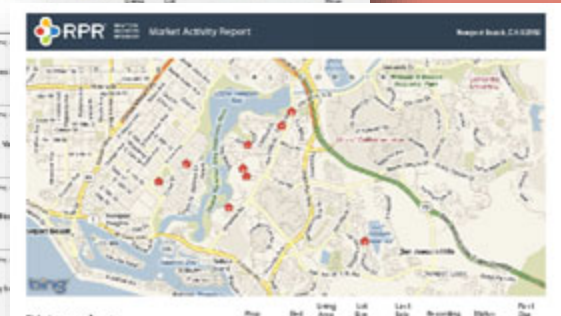
☒ Price Change ☒ Distressed Listings

☒ Pending Sales ☒ Open House

☒ Expired Listings



New Listings: 10



Distressed: 10

Property	Price	Sold	Living Area	Lot Area	Bedrooms	Bathrooms	Year Built	Days on Market
 1000 E. 1st St. #101, San Jose, CA 95128	\$1,200,000	\$1,100,000	1,200 sq ft	0.15 acres	2	2	2010	15
 1000 E. 1st St. #102, San Jose, CA 95128	\$1,200,000	\$1,100,000	1,200 sq ft	0.15 acres	2	2	2010	15
 1000 E. 1st St. #103, San Jose, CA 95128	\$1,200,000	\$1,100,000	1,200 sq ft	0.15 acres	2	2	2010	15
 1000 E. 1st St. #104, San Jose, CA 95128	\$1,200,000	\$1,100,000	1,200 sq ft	0.15 acres	2	2	2010	15

Neighborhood Report



RPR®—A Win for Consumers and REALTORS®

Chapter 4

RPR® For Your Network

- ❑ **Robust prospecting tool**
- ❑ **Who has a stake in the real estate market?**
 - Buyers & sellers
 - Landlords & tenants
 - Business owners & employees
 - Lenders
 - Service companies
 - And others

RPR[®] Coverage Map

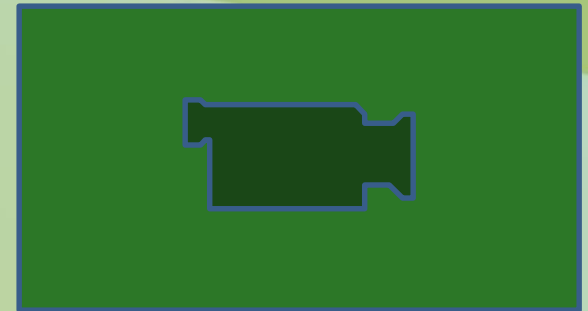


The Power of RPR® Tools

- Time saver
- “Back-office” support
- Enrichment
- Organization
- Anywhere access
- Value proposition
- REALTORS® only
- REALTOR® success first

Viewpoint: Gordon Corsie

I went with just the RPR report downloaded on my iPad and a listing agreement, but the sellers really liked it. When you have all of the information in hand, it makes you look like an expert—even if you're not.



Viewpoint: Dru Bloomfield

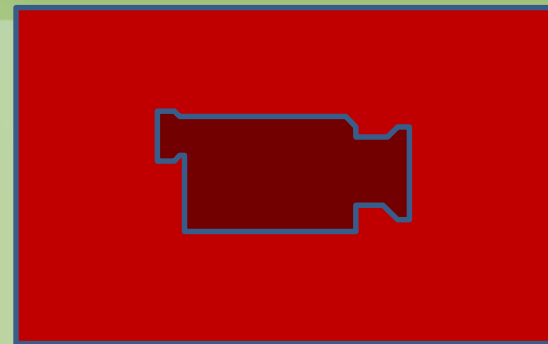


In a matter of minutes I was able to find the property and comparables on RPR. There's significantly more data with RPR than any other tools I've used and the graphics are excellent.



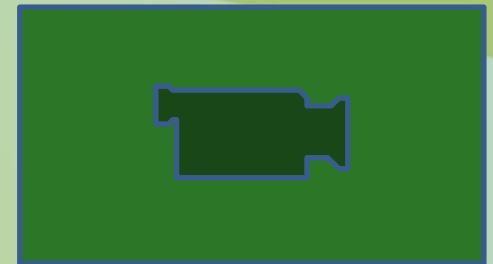
Viewpoint: Mary K. Roberts

I pride myself on my market knowledge. RPR makes me look like even more of an authority.



Viewpoint: Gia Freer

RPR gives me a significant advantage when competing for high-end listings because it separates me from my competition. RPR rocks!



3 Scenarios

Property Report
Sunday Afternoon Drive



Sellers Report
How fast can this sell?



Sellers Report
Sprucing Up Adds Value



Helping Distressed Properties

❑ **Helping Sellers**

- Understand market realities
- See that others face similar circumstances
- Provide data for compiling a short-sale package

❑ **Helping Buyers**

- Understand the dynamics of the market
- Formulate offers lenders will accept
- Target areas and properties

❑ **Work With Lenders and Relo Companies**

Using Information Responsibly

- ❑ RPR® may show properties headed toward foreclosure before the MLS
- ❑ Avoid perception of compromising privacy
- ❑ Source of the source
- ❑ Fair Housing considerations
- ❑ Know who you share information with and why

RPR® Mobile

- ❑ Access the Internet = access RPR tools
- ❑ No app to download
- ❑ Use any phone service



BPOs + RPR® = More Income

- ❑ **10 million** BPO orders in 2012
- ❑ **\$3 million** in BPO order income every month

- ❑ Complete the BPOR course
- ❑ One-time application process and fee
- ❑ Panel of preferred providers with priority treatment for BPO orders

The Broker Tool Sets

- ❑ Company branding
- ❑ Affiliated services support
- ❑ Chart service
- ❑ Data tool

RPR[®] Commercial

- ❑ Business opportunities analysis
- ❑ Detailed location analysis and reporting
- ❑ Property information search and reporting
- ❑ Market analysis—customer concentrations
- ❑ Market leakage reports
- ❑ Demographic, lifestyle, & consumer segmentation
- ❑ Trade area and analysis reporting
- ❑ Drive time ring analysis
- ❑ Thematic mapping with custom search tools

Keep watching for more tools



Agents	database	mobile	reports	tools
Brokers	database	mobile	reports	tools
Commercial	database	mobile	reports	
MLS	database	reports	tools	
Associations	database	reports	tools	
Appraisers	database	mobile	reports	tools
Valuation	database	reports	valuations	



RPR[®]

REALTORS
PROPERTY
RESOURCE

TECHNOLOGY • ANALYTICS • INNOVATION

Thank You
For Attending