

FACT SHEET:

Realtors Property Resource's[®] (RPR's[®])

RPR Mobile[™] Now Includes Commercial Data

What:

Commercial Data Comes to the RPR[®] App. The new Commercial mode, easily activated from within the RPR[®] app, recognizable by its red theme, is similar to the platform's Commercial website. Once logged-in, REALTORS[®] can swipe through three home screens: property search, nearby market activity, and area demographics.

Who: This app is offered exclusively to REALTORS[®].

When: The RPR[®] App with commercial data is live now.

Where: This app is available in the Google Play and Apple Stores.

Apple: <https://itunes.apple.com/us/app/rpr-mobile-property-research/id900143341?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=com.rpr.mobile&hl=en>

How: Searching properties in commercial mode will return active (for sale or lease), sold or leased, off market, and distressed properties within a specific area. And every search easily converts to a branded report with a REALTOR[®]'s photo and contact information. The reports (Commercial Property, Trade Area or Best Business) can instantly be downloaded and/or emailed to a client.

About RPR[®]:

Realtors Property Resource[®] (RPR[®]) delivers on-the-go access to an all-encompassing real estate data platform, available exclusively to REALTORS[®], and offered at no additional cost. Easily accessed through desktop, iOS and Android devices, RPR[®] offers residential and commercial agents, brokers, and appraisers with data sets ranging from tax and mortgage history, to listings, sales, valuations, demographics, psychographics, and school information, to name just a few.

With RPR[®], members can:

- Research hundreds of datasets on over 160 million properties
- Access the entire RPR[®] platform via desktop, iOS and Android devices
- Create winning listing presentations
- Calculate the ROI for home improvements
- Use the exclusive REALTOR Valuation Model[®] (RVM[®]) in pricing discussions
- Refine the value of a home when conducting a comps analysis
- Build a comprehensive relocation packet
- Create customized, client-friendly reports from any handheld or desktop device

Approved Copy for General Usage

Social Media (140 characters)

RPR[®]'s app now includes Commercial data and reporting. Conduct searches, analyze hundreds of datasets, and create decision-prompting reports. Visit m.narrpr.com.

Extended Copy (50 words)

Realtors Property Resource's[®] (RPR[®]'s) mobile app now includes Commercial data and reporting. The full extent of the app's expansion into commercial territory will greatly enhance a REALTOR[®]'s ability to conduct on-location property searches, analyze hundreds of relevant data sets, and instantly create client-friendly, decision-prompting reports. Visit m.narrpr.com.

NAR Contact Information:

Jeff Young	Reggie Nicolay	Aaron Flatt	Kim Chapin DiGangi
Chief of Operations	VP, Marketing &	Digital Marketing	Marketing Manager
RPR [®]	Social Media, RPR [®]	Manager, RPR [®]	NAR
312/329-8255	925/580-2259	312/823-9891	312/329-8387
jyoung@narrpr.com	reggie@narrpr.com	aaronf@narrpr.com	kdigangi@realtors.org