MyRPR Video
Greater Northwest Indiana Association of REALTORS®
RPR Mission

• Property Database
• Technology and Analytics
• Reinforce the REALTOR® brand
• Legislative Resources
The RPR Platform

- 166 Million Parcels
- 392 Million Photos
- 130 Million Tax Records
- 162 Million Deeds
- 132 Million Mortgages
- 17 Million Default Records
- 8.2 Billion Valuations
RPR Market Partners

634 Licensed Partners with Integrated MLS

881,841 REALTORS® represented
RPR Tier 1 Market Partners - 2015

- Willamette Valley MLS: 1,128 REALTORS®
- MIBOR: 6,160 REALTORS®
- SBAOR: 1,113 REALTORS®
- Greater Tulsa Association of REALTORS®: 3,294 REALTORS®
- NAL MLS: 2,269 REALTORS®
- GulfCoast MLS: 1,056 REALTORS®
RPR Timeline

- 2008: Advisory Board Created
- 2009: RPR® is Formed
- 2010: Residential Platform begins beta
- 2011: Licensed Partnerships Reach 600,000 REALTORS®
- 2013: Sales Comparison Analysis for Appraisers Launched
- 2014: MLS and Association Dashboard Launched

- Sept 2010: Residential Application Launched
- Oct 2010: Broker Tool Set Launched
- Nov 2012: National Launch to all 1-million REALTORS®
- Sept 2014: RPR Mobile™ Launches
- Jan 2015: RPR Mobile™ Tablet App Development
RPR v1.39 (4/21/15)

RPR’s 40th major release

- Enhanced navigation on both the RPR Residential and Commercial platforms
- Expanded public records fields
- Updated Consumer Tapestry data from ESRI
- RPR Mobile™
- Walkability scores added and the One Page Property Flyer
RPR Mobile™ (Launched Nov 2014)

• Access RPR’s vast property information, reports and tools … wherever you are

• Fast, convenient, and essential

• For Apple iOS and Google Android smartphones
RPR for Tablets

- Access RPR via Apple iOS or Android tablet platforms
- New drawing tools for custom searches
- Coming Q215
RPR Dashboard
RPR Dashboard

- Tools for MLS, Local and State Association Users
- RPR Business Intelligence is the anchor feature
- Communications, training, and promotional content for our partners
- Administrative portal to data content and usage reporting
- Tools for addressing NAR Core Standards
Training and Programs
RPR Training: Webinars & Live Classes

• RPR Basics
• RPR Advanced
• Top 10 Features
• RPR Basics and Advanced for Brokers and Managers
• RPR Commercial
• RPR Train the Trainer
• RPR Sales Comparison Analysis Tools
• New Topical Classes Offered Each Quarter
  – How to Increase your Listing Inventory
  – Using RPR Invertor Tools
  – RPR for Relocating Clients
  – RPR Mobile™
RPR Contract Training (5/1/15)

Students (Cumulative)

- 2010: 0
- '11: 5k
- '12: 10k
- '13: 15k
- '14: 20k
- 2015: 25k

Total Students: 42,472

Classes (Cumulative)

- 2010: 0
- '11: 500
- '12: 1000
- '13: 2000
- '14: 2500
- 2015: 3000

Total Classes: 2,124
Partner Integrations
RPR Partner Integrations

- **Deep-Linking / MLS Integration**
  - 380,000 REALTORS®
  - 160 Markets

- **Single Sign-on (SSO)**
  - 390,000 REALTORS®
  - 145 Markets
RPR Partner Integrations

MLS – Member Benefits

• Seamless MLS integration with Deep Links and SSO

• Keeps the MLS as the launch portal

• Includes MLS Branding
RPR View™ “Datashare”

Simple Data Sharing Platform

• 317 MLSs share Active listings, representing 536,168 REALTORS®

• 286 share Sold / Historical listings, representing 369,426 REALTORS®

• 191 MLSs share Actives with all REALTORS

• 21 Share Sold/Historical Data with all REALTORS
RPR View™ Benefit to the MLS

- No agreements necessary with RPR
- MLS decides who to share with
- MLS decides which statuses to share
- No set up
- No fees
- Included as an NAR Member Benefit
- Easy Implementation
2015
Leveraging the RPR Platform
RPR Integration with zipForm

- Partnership announced at AEI on March 15, 2015
- zipForm Embedded will be integrated directly with RPR Web and Mobile via Single Sign On (SSO)
- zipForm users will be able to generate RPR Reports directly from their forms library
- High-value combination of two member benefit products with national scale
RPR Integration with SentriLock

- Leverage SentriLock door open data in RPR data analytics
- Increase the value of a SentriLock door open
  - Auto-generation of an RPR report
  - Incorporate competitive analysis based on door open
  - Visit data for the subject property to indicate the competitiveness of the listing
- Integrate elements of the SentriLock and RPR Mobile™ apps
RPR Industry Positioning

Legislative Resources

NAR / Associations

REALTOR® Brand

Technology

Agents

Property Data

Brokers

MLSs