



# RPR

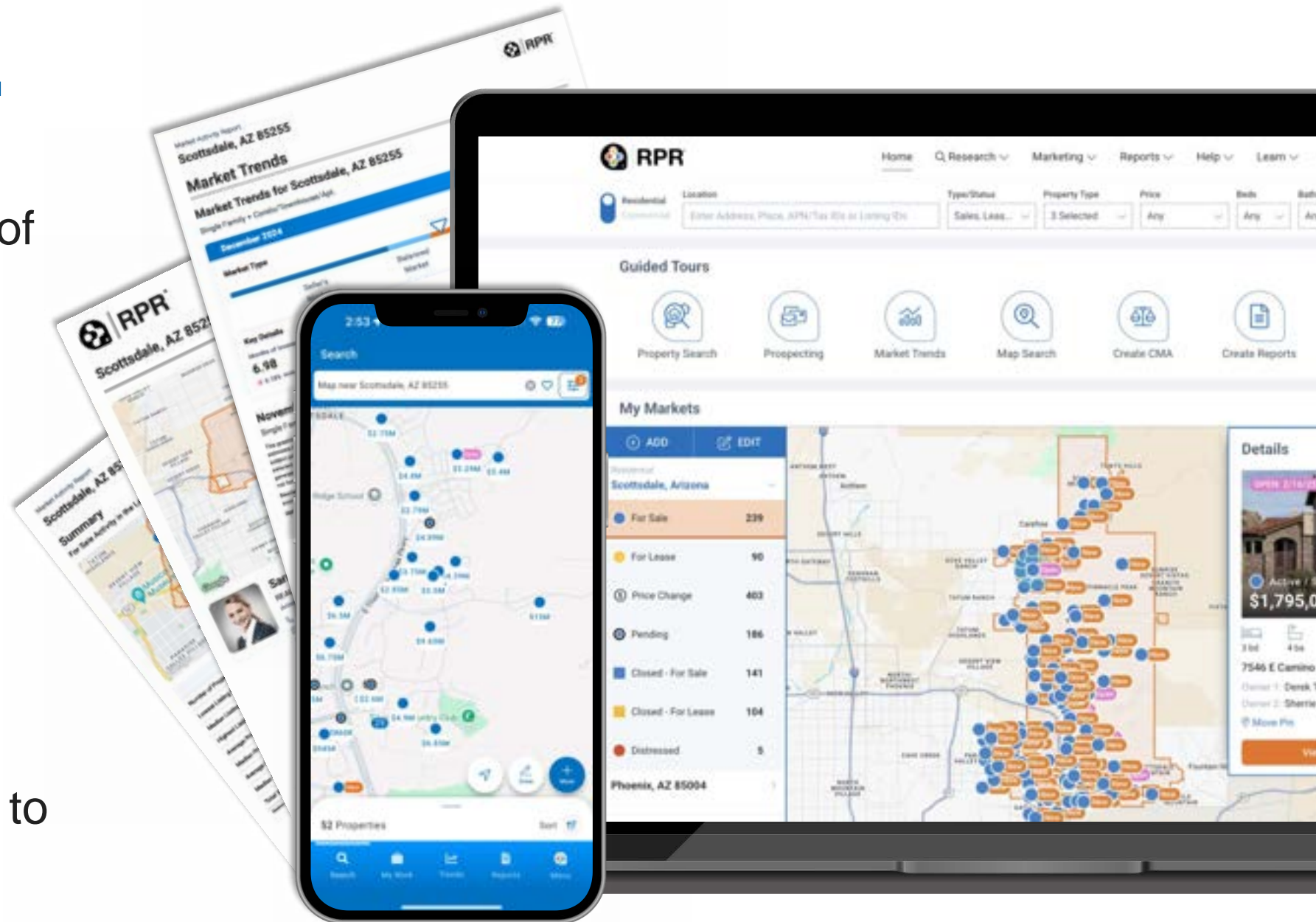
## Canopy REALTOR®

## Assoc. Broker Summit

Ray Gronowski  
VP, Broker & Specialty  
Services

# RPR is ...

- A national parcel-centric database of residential and commercial properties
- Built for REALTORS<sup>®</sup>
- No consumer access
- Offered at no additional charge to REALTORS<sup>®</sup>



# RPR's Mission

- Create efficiencies that help REALTORS<sup>®</sup> better serve consumers.
- Provide data and technology that helps REALTORS<sup>®</sup> demonstrate their market knowledge.
- Reinforce REALTOR<sup>®</sup> value & the Brokerage



## Trade Area & Economic Stats

Commercial tenant data, consumer spending, and market demographics.

## Nationwide Public Records

Deed, tax, and mortgage history on residential and commercial properties.

**166+ Million Properties** –  
Nationwide parcel-centric property database.

## Listing Data

On-market and off-market properties from participating MLSs, CIEs, and National Commercial Listing Platforms.

## School & Neighborhood Insights

Key factors influencing homebuyer decisions.

## Mapping Data

Interactive mapping with property values, flood zones, traffic counts, and points of interest.

## Shareable Market Trends

Monthly updates with hyper-local housing trends for agents and clients.

# RPR Commercial

**519,300**

On-Market Commercial Properties for Lease

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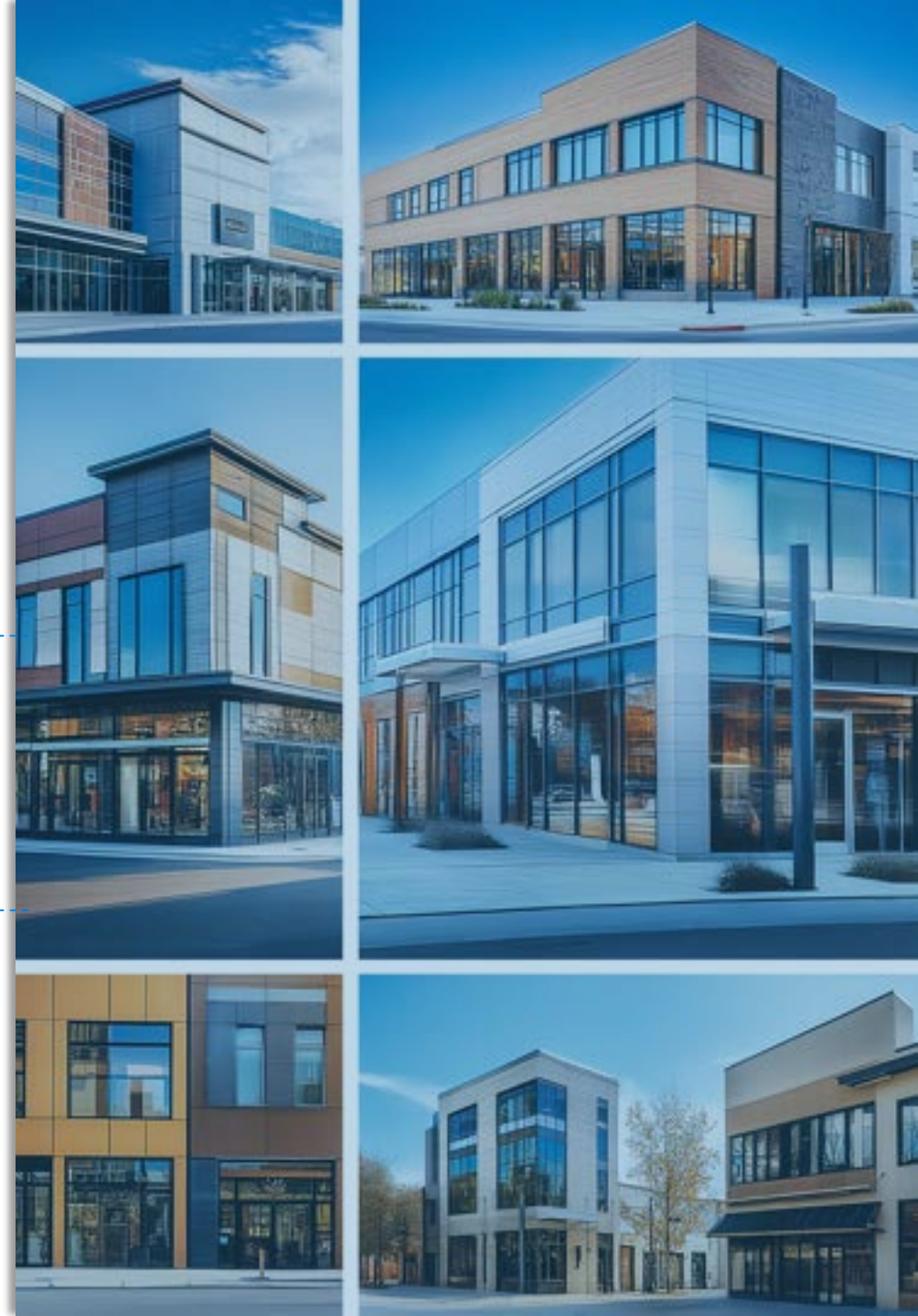
**916,546**

On-Market Commercial Properties for Sale

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**58,000,000+**

Off-Market Commercial Properties



# How are REALTORS<sup>®</sup> using RPR?

- Property Search
- Integrated MLS Listing Data
- Public Records / Tax Data
- Map Search
- Points of Interest (POIs)
- Heatmaps
- Plat Maps
- Library of Customizable Reports
- Market Activity & Trending
- Market Trends & Charts
- CMA / Seller Report
- Realtor Valuation Model<sup>®</sup> (RVM<sup>®</sup>)
- Refined Value Calculator
- Historical Listing Comparisons
- Census & Demographics Data
- Mortgage Information/History
- FEMA Flood Maps
- Foreclosure/Distressed/REO Info
- Opportunity Zones
- Investment Analysis Tool
- Trade Area Analysis
- Commercial Site Selection
- School Attendance Zones
- School Reports
- RPR Mobile<sup>™</sup> app
- Estimated Equity (Mobile)



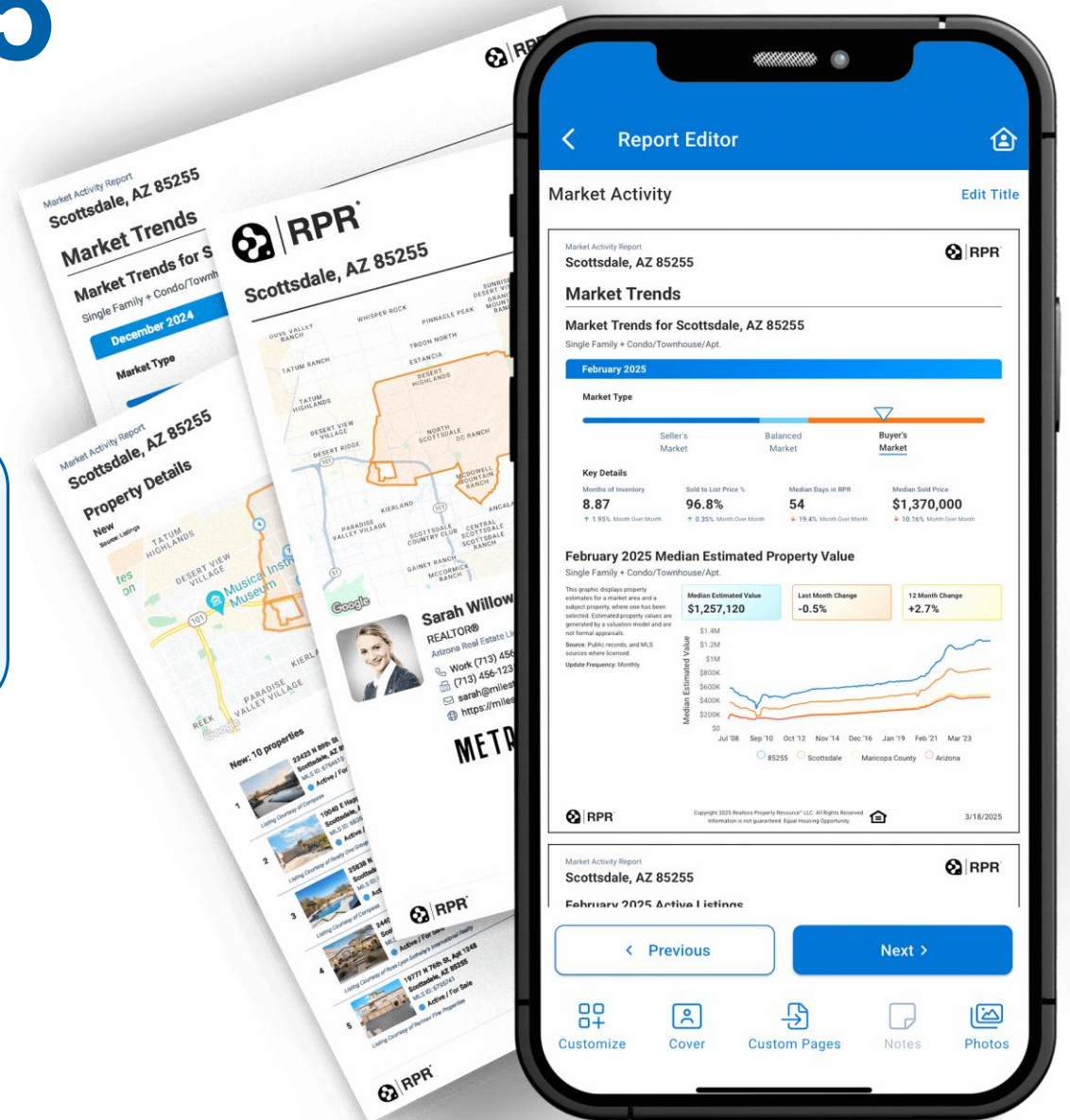
50 Ways to Use RPR

# RPR Usage | 2025

**540,000**  
Unique Users

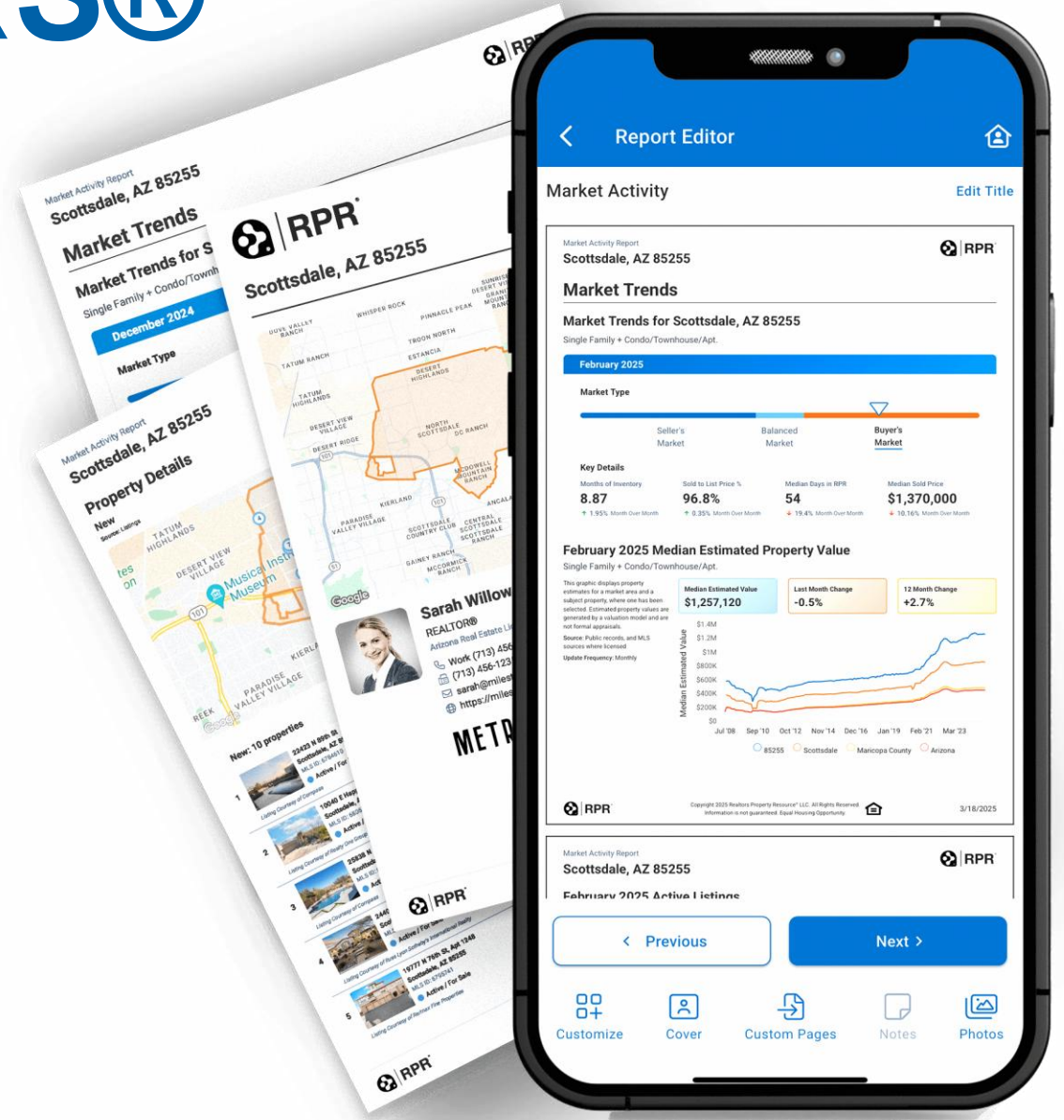
**19,500,000+**  
Engaged Sessions

**70/58**  
Record High/2025 Avg NPS



# Canopy REALTORS® Association 90-day Usage

24.3%





**Is your Brokerage  
taking full advantage  
of RPR?**

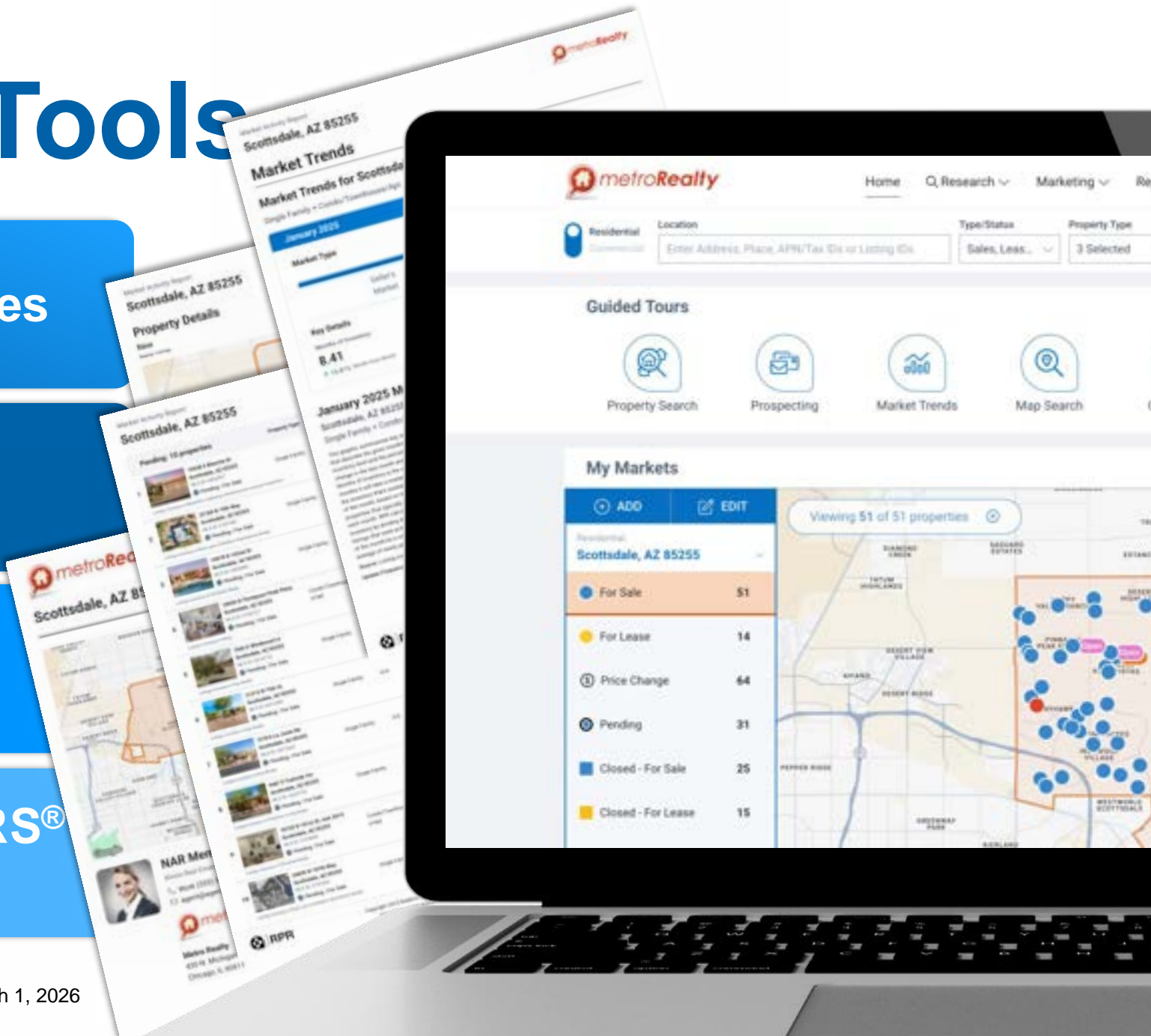
# RPR Broker Tools

9,263 Total Companies

10,400 Total Brands

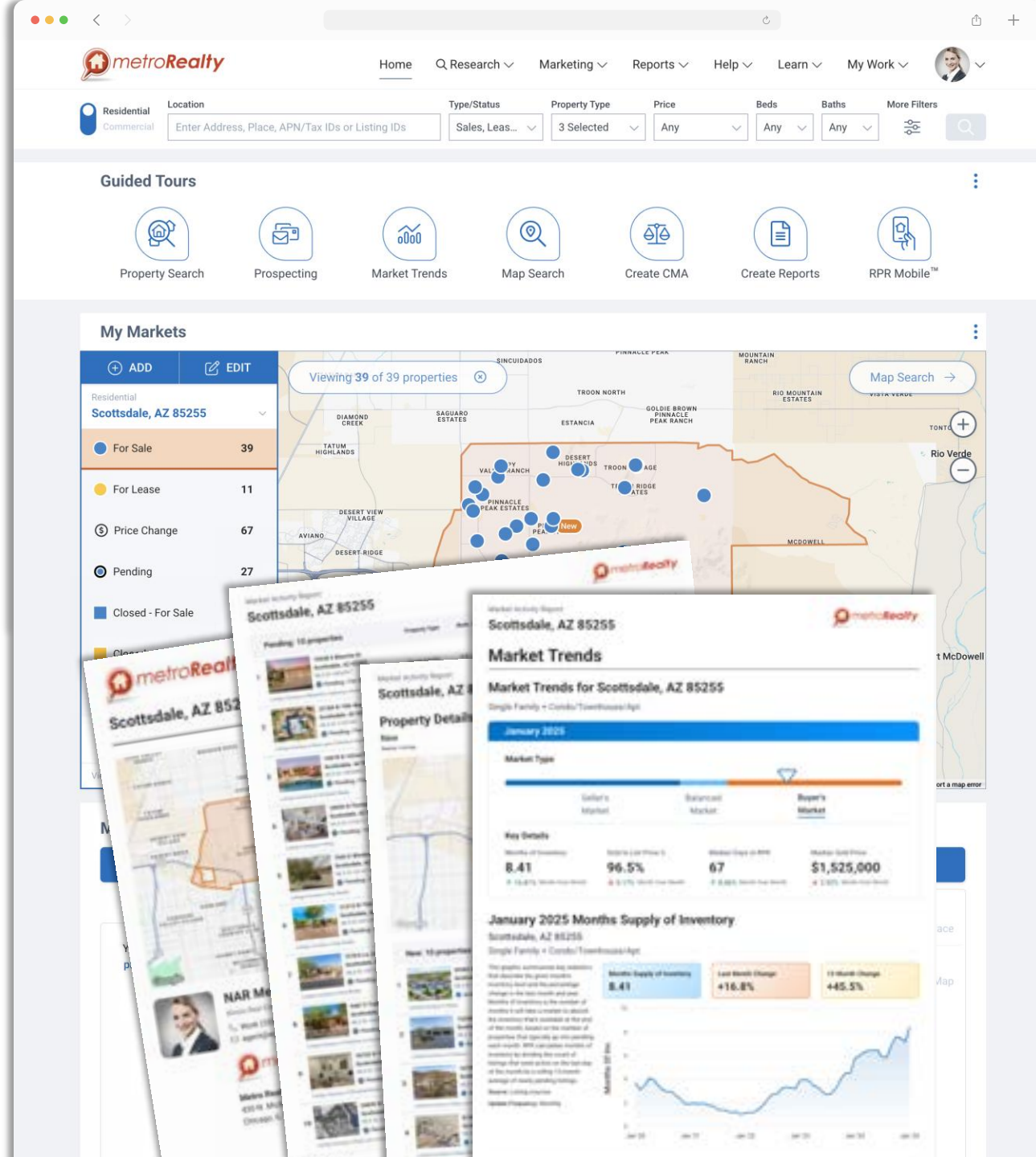
20,389 Total Offices

757,259 REALTORS® Covered



# RPR Broker Tools

- ✓ Company Branding
- ✓ Company Custom Pages
- ✓ Affiliated Service Modules
- ✓ AVM Widget
- ✓ Deep Links



**Residential**  
Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters

## Shortcuts



Prospect for Clients



Search using a Map



Create a Report



Investor Analysis



Opportunity Zones



Create a CMA



Tour Homepage

## My Markets

+ ADD

EDIT

Viewing 27 of 27 properties

Map Search

Residential

Scottsdale, AZ 85255

● For Sale 27

● For Lease 17

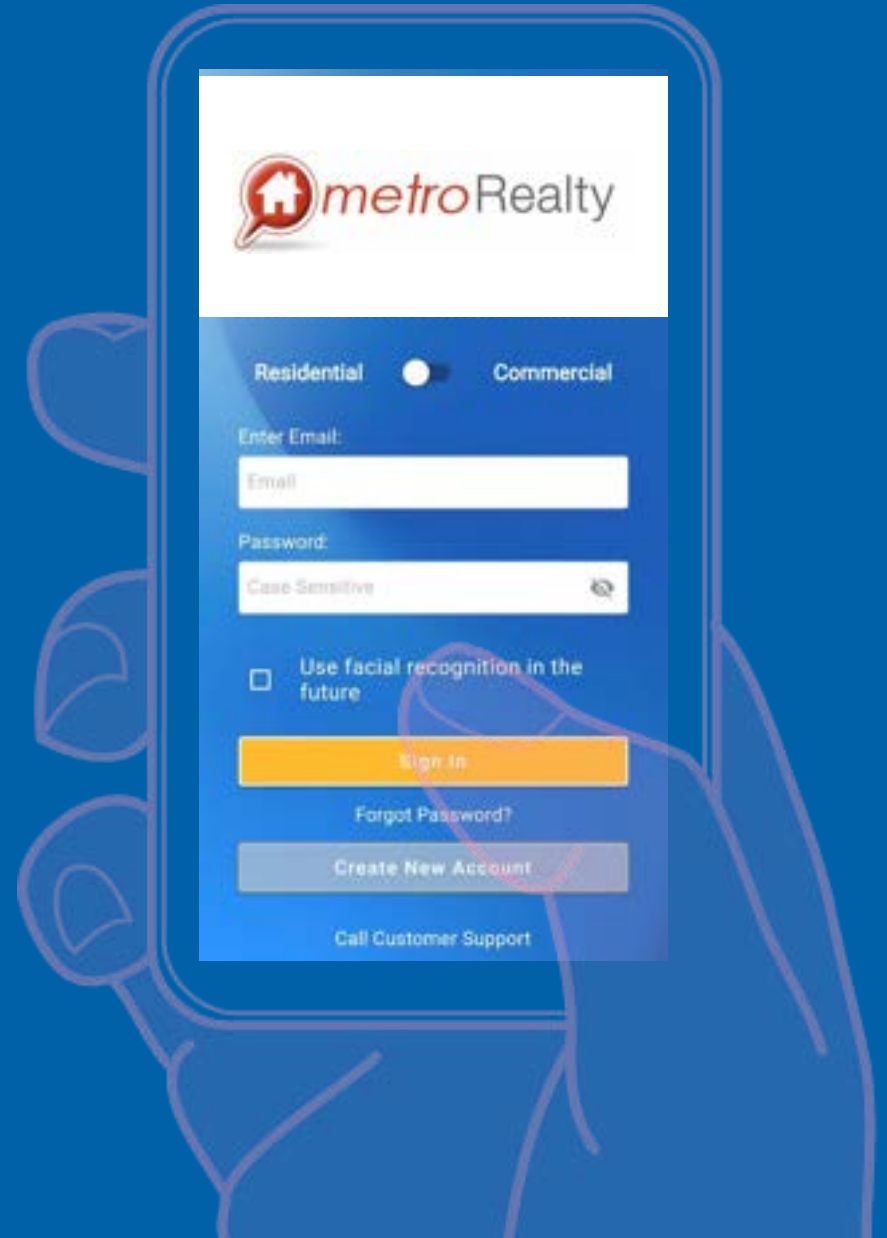
📈 Price Change 50



# Company Branding

On every agent's iPhone  
or Android smartphone

Company branding via RPR Broker  
Tools registration extends each  
company's brand through out the RPR  
Website.



# Company Branded Reports

The image displays three overlapping real estate market activity reports for Scottsdale, AZ 85255, branded with the metroRealty logo. The reports include various data visualizations and agent contact information.

**Report 1 (Top):** Market Activity Report for Scottsdale, AZ 85255. It features a summary section with the following data points:

- Number of Properties: 10
- Lowest Listing: \$1,200,000
- Highest Listing: \$2,500,000
- Median Price / Average Listing: \$1,800,000
- Median Price / Average Price: \$1,500,000
- Median Days in Market: 22
- Total Volume: \$30,000,000

**Report 2 (Middle):** Market Activity Report for Scottsdale, AZ 85255, dated 6/18/2025. It includes a map of the Scottsdale area with various neighborhoods highlighted, such as Whisper Rock, Pinnacle Peak, and McDowell Mountain Regional Park. The report also includes a section for "Total Single Family" listings.

**Report 3 (Bottom):** Market Activity Report for Scottsdale, AZ 85255, dated 8/19/2025. It features a section for "July Single Family" listings and a contact card for Jane Smith, REALTOR, with the following information:

- Illinois Real Estate License #123456789
- Office (123) 456-7899
- agent@agent.com
- www.metroreality.com
- Metro Realty, 430 N. Michigan Ave., Chicago, IL 60611

The reports also include the RPR logo and copyright information: "Copyright 2025 Realtors Property Resource® LLC. All Rights Reserved. Information is not guaranteed. Equal Housing Opportunity."

2776 Goldleaf Dr  
Akron, OH 44333

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**Amy Mantia**

Manager, Broker Services

📞 Work (816) 792-4486

📠 (816) 269-4685

✉️ amy@narpr.com

🌐 www.metrorealty.com



95 Bartholdi Ave  
Butler, NJ 07405



**Mark Van Winkle**

Realtor

New Jersey Real Estate License #1431182

Mobile (201) 230-0391

(973) 729-2700

<https://mark-vanwinkle.weichert.com/>



Weichert

92 Woodport Rd  
Sparta, NJ 07871

# RPR Broker Tools

- Branding
- Company Custom Pages
- Affiliated Service Modules
- AVM Widget
- Deep Links

The screenshot displays the metroRealty website interface. At the top, there is a navigation bar with the metroRealty logo and links for Home, Research, Marketing, Reports, Learn, Help, and My Work. Below the navigation bar, there are search filters for Residential and Commercial properties, with options to filter by Location, Type/Status, Property Type, Price, Beds, and Baths. The main content area features a 'Shortcuts' section with icons for 'Prospect for Clients' and 'Search using a Map'. Below this, there is a 'My Markets' section with a table showing market data for Scottsdale, AZ 85255 and Phoenix, AZ 85018. The table includes columns for 'ADD', 'EDIT', and a list of market categories with their respective counts. To the right, there are several overlapping reports and listings, including a 'Market Activity Report' for Scottsdale, AZ 85255, and a 'New Listings: 10 (cont.)' section with property details and photos. The bottom right corner features a 'Presented by' section with a photo of a realtor and contact information for metroRealty.

Market	For Sale	For Lease	Price Change	Pending	Closed - For Sale	Closed - For Lease	Distressed
Scottsdale, AZ 85255	25	15	48	20	25	8	0
Phoenix, AZ 85018							

# Company Custom Pages

- Requires company to assign a “Broker Admin”
- They have authority to upload company marketing to RPR
- Upload up to 5 PDF's



# Popular Company Custom Pages

- Why Use Us?
- Company History
- Company Stats
- Map of Offices
- Market Share Stats
- Community Involvement
- Why Use a REALTOR®?



# Custom Pages



**COLDWELL BANKER REAL ESTATE GROUP**

Welcome to Coldwell Banker Real Estate Group. As a family-owned company built on a foundation of trust, integrity, and service, we are honored to be part of your real estate journey. Our family is committed to the mission of helping people make the best real estate decisions possible.

We get beyond just buying and selling homes—we offer a full service real estate experience. We provide comprehensive real estate services for business, offering market mortgage and title solutions through our partnerships with First Mortgage and Home Title Group & NEXI Title Services.

Whether you're a first-time homebuyer, a seasoned investor, or a family looking for your forever home, we are here to provide the expertise and care you deserve.

We look forward to welcoming you to our family and guiding you home.



*Mike Proedel*  
**MIKE PROEDEL**  
 President & CEO,  
 Coldwell Banker Real Estate Group

**MORE THAN AN AGENT, A PARTNER YOU CAN TRUST**

**OUR AGENTS HANDLE THE DETAILS, INCLUDING KEEPING YOUR BEST INTERESTS IN MIND.**

With Coldwell Banker Real Estate Group, you can rest assured knowing that your agent is your advisor and advocate. Your agent will help clarify your needs and wants, while educating you on current market conditions. Your agent is your dedicated negotiator and expert in your state to handle the ins and outs of the negotiation process.

Our agents are process partners, here to help with the paperwork and manage the details, so you have less to worry about and more time to focus on what matters.





**WE HAVE OVER 1,600 AGENTS AND NEARLY 60 OFFICES TO SERVE YOU.**

<b>ILLINOIS OFFICES</b>	<b>WISCONSIN OFFICES</b>	<b>INDIANA OFFICES</b>
Aurora	Appleton - John St.	Angola
Arlington Heights	Appleton - Lumbard Ave.	Columbus City
Bartonsville	Bellin	Green Pines
Bloomington	East Haven	Elkhart County
Champaign	Franklin	Fort Wayne - Coliseum Rd.
Chicago - West Loop	Fish Creek	Fort Wayne - Jefferson Blvd.
Danville	Green Bay	Fort Wayne - Sullivan Hwy
Deerfield	Lake Geneva	Huntington
Elmhurst	Madison	Indianapolis
Harlem Station	Manitowish	Marion
Larkspur	Neenah	Plainfield
Libertyville	New London	South Bend
Monticello	Oakton	Valparaiso
Naperville - Main St.	Parishville	Warsaw
Naperville - Peoria St.	Shawano	
North Liberty	Waupun	
Oconomowoc		
Oregon		
Ottawa		
Port Jervis		
Proctor		
Rockford		
Rockton		
Shelburne		
South Elgin		
Waukegan		

**MICHIGAN OFFICES**

Ann Arbor  
 East Lansing  
 Farmington Hills  
 Grand Rapids  
 Kalamazoo  
 Livonia  
 Novi  
 Troy



ColdwellBanker.com  
 800.828.2222



**WELCOME TO THE FAMILY**

Welcome to the Proedel family, where for over 50 years, Mike Proedel helped his real estate career — and he already brought his family and your family, leading a place where clients and agents feel truly at home.



**THE PROEDEL FAMILY**  
 Mike Proedel, President & CEO, Coldwell Banker Real Estate Group  
 Jennifer Proedel, Vice President, Coldwell Banker Real Estate Group  
 Sarah Proedel, Vice President, Coldwell Banker Real Estate Group  
 Matt Proedel, Vice President, Coldwell Banker Real Estate Group  
 Alex Proedel, Vice President, Coldwell Banker Real Estate Group  
 Mia Proedel, Vice President, Coldwell Banker Real Estate Group

# RPR Broker Tools

- Branding
- Company Custom Pages
- **Affiliated Service Modules**
- AVM Widget
- Deep Links

The screenshot displays the metroRealty website interface. At the top, there is a navigation bar with the metroRealty logo and links for Home, Research, Marketing, Reports, Learn, Help, and My Work. Below the navigation bar, there are search filters for Residential and Commercial properties, with options to enter an address, place, APN/Tax IDs, or listing IDs. The filters also include Type/Status (Sales, Leases), Property Type (3 Selected), Price (Any), Beds (Any), and Baths (Any). The main content area features a 'Shortcuts' section with icons for 'Prospect for Clients' and 'Search using a Map'. Below this is a 'My Markets' section with a table showing market data for Scottsdale, AZ 85255 and Phoenix, AZ 85018. The table includes columns for 'ADD', 'EDIT', and a list of market categories with their respective counts. A map of Scottsdale is visible in the background. Overlaid on the screenshot are several report cards, including a 'Market Activity Report' for Scottsdale, AZ 85255, and a 'Market Snapshot: Estimate' report. The report cards show 'New Listings: 10 (cont.)' and list several active listings with details such as address, price, and features. A 'Presented by' section at the bottom right of the report cards features a photo of a realtor and contact information for metroRealty.


Market	For Sale	For Lease	Price Change	Pending	Closed - For Sale	Closed - For Lease	Distressed
Scottsdale, AZ 85255	25	15	48	20	25	8	0
Phoenix, AZ 85018							


# Affiliated Service Modules

- Mortgage
- Title
- Home Warranty
- Insurance
- Concierge Services
- Property Management

METRO REALTY MORTGAGE


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 **Name:** John Smith  
**E-mail:** [info@MetroMortgage.com](mailto:info@MetroMortgage.com)

METRO REALTY TITLE- EASTSIDE

---



  
 **Name:** John Smith  
**E-mail:** [info@MetroTitle.com](mailto:info@MetroTitle.com)  
**Work:** (888) 914-7771  
**Fax:** (630) 222-1223

**Metro Realty Title- East**  
430 N. Michigan Ave.  
Chicago, IL 60611  
**Website:** <http://www.metrotitle.com>

---

[← Previous](#) [Next →](#)

[Home](#) > [Property Search](#) > 11524 E Desert Willow Dr

 **11524 E Desert Willow Dr**, Scottsdale, AZ 85255 [Change Address](#)

 Save

 Print

 CREATE REPORT

## Property Information

[Property Information](#)

[History](#)

[Market Trends](#)

[Refined Value](#)

[CMA](#)

[Neighborhood](#)

 PHOTOS

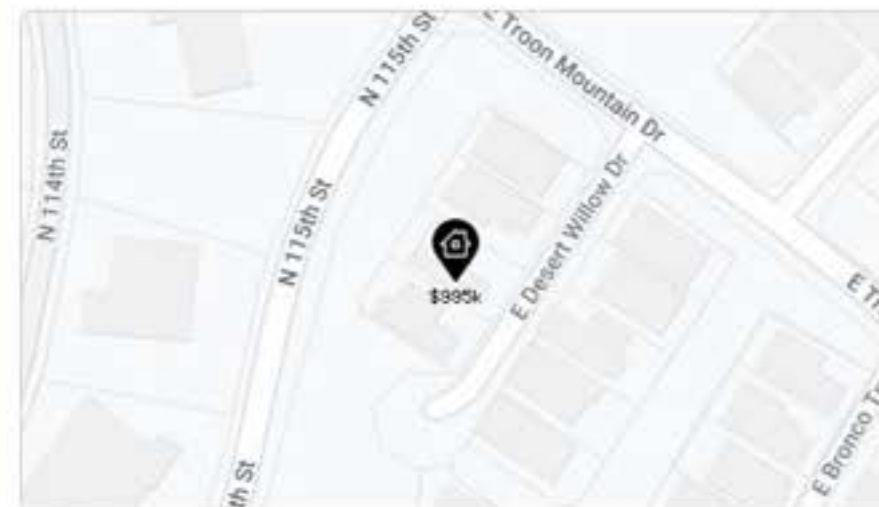
 STREET

 OVERHEAD

 HISTORICAL PHOTOS



## MAP



## LISTING AGENT

Agent: Kellen Britt

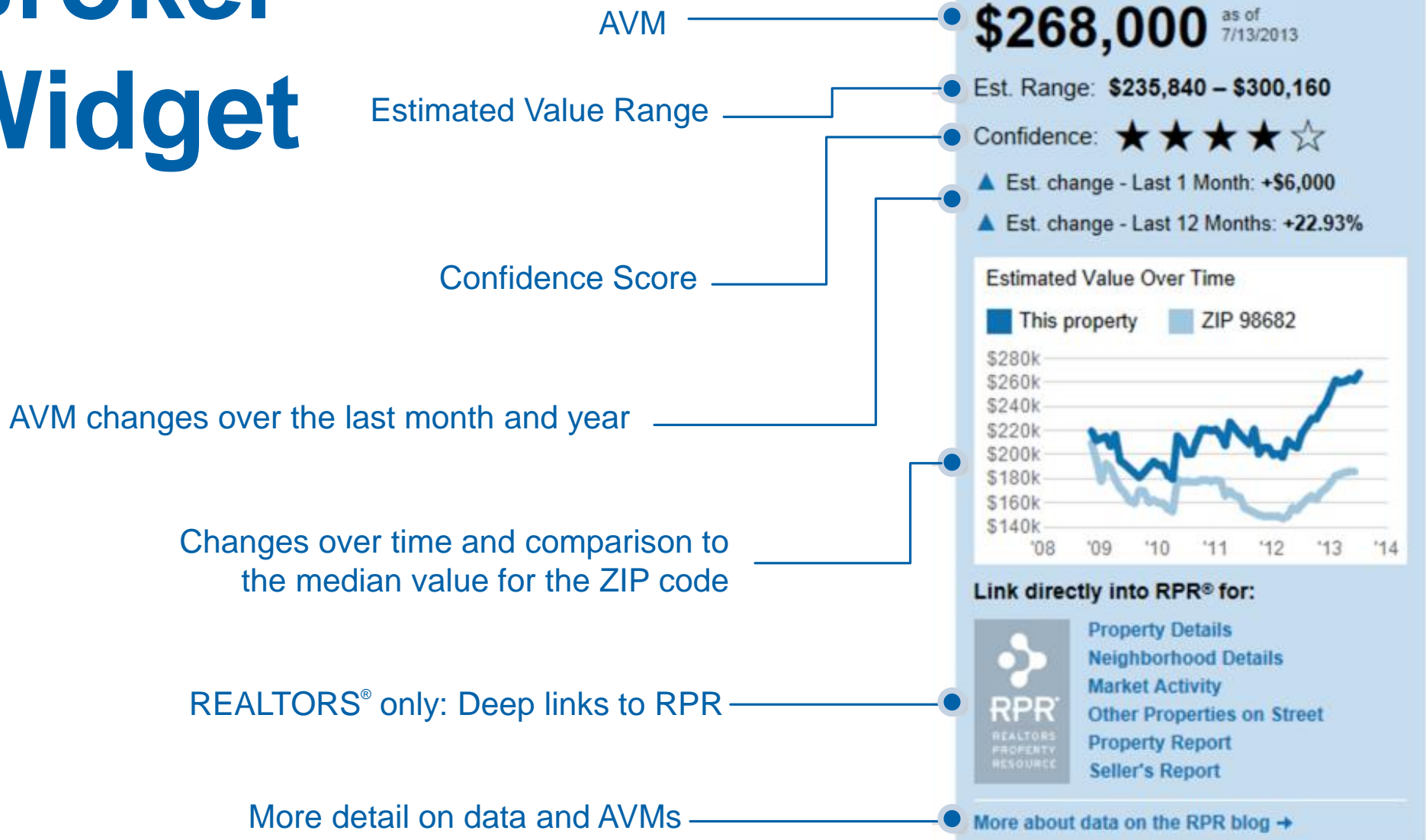
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Market	For Sale	For Lease	Price Change	Pending	Closed - For Sale	Closed - For Lease	Distressed
Scottsdale, AZ 85255	25	15	48	20	25	8	0
Phoenix, AZ 85018							

# RPR Broker AVM Widget



**Estimated Value** ⓘ

**\$268,000** as of 7/13/2013

Est. Range: **\$235,840 – \$300,160**

Confidence: ★★☆☆☆

▲ Est. change - Last 1 Month: **+\$6,000**

▲ Est. change - Last 12 Months: **+22.93%**

**Estimated Value Over Time**

■ This property ■ ZIP 98682

Year	This property	ZIP 98682
'08	\$210k	\$180k
'09	\$190k	\$160k
'10	\$200k	\$170k
'11	\$210k	\$175k
'12	\$200k	\$170k
'13	\$240k	\$180k
'14	\$268k	\$185k

**Link directly into RPR® for:**

- Property Details
- Neighborhood Details
- Market Activity
- Other Properties on Street
- Property Report
- Seller's Report

**RPR**  
REALTORS  
PROPERTY  
RESOURCE

[More about data on the RPR blog →](#)



PROPERTY SEARCH

AGENT LOGIN

HOME | **SELLERS** | BUYERS | AGENT SEARCH



COMMUNITY | OPEN HOUSES | CAREERS

CONTACT

- WHAT IS MY HOME WORTH?
- HELPFUL RESOURCES
- MATCH ME TO AN AGENT
- STEPS TO SELL

# Tierra Antigua = ANCIENT EARTH

QUICK SEARCH

OPEN HOUSES

ADVANCED SEARCH

FIND

Residential

SELECT A CITY OR ZIP

PRICE

\$ to \$\$\$

SEARCH PROPERTIES

MORE SEARCH OPTIONS VIEW MY FAVORITES



# WHAT IS MY HOME WORTH?

[HOME](#) > [SELLERS](#) > [WHAT IS MY HOME WORTH?](#)

## What Is My Home Worth?

Use this free tool to get an instant estimated market value assessment of your home or a home you are interested in.

**Street Address \***

4465 Lavender Dr

**City \***

PALM HARBOR

**State \***

Florida

**Zip \***

34685

# WHAT IS MY HOME WORTH?

HOME > SELLERS > WHAT IS MY HOME WORTH?

## What Is My Home Worth?

Use this free tool to get an instant estimated market value assessment of your home or a home you are interested in.

### Estimated Value

4465 Lavender Dr  
Palm Harbor, FL 34685

**\$699,000** as of  
3/24/2020

Est. Range: **\$636,090 – \$761,910**

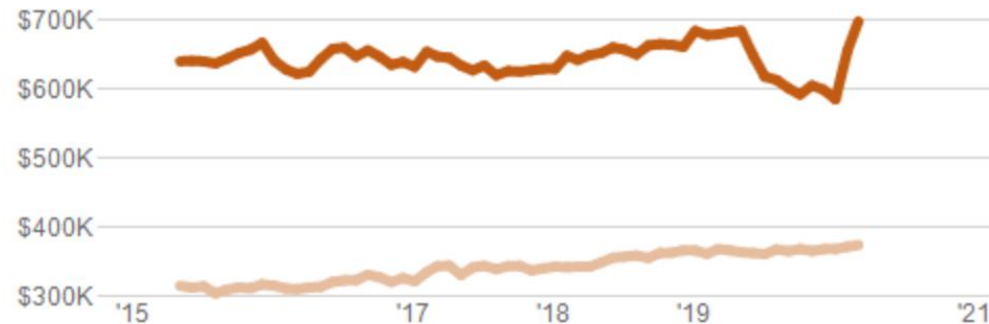
Confidence: ★★★★★

▲ Est. change - Last 1 Month: **+\$43,000**

▲ Est. change - Last 12 Months: **+2.79%**

### Estimated Value Over Time

■ This property   ■ ZIP 34685





**Lila Delman**  
EST. 1964

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

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[RENT](#)

[OUR ASSOCIATES](#)

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[LILA LOVES](#)

[CONTACT](#)

Search by town, address, ZIP code, listing ID# or associate



**WHAT'S MY HOME WORTH?**

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Phoenix, AZ 85018							



Residential

Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

NAR Member

Chicago, IL

MLS/CIE Status

No MLS/CIE selected, Limited Data Access

Profile

Broker Tools

## Shortcuts



Prospect for Clients



Search using a Map



Create a Report



Investor Analysis



Opportunity Zones



Create a CMA

## My Markets

+ ADD

EDIT

Viewing 27 of 27 properties

Map Search →

Residential

Scottsdale, AZ 85255

For Sale 27

For Lease 17

Price Change 50

Pending 20





## Setting up Deep Links

Deep Links allow efficient and direct navigation to RPR from your brokerage website. Deep Links allow your agents, for example, to move from a property page on your website to the same property in RPR to see public records data and other detailed information. Follow the steps to set up your Deep Links.

### Video Help

Watch our quick-start guide for Brokers



1 Start by searching:

2 Select your mode:  Residential  Commercial

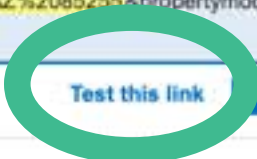
3 Select what you want to link to:

**Property / Listing Details**

Detail for:  Property Information  CMA  
 Refined Value  Market Trends

`https://www.narrpr.com/deep-link?query=9528%20E%20Mountain%20Spring%20Rd%2C%20Scottsdale%2C%20AZ%2085255&propertymode=Residential&action=PropertyDetails`

[See Examples](#)



**Reports**

Report for:  Market Activity Report  Neighborhood Report

4 Copy your Deep Links:

**Property / Listing Details**  
`https://www.narrpr.com/deep-link?query=9528%20E%20Mountain%20Spring%20Rd%2C%20Scottsdale%2C%20AZ%2085255&propertymode=Residential&action=PropertyDetails`

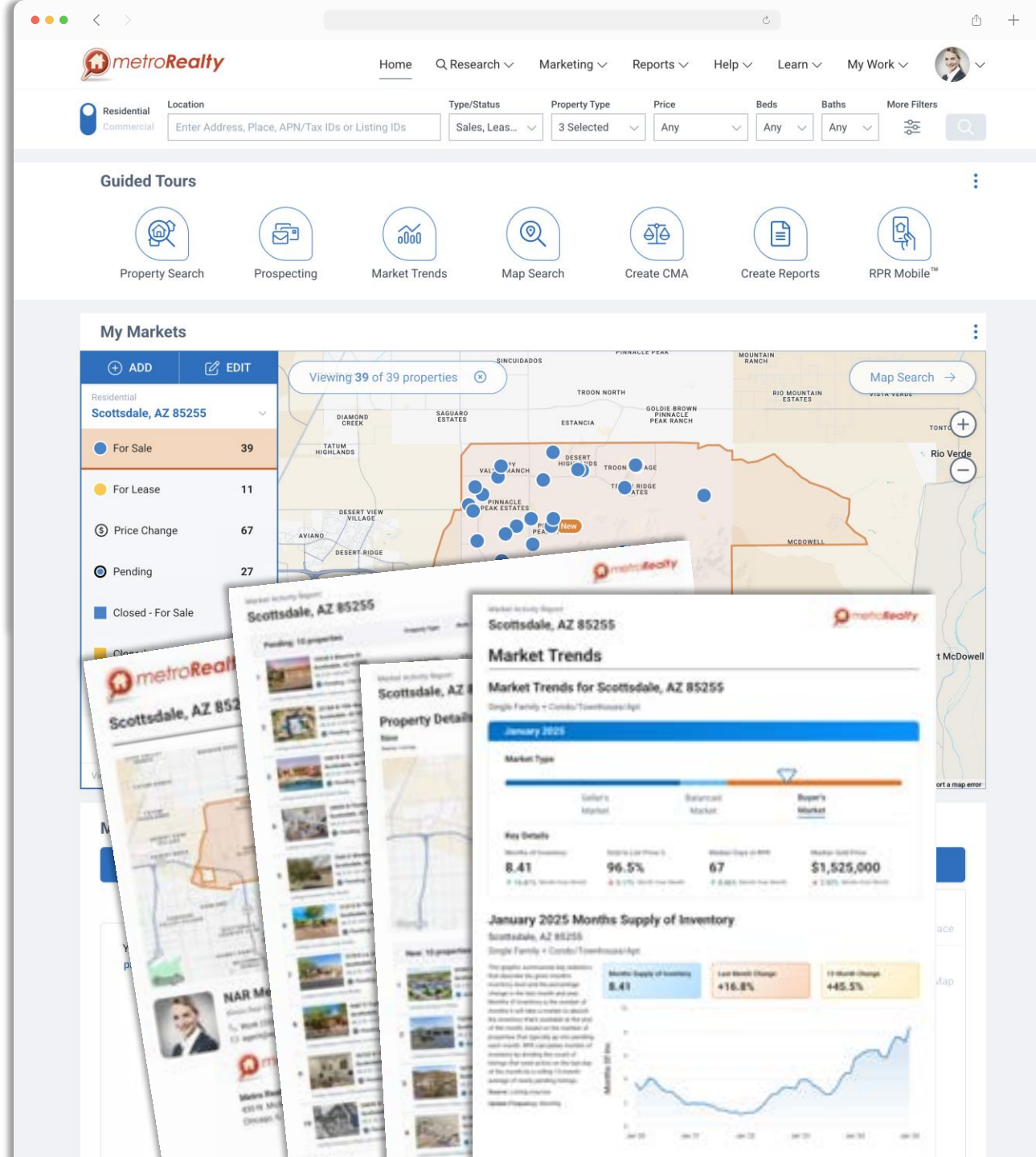
**Reports**  
`https://www.narrpr.com/deep-link?query=9528%20E%20Mountain%20Spring%20Rd%2C%20Scottsdale%2C%20AZ%2085255&propertymode=Residential&action=Reports`

**Search Results**  
`https://www.narrpr.com/deep-link?query=9528%20E%20Mountain%20Spring%20Rd%2C%20Scottsdale%2C%20AZ%2085255&propertymode=Residential&action=Searches`

**Neighborhoods**

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- ✓ Deep Links



COMPASS

John L. Scott  
REAL ESTATE

Edina Realty

BERKSHIRE  
HATHAWAY  
HOMESERVICES

CALIFORNIA  
PROPERTIES

lpt realty  
REAL ESTATE REIMAGINED

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CB COLDWELL BANKER  
REALTY

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Company

HUNT  
Since 1911

ERA  
REAL ESTATE

LONG & FOSTER®  
REAL ESTATE

REALTY ONE GROUP  
A Team of Professionals

kw ARLINGTON  
KELLERWILLIAMS. REALTY

allen  
tate  
Realtors®

exp  
REALTY

Real Estate  
One

Weichert,  
Realtors®

United  
Real Estate

Better Homes  
and Gardens  
REAL ESTATE | GARY  
GREENE

BERKSHIRE  
HATHAWAY  
HOMESERVICES | HOMESALE  
REALTY

Howard  
Hanna  
Real Estate Mortgage Title Insurance

HOMESMART

BERKSHIRE  
HATHAWAY  
HOMESERVICES

FOX & ROACH,  
REALTORS®

FIRSTWEBER  
Group  
REALTORS®

Douglas Elliman

Ebby  
HALLIDAY  
REALTORS®  
EBBY.COM

CRYE-LEIKE®  
REAL ESTATE SERVICES

REECE & NICHOLS  
Real Estate Mortgage Title Insurance

kw ATLANTA  
PARTNERS  
KELLERWILLIAMS. REALTY

FIRSTTEAM  
REAL ESTATE

SAMSON  
PROPERTIES

CB COLDWELL BANKER  
SCHMIDT REALTY

ShoreWEST  
REALTORS®

FATHOM  
REALTY

Russ  
Lyon | Sotheby's  
INTERNATIONAL REALTY

RE/MAX GOLD

LATTER  
& BLUM | COMPASS

CENTURY 21  
New Millennium

WEST  
USA  
REALTY

RE/MAX RESULTS

REDFIN | BERKSHIRE  
HATHAWAY  
HOMESERVICES | FLORIDA  
REALTY

real

VPR  
Virtual Properties Realty

Prominent  
Properties | Sotheby's  
INTERNATIONAL REALTY

HOULIHAN LAWRENCE

CENTURY 21  
Affiliated

CB COLDWELL BANKER  
SEA COAST  
ADVANTAGE

kw GO

BAIRD & WARNER

# National Branded Franchisors



COLDWELL BANKER



COLDWELL BANKER  
COMMERCIAL

RE/MAX

REALTY ONE GROUP  
*A Team of Professionals*



United  
Real Estate

NAI Global



CENTURY 21

Weichert  
REALTORS



NextHome




# Broker / Owners: Next Steps




Scan Now

Whether you're already leveraging RPR Broker Tools or you're ready to get started, choose the path below that fits your needs.



**Request Company Usage Metrics**

Track log-ins, reports created and more across your brokerage—identify top users and training opportunities.



**Get Started with Broker Tools**

Unlock branded reports, custom pages, deep links and more for your agents—at no extra cost.



# Property Information

**Residential** **Commercial** **Location**  **Type/Status**  **Property Type**  **Price**  **Beds**  **Baths**  **More Filters**

### Shortcuts



Prospect for Clients



Search using a Map



Create a Report



Investor Analysis



Opportunity Zones



Create a CMA



Tour Homepage

### My Markets

	ADD		EDIT
Residential	Scottsdale, Arizona		
	For Sale	221	
	For Lease	111	
	Price Change	335	

Viewing 221 of 221 properties

Map Search

Map controls:



Residential

Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters



## Shortcuts



Prospect for Clients



Search using a Map



Create a Report



Investor Analysis



Opportunity Zones



Create a CMA



Tour Homepage

## My Markets



+ ADD

EDIT

Viewing 221 of 221 properties

Map Search →

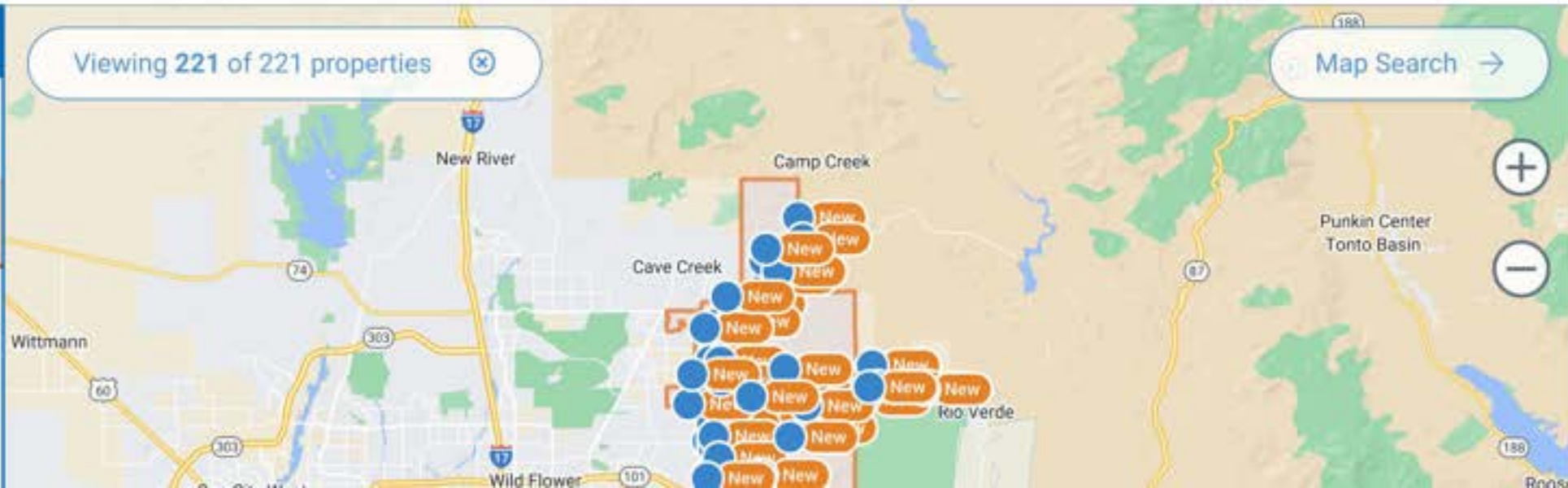
Residential

Scottsdale, Arizona

● For Sale 221

● For Lease 111

Ⓢ Price Change 335





Residential  
Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters



## Shortcuts

## My Markets

+ ADD

EDIT

Residential

Scottsdale, Arizona

● For Sale 221

● For Lease 111

💰 Price Change 335

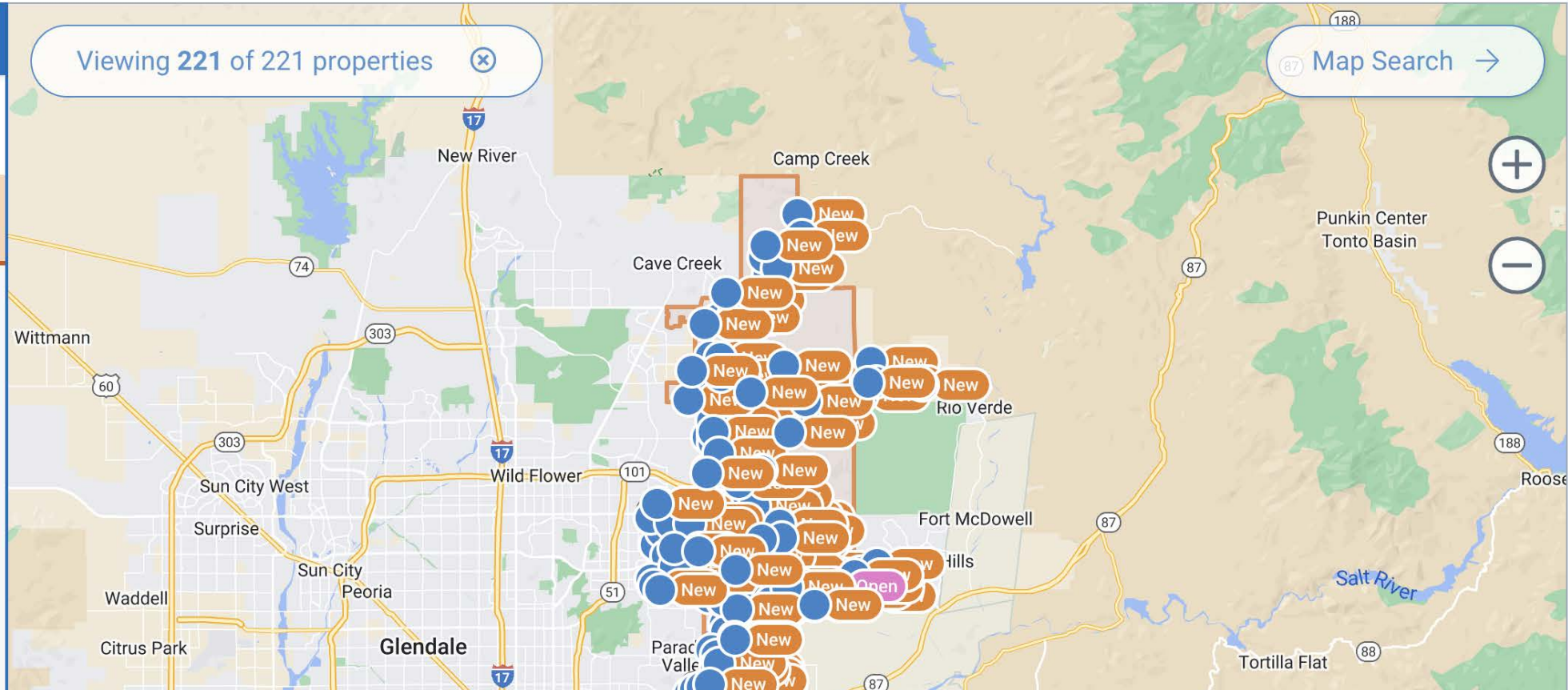
⦿ Pending 145

■ Closed - For Sale 130

■ Closed - For Lease 83

Viewing 221 of 221 properties

Map Search





Residential

Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing IDs

Type/Status

Sales, Leases

Property Type

3 Selected

Price

Any

Beds

Any

Baths

Any

More Filters



Home > Property Search > 26100 N 82nd St

**26100 N 82nd St**, Scottsdale, AZ 85255



CREATE REPORT

## Property Information

Property Information

Market Trends

Refined Value

CMA

Neighborhood

My Updates

PHOTOS

STREET

SATELLITE

HISTORICAL



**Closed / For Sale** • Sold Date: 12/29/2022, MLS Listing 6427729: 7/1/2022

Closed Price

**\$1,100,000**



**5** Beds



**5** Baths



**4,627** Sq Ft



**0.77** Acres

Closed Date

12/29/2022

Listing ID

6427729

RVM®

**\$1,221,970**

RVM® Updated

5/23/2023

[View Details](#)

RVM® Estimated Range

\$1.17M

\$1.27M

RVM® Month Change

\$6,990

RVM® Confidence



RVM® Year Change

33.94%



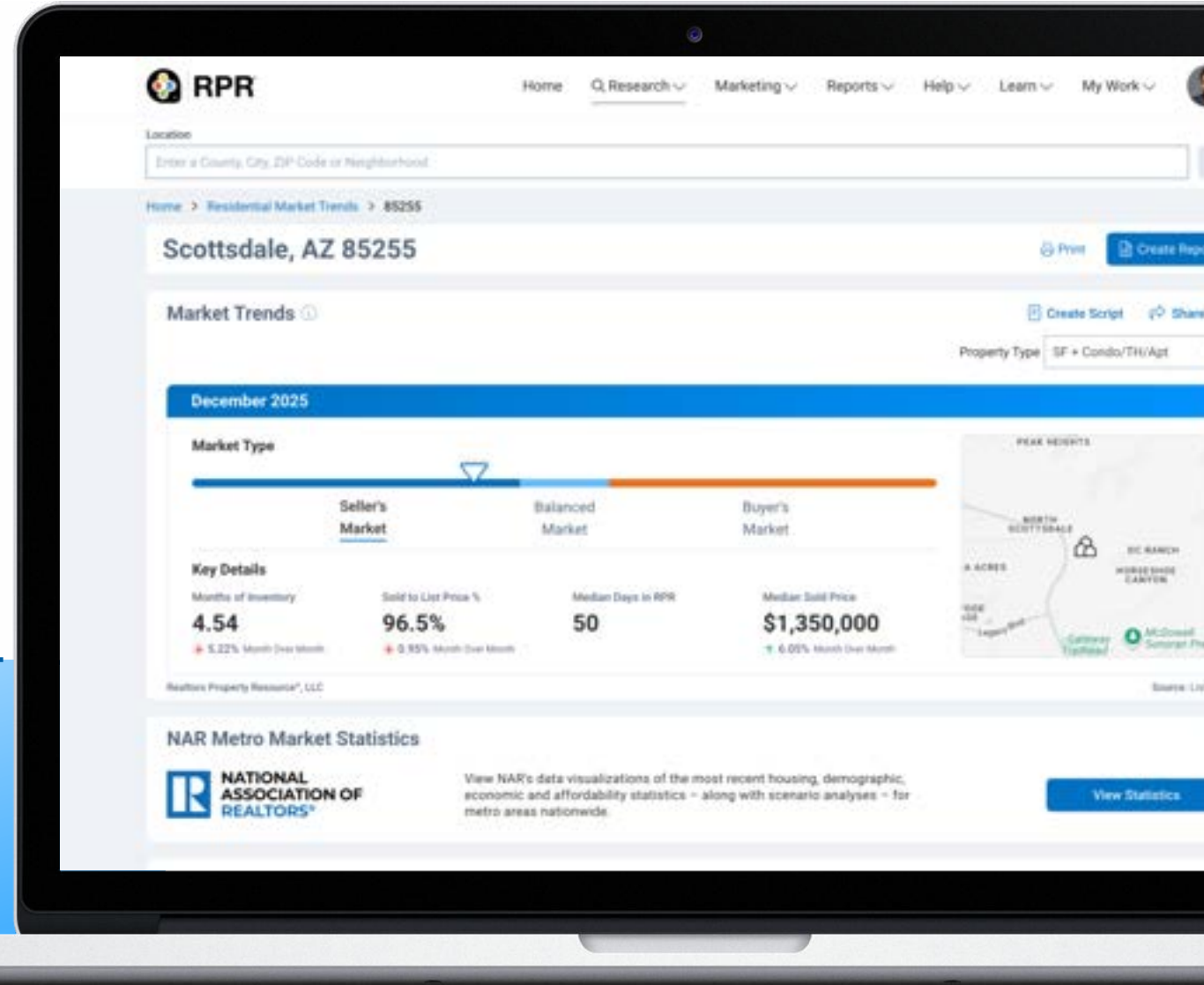
# RPR Platform

# Market Trends Evolution

Market insights for social media and direct-to-consumer campaigns

**4.63 Million**

Market Trends views since launch

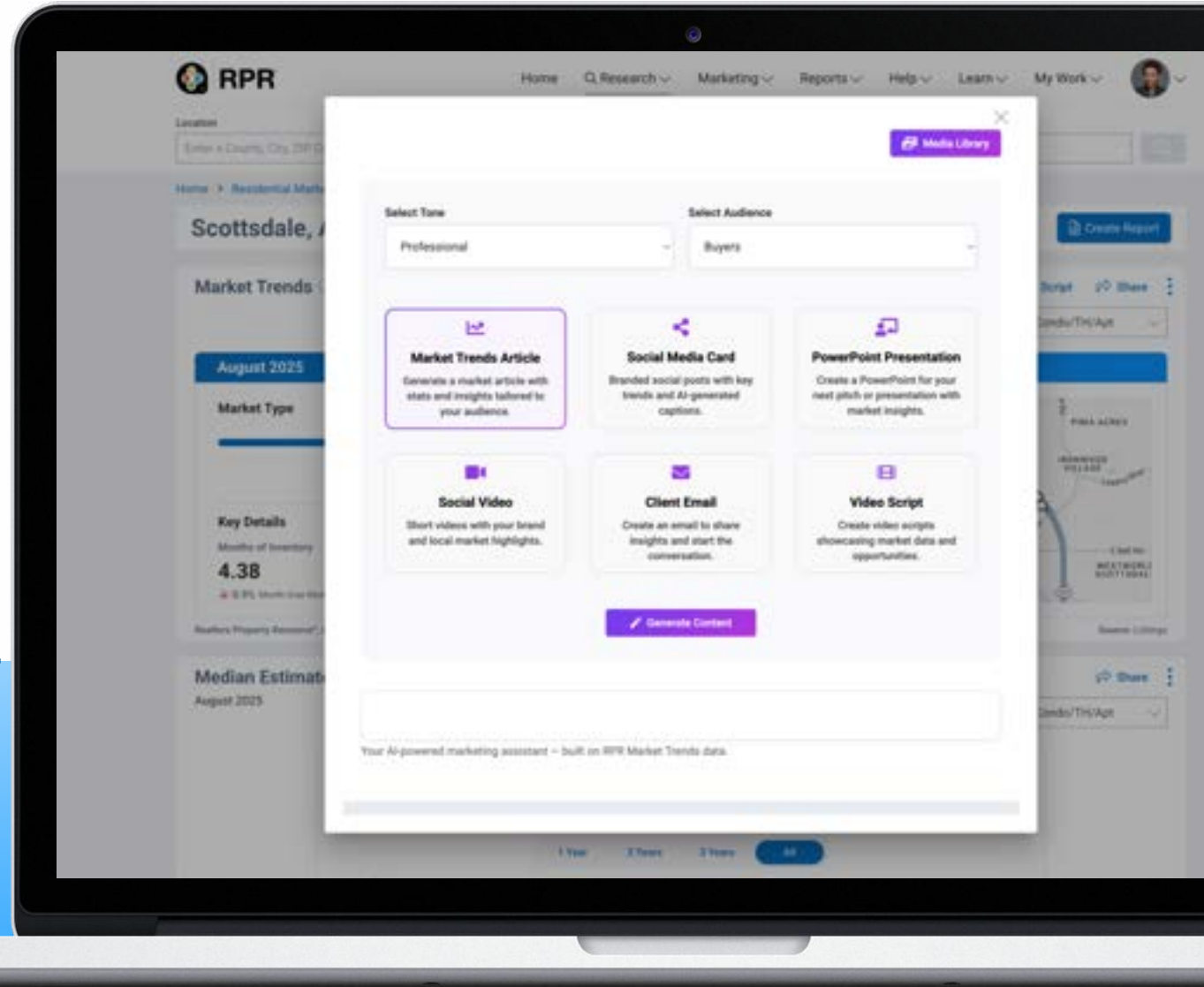


# Market Trends AI ScriptWriter

- Video scripts
- Social campaigns
- Presentations

**687,300**

outputs created since launch





Location

Enter a County, City, ZIP Code or Neighborhood



Home > Residential Market Trends > 85255

## Scottsdale, AZ 85255

Print

Create Report

### Market Trends

Create Script

Share

Property

January 2026

#### Market Type



#### Key Details

Months of Inventory

5.61

↑ 28.67% Month Over Month

Sold to List Price %

96.6%

↑ 0.06% Month Over Month

Median Days in RPR

68

↑ 44.68% Month Over Month

Median Sold Price

\$1,455,000

↑ 9.81% Month Over Month



Realtors Property Resource®, LLC

Source: Listings

### NAR Metro Market Statistics



View NAR's data visualizations of the most recent housing, demographic, economic and affordability statistics – along with scenario analyses – for metro areas nationwide.

View Statistics



Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

+ 28.67% Month Over Month

Realtors Property Resource

NAR Metro Market



## Market Trends AI ScriptWriter

BETA

Media Library

Select Tone

Professional

Select Audience

Buyers



### Market Trends Article

Generate a market article with stats and insights tailored to your audience.



### Social Media Card

Branded social posts with key trends and AI-generated captions.



### PowerPoint Presentation

Create a PowerPoint for your next pitch or presentation with market insights.



### Social Video

Short videos with your brand and local market highlights.



### Client Email

Create an email to share insights and start the conversation.



### Video Script

Create video scripts showcasing market data and opportunities.

Generate Content

Script

Share

Condo/TH/Apt

Create Report

View Statistics

DC RANCH  
HORSESHOE CANYON

McDowell  
Sonoran Pre-

Source: Listings



Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

↑ 28.67% Month Over Month

Realtors Property Resource

NAR Metro Market



## Market Trends AI ScriptWriter

BETA

Media Library

Select Tone

✓ Professional

Conversational

Friendly

Confident

Encouraging

Warm and Reassuring

Direct and Bold

Select Audience

Buyers

with stats and insights tailored to your audience.

posts with key trends and AI-generated captions.

Create a PowerPoint for your next pitch or presentation with market insights.

Short videos with your brand and local market highlights.

Create an email to share insights and start the conversation.

Create video scripts showcasing market data and opportunities.

Generate Content

Script Share

Condo/TH/Apt

DC RANCH HORSESHOE CANYON

McDowell Sonoran Preserve

Source: Listings

View Statistics



Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

± 28.67% Month Over Month

Realtors Property Resource

NAR Metro Market



## Market Trends AI ScriptWriter

BETA

Media Library

Select Tone

Professional

Select Audience

- ✓ Buyers
- First-Time Homebuyers
- Move-Up Buyers
- Buyers and Sellers
- Sellers
- Luxury Home Sellers
- Downsizing Sellers
- Distressed Sellers (e.g. probate)
- Investors

### Market Trends Article

Generate a market article with stats and insights tailored to your audience.

### Social Media

Branded social media posts, trends and local market insights.

### Social Video

Short videos with your brand and local market highlights.

### Client Email

Create an email to share insights and start the conversation.

### Video Script

Create video scripts showcasing market data and opportunities.

Generate Content





Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

+ 28.67% Month Over Month

Realtors Property Resource

NAR Metro Market



## Market Trends AI ScriptWriter

BETA

Media Library

Select Tone

Professional

Select Audience

Buyers



### Market Trends Article

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Branded social posts with key trends and AI-generated captions.



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Short videos with your brand and local market highlights.



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### Video Script

Create video scripts showcasing market data and opportunities.

Article Style

Executive Summary





Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

+ 28.67% Month Over Month

Realtors Property Resource®

NAR Metro Market



Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

+ 28.67% Month Over Month

Realtors Property Resource®

NAR Metro Market



Save

Copy Text

Share by Email

Export to PDF

Export to Word

Scottsdale, AZ 85255, January 2026, Single Family + Condo/Townhouse/Apt.

## What's happening

- **Supply:** 5.61 months of inventory; 29% increase MoM, 3% YoY.
- **Price:** Median sold price at \$1,455,000; 10% increase MoM.
- **Days:** Median days on market 68; 45% increase MoM.

## Why it matters

- **Affordability:** Rising prices impact buying power; strategic budgeting is key, especially for first-time buyers.
- **Timing:** Increased days on market offer potential leverage for negotiation, benefiting all buyer types.

## Now what

1. **Evaluate Budget:** Analyze financial readiness considering median price trends and potential negotiation benefits.
2. **Act Swiftly:** With inventory rising, seize opportunities quickly as more homes enter the market.
3. **Consult Experts:** Collaborate with a real estate professional for market insights and strategic buying decisions.

Scottsdale's McDowell Sonoran Preserve offers extensive trails, adding recreational value to the area. For personalized guidance in the Scottsdale, AZ 85255 market, contact Jane Smith at [metrorealty@narrpr.com](mailto:metrorealty@narrpr.com).



Create Report

Script Share

Condo/TH/Apt

DC RANCH  
HORSESHOE CANYON

McDowell Sonoran Preserve

Source: Listings

View Statistics



Location

Scottsdale, AZ 85255

Home > Residential Market

Scottsdale, AZ

Market Trends

January 2026

Market Type

Key Details

Months of Inventory

5.61

↑ 28.67% Month Over Month

Realtors Property Resource

NAR Metro Market



## Market Trends AI ScriptWriter

BETA

Media Library

Select Tone

Professional

Select Audience

Buyers



### Market Trends Article

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### Client Email

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### Video Script

Create video scripts showcasing market data and opportunities.

Create Social Card

Script

Share

Condo/TH/Apt

Create Report

View Statistics



Location

Scottsdale, AZ 85255

Home > Residential Market

# Scottsdale, AZ

## Market Trends

January 2026

Market Type

Key Details

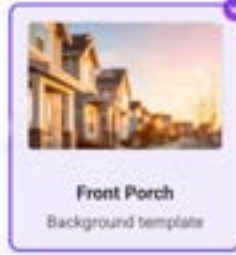
Months of Inventory

**5.61**

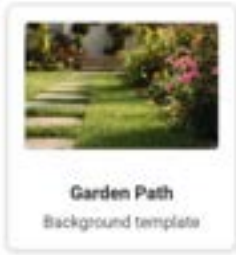
+ 28.67% Month Over Month

Realtors Property Resource

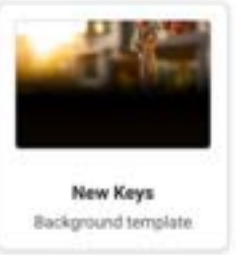
NAR Metro Market



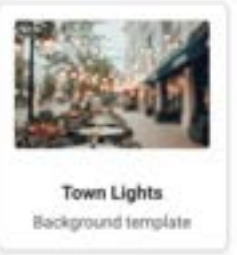
Front Porch  
Background template



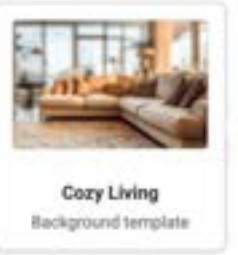
Garden Path  
Background template



New Keys  
Background template



Town Lights  
Background template



Cozy Living  
Background template

**Scottsdale, AZ 85255**  
January 2026

**5.61** Months of Inventory  
+ 28.67% Month Over Month

**96.61%** Sold to List Price %

**68** Median Days on Market  
+ 45% Month

**\$1,455,000** Median Sold Price  
+ 10% Month

Source: Realtors Property Resource | agent@cb.com | (512) 567-3321

← Back

Share with Caption →

Search

Create Report

Script Share

Condo/TH/Apt

DC RANCH  
HORSESHOE CANYON

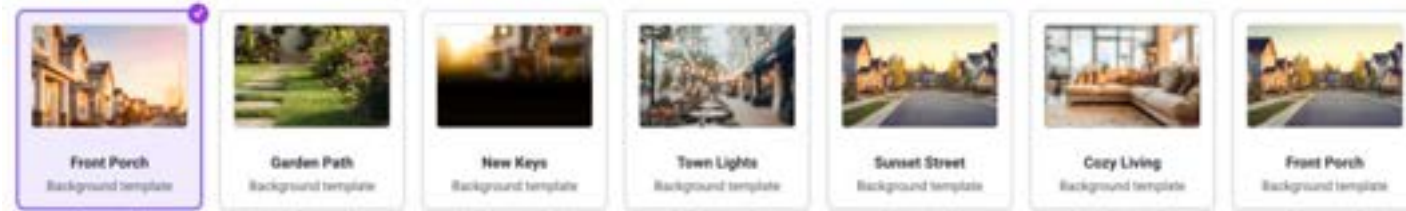
McDowell Sonoran Preserve

Source: Listings

View Statistics

# Ready-to-Share Market Cards for Stakeholder Outreach

- Visually compelling, already designed—ready to share with local media or community partners



**COLDWELL BANKER**  
REAL ESTATE GROUP

**Jane Smith**  
Coldwell Banker

**Scottsdale, AZ 85255**  
January 2026

<b>5.61</b> ▲ 29% MoM Months of Inventory	<b>96.61%</b> Sold to List Price %	<b>68</b> ▲ 45% MoM Median Days on Market	<b>\$1,455,000</b> ▲ 10% MoM Median Sold Price
---	---------------------------------------	---	--

Source: Realtors Property Resource    agent@cb.com    (512) 567-3321



Location

Scottsdale, AZ

Home > Real Estate

Scottsdale

Market

January

Market

Key Data

Months

5.61

28.6

Real Estate

NAR Market

NAR

Median

January 2024

Select Tone: Professional

Select Audience: Buyers

**Market Trends Article**  
Generate a market article with stats and insights tailored to your audience.

**Social Media Card**  
Branded social posts with key trends and AI-generated captions.

**PowerPoint Presentation**  
Create a PowerPoint for your next pitch or presentation with market insights.

**Social Video**  
Short videos with your brand and local market highlights.

**Client Email**  
Create an email to share insights and start the conversation.

**Video Script**  
Create video scripts showcasing market data and opportunities.

**Choose Video Template**  
Select a video template to generate your script.

**Market Buzz**  
Professional video template

**How's the Market?**  
Personal video template

**Market Intel**  
Professional video template

Download or Share

1 Start with trusted market data

2 AI generates short-form video

3 Download or Share

# Turn Market Data into Client-Ready Videos with AI



SCAN ME

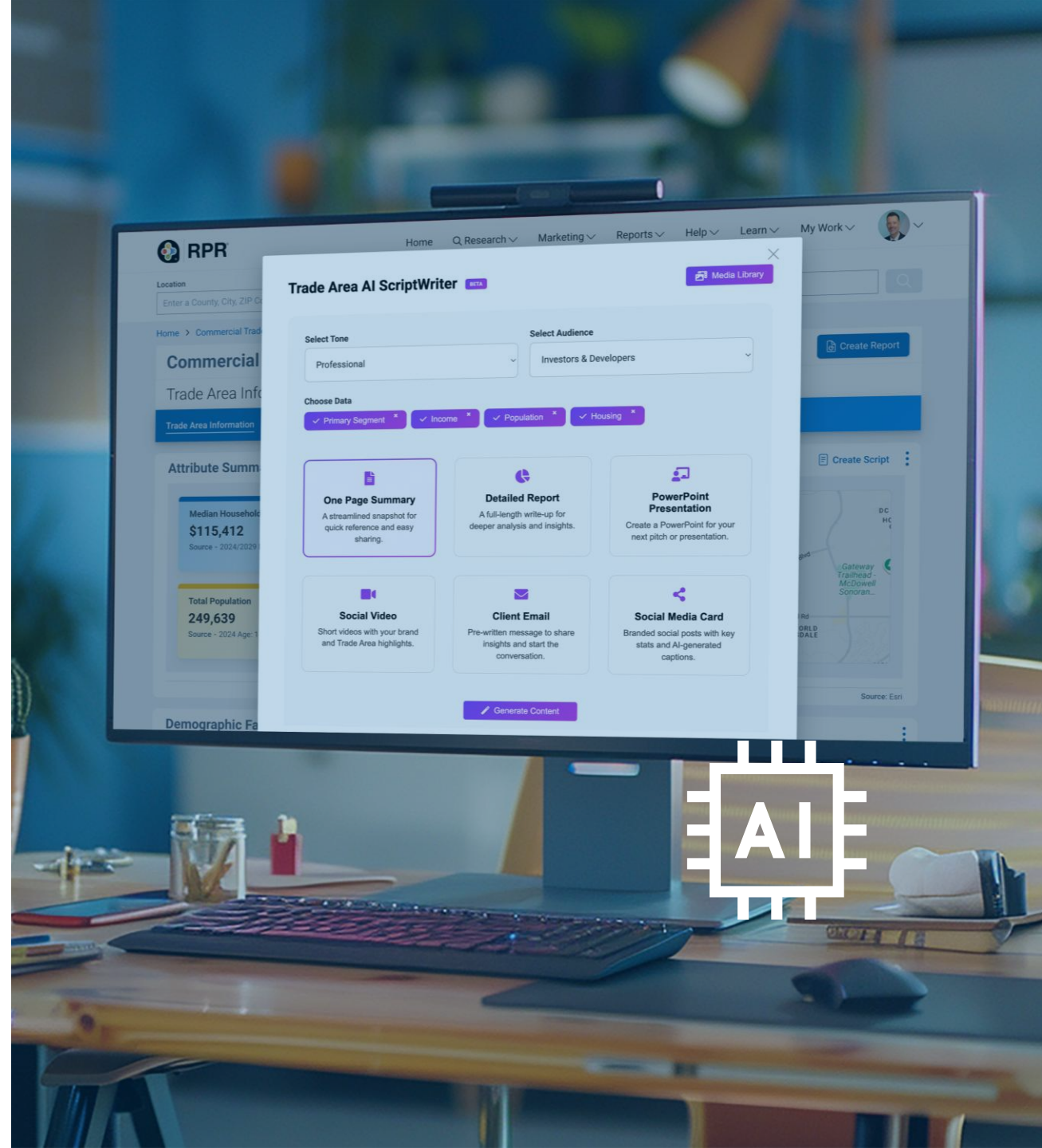
# Deliver Clear, Trusted Insights That Drive Action

- Data alone isn't enough
- Context and clarity drive trust and action
- Insight helps clients feel informed and ready to act



# Commercial AI ScriptWriter

- Choose Tone / Audience
- Choose Data Points
- Generate
  - One-page Summary
  - Detailed Report
  - Power Presentations
  - Social Videos
  - Social Graphic Cards





# RPR Reports

# Next Gen Reports

- Refreshed Layouts
- Customizable Templates
- Drag-and-Drop Interface
- Live Preview
- Dynamic Updates
- Multiple Sharing Options
- Mobile-Friendly

The screenshot displays the metroRealty Report Editor interface. The top navigation bar includes links for Home, Research, Marketing, Reports, Learn, Help, and My Work. The main interface is divided into two panels. The left panel, titled 'Elements', lists various report sections with checkboxes for selection: Cover Page (1/1), Property Summary (4/4), Property Information (7/21), Photos, Refined Value, Market Trends (4/9), All Section Elements, Market Trends (checked), Median Estimated Property Value, New Listings, Active Listings (checked), New Pending Listings, Pending Listings (checked), Sold Listings (checked), and Months Supply of Inventory. A hand cursor is pointing at the 'Market Trends' section. The right panel, titled 'Seller for 25838 N 104th PI', shows a live preview of the report page. The preview includes the metroRealty logo, the address '25838 N 104th PI, Scottsdale, AZ 85255', a photo of a house, and a profile for an NAR Member REALTOR. The bottom of the interface shows 'Page 1 of 15' and a zoom level of 50%.

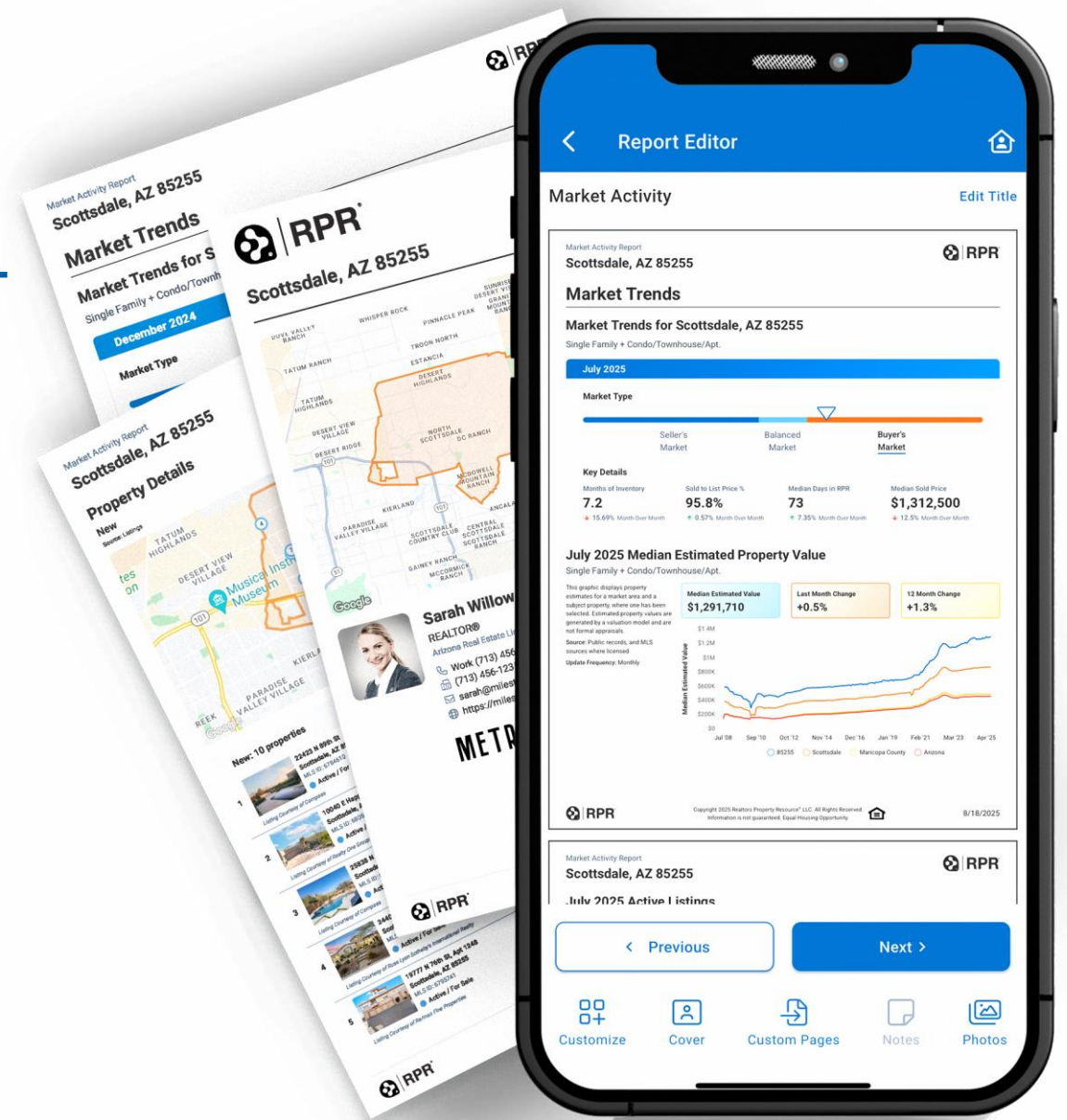
# Fresh Templates

## RESIDENTIAL

- ✓ Seller
- ✓ Buyer
- ✓ Property
- ✓ Market Trends
- ✓ CMA
- ✓ Market Activity
- ✓ Neighborhood
- ✓ School
- ✓ Buyers Tour for Mobile

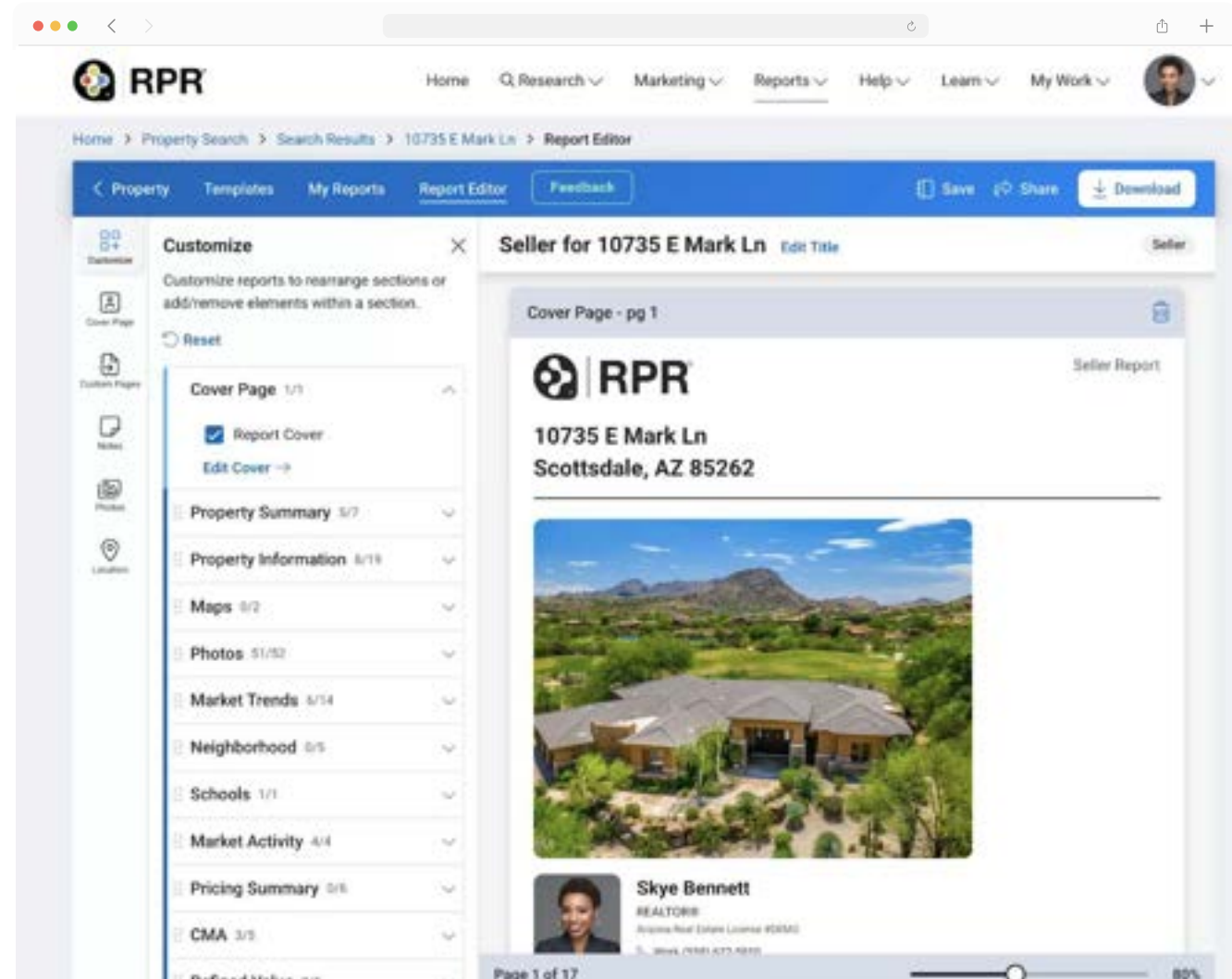
## COMMERCIAL

- ✓ Single Property
- ✓ Trade Area
- ✓ Site Selection



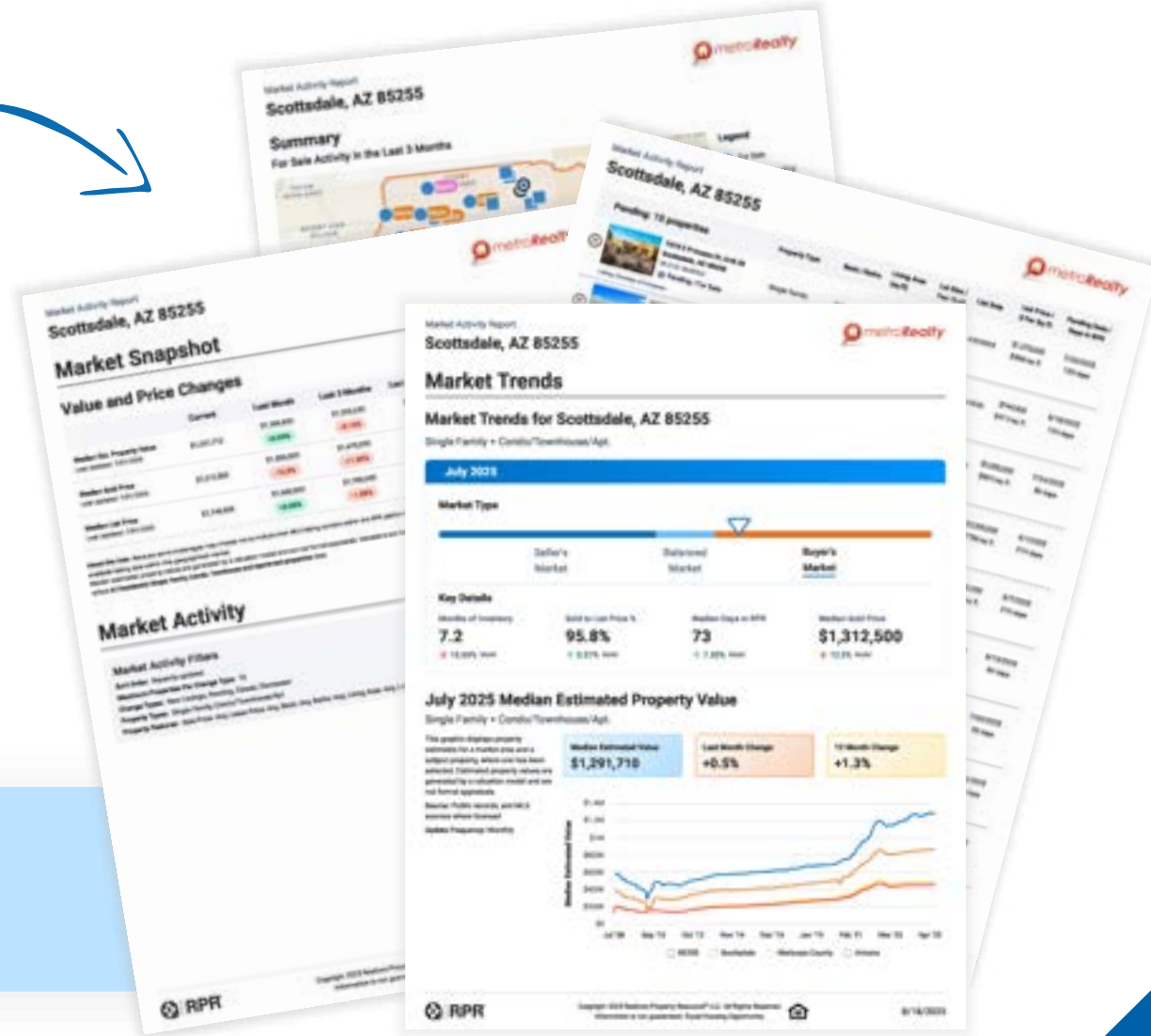
# Live Preview Editor

- Customization in Real-Time
- Agent workflow
  - ✓ Preview the default layout
  - ✓ Drag testimonials to page two
  - ✓ Hide irrelevant sections and data points
  - ✓ Rename "Listing Presentation"



# Dynamic Report Links

- Report links auto-refresh every 48 hours...no updates required.



 Learn More



LEARN MORE

# Dynamic links + Custom pages + Company branding



Reports that refresh automatically — no upkeep required.



LEARN MORE

The screenshot displays the Metro Realty website interface. At the top, the Metro Realty logo is on the left, and navigation links for 'Buy', 'Sell', 'Neighborhoods', and 'How's the Market?' are on the right. The main content area features a 'Market Trends' report for Scottsdale, AZ 85255, which includes a bar chart for 'Market Type' (Buyer's vs Seller's) and a line graph for 'July 2021 Median Estimated Property Value'. Below the report, there are two columns of links: 'Single Family Homes Report' and 'Condominiums Report', each with a list of neighborhood-specific links.

**metroRealty** Buy Sell Neighborhoods How's the Market?

### Market Trends

Market Trends for Scottsdale, AZ 85255

July 2021

Market Type: Buyer's Market / Seller's Market

Key Stats: 7.2, 95.8%, 75, \$1,312,500

July 2021 Median Estimated Property Value

Is It A "Buyer's Market" Or "Seller's Market" In Your Area Of Interest?

View our latest sales and inventory report for different areas of Scottsdale.

- Average Pricing Trends
- Days on Market Trends
- Active, Pending, and Sold Volume Trends
- Current Inventory Supply Graph

Is it a BUYER'S or SELLER'S market? We'll show you!

#### Single Family Homes Report

- All Scottsdale
- North Scottsdale (85255)
- McCormick Ranch (85258)
- Gainey Ranch (85260)
- Old Town Scottsdale (85251)
- McDowell Corridor (85257)
- East Shea Foothills (85259)

#### Condominiums Report

- All Scottsdale
- North Scottsdale (85255)
- McCormick Ranch (85258)
- Gainey Ranch (85260)
- Old Town Scottsdale (85251)
- McDowell Corridor (85257)
- East Shea Foothills (85259)



## Is It A “Buyer’s Market” Or “Seller’s Market” In Your Area Of Interest?

View our latest sales and inventory report for different areas of Scottsdale.

- Average Pricing Trends
- Days on Market Trends
- Active, Pending, and Sold Volume Trends
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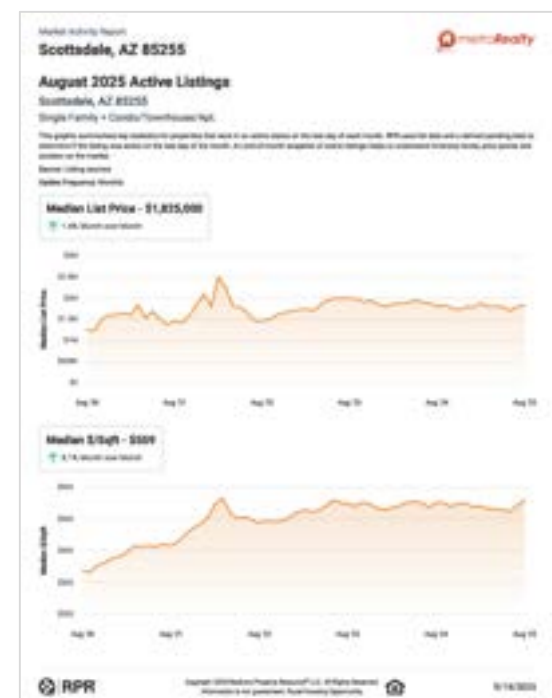
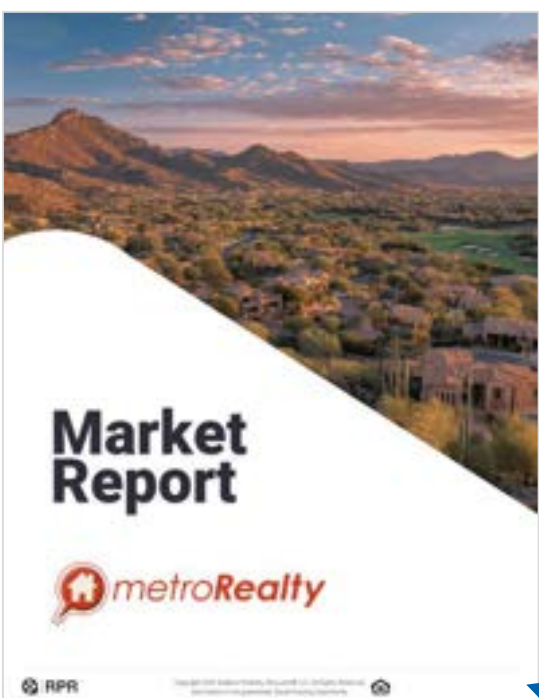
Is it a BUYER’S or SELLER’S market? We’ll show you!

### Single Family Homes Report

- [All Scottsdale](#)
- [North Scottsdale \(85255\)](#)
- [McCormick Ranch \(85258\)](#)
- [Gainey Ranch \(85260\)](#)
- [Old Town Scottsdale \(85251\)](#)
- [McDowell Corridor \(85257\)](#)
- [East Shea Foothills \(85259\)](#)

### Condominiums Report

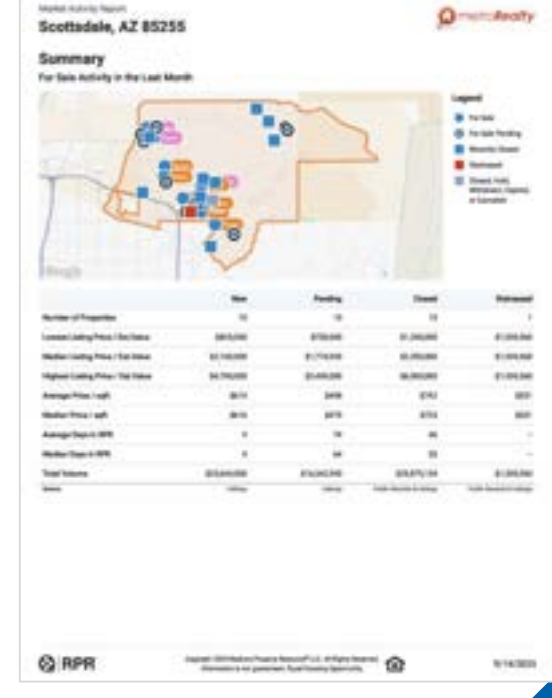
- [All Scottsdale](#)
- [North Scottsdale \(85255\)](#)
- [McCormick Ranch \(85258\)](#)
- [Gainey Ranch \(85260\)](#)
- [Old Town Scottsdale \(85251\)](#)
- [McDowell Corridor \(85257\)](#)
- [East Shea Foothills \(85259\)](#)



**Company Custom Pages**



**LEARN MORE**





# Next Gen Reports

Promotional and  
Learning Resources



# Mobile Features

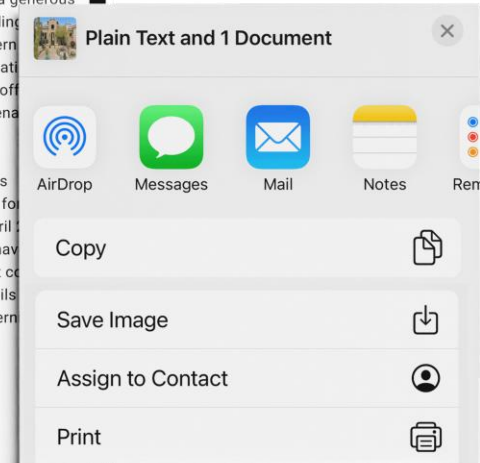
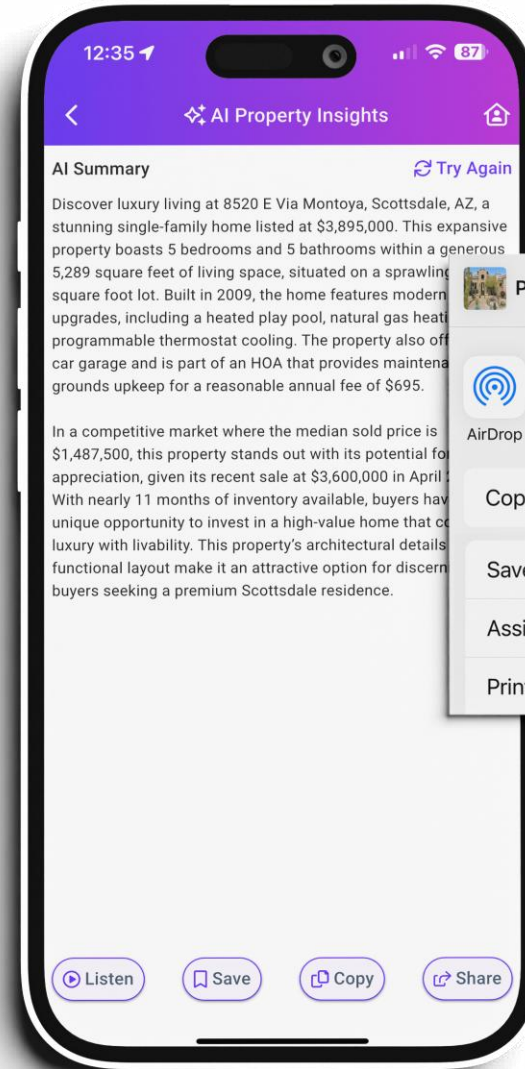
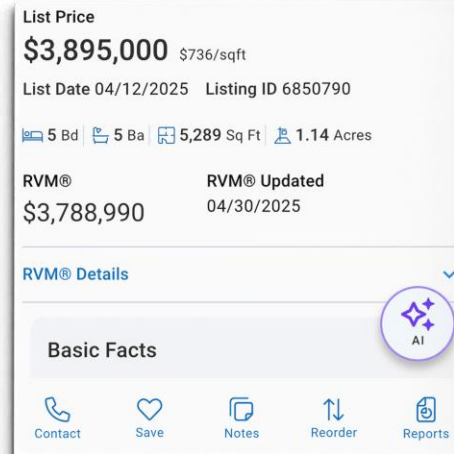
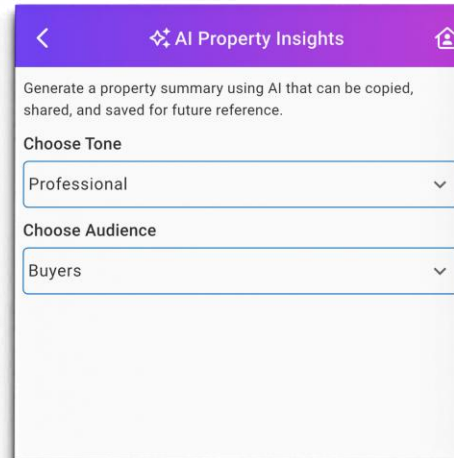
# RPR Mobile™



- **Instant Access**  
Quickly access property data, CMA, equity assessments, market trends, and more.
- **Powerful Search**  
Find residential and commercial properties, view details, and run reports on the go.
- **Customizable Reports**  
Generate and share personalized reports with clients while out in the field.
- **Client Engagement**  
Keep clients engaged with instant property information and updates.
- **Location-Based Services**  
Use GPS for efficient location-based property searches.

# RPR Mobile | Property Insights

- Generate property summaries in seconds—customized for your audience.
- Available for on-market properties





# AI Expansion

# AI Expansion Mobile CMA

## Fast analysis

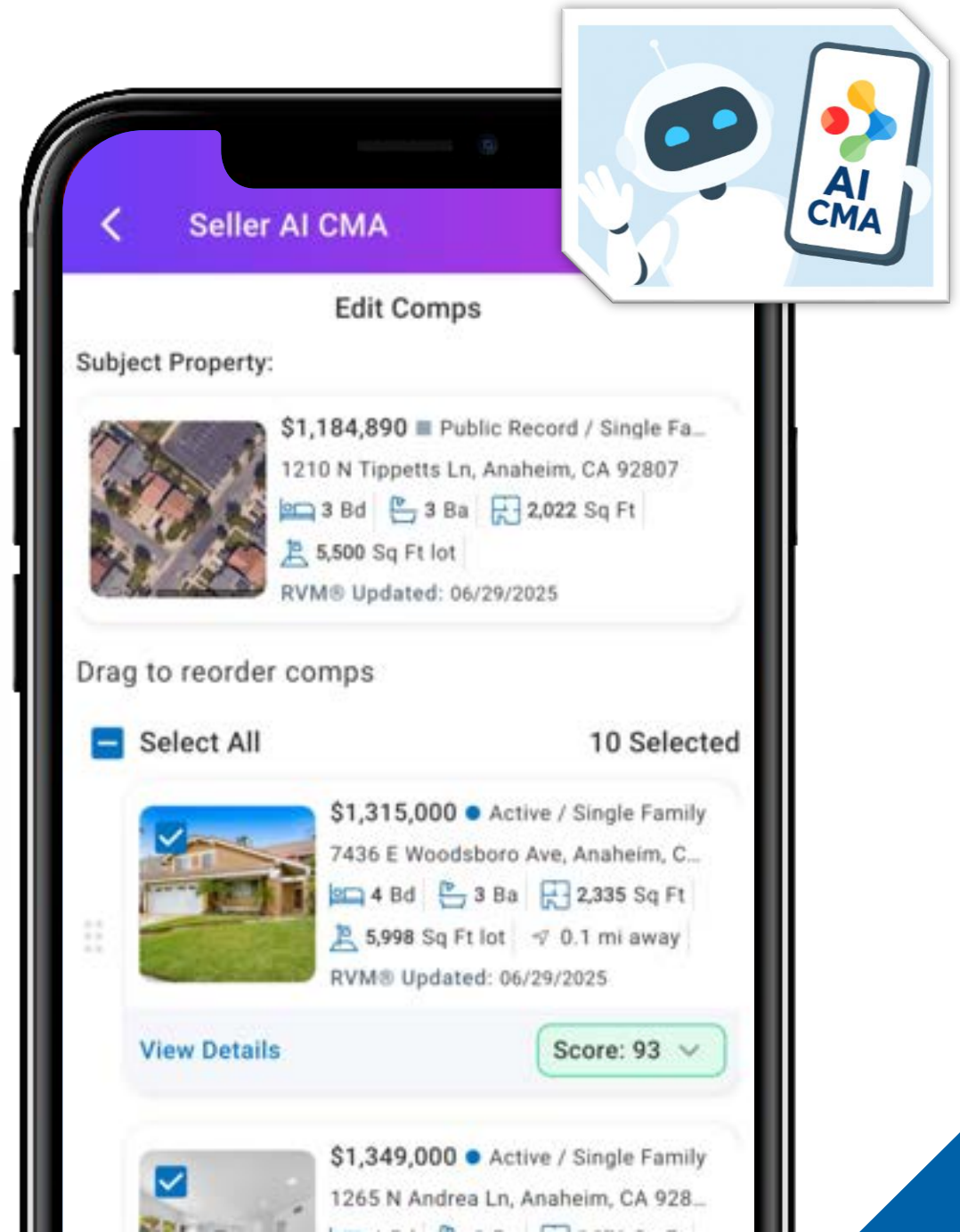
Built-in AI chooses and rates comps, plus suggests a pricing strategy for REALTOR® to validate.

## Trusted resource

Full agent control and visibility into the underlying data and comparable properties.

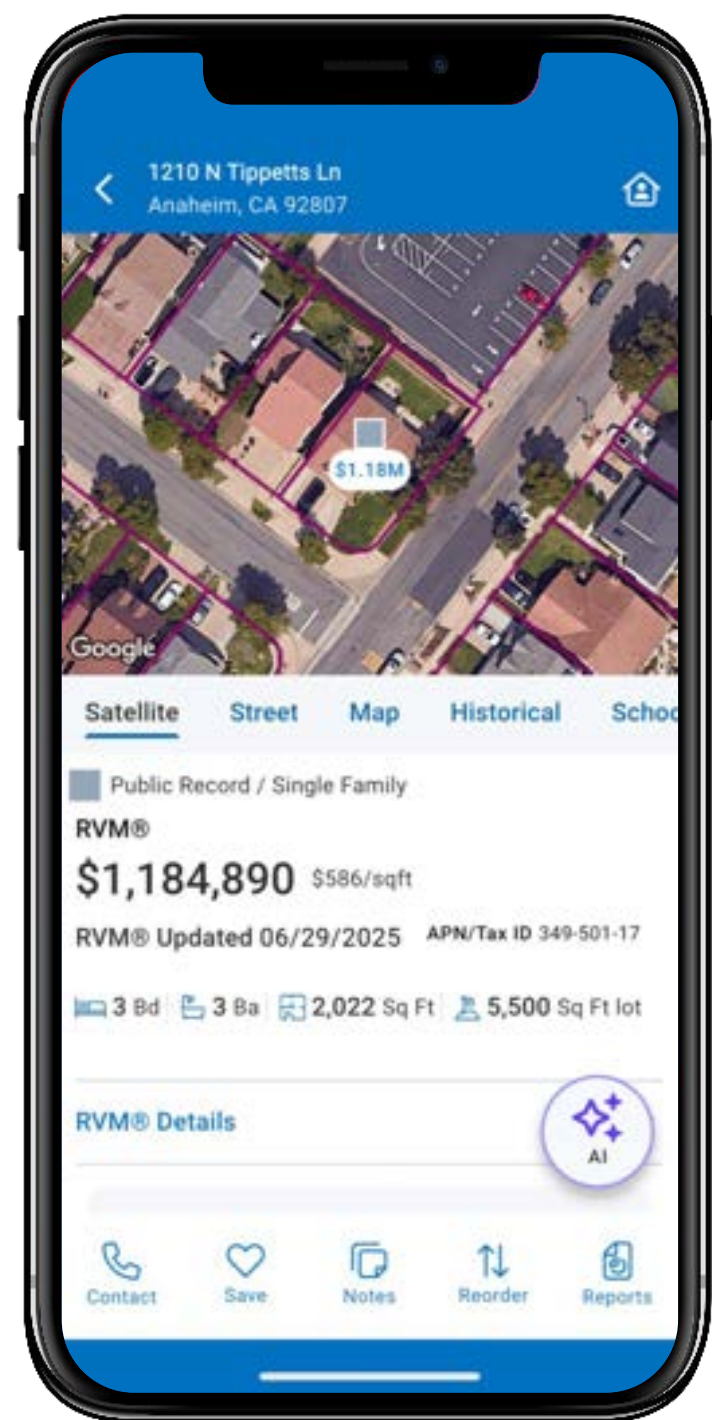
## ★ Wow factor

Industry-leading AI implementation



# Key Features

- Seller & Buyer CMAs
- Comp Scoring
- Comp Property Details
- Pricing/Offer Strategies
- In-depth Price/Offer Analysis
- CMA Summary View
- Next Gen Report



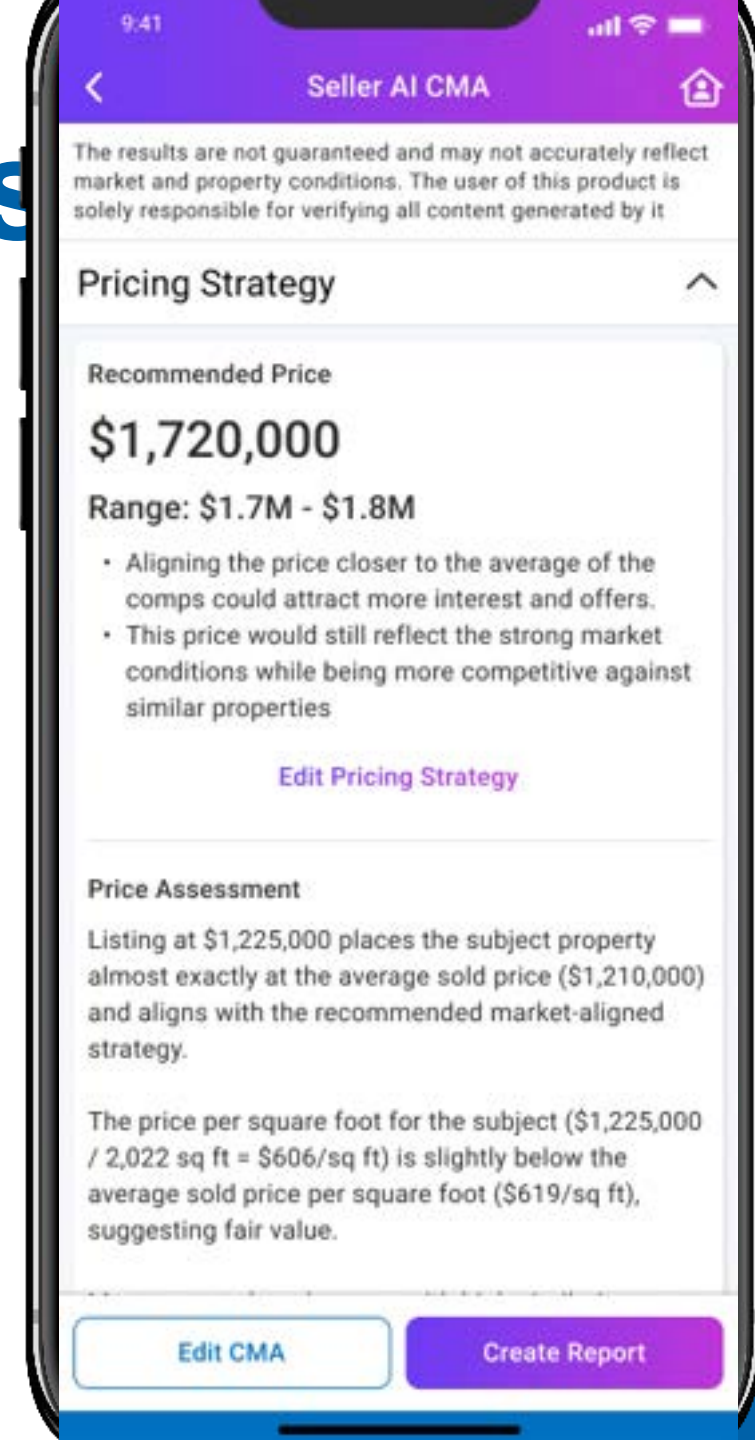
# Buyer vs. Seller Insights

## Seller CMA

- ✓ How will buyers perceive this price?
- ✓ Good deal?
- ✓ Overpriced?
- ✓ Fair value?
- ✓ Explained using comps & market dynamics

## Buyer CMA

- ✓ How will sellers receive this offer?
- ✓ Seller motivation
- ✓ Strong or weak position?
- ✓ Negotiation strategy
- ✓ Do comps support your approach?





# RPR Training & Resources



Welcome to RPR! Tools,  
Tips & Skills Every Agent  
Needs

Topics: Getting Started  
Next Date: March 4, 2025



Successfully Meet  
Clients' Needs with RPR's  
Search and Map Tools

Topics: Map Tools, Search  
Next Date: March 5, 2025



Prep, Present, Prevail!  
How to Win Listings  
Using RPR

Topics: Listing Presentation  
Next Date: March 6, 2025

Elevate Your Expertise

# RPR's Comprehensive Learning Hub

Choose from live webinars, on-demand tutorials,  
ebooks, and printable handouts to suit your learning  
style.

[blog.narrpr.com/learning](https://blog.narrpr.com/learning)



## Live and Pre-Recorded Webinars

Engage with experts through live  
and pre-recorded webinars for real-  
time learning and Q&A.

## On-Demand Video Tutorials

Access a rich library of tutorials  
anytime to master RPR features at  
your own pace.

## Printable Handouts and eBooks

eBooks and handouts for deep dives  
into real estate topics and RPR tools.

# 2025 | National Webinar Registrants

Welcome to RPR!  
Tools, Tips & Skills  
Every Agent Needs

**12,378** Registrants

Successfully Meet  
Clients' Needs with  
RPR's Search and  
Map Tools

**10,233** Registrants

Prep, Present,  
Prevail! How to Win  
Listings Using RPR

**14,183** Registrants

Crack the Code of  
Pricing: How to Nail  
CMAs with RPR's  
Data-Driven Tools

**17,453** Registrants

Become the "Go-To"  
Expert: Share Local  
Market Insights with  
RPR's Market Trends

**20,035** Registrants

Transform Local Data  
Into Social Media  
Success with RPR's  
ScriptWriter Tool

**7,846** Registrants

Turn Neighborhoods  
Into Goldmines:  
RPR's Geo  
Prospecting Secrets

**13,329** Registrants

The App Every  
REALTOR® Needs! Tap  
Into the Power of RPR  
Mobile™

**4,553** Registrants

Take Your RPR  
Mobile™ Skills to the  
Next Level: Advanced  
Tips and Tricks

**5,097** Registrants

Unlocking RPR  
Commercial... From  
Property Search to  
Prospecting Power!

**3,648** Registrants

Exploring Advanced  
RPR Commercial  
Tools: Site Selection,  
Comps and Valuation

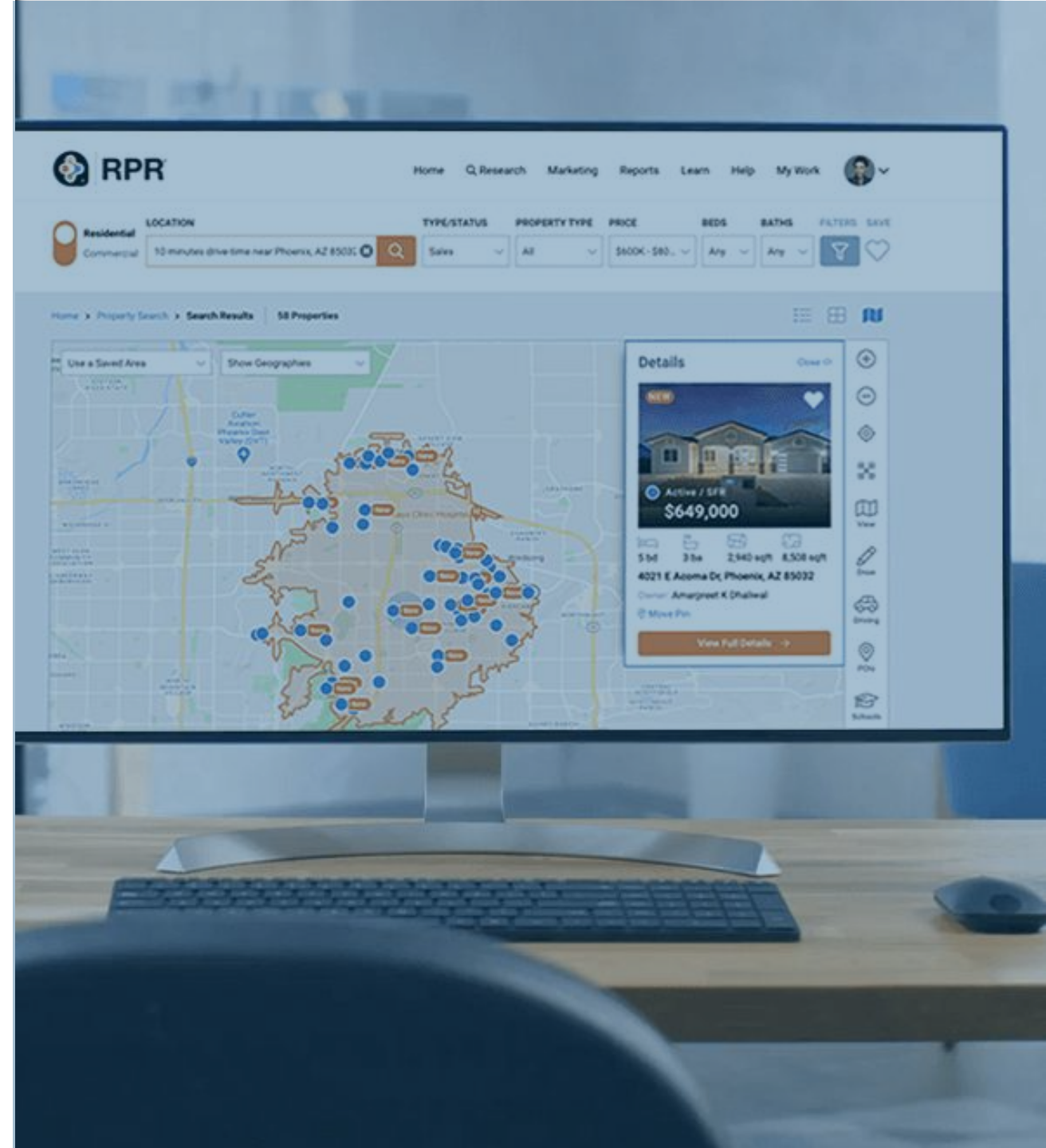
**3,167** Registrants

From Next Gen to Next-  
Level! RPR's  
Customizable Property  
Reports

**21,695** Registrants

# RPR Call Center

- Open 8am – 8pm
- Staffed by RPR employees
- Omaha, NE
- 877-977-7576
- support@narrpr.com



# Learning Series: RPR Residential



- ▶ 1. Introduction to RPR 2:31
- ▶ 2. Create Your Account 2:07
- ▶ 3. Update Your Profile & Settings 2:56
- ▶ 4. Explore the Homepage 3:21
- ▶ 5. My Markets 1:40
- ▶ 6. Shareable Market Trends 6:07
- ▶ 7. AI-powered Market Trends ScriptWriter 3:02
- ▶ 8. Canva & RPR Market Trends 4:19
- ▶ 9. Property Search & Results 5:22

**2025**

**\$13.30 per member.  
It's about \$1.10 per  
month.**

Based on NAR's 2025 Membership





# Q&A

# Takeaways

- Use RPR in a way that best fits “YOU”.
- We are here to help you get the most out of RPR
- RPR creates efficiency for agents and saves you money



Thank you