

## FACT SHEET:

### Realtors Property Resource's<sup>®</sup> (RPR's<sup>®</sup>)

#### RPR Mobile<sup>™</sup> Now Includes Commercial Data

**What:**

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

**Who:** This app is offered exclusively to REALTORS<sup>®</sup>.

**When:** The RPR<sup>®</sup> 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<sup>®</sup>'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<sup>®</sup>:**

Realtors Property Resource<sup>®</sup> (RPR<sup>®</sup>) delivers on-the-go access to an all-encompassing real estate data platform, available exclusively to REALTORS<sup>®</sup>, and offered at no additional cost. Easily accessed through desktop, iOS and Android devices, RPR<sup>®</sup> 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<sup>®</sup>, members can:

- Research hundreds of datasets on over 160 million properties
- Access the entire RPR<sup>®</sup> platform via desktop, iOS and Android devices
- Create winning listing presentations
- Calculate the ROI for home improvements
- Use the exclusive REALTOR Valuation Model<sup>®</sup> (RVM<sup>®</sup>) 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

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## Approved Copy for General Usage

### Social Media (140 characters)

RPR<sup>®</sup>'s app now includes Commercial data and reporting. Conduct searches, analyze hundreds of datasets, and create decision-prompting reports. Visit [m.narrpr.com](http://m.narrpr.com).

### Extended Copy (50 words)

Realtors Property Resource's<sup>®</sup> (RPR<sup>®</sup>'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<sup>®</sup>'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](http://m.narrpr.com).

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