What is the RVM®?
The RVM stands for Realtor Valuation Model®. The analytic is a great starting point for pricing discussions with clients. RPR’s RVM incorporates listing and sales data into the equation.

1. From the Property Details Summary page, locate the RVM.
2. View the RVM Confidence Score.
   - A 5 indicates that different automated valuation models yield similar estimates for this property.

How do I refine the value of a property?
1. From the Property Details page, select the tab marked Refined Value.
2. Confirm and adjust the property’s basic facts. Select Apply changes.
3. Add any home improvements completed, including date completed and total cost. Select Add.
4. Add any needed home improvements including estimated total cost. Select Add.
5. Adjust sliders based on local market conditions and how the subject property stacks up against comparable properties.
7. View adjustments on the upper right column.
How do I run a comp analysis?

1. From the Property Details page, select the tab marked Comp Analysis.
2. Choose Comparative Analysis or the more advanced Sales Comparison Analysis.
3. Confirm the home’s basic characteristics.
4. Search for comps using the search tools or add a known property.
5. Make adjustments to the comp selection.
6. Review your result. Adjust the recommended price or range if needed.
7. Create a Seller’s Report.

PRO TIP

The Seller’s Report can span over 80 pages. Omit any sections you don’t think your client would be interested in at this time to make the report more digestible.

How do I create an RPR Seller’s Report?

1. Select Create Report from step 5 of creating your Comp Analysis, or the blue Create a Report button found on most pages.
2. Choose the type of report: Seller’s Report.
3. Click More Details to choose the elements to include or omit in the report.
4. Choose the report’s cover elements and whether to show or hide page numbers.
5. Personalize the report cover with a message, choose a delivery method, and press Run Report.