

Crossing Over to RPR Commercial

Understanding the tools and data within RPR Commercial and how to use them in order to serve commercial clients.

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To create an account, go to www.narrpr.com and click create a new account, then enter the below information

- NRDS #
- Agent ID for all MLS/CIE's you belong to
- Headshot, Company Logo etc. to have

Next download the RPR App by going to the App store on your iPhone or to Google Play on your Android. To use the app in commercial mode simply go to the user settings and toggle from Residential to Commercial.

RPR Resources

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This course is an overview of the entire RPR Commercial system, where we will go through each tool individually and then look at a few real life scenarios that will link these tools together.

Introduction to RPR Commercial

- General Overview
- Recent Enhancements and Future Projects
- Data Sources used on the platform

Core Function #1: Search – Focus on finding property in the system, both on market and public record data, along with analyzing an area’s economic, demographic and consumer details.

- Property Details
- Trade Area Info & ESRI Tapestry Data
- A deeper look at Esri and their methodology
- Generating Property detail and trade area reports

Core Function #2: In Depth Analysis/Site Selection Tools

- Where are the right customers for a business?
- What’s the best location for a retail business?
- What’s the best retail business for a location?
- Generating reports for all three

Core Function #3: Thematic Map Search – Focus on mapping functions throughout RPR, but teaching attendees how to layer data on top of a map in order to better understand their clients best fit.

- Heat Map Layers
- Points of Interest (POI)
- Traffic Counts

Case Scenarios

Small Residential Investment – Focus on use case of assisting an investor client who is wanting to identify the best area for them to purchase a small residential income product and how to analyze the cash flows, IRR, Cap Rates and more.

- Look at trend of 20-30’s renting longer combined with College education creating more debt that is also leading to longer renting environment. Use these attributes to find our property and then go into the Valuate investment analysis tool to provide clients with a complete analysis of the investment.

Quirky Uses for RPR Commercial – Looking at how to use RPR Commercial to help with unique situations that agents come across.

- A client is moving to town and wants you to find them a commercial property and then a nearby home.
- Using RPR mobile during a property walkthrough

Concept Descriptions:

Tapestry Segmentation: The latest generation of Tapestry Segmentation, a market segmentation system designed to identify consumer markets in the United States, incorporates the effects of growth and decline in the last decade on established consumer markets plus the emergence of new markets populated by the Millennials and immigrants. Reflecting the increasing diversity among American consumers, Tapestry includes 67 distinct market segments and 14 summary groups.

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Data sources include Census 2010; the American Community Survey; Esri's demographic updates; Experian's ConsumerView database; and consumer surveys, such as the Survey of the American Consumer from GfK MRI, to capture the subtlety and vibrancy of the US marketplace.

Capitalization Rate (Cap Rate) - The rate of return on a real estate investment property based on the cash flows that the property is expected to generate. The capitalization rate is used to estimate the investor's potential return on his or her investment. To calculate take the Net Operating Income and divide it by the market value.

Net Operating Income (NOI) - Equals all revenue from the property minus all reasonably necessary operating expenses.

Internal Rate of Return (IRR) - The projected rate of growth an investment can potentially generate taking into account the time value of money using discounted cash flow analysis. The IRR calculation is a key aid for investors in evaluating investment opportunities because it helps to equate funds flow over different periods to their net present value.

Year 1 Effective Gross Revenue – In Valuate this is the total rent, plus any other recurring revenues such as laundry if any, minus vacancy loss if any.

Year 1 Operating Expenses and Reserves – In Valuate this is the sum of all year 1 property operating expenses and reserves. This including things like real estate taxes, management fees, maintenance expenses, capital reserves etc. But doesn't include loan payments that is singled out as a debt line item.

Annual Growth Rate – In Valuate this is the growth rate that applies to your year 1 revenue and expenses which will grow these cash low items over the hold period.