



# RPR

## Update to the NAR Executive Committee

# RPR Leadership



**Teresa Kinney**  
Chief Executive Officer  
Miami REALTORS®/  
RPR, LLC Board  
Member



**Jeff Young**  
Chief Operating Officer/  
General Manager  
Realtors Property Resource,  
LLC



# RPR 2021 Performance and KPIs

# 2021 Milestones

21,500,000+ **+10%**

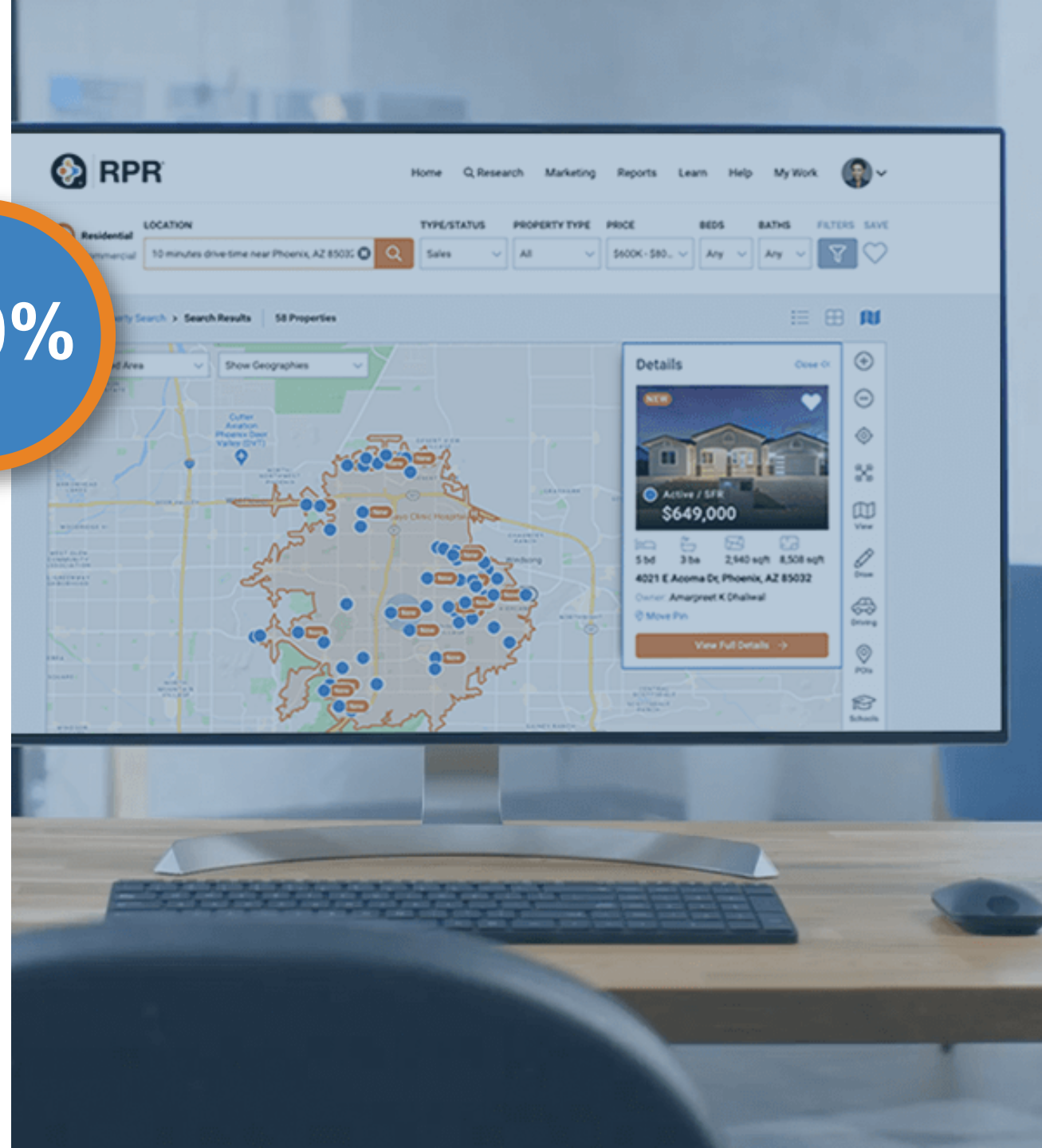
User sessions

340,000+

Record 90-day usage

1,000,000+

Record User accounts



# RPR Broker Tool Set

# 10,002

Companies Registered  
with Broker Tool Set

# 683,459

Branded Agents

**Wow your clients  
with impressive reports**

Build and customize reports that give your clients a complete and accurate picture.

Video

• • • •

**Residential**   Commercial

Enter Email  
e.g. user@gmail.com

Password  
Case Sensitive  Show

**Sign In**

[Forgot Password](#)

Keep me signed in for 2 weeks

[Create a New Account](#)

RPR | Contact Us: (877) 977-7576 or [Live Chat](#)

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# RPR View™ (The industry's largest data share program)

1.09M

REALTORS® in  
369 MLSs Share  
On-Market Listings

770,289

REALTORS® in 252  
MLSs Share-Off  
Market Listings  
(Sold or Historical)



# Commercial Value

The screenshot displays the RPR Commercial Value web application. At the top, the RPR logo is on the left, and navigation links for Home, Research, Marketing, Reports, Learn, Help, and My Work are on the right. Below the navigation is a search bar with a dropdown menu set to 'Commercial' and a location field set to 'Houston, TX'. To the right of the search bar are filters for TYPE/STATUS (Sales, Leas...), PROPERTY TYPE (Industrial), PRICE (\$10M - \$15M), BUILDING (100...), and LOT (20...). A 'FILTERS' button is also present. Below the search bar is a 'Shortcuts' section with icons for Prospect for Clients, Search using a Map, Create a Report, Investor Analysis, Opportunity Zones, Create a CMA, and Tour Homepage. The main section is titled 'My Markets' and shows a map of Houston with 122 property listings. A legend on the left lists various property statuses and their counts: For Sale (61), For Lease (18), Price Change (0), Pending (26), Closed - For Sale (17), Closed - For Lease (0), and Distressed (0). The map shows numerous blue and yellow markers representing these properties across the city.

1,000,000  
Commercial  
Listings

56,000,000+  
Off-Market  
Properties

Over  
1,000,000,000  
Data  
Points for  
Site  
Selection

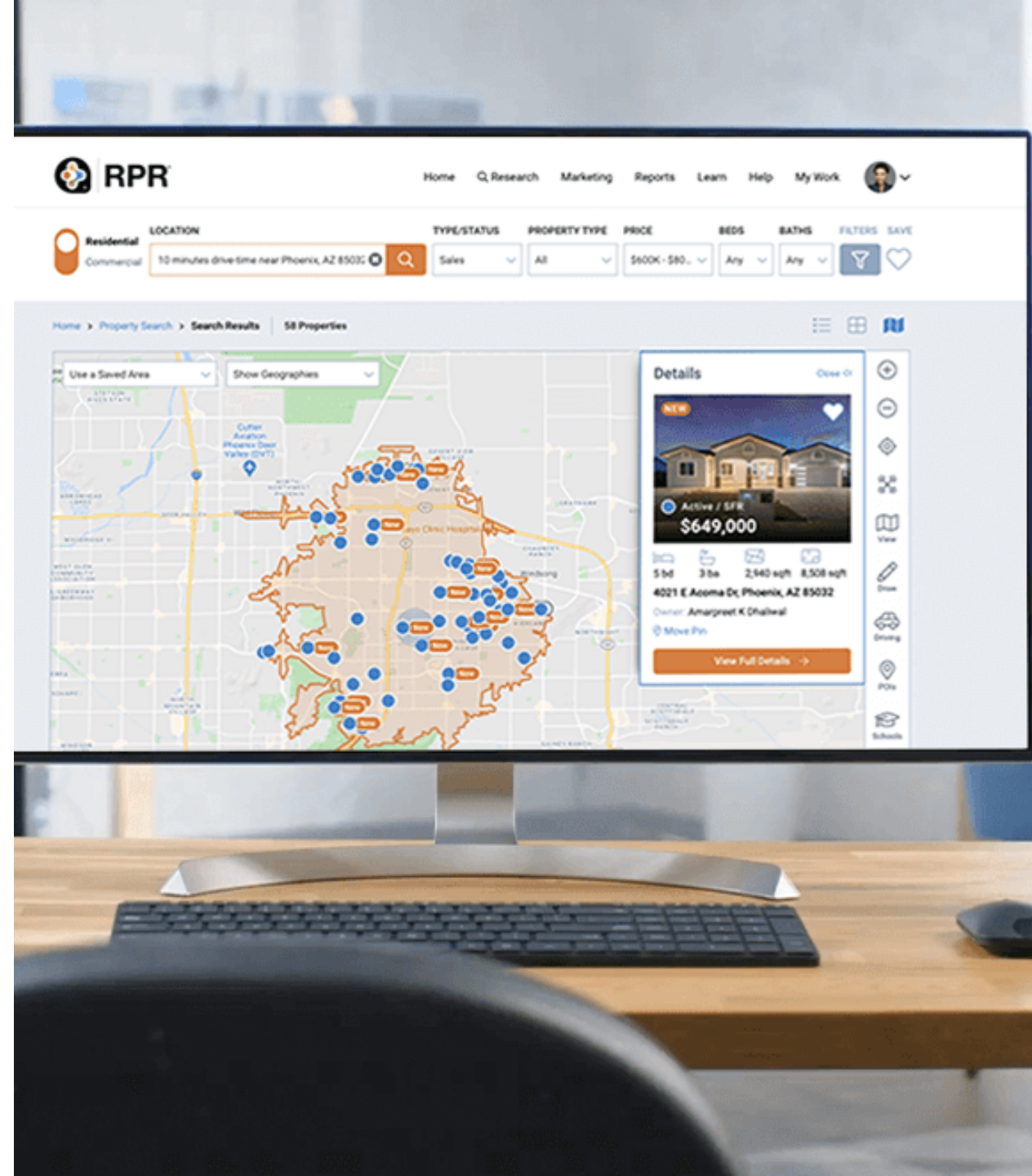


# Product Update

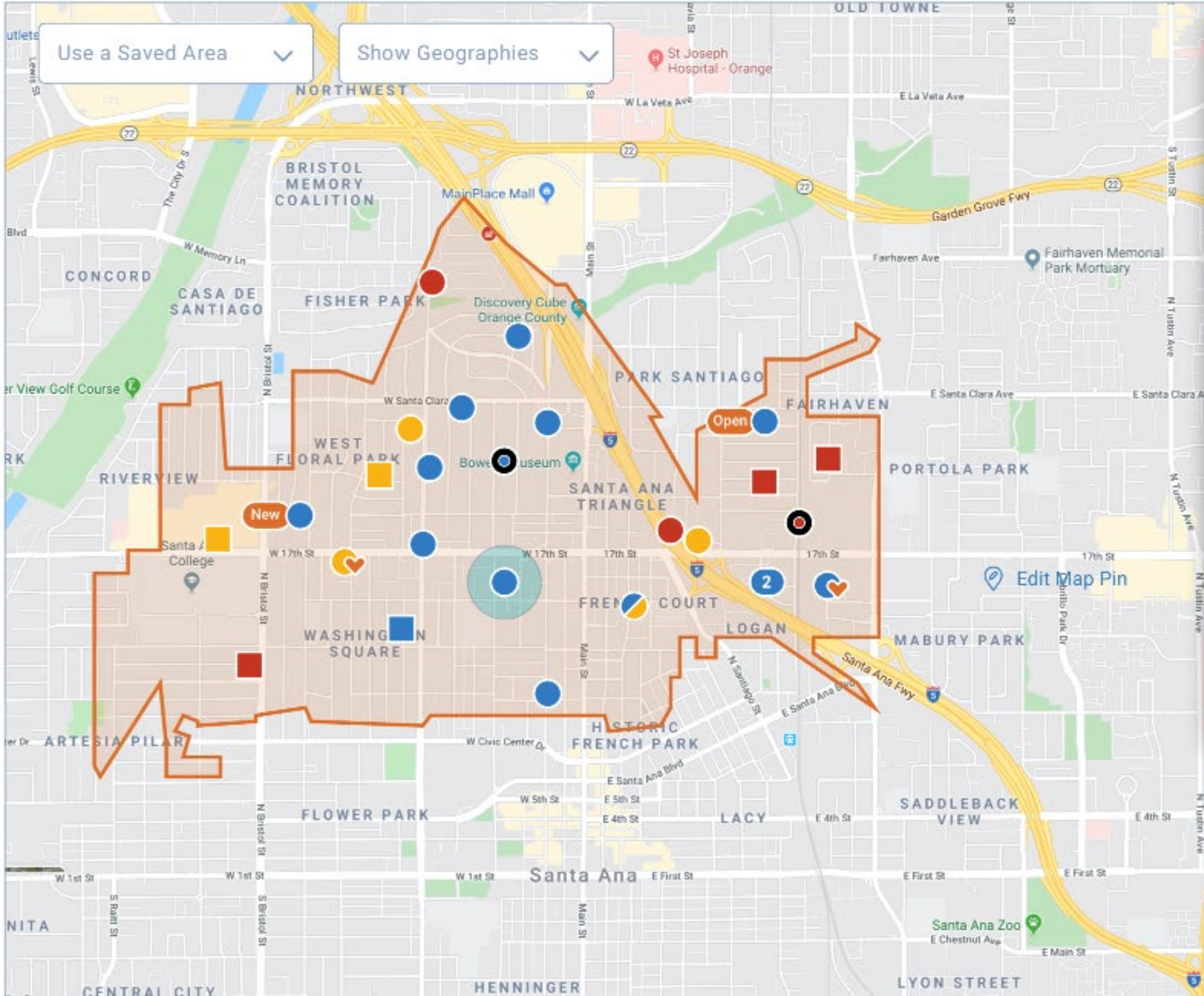


# RPR2 Refresh


- Wins
  - Smarter experiences
  - Built to last
- Challenges
  - Performance
  - Training on new User Interface







**Details** Close



**NEW**

Active / SFR

**\$450k - \$550k**

3 bd  
 2 ba  
 1,646 sqft  
 6,400 sqft

**1092 Castlegate Ln., Santa Ana, CA 92706**

Owner: Giles Jesus G and Maria M Giles Family trust

[Move Map Pin](#)

[Multiple Listings](#)

[View Full Details](#)

- 
- 
- 
- 
- 
- [View](#)
- 
- [Draw](#)
- 
- [Driving](#)
- 
- [POIs](#)
- 
- [Schools](#)
- 
- [Data Layers](#)

# Focus on Data Quality

## ● Actions

- Listing Data Tool
- Rollups

## ● Benefits

- Housing Report
- All RPR users



# Top Net Promoter Scores



**RPR**® REALTORS  
PROPERTY  
RESOURCE  
**NPS = 67**

 Apple®  
**NPS = 63**

 amazon  
**NPS = 62**

**NETFLIX**  
**NPS = 77**

✔ Simple and reliable products

✔ Fast, forward and quality services

✔ Amazing customer service

✔ Unique and innovative products/offers

✔ Exceptional customer experience

✔ High customer loyalty





**But wait, there's  
more . . .**

# Property Details

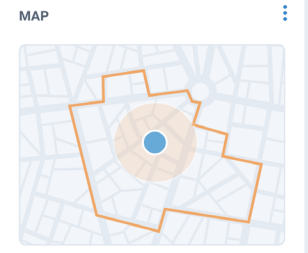
- SUMMARY
- HISTORY
- CHARTS
- REFINED VALUE
- COMPS ANALYSIS
- NEIGHBORHOOD

**1092 Castlegate Ln.** Santa Ana, CA 92706 [Change address](#) [PRINT](#) [SAVE](#) [CREATE REPORT](#)

- PHOTOS
- STREET
- OVERHEAD
- VIRTUAL TOUR
- HISTORICAL PHOTOS



45 Photos



### LISTING AGENT

Agent **Don Blake**  
 Lic. # 245748541  
 Office 949-266-4068  
 Mobile 949-783-2498  
 e-mail [dblake@sothebys.com](mailto:dblake@sothebys.com)  
 Website [www.sothebys.com](http://www.sothebys.com)

Office Name  
**Sotheby's International**  
 4010 Barranca Pkwy., Ste 120,  
 Irvine, CA, 92604  
[www.sothebys-international.com](http://www.sothebys-international.com)

Agent Remarks  
 5% of base price and lot premium minus incentives. Pre-qual with our preferred lender tied to incentive. GSP: 1401 Viejo Ridge Drive

### Property Summary

● Active/For Sale 4/4/2019

LIST PRICE	RVM®	REFINED VALUE	COMPS ANALYSIS VALUE
<b>\$399,000</b>	<b>\$396,520</b>	<b>↑ \$402,730</b>	<b>↑ \$402,730</b>
List Date: 3/23/2020 Listing ID: 7898765	RVM® Updated: 3/24/2020	<a href="#">Edit Value</a>	<a href="#">Edit Comps</a>

BASIC FACTS	MORE ON RVM®	RVM® Confidence
3 bd, 2ba, 1,346 sqft, 6,000 sqft	RVM® Estimated Range \$392,327 - \$429,000	★★★★☆
Type: Condo/Townhouse/Apt	RVM® Month Change: ↑ \$4,460	RVM® Year Change: ↑ \$4,460
Subtype: Condo	Last Sold Date: 7/24/2016	<a href="#">Show Raw Fact Records →</a>
Price by sq ft: \$141	RVM® Article: Using the RVM® in Pricing Discussions	

### Description

Dream house finally is here! Located in well known award-winning Lambert Ranch, a 24-hour security gated community! No Mello-Roos! Only 1% total property tax! stunning upgrades complement expansive layout with great room & grand space for living and entertaining. Modern kitchen opens to family room & expanded conservatory creates inviting dining space w/walls of windows & serene views of enchanting backyard. Gorgeous distressed wood floors, opulent restoration hardware details, living spaces that offer luxurious comfort. Formal dining room offers rooming space for fine dining and entertaining! downstairs bedroom with gorgeous bath is ideal for guests. Posh master suite & upgraded bath with optional retreat creates space for office, craft room, or gym. Large secondary bedrooms w/private en suite baths, huge laundry room, & generous bonus room (optional 5th bedroom) enrich your life & your home's value. Just steps to community

### ADDITIONAL INFORMATION

Lockbox Location  
on front door

Lockbox Type  
Supra

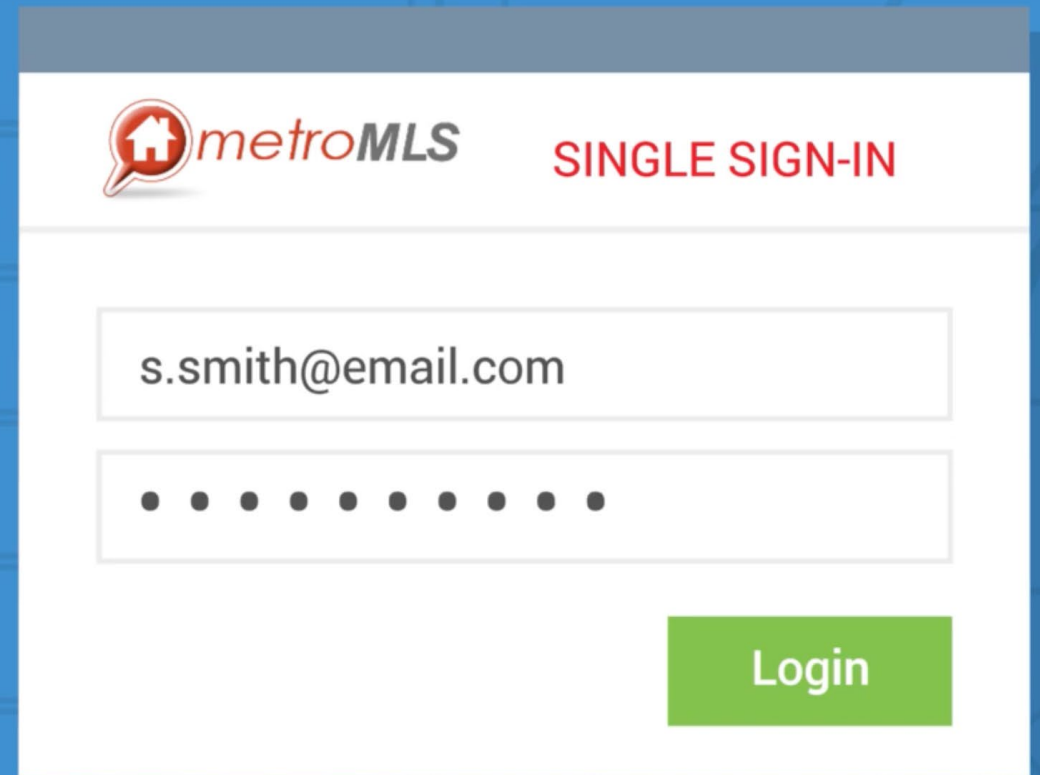
Showing Contact Type  
See Remarks

Showing Instructions  
Easy to show! Call 1800SHOWING (800-746-9464) to confirm showing appt. No showings without a confirmed appointments

### MULTIPLE LISTINGS

MLS NAME	LISTING ID	Status
California Regional MLS (Matrix)	OC19267046	● Active/For Sale

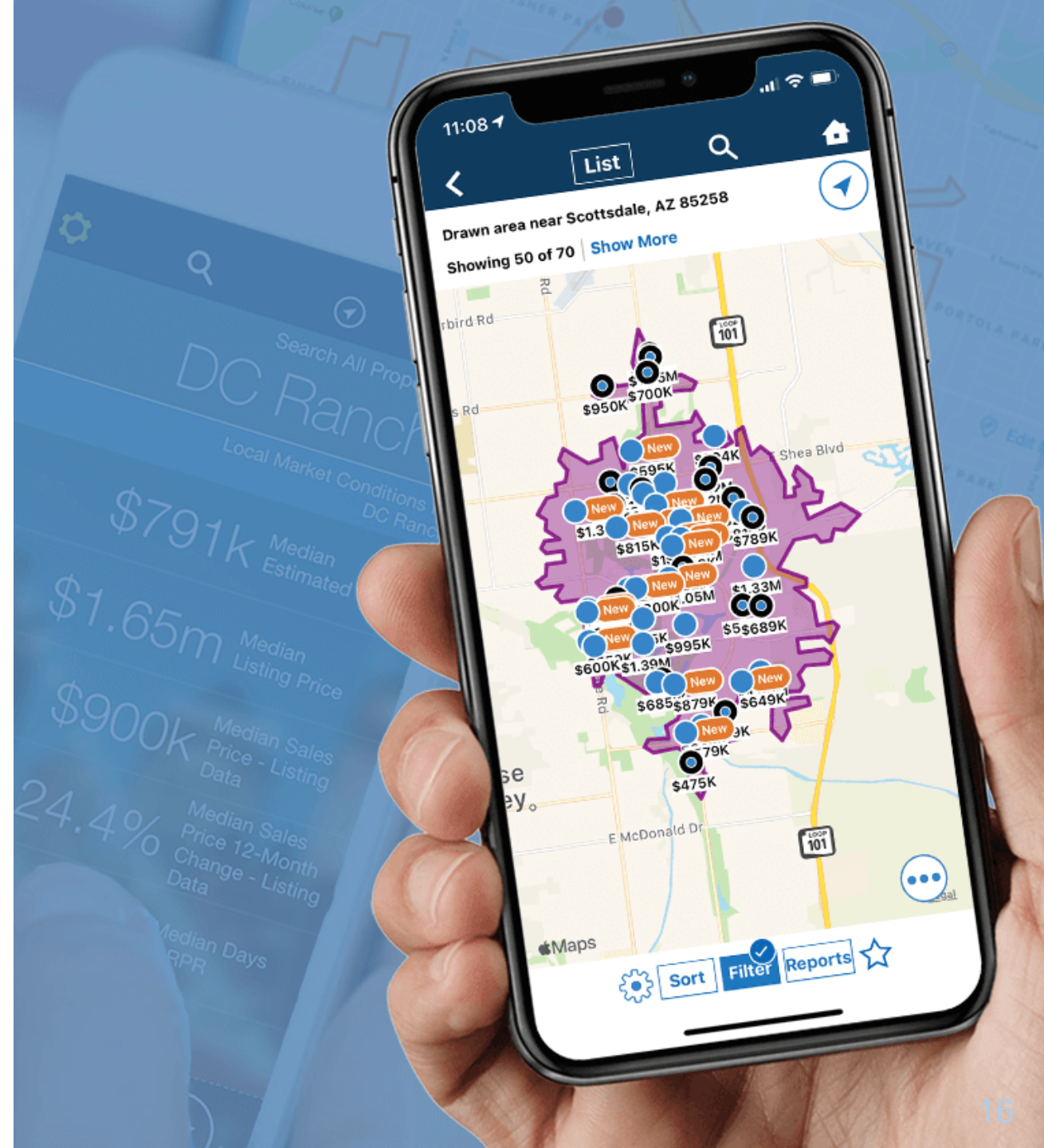
# Enhanced Single Sign-On (SSO)



The screenshot shows a login interface for metroMLS. At the top left is the metroMLS logo, which consists of a red house icon inside a speech bubble, followed by the text "metroMLS". To the right of the logo, the text "SINGLE SIGN-IN" is displayed in red. Below the header, there are two input fields. The first field contains the email address "s.smith@email.com". The second field is a password field, represented by a series of ten black dots. To the right of the password field is a green button with the text "Login" in white.



# Mobile Planning





# RPR Advocacy Tools

# Housing Report Phase 1

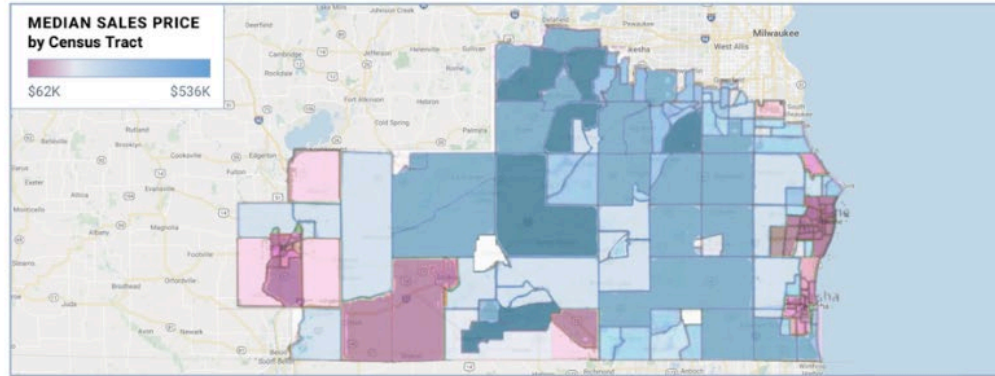
## 2020 Pilot Associations:



## Next Associations:







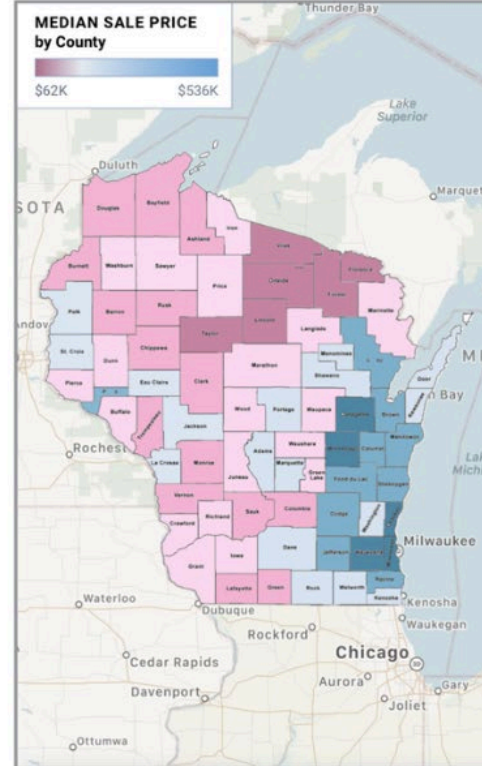
LISTINGS	SALES	MEDIAN SALES PRICE	INVENTORY
Up from previous month	Down from previous month	Up from previous month	Buyer's market
District <b>1,456</b> State <b>3,800</b>	District <b>1,032</b> State <b>5,835</b>	District <b>\$234,567</b> State <b>\$175,000</b>	District <b>7.2 months</b> State <b>6.7 months</b>
12/18   12/17   12/16 1,374   1,293   1,293	12/18   12/17   12/16 \$230K   1,274   1,193	12/18   12/17   12/16 \$230K   \$229K   \$226K	6 months = <b>Balanced market</b>
YOY change <b>2.7%</b>	YOY change <b>2.7%</b>	YOY change <b>1.5%</b>	YOY change <b>3.1%</b>

PRICE RANGE STATISTICS	Listing Price Range	Listings (Dec.)	Sales in Previous 12 Months	Months of Inventory
	Below \$125,000	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 RPW® with MLS data. RPW® is a wholly owned subsidiary of the NATIONAL ASSOCIATION OF REALTORS®. About RPW's data: Metrics in this report were calculated by using data from single family and condominium listings. RPW's metrics may show the same general trends as those published by other sources (i.e. MLS, Association or others), but because of RPW's processes and parcel-centric approach, some variation may occur.

PRESENTED BY:  
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FOR MORE INFO:  
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Wisconsin Realtors® Association  
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LISTINGS	SALES
Up from previous month	Down from previous month
State <b>18,571</b>	State <b>9,234</b>
12/18   12/17   12/16 13,456   11,966   9,789	12/18   12/17   12/16 \$230K   1,274   1,193
YOY change <b>2.7%</b>	YOY change <b>2.7%</b>

MEDIAN SALES PRICE	INVENTORY
No change from previous month	Seller's market
State <b>\$174,000</b>	State <b>4.9 months</b>
12/18   12/17   12/16 \$180K   \$169K   \$173K	6 months = <b>Balanced market</b>
YOY change <b>+0.9%</b>	YOY change <b>4.2%</b>

PRICE RANGE STATISTICS	Listing Price Range	Listings (Dec.)	Sales in Previous 12 Months	Months of Inventory
	Below \$125,000	123	1,599	2.5
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# Housing Report Phase 2

- Expanded Geographies in 2022
  - State Legislative/Assembly Districts
  - State Senate Districts
  - Counties
- Target Release: Q1 2022
- Expanding to include Local Associations

REPORT SETUP

**1** Pick your report type

Federal Housing Report  Local Housing Report

**2** Pick your geography

Arizona

State Assembly  
 State Senate  
 County

July 2021

**4** Which map do you want?

Listings  Sales  Median Sales Price

**5** Who are you emailing it to?

Me [marks@narrpr.com] [Edit my profile](#)

Others

Separate emails with a comma

**6** Include presented by info?

Me  Someone else

Name

Title



RPR - \$10.12 per member\*  
That's about 84¢ a month

*\*based on NAR's 2022 total gross operating budget*



Thank you