

If you've heard the buzz about Realtors Property Resource, you may be wondering:

What's RPR and how can it help me?

So here's your quick guide.

“ Realtors Property Resource (RPR), NAR's exclusive online real estate database will provide REALTORS® with data on every parcel of property in the United States, giving brokers and agents valuable tools and features to make them better informed and to increase their efficiency in the marketplace. ”

The RPR national demographic information, along with enhanced search capabilities, will allow a REALTOR® anywhere in the country to provide detailed information to their clients. The enhanced search features will allow nationwide property searches, as well as market-to-market comparisons.

- 1 Exclusively for REALTORS®.**

RPR is an NAR REALTOR® member benefit that is available at no charge. RPR is 100 percent owned by you, directed by you, and operated for the benefit of NAR and its REALTOR® members. Only REALTORS® can access the information available in RPR.
- 2 Breadth of robust data.**

RPR provides a detailed view of every parcel of property in the United States, including; public record and assessment information, details of prior transactions and sales history, zoning, permits, mortgage and lien data, neighborhood demographics and schools. RPR merges MLS/CIE-provided information with this robust catalog of publicly available data, while also incorporating psychographic and lifestyle information, all in one place. Imagine a single-source national compilation of public information that provides all the facts about U.S. residential and commercial properties, for the exclusive use of NAR's REALTOR® members. That's RPR!
- 3 Accurate and advanced valuation tools.**

In addition to compiling and displaying raw data from a wealth of sources, RPR helps REALTORS® interpret the information, produce valuable analytical reports for clients and customers, and create a personal library of market information. Analyzing listing, sales, and default unit and volume trends, along with pricing, mortgage, and valuation history, REALTORS® get a unique and comprehensive interpretation of the dynamics driving the market.



RPRTM

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fact sheet

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An advantage to productivity and efficiency.

Because it's all in one place, RPR has the ability to enhance agent productivity. Search features yield nationwide property results, as well as, local market-to-market comparisons. Hot trends, unique maps, and reliable reports are all readily available, but that is only scratching the surface. With its advanced reporting tools, RPR can enhance sales and listing presentations. An easily interpreted historical chart for each property layers years of transactions and financing activity, assessed value, loan balances and default recordings, along with other relevant trends and facts. Smart analytical tools like these, along with nationwide demographic comparisons can help agents provide value to their clients and customers.

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Have it your way.

REALTORS® will enjoy using RPR to create customized reports to share with clients and customers. Start by setting unique parameters to customize the report the way you want it, and even personalize it's appearance with your identity. Report content is managed using tools to refine the presentation of a property; for example, by updating the facts or subjective analysis of a property, you can also show return on investment from a planned or existing home improvement project. The Market Activity and Forecast Report provide all the details for your clients and customers, with special features to focus on distressed property conditions and expectations for the future.

Today's real estate markets change quickly. With RPR, REALTORS® can respond with confidence to consumers who demand increased access to detailed information. RPR will increase the breadth, depth, immediacy and power of real estate information available to REALTORS®, and most important, it is a free member benefit, exclusive to the REALTOR® members of NAR.



Ready to learn more?

Get more information and join the conversation at the RPR Blog:

<http://blog.narrpr.com>



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broker info

REALTORS® today face the challenge of technology-empowered consumers who rely on research from multiple sources in order to educate themselves; sometimes months before beginning the process of buying or selling real property.

That's why Realtors Property Resource is an invaluable tool for brokers/owners, managers, and companies. RPR will be the industry's most powerful information source; making NAR's REALTOR® members more efficient, allowing brokers and agents to focus on customer service, generating more opportunities for the exchange of real property, and providing a suite of tools and reports especially for brokers.

Key features

for brokers/owners and managers

- One source access to property, community and demographic information across multiple markets in a common format, including public records, tax assessment, distressed, REO and foreclosure data, liens, mortgage, school and more.
- Custom reports and analytics for managers to create forecasting and target market opportunities by neighborhood, community, market, or specialized geographies.
- Co-branding features which allow brokers to benefit from branding consistency among their agents and offices, both displayed within the RPR site and invaluable reports generated by the RPR system.
- Integration with existing company resources, such as CMA and contact management tools, marketing systems and analytics programs will add valuable nationwide data sets to the already existing local market data.

Tools & reports

especially tailored to brokers

- **Market Share Trends:**
Examine the trends across multiple MLS organizations in a single data feed, designed for multiple office use.
- **Market Report:**
Compile reports evaluating commercial and residential sales, lease, loan, and valuation trends.
- **Target Marketing:**
Select by loan status, program eligibility, and psychographics.



Brokers can receive more information at the RPR Blog: <http://blog.narrpr.com>



Brokers
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agent info

The goal of Realtors Property Resource is to create the most powerful toolkit for REALTORS® in the industry. RPR is an exclusive benefit available to REALTOR® members of the National Association of REALTORS®. RPR will provide REALTORS® with advanced, single-source access to detailed information about properties, trends and demographics, delivering the most robust and complete data about every parcel of property in the United States.

Key features for REALTORS®

- See detailed historical and current views of every property, including public record and assessment information, details of prior transactions and sales history, zoning, permits, mortgage and lien data, neighborhood demographics and schools. RPR merges MLS/CIE-provided information with this robust catalog of publicly available data, while also incorporating psychographic and lifestyle information, all in one place.
- Leverage accurate and advanced search tools. In addition to compiling raw data from a wealth of sources, RPR helps REALTORS® interpret the information. Analyzing listing, sales, and default unit and volume trends, along with pricing, mortgage, and valuation history, provides REALTORS® a unique and comprehensive interpretation of the dynamics driving the market.
- Conduct nationwide property searches as well as market-to-market comparisons. An easily interpreted historical chart for each property layers years of listing, sales, default, financing, and valuation activity. Advanced geospatial searching yields insightful maps with overlays including market trends and demographics.
- Create valuable customized reports to share with clients and customers, as well as creating a personal library of market information. Market forecasts and trends, sales analytics, property details and much more are easily generated and branded to you, giving agents outstanding tools for presentations with buyers and sellers.
- High-touch valuation tools allow agents to leverage their personal knowledge of the local market to create the most accurate market analysis available. Refine values further with your knowledge of condition, curb appeal, and distressed or enhanced property features.
- Use the home improvement calculator for localized return-on-investment analysis of typical and custom remodels.
- Generate market-to-market comparisons and demographic reports which can be used with all levels of relocating clients, from anywhere in the country.



Find out more now at the RPR Blog: <http://blog.narrpr.com>.

Sign up for our newsletter and receive updates on system availability, rollout, new features, and other important information about this exciting new NAR REALTOR® member benefit.





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MLS/CIE info

Realtors Property Resource is an exclusive, free benefit of membership in the National Association of REALTORS®. The mission of RPR is to empower NAR's REALTOR® members with a comprehensive online database of property information, powerful tools and analysis, and unique reports that only they can provide to consumers and their clients.

RPR is a REALTOR®-only service for public and privately licensed real estate and property level data, including public record and assessment information, as well as details of prior transactions and sales history, zoning, permits, mortgage and lien data, neighborhood demographics and schools.

MLSs and CIEs are important partners in providing content and distribution of RPR to REALTOR® members of NAR. Both active and off-market property details are important components of the property information that is compiled into the RPR system. The RPR website can be a powerful extension to the MLS and CIE systems, providing critical data and analytics which go beyond the “snapshot” a listing provides in the life of a property.

What will your subscribers receive for your participation with RPR?

- The most comprehensive compilation of property data in one application available anywhere, with unique tools, analytics, and reports that help your members evaluate and communicate authoritatively and comprehensively, and it's available only to REALTORS®.
- Integration of RPR with your MLS/CIE system. RPR can be branded to your MLS/CIE and made available via a single sign-on from your MLS/CIE system.
- A free service to NAR REALTOR® members with no consumer access, making the REALTOR® the source for high quality market and property information. RPR will never allow third-party access to your content, or license or sell any listing or field-level MLS/CIE data, and all products will be produced exclusively on infrastructure controlled by RPR.
- Free tax and assessment data APIs to power your MLS/CIE service, with links to MLS/CIE-branded pages on RPR for property details, neighborhood demographics, charts, maps, and other interactive functionality at your option.

RPR will not compete with the MLS/CIE to provide services, and your licensed MLS/CIE content will only be used for purposes that are clearly defined in the RPR Content License Agreement. The partnership between RPR and the local MLS/CIE will help REALTOR® members as well as provide direct benefits to the MLS/CIE.



To request an MLS/CIE enrollment package, visit the RPR Blog: <http://blog.narrpr.com>



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demonstrations

Next take a closer look at RPR and see what it can do

Seeing is believing: Check out RPR in action at a product demonstration

By now you're eager to get started harnessing the power of Realtors Property Resource. Make your next stop a pre-recorded or live demonstration so you can maximize the benefit of RPR to your business.

Pre-recorded demonstrations

Tap into a wealth of information, 24-7

Pre-recorded video product demonstrations are linked from the homepage of the RPR blog (<http://blog.narrpr.com>). In these short videos, RPR managers explain in simple terms how to get started and how to make the best use of the RPR database and application.

Live demonstrations

Register for a regularly scheduled weekly webinar

Or, sign up for a live demonstration with the RPR industry relations team. In one hour, participants learn about RPR in detail, from how RPR came to be, to the user interface, to the depth of data that will be available. The webinar schedule is posted on the blog (<http://blog.narrpr.com/demo-schedule>). Sign up to reserve your spot. Most webinars are on Thursdays at 10 a.m. Pacific/1 p.m. Eastern.



Want an in-person presentation on RPR™? Send your request to info@narrpr.com telling who and where you are. An industry relations team member will contact you.



Demos
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the blog

Introducing the RPR blog—the inside scoop in a welcoming destination

Best friends forever: Everything on RPR goes better with the blog

Getting started with Realtors Property Resource, or simply want to learn all you can about this incredible new resource? Stop by the RPR blog (<http://blog.narrpr.com>). It's the first and last word on all things RPR.

Get in the loop

The blog is where to find explanations of the key features of RPR, as well as answers to product-related questions, and to engage with the RPR community by sharing your observations and opinions. Recent blog posts have addressed the start of beta testing, the breadth of data contained in RPR, the RPR content license agreement and much more.

Find out what's coming

Pre-recorded video product demonstrations are linked from the blog, plus you can sign up for a live demonstration with the RPR industry relations team. Also see when RPR will be available in your market. The blog will chart the course and adoption of the RPR application.



Don't leave the blog without signing up for the newsletter! You'll find out when new posts go up and receive important RPR announcements. <http://blog.narrpr.com>



Blog
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