

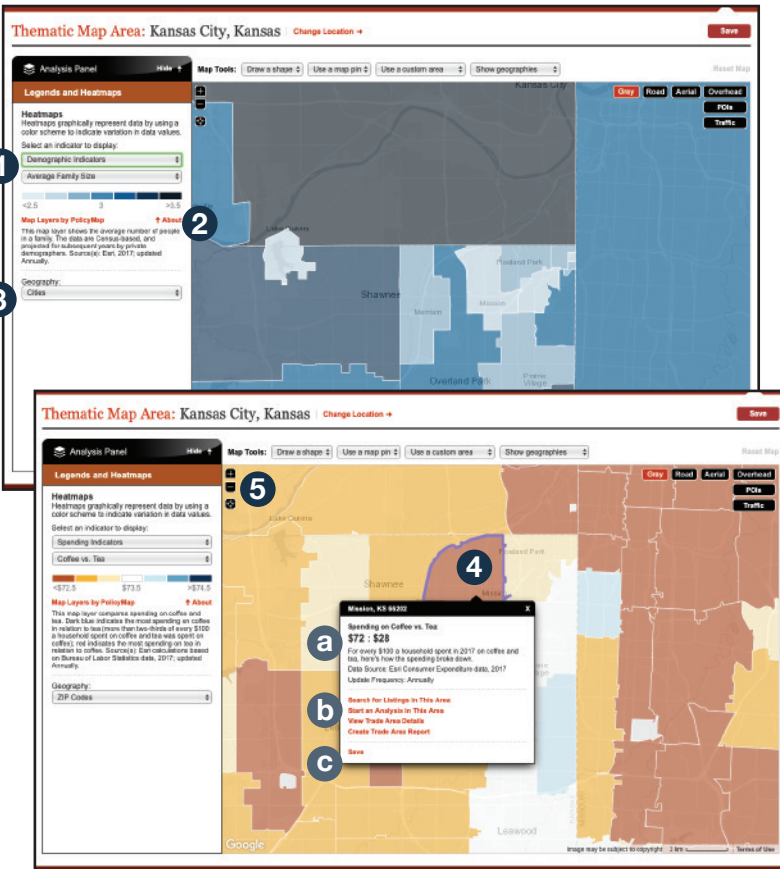
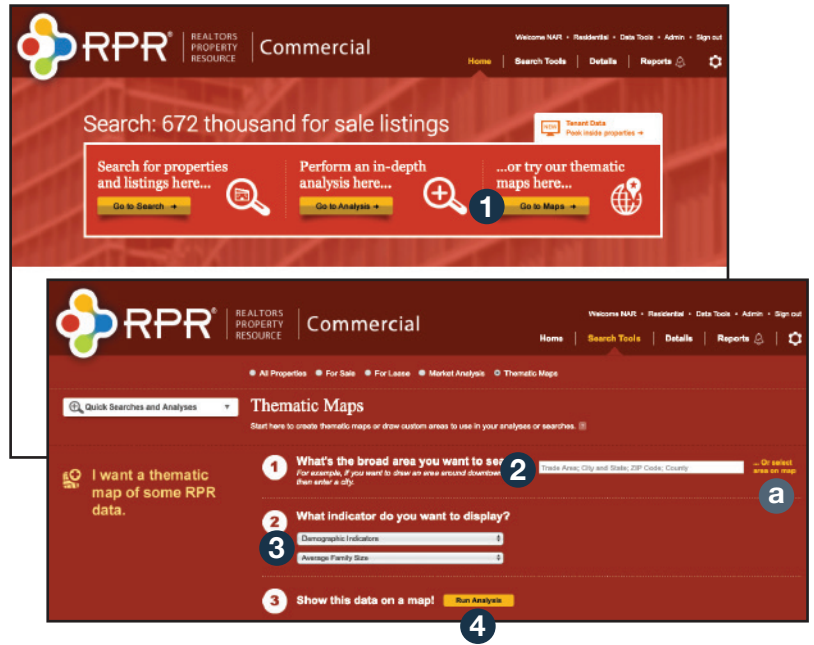


# RPR

## Commercial Maps Quick Start

### How do I start a map search?

- 1 Select *Go to Maps* on the Commercial homepage.
- 2 Enter the geography you want to search: *Trade Area, City and State, ZIP Code, or County*.
  - a Or select an area on map to access map search tools.
- 3 Select the indicator you want to display from the drop-downs. Choose from *Demographic Indicators, Spending Indicators, or Residential Real Estate Indicators* and their corresponding selections.
- 4 Choose *Run Analysis*.



### Analyze your results:

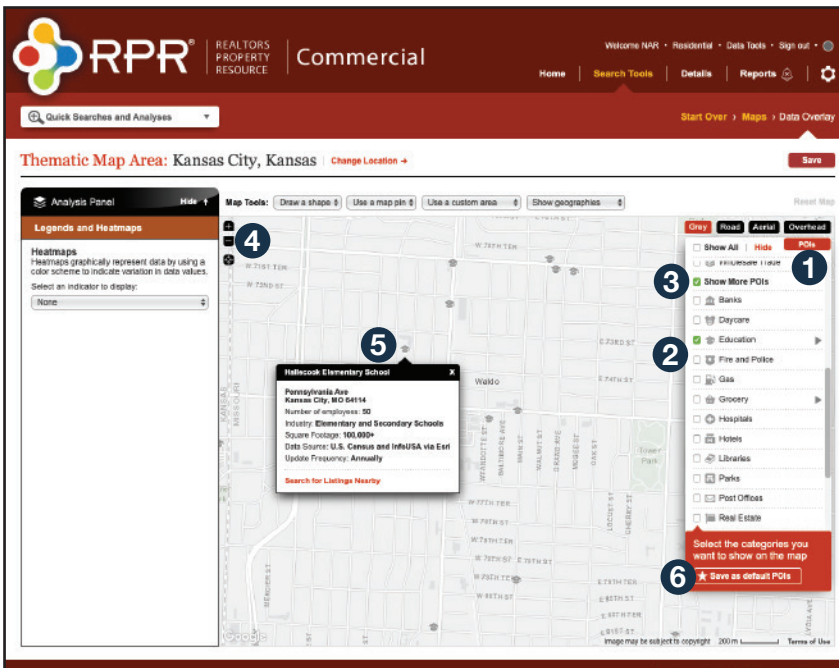
- 1 Adjust your thematic map to any indicator you choose.
- 2 Select *About* to display detailed data about the map layers.
- 3 Change your *Geography* level with the drop-down.
- 4 Select any shaded section.
  - a View detailed data.
  - b Select: *Search for Listings in This Area, Start an Analysis in This Area, View Trade Area, or Create Trade Area Report*.
  - c Save the selection.
- 5 Move around the map to find high or low concentrations of your indicator of interest.



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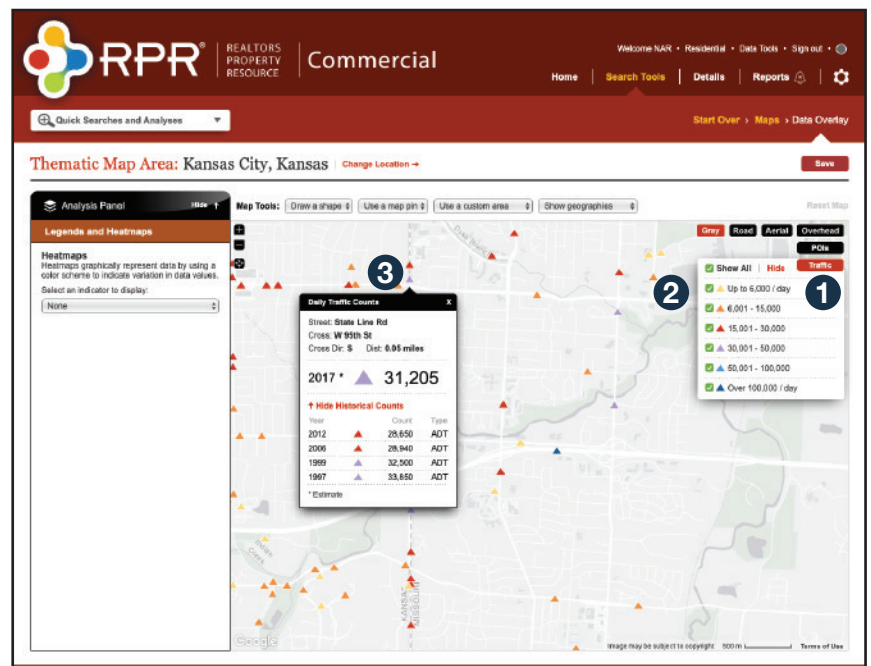


## Points of Interest:

- 1 Select *POIs*.
- 2 Choose your POI categories.
- 3 Select *Show More POIs* to reveal crossover categories.
- 4 Zoom in and out to find your comfort view. For denser areas with more than 500 POIs, deselect some categories or zoom in on the map.
- 5 Select the POI to view its basic information.
- 6 Save your selected categories if you'd like them to appear the next time you choose the POI option.

## Traffic Counts:

- 1 Select *Traffic*.
- 2 Choose your level of traffic counts.
- 3 Select the triangle indicator to view the last historical count data and traffic count projections.



Customer Support:  
877.977.7576



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