



RPR®

REALTORS
PROPERTY
RESOURCE

TECHNOLOGY • ANALYTICS • INNOVATION

RPR Update

May 2015



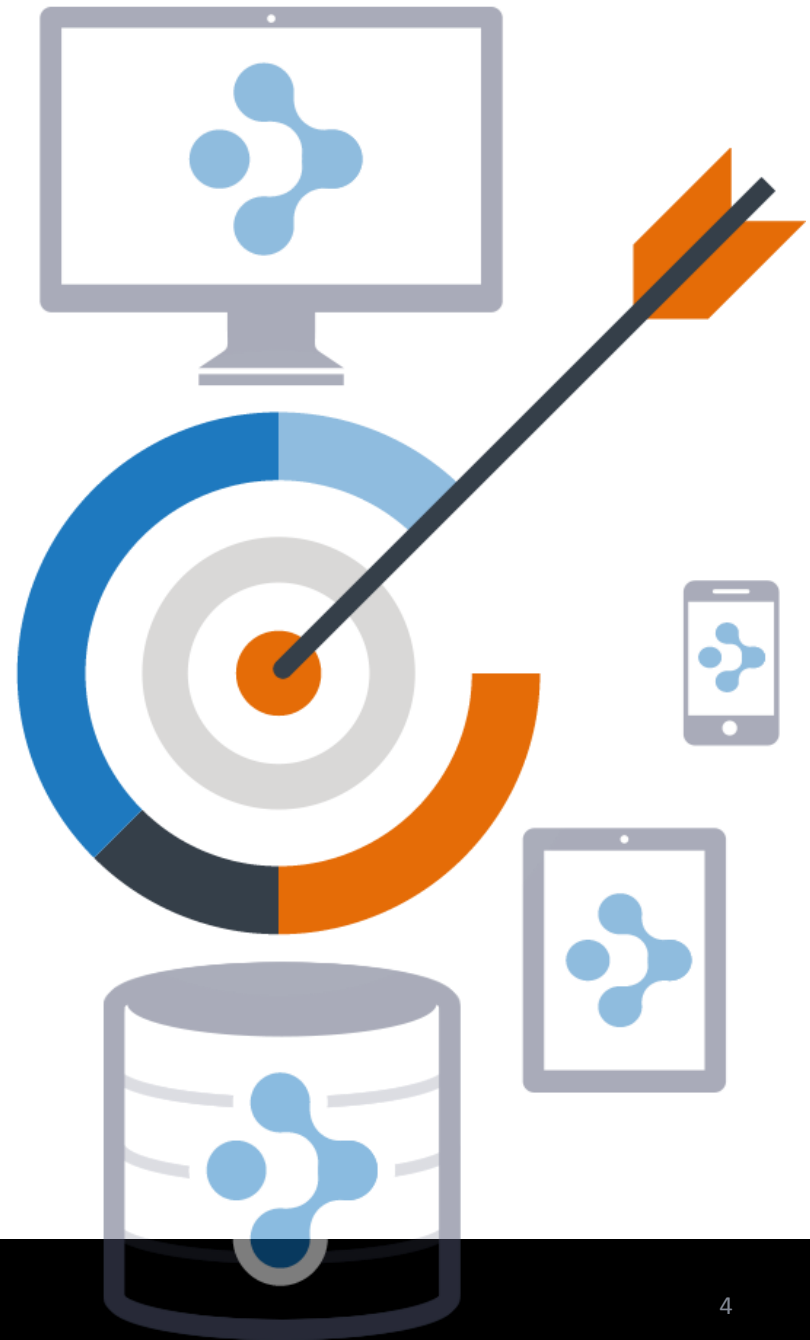
MyRPR Video

Greater Northwest Indiana
Association of REALTORS®



RPR Mission

- Property Database
- Technology and Analytics
- Reinforce the REALTOR[®] brand
- Legislative Resources



The RPR Platform

166

Million
Parcels



392

Million
Photos



130

Million
Tax Records



162

Million
Deeds



132

Million
Mortgages



17

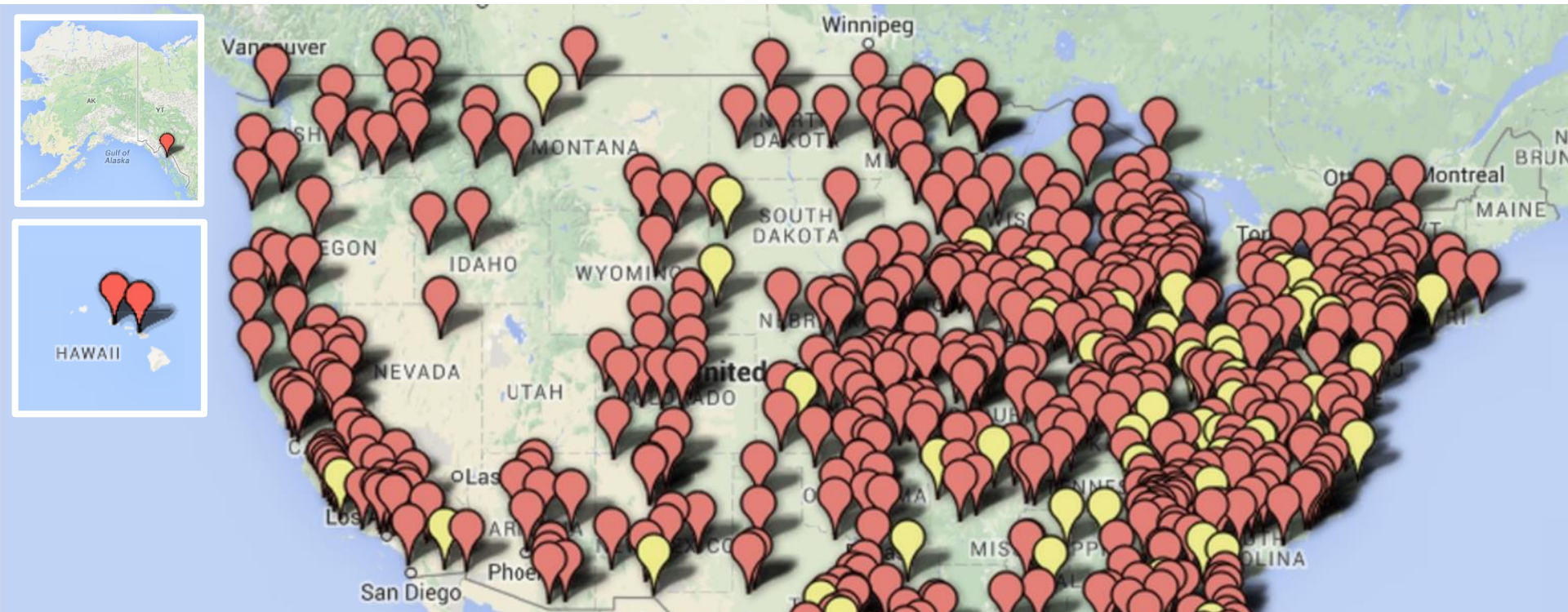
Million
Default
Records



8.2

Billion
Valuations

RPR Market Partners



634

Licensed
Partners with
Integrated MLS

881,841

REALTORS® represented

RPR Tier 1 Market Partners - 2015



1,128
REALTORS®



6,160
REALTORS®



1,113
REALTORS®



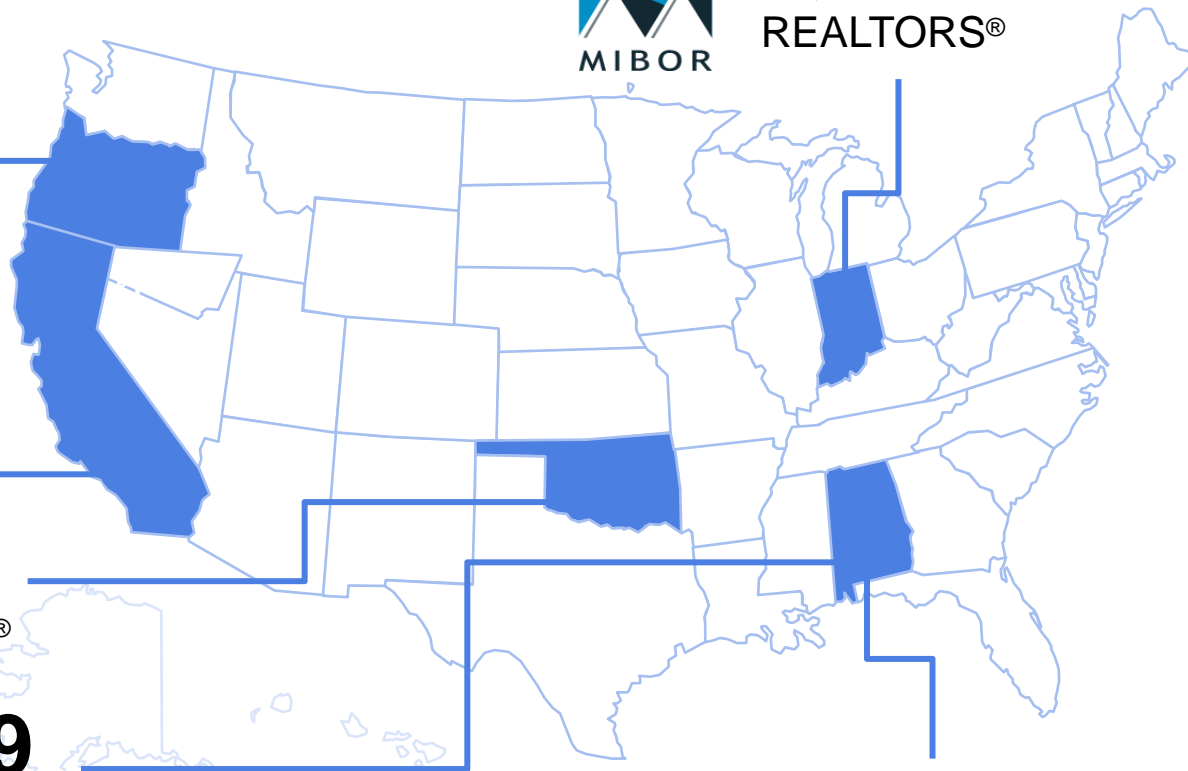
3,294
REALTORS®



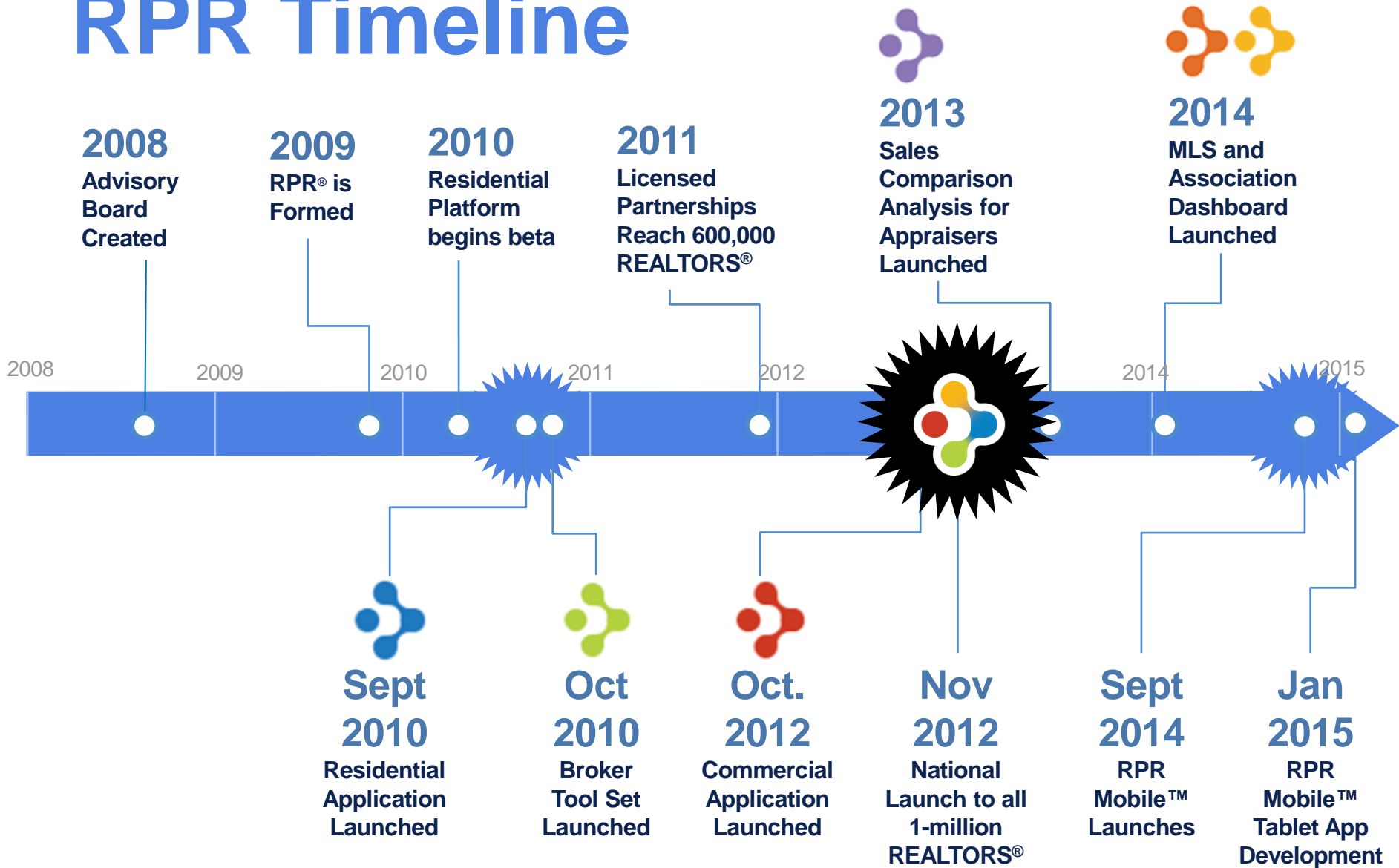
2,269
REALTORS®



1,056
REALTORS®



RPR Timeline



RPR v1.39 (4/21/15)

RPR's 40th major release

- Enhanced navigation on both the RPR Residential and Commercial platforms
- Expanded public records fields
- Updated Consumer Tapestry data from ESRI

RPR Mobile™

- Walkability scores added and the One Page Property Flyer

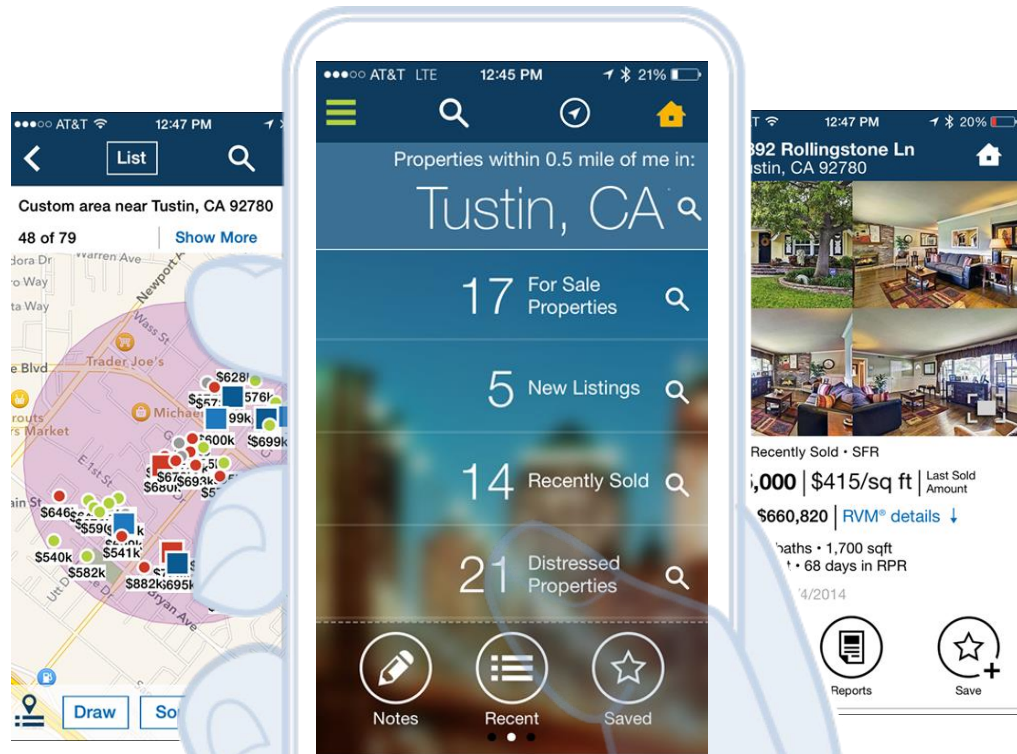
The screenshot displays the RPR website interface for a search in Scottsdale, AZ 85254. The top navigation bar includes the RPR logo and links for Home, Results, Details, and Reports. Below the search bar, filters for Price Range, Beds, and Baths are visible. The main content area shows search results for 424 properties, with a list view selected. The first property listed is 6113 E Sunnyside Dr, Scottsdale, AZ 85254, priced at \$2,850,000. The second property is 11846 N 61st Pl, Scottsdale, AZ 85254, priced at \$2,750,000. The third property is 15802 N 71st St, Unit 651, Scottsdale, AZ 85254, priced at \$2,600,000. The fourth property is 6014 E Jenan Dr, Scottsdale, AZ 85254, priced at \$2,100,000. The interface also includes a map view, a legend, and a section for how the neighborhood compares to other areas.



RPR Mobile™

RPR Mobile™ (Launched Nov 2014)

- Access RPR's vast property information, reports and tools ... wherever you are
- Fast, convenient, and essential
- For Apple iOS and Google Android smartphones



RPR for Tablets

- Access RPR via Apple iOS or Android tablet platforms
- New drawing tools for custom searches
- Coming Q215





RPR Dashboard

RPR Dashboard

- Tools for MLS, Local and State Association Users
- RPR Business Intelligence is the anchor feature
- Communications, training, and promotional content for our partners
- Administrative portal to data content and usage reporting
- Tools for addressing NAR Core Standards





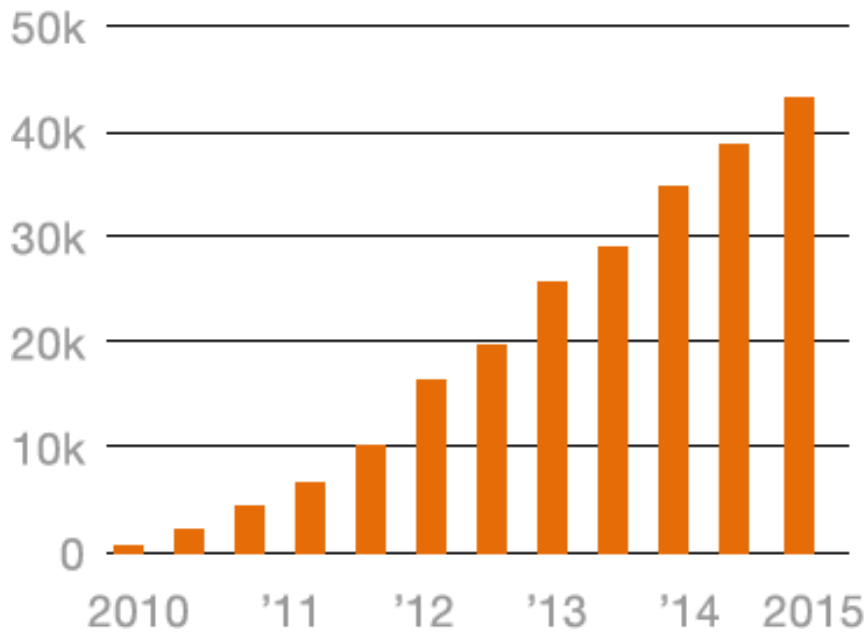
Training and Programs

RPR Training: Webinars & Live Classes

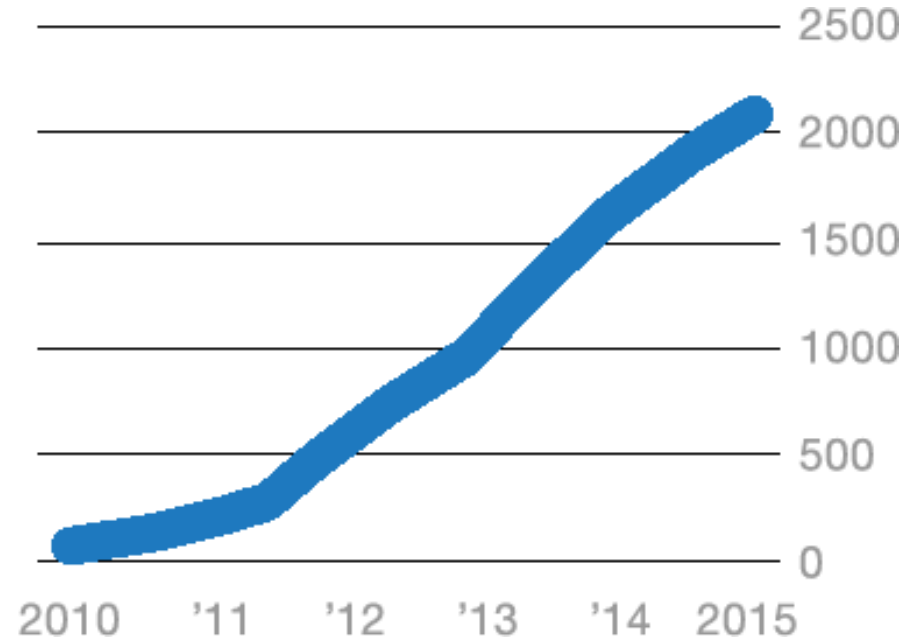
- RPR Basics
- RPR Advanced
- Top 10 Features
- RPR Basics and Advanced for Brokers and Managers
- RPR Commercial
- RPR Train the Trainer
- RPR Sales Comparison Analysis Tools
- New Topical Classes Offered Each Quarter
 - How to Increase your Listing Inventory
 - Using RPR Invertor Tools
 - RPR for Relocating Clients
 - RPR Mobile™

RPR Contract Training (5/1/15)

Students (Cumulative)



Classes (Cumulative)



42,472

Total Students

2,124

Total Classes



Partner Integrations

RPR Partner Integrations

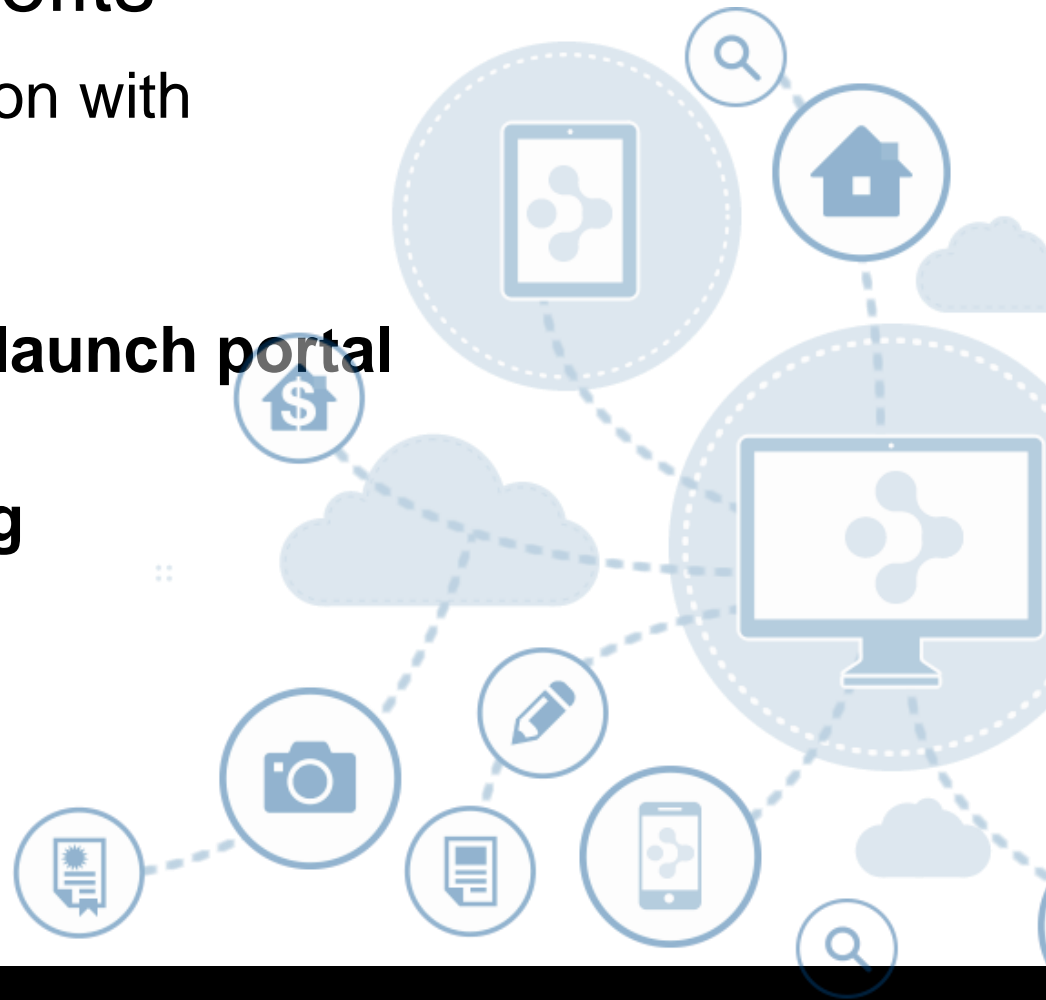
- Deep-Linking / MLS Integration
 - 380,000 REALTORS®
 - 160 Markets
- Single Sign-on (SSO)
 - 390,000 REALTORS®
 - 145 Markets

The screenshot displays the NorthstarMLS Matrix interface. The top navigation bar includes 'Home', 'Search', 'My Home', 'Recent', 'Home', 'Recent Year', 'Status', 'Add/Edit', 'Home Base', and 'Help'. The main content area shows a property listing for '13873 Hardy Lake Rd SW, Pillager, MN 56473' with a list price of \$269,900 and an original list price of \$334,900. The listing is for a single-family home with 4 bedrooms and 3 bathrooms. The interface includes a search bar, navigation tabs, and a detailed property information section. An orange circle highlights the 'RPR' logo in the top left corner of the listing page. An orange arrow points from the 'RPR' logo to the 'RPR' logo in the top right corner of the listing page.

RPR Partner Integrations

MLS – Member Benefits

- Seamless MLS integration with Deep Links and SSO
- **Keeps the MLS as the launch portal**
- **Includes MLS Branding**



RPR View™ “Datashare”

Simple Data Sharing Platform

- 317 MLSs share Active listings, representing 536,168 REALTORS®
- 286 share Sold / Historical listings, representing 369,426 REALTORS®
- **191 MLSs share Actives with all REALTORS**
- **21 Share Sold/Historical Data with all REALTORS**



RPR View™ Benefit to the MLS

- **No agreements necessary with RPR**
- **MLS decides who to share with**
- **MLS decides which statuses to share**
- **No set up**
- **No fees**
- **Included as an NAR Member Benefit**
- **Easy Implementation**



2015

Leveraging the RPR Platform

RPR Integration with zipForm

- Partnership announced at AEI on March 15, 2015
- zipForm Embedded will be integrated directly with RPR Web and Mobile via Single Sign On (SSO)
- zipForm users will be able to generate RPR Reports directly from their forms library
- High-value combination of two member benefit products with national scale



RPR Integration with SentiLock

- **Leverage SentiLock door open data in RPR data analytics**
- **Increase the value of a SentiLock door open**
 - Auto-generation of an RPR report
 - Incorporate competitive analysis based on door open
 - visit data for the subject property to indicate the competitiveness of the listing
- **Integrate elements of the SentiLock and RPR Mobile™ apps**



RPR Industry Positioning

