AEI
YEAR-ROUND
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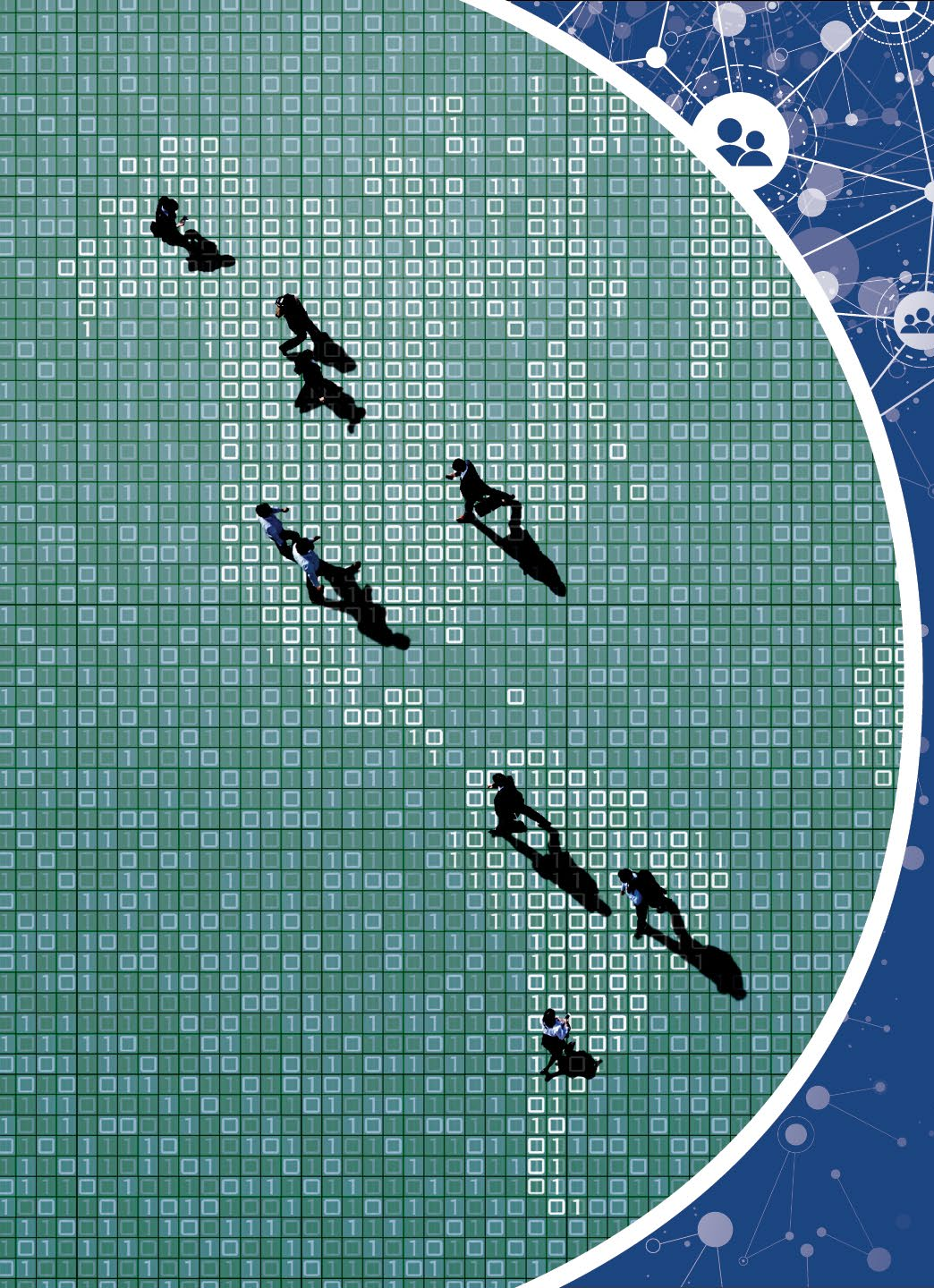

Path to Success: Leveraging RPR Tools for Advocacy and Member Engagement

Friday, January 14, 2022
12:00 noon EDT

*Stay Tuned.
We will get started soon!*

NATIONAL ASSOCIATION OF REALTORS®

Today's Host

Anne Rendle, RCE, CEO
CORE Association of REALTORS® NJ

NATIONAL ASSOCIATION OF REALTORS®

Welcome to RPR®

(Realtors Property Resource®)

Meet Your RPR Team

Veronica McManus
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What is RPR?

100% owned by REALTORS®

A national database of parcel-centric properties

Exclusively for REALTOR® members

Included in REALTOR® dues

No consumer public access

Data resides only within RPR®

At a Glance

585 MLSs nationwide / 1,059 local associations

996 Associations partnered via MLS licenses

97% of REALTORS® covered by data licenses

1,667,069 active residential listings

826,000 active commercial listings

All in one data & tools

National Listing & Lease Data

Realtors Valuation Model® (RVM®)

Comp Analysis

Branded Reports

Points of Interest

Tapestry Data

Tenant Data

Traffic Counts

Neighborhood & School Data

Demographics

Map Tools

Mailing Labels

Mobile App

For Associations & MLSs

- Economic Area Reports
- Certified Trainer Program
- Tips & Tools
- Training / CE Classes
- Dashboard

- RPR View
- Single Sign-on
- Integrations
- Training
- Dashboard

- Company
- Branding Deep Links
- AVM
- Training

RPR in Action

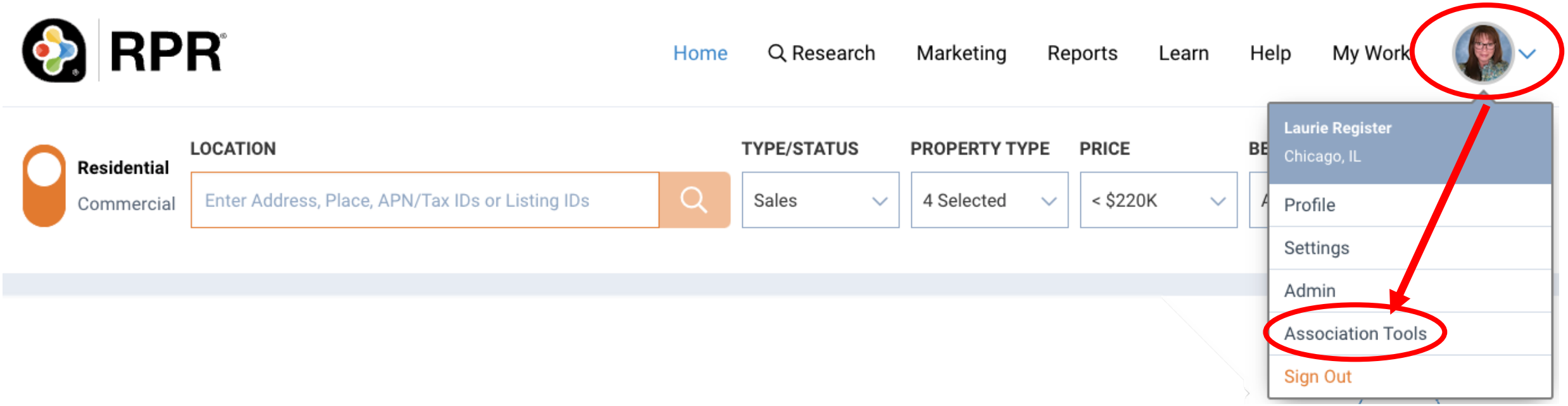
Advocacy for Associations

RPR

NATIONAL ASSOCIATION OF REALTORS®

Economic Area Reports

narrpr.com


RPR
Home
Research
Marketing
Reports
Learn
Help
My Work
Residential
Commercial
LOCATION
Enter Address, Place, APN/Tax IDs or Listing IDs
TYPE/STATUS
Sales
PROPERTY TYPE
4 Selected
PRICE
< $220K
Laurie Register
Chicago, IL
Profile
Settings
Admin
Association Tools
Sign Out

RPR

Data Tools Home | For Brokers | For Associations | For MLSs

Summary | Market Data | User Stats | Data Feeds | News & Training | Econ Area Reports

400 North Board of REALTORS® | Help

400 BOARD OF REALTORS®

Visit Association Website →

Your Association Dashboard

Welcome to your dashboard. On this summary page you can review information from RPR relevant to your market and your membership, such as market data and training opportunities. Navigate to the other tabs to see more detail about each component.

Video Help

Watch our quick-start guide for Associations

RPR Activity Summary

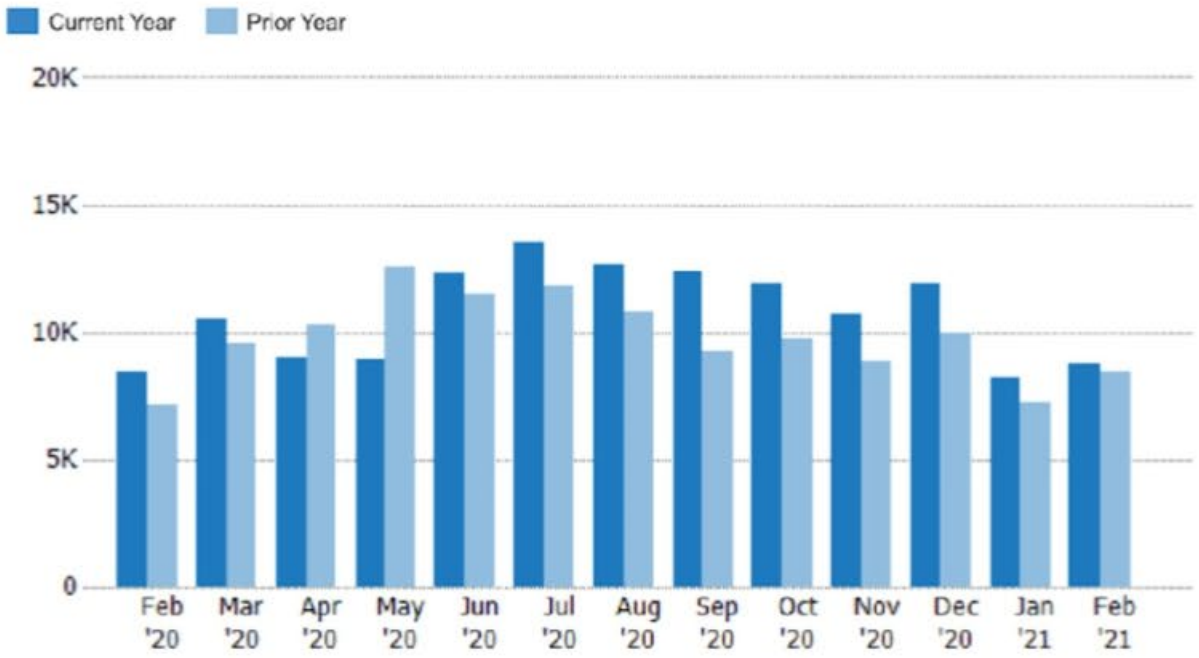
Key metrics for RPR usage by your members for the previous month.

713	Visits
149	Unique Users
06:41	Avg. Visit Duration
197	Reports

More Site Stats

Market Data

Show: Closed Sales



Data Feeds

Status information for the data and photos displayed on the RPR website.

Data	Updated	Status
AVMs / RVM®s	2/20/2021	✓
Public Records	3/6/2021	✓
Listings	3/6/2021	✓
Listing Photos	3/6/2021	✓

Local Economic Area Reports

County & state elected officials

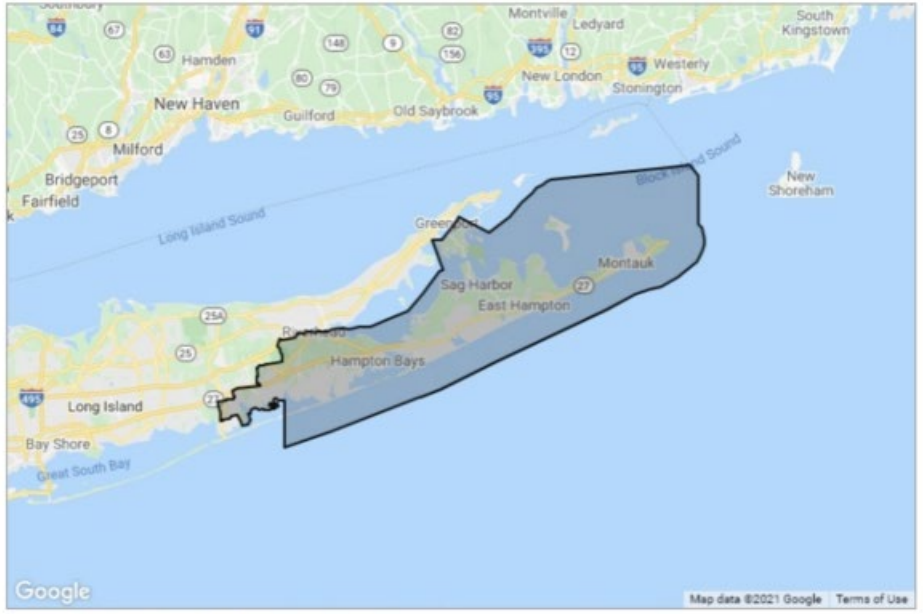
Legislative & Senate districts

Customizable boundary searches

LONG ISLAND BOARD OF REALTORS®
Serving Nassau, Suffolk, Queens & Brooklyn

LOCAL ECONOMIC AREA REPORT

New York: Assembly District 1



Presented by
Veronica McManus | GRI, SRES, PMN, ITI, AHWD, CBR

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Realtors Property Resource
430 N. Michigan Ave.
Chicago, IL 60611

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LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York: Assembly District 1

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$86,915	42.3	134,159	Urban Chic

Consumer Segmentation

Life Mode — **What are the people like that live in this area?** Upscale Avenues: Prosperous, married couples in higher-density neighborhoods

Urbanization — **Where do people like this usually live?** Suburban Periphery: Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments	Urban Chic	Pleasantville	Exurbanites	Home Improvement	City Lights
% of Households	11,387 (23.7%)	7,508 (15.6%)	5,417 (11.3%)	5,264 (11.0%)	3,170 (6.6%)
Lifestyle Group	Upscale Avenues	Upscale Avenues	Affluent Estates	Family Landscapes	Middle Ground
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Urban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Multi-Units; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.37	2.86	2.48	2.86	2.56
Median Age	38.4	41.9	49.6	37	38.8
Diversity Index	45.2	58.1	32.6	63.4	73.6
Median Household Income	$98,000	$85,000	$98,000	$67,000	$60,000
Median Net Worth	$226,000	$285,000	$451,000	$162,000	$64,000
Median Home Value	$465,000	$31,200	$346,000	$174,000	$323,000
Homeownership	66.7 %	83.6 %	85.4 %	80.3 %	52.5 %
Employment	Professional or Management	Professional or Management	Professional or Management	Professional or Services	Professional or Services
Education	College Degree	Some College or College Degree	College Degree	College Degree	College Degree
Preferred Activities	Visit museums, art galleries . Ski; practice yoga; hike; play tennis.	Enjoy outdoor gardening . Go to the beach, theme parks, museums.	Contract for home care services . Prefer natural, organic products.	Eat at Chili's, Chick-fil-A, Panera Bread . Shop warehouse/club, home improvement stores.	Play the lottery . Shop for trusted brands.
Financial	Own healthy portfolios	Invest conservatively	Invest actively; use financial planners	Invest conservatively	Bank in person; pay bills online
Media	Shop, bank online	Have bundled services (TV/Internet/phone)	Support public TV/radio	Watch DIY Network	Listen to classic rock, alternative, hip-hop radio
Vehicle	Choose luxury imports	Own/Lease imported SUV	Choose late-model luxury cars, SUVs	Own minivan, SUV	Take public transportation

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LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York: Assembly District 1

About this segment

Pleasantville

This is the	In this area	In the United States
#2	15.6%	2.2%
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority–preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes; two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7%.
- Suburban households with 1 or 2 vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases and track investments.
- Subscribe to premium channels (HBO, Showtime or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

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3/8/2021

LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York: Assembly District 1

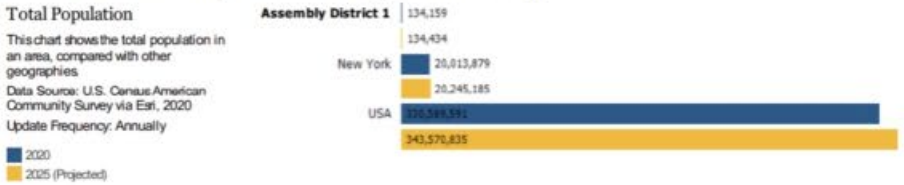
New York: Assembly District 1: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

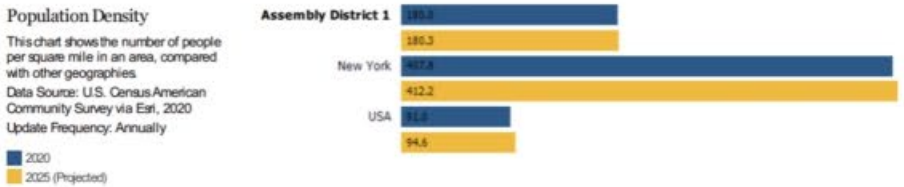


Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

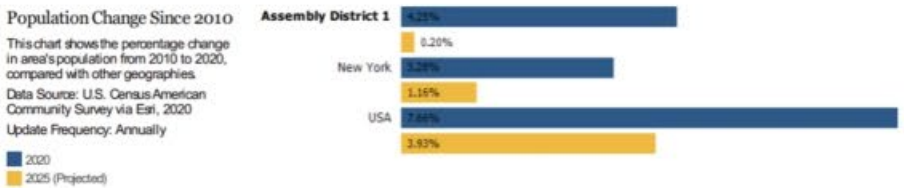


Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

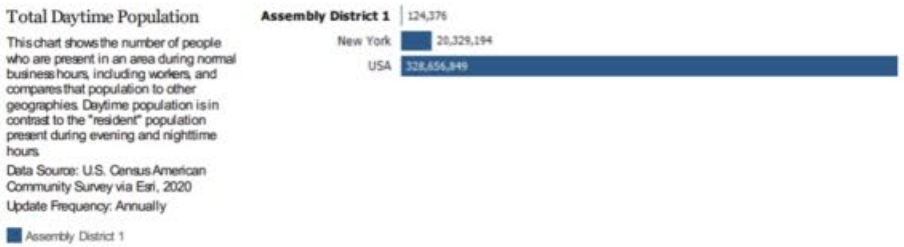


Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



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LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York: Assembly District 1

New York: Assembly District 1: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

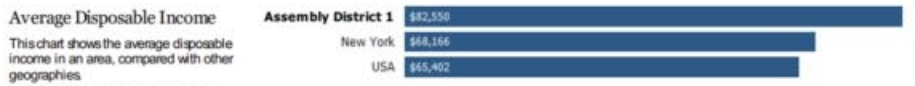
Update Frequency: Annually

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



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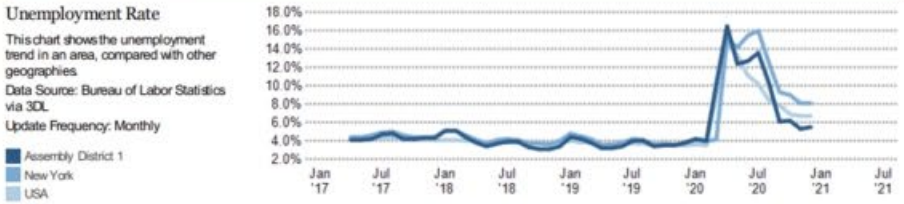
LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York Assembly District 1

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

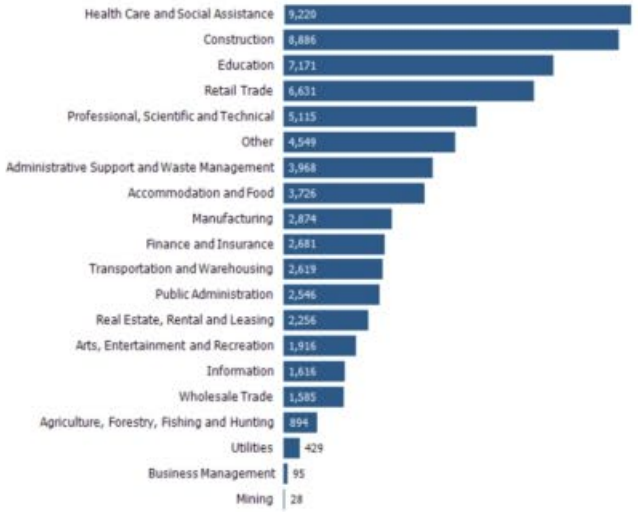


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



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LONG ISLAND BOARD OF REALTORS® Local Economic Area Report — New York Assembly District 1

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

RPR® REALTORS PROPERTY RESOURCE

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com

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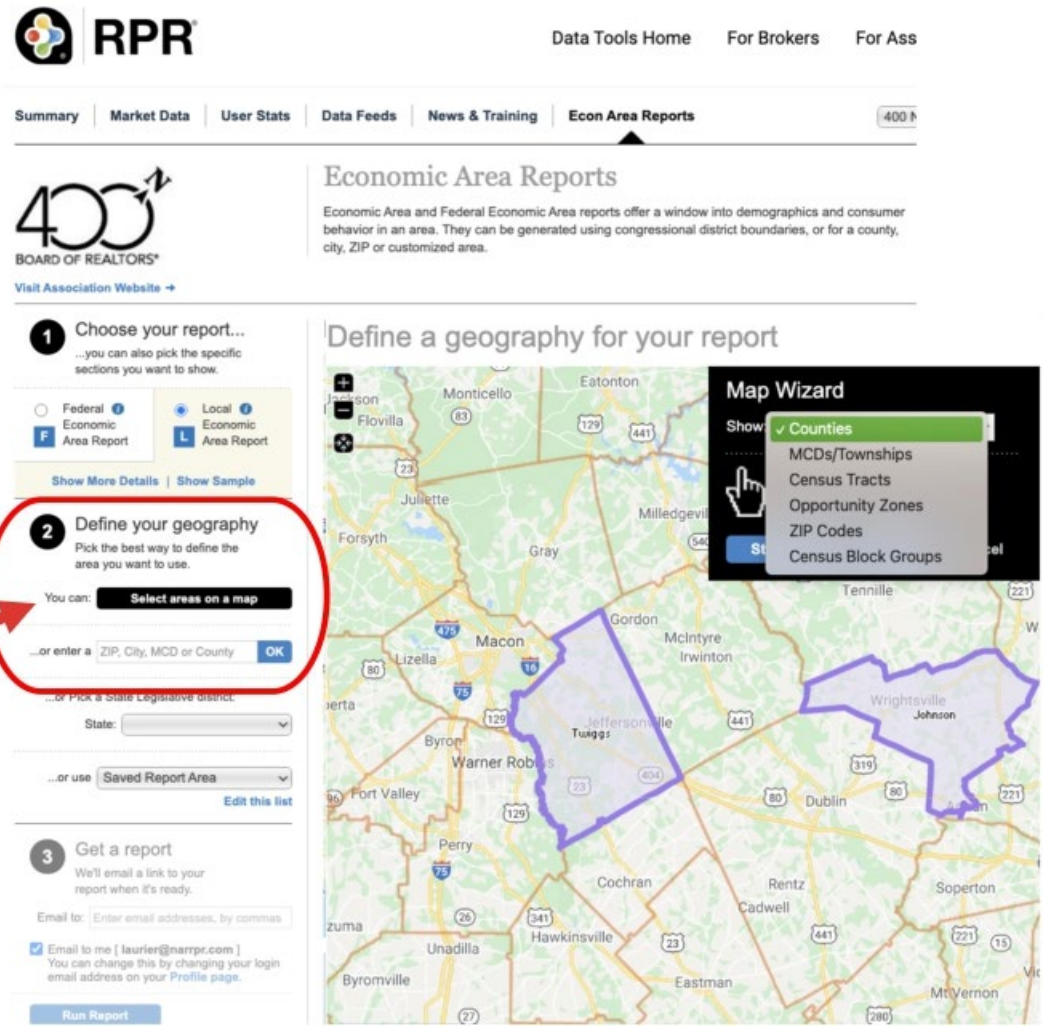
Custom Search Areas



Federal Economic Area Reports

435 congressional districts

Economic trends & forecasts

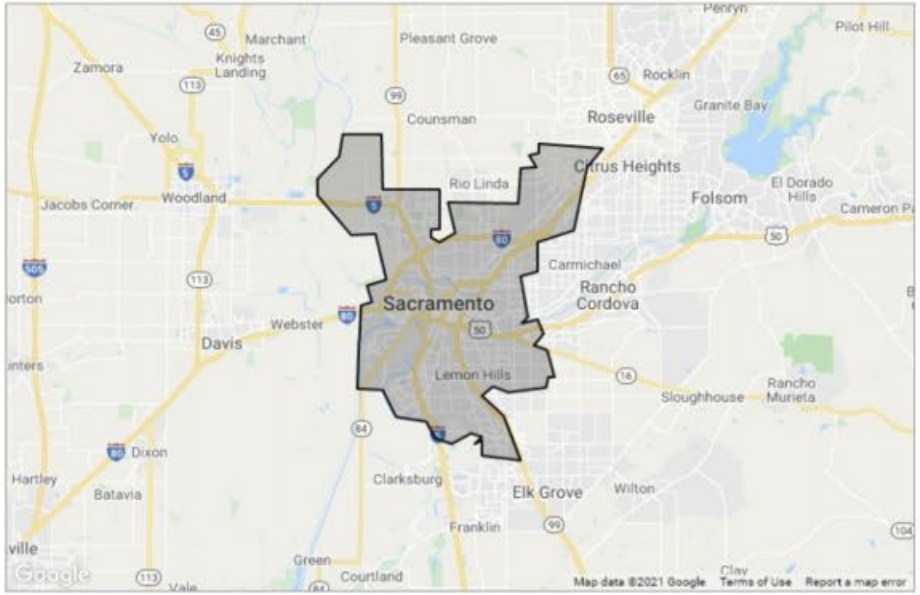
Census & demographic data

Population trends

SACRAMENTO ASSOCIATION OF REALTORS®

FEDERAL ECONOMIC AREA REPORT

California: Congressional District 6



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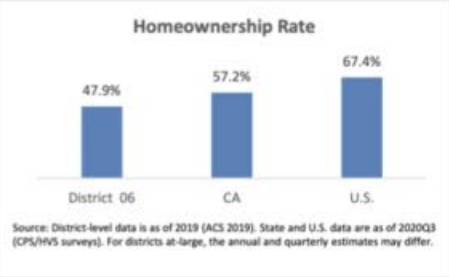
HOUSING STATISTICS FOR THE 117TH CONGRESS
California District 6

Honorable Doris O. Matsui (D)

Housing Stock in 2019

Value of owner-occupied units ($ Bil)[1]		**$48.0**
Total Housing Units	293,219	
Occupied Housing Units	281,104	
Owner Occupied Units	134,667	
With Mortgage	95,297	70.8%
Without Mortgage	39,370	29.2%
Renter Occupied Units	146,437	
Vacant Units	12,115	4.1%
Homeownership rate (2019)		**47.9%**
Median property value		**$356,100**

Homeownership Rate in 2020 Q3



Source: District-level data is as of 2019 (ACS 2019). State and U.S. data are as of 2020Q3 (CPS/HVS surveys). For districts at-large, the annual and quarterly estimates may differ.

Broadband Access in 2019

	District 06	CA	U.S.
Households with internet	255,594	11,836,937	106,364,661
Households with broadband	255,071	9,972,616	86,904,191
Percent of households with internet	90.9%	90.0%	86.6%
Percent of households with broadband	90.7%	75.8%	70.8%

Homeownership Rate by Race/Ethnicity and Age in 2019

By race	District 06	CA	U.S.
All	47.9%	54.9%	64.1%
White Alone	54.2%	58.6%	69.7%
Black Alone	31.0%	36.2%	42.0%
Amer. Indian/Alaskan Native	33.4%	51.0%	54.6%
Asian Alone	54.7%	60.1%	60.6%
Native Hawaiian/Pacific Is.	65.5%	41.6%	40.1%
Some Other Race Alone	34.6%	39.1%	40.6%
Two or More Races	34.7%	45.8%	48.9%
Hispanic (ethnicity)	38.3%	44.0%	48.1%
By age of head of household:			
25-34 years old	27%	26%	39%
35 to 44 years old	42%	45%	58%
45 to 64 years old	53%	63%	72%
65 years and over years old	64%	73%	78%

* N means no data is reported

HOUSING STATISTICS FOR THE 117TH CONGRESS
California District 6

Where People Lived in 2019

	Owner-occupied		Renter-occupied		Total
1-unit, detached	118,662	88.1%	47,654	32.5%	59.2%
1-unit, attached	7,271	5.4%	13,087	8.9%	7.2%
2-unit	1,022	0.8%	4,732	3.2%	2.0%
3-4 unit	971	0.7%	14,319	9.8%	5.4%
5-9 unit	1,231	0.9%	19,218	13.1%	7.3%
10 or more unit	1,356	1.0%	45,532	31.1%	16.7%
Mobile home or other type	4,154	3.1%	1,895	1.3%	2.2%
	134,667	100.0%	146,437	100.0%	100.0%

Percent of homeowners in 1-unit homes	93.5%
Percent of renters in 1-unit structures	41.5%

Federal Economic Area Report — California: Congressional District 6

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$55,191	34.0	762,823	Fresh Ambitions

Consumer Segmentation

Life Mode — **What are the people like that live in this area?** Next Wave: Urban denizens; young, diverse, hardworking families

Urbanization — **Where do people like this usually live?** Principal Urban Centers: Young, mobile, diverse in metros of 2.5 + million people

Top Tapestry Segments	Fresh Ambitions	American Dreamers	Up and Coming Families	Front Porches	Metro Fusion
% of Households	23,162 (8.4%)	22,879 (8.3%)	18,231 (6.6%)	15,827 (5.7%)	14,951 (5.4%)
Lifestyle Group	Next Wave	Ethnic Enclaves	Ethnic Enclaves	Middle Ground	Midtown Singles
Urbanization Group	Principal Urban Centers	Urban Periphery	Suburban Periphery	Metro Cities	Urban Periphery
Residence Type	Multi-Unit Rentals; Single Family	Single Family	Single Family	Multi-Units; Single Family	Multi-Unit Rentals; Single Family
Household Type	Single Parents	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	3.13	3.16	3.1	2.55	2.63
Median Age	28	31.8	30.7	34.2	28.8
Diversity Index	90.1	83.3	72.4	70.4	84
Median Household Income	$26,000	$48,000	$64,000	$39,000	$33,000
Median Net Worth	$11,000	$53,000	$96,000	$21,000	$12,000
Median Home Value	–	$130,000	$174,000	–	–
Homeownership	27.8 %	65 %	74.1 %	47.8 %	25 %
Average Monthly Rent	$840	–	–	$890	$880
Employment	Services	Services or Administration	Professional or Services	Services, Professional or Administration	Services, Administration or Professional
Education	No High School Diploma	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Own cell phones . Buy baby/children's products.	Own feature-rich cell phones . Pay bills, socialize online.	Visit theme parks, zoos . Contract for home and landscaping services.	Go online for games; visit dating websites, chat rooms . Play bingo, video games.	Spend money on what's hot unless saving for something specific . Follow football, soccer.
Financial	Wire money back home	Spend money carefully; buy necessities	Hold student loans, mortgages	Have loans to pay bills	Shop at discount grocery stores, Kmart, Walmart
Media	Subscribe to cable TV; watch Spanish TV, BET	Listen to urban or Hispanic radio	Go online to shop, bank, for entertainment	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Listen to R&B, rap, Latin, reggae music
Vehicle	Own vehicle; take public transportation	One or two vehicles	Own late-model compact car, SUV	Enjoy fun-to-drive cars	Owns used vehicles

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Federal Economic Area Report — California: Congressional District 6

About this segment

Up and Coming Families

This is the	In this area	In the United States
#3	6.6%	2.5%
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Up and Coming Families is a market in transition--residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

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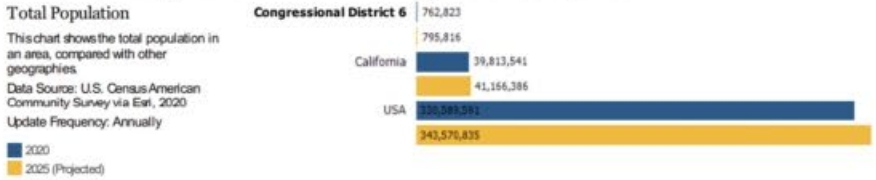
California: Congressional District 6: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

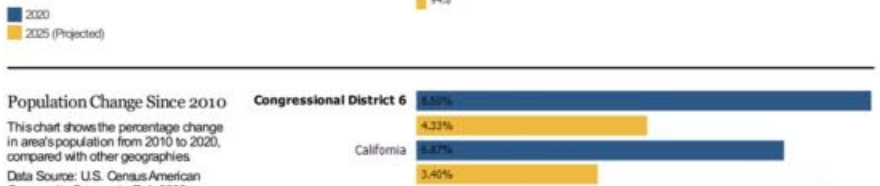


Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

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California: Congressional District 6: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

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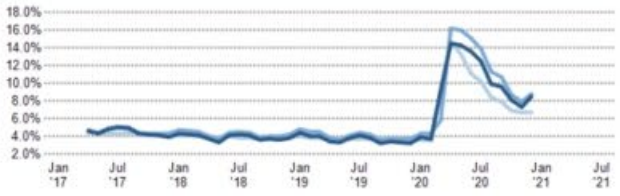
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

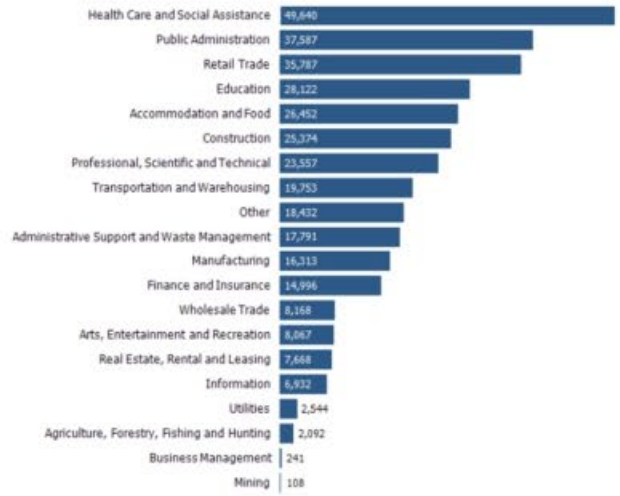


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



RPR
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About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

RPR® REALTORS PROPERTY RESOURCE

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com

NATIONAL ASSOCIATION of REALTORS® Wholly Owned Subsidiary | RPR® TECHNOLOGY ANALYTICS INNOVATION

RPR
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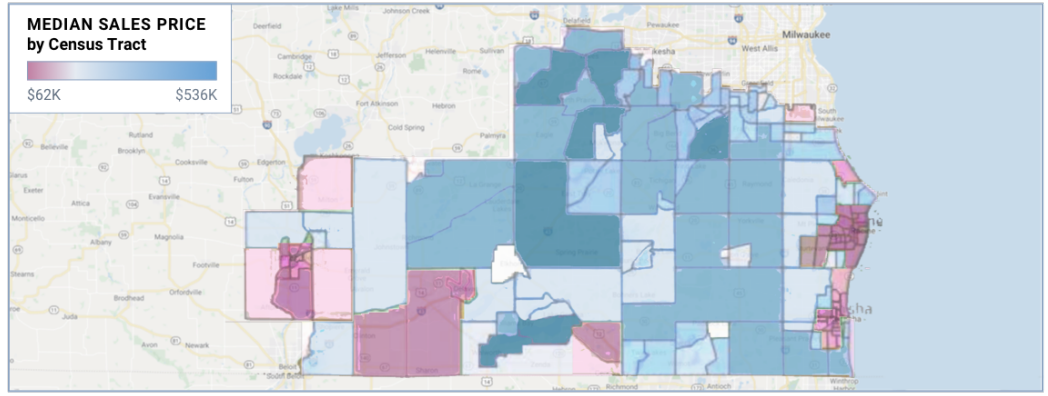
Advocacy Housing Report

NATIONAL ASSOCIATION OF REALTORS® | WRA Wisconsin REALTORS® Association

HOUSING REPORT

Wisconsin Congressional District 1 - Dec. 2019
Honorable Bryan Steil (R)



LISTINGS

Up from previous month

District	1,456
State	3,800

12/18	12/17	12/16
1,374	1,293	1,293

YOY change: 2.7%

SALES

Down from previous month

District	1,032
State	5,835

12/18	12/17	12/16
$230K	1,274	1,193

YOY change: 2.7%

MEDIAN SALES PRICE

Up from previous month

District	$234,567
State	$175,000

12/18	12/17	12/16
$230K	$229K	$226K

YOY change: 1.5%

INVENTORY

Buyer's market

District	7.2 months
State	6.7 months

6 months = Balanced market

YOY change: 3.1%

PRICE RANGE STATISTICS

Sales Trends

More than 5% increase (YOY)

More than 5% decrease (YOY)

Sales Price Range	Sales (Dec.)	Sales in Previous 12 Months	Months of Inventory
Below $124,999	123	1,599	2.5
$125,000 - $249,999	276	3,302	2.4
$250,000 - $374,999	186	3,731	3.3
$375,000 - $499,999	105	1,144	5.5
$500,000 - $624,999	234	2, 513	6.7
$625,000 - $749,999	154	2,865	8.0
$750,000 - $874,999	39	765	5.3
$875,000 - $999,999	17	123	6.1
$1M - $1.99M	26	102	9
$2M and up	4	34	2

This report is made by RPR® with MLS data.

RPR® is a wholly owned subsidiary of the NATIONAL ASSOCIATION OF REALTORS®

About RPR's data: Metrics in this report were calculated by using data from single family and condominium listings. RPR's metrics may show the same general trends as those published by other sources (i.e. MLS, Association or others), but because of RPR's processes and parcel-centric approach, some variation may occur.

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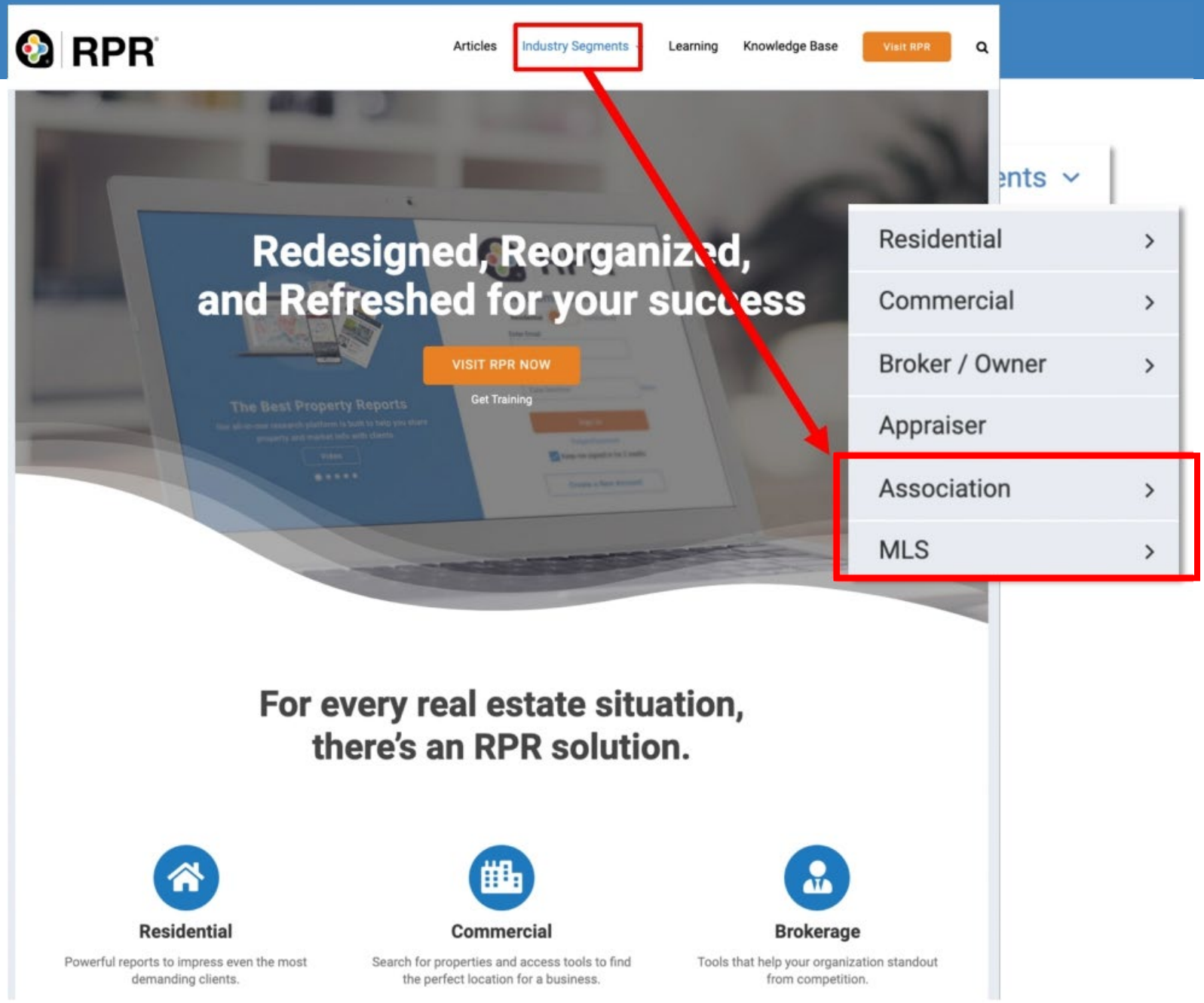
Phone: 123-456-7890
Email: dedwards@wrassociation.com

Resources for Associations & MLSs

blog.narrpr.com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Articles
Industry Segments
Learning
Knowledge Base
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Redesigned, Reorganized, and Refreshed for your success
VISIT RPR NOW
Get Training
The Best Property Reports
Residential
Commercial
Broker / Owner
Appraiser
Association
MLS
For every real estate situation, there's an RPR solution.
Residential
Powerful reports to impress even the most demanding clients.
Commercial
Search for properties and access tools to find the perfect location for a business.
Brokerage
Tools that help your organization standout from competition.

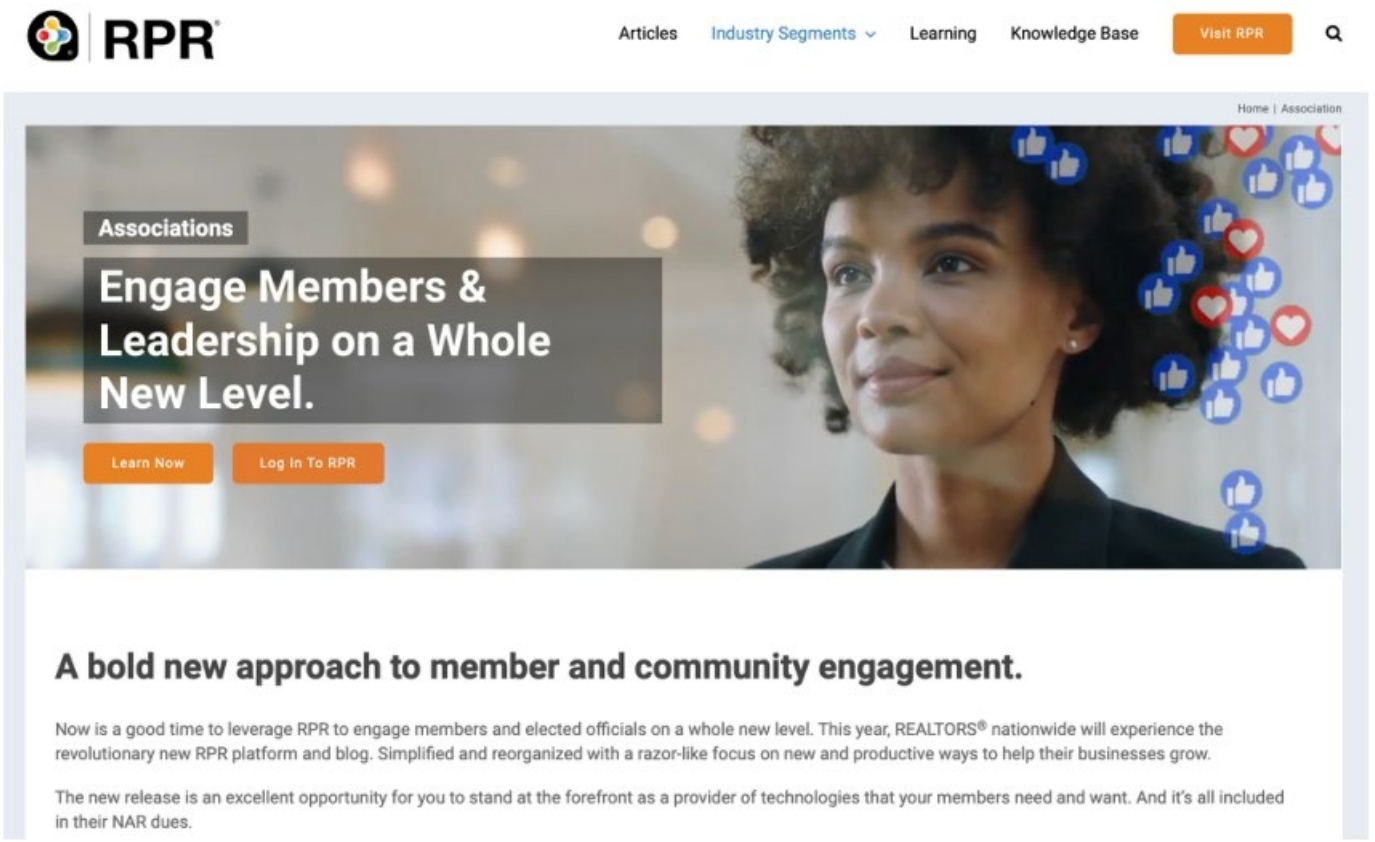
Association Resources

Advocacy

RPR Resources

Learning Center

Certified Trainer Program



MLS Resources

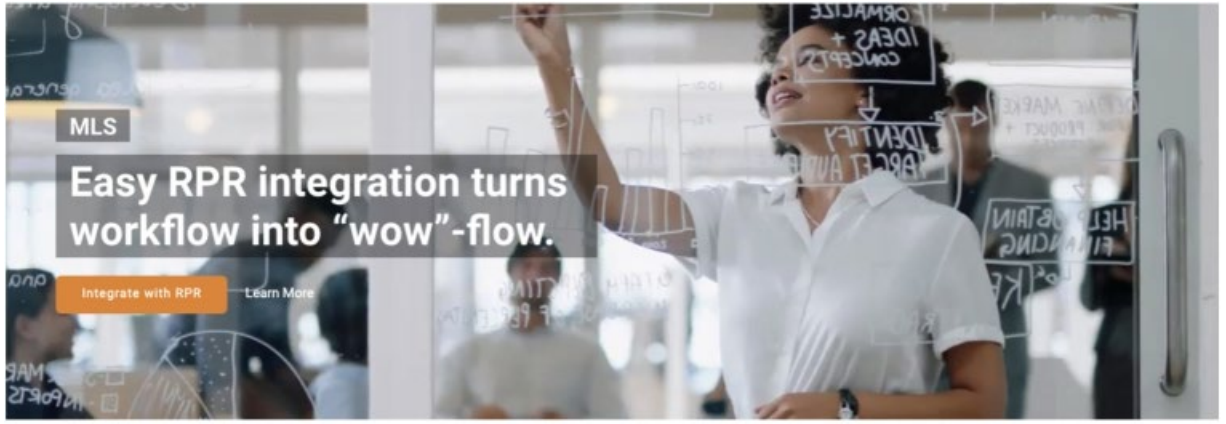
Integrations

RPR View™

RPR Resources

Learning Center

Certified Trainer Program



A bold new approach to member and community engagement.

As an MLS, you want to offer subscribers top-tier tools and efficiencies that are easy to integrate and that help REALTORS® be more productive. We understand how important it is that you can stand behind those services and the quality of the data therein.

RPR®, the nation's largest, most comprehensive real estate data platform built exclusively for REALTORS®, offers hundreds of data sets on millions of properties nationwide, in addition to analytics and reports. It's a proven platform -- one that has helped hundreds of MLSs leverage powerful RPR integrations for more than 10 years.

Getting started is simple...

Learn

Get a big-picture view of the newly-redesigned platform. Connect with us for a personal demonstration.

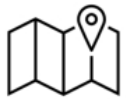
Integrate

Choose one or more RPR integrations and resources. Then contact us to discuss how to install these no-cost options.

Share

Easily share RPR's business-building content for newsletters, emails and social media, and embed RPR's webinar widget or plugin.

MLS Integrations


Address

Reports

Schools

Single Sign-On (SSO)
Increase subscriber productivity while keeping data secure

RPR Deep Links
Shortcuts from your MLS to any location in RPR

RPR View™

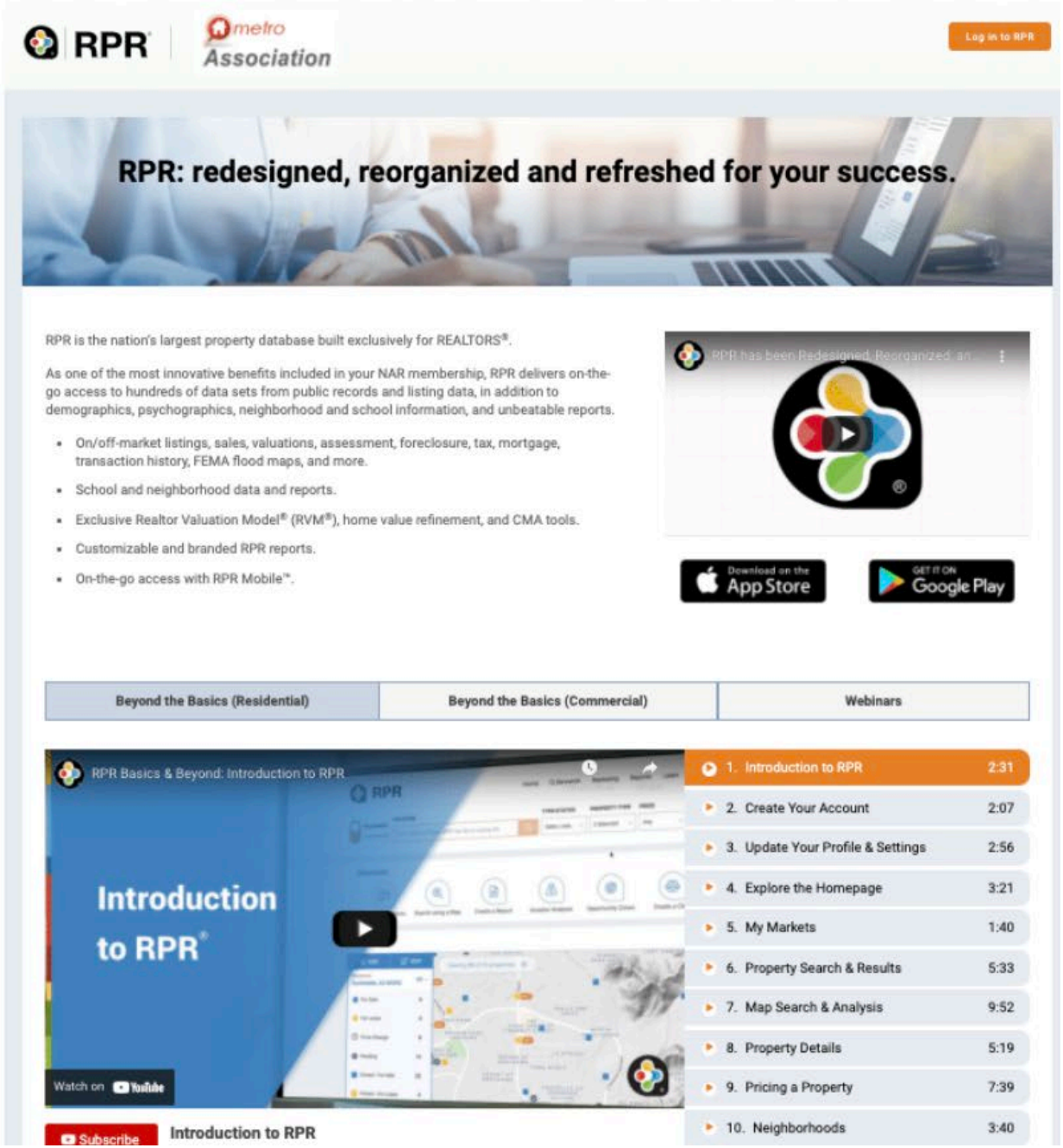
#MLSs SHARING DATA THROUGH RPR VIEW
365
REPRESENTING # OF REALTORS®
1,102,210

Landing Page Integrations

"What is RPR," webinars & video tutorials.

Content updated automatically.

Your logo prominently displayed.



73
Pages published

1,180,099
REALTORS represented

Resources for Communications & Training Staff

New Member Orientations

Downloadable "how-to" flyers

Brief "What is RPR" videos

Getting Started with RPR webinars & video tutorials

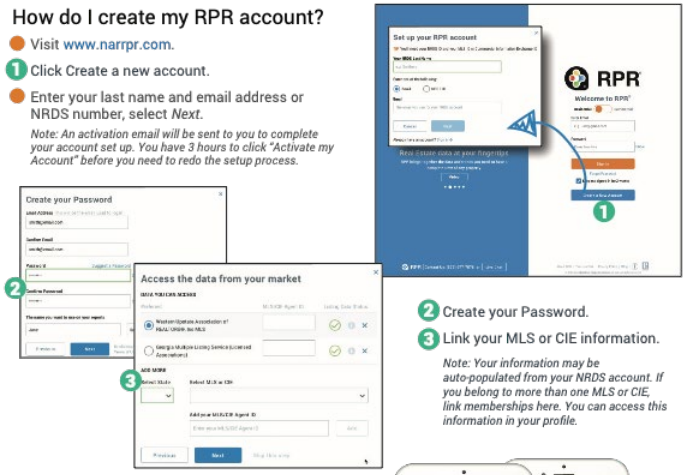
Downloadable Flyers

Printable: **Create Your Account**

How do I create my RPR account?

- Visit www.narrpr.com.
1. Click Create a new account.
- Enter your last name and email address or NRDS number, select *Next*.

Note: An activation email will be sent to you to complete your account set up. You have 3 hours to click "Activate my Account" before you need to redo the setup process.



2. Create your Password.
3. Link your MLS or CIE information.

Note: Your information may be auto-populated from your NRDS account. If you belong to more than one MLS or CIE, link memberships here. You can access this information in your profile.

How do I access RPR Mobile™?

- Download RPR from the App Store or Google Play for your phone and tablet.
4. Toggle between Commercial and Residential.
5. Use your RPR login and password to access your account.
- Access Residential and Commercial properties and reports... anywhere, anytime.

Download on the App Store | GET IT ON Google Play

Customer Support: 877.977.7576

NATIONAL ASSOCIATION OF REALTORS® | RPR®

Printable: **Profile & Settings**

How do I update my profile?

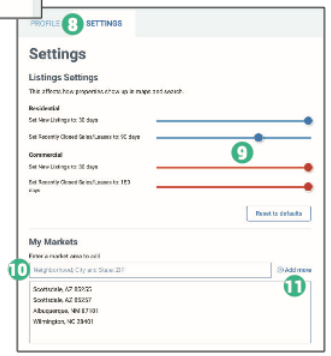
1. Click your photo or initials on the upper right corner of the screen.
2. Select *Profile*.
3. Add your photo and/or logo, and contact information for all report covers.
4. Confirm you've added your MLS or CIE info.
5. Link your account to zipForm.
6. View mobile devices with access to RPR.
7. Always click *Save* when making changes to your account.

How do I update My Markets and Listing Settings?

8. Select *Settings*.
9. Move sliders to update New Listings or Recently Closed Sales/Leases timeframe for both Residential and Commercial flags.

To add to My Markets on the Homepage:

10. Enter a geographic area, such as Zip code or City.
11. Select *Add more*.
7. Click *Save*.
- View your *My Markets* on your homepage map.



Customer Support: 877.977.7576

NATIONAL ASSOCIATION OF REALTORS® | RPR®

Printable: **Homepage**

Research Menu: Access RPR's search options, including *Neighborhood, School* and *Market Activity*

Learn & Help: Videos, articles and FAQs to help you navigate RPR

Your Profile: Update your picture, add your company logo, or change your settings.

Marketing Menu: Guided shortcuts for prospecting or create a customized, branded marketing piece for any property

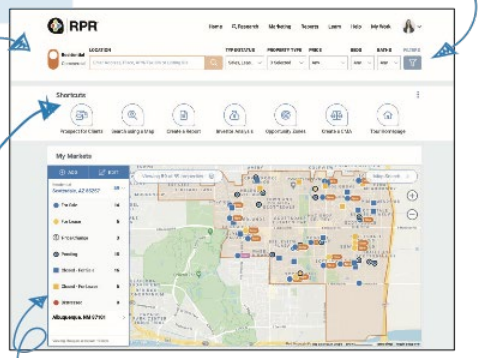
My Work: Direct links to *My Markets*, recent listings, saved properties, recent activity, notes, and saved searches.

PRO TIPS

Toggle your search bar to *Residential* or *Commercial* to change your *My Markets* property view.

Filters: Access to advanced search fields.

Search Bar: Begin your property searches on the homepage. Toggle between Residential & Commercial search.



Shortcuts: Guided tours to the most powerful and most used features in RPR.

My Markets: Monitor market activity for specific areas.

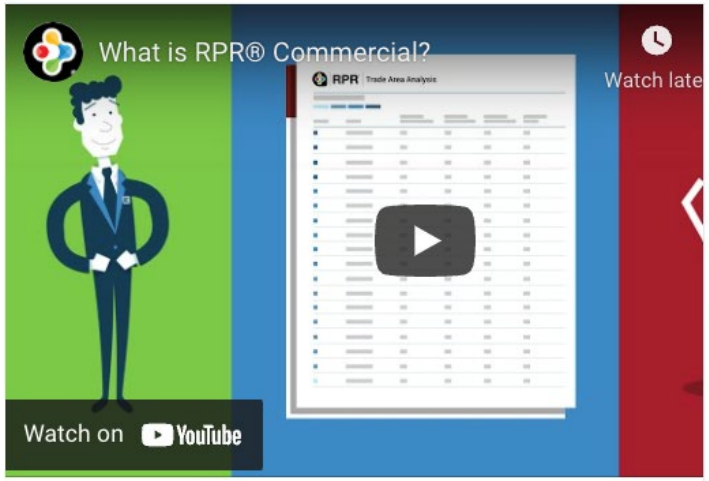
Customer Support: 877.977.7576

NATIONAL ASSOCIATION OF REALTORS® | RPR®

Videos

[VIDEO] What is Realtors Property Resource® (RPR)?

RPR is a powerful platform designed for REALTORS® in need of comprehensive data, powerful analytics, and dynamic reports.



[VIDEO] What is RPR® Commercial?

Your one-stop-shop for comprehensive market data, allowing REALTORS® specializing in commercial properties to save time and money.

[VIDEO] What is RPR Mobile™?

With RPR Mobile, use your device location to instantly view any property around you, and get listing, sales, valuation, assessment, deed, foreclosure, school, photos, maps, and market trend information.

Tips & Tools

Marketing

Communications

Education & Training

Copy/Paste

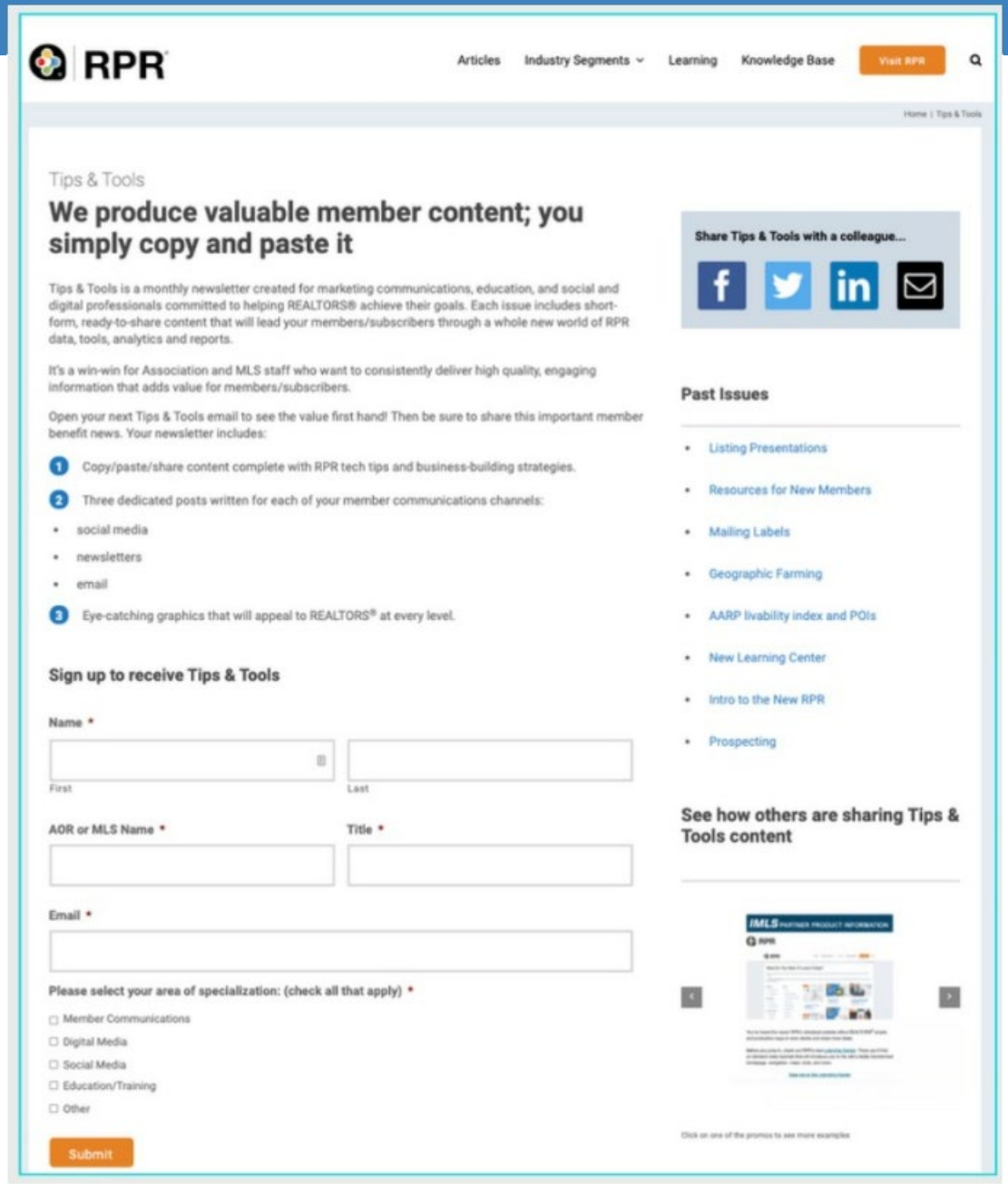
Delivered Monthly

Newsletters

Websites

Emails

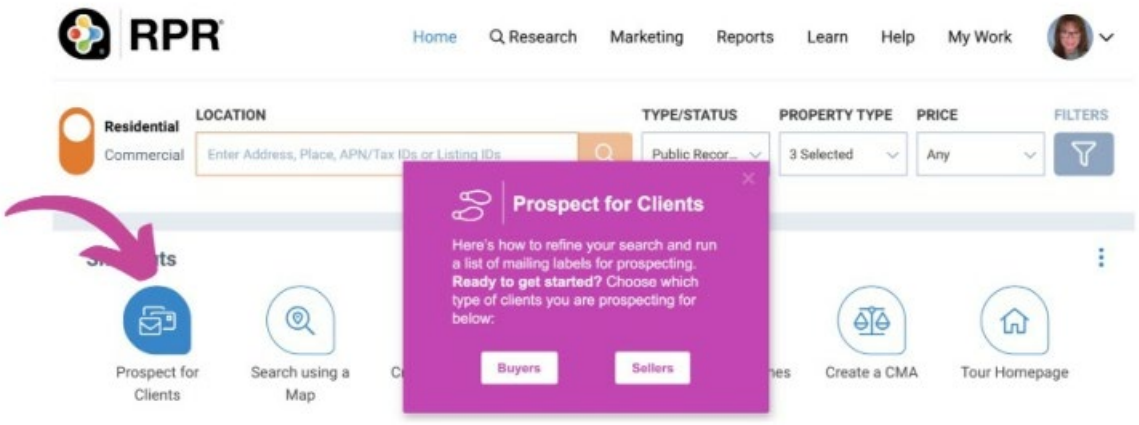
Social



Recent topics

Find your next listing with data & tools from RPR

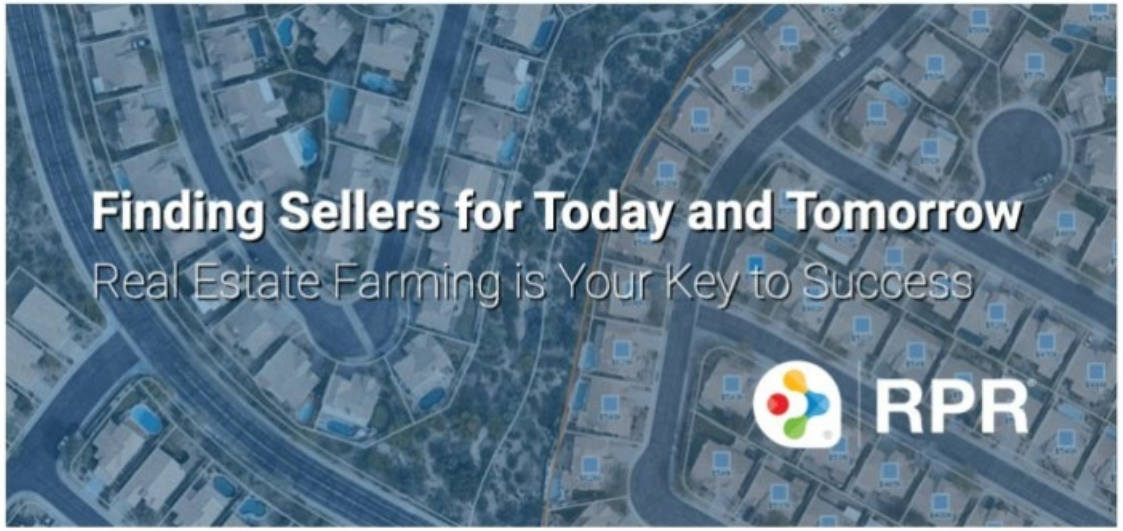
Now is a good time to be proactive about prospecting for listings. RPR, your member benefit, can help. The data platform has a step-by-step wizard to help you research and identify potential sellers in a geography, and then filter by public records, time owned, and more. Finally, you'll wrap up your analysis by creating free mailing labels from RPR. You get up to 2,000 each month!



Start prospecting now. Visit narrpr.com

Make your prospecting decisions based on data

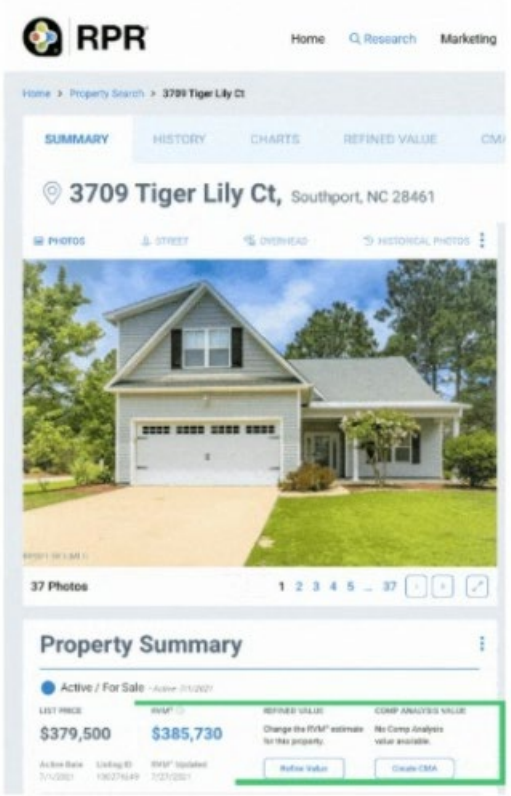
Don't dread the idea of prospecting for new business. This on-demand webinar from RPR will equip you with data-based strategies to research neighborhoods, choose a farm area, create lead generation content, and stay on top of market trends.



Watch this on-demand webinar

Recent topics

Accurate valuation "extremely important" to REALTORS®



More than 65% of REALTORS® in a recent RPR survey agreed that it is **"extremely important"** to present an accurate valuation when first meeting with a seller. The result is a 16% increase over a similar 2018 study and a key indicator of seller demand for the most accurate valuation possible.

REALTORS® who leverage RPR, a member benefit, have exclusive access to the platform's Realtor Valuation Model® (RVM®). Unlike other models, the RVM uses on-and - off market MLS listing data, **plus** publicly recorded sold data to form an estimate.

Check out the RVM for your subject property at **narrpr.com**. While there, try your hand at the "Refine Value Tool" and CMA.

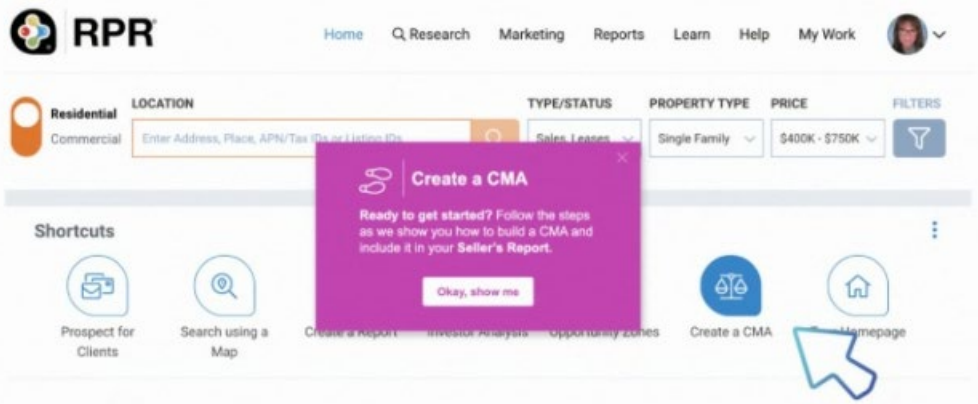
Use of CMAs in listing presentations on the rise

Recent findings by RPR reveal interesting facts for REALTORS® preparing for their next listing presentations.

According to a survey of 800 REALTORS®, the percentage of agents who provide sellers with a CMA increased 8.3% from a similar 2018 survey. Providing sellers with an Estimated Home Value increased nearly 16% in the same period.

Additionally, the percentage of listing presentations resulting in a signed contract increased ten points from 46% to 56%. A good indication that a CMA is the new "price of admission" when it comes to listing presentations.

See the survey results and then run your next CMA using **RPR**.



How are Associations and and MLSs using Tips & Tools in their outreach efforts?

Raleigh Regional
Association of REALTORS®

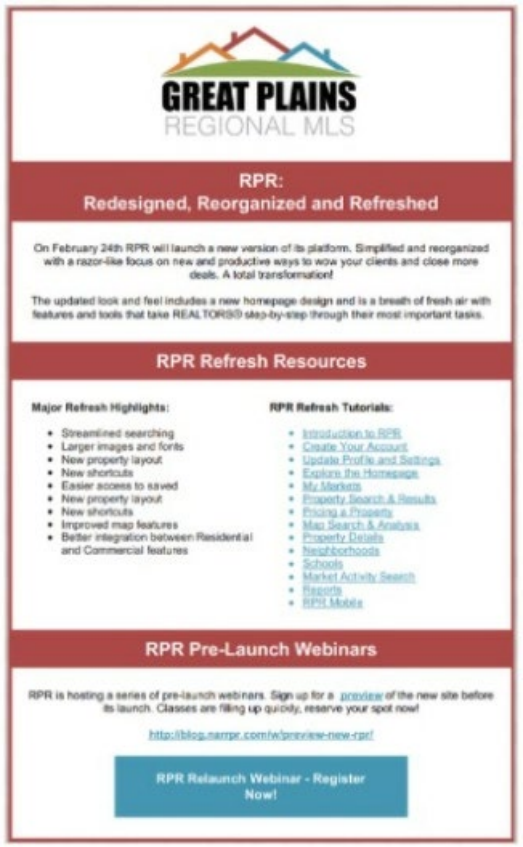
#Monday Minute - February 8, 2021

Changes Coming to RPR Website!

RPR, your member benefit, will release a brand new website on Feb. 24. It's a total transformation. Improved navigation, streamlined searching, new layout, customizable homepages, and maps galore! Best yet, the "What do you want to do today" tool walks you through your most important functions.

Sign up for a preview of the new site before its launch.
Classes are filling up quickly.

REGISTER FOR A PREVIEW


GREAT PLAINS
REGIONAL MLS
RPR:
Redesigned, Reorganized and Refreshed
On February 24th RPR will launch a new version of its platform. Simplified and reorganized with a razor-like focus on new and productive ways to wow your clients and close more deals. A total transformation!
The updated look and feel includes a new homepage design and is a breath of fresh air with features and tools that take REALTORS® step-by-step through their most important tasks.
RPR Refresh Resources
Major Refresh Highlights:
Streamlined searching
Larger images and fonts
New property layout
New shortcuts
Easier access to saved
New property layout
New shortcuts
Improved map features
Better integration between Residential and Commercial features
RPR Refresh Tutorials:
Introduction to RPR
Create Your Account
Update Profile and Settings
Explore the Homepage
My Markets
Property Search & Results
Pricing a Property
Map Search & Analysis
Property Details
Neighborhoods
Schools
Market Activity Search
Reports
RPR Mobile
RPR Pre-Launch Webinars
RPR is hosting a series of pre-launch webinars. Sign up for a preview of the new site before its launch. Classes are filling up quickly, reserve your spot now!
http://blog.narrpr.com/w/preview-new-rpr/
RPR Relaunch Webinar - Register Now!

Live Webinars
January 26-28
Tuesday
Using RPR *
January 26 • 9 - 11 a.m.
Wednesday
Add / Edit in Matrix
January 27 • 10 - 11 a.m.
Thursday
ShowingTime *
January 28 • 10 - 11 a.m.
* Classes are eligible for Elective CE Credit
Register today at
webinar.mlstechnology.com
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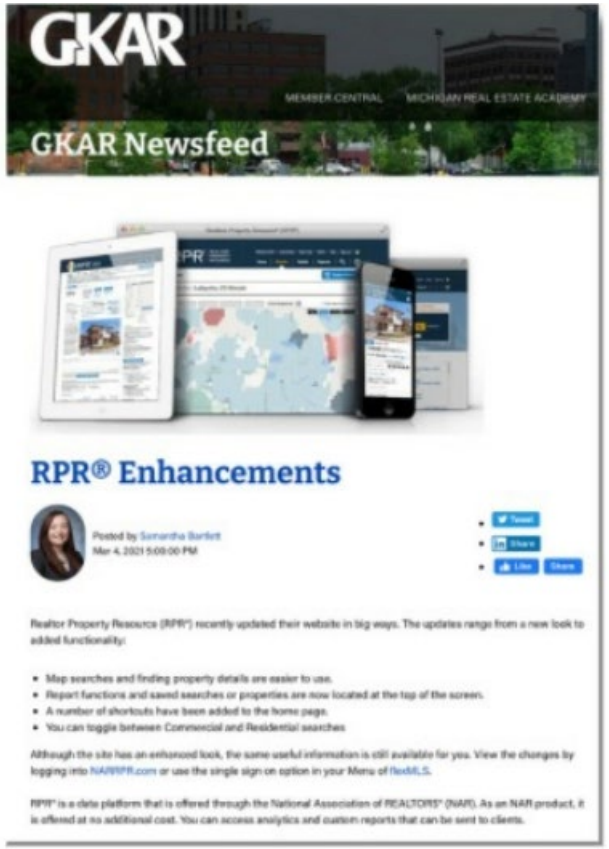
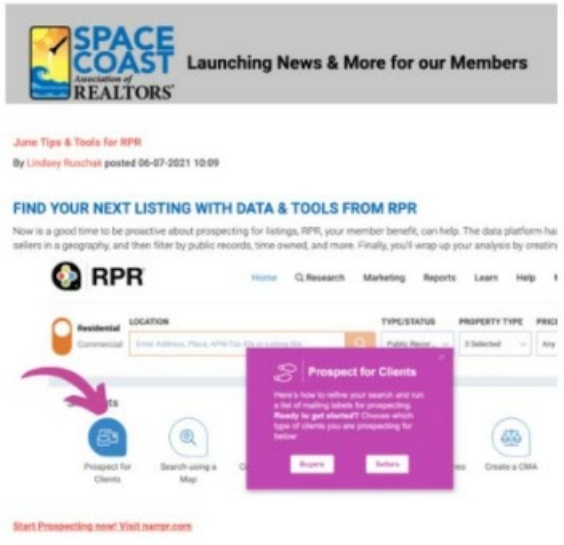

GKAR
MEMBER CENTRAL
MICHIGAN REAL ESTATE ACADEMY
GKAR Newsfeed
RPR® Enhancements
Posted by Samantha Bartlett
Mar 4, 2021 5:08:00 PM
Realtor Property Resource (RPR®) recently updated their website in big ways. The updates range from a new look to added functionality:
Map searches and finding property details are easier to use.
Report functions and saved searches or properties are now located at the top of the screen.
A number of shortcuts have been added to the home page.
You can toggle between Commercial and Residential searches.
Although the site has an enhanced look, the same useful information is still available for you. View the changes by logging into NARRPR.com or use the single sign on option in your Menu of flexMLS.
RPR® is a data platform that is offered through the National Association of REALTORS® (NAR). As an NAR product, it is offered at no additional cost. You can access analytics and custom reports that can be sent to clients.

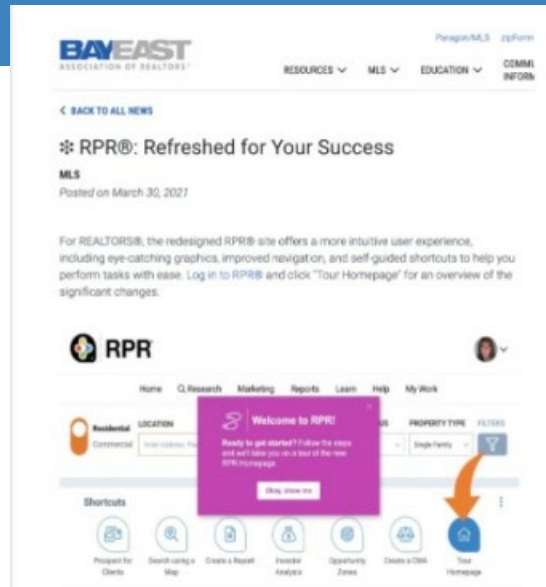
GSREIN
Gulf South Real Estate Information Network
Powered By ROAMMLS
NEWS & NOTES
YOUR MLS RESOURCE.
Introduction to Realtor Property Resource®
With GSREIN's data now integrated with RPR, you may be ready to set up your RPR account and begin experiencing the benefits that are now available to you. The short video below will get you up and running in no time at all!
Introduction to RPR
RPR
Watch the Video
Learn How RPR Can Help You Grow Your Business
RPR has two available webinars for both Broker/Manager and Agent. Register at the appropriate link below to learn more about RPR's tools and how to boost your business! Please note that after registering, you will receive a confirmation email containing information about joining the webinar.
September 15, 2021
Agent Webinar - 10:00
Broker/Manager Webinar - 2:00
September 23, 2021
Broker/Manager Webinar - 10:00
Agent Webinar - 2:00


SPACE COAST Association of REALTORS
Launching News & More for our Members
June Tips & Tools for RPR
By Lindsey Ruschak posted 06-07-2021 10:09
FIND YOUR NEXT LISTING WITH DATA & TOOLS FROM RPR
Now is a good time to be proactive about prospecting for listings, RPR, your member benefit, can help. The data platform has
sellers in a geography, and then filter by public records, time owned, and more. Finally, you'll wrap up your analysis by creatin
RPR
Prospect for Clients
Start Prospecting now! Visit narrpr.com

HARFORD COUNTY ASSOCIATION OF REALTORS
HOME ABOUT US MEMBERS EDUCATION CONSUMERS EVENTS
TIPS AND TOOLS
Tips and Tools that will help you along the way.
3 WAYS TO QUICK PRINT IN RPR
FIND YOUR NEXT LISTING WITH THESE FARMING TACTICS
YOUR PLAYBOOK FOR FACEBOOK LEAD ADS

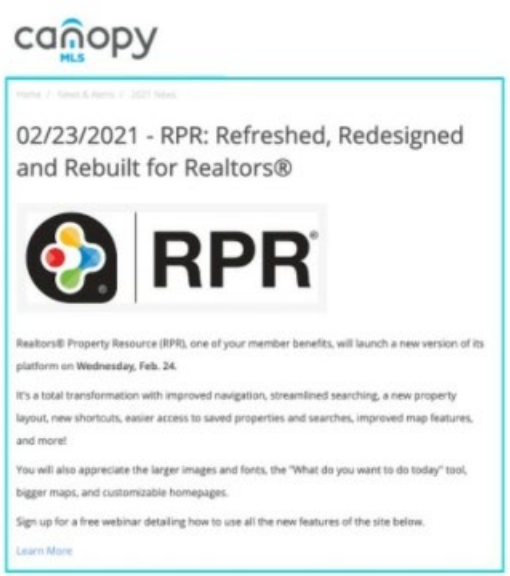
BEVERLY HILLS/GREATER LOS ANGELES ASSOCIATION OF REALTORS®
Part 1 What is the AARP Livability Index in RPR
RPR has partnered with the AARP Public Policy Institute to bring the AARP Livability Index to our residential property
details pages and reports. Scores displayed in RPR are the result of comparisons of ZIP Codes across the U.S. for
the services and amenities that make a community livable for people of all ages.

Heartland MLS
In this short video, learn how to use RPR to discover the turnover rate for a specific neighborhood. There's also a how-to printable and farming worksheet for reference.
Geographical Farm Series
Calculating Turnover


BAYEAST ASSOCIATION OF REALTORS
RESOURCES MLS EDUCATION
BACK TO ALL NEWS
❄ RPR®: Refreshed for Your Success
MLS
Posted on March 30, 2021
For REALTORS®, the redesigned RPR® site offers a more intuitive user experience, including eye-catching graphics, improved navigation, and self-guided shortcuts to help you perform tasks with ease. Log in to RPR® and click "Tour Homepage" for an overview of the significant changes.
RPR
Welcome to RPR!
Shortcuts

RE COLORADO
RPR Tips & Tools: January 2021
Create real estate reports that get attention!
RPR's Guide to Geographic Farming
How to Access RPR

GAOR
MEMBERS MLS COMMUNITY ABOUT
RPR New User Series
10 Things New Users Should Know About RPR Residential
10 Things New Users Should Know About RPR Residential
Need help or have questions? RPR will guide you along and help you learn every step of the way. The RPR Learning Menu is accessible on almost every page within RPR. They also offer Guided Shortcuts that help you through, step-by-step and click-by-click, some of our most used (and most helpful) features.
Another useful source for new members is the RPR New User Article Series. We consider these features to be the "pillars" of what RPR has to offer.
Here's an overview of what you'll find in the RPR New User Series:
Homepage
Property Search
Maps
Property Details
Property Pricing
Neighborhoods
Schools
Market Activity Report
Reports
RPR Mobile℠


canopy MLS
02/23/2021 - RPR: Refreshed, Redesigned and Rebuilt for Realtors®
RPR®
Realtors® Property Resource (RPR), one of your member benefits, will launch a new version of its platform on Wednesday, Feb. 24.
It's a total transformation with improved navigation, streamlined searching, a new property layout, new shortcuts, easier access to saved properties and searches, improved map features, and more!
You will also appreciate the larger images and fonts, the "What do you want to do today" tool, bigger maps, and customizable homepages.
Sign up for a free webinar detailing how to use all the new features of the site below.
Learn More

Time for a Poll

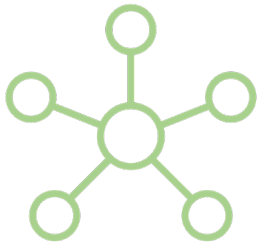
Training

Next Steps

Sign-up for
Tips & Tools

Select your
Certified Trainer

Request access
to the Dashboard



Learn more
about MLS
integrations

Contact Us

irteam@narrpr.com

RPR Platform

narrpr.com

Resources (RPR Blog)

blog.narrpr.com

Up Next

Mark your calendars for our next webinar:

Tech Successes for Virtual Meetings
Friday, January 28, 11:00 a.m. CST

NATIONAL ASSOCIATION OF REALTORS®

THANK YOU.

NARdotRealtor

nar.realtor

NATIONAL ASSOCIATION OF REALTORS®