

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

What's RPRTM and how can it help me?

So here's your quick guide.

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

How?

The RPRTM 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 member benefit that is available to REALTORS® at no charge. RPR is 100 percent owned by you, directed by you, and operated for the benefit of NAR and its 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 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.

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4**An advantage to productivity and efficiency.**

Because it is 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.

5**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 its 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 what return on investment flows 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 members of NAR.

**Ready to learn more?**

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

<http://blog.narrpr.com>

Realtors Property Resource, LLC, whose mission is to build RPR™, was founded in November, 2009. The RPR™ system begins Beta testing in the second quarter of 2010. Rollout schedules, availability, and more are available at <http://blog.narrpr.com>

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