



RPR

Commercial Update

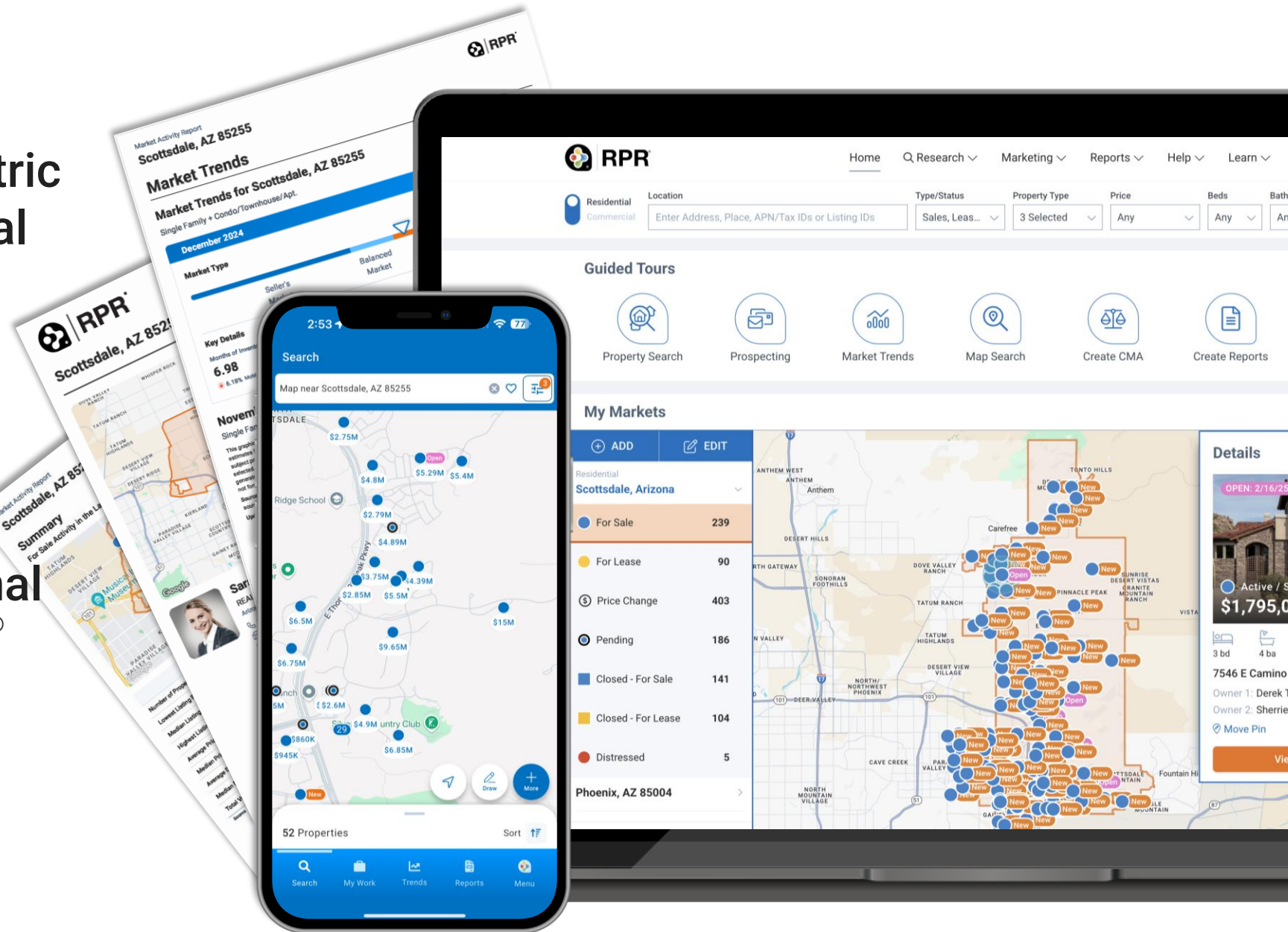
Emily Line

SVP, Strategic Engagement

EmilyL@narrpr.com

RPR is ...

- A national parcel-centric database of residential and commercial properties
- Built for REALTORS®
- No consumer access
- Offered at no additional charge to REALTORS® and Institute Affiliate members & ICSC members

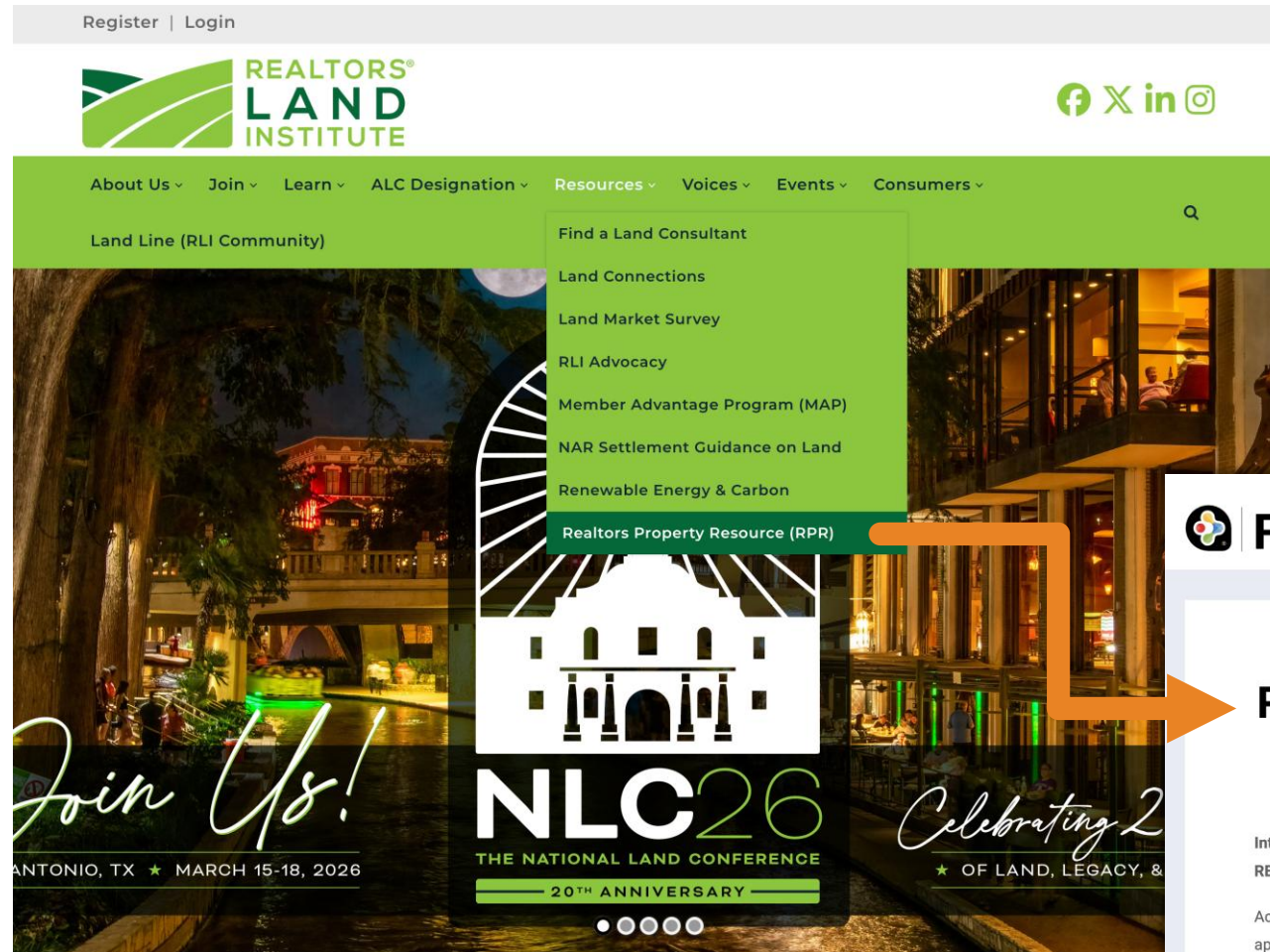


RPR's Mission

- Create efficiencies that help REALTORS® better serve consumers.
- Provide data and technology that helps REALTORS® demonstrate their market knowledge.
- Reinforce REALTOR® value.



Commercial Institute Affiliates



SIO R



Log in to RPR

Home | RLI

RPR: Your Trusted Partner for Land Expertise

Introducing RPR®, the Realtors Property Resource®, a powerful tool available to all REALTORS® and NAR Institute members.

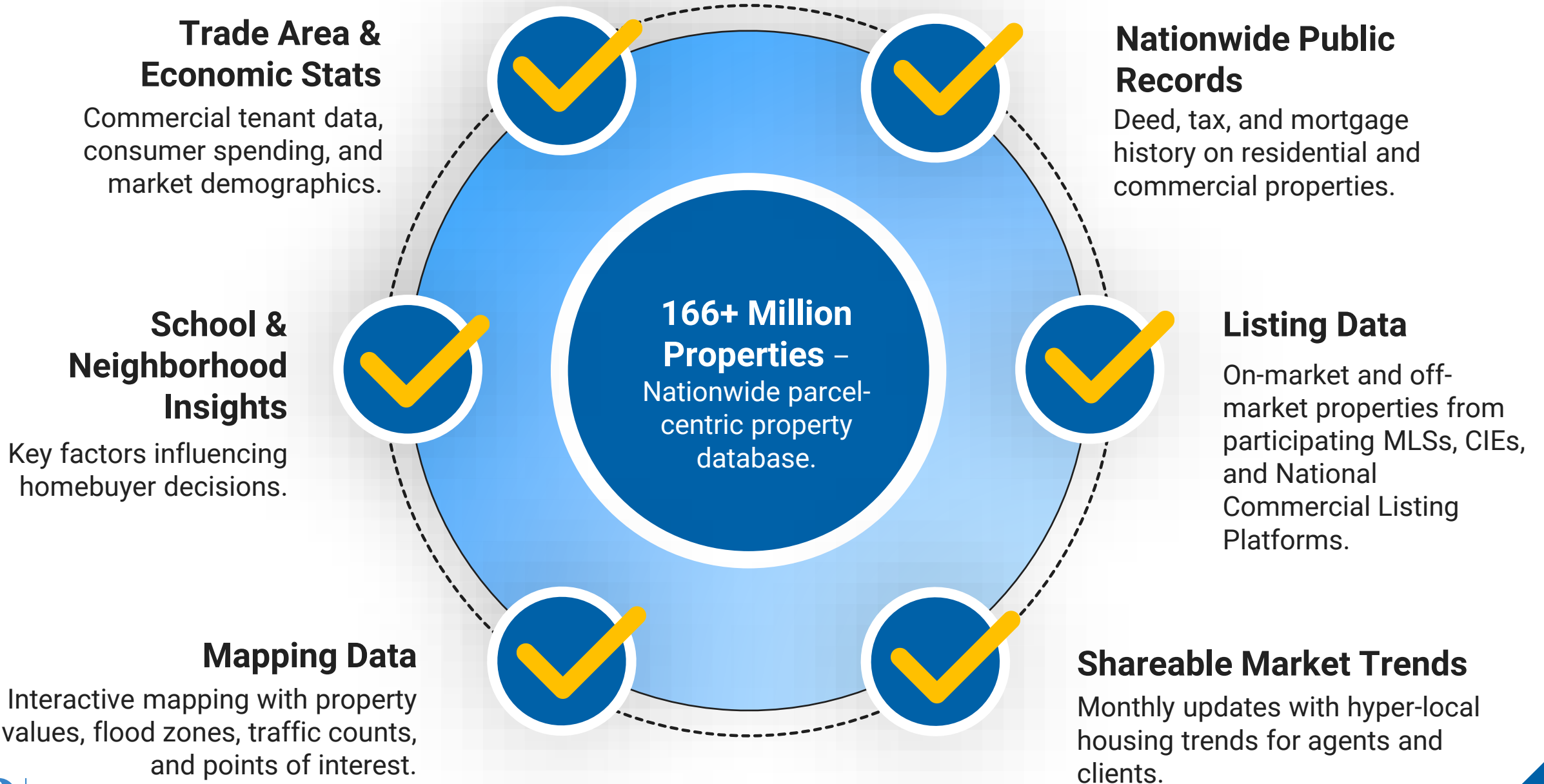
Access robust features and in-depth data anytime, anywhere — RPR's convenient mobile app keeps you connected on the go.

No matter if your land transactions are residential, commercial, or a mix of both, RPR empowers you with specialized tools and unmatched market intelligence. Discover the resources that give land professionals a competitive edge, including our special Land Broker Co-op partnership, providing expanded access to land listings and networking opportunities.

PRE-RECORDED WEBINAR



Looking for Land in All the Right Places with RPR



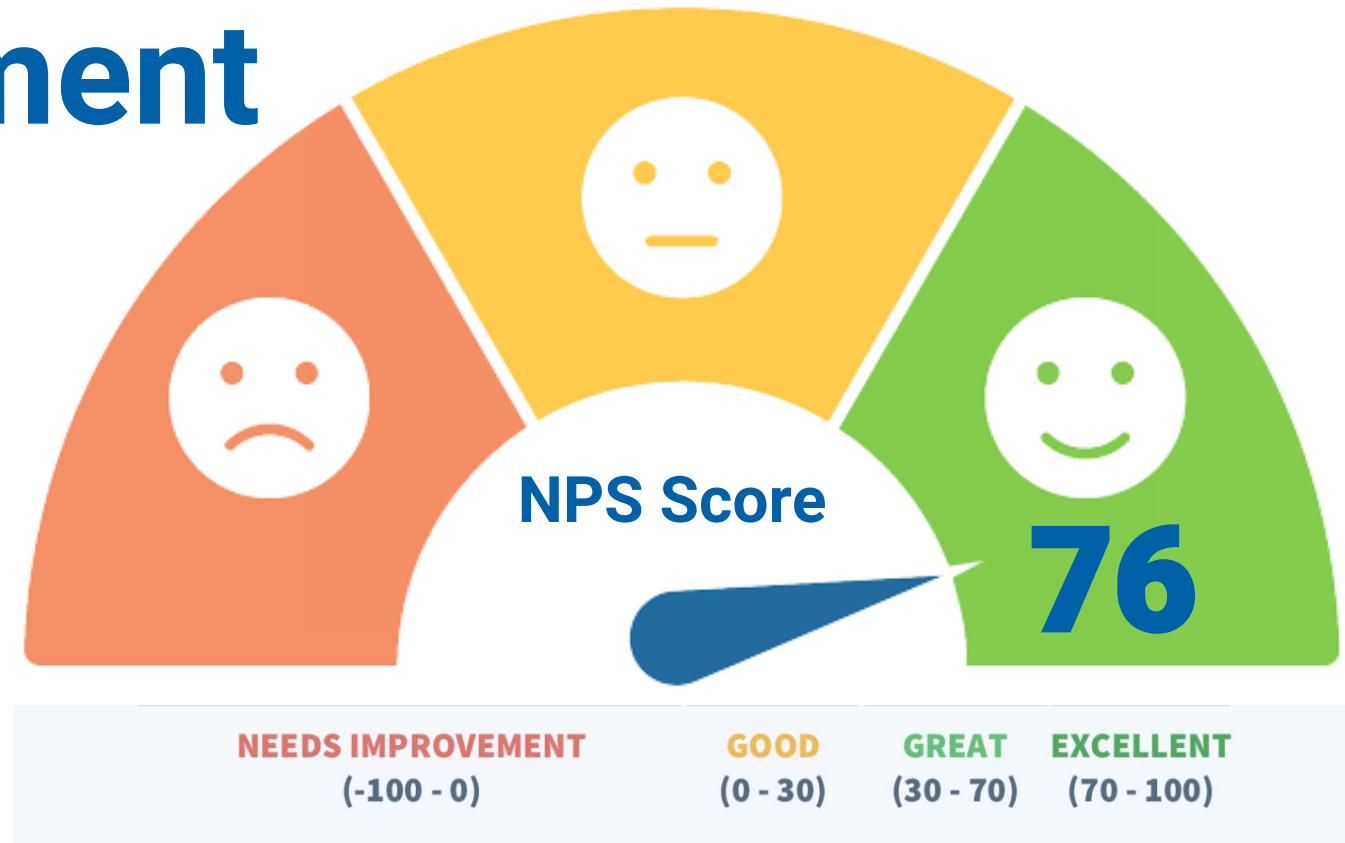
RPR Commercial 30 Day Engagement

30K+

Commercial Users

75K+

Searches Conducted



RPR Commercial

457,041

On-Market Commercial Properties for Lease

859,776

On-Market Commercial Properties for Sale

57,000,000+

Off-Market Commercial Properties



RPR Commercial | Data Partners

For Sale/For Lease Data

CREXI  BREVITAS 

 COMPSTAK  REsimplifi.



 ICSC

MOODY'S

LANDBROKER
COOP

Off-Market Properties



Site Selection Data



Financial Analysis



Traffic Counts



Tenant Data



Climate Risk

 ClimateCheck®

 First Street

Existing Businesses (POIs)



precisely

What's Included in RPR Commercial

(and What It Would Cost Elsewhere)

Capability	Comparable Tool Category	Typical Cost Range (Per User/Year)	Included in RPR Commercial
Financial Analysis & Investment Modeling	Commercial valuation & pro forma software	\$500+	✓
Demographics & Consumer Segmentation	Economic, demographic & lifestyle analysis platforms	\$1,500 – \$3,000	✓
Listings + Public Records	Nationwide commercial property databases	\$3,000 – \$10,000+	✓
Business Points of Interest	Business directory & sales volume databases	\$1,000 – \$2,500	✓
Traffic Counts	Traffic flow & location analytics tools	\$500 – \$2,000	✓
Mapping & Data Layers	Commercial GIS & mapping APIs	\$1,000 – \$3,000	✓
Tenant Information	Lease comp & tenant research platforms	\$1,000 – \$5,000	✓

Top 5 RPR Commercial Use Cases

1. Search on and off-market properties
2. Research POIs and traffic patterns
3. View current and historical property data
4. View Trade Areas (Economic, Demographic and Esri Tapestry Data)
5. Determine best locations for a business



AI Expansion



Residential

Commercial

Location

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

Type/Status

Sales, Lease

Property Type

All

Price

Any

Building

Any

Lot

Any

More Filters



Guided Tours



Property Search



Map Insights



Site Selection



Research Trade Areas



Investor Analysis



Create Reports



Prospecting

My Markets

+ ADD

EDIT

Commercial

Scottsdale, AZ 85255

For Sale

1

For Lease

2

Price Change

0

Pending

1

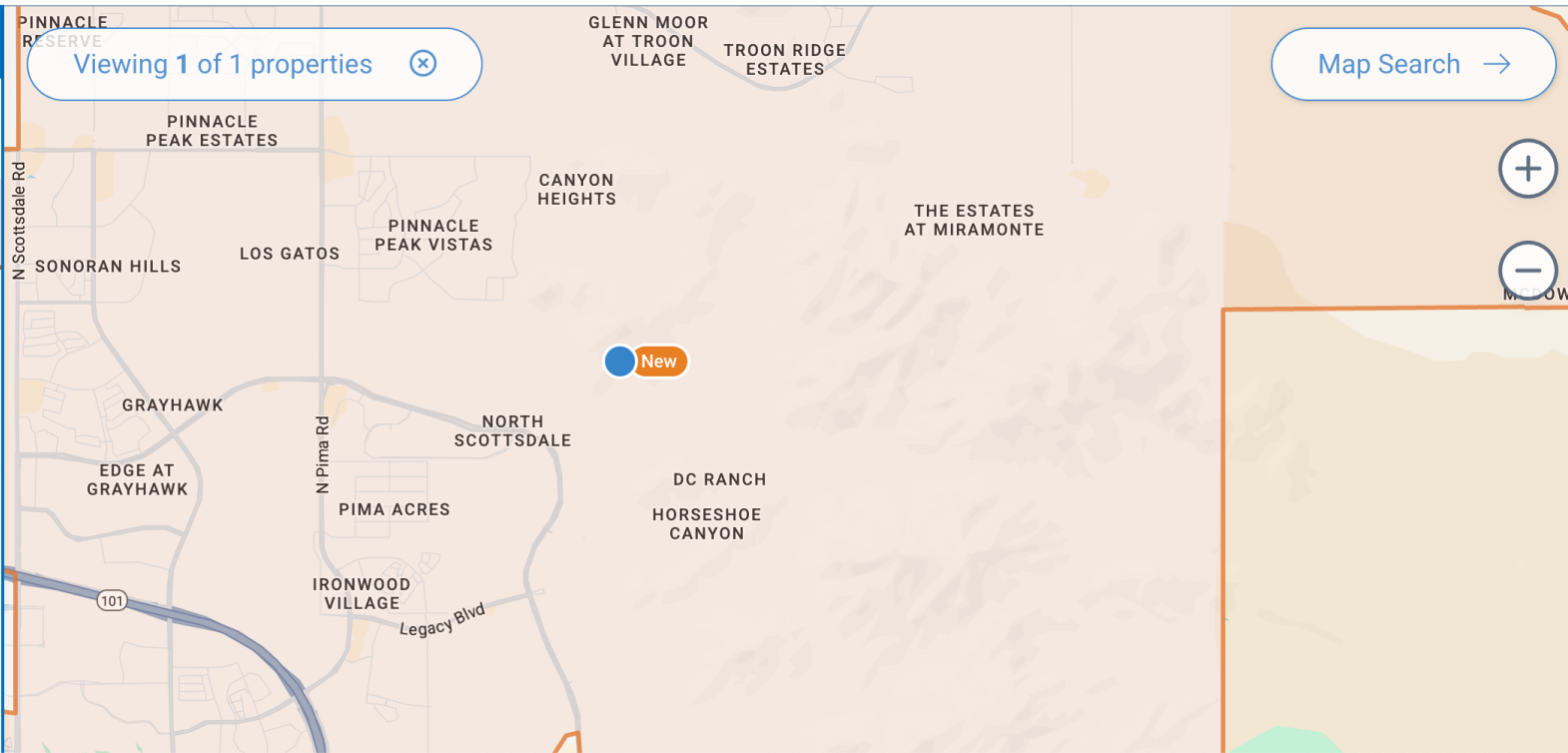
Closed - For Sale

0

Closed - For Lease

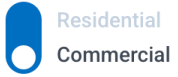
0

Viewing 1 of 1 properties



Map Search





Residential

Commercial

Location

Enter Address, Place, APN/Tax IDs or Listing

Property Search

Map Search

Residential Market Trends

Neighborhood Search

School Search

Residential Market Activity Search

Commercial Trade Areas

Commercial Map Insights

How to Research

Type

Price

Building

Lot

More Filters

Any

Any

Any



Guided Tours



Property Search



Map Insights



Investor Analysis



Create Reports



Prospecting

My Markets

+ ADD

EDIT

Commercial

Scottsdale, AZ 85255

For Sale

1

For Lease

2

Price Change

0

Pending

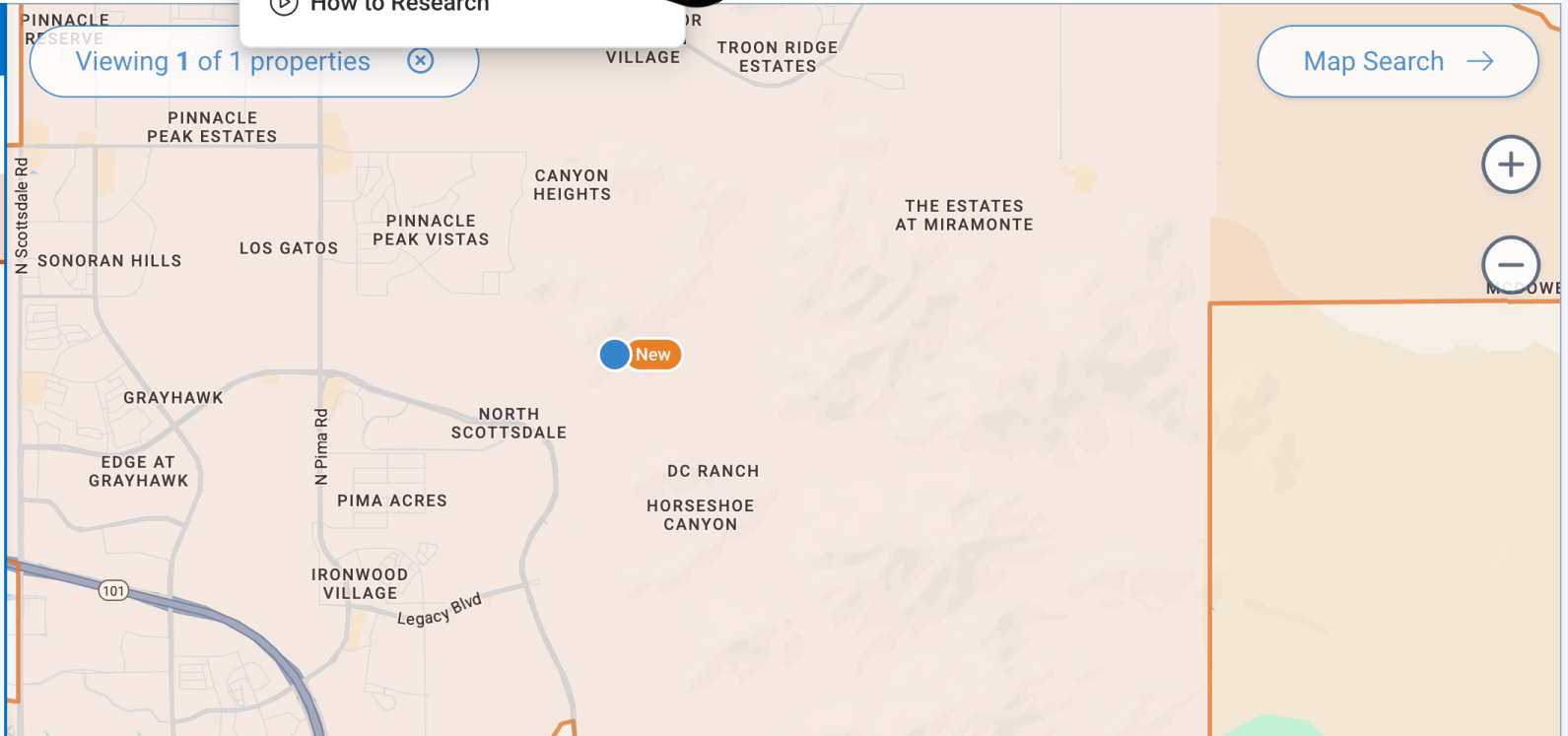
1

Closed - For Sale

0

Closed - For Lease

0



Map Search →



Location



[Home](#) > [Commercial Trade Areas](#)



Search above for a commercial trade area

Define where customers live and if they are likely to travel to a particular business or business district.

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade Areas](#) > 85255

Commercial Trade Area for Scottsdale, AZ 85255

 Print Create Report

Trade Area Information

Trade Area Information

Attribute Summary for Scottsdale, AZ 85255 ⓘ

Median Household Income

\$156,547

Source - 2024/2029 Income (Esri)

Median Age

52.6

Source - 2024/2029 Age: 5 Year Increments (Esri)

Total Population

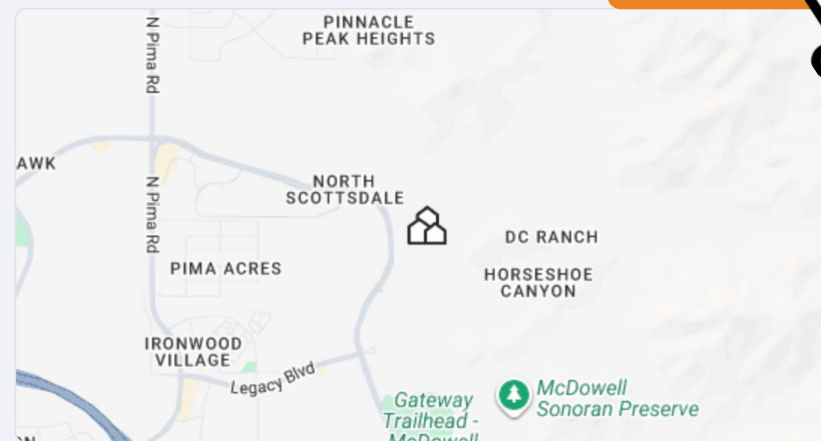
46,893

Source - 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

Top Tier

Source - 2024 Tapestry Market Segmentation (Households)

 Create Script

Source: Esri

Affiliated Services

**Metro Realty Mortgage**

Address 430 N. Michigan Avenue

**John Smith**E-mail info@MetroMortgage.com

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade Area Info](#)

Commercial Trade Area Info

Trade Area Information

Trade Area Information

Attribute Summary

Median Household Income

\$156,547

Source - 2024/2029

Total Population

46,893

Source - 2024 Age: 1

Affiliated Services

Metro Realty Title

Address 430 N. Michigan Avenue

Julie Wilson

E-mail info@MetroTitleWest.com

Trade Area AI ScriptWriter

BETA

[Media Library](#)

Select Tone

Professional

Select Audience

Investors & Developers

✓ Primary Segment ✕

✓ Income ✕

✓ Population ✕

✓ Housing ✕



One Page Summary

A streamlined snapshot for quick reference and easy sharing.



Detailed Report

A full-length write-up for deeper analysis and insights.



PowerPoint Presentation

Create a PowerPoint for your next pitch or presentation.



Social Video

Short videos with your brand and Trade Area highlights.



Client Email

Pre-written message to share insights and start the conversation.



Social Media Card

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

[Generate Content](#)

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade Area Info](#)

Commercial

Trade Area Info

[Trade Area Information](#)

Attribute Summary

Median Household

\$156,547

Source - 2024/2029

Total Population

46,893

Source - 2024 Age: 1

Affiliated Service

Metro Realty Title - Eastside

Address 430 N. Michigan Avenue

Patrick Roberts

E-mail info@MetroTitle.com

Trade Area AI ScriptWriter

BETA

 Media Library

Select Tone

✓ Professional

Conversational

Friendly

Confident

Encouraging

Warm and Reassuring

Direct and Bold

Select Audience

Investors & Developers

Population

✓ Housing



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Trade Area Info

[Trade Area Information](#)

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Source - 2024/2029

Total Population

46,893

Source - 2024 Age: 1

Affiliated Service

Metro Insurance Inc

Address 430 N. Michigan Avenue

Tim Smith

E-mail info@MetroInsurance.com

Trade Area AI ScriptWriter

BETA

[Media Library](#)

Select Tone

Professional

Choose Data

✓ Primary Segment ✕

✓ Income ✕

✓ Po ✕



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Detail

A full-length write-up for deeper analysis and insight.

Presentation

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[Generate Content](#)

Select Audience

✓ Investors & Developers

Tenants & Business Owners

Landlords & Property Owners

Franchisees & National Retail Chains

Property Managers

Economic Development Agencies

City Planners

Chambers of Commerce & Business Associations

Industry & Local Media

Social Media & Digital Marketing Audiences



Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade Area Info](#)

Commercial

Trade Area Info

[Trade Area Information](#)

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Source - 2024/2029

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Trade Area AI ScriptWriter

BETA

[Media Library](#)

Select Tone

Professional

Select Audience

Investors & Developers

Choose Data

✓ Primary Segment *

✓ Income *

✓ Population *

✓ Housing *



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Social Media Card

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[Create Social Card](#)

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade](#)

Commercial

Trade Area Info

[Trade Area Information](#)

Attribute Summ

Median Household

\$156,547

Source - 2024/2029

Total Population

46,893

Source - 2024 Age: 1

Affiliated Service

Metro Realty Mortgage

Address 430 N. Michigan Avenue

John Smith

E-mail info@MetroMortgage.com



1

Customize Info

2

Choose Background

3

Share with Caption

Step 1: Customize Card Content

Review and/or add your information as needed. Select next to update your card background.

Agent Information

Full Name

Jane Smith



Company

Metro Realty

Email

metrorealty@narrpr.com

Phone

(555) 123-4567

Agent Photo

[← Return to Script Generation](#)

[Select Background →](#)

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade](#)

Commercial

Trade Area Info

[Trade Area Information](#)

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Source - 2024 Age: 1

Affiliated Service

Metro Realty Mortgage - Eastside

Address 430 N. Michigan Avenue



Karen Jones

E-mail info@MetroMortgageWest.com

×

123

Customize InfoChoose BackgroundShare with Caption

Company

Metro Realty

Email

metrorealty@narrpr.com

Phone

(555) 123-4567

Agent Photo

Choose File

No file chosen



Company Logo

Choose File

No file chosen



← Return to Script Generation

Select Background 1 →

Location

Scottsdale, AZ 85255

[Home](#) > [Commercial Trade Area Info](#)

Commercial

Trade Area Info

[Trade Area Information](#)

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Address 430 N. Michigan Avenue

Patrick Roberts

E-mail info@MetroTitle.com



Retail Row
Background template



Innovation Park
Background template



Modern Hub
Background template



Golden Towers
Background template



Executive Entry
Background template



Digital Grid
Background template



Retail Corridor
Background template

💡 Tip: Click any background image above to switch instantly

Jane Smith
Metro Realty

Scottsdale, AZ 85255

1,118.7
Daytime
Population
Density

\$219,014
Avg Household
Income

2.6%
Unemployment
Rate

\$1,303,400
Median Home
Value

Source: Realtors Property Resource

✉ metrorealty@narrpr.com

← Back

Share with Caption →

Location

[Home](#) > [Commercial Trade Area Info](#)

Commercial

Trade Area Info

[Trade Area Information](#)

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Source - 2024/2029

Total Population

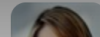
46,893

Source - 2024 Age: 1

Affiliated Service

Metro Realty Mortgage - Eastside

Address 430 N. Michigan Avenue



Karen Jones

E-mail info@MetroMortgageWest.com

✓

Customize Info

✓

Choose Background

3

Share with Caption

✓

🏢 Scottsdale's commercial landscape is evolving! With a net influx of 23K additional workers daily, planning for sustainable infrastructure is essential. #CityPlanning #ScottsdaleGrowth #SustainableDevelopment 🇺🇸 Questions? Reach out to Jane Smith, Metro Realty

○

Did you know? Scottsdale's population density reaches 3,200+ per sq mi. How will this impact zoning compatibility and long-term growth? #UrbanPlanning #ZoningMatters #FutureReady 🇺🇸 Questions? Reach out to Jane Smith, Metro Realty

○

👥 4K residents in their 20s bring vibrancy to our community. What does this mean for commercial infrastructure planning? #YouthfulEnergy #CityGrowth #Scottsdale 🇺🇸 Questions? Reach out to Jane Smith, Metro Realty

○

Scottsdale's median age is 47.5. How does this shape our land use strategies and infrastructure needs? Let's plan for diverse demographics. #InclusivePlanning #AgeDiversity #SmartGrowth 🇺🇸 Questions? Reach out to Jane Smith, Metro Realty

○

🚗 Over 46K daytime population impacts traffic and utilities. How can we ensure efficient city planning? #SmartInfrastructure #TrafficSolutions #UrbanGrowth 🇺🇸 Questions? Reach out to Jane Smith, Metro Realty

Copy Caption

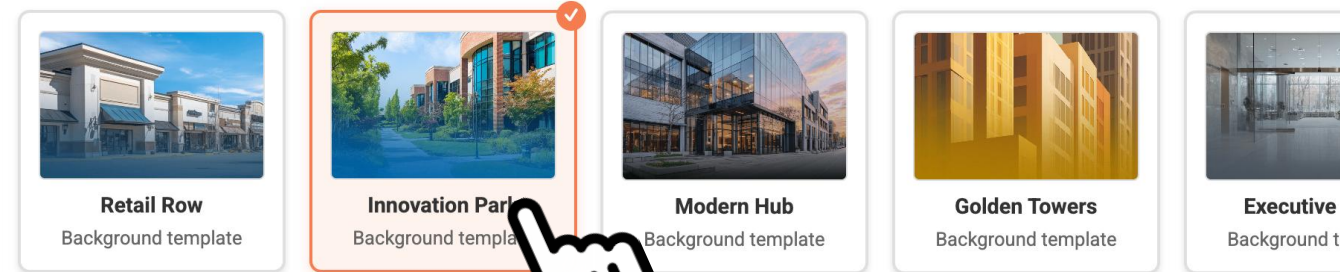
← Back

Save & Share

Commercial Trade Area

Dynamic Outputs

- Demographics, income, workforce, consumer behavior
 - Social cards to showcase trade area vitality



Location

Enter a County, City, ZIP Co

[Home](#) > [Commercial Trade](#)

Commercial

Trade Area Info

[Trade Area Information](#)

Attribute Summ

Median Househol

\$156,547

Source - 2024/2029

Total Population

46,893

Source - 2024 Age: 1

Affiliated Service

Metro Realty Mortgage

Address 430 N. Michigan Avenue

John Smith

E-mail info@MetroMortgage.com

Trade Area AI ScriptWriter

BETA

 Media Library

Select Tone

Professional

Select Audience

Investors & Developers

Choose Data

✓ Primary Segment ✕

✓ Income ✕

✓ Population ✕

✓ Housing ✕



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[Home](#) > [Commercial Trade Area Info](#)

Commercial

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Choose Video Template

Select a video template to generate your script:



Skyline Pulse

Professional video template



Sunburst Urban

Professional video template




 Create Report

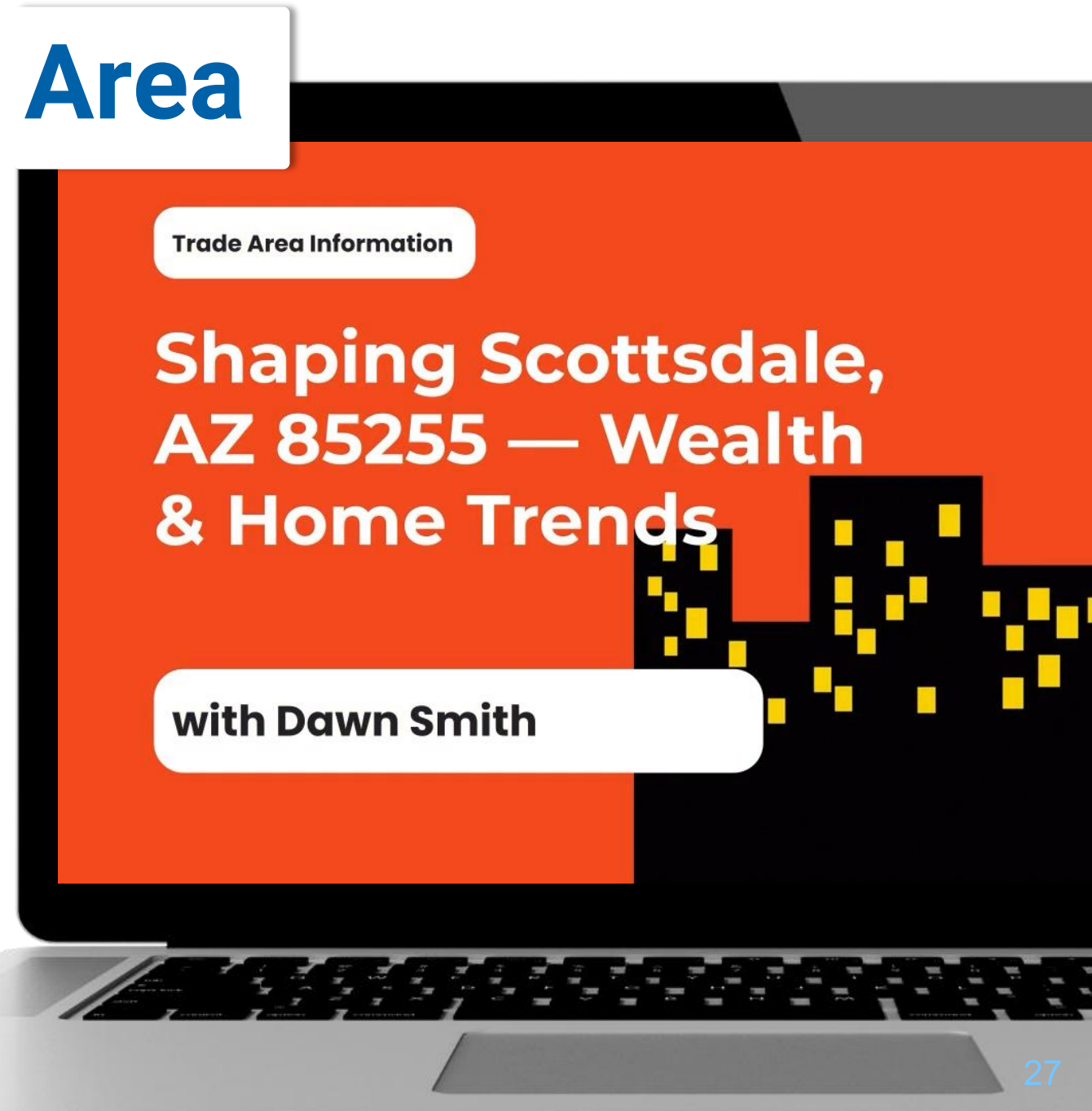
 Create Script

Source: Esri

Commercial Trade Area

Dynamic Outputs

- Demographics, income, workforce, consumer behavior
 - Promotional videos to attract tenants, investors or retail chains



Location

[Home](#) > [Commercial Trade Area Info](#)

Commercial Trade Area Info

Trade Area Information

[Trade Area Information](#)

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Address 430 N. Michigan Avenue

John Smith

E-mail info@MetroMortgage.com

Trade Area AI ScriptWriter

BETA

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Select Tone

Professional

Select Audience

City Planners

Choose Data

✓ Primary Segment ✕

✓ Income ✕

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Source - 2024 Age: 1

Affiliated Services

 Download PowerPoint

 Copy Text

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 Export to PDF

 Export to Word

Choose Template Design

Commercial Trade Area: Data Highlights

- The five largest companies: 15.8% of households, median age of 48
- High employment in professional/management roles enhances spending potential



Geo Mosaic

Commercial Trade Area: Investor Performance Insights

- The five largest companies: 12.8% of households, median age of 48
- High employment in professional/management roles enhances spending potential



Slate Orbit

 Download PowerPoint

Slide 0 – Scottsdale, AZ 85255 Commercial Trade Area: Market Insights

High-income demographics drive sustainable commercial growth

Strategic planning aligned with low unemployment and high homeownership

Slide 1 – Affluent Demographics and Planning Opportunities

High average household income of \$219,014 supports commercial viability

Predominance of professional employment enhances economic stability

Recommendation from Jane Smith: Align zoning with high-end retail demand

Slide 2 – Population Density and Infrastructure Planning

Daytime population density of 1,118.7 impacts infrastructure needs

Total population growth of 4.20% supports long-term planning



Source: Esri

Commercial Trade Area

Dynamic Outputs

- Demographic, income, workforce, consumer behavior
- PowerPoint deck for EDC meetings & site selection pitches



Scottsdale, AZ 85255
Commercial Trade
Area: Market Insights

- › High-income demographics drive sustainable commercial growth
- › Strategic planning aligned with low unemployment and high homeownership



Population Density and Infrastructure Planning

- › Daytime population density of 1,118.7 impacts infrastructure needs
- › Total population growth of 4.20% supports long-term planning
- › Consideration: Enhance transportation networks for increased density



Affluent Demographics and Planning Opportunities

- › High average household income of \$219,014 supports commercial viability
- › Predominance of professional employment enhances economic stability
- › Recommendation from Jane Smith: Align zoning with high-end retail demand



Housing Market and Zoning Compatibility

- › Median home value of \$1,303,400 suggests high-value residential areas
- › 73.2% homeownership rate indicates stable, long-term residents
- › Recommendation from Jane Smith: Ensure zoning supports luxury housing



Employment and Economic Stability

- › Low place unemployment rate of 2.6% indicates economic health
- › Employment in professional sectors supports planning for business services
- › Consideration: Facilitate business development in management and financial sectors



Age Demographics and Long-Term Growth

- › Median age of 52.6 reflects a mature, stable community
- › Planning should focus on amenities for older demographics
- › Recommendation from Jane Smith: Develop age-friendly public spaces



Disposable Income and Commercial Potential

- › Average disposable income of \$145,926 supports upscale retail and services
- › Planning should accommodate high-end commercial development
- › Consideration: Zoning for mixed-use developments to leverage income levels



Homeownership Trends and Land Use

- › High homeownership aligns with stable community planning
- › 26.8% rental market suggests opportunities for multifamily development
- › Recommendation from Jane Smith: Balance land use for owners and renters



Thank You

Jane Smith
Metro Realty
metrorealty@narrpr.com



Thank you!