

# Printable: Pricing a Property

## What is the RVM®?

The RVM® stands for Realtor Valuation Model®. The analytic is a great starting point for pricing discussions with clients. RPR's RVM® incorporates listing and sales data into the equation.

- 1 From the Residential Property Details Property Information page, locate the RVM®.
- 2 View the RVM® Confidence Score.
- 3 A 5 indicates that different automated valuation models yield similar estimates for this property.

Open Active / For Sale · Active: 8/11/2022 Raw Facts →

LIST PRICE **\$919,000** 1 RVM® **\$945,000** REFINED VALUE 1 CMA VALUE 1

Change the RVM® estimate for this property. No Comp Analysis value available.

[View Details](#) [Refine Value](#) [Create CMA](#)

Active Date: 8/11/2022 Listing ID: 6448984 RVM® Updated: 9/13/2022

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BASIC FACTS MORE ON RVM®

3 bd 2 ba 2,047 sqft 7,033 sqft

RVM® Est. Range **\$917K - \$973K** 2 RVM® Confidence 2 ★★★★★

Type: Single Family Owner: Eiss Carmela RVM® Month Change: ↓\$3,170 RVM® Year Change: ↑29.71%

Price by sq ft: \$449 Last Sold Price: \$205,000 on 6/29/2000 RVM® Article: [Using the RVM® in Pricing Discussions →](#)

Days in RPR: 46 days

Home > Property Search > Search Results > 7102 N Via De La Sendero ← PREVIOUS NEXT →

7102 N Via De La Sendero, Scottsdale, AZ 85258 Save Print CREATE REPORT

Refined Value 3

Property Information Market Trends **Refined Value** CMA Neighborhood My Updates

Refine Value by adjusting Basic Facts 8 **Refined Value** 9

About this data

Name	Public Facts	Listing Facts	Your Changes
Property Type	Single Family	Single Family	<input type="text"/>
Bedrooms	3	3	<input type="text"/>
Full Baths	2	2	<input type="text"/>
Partial Baths	1	-	<input type="text"/>
Living Area (sq ft)	2,047	2,047	<input type="text"/>
Lot Size	7,033 sq ft	7,033 sq ft	<input type="text"/>
Year Built	1979	1979	<input type="text"/>

Original Estimate: \$945,000  
Refined Changes: +\$16,302  
Refined Estimate: **\$961,302**

[Return to Property](#) [Reset](#)

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Refine Value by Home Improvements 5 **Refine Value** 6

About this data

Home Improvement Category	Date Completed	Total Cost
Bath Remodel (Midrange)	Jun, 2017	\$10,000

Value change from needed improvements: **-\$10,000**

[Add Improvement](#) [Reset](#)

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Refine Value by Market and Home Conditions 7 **Refine Value** 7

About this data

Local Market Conditions: Slow — Average — Hot

Home Exterior Condition (relative to comparable properties): Inferior — Equal — Superior

Home Interior Condition (relative to comparable properties): Inferior — Equal — Superior

Lot Size (relative to comparable properties): Inferior — Equal — Superior

View (relative to comparable properties): Inferior — Equal — Superior

Privacy (relative to comparable properties): Inferior — Equal — Superior

Value change from market and home conditions: **+\$3,436**

[Reset](#)

## How do I refine the value of a property?

- 3 From the Residential Property Details page, select the tab marked *Refined Value*.
- 4 Confirm and adjust the property's basic facts. Select *Apply*.
- 5 Add any home improvements completed, including date completed and total cost. Select *Add Improvement*.
- 6 Add any needed home improvements including estimated total cost. Select *Add Improvement*.
- 7 Adjust sliders based on local market conditions and how the subject property stacks up against comparable properties.
- 8 View adjustments on the upper right column.
- 9 Make a mistake? Select *Reset*.

# Printable: Pricing a Property

Property CMA 1

Property Information   Market Trends   Refined Value   **CMA**   Neighborhood   My Updates

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**Property Summary**

Open Active / For Sale   Days in RPR   Date   Amount   \$/sq ft   Living Area   Lot Size   Beds   Baths   Built

7102 N Via De La Sendero   46 days   8/11/2022   \$919,000   \$443   2,075 sq ft   7,033 sq ft   3   2   1979

Scottsdale, AZ 85258   [List Date](#)   [List Price](#)

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Select Analysis 2

**Comparative Analysis:** build an estimate based on comps } [What's the difference?](#)

**Sales Comparison Analysis:** a more detailed evaluation

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1 **Confirm Home Facts**   Home Facts: 3  Confirmed | Edit

Modify the facts about this property, like square footage and bedrooms. We will use these facts when you search for comps.

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2 **Search for Comps**   Average of Comps: 4 **\$1,064,475** Edit

Using our custom search tools, select the right comps for this home. The calculated price and range are based on price per square foot. You can customize your reports to include this information or not.

Range: \$376K - \$1.5M (or \$513 per sq ft)

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3 **Make Adjustments**   Adjustments: 5 **-\$2,507** Edit

Rate your comps in relation to your subject property.

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4 **Review Comp Analysis**   Result of Comp Analysis: 6 **\$1,061,968** Edit

If you want to round the number or change the value based on your local expertise, click edit and enter a Recommended Price and Price Range for this property. This will appear in your Seller's Report.

Range: \$376K - \$1.5M (or \$512 per sq ft)

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5 **Get a Seller's Report** 7

When you are satisfied with your analysis, preserve it or share it by generating a report.

[Create Report](#)

## How do I create a CMA?

- 1 From the *Residential Property Details* page, select the tab marked *CMA*.
- 2 Choose *Comparative Analysis* or the more advanced *Sales Comparison Analysis*.
- 3 Confirm the home's basic characteristics.
- 4 Search for comps using the search tools or add a known property.
- 5 Make adjustments to the comp selection.
- 6 Review your result. Adjust the recommended price or range if needed.
- 7 Select *Create Report*.



### PRO TIP

The *Seller's Report* can span over 80 pages. Omit any sections you don't think your client would be interested in at this time to make the report more digestible.

## How do I create a *Seller's Report*?

- Select *Create Report* from step 5 of creating your *CMA*, or the *Create Report* button found on most pages.
- 8 Choose the type of report: *Seller's Report*.
- 9 Click the plus symbol to choose the elements to include or omit in the report.
- 10 Choose the report's cover elements and whether to show or hide page numbers.
- 11 Personalize the report cover with a message, choose a delivery method, and press *Run Report*.

Home > Property Search > Search Results > 7102 N Via De La Sendero > Reports

**7102 N Via De La Sendero, Scottsdale, AZ 85258** [Change Address](#)

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**My Reports** CUSTOMIZE YOUR REPORT

Select a report

- Property Report (approx. 28 pgs) [View Sample](#) +
- 8  **Seller's Report** (approx. 81 pgs) [View Sample](#) + 9
- Property Flyer (exactly 1 pg) [View Sample](#) +
- Mini Property (approx. 12 pgs) [View Sample](#) +
- Valuation Workbook (approx. 74 pgs) [View Sample](#) +
- Market Activity (approx. 26 pgs) Available for Neighborhoods [View Sample](#) +
- Neighborhood (approx. 10 pgs) Available for Neighborhoods [View Sample](#) +
- School (approx. 10 pgs) Not available for an address [View Sample](#) +

Local and Federal Economic Area reports are located with RPR's Data Tools section.

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**Personalize Your Report** 10

Include Recipient Name

Enter name:

Hello!

I thought you would be interested in this property.

Best,  
Jessica Jones  
Realtors Property Resource

(250 characters left)

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**Delivery Method**

Display now (open or download a PDF)

Email to:

From:  CC to me

Do not send unsolicited email messages via RPR.  
Reports expire after 30 days. Please download a copy of this report if you need to retain it longer.

11 [Run Report](#)

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**YOUR PROFILE**

**NAR Member**  
**Realtors Property Resource**  
430 N. Michigan Ave.  
Chicago, IL 60611  
Home (555) 555-5555

Main [agent@agent.com](#)

[Edit Profile](#)