What is the RPR

The Realtors Property Resource is a database of property information. You can find over 166,000,000 properties from the entire country. We've collected a vast amount of public records information and partnered with your MLS to provide comprehensive data for your area.

There is no public access to the RPR. The consumer must go through a REALTOR to see the information and reports. You are the source of this data to the public.

Create Your RPR Account

If you have not yet created your account, go to **narrpr.com**. Click on Create A New Account. This will walk you through the steps to create your account. You'll need your last name and NRDS number to proceed.

Once you have your account created, make sure you update your profile. Add your photo. The file should be between 30kb and 2mg. The minimum file dimensions are 100px by 100px. And we can take a photo file that is a jpg, jpeg, gif or png.

Consumers, AVMs and Fuzzy Pricing

CLICK HERE to download the NAR Sales Price - List Price - Weeks on the Market Chart

Although each company that offers AVMs uses the same public records information, each one has their own proprietary formula for calculating their value estimate.

AVM websites know their accuracy rates are low. For example, Zillow rates their accuracy on a one-to-four star scale and whether or not they have enough information to create a Zestimate. Both Trulia and Zillow measure accuracy as a percentage of sales within 5, 10 or 20% of transaction prices.

The models assume that the property is in average condition; there is no adjustment upward for improvements or downward for needed repairs. AVM models calculate value —not sales price. This is an important distinction.

When a home is not priced accurately, there can be consequences that are disappointing to the seller and the REALTOR®. The home sits on the market longer. The home requires price cuts, sometimes more than one, to bring it in line with the buyer's expectations.   And the end result is sales proceeds that are lower than the seller originally anticipated

Encourage sellers to avoid using online AVMs to predict price and see the AVM as a generalized estimate of market value. Check the Days on Market and price cuts for comparable properties. Longer market times and repeated price cuts are indicators of what consumers are willing to pay in a particular part of the market.

In 2012, RPR became a dues-funded benefit for all REALTORS®. The RVM, Realtors Valuation Model, was developed specifically for use by REALTORS® in order to identify, visualize and convey accurate, up-to- date market information and trends

The RVM overcomes the critical data issues of AVMs: Timeliness and availability: The pricing information produced by   RPR uses real-time MLS data and by using RPR's tool sets, REALTORS® can refine an RVM   value to reflect the property's actual condition and select the comparables that produce a valid comparison.

Researching A Property For A Seller

Near the top of the homepage is where you can begin your property search. First click the button for All Properties or the For Sale button. To the right of the orange Search button is a link for the Advanced Search. Click this to expand your search criteria. Then enter the address, city, zip code or MLS ID to begin your search.   Search results will be delivered in a List View or a Map View.

Property Details

When you bring up a specific property, the first tab is the Summary Tab. Here you'll see the list price (if it's for sale) and the RVM/AVM value. To the left of the map is a light blue box with a link Property Analysis For Investors. Click on this link to open the eReal Investor Tool. You can watch a short video about this tool and then proceed to the tool itself.

First, talk with your buyer. Are they purchasing the property to rent it out, resell it or to live in it? Next, how long do they plan to hold the property?

Now you can put together some different scenarios with your buyer. You can re-name the scenarios and you can have one, two or three versions. You can uncheck the ones you don't need in the Show Scenario box. For each scenario you'll see an Add/Remove Variables button. This allows you to customize the options for your buyer.

Finally, talk with your buyer and go through each option. Once you've completed the worksheet, click on the green View Spreadsheet button. This will take all of your information and drop it into a spreadsheet. Now you can review the information. If everything looks good, now click on the gray Copy to Excel button. This allows you to paste all of this information into an Excel spreadsheet. From here you can print it or email the file to your buyer.

Maps

Back on the top right of the summary tab, you'll see a small map. You can click on the blue button for a Bigger Map. The subject property is the orange house in the center of the map. You'll see the other homes in the neighborhood and a value (RVM/AVM) for each. To the lower right of the map is a dropdown for the Heatmaps. You'll see a list of the various data sets that you can overlay on the map. Check these out. You'll find them to be very useful.

Summary Tab

Continuing down the page, you'll see Historical Records. Click the blue Compare button to see previous listing records for the property. To the left are the photos of the property, or if it has not been listed, an arial view. Throughout the RPR, you'll find Notes boxes. This is where you can make notes of anything about the property. These notes are only for your use, they are not shared with any other Realtors.

Continuing down the page is the Home Facts. This is a side-by-side comparison of the public facts (from the county), listing facts (from the MLS) and your changes. Here you can enter your values. Again, only for your use.

You can find a list of nearby schools on the right side of the page. Just click on the school name for more information. We use Great Schools for school information. They also provide test scores and written reviews of the school. This is great information to share with your customer.

As you scroll down the page, you'll find additional property details and information.

History Tab

At the top of the page is the Sales & Financing Activity Chart. Here you'll see the last several years of history for the property. You'll see things such as assessments, sales, financing, listings and the RVM/AVM.

As you scroll down the page, you'll see prior sales records for the home, tax data, mortgage history and any distressed activity. This is great information, all in one place.

Refined Values Tab

This page contains tools that you can use to refine the RVM/AVM value. The first tool is to adjust the basic facts. By changing the bed, baths, living area and other characteristics, you'll refine the value.

The next tool is our Home Improvement Calculator. We partnered with Remodeling Magazine and they did a study on home improvements and their value over time. This tool allows you to add any improvements that may not be included in the property assessment and you can better determine the property's value.

First, add an improvement. You'll see a long list of typical improvements. When you choose one from the list, you'll see a paragraph that describes that improvement. Next, put in the date for when that improvement was added. Finally, add in the total cost for the improvement. Then, click the blue Add button. The system will calculate that improvement's value today. This return of investment is calculated to the zip code level. It's a good local number that you can use.

You can also use the home improvement calculator when you're working with a seller who is considering doing some updating to their property. Go ahead and add in the improvement, put it in for today's month and year. You can then show the homeowner whether this improvement will retain its value.

The final tool allows you to make a more subjective adjustment of value based on market and home conditions. By moving the sliders to Better or Worse, you'll refine the property's value.

Comp Analysis

Just follow the step by step process to use comparable properties to determine the value for this property. First, Confirm the Home Facts. Make sure that we have the correct beds, baths, living area square footage and any other characteristics that you know. Second, Search For Comps. Using the map and the criteria to the left of the map, search for similar properties that you can use as comps. Third, Make Adjustments. Rate each of the comps you have chosen. Adjust the slider-bar to mark each comp as "better" or "worse" than the subject property. Each adjustment will change the value of the subject property. You can also re-order the comps if you choose. Fourth, Review Comp Analysis. You may now modify the value that you would like to present to your customer. In addition to, or as an alternative to a specific value, you can choose to present a price-range. Be sure to SAVE your work.

Sales Comparison Analysis

From the Summary Tab on your subject property, click on the Comp Analysis Tab. Then choose the Sales Comparison Analysis option. This provides you granular detail in determining the value for this property.

First, Confirm the Home Facts. Make sure that we have the correct beds, baths, living area square footage and any other characteristics that you know. Second, Search For Comps. Using the map and the criteria to the left of the map, search for similar properties that you can use as comps. The Sales Comparison Analysis option allows you to do a proximity search as well as using the mapping tools to find comparable properties. Third, Make Adjustments. The Sales Comparison Analysis option gives you a number of features that the Comparative Analysis tools does not. First, you'll notice that you can now provide a total number for certain property characteristics as well as designating the value for above grade features. You can also assign a cash value or a negative cash value for these items. If you don't see the property characteristics that you need, there's an option to add an additional row. You can use this as often a necessary. At the very bottom, you can adjust the weighting value given each comparable property. Just select the "Edit" link next to the comparison value. You can use Weight Equally so that each comp is given the same weight. You can use Auto Weight to give more weight to those properties that received less adjustment from you. Or you can manually enter a weight value for each comp. Just be sure your total percentage adds up to 100%. Fourth, Review Sales Comparison Analysis. You may now modify the value that you would like to present to your customer. Be sure to SAVE your work. Fifth, Get A Valuation Workbook. You can now put together a detailed report for your customer. A unique feature of this report is that the more details tool allows you to restrict the report area based on distance from the subject property. This can be used to limit the market comparison properties to just the area that you designate.

Reports

You can now put together a report for your seller (Seller's Report) or for your buyer (Property Report). Step #1 allows you change the way the address of the property is displayed on the report. Feel free to change it. Step #2. Click on More Details to select or de-select sections that you would like included or excluded from the report. Step #3 gives you the option of personalizing the report. You can enter the name of your customer and even type them a message. Step #4 is the delivery method. You can generate a PDF of the report. The report will be in the left column for 30 days. After that it will drop off the system. You can download the report to your computer or you can update the report to get fresh data and reset the 30 day timer. Or you can email the report to your customer. It will come from your email address.

Neighborhood Report

The Neighborhood Report gives you a nice overview of a particular area. Let's start on the homepage. First, select Neighborhoods above the search bar. Next, you'll need to enter the area for which you'd like to create a Neighborhood Report. This area can be a zip code, city or county. After you've done your search and the results

are displayed, click on the Reports tab at the top right of the page. You're now ready to generate the Neighborhood Report. This is a great report to have with you at an open house. Just print one copy. If people are interested in getting a copy, have them jot down their email address. Now you have some leads to follow up on.

Market Activity Reports

Market Activity Reports allow you to show what's happening in the real estate market for a given area. Let's start on the homepage. First, select Market Activity above the search bar. Next, you'll need to enter the area for which you'd like to create a Market Activity Report. This area can be a zip code, city, county or saved search area. After you've done your search and the results are displayed, click on the Reports tab at the top right of the page. Next, click on the More Details next to the Market Activity Report to select the time frame you would like to use, the property types you'd like to include and the maximum numbers of each property status. The Market Activity Report is great to have at an open house, when you're working with investors or as a way to reach out to your farm group.

RPR Commercial

Whether you do commercial real estate or not, you have access to RPR Commercial. You'll find a link at the very top of the page. Just click on it to go to the commercial site. Here you'll be able to search for properties, do a business analysis and review thematic (heat) maps.

On the in-depth analysis, you can find out where the customers are for a particular business. Sit down with your customer, the business owner to review the attributes of their customers. You can enter up to five criteria. Then you'll be able to display on a map where these customers are located.

You can also determine the best retail business for a particular location. You'll see a chart that shows which types of businesses there are not enough of in the area and which ones there are too many of. This is based on people within this zip code, going outside the zip code to make certain purchases. At the bottom of the chart, you'll be able to View the Trade Area Details. This gives you detailed demographic information and a breakdown of the consumer segments. From here you can generate a Trade Area Report. This is a great report to have at an open house or if you're working with a buyer who is considering several areas for their new home purchase.

Go Mobile

We have a mobile RPR app. We have a powerful app for your iPhone or Android smart phone and your iPad or Android tablet. You can find out more at **m.narrpr.com**.

Broker Tool Sets

The RPR has special tools for brokers. There is no cost for this, but you do need to register for us to turn on the tools for your firm. Broker tools include:

>   Branding of the RPR website with your company logo

>   Branding of the RPR reports with your company logo

>   Promotion of affiliated services to your agents

>   Special reports and data tools for brokers

You can sign up for the broker tools. **CLICK HERE**.

Training Opportunities

A variety of training is available on our blog site. Just go to **blog.narrpr.com**. Click on the Training button at the top of the page. From here you can search our calendar for live training classes in your area. We also offer a regular schedule of web trainings. Sign up for any classes that interest you. And, you can view a library of training videos. You can watch these at your convenience.

My RPR

We have a website that features short videos of agents from around the country that are using the RPR. They share their successes and also pass along tips that have worked for them. Check it out at **MyRPR.com**.