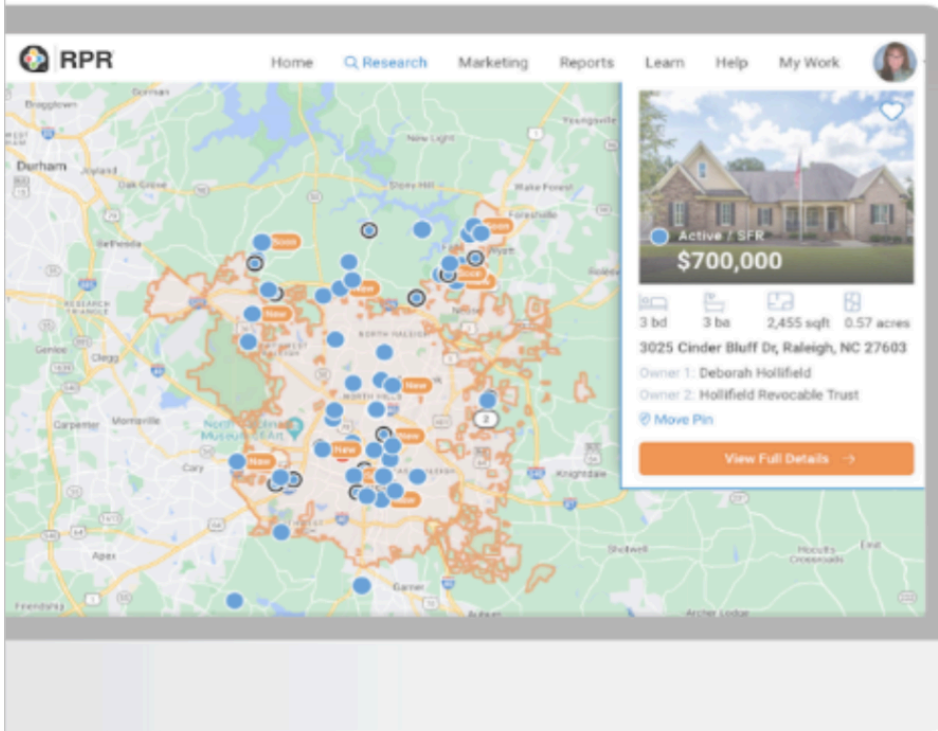


MLS CEO UPDATE

Q1 2024

Metrics & Milestones



INSIDE

- Platform Enhancements
- Quarterly Metrics
- Your MLS & RPR
- RPR Commercial
- Training Opportunities

Industry Relations Team



RPR NATIONAL COVERAGE

As of April 1, 2024, **96.9%** of REALTORS® have their MLS data integrated into RPR, representing more than **1,497,000** REALTORS® nationwide. Additionally, **97.2%** of all active residential listings are included in our database.

YOUR MLS & RPR

By the end of Q1, 2024, more than 1,700 of your subscribers have used RPR, amounting to a 28% overall usage rate.

YOUR CURRENT RPR INTEGRATIONS

RPR offers integrations to MLS partners that help REALTORS® improve their productivity. These features are free of charge to your MLS. [Let's connect](#) to talk more about RPR integrations.

Implemented	Integration	Benefit
Yes	On-Market Listings Displayed Nationwide	Boosts subscriber listing visibility with a cost-effective solution that strengthens referral pipelines and fosters partnerships among REALTORS® to meet client needs.
Yes	Single Sign-On (SSO)	Streamlines access by letting subscribers log in once and enter RPR without needing multiple passwords or URLs.
Yes	RPR Co-branded Learning Page	Empowers subscribers with instant access to webinars, video tutorials, and new features by embedding our co-branded RPR learning page with a simple link.
Yes	RPR Deep Links	Connects subscribers from a property page on your website to the corresponding page on RPR, offering a valuable time-saving tool.
Yes	RPR View™	Expands reach beyond local borders through data-sharing with neighboring MLSs and other reciprocal organizations, at no cost to the MLS.
Yes	Additional Information Displayed	Opens access to lockbox codes, gate instructions, private remarks, and other key details – all within RPR's convenient dropdown menu.

YOUR RPR REPORT ACTIVITY

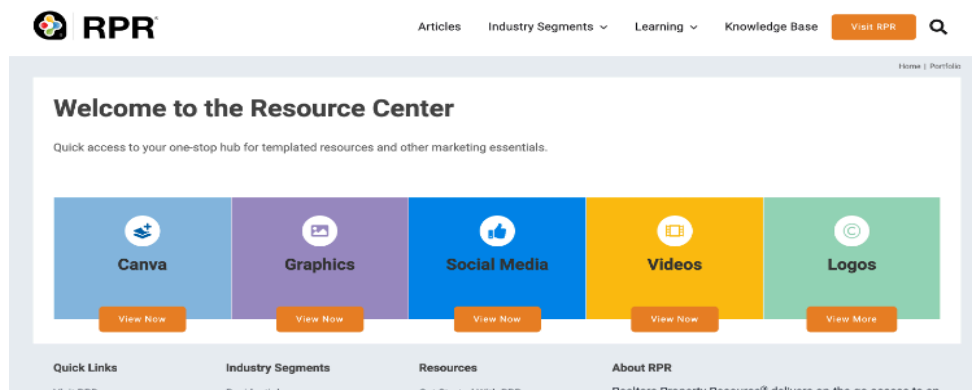
RPR users created more than 1 million reports in Q1 2024. Review the chart below to see which reports prove most useful to your agents.

	Seller's Report	Property Report	Mini Property Report	Market Activity Report	Property Flyer	Neighborhood Report	Valuation Workbook
Q1 2023	1,261	1,859	448	377	97	159	159
Q1 2024	1,708	1,942	804	414	172	189	265
Change	447	83	356	37	75	30	96

WHAT'S NEW AT RPR

RPR has launched a dedicated Resource Hub on the blog to assist Brokers and Agents with quick access to marketing resources. The Resource Hub has templates and other marketing essentials, including how-to instructions, Q&As, tips & tricks, and features articles.

Visit the [Resource Center](#) to find content related to Canva, graphics, social media, videos and logos. Broker and Agents can utilize these resources for use in their businesses. Additional Q&A resources and tips & tricks can be found [here](#).



Canva: RPR's [Canva page](#) features templates that are professionally designed, easy to customize and free to use. With RPR and Canva, you can create:

- **Social media shareables** that contain hyper-local market metrics that position you as a local market expert.

- **Postcards** that contain the same Market Trends data as part of your direct mail efforts.
- **Presentation slides** for PowerPoint decks and Zoom meetings.
- **Custom pages** allow RPR users to almost-instantly create pages that can be added to any RPR Report. Options include open house sign-up sheets, agent bio and business philosophy pages, client testimonials, and a series of buyer and seller checklists.
- **Graphics:** RPR's graphics library provides access to free images to use in online and offline marketing. Please visit the [library](#) to see what image fits your next campaign.
- **Videos:** Need a video to share at your next Sales Meeting or through a member communication? [Click here](#) to access professional videos that tout the benefits of RPR.

Tips & Tools is a monthly newsletter specifically created for marketing communications, education, and social and digital professionals committed to helping REALTORS® achieve their goals. Each issue includes social media shareables and short-form, quick tips that are ready-to-share. [Click here](#) to sign up.

RPR BROKER TOOLS COVERAGE

As of April 1, 2024, **96.9%** of REALTORS® have their MLS data integrated into RPR, representing over **1,497,000** REALTORS® across the country. Additionally, **97.2%** of all active residential listings are included in our database. Additionally, 300 brokerages nationally are enrolled in RPR's Broker Tools. In total, **10,271** companies are registered with RPR's Broker Tools, representing almost **694,000** REALTORS®.

RPR COMMERCIAL

From searching on- and off-market properties (more than 800,000 active commercial listings and 57+ million off-market properties), lifestyle and behavior data, investment analysis, and site selection tools, RPR's data and research elevates every facet of commercial real estate business.

To learn more or if you would like to promote RPR Commercial offerings to your agents, our [monthly commercial webinar](#) focuses on the following:

- Partnerships with Brevitas, Crexi, Land Broker MLS, Officespace.com, and TotalCommercial.com for searching active commercial listings and off-market properties around the country.
- Site Selection tools that allow agents to search for consumers in a defined area by specific attributes (i.e., age, education, income, spending on products or services, etc.).
- RPR mapping to identify existing business success (Points of Interest), traffic counts and more.
- Accessing CompStak to research leased and sold commercial comparables.

In late April, RPR will introduce a **Commercial AI ScriptWriter**, giving you an instant edge with trade area details. Whether it's a pitch outline for a city planner, a one-pager explaining the area to a prospective tenant, or a deep-dive report for an investor—it will be all at your fingertips.

Visit our blog to stay up to date with [commercial news, resources and training](#).

RPR Training Opportunities and Marketing

[RPR's new Trainer Resource Hub](#) has everything you need to promote RPR classes to your agents. It includes options for emails, customizable flyers, and social media. You can choose to promote one of our upcoming national webinars on topics such as Prospecting, CMAs and Market Trends. [Click here for a link to our full upcoming schedule](#).

If you're interested in having one of your staff members teach RPR at the local level, [here's a link to learn more about the RPR Certified Trainer Program](#). Certified trainers have access to class outlines, Power Points and useful handouts to share with students. There is no charge for the program, and our Training Team is available to help ensure your trainers have everything they need.

RPR Trainers also serve as a resource for our large brokers. Please let us know if you'd like to outsource training for your brokerage to our dedicated team of experts.

We look forward to working with you to make sure you and your agents get the most out of RPR. If you have any questions, please don't hesitate to ask.

Thank you for your support.

Sincerely,

Liz Tewksbury,
Sr. Director, Industry Relations



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