



# **RPR MLS Case Study**

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## RPR “Best Practices” Case Study

The Realtors Property Resource® (RPR ®) was launched by the National Association of REALTORS® two and a half years ago. As of May 6, 2012, 384 MLSs and Associations have signed agreements with RPR, representing 618,914 REALTORS®. 244 have RPR installed and operational for their 503,444 members with more in the review process.

RPR understands that while they have made great progress in terms of signing up MLSs the real measure of success for RPR will be the adoption and use of these tools by the members of NAR. To that end, RPR enlisted WAV Group to conduct case studies to help identify “best practices” of power users at multiple levels including the MLS level, the Broker level and Agent level to share with all REALTORS® to make the product more valuable.

In previous papers, WAV Group outlined the elements of RPR along with other data-driven programs along with recommendations on how to make an informed decision when reviewing these technology services. This paper is not intended to help an organization make a decision about whether or not to participate in RPR. Those final discussions and decisions are best left to your Association Board of Directors and individual organizations. The purpose of these case studies is to help those that have already made the commitment to launch RPR to help their members gain tangible methods to integrate RPR into their daily business practices as well as demonstrate effective ways to gain adoption and regular usage with REALTORS®.

Each of the best practices case studies for the MLS, broker and agent will be presented as single case studies and then rolled up into a full white paper report.

Wherever possible, we have included links within each study to direct the reader to the various resources and tools available through RPR that will be referenced at various times throughout each study. A complete list of these links is also provided as a reference at the end of each study.

### **Best Practices** (See Details In Study)

1. Buy in has to start at the top.
2. RPR tools need to be branded.
3. One person needs to lead.
4. A clear plan is critical.
5. Managers have to buy-in.
6. Don't reinvent the wheel.  
Leverage RPR tools.
7. Provide regular online webinars and training.
8. Evangelize on multiple channels.
9. Repeat all messaging continuously.
10. Leverage RPR support.
11. Use peer reviews

## RPR Overview



RPR is a parcel-centric database with information on all 147 million parcels of property in the United States. RPR includes tax assessment and public records data, deeds, liens, standalone mortgages, FEMA flood maps, subdivision and school district boundaries, aerial

imagery and geo-spatial data, demographics and lifestyle information and the largest database of foreclosure information by county in the industry. Through agreements with each local MLS, RPR also layers local active and off-market data to create the most robust catalog of properties available anywhere.

## REALTOR® Adoption Update

Through our investigation and interviews with several agents, brokers and MLSs that have adopted RPR successfully, we have been able to isolate a number of "best practices" outlining how and why REALTORS® are using the product. While adoption is still growing, the proactive real estate professionals that have taken the time to learn the tool are clearly very excited about it. They see the tool as incremental to their MLS system and public records products that helps them to position themselves as a local market expert.

On average, RPR users are spending 20 minutes on the site 3 times per week. They report the learning curve is not significant. Everyone we interviewed was impressed with the level of support being offered by RPR to help users learn and use the product. They noted that, after watching one webinar, they were able to navigate the various tools without a problem.

Users told us the quality of the reports they can generate for their clients and the unique types of information available help them position themselves as "THE" local expert in their region. But, they also point out that the reports do not replace current products from the MLS or broker. They provide an additional level of support and market intelligence to help their customers.

## Not An "Easy Button"



RPR power users report that naysayers for the program believe the data is "not always good" and so, some have not taken the time to learn all of the elements of RPR. The RPR power users WAV Group interviewed agree that the data is "not always perfect", but they point out that they need to be responsible for managing the data and that the tool is not intended to be the "easy button". They report, just like doing a CMA with MLS data that it is still up to the

real estate professional to manage the data and make corrections as needed. They point out that comparables can be customized when you do a valuation and that people that expect it to do everything aren't being realistic.

The power users would also like the data to continue to improve, of course, but see this as natural in any system rollout. They note that when they reach out to RPR and point out a data concern, the company is proactive and always does their best to address their issues. In San Luis Obispo County, CA, for example, RPR worked tirelessly for several months to rectify some data issues, which are now complete. The database is now up to date, making the tool much more valuable for the REALTORS® in that county.

## Case Study Overview

### MLS Case Study



It's one thing for MLSs and Associations to approve and install RPR. It's quite another thing to find the magic combination of marketing programs to successfully gain significant adoption among your members. As we discussed in our paper [Keys to Technology Adoption](#) gaining any significant adoption for any technology offered to REALTORS® is a very difficult process.

Through our work with the Spokane Association of REALTORS® we identified a number of “best practice” keys that have helped them launch a successful RPR rollout. In our MLS case study WAV Group shares specific “best practices” on what the MLS can do to promote the RPR system and to promote stronger adoption at both the broker and agent level.

MLSs that have experienced significant adoption for RPR have made it one of their core technologies they promote to their members regularly. They have leveraged all of the tools available from RPR to achieve that goal. They understand they need to regularly promote RPR webinars, and discuss the value of this free member benefit frequently during all broker and agent events and at every training session they conduct. In the MLS case study we summarize the specific programs and approach that have worked best and resulted in successful adoption.

### Broker Case Study



Our Broker Case study explored both their use and adoption of the new Broker Suite introduced by RPR as well as their approach to RPR promotion and adoption. Working with the Keyes Company in southern Florida, we explored their view of RPR as well as what they do to lead to a truly strong adoption and use rate among their agents.

Mike Pappas, the CEO of Keyes shared an in-depth perspective with us on RPR, the tools they offer and why he has taken such a proactive approach on the product within his company. One of the keys learned in our study is the critical importance of this level of “buy in” at the CEO position to have a successful adoption process. Mike set in motion a comprehensive strategy that is detailed in

our Broker case study that started with him and was then successfully executed throughout his organization.

As with the MLS review, very specific and similar processes were created, shared and executed. Details for this entire process and included in the Broker case study.

## Agent Case Study

RPR was created primarily for agent use, to help them in their role as property transaction professionals. The RPR system has a massive number of tools to do this to help find and interpret critical property information, including:

- Comprehensive search tools
- Sales analysis
- Defaults and volume trends
- Pricing, mortgage data, forecasting
- Valuation history
- Nationwide property searches
- Market to market comparisons
- Geo spatial searching
- Map overlays including trends and demographics
- High touch valuation tools
- Home improvement calculator

The agents interviewed for the case study loved the RPR tools yet they made it clear from the beginning of our discussion that it is not a panacea. These agents were great examples of the line that “the best technology will not make a poor agent a good one”. Technology should never be a substitute for “agent know how”. They indicated the number one value of RPR was in creating clear and understandable valuations and how these can benefit the agent/client relationship.

Details on how these agents have incorporated RPR into their businesses is provided in the Agent case study.

## Appraisers Appreciate the Tool As Well

Whenever we conduct member satisfaction surveys for MLSs we hear from a few disgruntled appraisers telling us that they do not believe the MLS cares about their needs. They believe the MLS is geared towards the needs of residential agents. While we did not do a specific case study for appraisers, their appreciation of RPR is worth noting. They believe the tool helps them create more attractive and comprehensive reports than other tools that are available to them. As part of their roll out strategy, MLSs may want to think about promoting webinars directly to their appraiser audience and even encouraging one of their own appraisers to conduct the session so they can provide real-world examples about how to use the tool in their daily businesses.

## RPR Is Incremental to MLS Systems and Other Tools

One pushback we have heard from agents that do not use RPR is “How is it different or incremental to the activities I can complete inside the MLS system”? From those that we have spoken to, they tell us they really like the CMA and valuation tools offered within RPR. While they sometimes need to import comparables from the MLS system, the flexibility of the system and the quality of the reports that are created is superior to the CMA’s available in the MLS.

These power users believe it is worth learning a new tool because RPR provides them with the ability to look much more professional and well-educated about the local market than MLS CMA programs can on their own. They tell us that they really like the ability to use professionally generated, localized estimates of value increases for enhancements to the new home like a new kitchen or bathroom that are much more accurate than those found on 3rd party sites. Because an independent valuation tool builds these estimates, agents say they are much defensible than their own “gut” judgment.

## Setting Adoption Expectations

One of the key factors for adoption of any new technology is to set appropriate expectations. The 80/20 is clearly in place in the real estate industry. For every 100 agents, there are likely less than 20 that are selling a significant amount of real estate. In many MLSs WAV Group works with, we have observed as much as 30% of the membership has not completed a transaction within the past 12 months. This may be because they are appraisers or transaction coordinators or it could be that they are looking for access to MLS for their own real estate investment purposes. In any case, for any MLS organization to believe that 100% adoption is a viable goal for anything other than the MLS system is unrealistic.

Consider that only 20% - 40% of an MLS’s membership is doing a significant number of transactions. If an MLS has a goal of any product adoption of 50% of their “productive” members, using the numbers above that would mean an adoption rate of 10% to 20% of the total membership. While this might seem low at first, these numbers actually represent a very strong adoption rate.

For those that are responsible for promoting RPR adoption within their organizations, these levels of adoption should be considered good, from our understanding of non-core software adoption.

## Acknowledgements

We would like to thank the Spokane Association of REALTORS®, the Keyes Company, Anthony Rael and all of the individual agents that volunteered their valuable time and insights to help others gain more value from the RPR products and services.



## RPR MLS Case Study

### MLS: Spokane Association of REALTORS®

The Spokane Association of REALTORS®, located in Spokane, Washington has approximately 2,000 members. A staff of 8 manages the Association, including:

- Executive Officer
- Controller
- Assistant E.O. and MLS Director
- Education and Special Events Director
- Bookkeeper/Membership Administrator
- MLS/Data Entry
- Communications
- IT Manager

Our interviews were conducted with the E.O, Rob Higgins and their IT Director, Mike Bentson.

The following are the results of in-depth interviews conducted with Rob Higgins and Mike Bentson in April 2012.

### Background

As we explored how the Spokane Association of REALTORS® decided to partner with and promote RPR, Rob informed us they had originally heard about RPR five years ago. His first reaction was skepticism. Mike said, “What do I care about parcels in Alabama?” At about that same time the MLS was looking at moving to a tax product from LPS called RE Insight. They were very interested in being able to see parcels in their own MLS area. Their work on this project coincided with NAR’s development of RPR.

When they saw the original podcast announcement and then the formal introduction of RPR at the NAR Conference in San Diego, they got very excited about the possibilities. They thought what they were shown at that time looked great, and they felt these tools would be very valuable for their members. Rob says they approached RPR leadership and said they would like to be involved from the beginning. As a result, their MLS/Association was selected as a beta partner and they have had the opportunity to work with RPR since it’s inception.

They went live in the fall of 2010 and began beta testing around April of 2011. Mike put together a task force of about 50 members to review it. His belief was that these tools would benefit their members, which he believes is the primary role of the MLS.

### Current MLS Products

The Spokane Association of REALTORS® currently provides their members a MLS system with integrated tax and now offer RPR as well. They do not offer



any premium MLS products. Rob says it has not been their practice to provide a number of 3<sup>rd</sup> party products because cost has always been a primary concern of their MLS.

## Feedback on RPR Rollout and Use

Rob shared with us that his members seem to love the RPR product. He said he was in a meeting just the other day and an agent spoke up saying that he uses it many times a day and thinks the product is great! His personal feeling is that if an agent wants to use it and embrace it, great, and if they don't, it isn't an issue. Rob is aware that just making the tools available does not guarantee members will use the product or like the product. He is comfortable that the Association's role is to give them that opportunity and the rest is up to them.

We asked Rob whether his MLS is sensitive to the line between MLS and Broker services and whether this was an issue regarding RPR being offered. He replied that they clearly do watch that line very carefully and that he is there for the brokers and to provide them services. With that said, they have not had any negative responses regarding RPR being offered through the MLS.

## RPR Promotional Activity to Date

To go over the details on how the product is promoted we were directed to his IT Director, Mike Bentson who is the 2<sup>nd</sup> interview in this case study. Mike has primary responsibility for managing the training and support of the RPR product locally. Rob felt that adoption was quite good but did not have specific numbers.

While Rob believes RPR is a great thing to offer his members, he says, "It is just a tool we have to offer them. Some love it- some don't." While he is in favor of supporting the product and his members in terms of training, he does not feel it is his role to necessarily promote it, or to encourage everyone to use it. He says he would be hesitant, for example, to use testimonials from agents, not because they weren't true, but he just doesn't see the MLS's role as one of pushing any product. He believes that choice is up to the individual REALTOR®.

## How is Agent Adoption Going?

After hearing these comments from Rob we mentioned that, according to our information, Spokane has one of the highest adoption rates for RPR in the country. We asked him what they were doing that was contributing to the RPR adoption.

Rob felt that one part of the adoption success was the fact that they had been involved with RPR since the beginning as a Beta partner, so there was the time factor. In addition, his IT Director, Mike, put together classes for all of the brokers, which they delivered in the MLS's computer lab. In addition they offer regular RPR classes.

They also invited RPR representatives to their MLS to speak to the members. Dale Ross, the CEO, actually came and spoke to them, which he says, was very well received.

## Overall Rating the RPR Experience

Rob shared that, like any new programs, there were growing pains with RPR. That is also part of any beta process, a process they willingly signed up for. Since inception, he says they have seen great improvements in the products and services. One area where this was especially true are the valuations provided through RPR.

Rob left us with comment that summed up his attitude in working with a new product and why they clearly were the right type of MLS/Association to have as a beta partner.

**“Let’s think of the vision and where we are trying to get to, not just exactly where we are today.”**

## RPR Execution Program

Prior to implementing RPR, Spokane had an agreement with LPS to install their RE Insight product. As noted in the interview with Rob, the MLS wanted to offer their members a parcel based tax system. LPS let them out of the agreement to review the RPR product, due to their relationship with RPR, to see which approach they preferred.

Spokane looked at what was being developed by RPR and what was behind the initiative at LPS. Their feeling at the end was that RPR was a bit more than they would have received through the RE Insight product. Getting in at the beta level also gave them the opportunity to have input into the product, which was important to them.

Spokane has Paragon tax integrated into the Paragon system. They note that the quality and content of tax information available on the LPS system varies from area to area. With the amount of data the members are getting, including foreclosures, mortgage and valuations, they believe you can’t just criticize when you find one discrepancy you need to look at the benefits the whole product brings. Mike says they took ownership of the product to make it work and approach it with that mindset. He went on to say that if something isn’t working they just look at the cause of the issue. He says many times it’s the county itself where changes are made and not communicated. This obviously impacts everyone that is working with the data.

## Promoting RPR to the Members

As a beta partner, there were a lot of people working on the RPR project. Early on they experienced a number of formatting problems, and for while the product just didn't work.

Like any new product that has growing pains, this took a toll.

As a result of the trials during the early use, they decided to a re-launch in conjunction with RPR. They sent out a series of emails to advertise the big event. They conducted a survey on using RPR to see what people were doing and not doing. Then they had trainers from RPR come out and watch the training they were offering through the MLS. They identified a disconnect.

Users were trying to sit down and use RPR like the MLS system rather than using it as a tool to be used "with" the MLS system. The MLS had just moved to a new Paragon system and so they created training sessions on how to manage the workflow with Paragon and RPR. This resulted in much better adoption and system usage.

## Focused Training

Offering special classes for each office was one of the keys to adoption in Mike's view. He set up personalized training sessions for 90 minutes at brokerage office locations and would get the office managers to promote it to their agents. Agents would come in and get excited about the product. These sessions created a buzz around the office that kept the excitement alive and got other agents excited. The success of the sessions encouraged others to attend training sessions. The enthusiasm was infectious.

Today Mike says adoption is now happening organically. The Association is not aggressively promoting RPR other than offering regular training. Today, people are also getting more optimistic about the market. They are a more willing to take the time to learn how to use all of the MLS tools so they are ready when they need them. He says RPR falls into this category as well.

## Setting Up the Training and RPR Support Materials

Mike made it clear that the support from RPR and the materials they provide is first class. He said the training was excellent and there was absolutely no need to think you had to develop these support services on your own. He said that was totally unnecessary, as RPR had already done the groundwork in this regard.

A complete set of communication templates for MLSs are available for free on the [RPR Blog website](#).

[The list below](#) shows the communication tools that are available for download to any MLS that is interested in helping their agents to take advantage of the RPR tool set.

## Pre - Launch Communication Templates

- [RPR is Coming, What does it mean to you?](#)
- [RPR Data and why it's important to REALTORS®?](#)
- [RPR: Gorgeous and power-packed reports](#)
- [RPR Comparables: The perfect combination of power and simplicity](#)

## Post - Launch Communication Templates

- [RPR has arrived! Register for Free Training Webinars Now!](#)
- [RPR Training Goes Online, Anytime!](#)
- [Welcome to RPR - What does it means to you?](#)
- [RPR: New access to data, and why is that important](#)

RPR provides online training on a constant basis for all levels of the program. An updated calendar is also available through the website. According to Mike the training has been well received.

**Calendar of Events**

← April 2012 May 2012 June 2012 →

EVENT LIST CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
		1 RPR Overview for Brokers and Management	2 RPR Basic Training	3 RPR Broker Tools Sets RPR Overview for Brokers and Management	4	5
6	7	8 RPR Overview for Brokers and Management RPR Basic Training	9	10 RPR Broker Tools Sets RPR Overview for Brokers and Management RPR Basic Training	11	12
13	14 RPR Basic Training	15 RPR Overview for Brokers and Management	16 RPR Basic Training	17 RPR Broker Tools Sets RPR Overview for Brokers and Management	18	19
20	21	22 RPR Overview for Brokers and Management RPR Agent Tools	23	24 RPR Agent Tools RPR Broker Tools Sets RPR Overview for Brokers and Management	25	26
27	28	29 RPR Overview for Brokers and Management RPR Agent Tools	30	31 RPR Broker Tools Sets RPR Overview for Brokers and Management		

## Promotion/Adoption Results

In October, prior to the RPR re-launch they had 600 people registered on RPR. They did a survey at that point to determine what was working, what people were using and as noted earlier they adjusted the training to show members how to use RPR “with” the MLS not instead of the MLS. Today, they have increased registrations again. Mike says their membership today has dropped to under 1,500 but with approximately 650 registered uses on RPR this is equal to roughly 43% of their members which is outstanding adoption of any “non required” product.

## MLS Integration - Secret Sauce of RPR Adoption Success

Mike believes there is actually a secret sauce to the RPR adoption success that is a huge part of why people are using it so regularly now. It is the fact that they have been able to integrate the RPR product with their MLS system. Mike says they implemented deep linking with RPR last year. Any property found in the MLS has a quick action link that goes directly to that record in RPR. They also use single sign so members don't have to log in again.

Mike says this integration is a huge benefit to people and he thinks a large part of what the RPR system is being used effectively along with the MLS system.

Spokane has 12 years of history in their system so being able to link through to a listing is a great asset. He highly recommends that everybody that implements RPR integrate the tool into the MLS records.

## MLS Keys to Adoption

Mike believes that MLS keys to adoption are fairly straightforward. First he believes strongly that integrating with the MLS system is key. Second, he believes that MLSs need to train members on how to use RPR "with" their MLS system, not in isolation. He points out that many people don't know how to use many of the really cool features on their MLS system, let alone a new product like RPR, so you have to keep the training very simple and relative to their business needs. If you do training that is too advanced, you will lose them. You need to start with what they are familiar with, the MLS, and go from there.

Key to successful adoption is MLS integration and training on how to use RPR WITH MLS- not on it's own. Many people don't know how to use many of the really cool pieces on MLS let alone a new product like RPR. If you do training that is too advanced you lose people. Start with familiar or you lose them.

Mike added that RPR is not the MLS system. He says they learned from the re-launch that an RPR search is not an MLS search. They teach their members to always start with the MLS search. He believes strongly that if you have the MLS integration that is the way to do it and to train on it. The key is to make it easy to get the data from RPR by doing something you already know, the MLS.

## How Are Agents Using RPR?

From his experience, Mike believes RPR data is typically used in the listing presentation. When they are working with comparables they can pull up RPR records and get that additional layer of data. When viewing records on the MLS you are viewing listing or tax data which, is very dry, separated and segregated. The data in RPR it is displayed cohesively; with mortgage, neighborhood, statistics, demographic, etc. all in one report. Having it all in once place and integrated is ultimately the goal.

Mike added that the new investment tool is really cool and is integrated into their system now.

## Should RPR Be the MLS System?

One of the early concerns, and perhaps a current concern to some, is whether RPR would ultimately become the MLS system and take over completely. We asked Mike if this was a concern at all for them.

Mike said no, he really doesn't think so. He compared RPR and the MLS to a baseball bat and a fly swatter. They have different objectives and underlying designs. With RPR you get a huge amount of data that would be cumbersome for fast, simple MLS searches. If the MLS operated that way you'd have nothing but complaints.

On the other hand, he said if any system, including RPR, offers features that can take the place of an MLS feature, and does it better, then that's a good thing. The core issue is looking at what is best for the members not just the MLS. But, he really sees this as a cooperative relationship between technologies- not a competitive one. The MLS needs to focus on core competencies of data accuracy, offers of compensation, compliance, etc. RPR is another layer of valuable data that can be used in conjunction with that.

## Biggest Challenges With RPR

Mike believes the biggest challenge in rolling out RPR and getting adoption is the person who sits through training and then looks up a property and tells you how wrong some piece of the information is, especially on the AVM (Automated Valuation Module) or the RVM® (Realtor Valuation Module®). If something isn't working or the data seems to be wrong, he says they just look at the cause of the issues. Many times it's the county itself where changes are made and things are not communicated and this obviously impacts everyone that is working with the data.

Mike also points out, correctly, that anyone who really understands what these tools are knows they are not going to be 100% accurate. People should assume when they look at a set of comparables they will see some that aren't ideal. They need to understand that this is just a technology tool that still requires their expertise. They have to be willing to interact with the program to make it work most effectively.

During training they explain how the valuations allow you to add or take out comparables and that valuations need to be updated and refreshed to include the latest data including newer properties. They also try to get members to realize that this is a collaborative process with RPR, and that they need to work with them and not work against the process.

In the Broker case study we pointed out the importance of the CEO buying in and supporting the roll out of RPR and we see how important this is again at the leadership level. Rob Higgins, the EO, clearly sees RPR as a valuable tool for the members. Mike, the Director of IT reflects this value and evidence is seen

throughout his messaging, which is passed on to the members in the training sessions.

We asked Mike what the most important thing they did in relation to RPR that has contributed to their successful adoption was, and he didn't hesitate. He said it was to "Take Ownership".

## Best Practices

The Spokane Association of REALTORS® has been highly successful in gaining agent adoption on the RPR toolset. While they don't see it as their role to "push" the product (they leave technology choice up to their members) they do believe there are keys to what they should do when making it available. The following list highlights what we learned from our conversations with the Spokane Association of REALTORS®.

- 1. Buy in has to start at the top with the Executive Officer**

It was clear to us from our interview with Rob Higgins that he is totally behind having RPR be available for his members. His commitment was clear and he obviously set the expectation within his management team to work with RPR cooperatively to make these tools available to members. His desire to be a part of the beta group reflects this commitment.

- 2. One person should be put in charge of managing a campaign to promote RPR or any product.**

Communication of any initiative needs to be coordinated, consistent and controlled. Putting one person in charge makes the chance of success much more likely. We highly recommend this approach for any company. For the MLS Mike, the IT Director had the lead and it was highly successful.

- 3. A clear plan needs to be set up that includes continual contact throughout the company.**

The Spokane Association of REALTORS® determined that a re-launch was in order due to issues experienced during the beta program. They re-evaluated their training, made adjustments and realized success with this approach. They also reached out to offices individually to engage them, which proved highly successful.

- 4. Managers have to buy-in to something before agents will.**

MLS commitment starts with the EO and then has to be continued down through management. The Spokane Association of REALTORS® management clearly supported this initiative.

- 5. Take advantage of the communication and support tools already available at no fee through RPR, because they work.**

All of the tools needed for a solid communication plan have been created by RPR and are available online. There is no need to reinvent the wheel,



MLSs should simply brand and use the existing materials as they have proven to work effectively.

**6. Make regular online training available to the agents via webinars and recorded sessions.**

RPR has recorded webinars available for use that have proven extremely effective in getting new users up to speed. These webinars can be accessed on an agent's schedule, day or night, which is key to get higher adoption.

**7. Repeat all messaging continuously.**

MLSs may not feel their role is to evangelize a non-core technology but they still need to provide repetitive communications to their members to let them know what training and support is available. This is marketing 101. It takes repeated exposure to get people to act. Repeat email on a regular basis and make this messaging part of every meeting and newsletter as a reminder.

**8. Work with RPR to help improve local training. RPR needs to work with the MLS, not instead of it. Training should not be just a "how to" class.**

Classes that focus more on how to incorporate tools into business to produce real results do better than classes that simply show how to use the features of a product. When agents connect the product features to actual business results they are much more likely to be motivated to use the product. Also, agents know how to use the MLS and need to understand how to use RPR data with the MLS not instead of it.

**9. Integrate RPR with the MLS**

If possible, every MLS should consider integrating the RPR product within the MLS to provide quick links to the RPR property data. This allows agents to work within the MLS to do their searches and quickly link to RPR data for supporting data.

**10. Take Ownership at the MLS Level**

We believe in this last "best practice" totally. If you are going to do something, do it right. Be part of the solution. If an MLS installs RPR it only makes sense to work with RPR to help promote the value of the products to the members. Members can decide one way or another if they will use the products but the MLS should clearly communicate what it can do for the.

## RPR Support Resources

The following links are not a complete list of RPR support resources but can be used for a quick link to these extensive services and will provide a good overview of the support provided.

- For a complete list of RPR resources visit the [RPR Blog](#).
- For a schedule of available training visit the [Broker Training Schedule](#).
- Download the [Broker Launch Kit](#).

### Email Communications

- [CEO to Managers](#)
- [CEO to Agents](#)
- [Manager to Agents](#)

### Sales Meeting Modules

- [What is RPR?](#)
- [How are Agents using it?](#)
- [How do I create my account?](#)
- [How to search on RPR](#)
- [What can be found on a property detail page?](#)
- [Uncovering the history of a property](#)
- [RVM and refining property values](#)
- [Searching Foreclosures](#)
- [RPR reporting and your clients](#)

### MLS Email Communication Templates

#### Pre - Launch Communication Templates

- [RPR is Coming, What does it mean to you?](#)
- [RPR Data and why it's important to REALTORS®?](#)
- [RPR: Gorgeous and power-packed reports](#)
- [RPR Comparables: The perfect combination of power and simplicity](#)

#### Post - Launch Communication Templates

- [RPR has arrived! Register for Free Training Webinars Now!](#)
- [RPR Training Goes Online, Anytime!](#)
- [Welcome to RPR - What does it mean to you?](#)
- [RPR: New access to data, and why is that important](#)

## About WAV Group

**WAV Group** is a leader in providing consulting services to the real estate industry and is comprised of corporate executives with a depth of expertise in both the real estate industry as well as the consumer market.

The company has conducted studies for some of the largest organizations in the industry including the National Association of REALTORS®, California Association of REALTORS® and others. It has also authored several of its own studies including the 2009 Transaction Management Adoption Study, MLS Consumer Website Effectiveness Study, Broker Website Effectiveness Study, Edutizing and its most recent white paper Real Estate Technology – Keys to Adoption, and many others. For more information or to register to receive report releases and newsletters please contact WAV Group.

**WAV Group** works with Multiple Listing Services, Associations, Title Companies, real estate firms, franchise organizations and technology vendors in the US, Canada and Europe. WAV Group has expertise in the areas of technology evaluation, product development, market research, strategic planning, sales & marketing, technology selection and implementation.

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