

Realtors Property Resource®

Realtors Property Resource® (RPR®) is a member benefit, which means it is already included in the dues you pay to the National Association of REALTORS®.¹ What can RPR® do for you?

REALTORS® can tap into a unique decision-making tool to help military buyers make informed choices and focus the property search in a hurry.

Does this sound familiar? You are driving around to view properties when the buyer spots an interesting property and says something like “What about that house? Could I see that one?” Imagine this scenario—while you are in your car with the buyer, you use your smartphone or tablet to search the home’s address and download the RPR® Property Report, Mini Property Report, or Neighborhood Report, with a wealth of information (all public) like sales² and financing history, square footage, number of rooms, lot size, and other facts. On-the-spot access to RPR® Property Report data means you can present facts about the property immediately and determine if the home might meet the buyer’s needs and wants. If the answer is yes, you can contact the agent or seller immediately to learn the list price and arrange a viewing. Where sales data is publicly reported, RPR® aggregates data on recent and current sales to calculate an estimated value for the property; this estimate can indicate if the home is over, or underpriced in comparison to similar properties in the neighborhood.

You can view RPR® reports online as well as in downloadable PDF format. The full-color report, with your contact information and personal or company branding, takes only a couple of minutes to generate and arrives in the buyer-client’s e-mail or on the client’s smartphone or tablet.

The Realtors Valuation Model® (RVM®)

If your MLS shares its data with RPR®, reports include values calculated by the RVM® from real-time, real-world data. If you’ve ever compared price estimates from some of the online valuation sites like Zillow® or Trulia, you know that the estimates can be quite wide—over or under real-world property values.

All REALTORS® have access to RPR® as a member benefit, but only those who participate in MLSs that share data have the benefit of the RVM®. If your MLS does not share data, value estimates are calculated by an automated valuation model using publicly available information on past sales. Find out if your MLS shares data, register, and take the RPR® application for a test drive at www.narrpr.com. You’ll also find information on continuing education credit training classes online and in classrooms, as well as free tutorials.

¹ RPR® applications and reports are available to members of the National Association of REALTORS® practicing in the United States.

² Except in nondisclosure states.