



RPR

Florida REALTORS® District 4 Meeting



Built to Scale. Designed for Your Brokerage.

One platform. Every REALTOR®.
No additional cost.

Included
in NAR membership

\$13.38/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 CERTIFIED TRAINER PROGRAM

Teach the Tools. Lead the Profession.

Become an RPR® Certified Trainer and help REALTORS® master the business-building tools they already have.

● First look at new tools

● Ready-made class resources

● A community of RPR trainers

● Listing in the Trainer Directory

Start Your Application →

QUESTIONS?
training@narrpr.com



TODAYS FRICTION GAP

Too many tabs. Not enough truth.

Your agents are expected to move fast, explain the market clearly and deliver a polished client experience. But too often, they're piecing that together across disconnected systems.



Fragmented Data

Even with great MLS data, agents still toggle between public records, market context, and reporting tools. RPR closes the gaps.



Weak Deliverables

Generic CMAs and static materials don't always build confidence. Clients expect professional-grade analysis that shows real expertise.



Market Insight Gaps

Agents struggle to articulate market conditions with confidence — especially in shifting or complex markets.

RPR closes the gap — bringing research, pricing, market insight, and client-ready output into one place.

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.



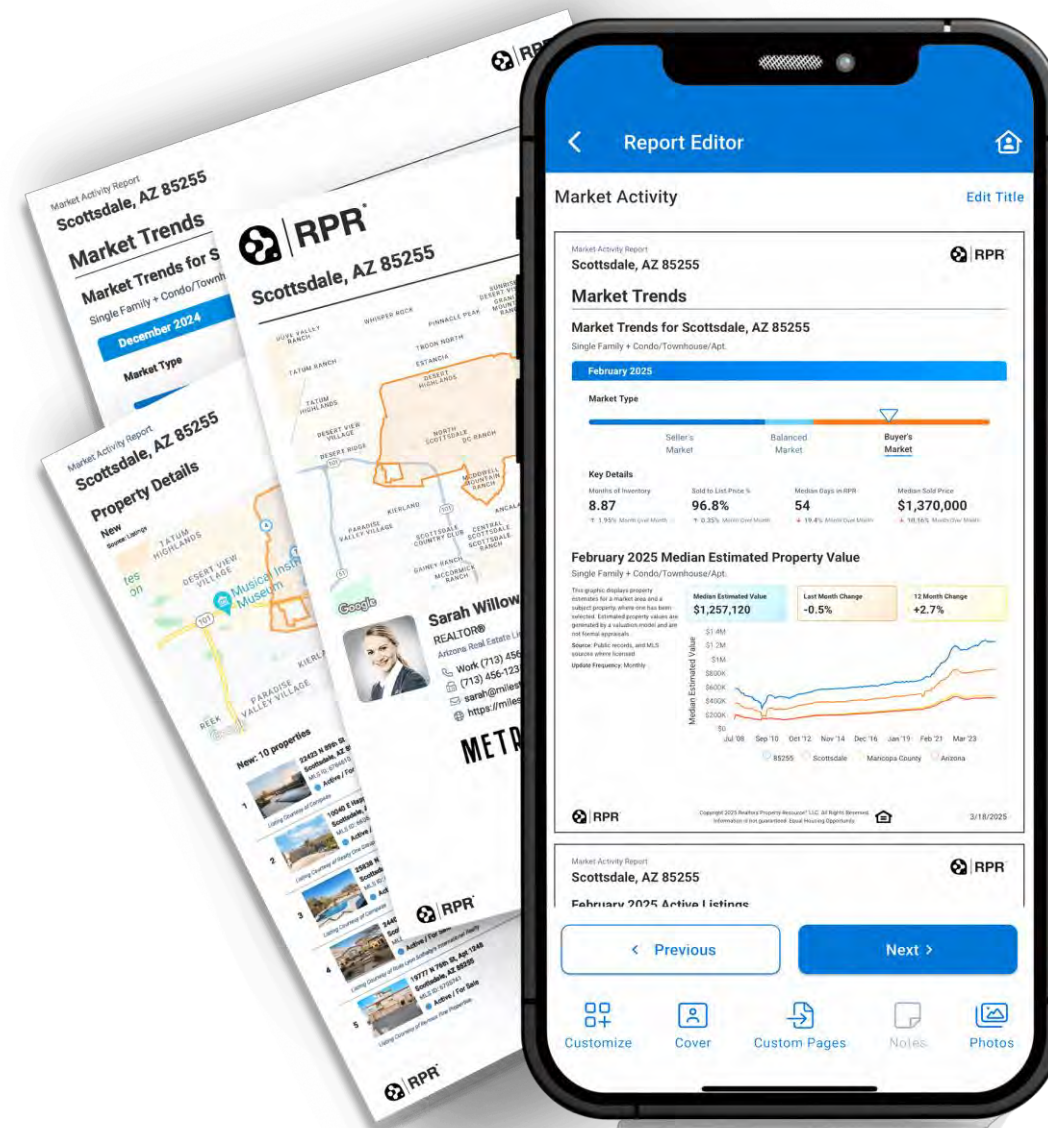
Residential & Commercial

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



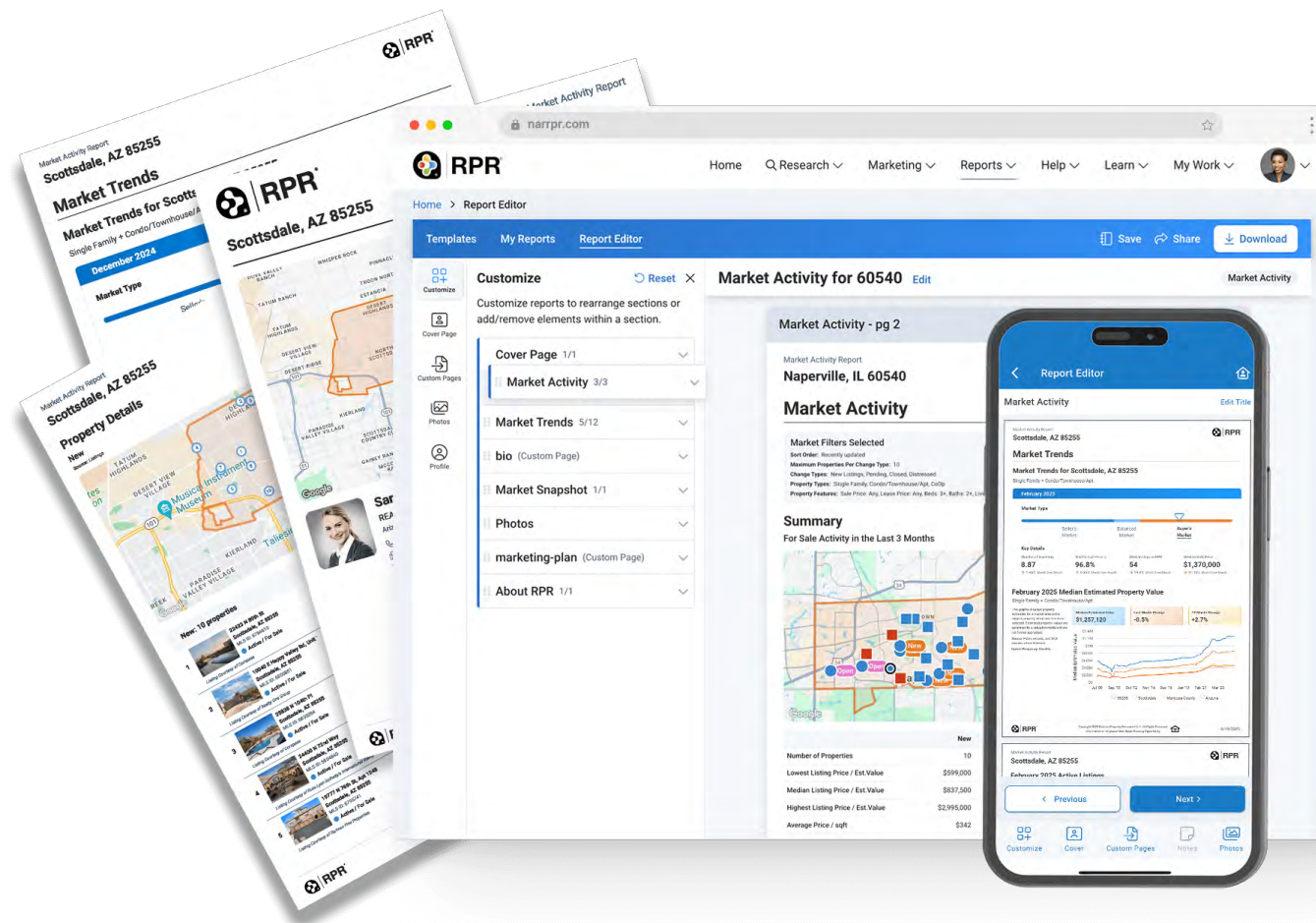
Auto-refreshing links
every 48 hours



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.



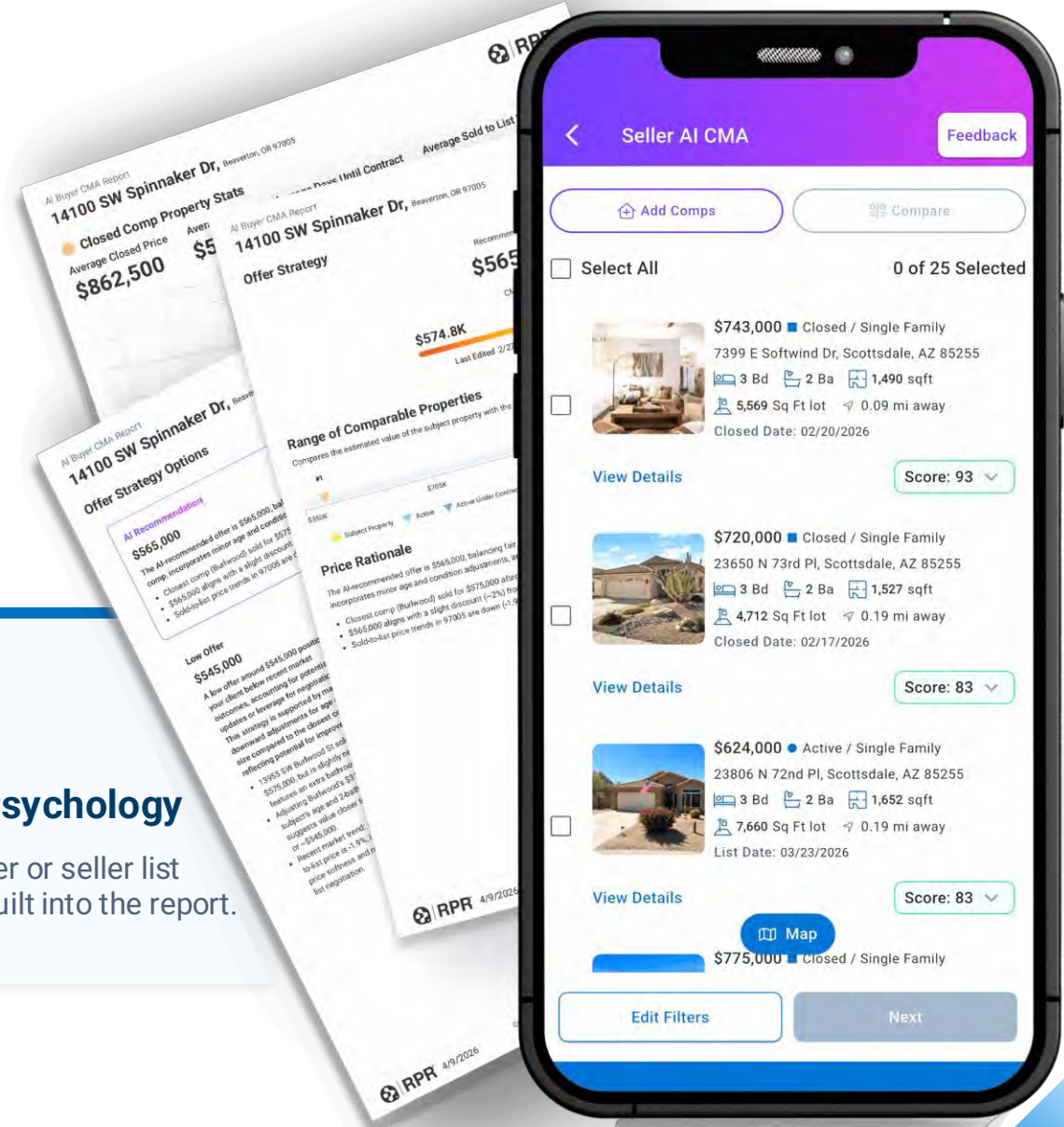
Comp Analysis

AI-driven scored comps
that tell the pricing story.



Price Psychology

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



MARKET TRENDS

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



Articles

Multiple formats,
ready to publish



Social Cards

Branded, shareable,
on-brand



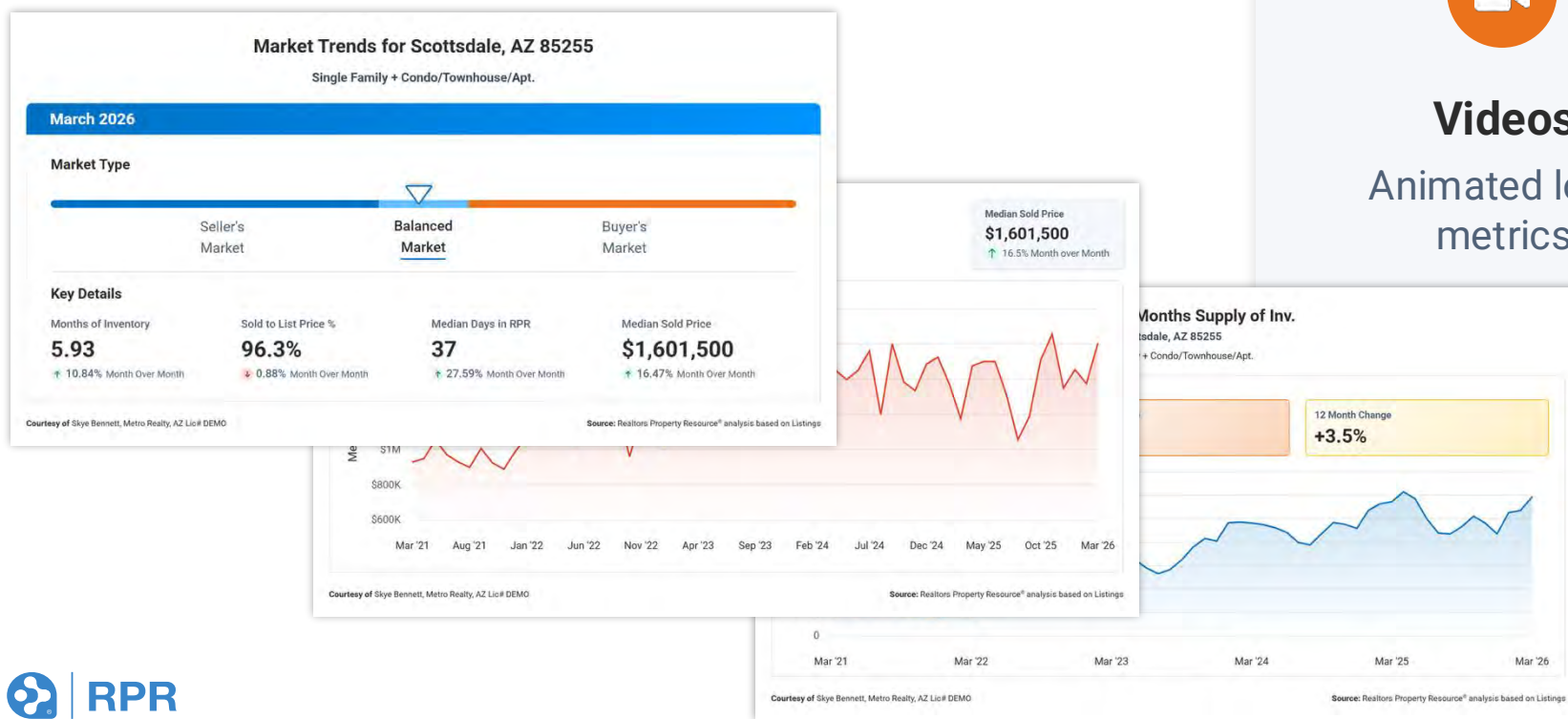
Videos

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

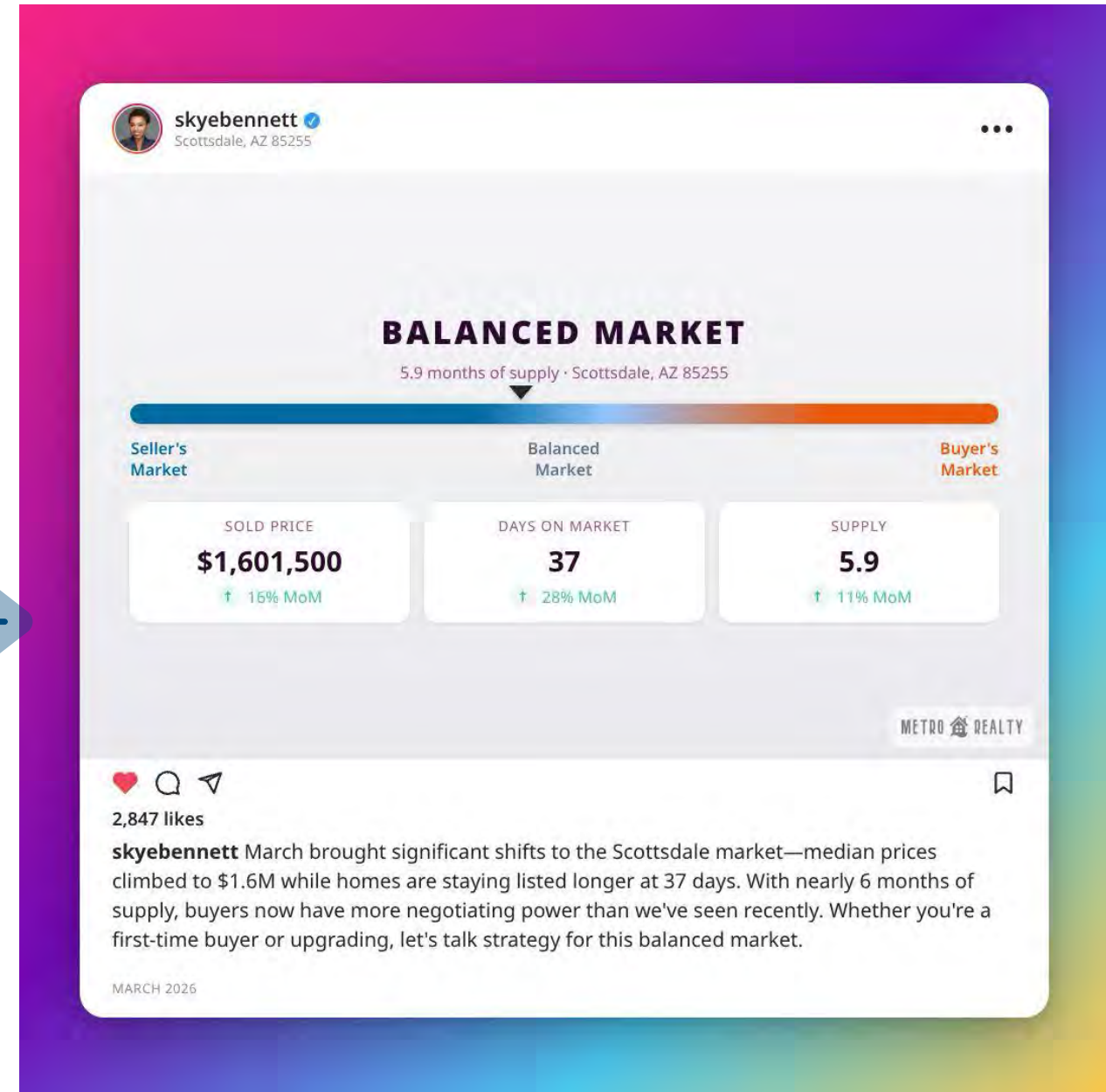

No Music
Silent


Upbeat
Energetic • Positive • Fast


Calm
Ambient • Smooth • Relaxed

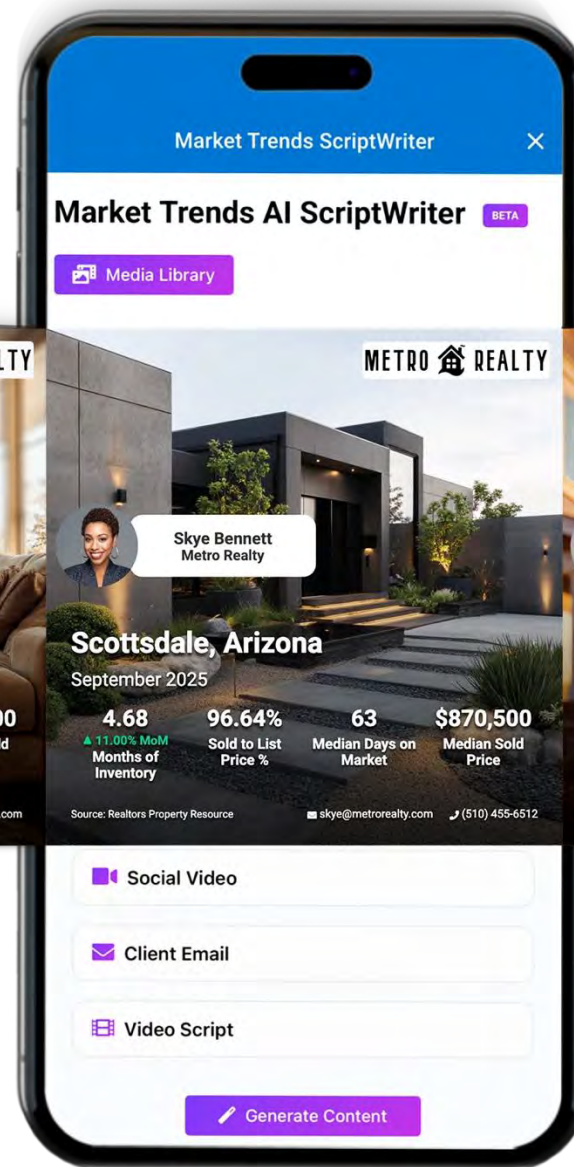
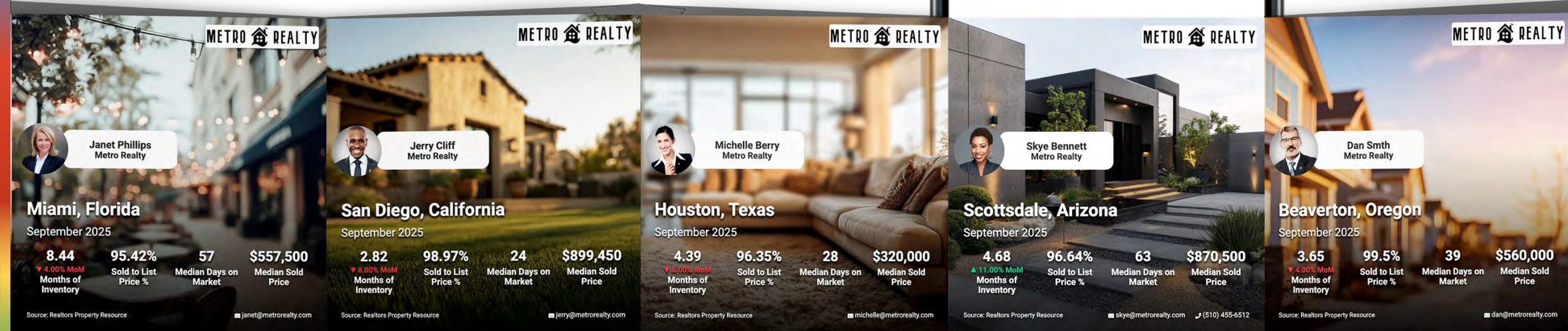

Corporate
Professional • Clean • Modern

Create Market Snapshot Video



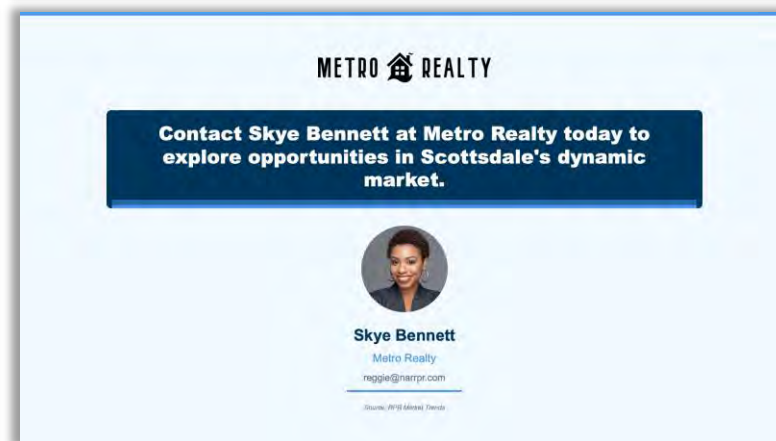
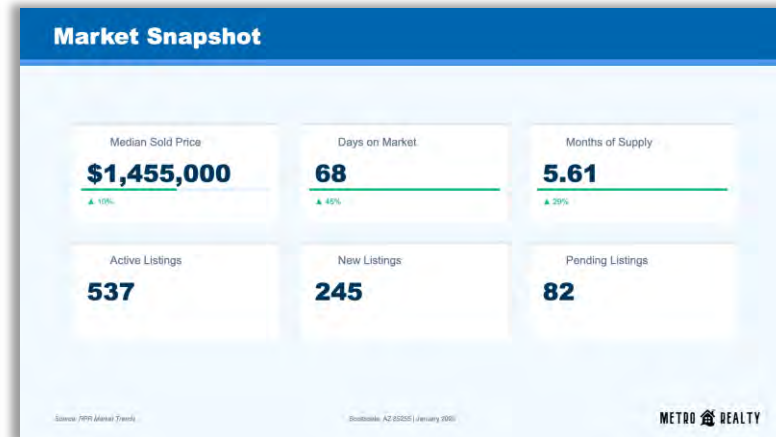
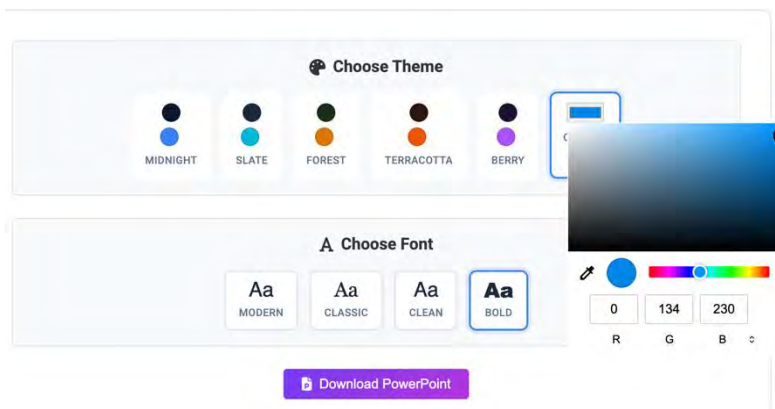
MARKET TRENDS SCRIPTWRITER

Social Posts. 30 Seconds.



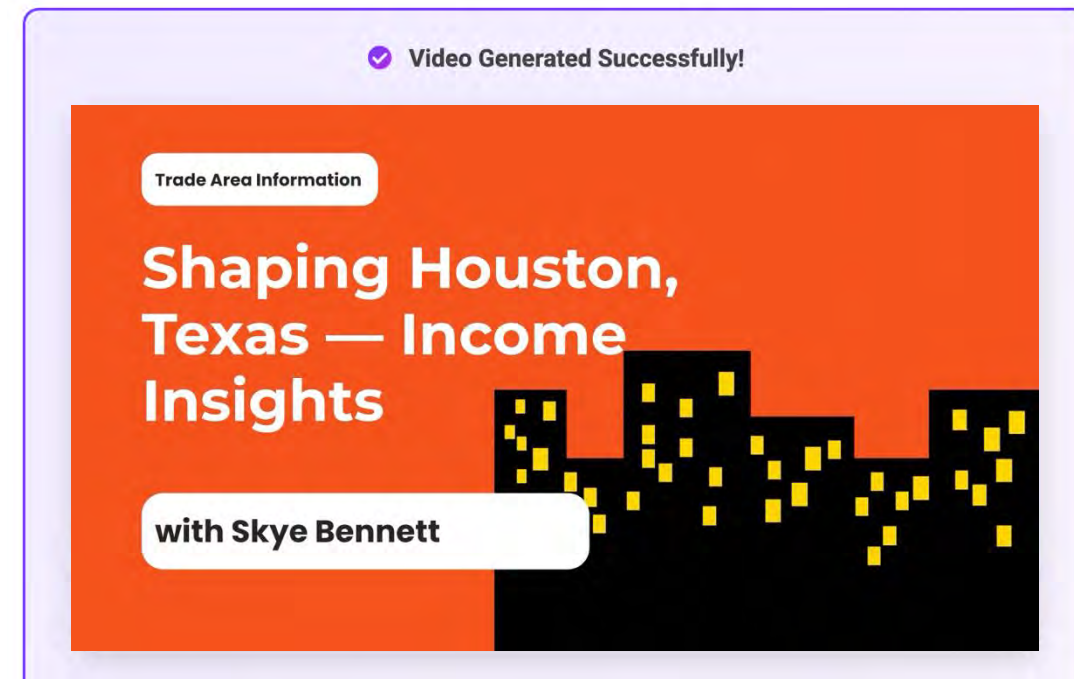
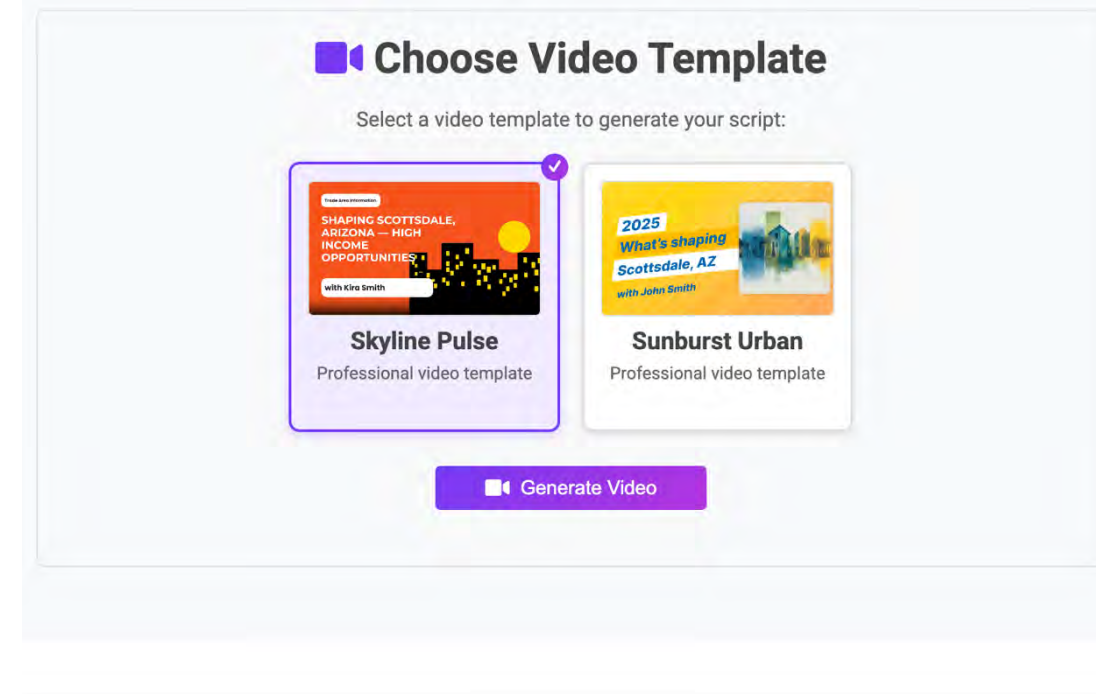
MARKET TRENDS SCRIPTWRITER

PowerPoint. 30 Seconds.



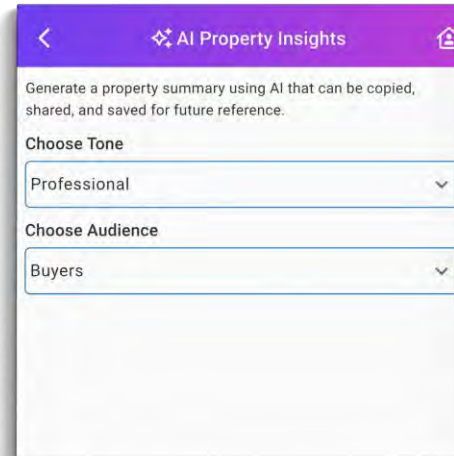
Trade Area ScriptWriter

1. One Page Summary
2. Detailed Report
3. Client Email
4. PowerPoint Presentation
5. Social Video
6. Social Media Card



RPR Mobile | Property Insights

- Generate property summaries in seconds—customized for your audience.
- Available for on-market properties



AI Property Insights

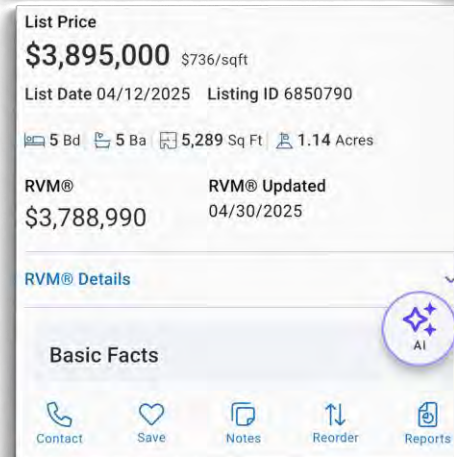
Generate a property summary using AI that can be copied, shared, and saved for future reference.

Choose Tone

Professional

Choose Audience

Buyers



List Price
\$3,895,000 \$736/sqft

List Date 04/12/2025 Listing ID 6850790

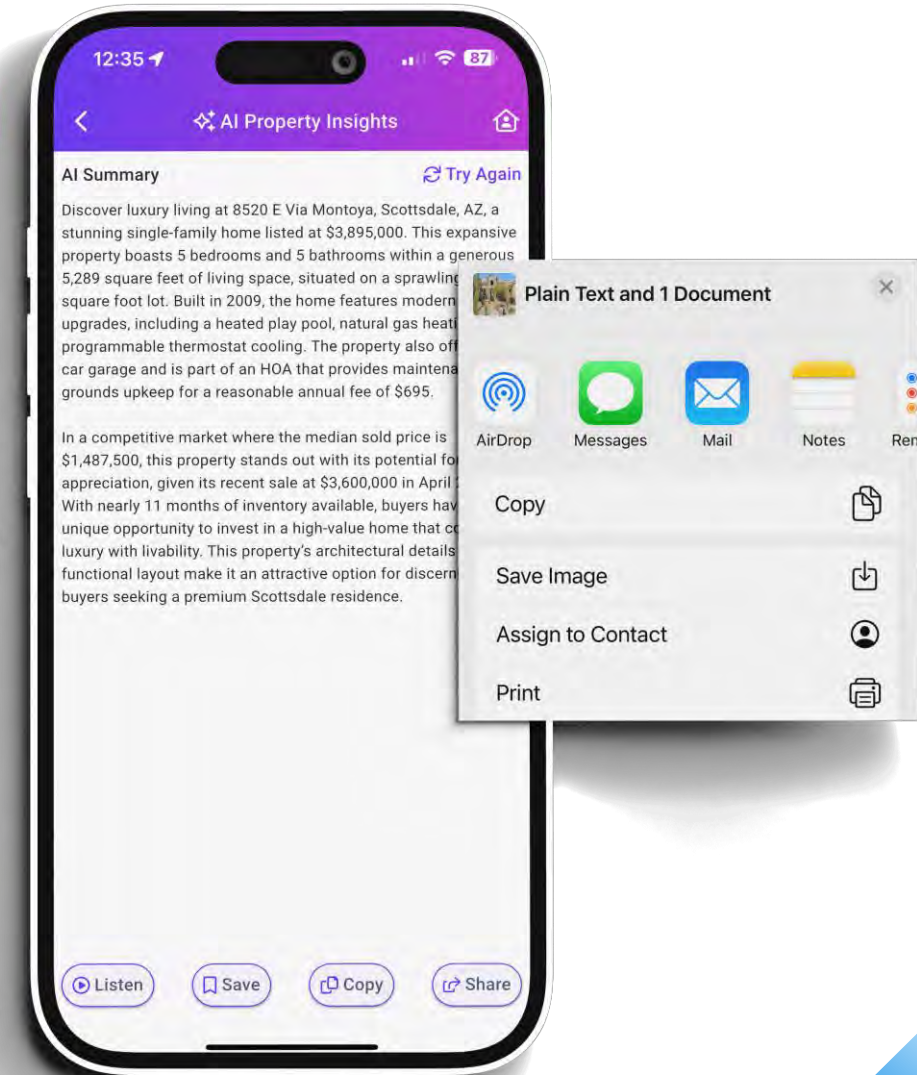
5 Bd 5 Ba 5,289 Sq Ft 1.14 Acres

RVM® \$3,788,990 RVM® Updated 04/30/2025

RVM® Details

Basic Facts

Contact Save Notes Reorder Reports



RPR Broker Tools

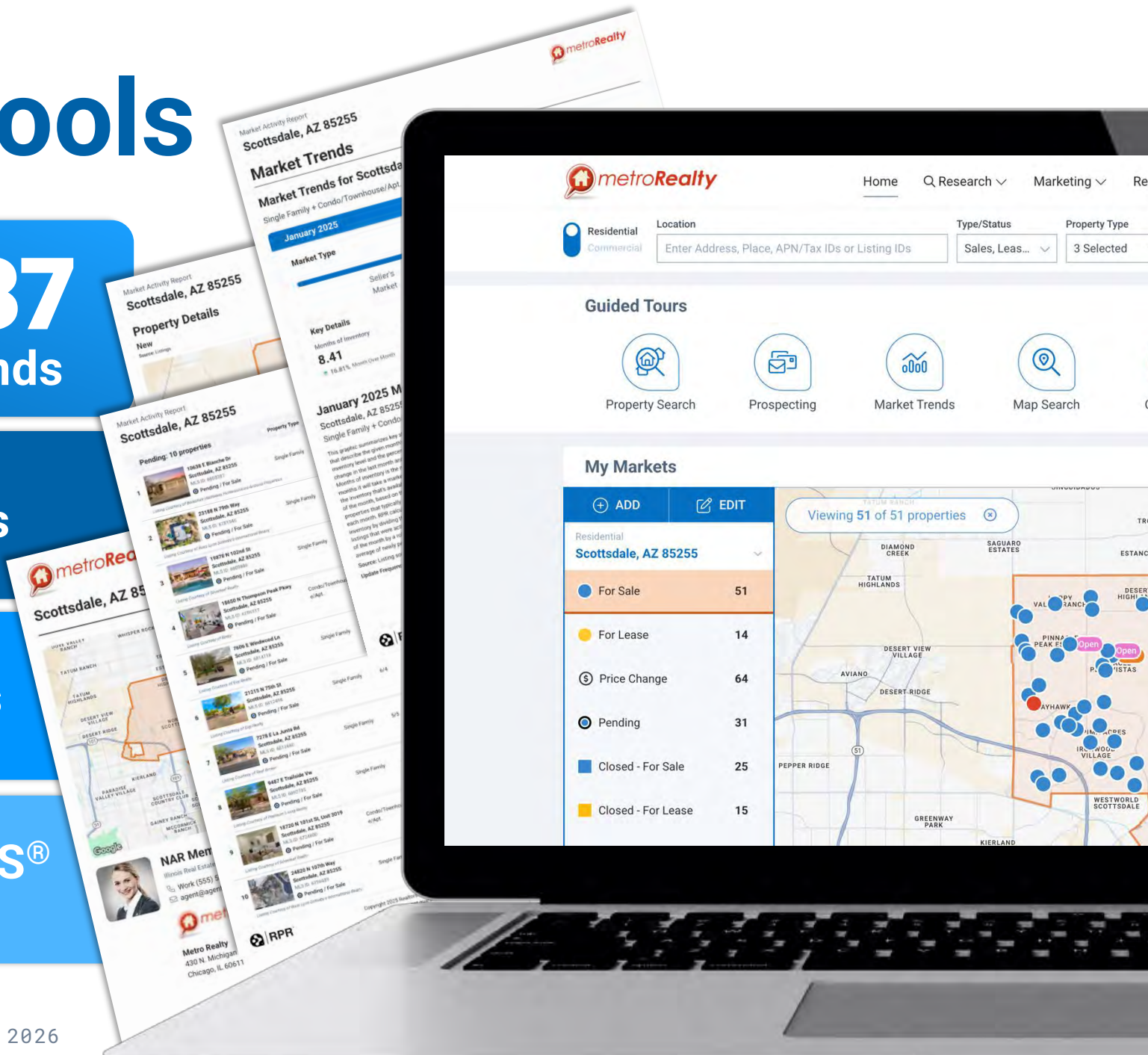
9,368
Brands

1,137
Co-Brands

10,505 Total Brands

20,544 Total Offices

769,096 REALTORS®
Covered



THE BROKERAGE ENGINE

Your brand, built into the workflow.

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



**Affiliated
Service Modules**
ON EVERY PAGE

**Custom Company
Pages**
ADD PDFs

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.

Every report your agents send carries your brand

With **Broker Tools**, your company logo appears alongside each agent's branding, so every PDF a client opens reinforces both the agent and the brokerage behind them.

Default RPR® report

 **RPR** Seller Report

2776 Goldleaf Dr
Akron, OH 44333



 **Amy Mantia**
Manager, Broker Services
Work (816) 792-4486
(816) 269-4685
amym@nanpr.com
www.metrorealty.com

 **RPR**

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 8/21/2025

Company Branded Report

Weichert Seller Report

95 Bartholdi Ave
Butler, NJ 07405



 **Mark Van Winkle**
Realtor
New Jersey Real Estate License #1431182
Mobile (201) 230-0391
(973) 729-2700
<https://mark-vanwinkle.weichert.com/>

Weichert
92 Woodport Rd
Sparta, NJ 07871

 **RPR**

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 8/13/2025

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

Economic Area Reports

- FEDERAL ECONOMIC AREA

Congress & State Districts

Federal-level advocacy context for Hill meetings and FPC work.

- Features NAR's Congressional and State District Reports
- Economic trends for 435 U.S. Congressional Districts/States
- Includes demographics, consumer behavior, and overarching economic indicators

Geography · Congressional District · State

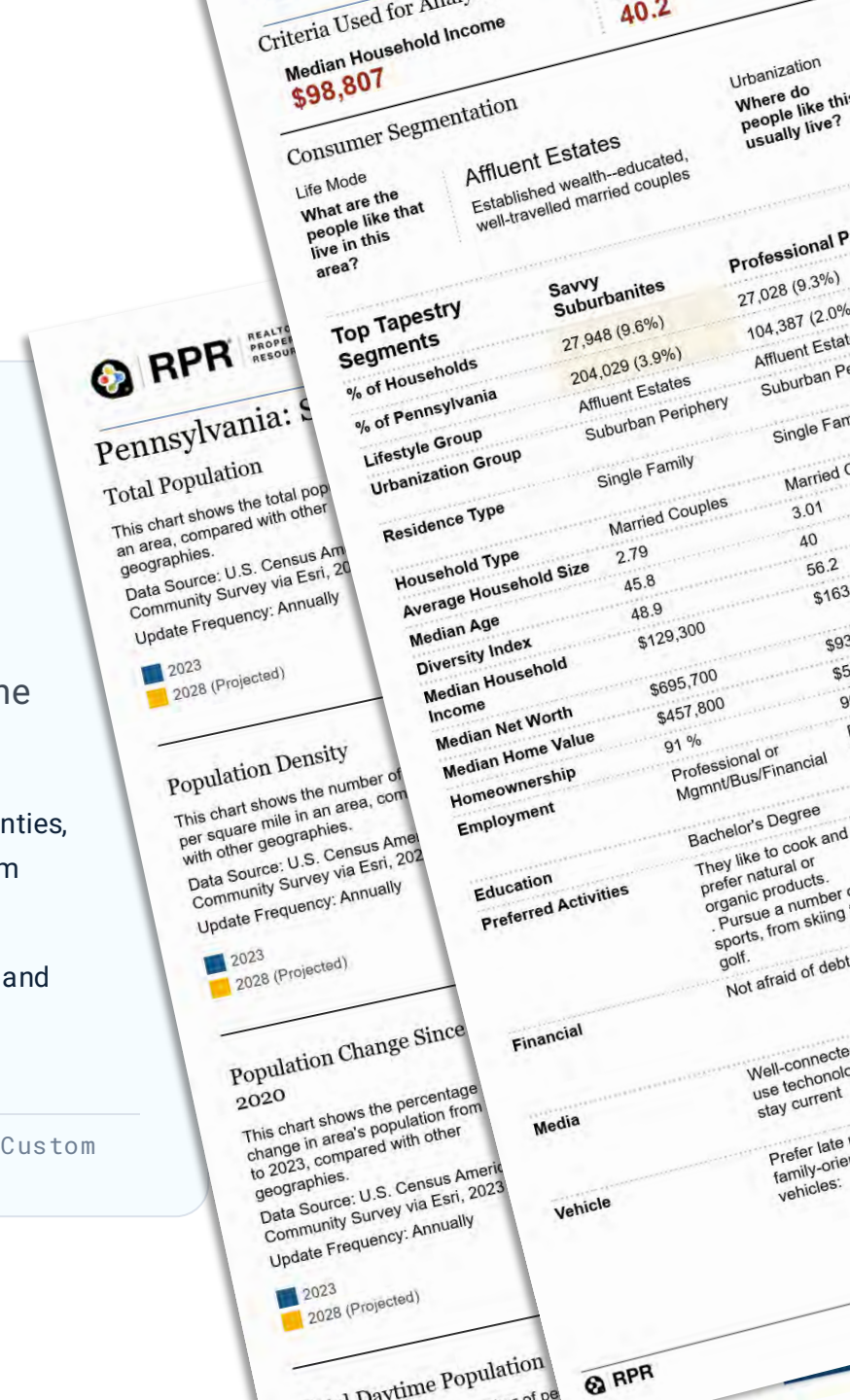
- LOCAL ECONOMIC AREA

State Legislative → Neighborhood

State and local context, down to the block group or a line you draw.

- Insights into State legislative districts, counties, cities, ZIP codes, neighborhoods, or custom areas
- Crucial for grasping local market nuances and trends

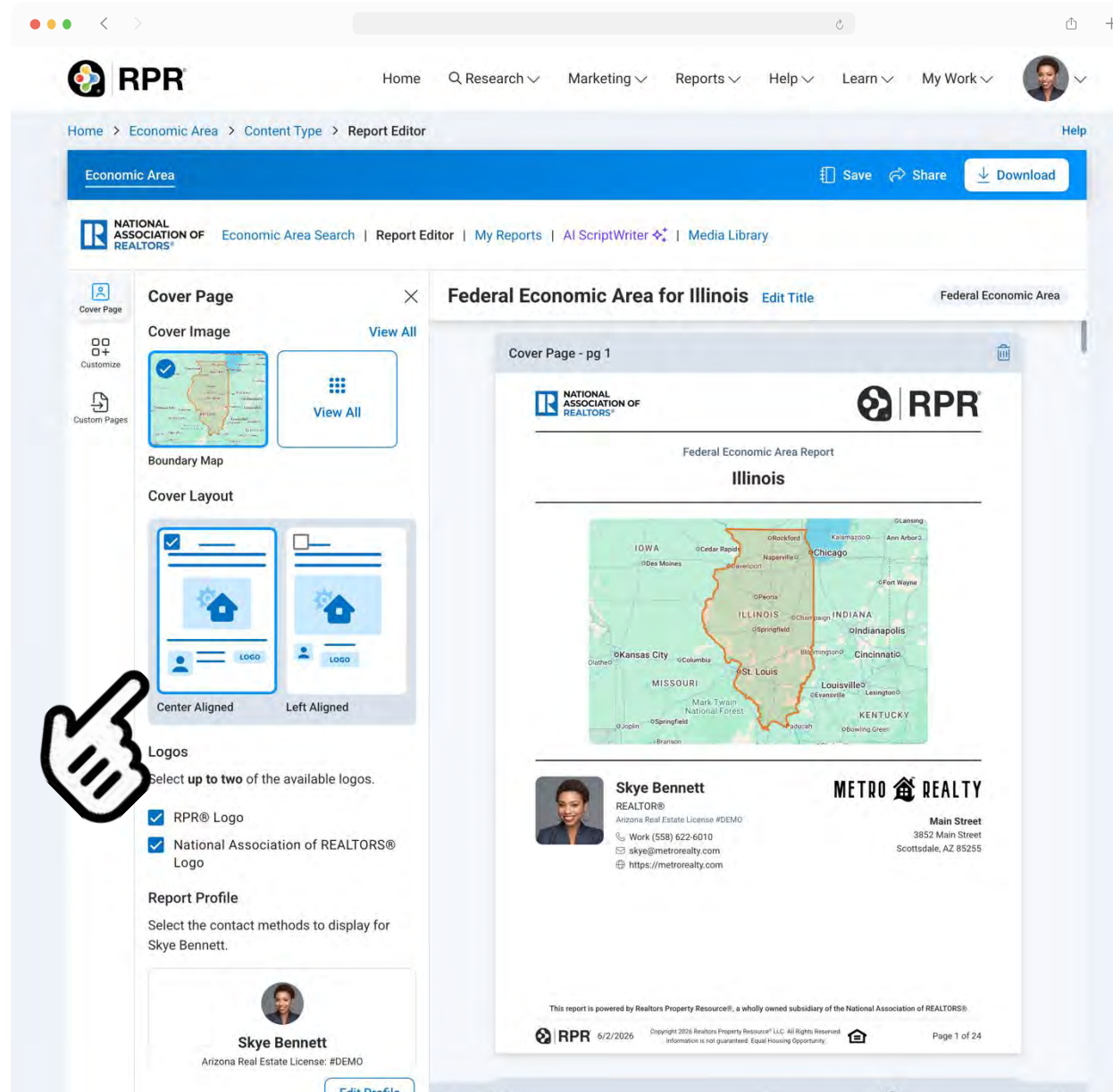
Geography · County · Tract · ZIP · Custom



Econ Area Reports

What's New?

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



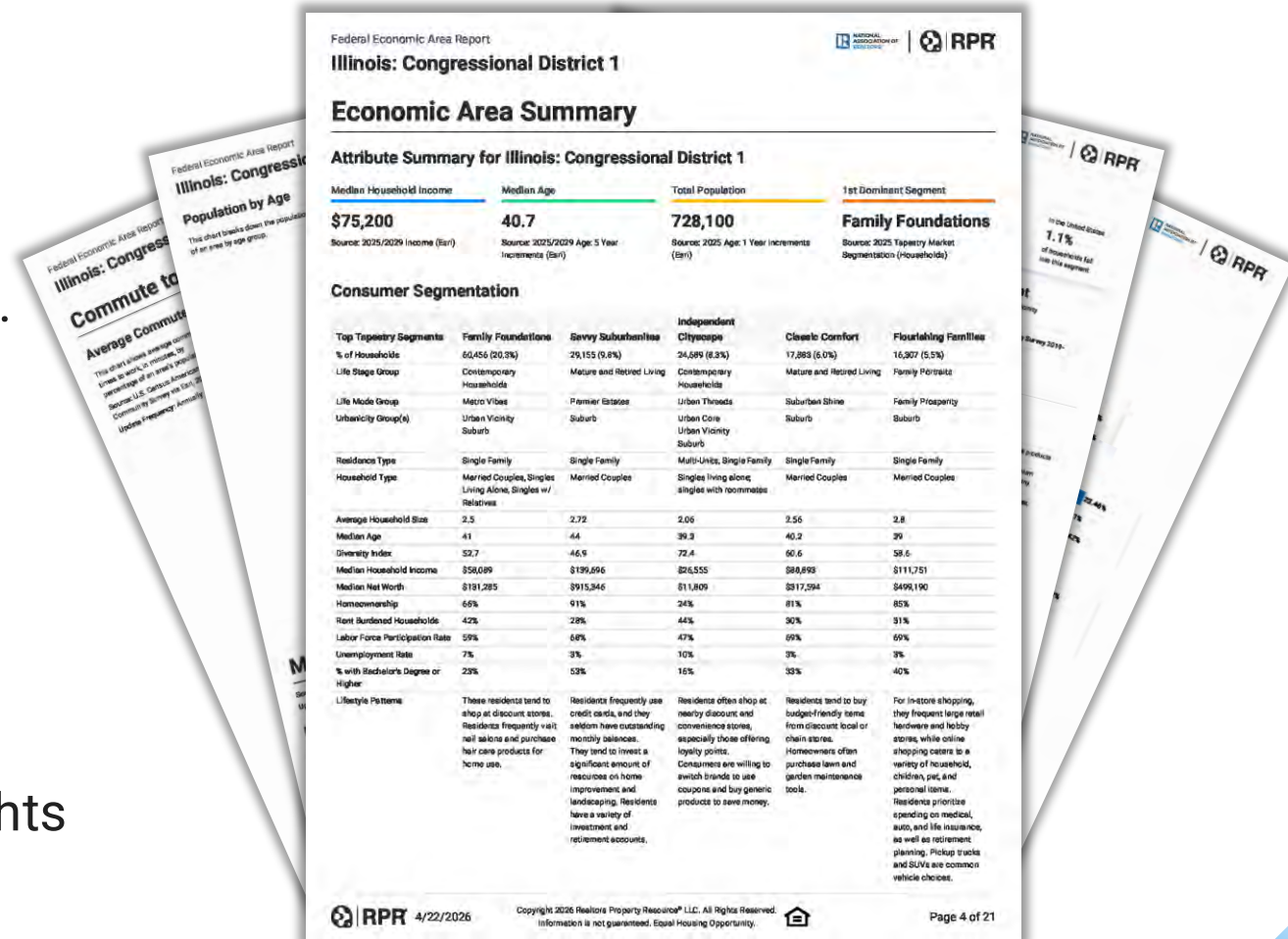
The screenshot displays the RPR Economic Area Report Editor interface. The top navigation bar includes links for Home, Research, Marketing, Reports, Help, Learn, and My Work. The main content area is titled "Economic Area" and features a "Save" button, a "Share" button, and a "Download" button. The interface is divided into two main sections: "Cover Page" and "Federal Economic Area for Illinois".

The "Cover Page" section on the left includes a "Cover Image" area with a "View All" button, a "Boundary Map" area, and a "Cover Layout" area with "Center Aligned" and "Left Aligned" options. Below these are "Logos" and "Report Profile" sections. A hand icon points to the "Logos" section, which includes checkboxes for "RPR® Logo" and "National Association of REALTORS® Logo". The "Report Profile" section includes a profile picture of Skye Bennett and her contact information.

The "Federal Economic Area for Illinois" section on the right shows a live preview of the report. The report title is "Federal Economic Area Report Illinois". It features a map of Illinois with major cities labeled, including Chicago, St. Louis, and Springfield. Below the map is a contact card for Skye Bennett, a REALTOR® with the Metro Realty logo. The contact card includes her phone number (558) 622-6010, email (skye@metrorealty.com), and website (https://metrorealty.com). The report footer includes the RPR logo, the date 6/2/2026, and the page number "Page 1 of 24".

How Associations & Policymakers Use the Report

- **Advocacy & Legislative Engagement**
Support housing policies with real data.
- **Infrastructure & Economic Planning**
Guide discussions on growth and investment.
- **Policy Influence**
Provide lawmakers with localized insights to shape legislation.



The Biggest Tapestry Overhaul in a Decade.

Economic Area includes Esri's latest Tapestry data, built on the most recent U.S. Census with **2025 values and 2029 projections** across every geography.

61

SEGMENTS

Reconfigured cohorts (60 distinct + 1 unclassified), down from 68.

13

LIFEMODE GROUPS

Named groups like Premier Estates, Metro Vibes and Family Prosperity.

2029

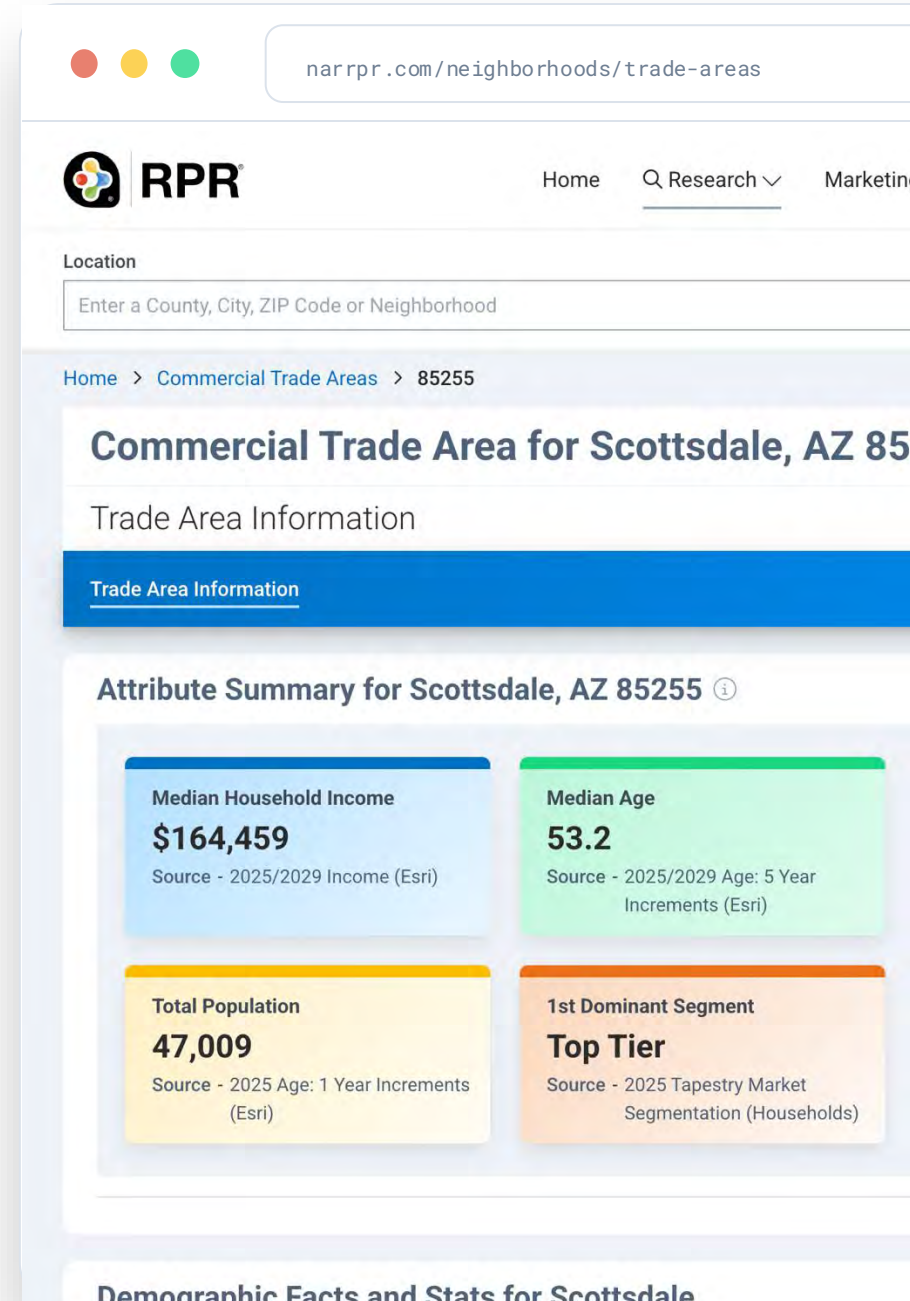
PROJECTED

Population, households, income and home value run 2025 vs. 2029.

10

URBANICITY TYPES

New Esri Urbanicity Type replaces the old six Urbanization groups.



narrpr.com/neighborhoods/trade-areas

Home Research Marketing

Location
Enter a County, City, ZIP Code or Neighborhood

Home > Commercial Trade Areas > 85255

Commercial Trade Area for Scottsdale, AZ 85255

Trade Area Information

Trade Area Information

Attribute Summary for Scottsdale, AZ 85255 ⓘ

Median Household Income \$164,459 Source - 2025/2029 Income (Esri)	Median Age 53.2 Source - 2025/2029 Age: 5 Year Increments (Esri)
Total Population 47,009 Source - 2025 Age: 1 Year Increments (Esri)	1st Dominant Segment Top Tier Source - 2025 Tapestry Market Segmentation (Households)

Demographic Facts and Stats for Scottsdale

Economic Area AI ScriptWriter

BETA

Turn any economic area data into ready-to-share content tuned to your tone and audience.

One-Page Summary

Detailed Report

PowerPoint

Social Video

Email

Podcast

The screenshot displays the 'Economic Area AI ScriptWriter' interface. At the top, there's a title bar with 'Economic Area AI ScriptWriter' and a 'BETA' badge, along with a 'Media Library' button. Below this, two dropdown menus allow users to 'Select Tone' (currently set to 'Professional') and 'Select Audience' (currently set to 'Member of Congress / Congressional Staff').

The main content area features six selectable options, each with an icon and a brief description:

- One Page Summary:** A streamlined snapshot for quick reference and easy sharing.
- Detailed Report:** A full-length write-up for deeper analysis and insights.
- PowerPoint Presentation:** Create a PowerPoint for your next pitch or presentation.
- Social Video:** Short videos with your brand and Economic Area highlights.
- Email:** Pre-written message to share insights and start the conversation.
- Podcast:** Generate a professional AI-powered audio podcast about your local economic area.

Below these options is a 'Generate' button. The bottom section of the interface shows a preview of the selected 'Detailed Report'. This preview includes a sidebar with navigation links like 'Home', 'Economic Area', 'Content', 'User Stats', and 'Data Feeds/Share'. The main preview area shows a 'Cover Page' with a 'Cover Image' (a map of Illinois), a 'Map', and 'Logos' (including RPR and National Association of REALTORS). Below the logos is a 'Report Profile' section for 'Mandy Celestine', with fields for contact methods and a 'Custom Pages' section. The bottom right of the preview shows a contact card for 'Mandy Makinoffers' with her photo, name, and contact information. The footer of the interface includes a 'Content Type' button, an 'Edit Profile' button, a 'Page 1 of 23' indicator, a 'Zoom' slider set to 70%, and a close button in the top right corner.

PowerPoint.

30 Seconds.

ECONOMIC AREA REPORT

2026

Exploring Arizona's Economic Landscape

Diverse demographics and economic potential in Arizona's growing market.

ECONOMIC AREA REPORT — ARIZONA

PREPARED BY

Skye Bennett

METRO REALTY

reggie@metro.com

US: DEMO - AZ



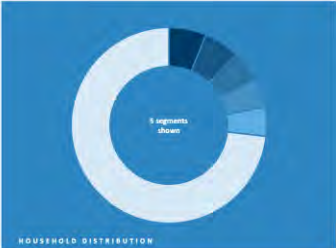
VIEW THE REPORT →

COMMUNITY SEGMENTS

ARIZONA — 2026

Who lives here.

Esri Tapestry Segmentation — top household types in this economic area



HOUSEHOLD DISTRIBUTION

01	Boomburbs	6.2%
02	Up and Coming Families	5.9%
03	The Elders	5.1%
04	Flourishing Families	4.8%
05	Silver and Gold	4.8%

Source: Esri Tapestry Segmentation. Segments reflect national customer types, not local demographics.

NATIONAL TAPESTRY PROFILE

ARIZONA — 06

01 — TOP LOCAL SEGMENT

Boomburbs.

6.2% of Arizona households fit this national segment type

The 'Boomburbs' segment, representing 6.2% of local households, is part of the Family Prosperity LifeMode group. Nationally, this segment consists of high-earning suburban families primarily found in the South and West, residing in single-family homes. They tend to shop at club stores and online, focusing their spending on children and home maintenance services. They frequently travel and invest in modern technology and fitness activities.

HOUSEHOLD TYPE

Married Couples

RESIDENCY TYPE

Single Family

SEGMENT MEDIAN NET WORTH

\$539,415

National segment profile

Data not representative of Arizona demographics.

Source: Esri Tapestry Segmentation. — National segment profile

INCOME & SPENDING POWER

ARIZONA — 05

01 INCOME & SPENDING POWER

\$115K

AVG. HOUSEHOLD INCOME — LOCAL

Arizona's average household income stands at \$115,326, with an average disposable income of \$88,040. The projected increase in median household income to \$96,563 highlights the area's potential for economic growth, offering promising opportunities for investors and developers.

Avg. Household Income	\$115,326
Disposable Income	\$88,040
Per Capita Income	\$44,528
4% unemployment	

Projected median income rising to \$96,563.

Source: U.S. Census — ACS. — Local demographics

POPULATION & DENSITY

ARIZONA — 06

01 POPULATION & DENSITY

With a total population of 7,598,046 and a growth rate of 6.24%, Arizona is experiencing significant demographic expansion. The local median age is 39.7 years, and the population density is 66.9 people per square mile, indicating a balanced blend of urban and suburban living environments.

Total Population	7,598,046
Daytime Population	7,510,266
Avg. Household Size	2.54

TOTAL POPULATION

7.6

MILLION

A: +6.24% vs. prior period
Density: 66.9 per square mile

Source: U.S. Census — ACS. — Local demographics

HOUSING PROFILE

ARIZONA — 07

01 HOUSING PROFILE

\$443K

Median Home Value

Arizona's homeownership rate is 67%, with a median home value of \$442,790, reflecting a slight decrease of 1.7% over the past year. These figures suggest a stable housing market, offering potential for both residential and investment opportunities.

Median Home Value	\$442,790
Homeowners	67%
Population Density	66.9/sq mi

Source: U.S. Census — ACS. — Local demographics

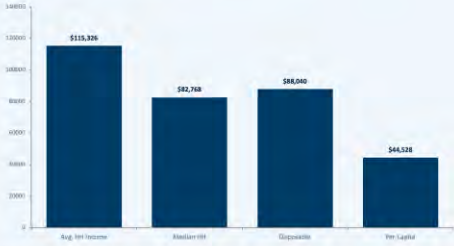
INCOME PROFILE

ARIZONA — 08

01 INCOME PROFILE

The income picture.

Local household income metrics at a glance



KEY INSIGHT

\$115,326

local average household income

\$88,040 in disposable income. Projected median rising to \$96,563.

Unemployment Local 4% - U.S. 4.2%

Source: U.S. Census — ACS. — Local demographics

ECONOMIC AREA REPORT

ARIZONA — 2026

Explore the opportunities in Arizona's dynamic economic landscape with Metro Realty today.

Skye Bennett

METRO REALTY

reggie@metro.com

(558) 622-6010

License: DEMO - AZ

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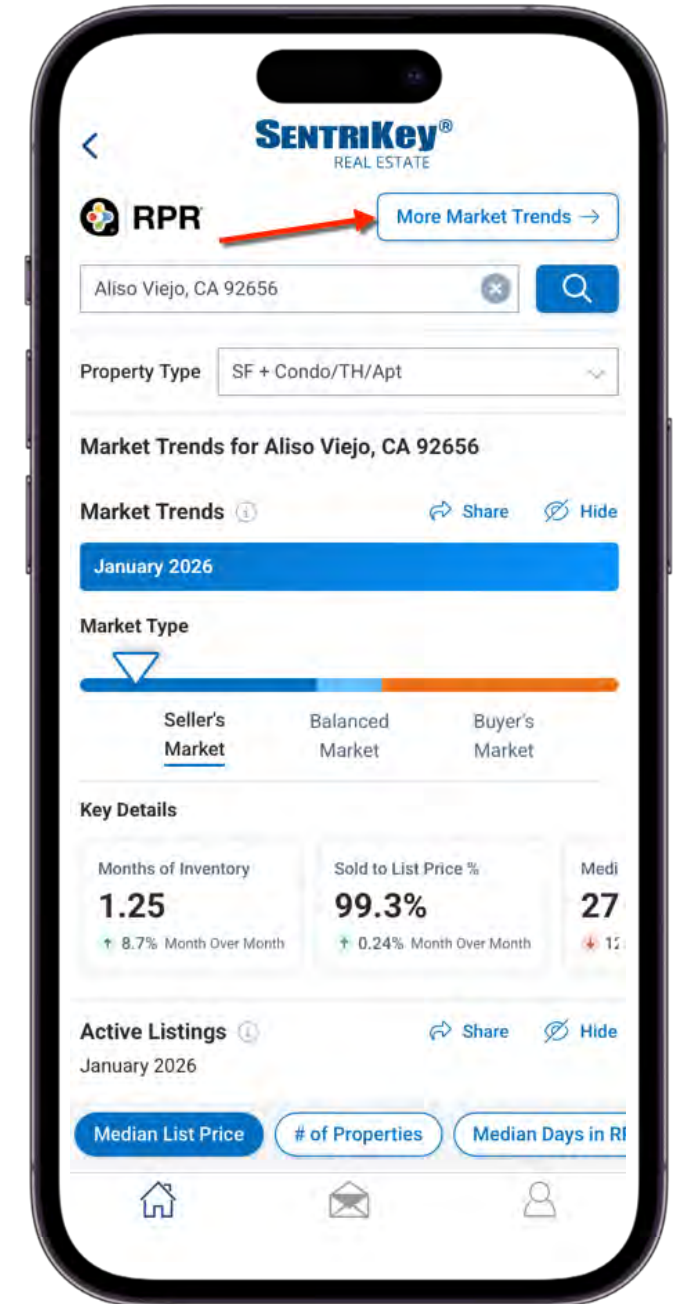
Extending Clear Value

● Benefits across the RE ecosystem

- MLSs
- Association
- Brokerage
- Vendors (MLS/Association Dashboards)

● REALTORS® link to RPR for more

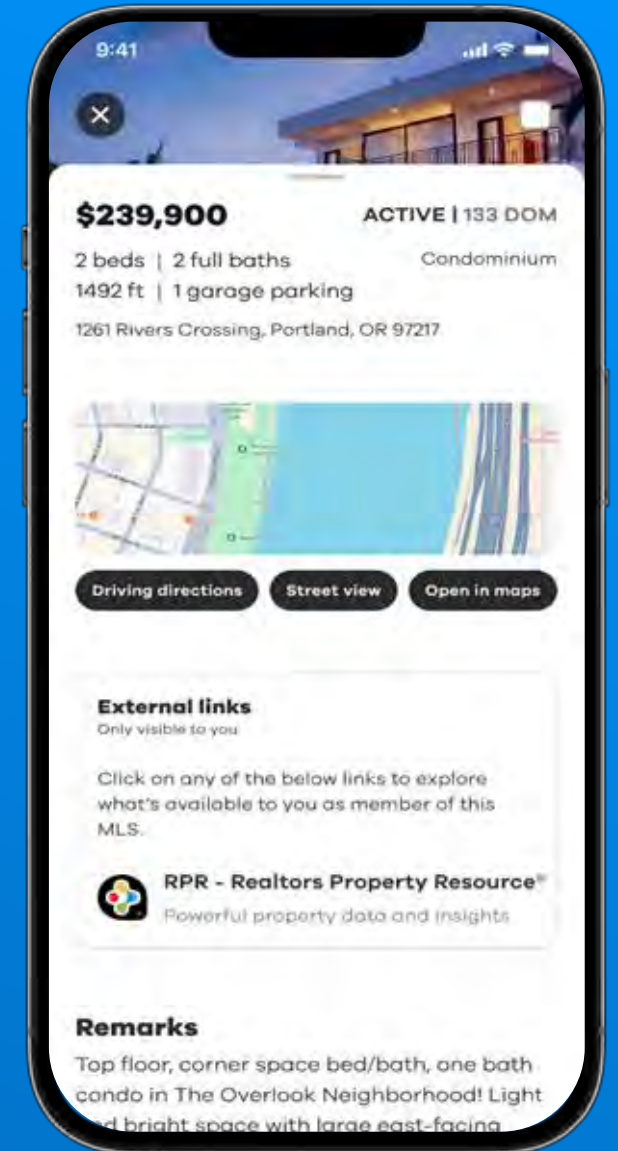
- Expanded chart options
- AI ScriptWriter features
- Company Branding for Broker Tools Partners



RPR is now integrated into Realtor.com+

Realtor.com is promoting the value of REALTORS® and NAR like never before:

- + Realtor.com recently launched Realtor.com+ – a multi-MLS, co-branded portal collaboration
- + RPR was the first integration within Realtor.com+
- + REALTOR® members benefit from enhanced functionality, deeper analytics and reports
- + Non-member subscribers will have access to a subset of insights



RVM[®] Display on Cribio

INDUSTRY PARTNERSHIP · BROKER PUBLIC PORTAL

Spotlight · BPP / Cribio

RPR's **Realtors Valuation Model[®] (RVM[®])** is now available inside **Cribio**, Broker Public Portal's consumer home search experience.

- **MLS-controlled:** each MLS authorizes display and permissions.
- **Off-market only:** never replaces on-market MLS listing prices.

PARTICIPATING CRIBIO MARKETS

NorthstarMLS

MIBOR

Canopy

Doorify

MRED

RMLS Alliance

OneKey

MetroList

MichRIC

GLAR



cribio.com · Off-Market Property

Share

Realtors Valuation Model[®] (RVM[®]) by RPR[®]

\$1,394,900

Est. Payments **\$6,439/mo**

9139 E Rusty Spur Pl
Scottsdale, AZ 85255

2,093 sqft

[ADDITIONAL DETAILS](#)

Lot & Land

Lot Size 0.24 acre
Square Feet 10,458 sqft

Nearby Schools

Scottsdale Unified School District →

- Chaparral High School
- Copper Ridge School (06-08)
- Copper Ridge School (PK-05)

Payment calculator

\$6,439
per month

Map: Avg. Year Built: 1998, Median Price: \$1.6m, Median Tax: \$4.7k

Scores: Bike Score 0.4/5, Walk Score 1.6/5, Transit Score 2.7/5, Drive Score 3.3/5

Icons: 8%, 32%, 54%, 66%



Thank you