New to CMAs? Start With the One in Your Pocket



THE MOMENT

Picture the scene: you're wrapping up a showing. Your buyers like the house. Maybe they *really* like it. Then one of them looks at you and asks: *"So… do you think it's actually worth what they're asking?"*

If you're a new agent, that question might make your heart beat a little faster.

Pricing is one of the most important skills you'll develop as a REALTOR®. You've heard about comparative market analyses (CMAs), comps, adjustments and pricing strategies. But knowing

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Here's some good news: your first CMA doesn't have to start at your desk.

With the AI CMA in RPR Mobile™, you have a structured, approachable way to start.

We like to call it the "Driveway CMA." And here's how it can help you become more comfortable and confident in building your CMA skillset…

GETTING STARTED

First Time Through? Let RPR Show You the Way

One of the biggest advantages of the mobile AI CMA for a new agent is that you don't have to know every move before you make your first one.

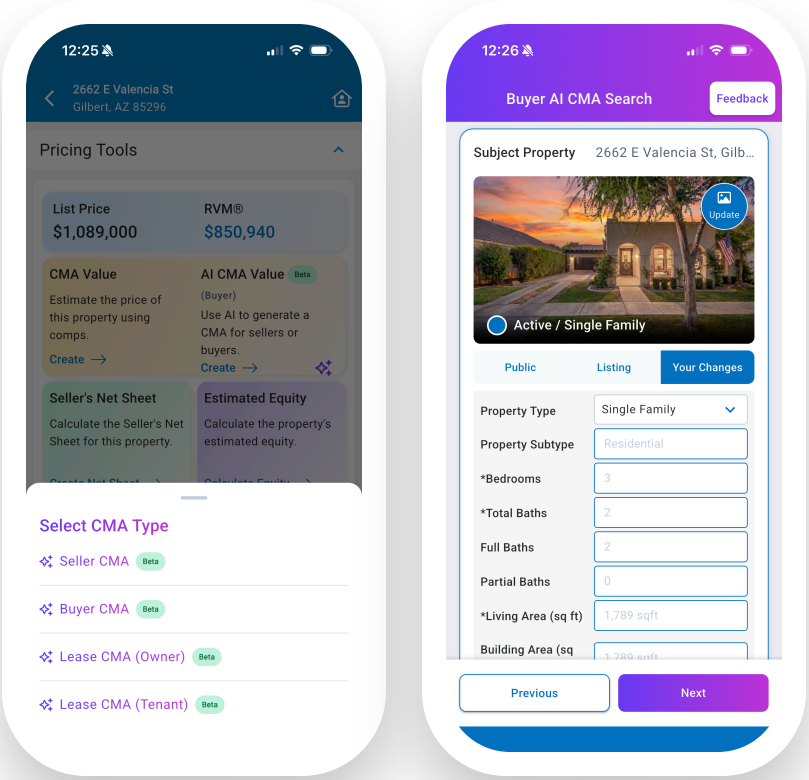
From any Property Details page in the RPR app, tap *Pricing Tools*, select *AI CMA*, then choose *Buyer CMA*.

Before AI gets involved, you get involved: Review the subject property details, including square footage, beds, baths and lot size, and correct

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Already, you're learning an important CMA lesson: the quality of your analysis starts with the quality of the information you put into it.

Tap *Next*, and let RPR guide you from there.



READ THE SCORES

Pay Attention to the "Why"

The AI searches for potential comps and scores each one from 0 to 100 based on how closely it matches the subject property.

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Proximity, size, condition and features help explain why one property may be a stronger comp than another. Use the map to see where potential comps sit in relation to the subject. Why is a nearby property a weaker match than one farther away? What differences between otherwise similar properties matter most?

> *The AI isn't handing you a number and asking you to trust it. It gives you information you can evaluate and question.*

That's the real learning opportunity. You're learning how to build a CMA by actually building one.

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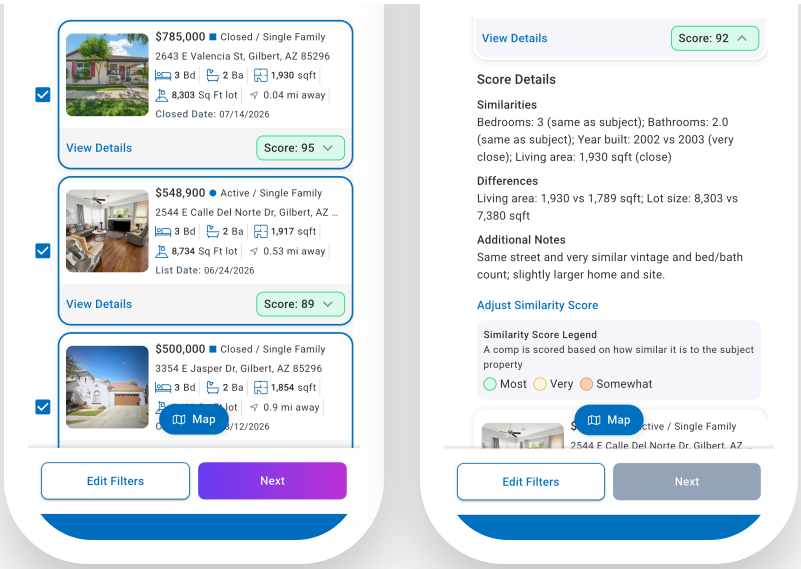

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AI CMA in RPR Mobile™: Faster



TAKE CONTROL

Getting Comfortable? Start Taking the Wheel

The first few times through, you might lean on the workflow and let RPR guide you from one decision to the next. That's exactly what it's designed for.

As you gain experience, start questioning what you see. Review the potential comps and decide which belong in your analysis. Know a sale that should be considered? Add it by address or listing ID. Refine the search criteria or geography when your market knowledge tells you to look somewhere different.

Ask yourself: *What would I do here, and why?*

NEW USERS

- Learn RPR Your Way: Resources for New NAR Members
- The New Agent Playbook: 6 RPR Articles You Should Bookmark
- New to Commercial Real Estate? Start Strong With RPR
- How New Agents Can Build Confidence With RPR Reports
- New Agents: Don't Start from Scratch. Start with RPR!
- The RPR Prospecting Playbook for New Agents

TUTORIALS & GUIDES

- Housing Headlines Tell One Story. Your Market

question it. Adjust it. Make it yours.

That's how a tool starts becoming a skill.

TALKING PRICE

From Finding Comps to Talking Price

Selecting good comps is only part of the job. Eventually, your buyer is going to ask the harder question: *"So what should we offer?"*

Once you've selected your comps, RPR analyzes them alongside current market data and generates multiple offer strategies, from a lower, value-oriented approach to a more aggressive, above-market offer. Each includes plain-language reasoning around potential tradeoffs, outcomes and current market conditions.

Instead of simply putting a number in front of your buyer, you have a framework for a real conversation.

Walk through the strategies together. Talk about the buyer's goals, the property and the market

Vacant Land Isn't Empty

From Search to Offer: How to Guide Today's Buyers Using RPR

SUCCESS STORIES

How One Trainer Turned RPR Into a Competitive Edge for Brokerages and Agents

Using RPR to Deliver Market Insights That Clients Trust

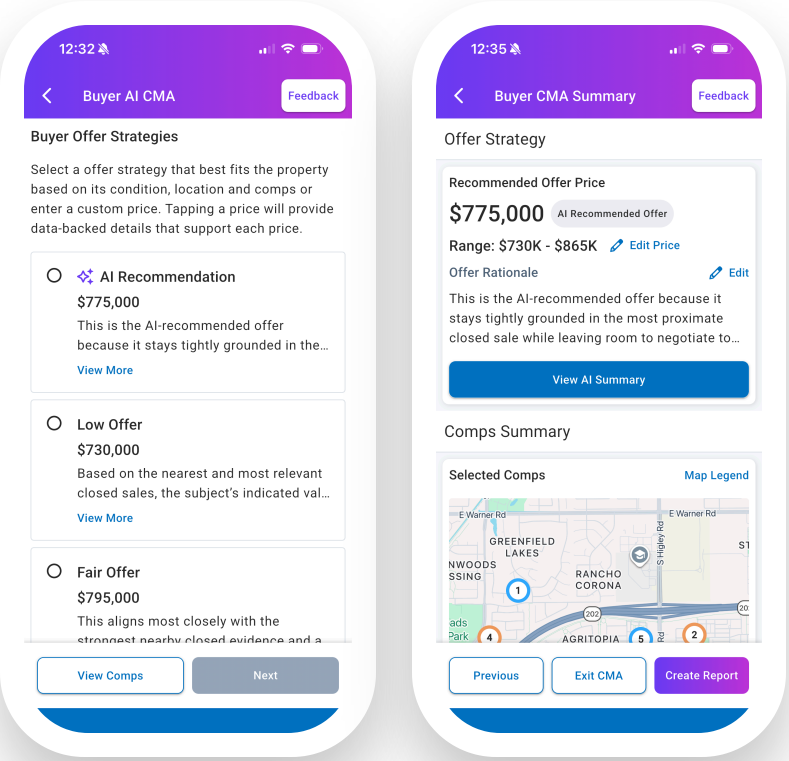
MLS CEO Speaks to Mergers and the Power of Data Sharing in a Changing Market

Why MLS CEO Saul Klein Uses RPR View™ for Data Sharing

PROSPECTING

3 Ways REALTORS® Are Turning RPR

learning how to talk about price.



IN THE DRIVEWAY

Your First CMA Can Start in the Driveway

Go back to that moment after the showing.

Your buyers have found a house they like, and they want to know what you think.

Instead of automatically saying, *"I'll run some comps tonight and get back to you,"* pull out your

Start with RPR!

The 17 Moments That Decide Who Gets the Deal

The RPR Prospecting Playbook for New Agents

THE PODCAST

Decoding Real Estate: How Agents can Leverage AI Tools, with Jeff Lobb

Decoding Real Estate: How RPR is Helping REALTORS® Navigate a Challenging Market, with Reggie Nicolay

Decoding Real Estate: Using Social Channels to Create Connections, With Tamany Hall

Decoding Real Estate: Leveraging ChatGPT for Content Creation with Katie Lance

Some situations will call for deeper research, additional context and more time. That's the right call. But you can start the conversation right there, with real data in your hand.

When you're ready, generate an RPR CMA that packages the analysis into something you can share with your client.

BEYOND BUYERS

When That First Listing Opportunity Comes Along

The skills you're building don't stop with buyers.

When you land that first listing opportunity, try the *Seller CMA*. The same habits you've been developing—reviewing property facts, evaluating comps and questioning the reasoning behind the analysis—can help you approach a seller pricing conversation with more confidence.

Different client. Different conversation. Skills you've already started building.

There.

Every experienced agent had to build a first CMA. You don't have to master every variable before you start.

Open the RPR app. Pick a property. Run a *Buyer CMA*. Study the comps and offer strategies. Then do it again. Add a comp. Refine the search. Try a different approach and think about why the results change.

Each time through, you'll understand a little more about the decisions behind the data and become more confident leading the pricing conversations your clients are counting on you to have.

The "Driveway CMA" may be where you start. It doesn't have to be where your CMA skills end!

READY TO GIVE IT A TRY?

Run Your First Mobile AI CMA Today

at no additional cost. Download or open the app, sign in and run your first mobile AI CMA today.

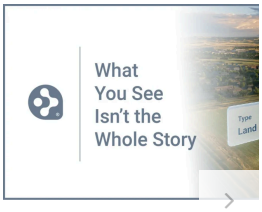
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