



RPR Advanced: Hitting the Bullseye on Perfect Pricing

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Today you will learn:

- Where to find valuation and analytics tools in RPR
- The definitions and importance of AVMs and RVM[®]s
- How to refine AVMs and RVMs
- How to create an RPR Comparative Analysis & Sales Comparison Analysis
- RPR Reports – the right one for the right situation
- How to create and export a property investment analysis
- Where to learn more about RPR's tools and modules

AVM =

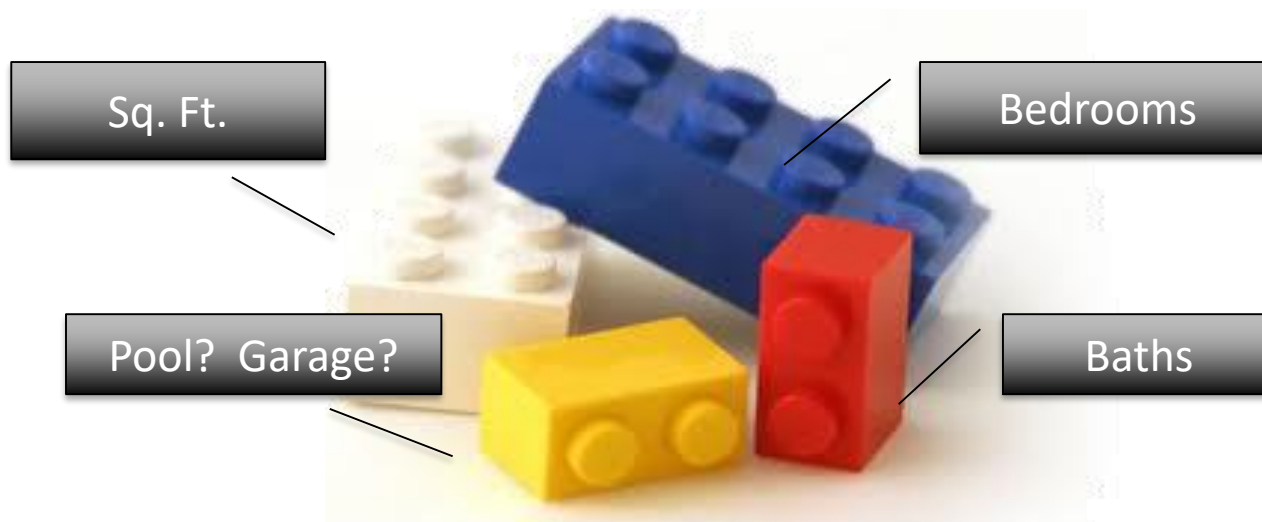
Automated Valuation Model

An estimate of a property's market value which

- Uses a proprietary formula
- Calculates an estimate based on public records data
- Estimates market value, does not predict price

Types of AVMs: Hedonic

Treats property as a bundle of valued characteristics (# bedrooms, # baths, etc.), the sum of which determines the property's estimated market value as compared with other properties.



Types of AVMs: Indexed

- Predicts valuation based on sales trends in a geographic area.
- Specific aspects of subject property are not considered, except to select a number of similar properties.

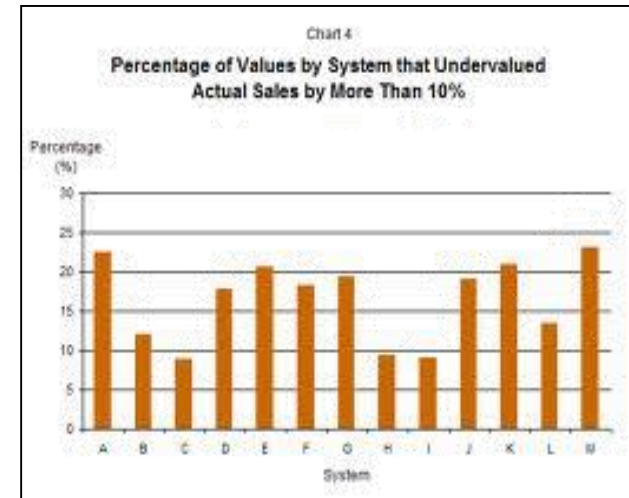


Figure 20: Comparison of Home Price Indices

Y/y HPA, 3Q 2008 - 3Q 2009				
Region	OFHEO Overall	OFHEO Purchase	S&P Case-Shiller	Diff (CS-POFHEO)
USA	-4.1%	-4.2%	-7.3%	-3.1%
CA	-8.4%	-7.7%	-3.9%	3.8%
FL	-12.4%	-13.4%	-14.6%	-1.2%
AZ	-13.6%	-17.1%	-18.1%	-1.0%
NV	-16.7%	-24.4%	-26.6%	-2.2%
NY	-4.0%	-2.7%	-7.7%	-5.1%
TX	0.5%	0.0%	-0.6%	-0.6%
OH	-1.4%	-1.9%	-3.5%	-1.6%
MI	-5.9%	-4.2%	-15.1%	-10.9%

Types of AVMs: Blended AVM

- Combines both sales trends and specific property details
- Uses statistics that show the accuracy of predictions for both hedonic and indexed models over time
- Gives each value a weight, according to the provider's proprietary formula.

Limitations of AVMs

- Assumes that the structure actually exists; may not take into account that it was destroyed by natural disaster.
- Assumes average condition.
 - Does not account for upgrades & value of upgrades relative to comparable properties
- Consumer AVMs often advertiser-based sites

RVM = Realtor Valuation Model®

- A blended valuation that adds MLS data – current listing and off market information - in a proprietary algorithm to produce the most reliable valuation information available
- Owned by the members of the National Association of REALTORS®
- The starting point in RPR for YOU to make value refinements

Current RVM® ⓘ
\$487,660
Last RVM® Update:
2/16/2015
[View Details →](#)

RVM® Est. Range: \$453,524 – \$521,796
RVM® Confidence: ★★★★★ ⓘ
↑ RVM® Change - Last 1 Month: \$3,230
↓ RVM® Change - Last 12 Months: -5.12%
Last Sold Amount: \$489,900
[Using the RVM® in Pricing Discussions →](#)
[Show Raw Fact Records →](#)

More Resources

- Access RPR at www.narrpr.com or through your MLS
- Download RPR Mobile at the App Store for iPhone, Google Play for Android
- RPR Blog
 - Training offerings: live, webinar and video on-demand
 - Broker Tool Sets
 - RPR Commercial info and more
- Support 24/7 at 877.977.7576



RPR®

REALTORS
PROPERTY
RESOURCE

TECHNOLOGY • ANALYTICS • INNOVATION

Thank you!